

A guide to  
Social Return  
on Investment

The Impact Map







	<b>Name</b>	
	<b>Date</b>	
	<b>Time Period</b>	
	<b>Forecast or Evaluation</b>	



		<b>Dead-weight %</b>	<b>Displacement %</b>	<b>Attribution %</b>	<b>Drop Off %</b>	<b>Impact</b>	<b>Action Plan</b>
Value £	Source	What would have happened without the activity?	What activity did you displace?	Who else contributed to the change?	Does the outcome drop off in future years?	Quantity times financial proxy, less deadweight, displacement, and attribution.	What needs to be done?
What is the value of the change?	Where did you get the information from?						

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](http://www.thesroinetwork.org)

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