



MeasureUp: Quick Reference Step by Step Checklist

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Pre Step 1: What is this for?

- Define your purposes (why are you aiming to measure and manage your social value?)
 - Describe your audiences (who will need to see and use the results?)
 - Define your decisions (what decisions are you trying to make?)
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Step 1: Define Who and What

- Identify stakeholders (who is affected)
- Describe activities (what you do)
- Define outcomes (changes experienced, positive or negative)

Step 2: Match with MeasureUp Values

- Check the MeasureUp Values page for the most suitable value
- Select the value that best fits your activity OR outcome
- Check for duration and frequency alignment, and adjust if needed

Step 3: Record Details

- Quantity (scale): Number of people / units affected
- Duration: Record months/years the outcome lasts.
- Unit: Confirm correct unit (per person, per tonne, per hazard repaired, etc.)
- Additional Data: Record additional data about stakeholders (Silver) and from stakeholders (Gold)

Step 4: Calculate Estimated Impact Value

- Apply Attribution & Deadweight discount: Low (25%) | Medium (50%) | High (75%)
 - Calculate the estimated monetised value of your impact
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Post Step 1: Take Action!

- Communicate your results with your different audiences
- Make decisions based on your results.
- Take action based on your decisions.