

Specification of Competency Standards of the Insurance Industry

Unit of Competency

Functional Area: Legal & Compliance

Title	Implement corporate social responsibility strategies
Code	105630L6
Range	This unit of competency is applicable to those who are responsible for implementing corporate social responsibility strategies. It involves assessing implications of corporate social responsibility strategies in daily operations, identifying areas of operations that allow fulfillment of social responsibility, cultivating significance of social responsibility amongst staff and encouraging staff members to take part in social activities.
Level	6
Credit	3 (for reference only)
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Possess knowledge in corporate social responsibility <ul style="list-style-type: none"> • Well versed with relevant regulatory requirements on insurance operations • Comprehend corporate social responsibility strategy • Alert to global trends on corporate social responsibility • Comprehend corporate development strategy 2. Implement corporate social responsibility <ul style="list-style-type: none"> • Assess implications of corporate social responsibility strategy in day-to-day operations • Identify areas of operations that allow fulfillment of social responsibility • Allocate necessary resources to support social responsibility fulfillment • Cultivate significance of social responsibility amongst staff • Encourage staff members to take part in social activities (e.g. recognitions) 3. Ensure implementation of corporate social responsibility support corporate social responsibility strategy <ul style="list-style-type: none"> • Identify areas of operation where social responsibility strategy can be applied • Disseminate necessary resources to fulfill social responsibility • Instill in the importance of social responsibility and encourage active participation in social activities.
Assessment Criteria	<p>The integral outcome requirements of this unit of competency are:</p> <ul style="list-style-type: none"> • Able to identify areas of operations that allow fulfillment of social responsibility • Able to induce voluntary participation in social activities.
Remark	This unit of competency is also applicable to general insurers, life insurers and broker.