This Impact Map is designed to be used in partnership with the accompanying publication, *A guide to Social Return on Investment*. The guide – and further copies of the Impact Map – are available online at www.thesroinetwork.org

A guide to Social Return on Investment

The Impact Map















Social Return on Investment – The Impact Map

													Name Date						
Scope	Activity Contract/Funding/ Part of organisation				Objective of Activity Purpose of Analysis									Time Period Forecast or Evaluation					
Stage 1		Stage 2				Stage 3						\longrightarrow	Stage						
Stakeholders	Intended/unintended changes	Inputs		Outputs	The Outcomes (what changes)								Dead- weight %	Displace- ment %	Attribu- tion %	Off %	Impact	Action Plan	
Who do we have an effect on? Who has an effect on us?	What do you think will change for them?	What do they invest?	Value £	Summary of activity in numbers	Description How would you describe the change?	Indicator How would you measure it?	Source Where did you get the information from?	How much	Duration How long does it last?	Financial proxy What proxy would you use to value the change?	Value £ What is the value of the change?	Source Where did you get the information from?		What activity did you displace?	Who else contibuted to the change?	drop off in future		What needs to be done?	