The purpose of the public value account (PVA) is to articulate both the benefits of public sector activities and the costs incurred in producing those benefits. The PVA has a number of functions:

* to identify strengths and weaknesses, eg where greater effort is needed
* to identify risks and opportunities
* to help identify neglected constituencies or sources of legitimacy
* to form the basis of a public value scorecard, which reports the organisation’s performance against key measures across the domains of mission, operations and legitimacy.

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| **Costs** | **Achievements** |
| *Costs are not merely financial, but include everything that is ‘expended’ in carrying out the work, ie:*   * *Use of collectively owned assets* * *Obligations imposed on clients* * *Use of state power* * *Use of legal enforcements* * *Donations* * *Loans* | *Achievements can be intended or unintended positive effects. If they are intended put them in this section. If they are unintended put them in the section below. They may include:*   * *Socially valued outcomes* * *Improved access to services* * *More effective/efficient services* * *Costs avoided for clients* * *State funds saved* * *Increased social/political participation* |
| **Unintended negative effects** | **Unintended positive effects** |
| *Think about how you are going to identify all unintended negative effects. You may have to consult a range of stakeholders, because effects may impact differently on different stakeholders. Think about the vulnerabilities of your different stakeholder cohorts. Negative effects may include:*   * *Concentration of services in urban areas and reduced access by people in rural areas* * *Clients develop unsustainable expectations* * *Increased conflict between co-producers* * *Gaming the system* | *For example:*   * *Identification of new opportunities* * *Partnering between clients creating greater efficiency* * *Engagement with marginalised groups* * *Improved public profile* * *Support from political players* * *Increased data availability* * *Model taken up by other organisations* |