EUROPEAN UNION
Investing in Your Future
European Regional
Development Fund 2007-13

YOUR WAY...
Lets get better together

Social Return on Investment

Neil King – CERT Ltd

Selling added value – IMPACT MAP

Impact mapping helps us to:

- Tell a story about what we do
- Measure our value
- Demonstrate change; and
- Present our added value in quantified and financial terms

Selling added value

Fresh Pastures CIC Impact Map

INPUT	OUTPUT	OUTCOME	IMPACT
Leeds contract value £800,000 p.a.	Supply of milk	Use of Euro 4 spec vehicles Euro 5 due in 2010 CO2 limits same E4 and E5 based on 1500km per week per van – against milk coming from Newcastle and the distributed from Leeds.	Leading competitor uses both Euro 2 (E2) and Euro 3 (E3) spec vehicles according to report not due for replacement until 2010. Value calculated for 4 E2 and 4 E3 vehicles on this contract and emissions "cost" calculated on this basis. £96,800
		Recycling of Waste cartons	Calculation based on the estimated contract usage figures for waste weight, and current costs of landfill tax and commercial bin emptying service by LCC. £106k
		Access to Visitors Centre	Calculation based on a standard child entrance fee for an attraction of this type at £5.00 per child £150,000
		Employment and retraining for long term un-employed	Difficulty in calculating a value to this as it has many variables and secondary implications. £100k in wages back into local economy £21k reduction in benefits over 26 weeks
		Not including Education resource Elderly visitors program Healthy eating promotion Road safety Disability awareness	
			TOTAL 473K SROI = £ 59p In every pound of contract value.

Stakeholders

Impact mapping starts with considering who we have an effect on and who has an effect on us.

Exercise: For your organisation

Using your list of stakeholders, think about your effect on them or their effect on you.

Impact Map Template

Selling added value

Impact Map

Organisation:			
Scope:	*Include:* • *Contract/project/area of business* • *Existing work or prospective (work you want to get)?* • *Period impact map covers (eg 1yr, 5yrs)?*		
Name:		**Date:**	

Stakeholder(s)	INPUTS	OUTPUTS	OUTCOMES				Attribution %	Deadweight %	IMPACTS
- who we have an effect on *- who has an effect on us*	*finance (a contract), time, skills, etc*	*Summary of activities (contract outputs)*	*Things that happen AS A RESULT of you delivering the outputs. Try to focus on things that wouldn't happen if other organisations delivered the outputs.*				*Has anyone else contributed to the achievement of these outcomes?*	*Would they have happened anyway without us?*	*Outcomes MINUS attribution and deadweight*
			Description	*Indicator*	*Quantity*	*Proxy*			

Inputs

For each stakeholder, we must identify what they put in.

For example; buyers input finance (contracts)

Outputs

In the same way that we have identified what each stakeholder puts in, we must also identify what they expect out.

For example; buyers input finance (contracts) and expect you to deliver contract outputs.

Write down the outputs – summary of what the contract/project is for, OUTPUTS, client group, etc

Outcomes

As a result of the outputs we deliver, there are consequences or outcomes. Some of these are intended and some are unintended.

Examples?

Indicators

How will you know if you have achieved your output/outcome?

If I ask you to prove it, what would you show me?

To explain the detail of our story, for each of our outputs/outcomes/impacts, we need both a QUANTITY and an INDICATOR.

Examples?

Reality Check

Is this really all ***my*** added value?

- Has anyone else contributed to the achievement of these outcomes? If so, what % of the outcome is not yours? [ATTRIBUTION]

- Would the outcomes have happened anyway without us? If so, what % would have happened anyway? [DEADWEIGHT]

Impact

Impact = Outcomes - attribution and deadweight

Financial Proxies

- How do we put a financial figure on our added value?

- Work an example for your project

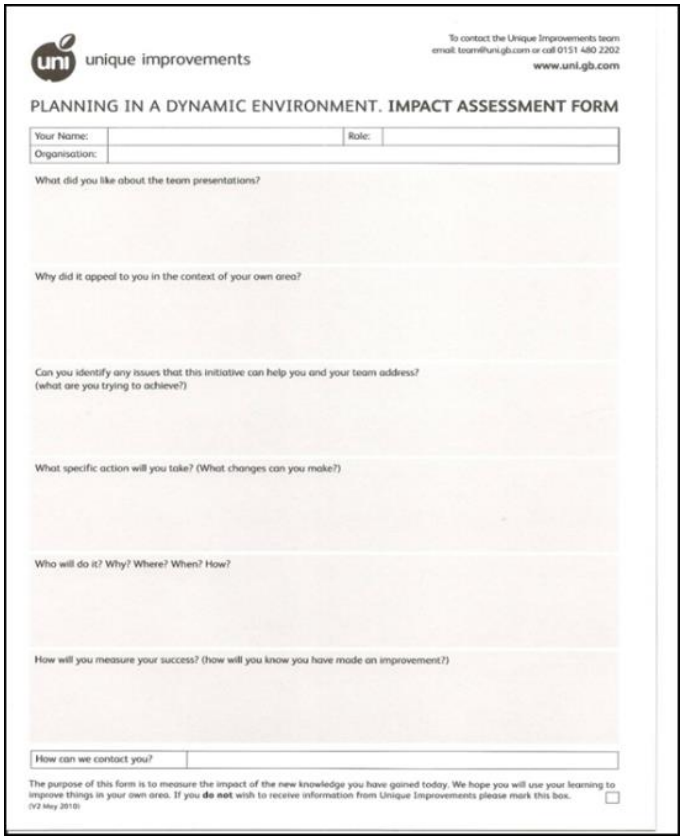
Day Three

- Are there any specific challenges you want to address on Day Three?

- We will focus on social marketing and being creative to get your message across and engage people

Planning

- Spend some time thinking about what you will do between now and next time.



unique improvements

To contact the Unique Improvements team
email: team@uni.gb.com or call 0151 480 2202
www.uni.gb.com

PLANNING IN A DYNAMIC ENVIRONMENT. **IMPACT ASSESSMENT FORM**

Your Name:		Role:	
Organisation:			

What did you like about the team presentations?

Why did it appeal to you in the context of your own area?

Can you identify any issues that this initiative can help you and your team address?
(what are you trying to achieve?)

What specific action will you take? (What changes can you make?)

Who will do it? Why? Where? When? How?

How will you measure your success? (how will you know you have made an improvement?)

How can we contact you?	

The purpose of this form is to measure the impact of the new knowledge you have gained today. We hope you will use your learning to improve things in your own area. If you **do not** wish to receive information from Unique Improvements please mark this box. ☐

(V2 May 2010)

Recap and Close

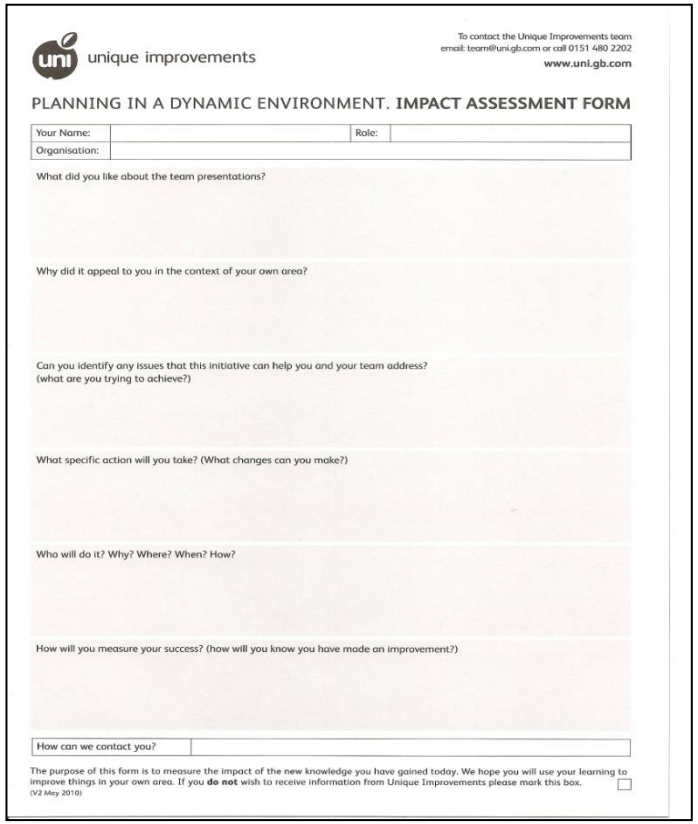
- Evaluation day two
- Date of next meeting -
- Content:
- Relationship Management
- Marketing
- Sustainability
- Planning
- Safe Journey home

Developing Personal Commitments

YOUR WAY...

Lets get better together

What will be the main action you will take away from today?



unique improvements

To contact the Unique Improvements team
email: team@uni.gb.com or call 0151 480 2202
www.uni.gb.com

PLANNING IN A DYNAMIC ENVIRONMENT. **IMPACT ASSESSMENT FORM**

Your Name:		Role:	
Organisation:			

What did you like about the team presentations?

Why did it appeal to you in the context of your own area?

Can you identify any issues that this initiative can help you and your team address?
(what are you trying to achieve?)

What specific action will you take? (What changes can you make?)

Who will do it? Why? Where? When? How?

How will you measure your success? (how will you know you have made an improvement?)

How can we contact you?	

The purpose of this form is to measure the impact of the new knowledge you have gained today. We hope you will use your learning to improve things in your own area. If you **do not** wish to receive information from Unique Improvements please mark this box. ☐

(V2 May 2010)