

Visualize the link between impact related investments and projects with business value levers, and identify data points to measure and value it with the Return On Impact Canvas.

Find all instructions & resources on www.valuingimpact.com

Step 1

Investments

List the initiatives/activities to assess.

TIP Use organization-wide names; map along the value chain to avoid gaps

Step 2

Components

Break down the investments into its different components.

TIP Think of the different activities you carry out in each project/investment

Step 3

Business value levers

Find the link with business value levers for each component.

TIP Find all the definitions in the user guide and on www.valuingimpact.com

Market:

Brand and reputation

IP / innovations

Sales and market share

Price premium

Finance:

Taxes & subsidies

Capital expenditures

Debt / interests

Risk & Compliance:

License to operate / business disruption

Fines and regulations

Sourcing costs / resilience

People & Operations:

Other operating expenses

Payroll / employee costs

Talent acquisition / retention

Step 4

Outputs

List direct, measurable results with units, baseline, target, and frequency.

TIP Start from KPIs you already track; capture who/where each output occurs.

Step 5

Outcomes

Assign the monetary value per unit of each output that hits the P&L.

TIP Use actual prices/margins; value the marginal unit; match unit/period; apply risk & attribution; set currency/base year; avoid double counting.



Step 6

Link with financial profits & losses

Use color coding or abbreviations in the outcome column to link the measurement and valuation to your financial P&L categories:

R: Revenue

I: Incurred cost

A: Avoided cost