



Corporate Social Responsibility for All (CSR for ALL) Phase II

CSR for ALL
NATIONAL REVIEW STUDY

Romania



I. INTRODUCTION

- National Review Study conducted by: ADVICE INNOVATION
- Consists of two parts:
 1. **Desk review & 2. Survey**
- **Data collection Procedure:**
 - Period: 03/23/2015 - 05/15/2015 ;
 - Number of companies that were contacted: 600 companies;
 - Number of respondents: 93 companies out of which 84 were SMEs and 7 were based abroad;
 - The research instrument was the **questionnaire** –field operators or via email

II. COUNTRY PROFILE (1)

- POPULATION: 21 mil
- ECONOMY: aprox. 600.000 companies, out of which 99.2% are SMEs
- LABOUR MARKET:
 - Aprox. 6 mil employees
 - Unemployment rate: 6.8%
- CSR Profile
 - General awareness of CSR
- Sustainability Reporting Profile
 - General awareness of SR

II. COUNTRY PROFILE (2)

- In Romania, the concept of corporate social responsibility emerged in the 1990s, with the advent of several NGOs, particularly some humanitarian ones, founded with the support of international institutions, public or private
- Multinational and large Romanian companies implemented the concept of corporate social responsibility. With regard to SMEs, the concept is quite rare and used seldom in the activities they conduct.
- Promotion of CSR by the state is not yet a visible, public authorities at central, local and regional level are not sufficiently involved in activities to promote the CSR concept to the benefit of communities.
- On 14th of September 2011, the National Strategy on Social Responsibility 2011-2016 was approved by the Romanian Government, which institutionalizes this area as a national priority. The aim of the strategy is to "raise awareness about the importance and benefits of applying social responsibility and increase the public sector, Romanian companies, multinational companies and civil society involvement in the implementation of social responsibility in Romania".

II. COUNTRY PROFILE (3)

- With regard to CSR reporting, there were published in July 2014 CSR reports in Romania (non-financial information for the year 2013 which refer only to CSR activities in Romania which have been published in Romanian)
- Companies that have reported are: Petrom, GSK, Raiffeisen Bank, Ursus Breweries, Heineken, Auchan and Siveco

IV. COMPANY SURVEY RESULTS (1)

- 63.4% of companies know the term CSR, while 36.6% are not familiar with this term;
- According to the survey, 53.8% of the respondents are not active in CSR;
- 63.4% of companies do not have a department that manages CSR-related activities, while only 36.6% of respondent companies have a specialized department to manage CSR activities;
- 75.3% of the respondents haven't benefited so far from advisory services and training on CSR

IV. COMPANY SURVEY RESULTS (2)

- Activity reporting – only 25.8% of the surveyed companies have published a report on CSR activities
- Providing information in accordance with standards:
 - ISO 26000 - 23.7% of respondents;
 - UN Global Compact - 3.2% of respondents;
 - Reporting in accordance with GRI principles - 19.4% of respondents.

IV. COMPANY SURVEY RESULTS (3)

- The main reasons for disclosing non-financial information are:
 - Legislation – 18.27%
 - Clients – 12.90%
 - Consumers – 12.90%
- 78.5% of the surveyed companies stated they have not ever assessed the costs of reporting non-financial information

IV. COMPANY SURVEY RESULTS (4)

- Main challenges for disclosing non-financial information:
 - Companies are not sure how to start/how to best disclose non-financial information – 53.7%;
 - It is difficult to set up time and gather the attention of colleagues/departments/business units providing data/information – 50.5%;
 - Companies do not have time nor resources to engage in reporting

IV. COMPANY SURVEY RESULTS (5)

- Future development of CSR & SR:
 - 58.1% of the respondents believe that the company's efforts will remain unchanged in terms of non-financial information disclosure, while 37.6% of them claim that efforts will increase
- Need of training:
 - 62.4% of respondents said they are interested in participating in the project trainings, while 37.6% had no interest in CSR training

Thank you for your attention!