

ESG & Impact Measurement Advisory

This masterclass helps organisations connect ESG priorities to measurable social and economic outcomes. You will learn how to define what matters most, build a simple impact logic, and choose practical indicators you can track and use to improve decisions. This fits the Hub's focus on strengthening impact measurement and enabling sustainable, inclusive solutions.

Core Topics: What You Will Learn

ESG & Impact Basics: Understand the building blocks of ESG and how impact evidence supports strategy and credibility

Materiality & Stakeholder Priorities: Identify the most relevant issues for your organisation and the communities you serve

Theory of Change (Lite) Draft a simple logic that connects activities to outcomes and long-term impact

KPIs, Indicators & Data Sources: Select a small set of practical metrics using qualitative and quantitative methods

From Reporting to Learning: Use results for improvement, not only compliance or donor reports



format

3h Online Masterclass



date

**09 June 2026
09:30 – 12:30**



book

**R450pp
capewinelands@
impacthub.net**



certificate

**Digital certificate
of attendance**



Who Should Attend?

Leaders and teams responsible for sustainability, impact, or performance, including:

- Corporate ESG, CSI, and sustainability managers
- Corporate foundations
- NGO / NPO directors, programme managers & M&E staff
- Impact startups needing credible measurement foundations
- Funders and intermediaries supporting social outcomes

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Your Facilitator

Danie Jacobs is a serial social entrepreneur and educator, best known as the founder of Young Entrepreneurs (Pty) Ltd, which equips kids and teens with entrepreneurial, financial literacy, and self-employment skills.

He launched the Young Entrepreneurs Foundation in 2016 to broaden access and the Young Entrepreneurs Virtual Academy in 2018 to scale digitally.

Earlier, he founded and directed the Centre for Business Dynamics, a self-sustaining unit of the UFS Business School (2004). Danie holds three master's degrees—Medical Sociology, Higher Education, and an MBA. His passion is to inspire dreams, unlock potential, and instill an entrepreneurial mindset in individuals.



Programme Structure

Module 1

ESG Context, Materiality & Shared Value Links

Module 2

Theory of Change + KPI Selection for Realistic Tracking

Module 3

Simple Data Systems + Using Insights for Decisions

Closing & Reflection

Practical Application

Each participant leaves with:

- A 1-page ESG-to-Impact Alignment Map
- A draft Theory of Change outline
- A short KPI & indicator shortlist for one initiative
- A simple “First 90 Days” measurement action plan

