

● Product Development

Context of change and impact on job tasks

Retail Banks are providing new sustainable products to customers to address market gaps. Such retail banking products aim to have a positive impact on sustainability (e.g. green mortgages, sustainable mutual funds, green deposits). This job role holder will need to incorporate sustainability considerations across all stages of product development for new sustainable finance products to meet sustainability demands of retail customers.

The job role holder needs to keep abreast of market trends and conditions for sustainable finance products in order to ideate new sustainable finance products. When designing new sustainable finance products, the Product Development job role holder will need to consider market sustainability preferences and balance such considerations with internal capabilities. New products should also be able to fulfil the Bank’s sustainability goals as well as ensure alignment with internal sustainability frameworks and regulatory taxonomies.

The job role holder should understand market dynamics and incorporate sustainability considerations into pricing models and strategies in order to effectively price sustainable finance products and ensure successful product adoption. There is also a need to craft value propositions that resonate with retail consumers and conduct market testing to assess product and market fit.

Time horizon of impact: Immediate

Impact on key job tasks

● High augmentation ● Moderate augmentation ● Low augmentation

Critical work function	Additional key job task	Impact on job task
Generate ideas for new products	<ul style="list-style-type: none">Identify trends of market needs and internal demand for new sustainable finance productsBrainstorm for new sustainable finance products and ensure product ideas are aligned with business and financial strategiesAnalyse various sustainable finance product idea sources including client demand, internal sales forces or third partiesKeep abreast of market trends and regulations (e.g. sustainability taxonomy and regulations, both globally and in Singapore)	●
Oversee pricing strategies and policies	<ul style="list-style-type: none">Evaluate the impact of market conditions on pricing strategies for sustainable finance products and marketing mix of sustainable finance products and servicesEvaluate pricing scenarios of identified price points on the financial feasibility and profitability of sustainable finance productsConduct price modelling for the financial feasibility and profitability of sustainable finance products to set effective price points	●
Perform market testing and launches to gather market feedback	<ul style="list-style-type: none">Develop sustainable finance product prototypes for market testingProvide technical explanations or briefings about new sustainable finance products to internal and external stakeholdersPropose specific improvements on sustainable finance product features based on testing feedback	●

SF TSCs needed

• Sustainable Investment Management	L3	L4	L5
• Sustainable Lending Instruments Structuring	L3	L4	L5
• Taxonomy Application	L3	L4	L5

● Product Development

Context of change and impact on job tasks

Private Banks are providing new sustainable products to address market gaps. Such private banking products aim to have a positive impact on sustainability (e.g. sustainability structured products, impact investment funds). This job role holder will need to incorporate sustainability considerations across all stages of product development for new sustainable finance products to meet sustainability demands of private banking customers.

The job role holder needs to keep abreast of market trends and conditions for sustainable finance products in order to ideate new sustainable finance products. When designing new sustainable finance products, the job role holder will need to consider external market sustainability preferences and balance such considerations with internal capabilities. New products should also be able to fulfil the Bank’s sustainability goals as well as ensure alignment with internal sustainability frameworks and regulatory taxonomies. The job role holder will need to determine acceptable impact indicators for key performance indicators (KPIs) embedded into impact investing products and philanthropy.

The job role holder should incorporate sustainability considerations into pricing models and strategies to effectively price sustainable finance products and ensure successful product adoption. There is also a need to craft value propositions that resonate with private banking consumers and conduct market testing to assess product and market fit.

As market offerings of sustainable finance products for private banking consumers continue to evolve, there is a need to keep abreast of market trends and conditions for sustainable finance products.

Time horizon of impact: Immediate

Impact on key job tasks

● High augmentation ● Moderate augmentation ● Low augmentation

Critical work function	Additional key job task	Impact on job task
Generate ideas for new products	<ul style="list-style-type: none">Identify trends of market needs and internal demand for new sustainable finance productsBrainstorm for new sustainable finance products and ensure product ideas are aligned with business and financial strategiesAnalyse various sustainable finance product idea sources including client demand, internal sales forces or third partiesKeep abreast of market trends and regulations (e.g. sustainability taxonomy and regulations, both globally and in Singapore)	●
Oversee pricing strategies and policies	<ul style="list-style-type: none">Evaluate the impact of market conditions on pricing strategies for sustainable finance products and marketing mix of sustainable finance products and servicesEvaluate pricing scenarios of identified price points on the financial feasibility and profitability of sustainable finance productsConduct price modelling for the financial feasibility and profitability of sustainability financial products to set effective price points	●
Perform market testing and launches to gather market feedback	<ul style="list-style-type: none">Develop sustainable finance product prototypes for market testingProvide technical explanations or briefings about new sustainable finance products to internal and external stakeholdersPropose specific improvements on sustainable finance product features based on testing feedback	●

SF TSCs needed

• Impact Indicators, Measurement and Reporting	L3	L4	L5
• Sustainable Investment Management	L3	L4	L5
• Taxonomy Application	L3	L4	L5

● Product Development

Context of change and impact on job tasks

Corporate Banks are providing new sustainable finance products to address market gaps and support clients in their sustainability journey (e.g. green bonds, social bonds, carbon credits). Products may also be developed specifically to address the requirements of clients who are seeking specific sustainable finance products. The job role holder will need to incorporate sustainability considerations during product development and structuring of sustainable finance products to meet clients' sustainability needs.

As sustainable finance product offerings continue to evolve, there is a need to keep abreast of market trends and conditions in order to effectively ideate new sustainable finance products. This requires an understanding of emerging sustainability trends ranging from climate risks and opportunities, natural capital and biodiversity issues as well as developments across the non-financial industry.

When developing new sustainable finance products, the job role holder will need to balance external market demands for sustainable finance products including carbon-related products with internal capabilities and needs. The job role holder needs to ensure the product fulfils the Bank's sustainability agenda and align with internal sustainability frameworks and regulatory taxonomies. The job role holder will need to determine acceptable impact indicators for KPIs to embed into sustainable finance products .

The job role holder should incorporate sustainability considerations into pricing models and strategies to effectively price sustainable finance products and ensure successful product adoption. There is also a need to craft value propositions that resonate with corporate clients and conduct market testing to assess product and market fit.

Time horizon of impact: Immediate

Impact on key job tasks

● High augmentation ● Moderate augmentation ● Low augmentation

Critical work function	Additional key job task	Impact on job task
Generate ideas for new products	<ul style="list-style-type: none">Identify trends of market needs and internal demand for new sustainable finance productsBrainstorm for new sustainable finance products and ensure product ideas are aligned with business and financial strategiesAnalyse various sustainable finance product idea sources including client demand, internal sales forces or third partiesStructure sustainable lending instruments according to client's sustainability preferencesKeep abreast of market trends and regulations (e.g. sustainability taxonomy and regulations, both globally and in Singapore)	●
Oversee pricing strategies and policies	<ul style="list-style-type: none">Evaluate the impact of market conditions on pricing strategies for sustainable finance products and marketing mix of sustainable finance products and servicesEvaluate pricing scenarios of identified price points on the financial feasibility and profitability of sustainable finance productsConduct price modelling for the financial feasibility and profitability of sustainable finance products to set effective price points	●
Perform market testing and launches to gather market feedback	<ul style="list-style-type: none">Develop sustainable finance product prototypes for market testingProvide technical explanations or briefings about new sustainable finance products to internal and external stakeholdersPropose specific improvements on sustainable finance product features based on testing feedback	●

● Product Development

SF TSCs needed

• Climate Change Management	L3	L4	L5
• Impact Indicators, Measurement and Reporting	L3	L4	L5
• Natural Capital Management	L3	L4	L5
• Non-Financial Industry Sustainability Developments	L3	L4	L5
• Sustainable Lending Instruments Structuring	L3	L4	L5
• Taxonomy Application	L3	L4	L5

● Product Development

Context of change and impact on job tasks

Investment banks are supporting their clients by facilitating debt and equity capital raising for business activities that may be deemed sustainable in nature. The job role holder will need to account for the investment’s sustainability performance and potential sustainability synergies or negative impacts. The job role holder is also required to account for their client’s sustainability needs when developing the product.

As sustainable finance product offerings continue to evolve, there is a need to keep abreast of market trends and conditions in order to effectively ideate new sustainability Investment Banking products. This requires an understanding of emerging sustainability trends ranging from climate risks and opportunities, natural capital and biodiversity issues as well as developments across the non-financial industry.

When developing new sustainable finance products, the job role holder will need to balance external market demands for sustainable finance products with internal capabilities and needs. The job role holder will also need to ensure the product fulfils the Bank’s sustainability agenda as well as ensure alignment with internal sustainability frameworks and regulatory taxonomies. The job role holder will need to determine acceptable impact indicators for KPIs to embed into sustainable finance products .

The job role holder should understand market dynamics and incorporate sustainability considerations into pricing models and strategies in order to effectively price sustainable finance products and ensure successful product adoption. There is also a need to craft value propositions that resonate with corporate clients and individual investors and conduct market testing to assess product and market fit.

Time horizon of impact: Immediate

Impact on key job tasks

● High augmentation ● Moderate augmentation ● Low augmentation

Critical work function	Additional key job task	Impact on job task
Generate ideas for new products	<ul style="list-style-type: none">Identify trends of market needs and internal demand for new sustainable finance productsBrainstorm for new sustainable finance products and ensure product ideas are aligned with business and financial strategiesAnalyse various sustainable finance product idea sources including client demand, internal sales forces or third partiesKeep abreast of market trends and regulations (e.g. sustainability taxonomy and regulations, both globally and in Singapore)	●
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Perform market testing and launches to gather market feedback	<ul style="list-style-type: none">Develop sustainable finance product prototypes for market testingProvide technical explanations or briefings about new sustainable finance products to internal and external stakeholdersPropose specific improvements on sustainable finance product features based on testing feedback	●

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• Climate Change Management	L3	L4	L5
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Context of change and impact on job tasks

Insurers are offering new products that address the gap in insurance products that help to manage sustainability risks of clients (e.g. providing coverage of flood risk) and Insurance Based Investment Products (IBIPs) with sustainable investments. The job role holder will need to incorporate sustainability considerations in product development for new sustainability insurance products

As market offerings of sustainability insurance products evolve, there is a need to keep abreast of market trends and conditions in order to ideate new sustainability insurance products. This requires an understanding of emerging sustainability trends faced by corporate policy-holders ranging from climate risks and opportunities, natural capital issues as well as developments across the non-financial industry. These trends also present new sustainability risks to be accounted for in sustainable finance product coverage considerations, the job role holder would need to collaborate closely with the actuarial team to determine the financial risks to the insurer.

The job role holder will also need to ensure the new insurance product fulfils the Insurer’s sustainability agenda as well as ensure alignment with internal sustainability frameworks and regulatory taxonomies.

The job role holder should understand market dynamics and incorporate sustainability considerations into pricing models and strategies in order to effectively price sustainability products and ensure successful product adoption. There is also a need to craft value propositions that resonate with corporate policy-holders and conduct market testing to assess product and market fit.

Time horizon of impact: Immediate

Impact on key job tasks

● High augmentation ● Moderate augmentation ● Low augmentation

Critical work function	Additional key job task	Impact on job task
Generate ideas for new products	<ul style="list-style-type: none">Identify trends of market needs and internal demand for new sustainable finance productsBrainstorm for new sustainable finance products and ensure product ideas are aligned with business and financial strategiesAnalyse various sustainable finance product idea sources including client demand, internal sales forces or third partiesKeep abreast of market trends and regulations (e.g. sustainability taxonomy and regulations, both globally and in Singapore)	●
Oversee pricing strategies and policies	<ul style="list-style-type: none">Evaluate the impact of market conditions on pricing strategies for sustainable finance products and marketing mix of sustainable finance products and servicesEvaluate pricing scenarios of identified price points on the financial feasibility and profitability of sustainable finance productsConduct price modelling for the financial feasibility and profitability of sustainable finance products to set effective price points	●
Perform market testing and launches to gather market feedback	<ul style="list-style-type: none">Develop sustainable finance product prototypes for market testingProvide technical explanations or briefings about new sustainable finance products to internal and external stakeholdersPropose specific improvements on sustainable finance product features based on testing feedback	●

● Product Development

SF TSCs needed

- Climate Change Management
- Natural Capital Management
- Non-Financial Industry Sustainability Developments
- Sustainable Insurance and Re-Insurance Solutions and Applications
- Sustainable Investment Management
- Sustainability Risk Management
- Taxonomy Application

L3	L4	L5
L3	L4	L5
L3	L4	L5
L3	L4	L5
L3	L4	L5
L3	L4	L5
L3	L4	L5

● Product Development

Context of change and impact on job tasks

Asset Managers are offering new sustainability funds that incorporate sustainability considerations in the investment process. The job role holder will be expanded to incorporate sustainability considerations across all stages of product development for new sustainability funds.

As market offerings of sustainability funds (e.g. responsible investing funds, impact investing funds) continue to evolve, there is a need to keep abreast of market trends and regulations (e.g. Sustainability taxonomy and regulations, both globally and in Singapore) in order to effectively ideate new sustainability funds. This requires an understanding of emerging sustainability trends ranging from climate risks and opportunities, natural capital and biodiversity issues as well as developments across the non-financial industry. When developing new sustainable finance products, the job role holder will need to balance external market demands for sustainable finance products with internal capabilities and needs. The job role holder will also need to ensure the new funds fulfil the asset manager’s sustainability agenda as well as ensure alignment with internal sustainability frameworks and regulatory taxonomies.

The job role holder should understand market dynamics and incorporate sustainability considerations into pricing models and strategies in order to effectively price sustainable finance products and ensure successful product adoption. There is also a need to craft value propositions that resonate with clients across different segments including corporate clients and individual investors and conduct market testing to assess product and market fit.

Time horizon of impact: Immediate

Impact on key job tasks

● High augmentation ● Moderate augmentation ● Low augmentation

Critical work function	Additional key job task	Impact on job task
Generate ideas for new products	<ul style="list-style-type: none">Identify trends of market needs and internal demand for new sustainable finance productsBrainstorm for new sustainable finance products and ensure product ideas are aligned with business and financial strategiesAnalyse various sustainable finance product idea sources including client demand, internal sales forces or third partiesKeep abreast of market trends and regulations (e.g. sustainability taxonomy and regulations, both globally and in Singapore)	●
Oversee pricing strategies and policies	<ul style="list-style-type: none">Evaluate the impact of market conditions on pricing strategies for sustainable finance products and marketing mix of sustainable finance products and servicesEvaluate pricing scenarios of identified price points on the financial feasibility and profitability of sustainable finance productsConduct price modelling for the financial feasibility and profitability of sustainable finance products to set effective price points	●
Perform market testing and launches to gather market feedback	<ul style="list-style-type: none">Define sustainable finance product prototypes for market testingProvide technical explanations or briefings about new sustainable finance products to internal and external stakeholdersPropose specific improvements on sustainable finance product features based on testing feedback	●

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• Climate Change Management	L3	L4	L5
• Natural Capital Management	L3	L4	L5
• Non-Financial Industry Sustainability Developments	L3	L4	L5
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