

SOCIAL VALUE MANAGEMENT CERTIFICATE

Criteria and Evidence Form

Level 1 - Commit

Version published May 2024

# About the Social Value Certificate

The Social Value Management Certificate is looking at the standard of an organisations practice in managing the social value that is created (and destroyed) through its activities. This is not only about reporting social value; it is about gathering data, analysing it, and making informed decisions to improve your stakeholders’ lives through creating the most social value with the resources available. The Social Value Management Certificate can be awarded to an organisation, or a specific programme or project being run by an organisation.

The Social Value Management Certificate is an organisational pathway and there should be an explicit expectation when undertaking this journey that decision making, and organisational activities will change throughout.

The Social Value Management Certificate has been developed by Social Value International as part of their assurance and accreditation services. The SVI Framework and Social Value Principles form the basis for the certification (<https://socialvalueuk.org/standards-and-guidance/>).

# Levels of the Social Value Management Certificate

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| **The Three Levels of the Social Value Certificate** |
| **Level 1** | **Commit** | An organisation or programme must demonstrate a commitment to embedding the SVI Framework and Social Value Principles into its policies and practices, supported by senior management and/ or the board. This means an explicit commitment to managing the social value being created in the organisation for all stakeholders. |
| **Level 2** | **Implement** | The organisation or programme must show that the commitment to managing social value in alignment to the SVI Framework and embedding the Social Value Principles is being implemented into the organisational practice. This will include evidence of data that has been collected. |
| **Level 3** | **Manage** | The organisation or programme must demonstrate that social value is being managed with an aim to maximise the value that is being created within the organisation’s available resources for all stakeholders. This means social value data is being used in organisational decision making continuously and systems and processes are being reviewed and improved. |

 There are three levels of certification:

The levels must be worked through sequentially. An organisation or programme cannot achieve Level 3 without having first achieved Level 1 and Level 2, or Level 2 without first achieving Level 1.

Each level is awarded for two years, with a check in after one year. At the end of the two-year period the applicant organisation or programme should move on to the next level. If they are not ready to progress but are able to demonstrate that they are making progress towards the next level, they may be awarded a one-year extension of their current certificate level.

Organisations or programmes that reach Level 3 must renew their certificate bi-annually.

# Evidence for Level 1

This document sets out the criteria required for an organisation or programme to achieve Level 1 of the Social Value Management Certificate. Applicants must provide evidence that demonstrates a commitment to each of the criteria listed below. We strongly encourage that the organisation provides these commitments in one Social Value Policy. Recording these commitments within one document (rather than several separate ones) promotes consistency across the organisation and enables any amendments (if required) to be actioned more easily.

Please note against each point how your organisation or programme has met the criteria and the evidence you have provided. You should then submit both this completed document along with your supporting evidence. You can do this by uploading the files to our online application form. If you have any issues, please reach out to the team at info@socialvalueuk.org.

Details of Applicant

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| **Organisation Name** |  | **Website** |  |
| **Social Value Lead Contact Name (person responsible for implementing)** |  | **Social Value Lead Contact email** |  |
| **Country based in** |  | **Countries operating in** |  |
| **Membership of Social Value International?** |  | **Organisation/Programme applying**  |  |
| **Overview of organisations operations** |  |

# Criteria and evidence checklist for Level 1

## Stage 1: Creating Capacity

**Creating Capacity -** this pre-stage is asking for your organisation to build internal capacity so that you have the capability to manage your social value over time

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| **Criteria number** | **Criteria** | **Evidence (to be completed by applicant)***Please provide the commitment as it appears in the Social Value Policy, and indicate where this can be found (e.g. a page and/or line number)* |
| 1.CC.1 | Our Social Value Policy includes a glossary of terms which defines:- Indicators- Inputs- Materiality- Outcome valuation- Outcomes- Outputs- Social value- Stakeholders |  |
| 1.CC.2 | Our Social Value Policy includes a commitment to supporting all staff to improve their knowledge of social value. This should involve appropriate levels of training, and ensuring staff understand why social value is important. |  |
| 1.CC.3 | Our Social Value Policy includes a commitment to identifying a social value lead (or leads) within the organisation. |  |

## Stage 2: Plan

**Plan** – in this stage you will create (or review) your strategy and business plan which will include an impact management plan and an operations plan. Carry out user research, testing and co-design of products and services.

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| **Criteria number** | **Criteria** | **Evidence (to be completed by applicant)***Please provide the commitment as it appears in the Social Value Policy, and indicate where this can be found (e.g. a page and/or line number)* |
| 1.P.1 | Our Social Value Policy includes a commitment to mapping out our stakeholder groups (including sub-groups) for all of our activities. |  |
| 1.P.2 | Our Social Value Policy includes a commitment to engaging with all of our stakeholder groups (not just our intended beneficiaries) and producing a plan to do this. |  |
| 1.P.3 | Our Social Value Policy includes a commitment to making it clear which outcomes will be measured, reported on, and managed. |  |
| 1.P.4 | Our Social Value Policy includes a commitment to defining outcomes through stakeholder involvement. This means we commit to going beyond selecting outcomes from a pre-defined list or framework. We will use open questions when defining outcomes. This means we can explore:- Positive outcomes- Negative outcomes- Intended outcomes- Unintended outcomes |  |
| 1.P.5 | Our Social Value Policy includes a commitment to recording and managing any unintended or negative outcomes experienced by our stakeholders. |  |
| 1.P.6 | Our Social Value Policy includes a commitment to using Chains of Events (or similar) to understand how our activities affect each of our stakeholder groups. |  |

## Stage 3: Do

**Do** – in this stage you will design surveys and collect quantitative data from stakeholders about the changes they experience, and store and organise the data ready for analysis

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| **Criteria number** | **Criteria** | **Evidence (to be completed by applicant)***Please provide the commitment as it appears in the Social Value Policy, and indicate where this can be found (e.g. a page and/or line number)* |
| 1.D.1 | Our Social Value Policy includes a commitment to recording inputs (time and resources) and outputs for our activities. |  |
| 1.D.2 | Our Social Value Policy includes a commitment to recording the number of people who experience each outcome (scale). This will be informed through stakeholder involvement.OPTIONAL: It also includes a commitment to recording the amount of change (depth) for each non-binary outcome. This will be informed through stakeholder involvement. |  |
| 1.D.3 | Our Social Value Policy includes a commitment to recording the duration of each outcome. This will be informed through stakeholder involvement. |  |
| 1.D.4 | Our Social Value Policy includes a commitment to recording the relative importance (value) of each outcome to stakeholders. This can be through a financial valuation, a weighting, or a combination of both. This will be informed through stakeholder involvement. |  |
| 1.D.5 | Our Social Value Policy includes a commitment to recording the deadweight of each outcome (i.e. how much would have happened anyway). This will be informed through stakeholder involvement. |  |
| 1.D.6 | Our Social Value Policy includes a commitment to recording the attribution of each outcome (i.e. how much was down to others). This will be informed through stakeholder involvement. |  |

## Stage 4: Assess

**Assess** – in this stage, you will analyse the data you have collected.

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| **Criteria number** | **Criteria** | **Evidence (to be completed by applicant)***Please provide the commitment as it appears in the Social Value Policy, and indicate where this can be found (e.g. a page and/or line number)* |
| 1.A.1 | Our Social Value Policy includes a commitment to conduct a materiality assessment of our outcomes. This assessment is based on whether each outcome is relevant and significant. |  |
| 1.A.2 | Our Social Value Policy includes a commitment to verifying our social value reports and data with stakeholders. |  |
| 1.A.3 | Our Social Value Policy includes a commitment to producing social value reports. These reports will be produced with an appropriate level of rigour and conform as much as possible to the Principles of Social Value. |  |
| 1.A.4 | Our Social Value Policy includes a commitment to engaging with a third-party to review or assure our external social value reports.This could be through a critical friend, an independent consultant, or through a more formal assurance provider. |  |

## Stage 5: Revise

**Revise** - with your data and analysis in place, in this stage you will focus on using this as the basis for making decisions that are focused on maximising your impact. In most cases your decisions will come down to choosing between three courses of action: change, stop or scale-up.

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| 1.R.1 | Our Social Value Policy includes a commitment to creating quantitative targets for stakeholder-defined outcomes. |  |
| 1.R.2 | Our Social Value Policy includes a commitment to using social value information to set impact goals for the organisation (i.e. make strategic decisions). |  |
| 1.R.3 | Our Social Value Policy includes a commitment to using social value information to decide which activities to run or expand (i.e. make tactical decisions). |  |
| 1.R.4 | Our Social Value Policy includes a commitment to using social value information to improve existing activities (i.e. make operational decisions). Stakeholders will be consulted on these changes before they are made. |  |
| 1.R.5 | Our Social Value Policy includes a commitment to keep a record of the strategic decisions we make based on social value data. |  |
| 1.R.6 | Our Social Value Policy includes a commitment to keep a record of the tactical decisions we make based on social value data. |  |
| 1.R.7 | Our Social Value Policy includes a commitment to keep a record of the operational decisions we make based on social value data. |  |
| 1.R.8 | Our Social Value Policy includes a commitment to review and improve how we measure and manage our social value. |  |