

Marketing and Communication > Corporate Social / Environmental Responsibility

Title	Communicate with internal and external stakeholders on CR
Code	106655L4
Range	Communicate different stakeholders on CR by different learning or promotional activities
Level	4
Credit	4 (for reference only)
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> <li>1. Promote CR activities to employees and general public                      Be able to:                     <ul style="list-style-type: none"> <li>• Use appropriate tactics to communicate with stakeholders like employees, shareholders and so on to promote corporate image in CR fulfillment through writing of comprehensive reports</li> </ul> </li> <li>2. Engage employees to participate in the CR activities                      Be able to:                     <ul style="list-style-type: none"> <li>• Use suitable tactics to encourage relevant employees to receive formal training and/or achieve qualifications in their professional area</li> <li>• Provide suitable CR related training and orientation to different employees so as to solicit their support to CR programs</li> </ul> </li> <li>3. Solicit support for the CR activities                      Be able to:                     <ul style="list-style-type: none"> <li>• 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</li> <li>• Launch, manage and monitor promotion programmes on CR activities covering staff and the wider community</li> </ul> </li> </ol>
Assessment Criteria	<p>The integral outcome requirements of this UoC are:</p> <ul style="list-style-type: none"> <li>• Employing different activities to encourage participation in CR campaign / activities organized by the bank by different stakeholders including employees, customers, suppliers and business partners.</li> </ul>
Remark	