

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	Promote Corporate Social Responsibility (CSR) to engage internal and external stakeholders
Code	109574L4
Range	Communicating with different stakeholders on CSR by organizing different learning or promotional activities. This applies to all promotional and educational activities related to CSR organized for bank employees, business partners, clients and other stakeholders.
Level	4
Credit	3 (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"> • Possess the knowledge in CSR and understand the culture of the bank and apply the expertise to evaluate the readiness and willingness on CR activities of employees in different units; • Demonstrate Understanding on the value of open communication and stakeholder engagement by employing appropriate tactics to communicate with stakeholders like employees, shareholders and so on to promote corporate image in CSR fulfilment through writing of comprehensive reports. <p>2. Applications</p> <p>Be able to:</p> <ul style="list-style-type: none"> • Use suitable tactics to encourage relevant employees to receive formal training and / or achieve qualifications in their professional area; • Implement suitable CSR programmes and organize promotional activities which can extend beyond statutory obligation to comply with legislation and take additional steps to enhance the quality of life of employees, customers, local community and the public at large. <p>3. Professional Behaviour and Attitude</p> <p>Be able to:</p> <ul style="list-style-type: none"> • Provide suitable CR training or consultation to suppliers or vendors and help them to set up environmental, health and safety management system, implementation and audit program and / or code of conduct, if appropriate; • Develop employees with good business citizenship by tracking, managing and reporting their compliance with appropriate CR standards, environmental management standard, and / or other social accountability international standard; • Launch, manage and monitor promotion programmes on CR activities covering staff and the wider community.
Assessment Criteria	<p>The integral outcome requirements of this UoC are:</p> <ul style="list-style-type: none"> • Employing different activities to encourage participation in CR campaign / activities organized by the bank by different stakeholders including employees, customers, suppliers and business partners.
Remark	