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Driving sustainable change

About us

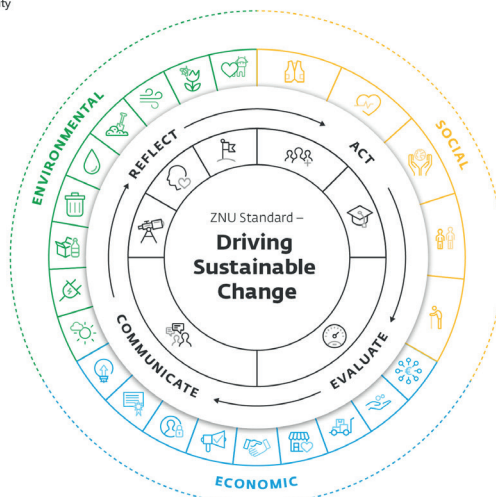
The ZNU is an application-oriented research institute in the Faculty of Management, Economics and Society at the University of Witten / Herdecke. With our team of fifteen, a committed entrepreneurial advisory board and over 80 ZNU partner companies, we continuously work in research, organizational change, further education and conferences to make sustainability more and more natural in business and society.

Detailed information available at: www.znu-standard.com

Our portfolio for your success

Our focus is on the transparent measurability of sustainability. For this purpose, the ZNU-standard - driving sustainable change - was developed. It offers a holistic view of corporate governance, as well as the environment, economy and social issues, and is useful to systematize and continually develop sustainability activities. It integrates further regulations under one roof, is externally certifiable and internationally applicable. True to our motto driving sustainable change, we make sustainability tangible in practice and enable managers of today and tomorrow to consciously use the personal and entrepreneurial opportunities of a more sustainable economy and to differentiate from the competition.

- Scientifically based instruments such as the ZNU-standard driving sustainable change
- Sustainability knowledge: Well-founded and bundled basis on sustainable topics and current issues or hot spots
- Leading sustainability network: over 80 well-known cooperating companies, with focus in the food sector
- Qualification & engagement in sustainable education and organizational change among employees
- Sharing of best practise: Meeting on CEO basis, Conferences, Workshops and Webinars
- Dialogue and exchange of experience: between trade, manufacturers and stakeholders (NGOs, associations, media, politics, students...)



How do you manage sustainability?

- | | |
|---------------------------|--------------------------------|
| Reflect | Act |
| 🔍 Early detection | 👤 Individual commitment |
| 🧠 Philosophy / values | 🎓 Education / learning process |
| 📅 Objectives / milestones | |
| Evaluate | Communicate |
| 📊 Diagnosis / performance | 🗣️ Culture of dialogue |

What are you exactly undertaking in specific topics?

- | | | |
|----------------------|-----------------------|------------------------|
| Environmental | Economic | Social |
| 🌍 Climate | 💡 Innovation | 🛡️ Occupational safety |
| ⚡ Energy | 📊 Quality | 🏥 Health |
| ♻️ Packaging | 🔒 Data protection | 👥 Human rights |
| 🗑️ Waste | 📢 Fair advertising | 🌍 Diversity |
| 💧 Water | 🏆 Fair competition | 👤 Demography |
| 🌱 Soil | 🏠 Local commitment | |
| 🌬️ Air | 🛒 Procurement | |
| 🌿 Biodiversity | 💰 Fair payment | |
| 🐾 Animal welfare | 🌟 Fair value creation | |