

## Specification of Competency Standards for Human Resource Management

### Unit of Competency

Title	Evaluate effectiveness of corporate social responsibility (CSR) initiatives
Code	107111L6
Range	Evaluating the effectiveness, demonstrating the value and recommending improvement areas of the organisation's CSR initiatives. This applies to the periodic review and alignment of CSR initiatives with organisation's culture and core values, with the involvement of major stakeholders.
Level	6
Credit	5
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> <li>1. Knowledge in the Subject Area <ul style="list-style-type: none"> <li>• Understand the key components of mechanism for evaluating effectiveness of CSR initiatives adopted by the organisation</li> <li>• Understand different metrics in evaluating effectiveness of CSR initiatives in the market</li> </ul> </li> <li>2. Applications and Processes <ul style="list-style-type: none"> <li>• Determine key success factors of CSR initiatives with major stakeholders (e.g. existing CSR direction, strategy and policies)</li> <li>• Solicit employees' views through appropriate means or activities (e.g. focus group, interview, chat room) to evaluate the effectiveness of CSR initiatives</li> <li>• Consolidate and investigate available data (e.g. employee volunteering opportunities) to determine the impact of CSR initiatives</li> <li>• Redesign CSR initiatives based on evaluation results, feedback and suggestions from major stakeholders</li> </ul> </li> <li>3. Professional Behaviour and Attitude <ul style="list-style-type: none"> <li>• Present to senior management the results of evaluation and recommendations to enhance CSR initiatives</li> <li>• Define the scope of evaluation to cover multiple factors or levels (e.g. from employee reaction to business impact)</li> </ul> </li> </ol>
Assessment Criteria	<p>The integrated outcome requirements of this UoC are:</p> <ul style="list-style-type: none"> <li>• Identification of key success factors of CSR initiatives.</li> <li>• Evaluation of CSR initiatives in accordance with predefined methods.</li> <li>• Provision of recommendations to maximise the effectiveness of CSR initiatives (e.g. integrating CSR efforts into employer branding) based on the evaluation results.</li> <li>• Engagement of major stakeholders in the evaluation of CSR initiatives.</li> </ul>
Remark	