

Valuation Resources

In September 2015, Social Value International teamed up with the World Business Council for Sustainable Development to bring together 22 valuation experts from around the world for 3 days at the Bellagio Center. The event was sponsored by the Rockefeller Foundation and focused on the valuation of social outcomes.

The aim of the meeting was to take advantage of the full range of experience from different sectors and geographies to discuss how different valuation techniques relate to one another, how they can be mapped and how we can create a shared consensus around this growing and important area.

By way of preparation for the event, we collated a set of documents, reports, publications and resources that cover a range of approaches to the valuation of social outcomes, with a focus on examples of valuation from the private sector. We've produced a guide below, with links to the downloaded version or webpages of each resource.

Many thanks to the attendees of the Valuing the Things that Matter meeting for contributing their ideas.

Have we missed something? If you can think of any other documents that could be of use, please email Helen with your suggestions or comments at helen.campbell@socialvalueuk.org.

Resources on Specific Valuation Techniques

[Valuation Techniques for Social Cost-Benefit Analysis: Stated Preference, Revealed Preference and Subjective Well-Being Approaches \(2011\) – Daniel Fujiwara and Ross Campbell](#). This 64 page report, produced in July 2011 for the DWP and HM Treasury, provides an introduction to some of the main valuation techniques used in cost benefit analysis, and examples of their application.

[Measuring the Social Impact of Community Investment: A Guide to using the Wellbeing Valuation Approach \(2014\) – Lizzie Trotter, Jim Vine, Matt Leach, Daniel Fujiwara](#). This is a 42 page summary of Wellbeing Valuation, and how to apply it to a lightweight framework for measuring social impact.

[Measuring the Social Impact of Community Investment – The Methodology Paper \(2014\) – Daniel Fujiwara](#). This Paper goes into more detail about the wellbeing valuation approach.

[Value Game](#) – the official website for the Value Game – a stakeholder-led valuation approach which uses revealed preference.

[The Guide to Social Return on Investment](#) – pages 45 - 52 set out an introduction to valuing outcomes and some different methods such as hedonic pricing, travel cost / time value method etc.

Examples of Valuation from the Private Sector

Kering – Environmental Profit and Loss (E P&L)

Kering were one of the first companies to start valuing their impact in monetary terms. They do this using a methodology they have named 'Environmental Profit and Loss (E P&L)'. To use their words, E P&L '[makes the invisible impacts of business visible, quantifiable and comparable](#).'

In May 2015, Kering made E P&L [completely open source](#), giving other companies access to the methodology to enable them to apply it to their own practices.

Kering's E P&L resources include:

- [Online summary of E P&L](#), the thinking behind it and a summary video
- A [100 page report](#) on the E P&L methodology and the Kering Group results

BT – Valuing Digital Inclusion

As a follow up to an SROI done on their Get IT Together programme, BT produced an additional study: [Valuing Digital Inclusion](#). This report sets out to put a value on what being digitally included means for an individual, and contains some useful summaries of different valuation techniques.

KPMG – True Value Methodology

KPMG have developed a framework called 'True Value', which [helps organisations to understand and quantify the value they create and reduce for society.](#)

To find out more about True Value, take a look at one of the following resources:

- [Introducing KPMG True Value](#) – an 8 page summary of the methodology with brief examples and FAQs. See also their [three minute video](#).
- [A New Vision of Value: Connecting corporate and societal value creation](#) – a fuller, 116 page report on True Value which looks at drivers (internalisation of externalities), detail of the methodology and in depth case studies
- Case studies of the True Value methodology
 - [Holcim / Ambuja](#) case study, and their [2014 Integrated Profit and Loss account](#)
 - [NS \(Dutch Railways\)](#)
 - [Volvo Group](#)

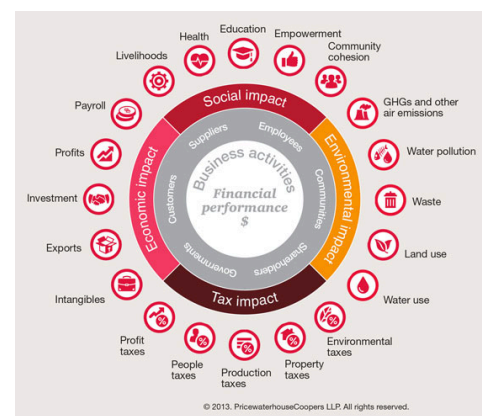


PwC– TIMM (Total Impact Measurement and Management)

TIMM is a [methodology developed by PwC](#) to help their clients attain a more complete understanding of value creation and destruction, incorporating economic impact, tax impact, social impact and environmental impact.

To find out more about TIMM, see the following reports:

- [Measuring and managing total impact – strengthening business decisions for business leaders](#)
- [Measuring and managing total impact – A new language for business decisions](#)
- [Measuring Tourism's Impact – a Pilot Study in Cyprus](#)
- [Measuring Tourism's Impact – a Pilot Study in Cyprus Methodology](#)



Miscellaneous Articles around the topic of valuation

- [Why Well-Being Should Drive Growth Strategies](#) – a 60 page report on the Boston Consulting Group's Sustainable Economic Development Assessment (SEDA). SEDA is a framework which measures how well a country converts wealth (measured by income levels) into well-being, compared to other countries.
- [Social Capital in Decision-Making: How social information drives value creation](#) – this report from the WBCSD and KPMG explores how measuring social capital can be used to understand, demonstrate and manage business performance to ultimately create more social value.
- [Towards a Social Capital Protocol – A Call for Collaboration](#) – this document outlines rationale and road ahead for the WBCSD's Social Capital Protocol program.