

SOCIAL VALUE INTERNATIONAL

ASSURANCE AND ACCREDITATION SERVICES

LEVEL 1: Social Value Associate

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An introduction and framing to the level one exam

Who would want to become an 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 that 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 ladder and it is recommended that after achieving level one they progress to the SVI level 2 and 3 practitioner statuses which test more thoroughly the technical knowledge required and the practical application of the principles in preparing an account of value. Find out more about the full professional pathway [here](#).

SVI recognises 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. The level one status **helps these people know enough about the SVI framework, its benefits and to advocate for the application of the principles**. The subsequent practitioner levels (2 and 3) might not be something that these people ever do.

How to become a Social Value Associate?

The requirements and process for becoming an 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 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. Complete and Pass the Social Value and Impact Management exam
4. Celebrate becoming an Level 1: Social Value Associate
5. Participate in continuous professional development

What does the online exam test?

The online exam is a key part of your application to be an Social Vale Associate. The exam tests for a theoretical understanding and knowledge of Social Value International's framework for *accounting for value*¹ 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 SVI's framework of *accountability and maximising value*.

The exam is designed to, first and foremost, test and then recognise where individuals clearly understand SVI's key concepts, have an alignment with our shared philosophy or 'mindset' required to change the way the world prepares an account of value and use it to make decisions that address inequality and wellbeing of people and planet. Whilst there are some questions that test for understanding of some technical knowledge and competence in preparing an account of value, **this is not the main purpose of the exam.**

In addition to passing this exam, all 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 by 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 (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 and 7)

These sections also align to the stages of doing an SROI³ and reflect a typical 'impact management cycle' therefore can be seen as a sequential and practical way to go through 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 understanding of the reason why it exists and are able to link it back to the basic propositions underpinning the SVI Framework)
2. **Definition of some key terms** (testing some basic technical understanding)

¹ The phrase account of value refers to the measurement and valuation of social, environmental and financial impacts.

³ Guide to SROI

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3. **What does application of this principle look like in practice** (testing some 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'⁴. Onepoint 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, there are between 55-65 questions to answer. If you have any accessibility issues please contact us. It is currently available in English only but SVI are keen to translate into other languages. [Contact us](#) for any enquiries regarding translations.

⁴ With picklist options

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Knowledge to demonstrate and recommended reading:

Before taking the exam it is recommended that you join an SVI accredited training course (see here for more details) however it is not a prerequisite. The following table sets out the knowledge you will need and the recommended reading.

Section Title	Knowledge	Recommended reading
Key concepts and purpose of the SVI Framework	Exploring the Vision and Mission for Social Value International. Understanding of SVI's Principles based approach including; what the principles are, how many, key aspects and meaning of each. In addition this section tests understanding of the basic propositions underpinning the principles and therefore the purpose of SVI's framework including who it is for.	<ul style="list-style-type: none"> • SVI Website • Principles of Social Value • The Principles – Accountability and Maximising Social Value
Identifying stakeholders and outcomes	Examining the role of Social Value Principles 1,2 and 4; involve stakeholders, understand what changes (creating well defined outcome) and only include what is material . If we want to consider the IMP dimensions it's the who and the what to measure as well as some of the risks .	<ul style="list-style-type: none"> • Standard for Principle 1: Involve Stakeholders • Standard for Principle 2: Understand what changes part 1 creating well defined outcomes • Standard for applying Principle 4: Only include what is material • Glossary
Measuring how much changes	Examining the role of Social Value Principles 2 and 4; understand what changes (measuring amounts of change) and only include what is material . If we want to consider the IMP dimensions it's the dimensions how much (scale and depth) as well as some of the risks .	<ul style="list-style-type: none"> • The Guide to SROI • Standard for applying Principle 4: Only include what is material • Glossary
Valuing changes to outcomes	Examining the role of Social Value Principles 3; value what matters . If we want to consider the IMP dimensions it's category of importance to stakeholder and risks .	<ul style="list-style-type: none"> • Standard for applying Principle 3: Value What Matters

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From outcomes to impact, how to avoid overclaiming	Examining the role of Social Value Principle 5; do not overclaim . If we want to consider the IMP dimensions it's the dimension of contribution .	<ul style="list-style-type: none">• The Guide to SROI• Glossary
Reporting & embedding social value into decision making	Examining the role of Social Value Principles 6&7; be transparent and verify the results . Including reference to how information should be embedded and used for decision making	<ul style="list-style-type: none">• The Guide to SROI• Report Assurance Standard - December 2017

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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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