

Certification Levels Guide

Understanding Bronze, Silver, and Gold Certifications

Your Path to UNHU Excellence

The UNHU Kitemark offers three levels of certification, each representing a different stage in your organization’s journey toward holistic excellence. This guide explains the requirements, benefits, and pathways for each level.

Overview of Certification Levels

Level	Points Required	Description
Bronze	80-119 points	Foundation level - demonstrating commitment to UNHU principles
Silver	120-159 points	Strong commitment with well-established UNHU practices
Gold	160-220 points	Excellence across all four pillars with measurable impact

Bronze Certification (80-119 points)

Foundation Level: Building Your UNHU Journey

What It Means:

Bronze certification demonstrates that your organization has made a genuine commitment to UNHU principles and has begun implementing practices across all four pillars.

Typical Outcomes:

- Basic ethical framework in place
- Initial community engagement programs
- Fair employment practices established
- Environmental awareness initiatives started

Key Benefits:

- Official UNHU Kitemark Bronze badge
- Listing in the UNHU certified organizations directory
- Access to member resources and templates
- Networking with other certified organizations
- Foundation for continuous improvement

Typical Timeline:

- 6-9 months from initial assessment to certification

Next Steps After Bronze:

- Deepen practices in each pillar
- Expand community engagement
- Strengthen measurement systems
- Prepare for Silver certification

Silver Certification (120-159 points)

Strong Commitment: Established UNHU Practices

What It Means:

Silver certification shows that UNHU principles are deeply embedded in your organization's operations, culture, and strategy.

Typical Outcomes:

- Comprehensive ethical framework with evidence of application
- Active community development programs with measurable impact
- Strong employee engagement and development systems
- Systematic environmental management practices

Key Benefits:

- Official UNHU Kitemark Silver badge
- Enhanced visibility in the certified organizations directory
- Priority access to UNHU training and development programs
- Eligibility for UNHU awards and recognition
- Increased stakeholder trust and reputation

Typical Timeline:

- 12-18 months from initial assessment
- 6-12 months progression from Bronze

Next Steps After Silver:

- Pursue excellence in all pillars
- Document and share best practices
- Mentor other organizations
- Aim for Gold certification

Gold Certification (160-220 points)

Excellence: Leadership in UNHU Principles

What It Means:

Gold certification represents the highest level of achievement, demonstrating excellence across all four pillars with significant, measurable impact on stakeholders and communities.

Typical Outcomes:

- Exemplary ethical leadership recognized by stakeholders
- Transformative community impact programs
- Industry-leading employee satisfaction and development
- Innovative environmental sustainability practices

Key Benefits:

- Official UNHU Kitemark Gold badge
- Featured prominently in all UNHU communications
- Speaking opportunities at UNHU events
- Eligibility to become UNHU ambassadors
- Maximum stakeholder trust and competitive advantage
- Access to exclusive Gold-level networking events

Typical Timeline:

- 18-24 months from initial assessment
- 6-12 months progression from Silver

Maintaining Gold Status:

- Annual recertification review
 - Continued excellence across all pillars
 - Active participation in UNHU community
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The Four Pillars Across All Levels

Each certification level requires demonstration across all four pillars:

Mwari (God/Spirituality) - 50 points possible

- **Bronze:** Basic ethical framework (20-29 points)
- **Silver:** Applied ethics with evidence (30-39 points)
- **Gold:** Exemplary ethical leadership (40-50 points)

Musha (Community) - 50 points possible

- **Bronze:** Initial community engagement (20-29 points)
- **Silver:** Active community programs (30-39 points)
- **Gold:** Transformative community impact (40-50 points)

Munhu (Character) - 60 points possible

- **Bronze:** Fair employment practices (24-35 points)
- **Silver:** Strong employee engagement (36-47 points)
- **Gold:** Industry-leading people practices (48-60 points)

Mhoteredzo (Environment) - 60 points possible

- **Bronze:** Environmental awareness (24-35 points)
 - **Silver:** Systematic environmental management (36-47 points)
 - **Gold:** Innovative sustainability leadership (48-60 points)
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Certification Process

1. **Self-Assessment:** Evaluate your current state
2. **Application:** Submit formal application
3. **Assessment:** Comprehensive evaluation by certified assessors

4. **Action Planning:** Address any gaps identified
 5. **Certification Review:** Final assessment and award
 6. **Ongoing Support:** CPD activities and recertification
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Recertification

All certifications are valid for **3 years** and require:

- Annual progress reviews
 - Continued compliance with standards
 - Participation in CPD activities (60 points required)
 - Full recertification assessment every 3 years
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Choosing Your Starting Point

Most organizations begin at Bronze, but you can apply directly for Silver or Gold if you believe you meet the criteria. Our assessment will determine your appropriate level.

Start Your Journey Today

Contact us to schedule your initial assessment and begin your path to UNHU certification excellence.

Visit: www.unhu-kitemark.org

Email: certification@unhu-kitemark.org
