

## Press release

# Social partners of the banking sector confirm positive initial results of first Switzerland-wide campaign to promote basic competences

More than 8,000 people have so far taken part in skillaware, the Switzerland-wide awareness campaign for bank employees, and have completed the online self-evaluation focusing on basic competences and employability in the banking industry today. Overall, respondents' assessments of their basic competences were positive. Although the campaign itself concluded at the end of January 2020, the self-evaluation will continue to be available for bank employees to support life-long learning. Moreover, the social partners are planning further measures associated with skillaware over the course of the year.

Zurich, 5 February 2020 – On 5 September 2019, the associations and social partners [Employers in Banking](#), [the Swiss Bank Employees Association](#) and the [Association of Commercial Employees](#) launched skillaware to promote the establishment of standardised basic competences within the Swiss banking sector. skillaware is intended to promote awareness among bank employees in Switzerland of their own competences during the technological, economic and demographic changes in their development and further professional training. Through this unique Switzerland-wide campaign, the social partners of the banking sector are underlining their willingness to address one of the central challenges facing the financial centre together and thus further develop the social partnership.

## Wide-ranging basic competences

More than 8,000 people have completed the self-evaluation to date. The most interesting results are summarised below:

- Interest was greatest among bank advisors aged between 40 and 60.
- The majority of respondents are employed by large banks or cantonal banks.
- Between 84 and 92 percent of respondents either agreed or completely agreed with the self-evaluation statements relating to 'data protection and information security', 'ability to adapt', 'self-responsibility' and 'communication', an indication that they consider themselves highly competent in these areas.
- According to the responses, 'work structure', 'ability to tailor communication to the recipient' and 'decision-making ability' were the areas with most potential for development.

### First step towards a culture shift in the banking industry

From the perspective of the social partners, the campaign has been a success overall. The interest in both the self-evaluation and an intensive dialogue with banks and bank representatives is a clear indication that maintaining employability and developing basic competences are important to bank employees. However, it is apparent that an awareness of life-long learning and the action this requires has not yet taken hold.

### “2020 to be a year of mobilisation”

This year, the social partners therefore intend to double down on their efforts and are planning information events at the banking institutions as well as short consultations together with selected career advisors. “After the awareness phase in 2019, the focus in 2020 will be to further mobilise the banks and their employees,” says project manager Franca Burkhardt. It will still be possible to take part in the anonymous online [self-evaluation](#) and then take action, such as setting up an orientation meeting with a professional career advisor at a special rate.

### More information

This press release and a detailed fact sheet about the skillaware campaign are available in German, French, Italian and English at [www.skillaware.ch](http://www.skillaware.ch).

#### The associations and social partners

##### Swiss Bank Employees Association

The [Swiss Bank Employees Association](#) is the staff association of the employees in the Swiss banking and financial sector. In dialogue with its social partners, the association is committed to ensuring a viable Swiss financial centre with secure jobs and fair working conditions. [www.sbpv.ch](http://www.sbpv.ch)

##### Association of Commercial Employees

For more than 140 years, the [Association of Commercial Employees](#) has been the competence centre for education and work in the commercial and business environment as well as in the retail trade. As a pioneer, it sets standards for a future-oriented education, economic and social policy. [www.kfmv.ch](http://www.kfmv.ch)

##### Employers in Banking

[Employers in Banking](#) represents the interests of banks and financial services providers as employers in Switzerland. The association advocates for attractive and competitive conditions for the Swiss financial centre. [www.arbeitgeber-banken.ch](http://www.arbeitgeber-banken.ch)

### Contact

E-mail: [media@skillaware.ch](mailto:media@skillaware.ch)

Tel. +41 61 261 55 70