Centre for Sustainable Leadership
University Witten/Herdecke

ZNU-Standard Driving Sustainable Change 2026

The ZNU-Standard provides a **practical** and **comprehensive** framework to manage sustainability, achieve measurable improvements, and build a **credible** position with trading partners, banks, staff and other stakeholders. It aligns with **regulatory requirements** such as EmpCo, fosters a **forward-looking mindset** among staff, and boosts your **appeal as both an employer and a business partner.**



How do you manage sustainable leadership?

Reflect
- Early detection
- Philosophy / values
- Goals/ milestones

Act
- Integration / individual contribution
- Education

Evaluate
- Diagnosis / performance

Communicate
- Culture of dialogue

What are you exactly undertaking in specific topics?

Environmental
- Climate change mitigation
- Climate change adaptation
- Emissions
- Energy
- Packaging
- Waste
- Water
- Soil
- Biodiversity
- Animal welfare

Economic
- Finance
- Innovation
- Quality
- Data
- Advertising
- Competition
- Regional commitment
- Procurement
- Value creation

Social
- Occupational safety
- Health
- Human rights
- Payequity
- Diversity
- Demography

- An **integrated management system** is build progressively, driving continuous improvement. The organisation can focus on **important topics** both at the local site and along the value chains.
- An **external, on-site certification** by accredited certification bodies ensures that measurable year-over-year development. The certificate remains valid for three years, with audits conducted on an annual basis.
- **The scope of effort and associated costs** for external certification are primarily determined by headcount. Here you can access the general calculation tool and the contacts of approved certification bodies, who will provide you with a tailored proposal.

- **Applicable across all** organisation sizes, industries, and internationally.
- All **documentation** is available here free of charge.
- **The standard-setting organisation** is the ZNU - Centre for Sustainable Leadership, Witten/Herdecke University

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Further Information and Contact

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driving sustainable change!

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