

Marketing and Communication > Corporate Social / Environmental Responsibility

Title	Develop Corporate Responsibility strategies/ planning
Code	106653L5
Range	Develop the strategies and direction in corporate responsibility. This refers to different kinds of CR programmes including bank-wide programmes and tailored programmes applied only in particular business area with special business objectives.
Level	5
Credit	4 (for reference only)
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Evaluate the latest development and practices in CR <p>Be able to:</p> <ul style="list-style-type: none"> • Carry out strategic analysis on global and China CR issues and opportunities so as to make perceptive reports on the findings with recommendations • Have the expertise in advising decision making for maximizing profits which is not purely on financial factors but also on direct and indirect social and environmental consequences • Have the expertise on environmental and social performance management for banking and finance operation • Evaluate the readiness and willingness on CR activities of employees in different units • Acquire expertise on corporate governance, management systems, reporting and transparency 2. Develop CR programs <p>Be able to:</p> <ul style="list-style-type: none"> • Develop CR programmes 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 world at large • Make decisions in main areas of CR strategy such as voluntary adaptation of sustainability initiatives, selection of non-financial performance measures to track and report, and definition of stakeholder groups and concerns to address. • Develop objectives of each CR programme and design measurement metric in calculate the ROI for selecting the most suitable activity • Develop sustainable business initiatives and show care on the interests of community by taking responsibility for the impact of the bank's activities on customers, employees, shareholders, suppliers or vendors and the environment in all aspects in its operations • Manage and reduce risks of attracting uninvited attention from regulators, media and others at unethical business practices by encouraging implementation of CR in daily operation 3. Cultivate a culture which emphasizes corporate responsibility <p>Be able to:</p> <ul style="list-style-type: none"> • 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 • Nurture a sustainable business culture to intensify the CR concept by giving direction, support and recommendation to business and operations units to integrate the CR programs into their operation
Assessment Criteria	<p>The integral outcome requirements of this UoC are:</p> <ul style="list-style-type: none"> • Development of CR programmes. The design of programmes should be based on analysis in the regulatory, social and environmental issues etc. Moreover, illustration of how ROI in both financial and non-financial aspects should be provided. • Development of initiatives to promote CR in bank. The initiatives should be tailored to the different awareness and willingness level of employees.
Remark	