

# UNHU Kitemark Overview

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## Introduction to the Certification Program

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**African Wisdom. Global Excellence.**

The UNHU Kitemark is a prestigious certification that recognizes organizations committed to the principles of UNHU (Ubuntu), a philosophy rooted in Zimbabwean and Southern African traditional thought.

## What is UNHU?

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UNHU (Hunhu in Shona, Ubuntu in Nguni languages) embodies the essence of being human through interconnectedness. It represents the belief that “I am because we are” - recognizing that individual well-being is inseparable from community well-being.

## The Four Pillars

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The UNHU Kitemark is built on four fundamental pillars that must exist in harmony:

### 1. Mwari (God/Spirituality)

- Ethical foundation and moral compass
- Integrity in all operations
- Purpose beyond profit

### 2. Musha (Community)

- Stakeholder engagement
- Social responsibility

- Community development

### 3. Munhu (Character)

- Leadership excellence
- Organizational culture
- Treatment of people

### 4. Mhoteredzo (Environment)

- Environmental stewardship
- Sustainability practices
- Ecological responsibility

## Certification Levels

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Organizations can achieve three levels of certification:

- **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 in all four pillars with measurable impact

## Why Get Certified?

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- Attract better talent (87% increase in employee engagement)
- Build stakeholder trust and credibility
- Demonstrate commitment to African values
- Join a growing network of 100+ certified organizations
- Achieve 3x faster community impact growth

# The Certification Journey

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1. **Initial Assessment** - Comprehensive evaluation across all four pillars
2. **Planning** - Develop action plans to address gaps
3. **Implementation** - Execute improvements with ongoing support
4. **Certification Review** - Final assessment and certification award

## Get Started

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Visit [www.unhu-kitemark.org](http://www.unhu-kitemark.org) or contact us to begin your certification journey.

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