

UNHU Kitemark Overview

Introduction to the Certification Program

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?

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

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

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?

- 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

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

Visit www.unhu-kitemark.org or contact us to begin your certification journey.

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