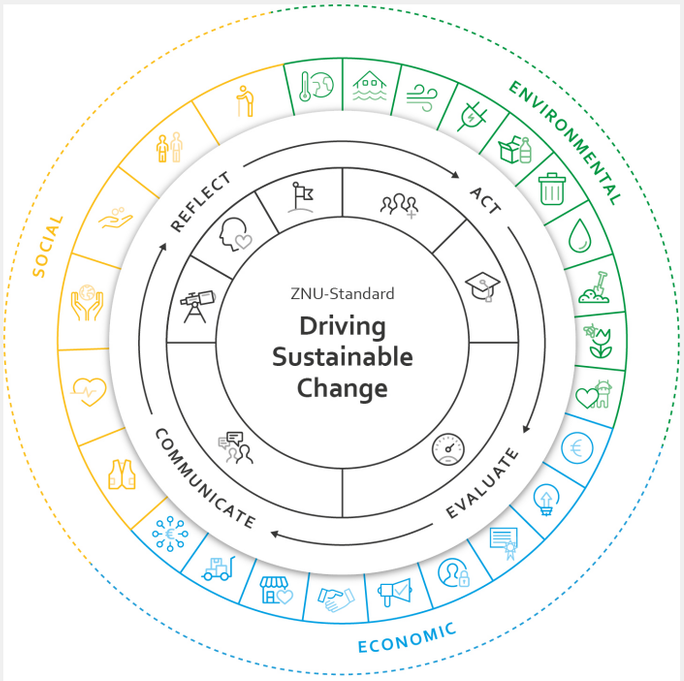
Centre for Sustainable Leadership
University Witten/Herdecke

ZNU-Standard Driving Sustainable Change

The ZNU Standard provides a **practical** and **comprehensive** framework designed to manage sustainability in a structured manner, achieve measurable improvements, and establish a **credible** position in relation to trading partners, financial institutions, the workforce, and other stakeholders. Furthermore, it aligns seamlessly with **regulatory requirements** - such as EmpCo. It also fosters a **forward-looking mindset** among employees while enhancing the organisation's **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 / learning process

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
- Pay equity
- Diversity
- Demography

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- An **integrated management system** is established progressively, driving and fostering continuous improvement. This enables the organisation to focus on **important topics** both at the local site and along the value chains.
- An **external, on-site certification** ensures that the organisation achieves measurable year-over-year development. The certificate remains valid for three years, with audits conducted on annual basis.
- The **scope of effort and associated costs** for external certification are primarily determined by headcount. Access the general calculation tool and contact information for accredited certification bodies here to obtain a tailored proposal.

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

ZNU-Standard
Driving Sustainable Change
2018
Witten/Herdecke University

Further Information and Contact

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driving sustainable change!

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