

**Specification of Competency Standards**  
**for the Banking Industry**  
**Unit of Competency**

Functional Area - 10. General Management  
(Key Function – 10.5 Corporate Social Responsibility (CSR) Fulfilment)

Title	Establish sustainable Corporate Social Responsibility (CSR) framework and strategies of enterprise banking
Code	109571L6
Range	Formulation of sustainable corporate social responsibility framework to benchmark the bank's current operations and impact on society and the environment in order to analyse how and where the bank can improve. It is also an initiative to show stakeholders the determination of the bank to invest in community and environmental protection.
Level	6
Credit	4 (For Reference Only)
Competency	<p>Performance Requirements</p> <p>1. Knowledge in the Subject Area</p> <p>Be able to:</p> <ul style="list-style-type: none"> <li>• Demonstrate foresight in CSR by evaluating the social and environmental development trend and their implications;</li> <li>• Understand how the bank should not only comply with legal and ethical standards, but also go beyond by engaging in further social and/or environmental movement in the local and ultimately global community;</li> <li>• Understand the bank's value and business goals; identify proper elements and build them in the CSR framework of the bank;</li> <li>• Understand the importance of developing a sound CSR framework to cope with the bank's values by studying how the bank's business practices affect employees, clients, local communities, human rights and environment on a larger scale.</li> </ul> <p>2. Applications</p> <p>Be able to:</p> <ul style="list-style-type: none"> <li>• Determine what are the culture and characteristics that position the bank to establish unique ways to support sustainable growth;</li> <li>• Adopt an internationally recognized standard relevant to the bank's business so as to establish baseline performance and goals;</li> <li>• Communicate with clients to understand their request and ensure their satisfaction.</li> </ul> <p>3. Professional Behaviour and Attitude</p> <p>Be able to:</p> <ul style="list-style-type: none"> <li>• Adopt a holistic approach to determine the scope, features and functions of the bank's CSR (e.g. environmental protection and management, uphold social equity, conversion of resources, anti-corruption measures, etc.);</li> <li>• Foster a sense of ownership by engaging employees and business partners in the process of creating, implementing and managing the bank's CSR framework.</li> </ul>
Assessment Criteria	<p>The integral outcome requirements of this UoC are:</p> <ul style="list-style-type: none"> <li>• Integrating social and environmental goals into business operations of the bank by establishing Corporate social responsibility framework;</li> <li>• Contributing to cost control, bank brand improvement, attracting top-quality talent and facilitating long-term financial success by implementing a well-accepted CSR policy.</li> </ul>
Remark	