Analysis of corporate social responsibility of corporations from secondary and tertiary sectors in Romania

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Abstract: The Corporate social responsibility (CSR) is a new dimension of the activity of companies from Romania. The companies have many instruments in order to promote CSR’s activity like codes of conduct, management system for CSR or CSR programs. The degree of implication is different according with the dimensions of the company or the field of activity.

Key words: corporate social responsibility, sustainable development, stakeholders, social responsibility initiatives

1 Social responsibility for companies in the industry

1.1 Social responsibility (SR) initiatives of companies in the industry

Social responsibility is a component of sustainable development policy that is promoted by all major corporations. In order to record consistent results, large companies have developed a SR management system according to SA 8000 and codes of conduct providing guidance on SR to be followed by employees and suppliers. For example, in Carpatcement Holding SA, member of the HeidelbergCement, the code of conduct [6] is divided into ten chapters covering the following issues: child labor, employment of young workers, forced and compulsory labor, health and safety, freedom of association and right to collective bargaining, discrimination, disciplinary practices, working hours, wages and management system. Dissemination of information on corporate social responsibility is achieved either by publication on the website of each company, or by publishing a social responsibility report. For example, Holcim has been publishing such a report since 2005, thus following the example of the parent company.

Practice of CSR (Corporate Social Responsibility) and related subject areas are also connected to the business of the originating company. For example, in Carpatcement Holding SA, member of the HeidelbergCement, the code of conduct [6] is divided into ten chapters covering the following issues: child labor, employment of young workers, forced and compulsory labor, health and safety, freedom of association and right to collective bargaining, discrimination, disciplinary practices, working hours, wages and management system. Dissemination of information on corporate social responsibility is achieved either by publication on the website of each company, or by publishing a social responsibility report. For example, Holcim has been publishing such a report since 2005, thus following the example of the parent company.

Carpatcement was the first cement producer in Romania (2004), which – in order to use alternative fuels – has changed its production process and uses alternative fuels (such as tires and waste oils, waste wood, waste oil), the results consisting in reducing fossil fuel use and emissions of greenhouse gases as well as waste recovery and disposal from other sectors such as oil industry or agriculture.

Concern for biodiversity has prompted Heidelbergcement to design and develop Special guides to promote biodiversity, in mineral extraction sites and to promote Ecological restoration programs of quarries whose activity ceased. For example, in 2008, in Pucioasa was started such a program that aimed to stabilize the land, better environment and scenery, the investment value being of around 30,000 euro.

In the SR policy of Dacia Renault, the most important component is environmental policy, as there is an Environmental Statement and ISO 14001 certification for the environmental management system. Environment was included in all manufacturing processes of the company, and the result is a structured company that takes into account all environmental aspects such as energy or water consumption and waste management. For the implementation of the environmental policy during 2000-2008, in Dacia, investments of 17 million euro were made for environment protection.

At the level of some corporations, SR activity is coordinated by the CSR Division which, together...
with other divisions such as Environment Protection, Safety and Health, is part of the Sustainable Development Department (see the case of Holcim)[7]. Because buildings are intensive resource users throughout their life cycle [8], Holcim is involved in promoting sustainable products and buildings, thus meeting the needs of current generations without limiting the possibilities of future generations to meet the same needs for housing or infrastructure. In this respect, Holcim initiated a partnership with Romania Green Building Council – RoGBC.

- JTI – Japan Tobacco International (third producer of tobacco in the world) has been active in Romania since 1993 (under the former name of RJ Reynolds). Given the activity of the company and controversies related to the products they sell, social involvement of this company has been done on several levels. Thus, the project Responsibility for Romania, started in 1998, was built on a public private partnership with the Municipality of Sector 2 Bucharest targeting at socially disadvantaged people, namely low-income elderly, homeless (which is considered the first partnership of its kind in the country), children with autism and neurological patients. Effectiveness of this program was demonstrated by the awards and distinctions received: Corporate Citizen Award for the most efficient and creative package of social programs (2000), Diploma “People for People” given by the Association for Community Relations (2003-2004), Excellence Awards given by the Mayor of Bucharest Sector 2 for community involvement (2002-2007).

- MOL Group, present in Romania since 1995, is a strong company in Central and Eastern Europe with a strong social performance, a fact which is recognized internationally since the company is selected in the Dow Jones Sustainability World Index (the only company in the region that was chosen) [9] in 2010 and 2011. MOL Group has a policy of sustainable development, the group following all three dimensions of sustainable development namely economic sustainability, ecological and environmental sustainability. In addition, the company has a health policy, occupational safety and environmental protection, and employees must also comply with the Code of Ethics which sets out employees’ behavior towards clients, shareholders, suppliers, local community and public authorities.

**Box 1. Dow Jones Sustainability Index (DJSI)**

DJSIs were created in 1999 to track the performance of stocks issued by companies pursuing sustainable development in their actions. Criteria for selection of component securities were amended to improve their progress in view of international companies with strong social involvement. Thus, a new criterion was introduced in 2010, namely the water related risk. 13 sectors were exposed to this risk, and companies have been assessed if capable of measuring their exposure to the risk, and if they have adequate management systems to cope with risks on the quantity and quality of wastewater, legislative changes or stakeholder actions in this field. Special attention is paid to the evaluation of the integration of sustainability issues in the annual report and the link between sustainable initiatives and creating value for shareholders. At the same time, the company that calculates the Dow Jones indices reinforced the analysis of stakeholders and media (Media and Stakeholder Analysis - MSA) by improving the collection of data and information.

DJSI family is composed of 19 indices DJSI, with global indices and indices for certain geographical areas (Europe, Euro zone, North America, U.S.A., Asia Pacific, Japan and South Korea), and the number of shares varies between 20 (DJSI Korea 20 Index) and 513 (DJSI World Enlarged). In aggregate indices, there are present not only companies in developed countries but also in countries with a lower level of development such as Brazil, Colombia, India, Hungary and Thailand.

**Dow Jones Sustainability Europe Index** seeks performance of 20% of top European companies out of 600 that are part of the Dow Jones Global Total Stock Market Index, the selection being made on the economic, social and ecologic criteria. This index consists of 172 shares from companies in the main 15 European countries, the largest share being held by corporations in the UK 29.53% and Switzerland 18.20%. From a sectoral basis, the most representative areas are finance – 22.30%, consumer goods – 18.70% and industrials – 11.51%.

Euro zone Dow Jones Sustainability Index is composed of 97 shares from companies in the 10 countries belonging to the euro area and the most important are held by companies in Germany, France and Spain.

Energy group OMV has the main responsibility for energy production taking into account economic, environmental and social considerations, guiding the large transnational corporations and is based on three pillars: people, planet and profit. Petrom shares are shaped by sustainable development principles, the company having three major areas of interest: diversity and education, health and safety, reduction of CO2 emissions and energy efficiency. In this respect, Petrom has implemented two management systems for Health, Safety, Environment (HSE) in 2006 and Social Responsibility in 2008. For HSE management were used as reference international environmental standards - ISO 14001 and health and safety standards – OHSAS 18001, and in addition, the company requires its contractors to adhere to this management system, systematically monitoring their performance in this area. For building the management system of CSR, the starting point was the standard of social responsibility – SA 8000. Moreover, the Code of Conduct OMV is prepared in accordance with the Global Compact corporate social responsibility. Given the scope of the group, special attention is paid to environmental protection. In 2010, Petrom has spent an amount of 837 million lei for environmental protection, out of which 238 million lei is the value of investments for the modernization and construction of buildings that have environmental relevance [10].

1.2 Social responsibility initiatives in industry
Corporate social responsibility does not only have an individual, but also a sectorial dimension, meaning that in many economic sectors, corporations have developed and adopted voluntary codes of conduct or sectorial standards of SR for companies operating in certain areas of activity.

These codes set the minimum standards covering certain aspects of corporate and human rights, education and training of employees, health and safety, wage and working conditions, restructuring and investment with social impact, business relationships and selection of suppliers and industrial relations. In addition, these standards lead to additional mechanisms to create and disseminate the experience and expertise in the field of CSR and opportunities to assimilate the information available to corporations operating in that sector and beyond [1].

For example, in the sugar industry there is such a code of conduct on CSR, developed by the European Committee of Sugar Manufacturers (Comite European des Fabricants de Sucre – CEFS), and European Federation of Food, Agriculture and Tourism (EFFAT), which entered into force in 2004. In the electronics industry there is a Code of Conduct [11] (since 2004, its revision is set to three years) by means of which companies in this sector have developed a system of social responsibility based on five elements: labor, employee health and safety, ethics, environment and management system. Moreover, companies in this field established in 2004 a coalition – the Electronic Industry Citizenship Coalition – which comprises over 40 corporations in the electronics, communications and information technologies and their suppliers – which aims to promote CSR among its members and maximize the positive effects of their activity on social and environmental areas.

In addition to sectorial codes, there are also thematic codes or standards covering certain aspects of CSR such as working conditions or environmental protection:

- **Basic Code ETI (Ethical Trading Initiative)** [11] which was negotiated by companies, unions and NGOs and includes nine clauses which reflect the important International Labor Organization (ILO) conventions on labor practices within companies, to improve the lives of the poor and vulnerable employees who are involved production of goods in developing countries, where legislation is not protecting workers, it is not well established or it is not properly applied;
- **Social Accountability 8000 Standard**, Social responsibility about working conditions is based on the Universal Declaration of Human Rights, Convention on the Rights of the Child and ILO conventions that promote the provision of decent working conditions in companies that adhere to this standard;
- **ISO 14000** is actually a series of standards on environmental management in organizations (environmental management system, eco-labels, environmental auditing, environmental performance evaluation etc.).

Given the complexity of the concept of SR and its implications of public and private activities on sustainable development, ISO took the initiative to create a standard for social responsibility. ISO 26000 is a harmonized guideline, based on the cooperation of many experts and international bodies (ISO, Global Compact, OECD, ILO) to encourage private and public organizations to promote social responsibility. It contains a series of recommendations, not requirements to be met by organizations and therefore cannot be used as a certification standard. This standard has the merit of developing an international consensus on the
concept of SR, to provide means for the implementation of the SR principles (accountability, transparency, ethical conduct, respect for stakeholders, the rule of law, respect for international norms of behavior, respect human rights), establishing the basic issues of SR (organizational governance, human rights, labor practices, environment, fair operating practices, consumer issues, community involvement in sustainable development and methods) and to disseminate information on the best international practices. By adopting this standard, which involved the largest activity undertaken by the ISO in this area [13], we are witnessing a redefinition of corporate objective: maximizing the contribution to sustainable development and recognizing the necessity of following general principles designed to balance ecosystem, social justice and good governance within an organization. In addition to economic performance, social and environmental impacts are essential for the evaluation of a corporation.

Corporate motivations for the development, adoption and promotion of such codes of conduct or standards are multiple [14]:
- through codes of conduct, companies exercise some control over supply chains to manage risks that may affect the company’s reputation (e.g. suppliers exploit child labor) or may affect the quality and safety (the company used contaminated raw materials which endangered the health of consumers), these risks are more apparent especially in sensitive areas such as agri-food industry with a huge exposure to consumers;
- codes of conduct are a validation tool for sustainability claims made for marketing purposes, being associated with a particular brand or label: Fairtrade or Organic schemes, Unilever brands Lipton and PG Tips have a certification Rainforest Alliance until 2015;
- companies are better understood by business partners and end users, and there are many information that can be accessed through industrial sites such as SAI or specialized consulting firms;
- these codes provide companies a list of good practices that allow the quick identification and easy changes you can begin in order to adapt to market change.

In conclusion, companies have many tools available to social involvement, by promoting sustainable development policy and social responsibility. In Romania, the main drivers of SR are large transnational corporations whose activities turn into concrete actions such as reducing greenhouse emissions and ecological rehabilitation of areas or numerous SR programs aimed at the environment, local community, education, health or sport. In order to make a comparison in this respect, large corporations publish annual reports on sustainable development indicators (see for instance the example from table 1, in the case of Petrom Group).

2 Social responsibility of corporations in the tertiary sector
Companies in the tertiary sector, even if they do not have a negative impact on the environment, are involved in various SR programs aimed at environmental and social sustainability. Among the most active players in CSR, banks have significant financial resources to initiate and develop CSR projects, and on the other hand, draw on the parent companies of developed countries, where corporate social involvement is more extensive and dates back several decades.

2.1 Social responsibility in the banking sector
BCR, the most important component of the Romanian banking system, adopted in 2008 a new business model, which prioritizes engagement of responsibility, which is present at all levels of the company. Thus, the bank’s business philosophy is based on the 5 C: colleagues, clients, company, control, community, aiming to strengthen the position of the best bank in the Romanian system that helps customers fulfill their aspirations. In addition, BCR runs multiple RSC programs that are coordinated by the Department of Community Relations, and promotes employee volunteering in all CSR initiatives. Bank tries to transform each employee into a messenger of CSR in the community in which he operates, on multiple lines of action:
- financial education of young people (from high schools) through the program “My Finances”, in which bank employees help students build and manage a budget specific to their age, given the principles of saving and investment;
- social solidarity involves engaging in charitable projects such as “Food Bank” or “BCR hope”.

In order to present a complete picture of social engagement, BCR has developed its first report in 2009 on expanded social responsibility standards, established pursuant to the Global Reporting Initiative, the presentation focusing on the following aspects: corporate governance, economic performance, environmental performance; labor practices and decent work, human rights, society and product responsibility.
Table 1. Sustainable development indicators in 2010, Petrom Group

<table>
<thead>
<tr>
<th>Financial and operational</th>
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<tbody>
<tr>
<td>Total oil products (thousand barrel per day)</td>
<td>184</td>
</tr>
<tr>
<td>Total crude oil processed (million tons)</td>
<td>4.15</td>
</tr>
<tr>
<td>Chemical sales (thousand tons)</td>
<td>109</td>
</tr>
<tr>
<td>Net Turnover (mil lei)</td>
<td>18,616</td>
</tr>
<tr>
<td>Taxes to the state budget, including income tax, excise duty (mil lei)</td>
<td>7607</td>
</tr>
<tr>
<td>Dividends paid to shareholders</td>
<td>0</td>
</tr>
<tr>
<td>Wages and paid salaries</td>
<td>1836</td>
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</table>

<table>
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<tr>
<th>Work safety</th>
<th></th>
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<tbody>
<tr>
<td>Fatal accidents</td>
<td>3</td>
</tr>
<tr>
<td>Incidents with temporary loss of working capacity - employees</td>
<td>29</td>
</tr>
<tr>
<td>Death rate - employees</td>
<td>6.01</td>
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<tr>
<td>Fatal accidents - employees from contractors</td>
<td>0</td>
</tr>
<tr>
<td>Incidents with temporary loss of work capacity - employees</td>
<td>16</td>
</tr>
<tr>
<td>Death-rate employees - employees from contractors</td>
<td>0</td>
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<tr>
<th>Environment</th>
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<tr>
<td>Power Consumption (PJ)</td>
<td>50.6</td>
</tr>
<tr>
<td>Water consumption (million cubic meters)</td>
<td>39.94</td>
</tr>
<tr>
<td>Phreatic water consumption (underground) (million cubic meters)</td>
<td>16.07</td>
</tr>
<tr>
<td>CO2 (million tons)</td>
<td>3.15</td>
</tr>
<tr>
<td>CH4</td>
<td>73.299</td>
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<tr>
<td>SO2</td>
<td>2,409.5</td>
</tr>
<tr>
<td>No2</td>
<td>140.4</td>
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<tr>
<td>NOx</td>
<td>9,338.6</td>
</tr>
<tr>
<td>Non methane volatile organic compounds (NM-VOCs) (tons)</td>
<td>3639.1</td>
</tr>
<tr>
<td>Emissions in air (tons)</td>
<td>368.9</td>
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<tr>
<th>Wastewater dischargers</th>
<th></th>
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<tr>
<td>Chemical oxygen demand (COD) (tons)</td>
<td>1256</td>
</tr>
<tr>
<td>Hydrocarbons (tons)</td>
<td>39.62</td>
</tr>
<tr>
<td>Total nitrogen (tons)</td>
<td>134.4</td>
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<tr>
<td>Losses (number)</td>
<td>2205</td>
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<tr>
<th>Waste</th>
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<tr>
<td>Non-hazardous waste (production) (tons)</td>
<td>213,336.9</td>
</tr>
<tr>
<td>Hazardous waste (production) (tons)</td>
<td>172,118.5</td>
</tr>
<tr>
<td>Total waste from production (tons)</td>
<td>385,455.4</td>
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<table>
<thead>
<tr>
<th>Employees</th>
<th></th>
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<tbody>
<tr>
<td>Number of employees on December 31</td>
<td>24,111</td>
</tr>
<tr>
<td>Number of employees in management positions</td>
<td>1428</td>
</tr>
<tr>
<td>Women in management positions (%)</td>
<td>30</td>
</tr>
<tr>
<td>Employees from abroad, in management positions (%)</td>
<td>1.3</td>
</tr>
<tr>
<td>Dismissal for non-compliance and unethical behavior</td>
<td>20</td>
</tr>
</tbody>
</table>

| Contribution to the community (million lei)                   | 18.14 |

Source: www.petrom.ro
Box 2. Global Reporting Initiative

GRI established in 1997, the initiative belonging to the United Nations Environment Programme (UNEP) and an American NGO called CERES (Coalition for Environmentally Responsible Economies). The purpose of this organization is to develop and disseminate guidelines for reporting on sustainable development. Using guidelines developed by GRI, companies, institutions and other organizations have mechanisms for assessing, reporting and communicating SR to stakeholders involvement and social performance. In this regard, the guidelines include principles and indicators that evaluate the performance of economic, social and environmental sustainability of organizations and allow uniform reporting of results achieved, which allows comparisons to national and international level. Given the diversity and specificities of particular fields of business activity, sectorial lines were developed to provide sector specific indicators such as automotive, finance, media and telecommunications.

GRI guidelines were first published in 2000, but they are reviewed periodically, the latest being drafted in 2006 and are known as the “G3” or “third generation”. Adoption of guidelines is voluntary, but companies’ interest for GRI is increasing in view of CSR reports issued by corporations and SMEs on the basis of GRI principles. The greatest interest is shown by European companies holding 45% of the number of reports in 2010 (1863 reports), followed by Asia (20%), North America and Latin America (14% each). Internationally, the first 5 places in terms of published reports include the U.S.A., Spain, Brazil, Sweden and Japan. In Europe, the first five places are occupied by Spain, Sweden, Netherlands, the United Kingdom and Germany. Hungary is the first in Central and Eastern Europe, and number 13 in Europe.

Source: http://www.globalreporting.org

In case of BRD, the second-largest Romanian banking system, social responsibility is based on three pillars: responsible politics for human resources, reducing environmental impact and community involvement in projects [15] (in this case taking into account the following areas: education, combating early school leaving and access to jobs). For example, in 2010, the most important project developed is “Change a destiny. Give value to life” which provides significant financial funds for 800 young people in order to continue their education or labor market activity or to develop the talent they have discovered. As BCR, BRD encourages employee involvement in the programs run. Thus, in the project mentioned above, bank employees can make monthly donations, and the sums were doubled by the bank. In the field of responsibility towards the environment, BRD focuses on three priorities: optimizing consumption and travel, reducing the negative impact of specific IT activity and increasing energy efficiency of buildings.

UniCredit Tiriac Bank, an important component of the Romanian banking system, constructs and develops their business on the principles of sustainable development, taking into account the values established by the Integrity Charter, namely fairness, transparency, respect, reciprocity, trust and freedom of action’s programs conducted by UniCredit Tiriac Bank are implemented by the Foundation UniCredit Tiriac both in the 22 countries where the bank has branches and in other regions such as Benin and Burkina Faso. On the one hand, there are CSR programs developed in areas such as education, art and culture, sports. On the other hand, UniCredit Tiriac Foundation finances various foundations or associations initiating SR actions. In addition, as for BCR, bank employees are encouraged to engage in voluntary actions.

Given the multitude of CSR programs by banks and how they can influence a financial institution clients (depositors and borrowers), the question is about assessing the social performance of these companies with a specific activity.

Social responsibility of banks appears on many levels, the degree of stakeholders influence being different, depending on the type of action chosen:
- environmental protection;
- CSR programs aimed at employees;
- financial education of the population and especially young people;
- involvement in local communities, including support for cultural and sports projects both financially and through volunteer work done by bank employees;
- financial inclusion and access to financial services;
- responsible financing investment projects undertaken by bank customers, so banks are responsible for the customer and financial resources and social and environmental issues are part of the bank’s risk management policies and should be considered in the evaluation of projects to be financed.

Responsible finance investment projects is based on the concept of Sustainable Finance launched and developed by the International Finance Corporation.IFC believes that all financial institutions are subject to certain social and
environmental risks posed by their customers. Lack of management of these risks can have dramatic consequences on the bank’s reputation and financial performance. Social and environmental issues that may affect a bank’s customer activity and therefore the bank’s shares are environmental pollution, health, security and safety, community impacts and threats to biodiversity and cultural heritage.

Given the sectorial dispersion of customers, banks must identify those priority areas where environmental, social and ethical risks are likely to occur. Thus, in the case of RBS operating in Romania since 1995 (until 2008 under ABN Amro Romania) these areas are:
- mining and metallurgy;
- oil and natural gas;
- wood and paper industry;
- construction of hydropower.

For companies operating in these sectors and seeking loans, the bank made – in addition to evaluating financial performance – social risk assessment, environmental ethics of the company.

For this activity, the following is analyzed:
- corporate governance system;
- risk management system;
- corporate social responsibility policy;
- stakeholder consultation;
- history of environmental or social problems faced by the company.

International financial crisis and its forms of manifestation specific to Romania, have led to a change of social responsibility strategies aimed at lending to individuals, thus appearing a new concept namely responsible loan. Lack of financial culture that affects much of the population and lack of accountability of bank lending to individuals lead to the development of a credit crunch obtained only with some form of ID. For this reason, a manifestation of CSR from the banks is launching educational programs that provide financial literacy of the population and especially young people.

**Box 3. Financial education programs and their effects on the Romanian economy and society**

Banks in Romania have developed various financial education programs, either on their own or in collaboration with public or non-governmental organizations interested in the field. The most important are those initiated by:
- BCR: The program “Money made small - between needs and solutions.”
- Consumer Protection Association of Romania, under the patronage of National Consumer Protection Authority, Provident Financial and Junior Achievement Program initiated National Financial Education “Family Budget” starting from the idea that financial education is a necessity for consumer protection.
- Citibank and Junior Achievement have developed the projects “Money and budget”, “Banks and banking” and “Economics for Leaders”.

By running these programs, they prevent the materialization of the risk of default from individual borrowers, which affects not only work but finally bank credit and reputation. Thus, financial stability of the banking system increases and the rate of non-performant loans decrease. Moreover, customers will enjoy more secure savings and investments. In addition, educating and informing the public triggers new customers for services and banking products, customers who take responsible decisions, while knowing. The increasing number of more informed and more responsible clients will lead to more careful selection by these banking products, which will lead to an intensification of competition between banks to attract them. Financial education will eliminate the risk of financial exclusion of part of the population, thus giving many services offered by moneylenders and focusing on banking products.


**2.2 Corporate social responsibility in telecommunications**

France Telecom Group is present in Romania by Orange, where the French conglomerate owns 97% of the shares. This company has developed since 2003 an integrated program of CSR and published annual reports on CSR activities until 2007, when the corporate social actions are outlined in the consolidated report of France Telecom Group.

Given the scope of the company, its actions are specific: since 2008, there was introduced an environmentally friendly packaging for rechargeable packages, which is made from recycled and recyclable paper without plastic components, improving access to communication for people in rural areas, acquisition of equipment which is harmful to ozone.

CSR Report for 2010 of France Telecom Group is considered by specialists an example of transparency, since all components of the company’s policy in SR and social performance of companies in the group, including Orange Romania, taking into account the fact that our country is considered the fourth significant market in Europe for the French group. In addition, this report can be considered a good practice, since it fulfills the
important standards and principles established in the field, namely ISO 26000, AccountAbility AA1000 APS and Global Compact principles. In addition, it also respects G3 GRI reporting standard (that presents the main indicators of the standard and the specific telecommunications sector) and is audited extensively by Deloitte. The report is structured around four commitments based on the group’s CSR strategy (since 2009) as follows:

- commitment to employees (company promotes its branches in all action plans that promote gender equality, promoting women’s access to the company, and especially in management positions; thus, Romania is the first in the group in terms of view of the company’s percentage of women occupying leadership - 40.1% and the second after Madagascar, the percentage of women in the labor force - 48.3%; see box 4);

- commitment to the customer (the company running campaigns to educate parents and children on safe use of new technologies);

- commitment to community [16] (for example, in 2010, Orange Romania has launched a special phone for seniors, which can be bought for just one euro, together with the Senior package;

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**Box 4. Interdependence between gender integration with the company’s policy and CSR**

Specific demographic realities in the last decades have led public authorities to fight various forms of gender equality. Decreasing fertility rate, aging population and the need to support pension and health systems are the main reasons women have become a major source of labor and gender equality and this is not a concern for sociologists, political scientists and economists. Internationally, the EU made efforts to promote gender equality, which is considered a fundamental right and a necessary condition for achieving economic growth, employment and social cohesion. Multi-annual strategies have been developed such as Framework Strategy for equality between women and men (2001-2005), Roadmap for equality between women and men (2006-2010), Gender Action Plans, or specific laws were passed. In addition to the efforts of public institutions, we note actions of transnational corporations and large companies in promoting women in productive activities and in management.

- commitment to the environment (after France and Spain, Romania introduced a green labeling system for telephones so that customers can assess the environmental performance of mobile phone using indicators such as carbon footprint and ease of recycling).

Given the social crisis faced by the group in 2008-2009, due to the large number of employees who committed suicide, the company redefined its relationship with employees as a result of intensive consultations with employees and major changes aimed at employees, namely: recruitment and selection policy, the role of managers, work organization, remuneration, and quality of life at work. Thus an investment plan worth 900 million Euros was launched in order to improve working conditions, recruitment process and the ITC system.

### 3 Conclusions

In Romania, companies from industry and service fields are involved in various CSR programs showed their commitment to customers, employees, environment and community by promoting specific policies of selection, recruitment of employees, investment programs and environmental policies. In addition, the social implications of companies are not an individual activity, because at sector level many initiatives are developed and there are many European and international institutions that encourage and support the CSR activities.

In Romania, the main promoters of corporate social responsibility are the transnational corporations that set up subsidiaries in our country. The instruments used are diversified and the impact on the Romanian economy depends on the size of the companies and their field of activity. The activity of CSR of transnational corporations is very important not only from the perspective of the impact on our economy but also taking in account the power of example for local companies.

### 4 Acknowledgements

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[12]. A significant number of representatives from 92 countries and 42 organizations participated in developing this standard, an extensive consultation process in 2005-2008 and a five-month voting period by national standards were the achievement of this standard.


[15]. In 2010, Orange Romania has launched a special phone for seniors, which can be bought for just one euro, the Senior package.


[22]. http://www.springerlink.com/content/w751526707688v715/fulltext.pdf

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