

SOCIAL VALUE INTERNATIONAL

# ASSURANCE AND ACCREDITATION SERVICES

## LEVEL 1: Social Value Associate

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# An introduction to the Level 1 Social Value Associate exam

## Who would want to become a Level 1 Social Value Associate?

This is an ideal qualification for anyone who needs to think about a broader definition of value in their work. There are two broad categories of people: those who prepare accounts (doing the measurement) and those who use the accounts (making the management decisions). This qualification is designed for both groups.

For practitioners, for whom measurement, data collection and writing reports is a regular task, this is the first step on the Professional Pathway. After achieving Level 1 Social Value Associate status, they may choose to progress to Level 2 Accredited Practitioner or Level 3 Advance Practitioner status which test more thoroughly the technical knowledge and practical application of the Principles in preparing an account of value.

We recognise that quite often, the decision makers are not the people preparing the account. These people will use the 'account of value' to inform the decisions they want to make that are based on a broader definition of value. Level 1 Social Value Associate status helps these people know enough about the SVI Framework, its benefits and to advocate for the application of the Principles.

## How to become a Level 1 Social Value Associate?

The requirements and process for becoming a Level 1 Social Value Associate as follows:

1. Hold a membership with Social Value International (or one of the Joint Member Networks).
2. Apply to be a Level 1 Social Value Associate with one of SVI's assurance centres. Contact us to find out which centre is best for you.
3. Follow the process set out by the assurance centre that will include:
  - a. Submit signed application form including terms and conditions.
  - b. Signed Commitment to Good Practice.
  - c. Sit the Social Value and Impact Management Exam.
4. Celebrate becoming a Level 1 Social Value Associate.

Level 1 Social Value Associates can renew their status every two years by providing evidence of continuous professional development, or they can choose to progress to Level 2 Accredited Practitioner or Level 3 Advanced Practitioner status.

## What does the online exam test?

The online exam is a key part of your application to becoming a Level 1 Social Value Associate. The exam tests for a theoretical understanding and knowledge of Social Value International's Framework for Accounting for Value, specifically the Principles of Social Value. Passing the exam demonstrates that the individual understands the urgency that underpins the social value movement, and the basic propositions that underpin the SVI Framework.

The exam is designed to test where individuals clearly understand the key concepts of social value, have an alignment with our shared philosophy to change the way the world prepares an account of value, and can use their knowledge to make decisions that address inequality and enhance the wellbeing of people and planet. Whilst there are some questions that test for technical understanding and competence in preparing an account of value, **this is not the main purpose of the exam.**

Applicants must also sign a Commitment to Good Practice (see [here](#)). This is similar to an oath or ethical commitment that other professions use. Signing this demonstrates the individual's commitment to implement the SVI Framework in their practice whether that is preparing accounts of value or using them.

## Structure and types of questions in the exam

The exam is split into 6 *sections* mirroring the modules of the popular Social Value and SROI Practitioner Training Course (Accredited by SVI).

- Section 1 - Key concepts and purpose of the SVI Framework
- Section 2 - Identifying stakeholders and outcomes (Principles 1, 2 and 4)
- Section 3 - Measuring how much changes (Principles 2 and 4)
- Section 4 - Valuing changes to outcomes (Principle 3)
- Section 5 - From outcomes to impact, how to avoid overclaiming (Principle 5)
- Section 6 - Reporting & embedding social value into decision making (Principle 6, 7 and 8)

These sections also align to the stages of doing an SROI (Social Return on Investment) analysis and reflect a typical 'impact management cycle,' and therefore can be seen as a sequential and practical way to apply the Principles. As each Principle is raised, the exam includes the following *types of questions*:

1. What is the **purpose of this Principle**? What does it do? Testing for understanding of why it exists, and the ability to link it back to the basic propositions underpinning the SVI Framework.
2. **Definition of some key terms.** Testing for basic technical understanding.
3. **What does application of this principle look like in practice.** Testing for technical and practical understanding of the Principle).



## Logistics and practical questions about the exam:

Level 1: Social Value Associate status does not require applicants to make any calculations. All questions are either; multiple choice, True/False, or 'fill in the gaps'. One point is available for each question. A pass mark of at least 70% is required overall, with a minimum of 50% in each section.

The time limit for this exam is 90 minutes, and there are between 55-65 questions to answer. Please note that the exam will begin immediately after you register on the exam platform.

If you have any accessibility issues or would like to discuss translations of the exam, please [contact us](#).

## Knowledge to demonstrate and recommended reading:

Before taking the exam, it is strongly recommended that you join an [SVI accredited training course](#), but this is not mandatory. The following table sets out the knowledge you will need and the recommended reading. We would encourage you to use the recommended reading as a springboard for further learning, for example, by exploring the [Standards for Applying the Principles of Social Value](#), [SVI Supporting Guidance page](#), [SVI E-Learning Zone](#), and the [Reports Database](#).

Section Title	Knowledge	Recommended reading
Key concepts and purpose of the SVI Framework	Exploring the <b>Vision</b> and <b>Mission</b> for Social Value International. Understanding of SVI's <b>Principles</b> based approach including what the Principles are, how many, key aspects and meaning of each. In addition, this section tests understanding of the underlying <b>purpose of the Principles of Social Value and the SVI Standards</b> .	<ul style="list-style-type: none"> <li>• <a href="#">SVI Website</a></li> <li>• <a href="#">Principles of Social Value</a></li> <li>• <a href="#">The Principles of Social Value document</a></li> <li>• <a href="#">The Purpose of the Principles and the SVI Standards</a></li> </ul>
Identifying stakeholders and outcomes	Examining the role of Social Value Principles 1, 2 and 4; <b>Involve stakeholders, Understand what changes (creating well defined outcomes)</b> and <b>Only include what is material</b> . This covers the dimensions of <b>who</b> we should involve, <b>what</b> to measure, as well as some of the <b>risks</b> .	<ul style="list-style-type: none"> <li>• <a href="#">Guidance on applying Principle 1: Involve stakeholders</a></li> <li>• <a href="#">Guidance on applying Principle 2: Understand what changes</a></li> <li>• <a href="#">Guidance on applying Principle 4: Only include what is material</a></li> <li>• <a href="#">Glossary of Key Terms and Technical Glossary</a></li> </ul>
Measuring how much changes	Examining the role of Social Value Principles 2 and 4; <b>Understand what changes (measuring amounts of change)</b> and <b>Only include what is material</b> . This covers the dimensions of <b>how much</b> (scale and depth), as well as some of the <b>risks</b> .	<ul style="list-style-type: none"> <li>• <a href="#">Guidance on applying Principle 2: Understand what changes</a></li> <li>• <a href="#">Guidance on applying Principle 4: Only include what is material</a></li> <li>• <a href="#">The Guide to SROI*</a></li> <li>• <a href="#">Glossary of Key Terms and Technical Glossary</a></li> </ul>
Valuing changes to outcomes	Examining the role of Social Value Principle 3; <b>Value the things that matter</b> . This covers the dimensions of <b>importance to stakeholders</b> and <b>risks</b> .	<ul style="list-style-type: none"> <li>• <a href="#">Guidance on applying Principle 3: Value the things that matter</a></li> </ul>

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From outcomes to impact, how to avoid overclaiming	Examining the role of Social Value Principle 5; <b>Do not overclaim</b> . This covers the dimension of <b>contribution</b> .	<ul style="list-style-type: none"> <li>• <a href="#">Guidance for Principle 5: Do not overclaim</a></li> <li>• <a href="#">The Guide to SROI*</a></li> <li>• <a href="#">Glossary of Key Terms and Technical Glossary</a></li> </ul>
Reporting & embedding social value into decision making	Examining the role of Principle 6 <b>Be transparent</b> and Principle 7 <b>Verify the results</b> in producing social value accounts and reports. In addition, it examines the role of Principle 8: <b>Be Responsive</b> .	<ul style="list-style-type: none"> <li>• <a href="#">Guidance on applying Principle 6: Be transparent</a></li> <li>• <a href="#">Guidance on applying Principle 7: Verify the result</a></li> <li>• <a href="#">Guidance on applying Principle 8: Be responsive</a></li> <li>• <a href="#">The Guide to SROI*</a></li> <li>• <a href="#">SVI Report Assurance Standard</a></li> </ul>

\*Please note that guidance contained within The Guide to SROI has been superseded by that within the “Standard for applying Principle” documents. For example, [Guidance on applying Principle 1: Involve stakeholders](#) supersedes The Guide to SROI.



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### About

Social Value International is the global network focused on social impact and social value. Our members share a common goal: to change the way society accounts for value.

This pioneering community contains members from 45 countries, drawn from a huge range of different sectors and disciplines. Our goal at Social Value International is to support, connect, and represent our members through training, knowledge-sharing, and networking. Social Value International is much more than a professional network. Together, we are building a movement for change.



**Social Value International**  
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