Measuring Social Impact and ROI on Sustainability Training Course



21 - 25 Dec 2026

Cairo

3700 € (Per Person)

Ref: #SUS7233_284373

Course Introduction / Overview:

In today's business landscape, sustainability initiatives are no longer a peripheral activity but a core component of corporate strategy. The critical challenge for organizations is to move beyond anecdotal evidence and demonstrate the tangible value of these efforts. This course provides a comprehensive framework for measuring the social impact and calculating the return on investment (ROI) of sustainability programs. It addresses the growing demand from investors, consumers, and regulators for transparent and quantifiable data on corporate social and environmental performance. Drawing on foundational concepts like the "Triple Bottom Line," popularized by author Andrew W. Savitz in his book "The Triple Bottom Line," this program equips participants with the practical tools to translate social good into a compelling business case. BIG BEN Training Center has designed this course to bridge the gap between sustainability goals and financial outcomes, enabling professionals to develop robust measurement systems, analyze complex data, and communicate their organization's impact effectively. Participants will learn to navigate various methodologies, from Social Return on Investment (SROI) to integrated reporting, ensuring their sustainability strategies are not only impactful but also financially sound and strategically aligned with long-term value creation.

Target Audience / This training course is suitable for:

- Sustainability Managers and CSR Professionals.
- Financial Analysts and Accountants.
- Investment Managers and ESG Analysts.
- Corporate Strategy and Development Planners.
- Operations and Supply Chain Managers.
- Marketing and Corporate Communications Specialists.
- Non-Profit Program Managers and Directors.
- Public Relations Executives.
- Risk Management Professionals.
- Members of Corporate Boards and Executive Leadership.

Target Sectors and Industries:

- Banking, Finance, and Investment Services.
- Manufacturing and Industrial Goods.
- Energy, Oil, and Gas.
- Technology and Telecommunications.
- Healthcare and Pharmaceuticals.
- Consumer Goods and Retail.
- Construction and Real Estate.
- Governmental Agencies and Public Sector Bodies.
- Non-Profit Organizations and Foundations.
- Consulting and Professional Services.

Target Organizations Departments:

- Corporate Social Responsibility (CSR) and Sustainability.
- Finance and Accounting.
- Investor Relations.
- Strategy and Corporate Planning.
- Operations and Supply Chain Management.
- Marketing and Communications.
- Human Resources.
- Risk and Compliance.
- Legal and Regulatory Affairs.
- Research and Development.

Course Offerings:

By the end of this course, the participants will have able to:

- Develop robust frameworks for measuring the social and environmental impact of projects.
- Master the principles and application of the Social Return on Investment (SROI) methodology.
- Identify and quantify key performance indicators (KPIs) for sustainability initiatives.
- Assign financial proxies to social and environmental outcomes for ROI calculation.
- Integrate sustainability metrics into corporate financial reporting and decision-making processes.
- Build a compelling business case for sustainability investments to senior leadership.
- Align sustainability reporting with global standards such as GRI and SASB.
- Communicate impact and ROI data effectively to diverse stakeholders, including investors and customers.
- Analyze and mitigate risks associated with the social and environmental performance of the organization.
- Design long-term value creation strategies that link sustainability to core business objectives.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be highly interactive, practical, and engaging, ensuring participants can immediately apply their learning in a professional context. This course moves beyond theoretical lectures to immerse attendees in a dynamic learning environment. The program is built upon a foundation of real-world case studies from leading global companies, allowing for in-depth analysis of successful impact measurement and ROI calculation strategies. A significant portion of the course is dedicated to hands-on workshops and group exercises where participants will work collaboratively to develop logic models, conduct SROI analyses, and create mock impact reports. These activities are designed to simulate real business challenges and foster problem-solving skills. Expert-led sessions will facilitate discussions, providing personalized feedback and guiding participants through complex concepts. The methodology emphasizes peer-to-peer learning, encouraging the exchange of ideas and experiences among professionals from diverse industries. Through a blend of interactive presentations, practical application, and reflective discussions, participants will leave with not just knowledge, but also the confidence and skills to lead sustainability measurement within their organizations.

Course Agenda (Course Units):

Unit One: Foundations of Sustainability Impact and Value

- Defining Social Impact and Corporate Sustainability.
- The Evolution from CSR to ESG and Shared Value.
- Understanding the Triple Bottom Line (People, Planet, Profit).
- The Business Case for Measuring Social and Environmental Impact.
- Identifying Key Stakeholders and Their Expectations.
- Introduction to Global Sustainability Goals (SDGs).
- Mapping Corporate Activities to Social and Environmental Outcomes.

Unit Two: Frameworks for Measuring Social Impact

- Introduction to Impact Measurement Methodologies.
- Developing a Theory of Change and Logic Models.
- The Principles of Social Return on Investment (SROI).
- Overview of the Global Reporting Initiative (GRI) Standards.
- Understanding the Sustainability Accounting Standards Board (SASB) Framework.
- Introduction to B Corp and Impact Management Project (IMP) frameworks.
- Selecting the Right Framework for Your Organization.

Unit Three: Data Collection and Financial Proxies for ROI

- Identifying Relevant Quantitative and Qualitative Metrics.
- Sources and Methods for Collecting Impact Data.
- Ensuring Data Quality, Reliability, and Validity.
- The Concept of Financial Proxies for Social Value.
- Techniques for Valuing Non-Market Outcomes.
- Step-by-Step Guide to Calculating SROI.
- Common Challenges and Pitfalls in Data Collection and Valuation.

Unit Four: Integrating Sustainability ROI into Business Strategy

- Linking Sustainability Performance to Financial Performance.
- Using Impact Data to Inform Strategic Decision-Making.
- Building a Compelling Business Case for Sustainability Investments.
- Integrating Sustainability KPIs into Performance Management Systems.
- Budgeting and Resource Allocation for Impact Initiatives.
- Risk Management and Opportunity Identification through an ESG Lens.
- Case Studies on Successful Integration of Sustainability and Strategy.

Unit Five: Reporting and Communicating Impact

- Crafting a Compelling Sustainability and Impact Report.
- Techniques for Visualizing and Presenting Complex Data.
- Tailoring Communication for Different Stakeholders (Investors, Employees, Customers).
- The Role of Storytelling in Communicating Social Impact.
- Navigating the Challenges of Greenwashing and Impact Washing.
- Preparing for Assurance and Third-Party Verification of Impact Data.
- Future Trends in Sustainability Reporting and Corporate Transparency.

FAQ:

Qualifications required for registering to this course?

There are no requirements.

How long is each daily session, and what is the total number of training hours for the course?

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.

Something to think about:

Beyond financial proxies, how can organizations authentically measure and convey the intangible, long-term value of their social and environmental initiatives?

What unique qualities does this course offer compared to other courses?

This course distinguishes itself by providing a deeply integrated and practical approach that bridges the critical gap between social impact theory and financial reality. While many programs focus on either sustainability principles or financial analysis, this curriculum is uniquely designed to merge the two, equipping participants with the rare ability to translate social and environmental outcomes into the language of business Return on Investment. The methodology moves beyond a simple overview of frameworks, dedicating significant time to hands-on application, including complex SROI calculations and the nuanced art of assigning financial proxies to non-market impacts. Another key differentiator is the strong emphasis on strategic communication. The course recognizes that measurement is only half the battle; professionals must be able to articulate the value of their initiatives to skeptical stakeholders, from the C-suite to investors. By focusing on building a compelling business case and crafting powerful impact narratives, this training provides a holistic skill set that empowers leaders to not only measure what matters but also to drive meaningful, financially-backed change within their organizations.