



# ASSURANCE STANDARD

Product Accreditation (Training or Guidance)

**Adopted statement for successful applications:**

The training materials/guidance titled **XXXX** are consistent with the Social Value Principles.

....

General information about the product & relationship with Social Value International<sup>1</sup>:

<b>Product Name</b>		<b>Delivered by (Organisation)</b>	
<b>Lead Contact Name</b>		<b>Contact email</b>	
<b>Country based in</b>		<b>Operating in</b>	
<b>Membership of Social Value International?</b>		<b>Specific Sector?</b>	
<b>Pricing Structure</b>		<b>Discount for SVI members?</b>	

---

<sup>1</sup> Social Value International or affiliated national network

## Principle 1: Involve stakeholders

Aspect of Social Value Principles	Does the product or notes cover	Page/slide referenced	Additional Comments
<i>Stakeholders</i>	A definition of stakeholders is given		
	Identifying a range of stakeholders (not just intended beneficiaries)		
	Identification of sub groups who may be experiencing different outcomes?		
	Different approaches to involving stakeholders (focus groups, 1-2-1s, questionnaires)		
	Stakeholders should be involved in the following: <ul style="list-style-type: none"> <li>• identifying other stakeholders</li> <li>• determining outcomes</li> <li>• quantities of each outcome</li> <li>• assessing counterfactual (deadweight &amp; displacement)</li> <li>• assessing attribution</li> <li>• assessing drop off</li> <li>• verifying the results</li> </ul>		

## Principle 2: Understand what changes

Aspect of Social Value Principles	Does the product or notes cover	Page/slide referenced	Additional Comments
Inputs/Activities	Describe the links between inputs, activity, outputs and outcomes		
Outcomes	Promote an open questioning approach to defining outcomes referencing the need to capture unintended outcomes		
	Discussion about outcomes existing within a chain of events and need to identify the material outcome		
	Discuss duration of outcomes		
Indicators	Define indicators as ways of measuring an outcome (ideally mention objective and subjective)		
	Discuss how the amount of change that has happened i.e. the quantity can be measured		

## Principle 3: Value the things that matter

Aspect of Social Value Principles	Does the product or notes cover	Page/slide referenced	Additional Comments
Valuations	Discuss the need to establish the relative importance of outcomes		
	Reference monetisation (financial proxies) as one way of expressing relative value.		
	Mention that there are a range of different valuation techniques		

## Principle 4: Only include what is material

Aspect of Social Value Principles	Does the product or notes cover	Page/slide referenced	Additional Comments
	Define the concept of materiality (mentioning significance and relevance)		
	Explain the risks of excluding material outcomes		

## Principle 5: Do not over claim

Aspect of Social Value Principles	Does the product or notes cover	Page/slide referenced	Additional Comments
	Discuss how applying deadweight & displacement figures reduces the risk of over claiming		
	Discuss how applying attribution figures reduces the risk of over claiming and can lead to collaborative working		
	Discuss how applying drop off figures reduces the risk of over claiming		

## Principle 6: Be transparent

Aspect of Social Value Principles	Does the product or notes cover	Page/slide referenced	Additional Comments
	Discuss the importance of being transparent		

## Principle 7: Verify the result

Aspect of Social Value Principles	Does the product or notes cover	Page/slide referenced	Additional Comments
	Discuss the importance of verifying the result		