

## THE ANALYSIS OF SOCIAL RESPONSIBILITY CAMPAIGNS DEVELOPED IN ROMANIA AFTER EUROPEAN UNION ACCESSION

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### Abstract

*Once the Romania's EU access, the concept of social responsibility became more and more acquainted by the campaigns of Romania and the population as well. Within this context, campaigns are faced with a new challenge: adopting a responsible behaviour towards community and environment along their activities regarding the business environment. The purpose of our study is to answer the questions related to the Corporate Social Responsibility concept after the European Union accession: (1) How the social responsibility campaigns improved during the economic crisis? (2) Why the local and multinational companies in Romania have adopted the Corporate Social Responsibility practice? (3) What was the influence of these campaigns on community? The research is based on information about eighteen enterprises from Romania, obtained by analysing the specialized sites. Results show that there is a strong relationship between the concepts of the Lisbon Strategy - as social renewal, business competitiveness and sustainable development –and the social responsibility principles. Through this correlation we identified the main reasons why nowadays companies in Romania assume the responsibility on community. However, beside this social responsibility, which is fundamental, the Corporate Social Responsibility concept also means having an ethical behaviour regarding economic activities and respecting the law. This way we can affirm we have now a clear vision of the Corporate Social Responsibility concept, an ample subject regarding social behaviour of enterprises.*

**Keywords:** *Corporate Social Responsibility, European Union, CSR campaigns, Lisbon Strategy, Romania.*

**JEL Classification:** *M14, M29, O19, O52*

### Introduction

Society represents the favourable environment in which companies perform their activities and earn their existence, so they have the “duty” to offer a part of their profits to the society and the environment, contributing this way to their sustainable development through supporting education and health, and through protecting the environment as well, and social renewal through combating the poverty, violence and discrimination.

The enterprises from Romania that are involved in social responsibility understood through their activities what are the advantages that these implications offer: beside the fact that these companies bring benefits to the environment and community, they also have positive effects upon them, meaning they bring to the company notoriety, competition advantage, sustain non-directly their profits on long term and they attract precious employees. Recognizing these benefits, they continued their CSR initiatives in well-known domains such as education, culture, environment, health and community, but also in their relationships with the employees, clients, suppliers by adopting an ethical and responsible behaviour and by respecting the moral values.

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The aim of this study is to answer the question how the CSR concept manifests in Romania after the European Union integration, and for this we have proposed to ourselves the following specific purposes: 1) Identifying the best known companies that have been involved in CSR campaigns in Romania after 2007; 2) Identifying the main domains in which these companies have been involved; 3) The analysis of the CSR actions' evolution in time (2007-2008, 2009-2010, 2011-2014); 4) The analysis of the CSR campaigns' purposes – resemblances and differences.

The article will be divided on sections this way: introduction, including the aim and the purposes of the research, then a summary of the literature review, followed by the analysis and evaluation of the campaigns of social responsibility from Romania after 2007, and in the end the conclusions, the limits and directions of following researches.

### **Literature review**

CSR (Corporate Social Responsibility) is a concept that refers to the modality of obtaining the economic success of the companies by an ethical behaviour which implies respect for people, society and environment. By it we understand the integrity on which base it's ruled a company and the way it fulfils its mission, the values of the company and what it wants to represent, the way it reports itself to the partners of interest and how it evaluate the impact made (Dobrea, 2006, p. 2)

Over the time, for understanding correctly the meanings of the concept and the way it applies, a series of definitions has been associated to this concept. This way, the European Union (2011) declares that CSR represents *“a concept through which companies integrate social and environmental concerns in their commercial activities and interactions with stakeholders, voluntarily”*.

Another definition that is generally accepted is the one offered by World Business Council (s.a.) *“Corporate Social Responsibility represents the continuous engagement of the companies to contribute to the economic development in the same time with improving the life quality of the employees and their families, and also of the community and society.”* Therefore, through the social responsibility activities the companies earn double benefits: beside the fact that they sustain their competitiveness through earning notoriety and competitive advantage, participating to the economic development, they offer a part of their profits to the community, contributing this way to its sustainable development by supporting education, health, and protecting the environment, and to social renewal by combating poverty, violence and discrimination.

Taking into account the improvements that are wanted to be brought to Europe through Lisbon Strategy (EurActiv.ro, 2008), and that is making from it *“the economy most competitive and dynamic of the world, based on knowledge, capable of sustainable economic growth, with more jobs and a better social”* it is remarkable the fact that the definitions offered to the concept of social responsibility are closer to the values that the European Union sustains through this strategy. In this context, social responsibility represents for companies a way for them to be competitive, therefore participating to the economic growth, and by which they intervenes in the community's life by constructing a better world, improving the living, combating poverty and discrimination, respecting this way the principles of social renewal and sustainable development of society.

The first social responsibility actions that have been taken in Romania were done by multinational companies, that came up with strategies and patterns which have been already checked in other countries. Generally, responsibility campaigns were not sustained by corporatist politics or strategies, most of them being sporadic and of seasonal character, the majority of them taking place during the holidays. Over the time, the enterprises realized that social responsibility could bring an important image capital and began to adopt programs, strategies, events dedicated for this domain field, to communicate more and to make experience exchanges. The researches done have made clear that Romania is still far away from the level that other countries already reached by having experience in this domain where the activity is being evaluated and monitored by specialized organisations, and companies allocate annually a constant percent of their turnover. In Romania we still do not have a corporate social responsibility culture of our own, but there are premises for its contouring: the

presence of some multinational companies with a long tradition when talking about social programs, a journalistic environment which indicates constantly punctual or permanent cases to which the generosity of some business or sensible to the community needs people can be addressed to (Dobrea, 2006, p. 4).

We can affirm that “*Corporate Social Responsibility represents an entire business culture which includes business ethical, the consumer rights, economic and social equality, technologies that do not hurt the environment, the fair treatment of the labour force, transparent relationships with the public authorities, moral integrity and investments to the community*” (Dobrea, 2006, p. 3).

### The research methodology

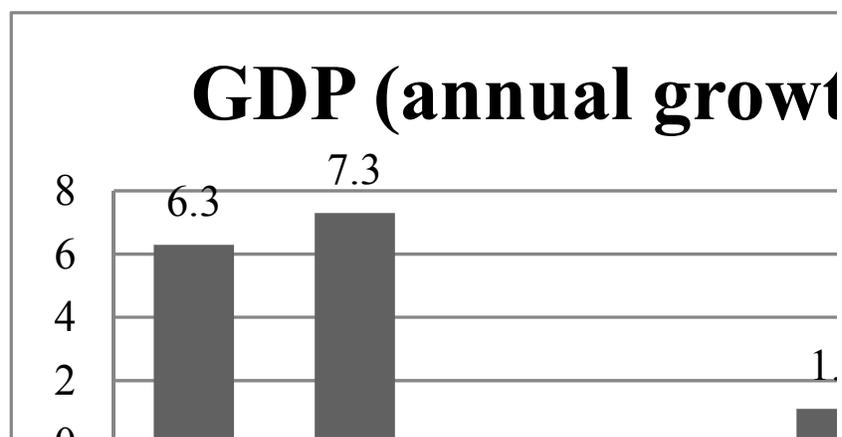
Within this research, we proposed to ourselves a evaluation of the social responsibility campaigns in Romania during the period of time 2007-2014, the analysis of their evolution within the context of the economic conjuncture registered within this period of time, and also the way the CSR concept is understood and applied by enterprises. Therefore, we ask ourselves how the campaigns have managed to evolve during the economic crisis, on what domain field have most of the companies focused and how they can evolve the following years.

To answer the questions of this research, we analysed the results of a study we have found on the site [www.responsabilitatesociala.ro](http://www.responsabilitatesociala.ro) where there are mentioned the best known enterprises from Romania with implications in social responsibility activities from 2007 (responsabilitatesociala.ro, 2007). The enterprises that had been a part of the research are mentioned in Table 1.

The research is based on qualitative methods and it presumes: sources identification, collecting the information, data organization and classification, documents study and analysis, results interpretation. For each and every selected company we have collected information on the most important CSR campaigns done in our country and we have organized them on periods of time in Table 1.

### Results and discussion

After the European Union integration, Romania has registered until nowadays periods of both economic growth and decline, a fact that had influenced companies’ economic activities and their implications in community’s life. As the graphic shows, our country did not experienced only favourable times, registering a drastic GDP decline in 2009 and 2010.



**Figure 1 Romania’s GDP evolution during 2007-2014**

*Source: Made by authors on basis of the European Committee’s statistic data published in the half-yearly reports from 2011, 2012, 2013, 2014, 2015*

Taking into account these aspects, we analysed the social responsibility implications of the previously mentioned companies on 3 periods of time: 2007-2008 (the before economic crisis period positive values and GDP growth rhythm), 2009-2010 (the economic crisis period when there have been

registered negative values and GDP decline rhythm), 2011-2014 (economic re-launch period). All of this data is showed in Table 1.

**Table 1****The CSR campaigns of enterprises from Romania on periods of time**

| <b>Enterprises</b>    | <b>Period 2007-2008</b>   | <b>Period 2009-2010</b>   | <b>Period 2011-2014</b>  |
|-----------------------|---|---|--|
| <b>Petrom</b>         | Thinkahead; We build for the future; The Championship for volunteering- the volunteers of the year; National campaign of preparing for disasters; The Future Parks; "Resources for the future"                      | The future's parks; Andrei's school; Access to life; Internal campaign to promote the 2% provision, "Resources for the future"                                  | Andrei's school; Access to life; The Petrom Cross  |
| <b>Enel</b>           | "PlayEnergy"  | "PlayEnergy"; Promoting the efficiently input of energy   | "PlayEnergy", „MoreGreen"; Promoting efficiently the input of energy; Recycling program for their employees; Financing the first early diagnosing and treatment centre of autism; Financing for sustainable agriculture projects |
| <b>BRD</b>            | 10 for Pavel, The SoNoRo YouthBank Festival Cluj, Euro2007 Habitat Build, Through sport in society, Cultural Patrimony - find its value!  | The solidarity week, BRD by UNICEF in Solidarity Week   | "Education gives you value"; "Good deeds week at BRD"  |
| <b>BCR</b>            |   | START! Business, My financings, BCR Hopes, BCR Orchard, The aliments bank   | The money school, "The championship of Good", "The good deeds bakery"  |
| <b>Unilever</b>       |   | „The Unilever Plan for a sustainable lifestyle"(strategy )  |  |
| <b>URSUS</b>          | "Put an end to the misery from the Delta!", "The Success Collection", "Millions of people, Millions of trees", "Live with measure"; "Let someone drive when you are drunk!"   | "Let's Do It, Romania!"; "About alcohol and social responsibility"- trainings for bartender; Sustaining the festival of the Danube; The Ursus Excellence Prizes | "Let someone else drive when you're drunk!"; "Find your balance!"; "Let's Do It, Romania!"   |
| <b>SIVECO Romania</b> | SIVECO Cup, The civic conferences   |   |  |
| <b>Vodafone</b>       | A chance for life, "10 houses in a week!", The national phone recycling program, "Partnership for Sport in a Wheel Chair", "Vodafone Cup at Tennis in a Wheel Chair", Vodafone and Lifeguard – Partnership for life | A chance for life; A life can depend on you!  | A warm meal, a better life   |
| <b>Orange Romania</b> | Orange-Adept Work Camp, The Orange Prizes for young musicians 2007, Orange-Adept Work Camp  | Orange Education Programme, "Bicycles with ties"  | The voluntary month, "You for the community", "Orange Education Program  |

|                                |  |  |   |
|--------------------------------|--|--|---|
| <b>Coca-Cola HBC Romania</b>   | "Green 003", Program of greening and responsible driving, The Blue Danube's book   | "Green 003"  | "Green 003", Coca-Cola Romania has introduced on market bottles made partially of plants  |
| <b>Holcim România</b>          | Build your own future  | „A day for the unfortunate children from Câmpulung”  | ”Together for the community”, Bricklayers’ School, Heat recovery from waste gases in the cement factory in Oradea                                     |
| <b>Avon Cosmetics Romania</b>  | The Campaign against breast cancer, The Respect Campaign   | The Campaign against breast cancer, The Respect Campaign   | The Campaign against breast cancer, The Respect Campaign  |
| <b>Cosmote Romania</b>         | Mentorship   |  | MoreGreen, I Love Rechecking, Free programming workshops,   |
| <b>GSK Romania</b>             | “As a profession: teacher in Romania”, “Each and every child matters”  | “As a profession: doctor in Romania”, Sustaining the “United Way” organisation’s projects , “Each and every child at the kindergarten”, “Each and every child matters” | “As a profession: doctor in Romania” "Smile Romania", The Danube children’ health   |
| <b>Eco-Rom Ambalaje</b>        | „We learn to recycle packages”   | The Selective Collective Caravan   | The Green Laboratory of Recycling, „The recycling city”, You collected, you won!, Recycling for de-stressing, ECOLLECT                                |
| <b>Tuborg Romania (URBB)</b>   | The Green Umbrella   | The Green Umbrella, The Green Capital of Romania   | The green umbrella  |
| <b>GDF SUEZ Energy Romania</b> | Meeting with the energy, ”Save the children”, partnerships with ”Romanian Tennis Federation”, with Romanian Athletics Federation | Meeting with the energy, „your ECommunity”, ”The Romanian Red Cross”   | ”The children’s future starts at school”, ”Workshops without frontiers”, Meeting with the energy, Everything starts at home! Energy for a life chance |
| <b>Danone Romania</b>          | „Smile for the future”, “To West”  | „Smile for the future”, „A chance for your family!”  | „Smile for the future”, „A chance for your family!”, „Present from present”   |

Source: Made by the authors on basis of the collected information from the [www.responsabilitatesociala.ro](http://www.responsabilitatesociala.ro) site and from the enterprises’ sites (the full list is in the references) (see the Appendix 1)

In the table there are being analysed social responsibility campaigns of 18 enterprises from Romania, both multinational and Romanian companies, during the past years since Romania integrated into the European Union until 2014. We have gathered information for each and every period of time about the most important campaigns led by these enterprises, and based on the information we gathered from Romanian social responsibility and these enterprises’ sites, we identified the CSR campaigns mentioned in *Table 1*.

*“The positive contributions of social development can be considered by companies as investments on long term when consolidating a safer, better educated and more equal community life, of which they can also take advantage, displaying their activity in a more dynamic, more potent and stable business environment”* (Crăciun, s.a., p. 10).

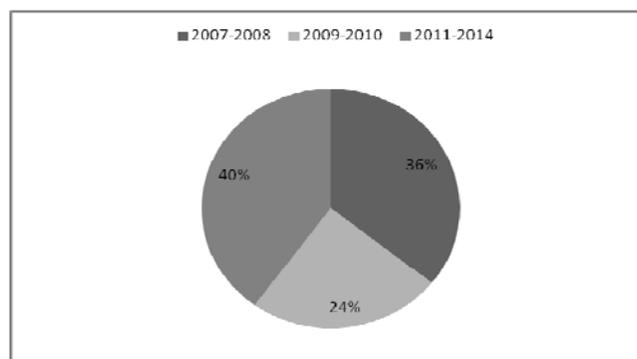
One of the reasons why most of the enterprises involve in social responsibility is that because of their domain, they have also negative influences regarding the environment. To reduce the impact, they choose to inform the public through publicities campaigns regarding environment protection, greening activities, and they also choose to adopt in their process of production technologies that lead to less or even not at all environment pollution. This is possible especially when talking about enterprises with activities in the industry domain such as Petrom, Enel, Coca Cola, that beside the fact that they run this kind of activities, they also declare themselves “the environment protectors” by reducing the water

and energy consumption, the renewable energy development (Enel), introducing the partially made of plants packages (Coca-Cola), recycling the refuse, developing the alternative burning coal technologies etc. (*responsabilitatesociala.ro*)

It has been clear that, once started the social responsibility projects, most of the enterprises continued them on 3 periods of time, no matter what their economic condition was, which means their relationship with the society and environment is very important, and the economic crisis period was not an obstacle that would make them quit. Also, continuing the projects on these 3 analysed periods is due to the fact that there have been registered results that were favourable to the companies and they influenced people to be aware of the fact that the involvement regarding society is the way to a better world. The projects also have involvements on the long term, contributing this way to the society's sustainable development. Among these companies, we can remind Enel Romania with its project "PlayEnergy", which challenges teachers and pupils to use energy in a more innovative way and to contribute to a more efficiently, safer and more intelligent world.

The enterprises initiated projects even during the economic crisis, many of them taking place up to these days, an accurate example would be "Andrei's school", initiated by Petrom. According to the "CSR at a crossroad" article published on the [www.csr-romania.ro](http://www.csr-romania.ro) site, the economic crisis period represented for the enterprises from Romania involved in social responsibility "special challenges for a sustainable management and for the society and environment engagement. In spite of the crisis, the visionary companies do not resort to the CSR budget modifications. To them, the CSR is powerfully integrated in the business missions and processes, so that a change of this strategy is practically impossible. Obviously, there are also companies that totally quit on their CSR activity or what they believe CSR means." (CSR Romania, 2011). The enterprises that continued their CSR activity during the economic crisis, declare to be satisfied by the results and the way they faced the challenge, even though the invested amount of money was lower. Even so, there has been registered a deduction of the number of CSR campaigns during 2009-2010, compared to the previously period.

We are surprised by the fact that there are also enterprises (Siveco Romania) that lost their interest to involve in social responsibility campaigns, even after 2010 when the economic situation of the country begin to register a lightly growth.



**Figure 2 CSR campaigns on periods of time (%)**

*Source: Made by the authors based on the research*

In conclusion, it has been clear that there was a quite large amount of involvement in the CSR activities in the first period, which means that the UE integration had a positive influence over the companies, to involve in the society and environment, in the second period, during the economic crisis there can be observed a decline of the campaigns number, and in the third one, once the economic grew, so did the CSR campaigns number, and what results from here is that the country's economic evolution is direct proportionally with the companies' activities.

Another important objective that we want to achieve in this analysis is finding what main domains choose the enterprises when talking about their involvement in social responsibility activities.

On base of the research we found as the main domains the following: education, culture, health, environment, sports and social. The enterprises do not focus on just one field, and they ran their CSR activities in all the domains, even though their involvement was higher in some of them than in others.

**The wanted domains by the social responsibility campaigns**

**Table 2**

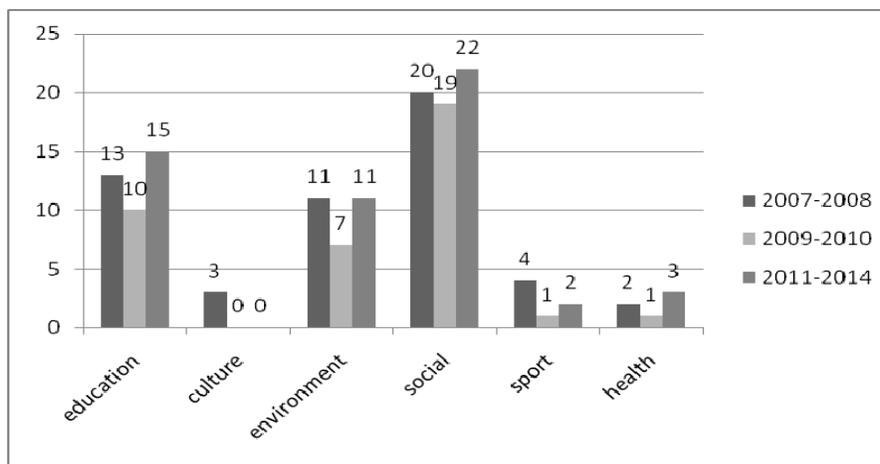
| Domains<br>Periods | Education  | Culture  | Environment  | Social  | Sports                                  | Health                             |
|--------------------|--|--|--|---|---|------------------------------------|
| 2007-2008          | Andrei's school, "PlayEnergy", YouthBank Cluj, "Live with measure", SIVECO Cup, Orange-Adept Work Camp, Orange Education Programme, Mentorship, "We learn to recycle packages ", Meeting with the energy | The SoNoRo festival, The Orange Prizes for young musicians | The Future's Parks, Thinkahead, Resources for the future, "Millions of people, millions of trees ", The national phone recycling programme, Orange-Adept Work Camp, "Green003" | We build for the future, The Volunteering Championship- the volunteers of the year, Euro2007 Habitat Build Live with measure!, Let someone else drive when you are drunk!, "Partnership for sport in a wheel chair ", "The Vodafone Cup at Tennis in a wheel", Vodafone and lifeguard - Partnership for life, A life can depend on you, "10 houses in a week!", The respect campaign, "As a profession: doctor in Romania", "To West" | 10 for Pavel, Through sport in society, | The Campaign against breast cancer |

|           |   |  |   |   |  |                                    |
|-----------|---|--|---|---|--|------------------------------------|
| 2009-2010 | "PlayEnergy", Andrei's school, The Solidarity Week, START! Business, My financings, Orange Education Programme, The blue Danube's week, Meeting with the energy, Resources for the future, About alcohol and social responsibility, The Ursus Excellence Prizes |  | The Future's Parks,"Green003", The Green Umbrella, Let's do it Romania, your ECommunity.  | BRD by UNICEF in Solidarity's Week, The aliments' bank, A life can depend on you!, A chance for life, "As a profession: doctor in Romania", "Each and every child matters", BCR hopes, "Each and every child in kindergarden", A day for the unfortunate children from Câmpulung, Partnership with "The Romanian Red Cross", A chance for your family.                                | Ursus financings for the Romanian sports | The campaign against breast cancer |
| 2011-2014 | "PlayEnergy", Andrei's school, "Education gives you value", The money school, The Volunteering Month, You collected, you won!, "Recycling for de-stressing", The children's future starts at school!, Meeting with the energy, Orange education program.        |  | „MoreGreen, "Let's Do It, Romania!", Coca-Cola Romania has introduced on market bottles made partially of plants, "Green003", I Love Recycling, "The recycling city", The green umbrella. | "The Unilever plan for a sustainable lifestyle", A warm meal, a better life, "You for the community", The Respect Campaign, Together for the community, "As a profession: doctor in Romania", "Smile Romania", "Everything starts at home!", Energy for a life chance, „A chance for your family!", „Smile for the future", Access to life, Let someone else drive when you are drunk | Ursus financings for the Romanian sports | The campaign against breast cancer |

Source: Made by authors on basis of the collected information from the [www.responsabilitatesociala.ro](http://www.responsabilitatesociala.ro) site and from the enterprises' sites (the full list is in the references)

What is more interesting is the fact that each and every company intensified their involvement in the domains in which they run their own commercial activities. For example, the projects "Present from present" and „A chance for your family", Danone sustains the small farmers to continue their activities and help them to expand donation to some sort of animals(cows), to performing milking installations and to instruction courses organization. The aim of the project is to make a small farmers association

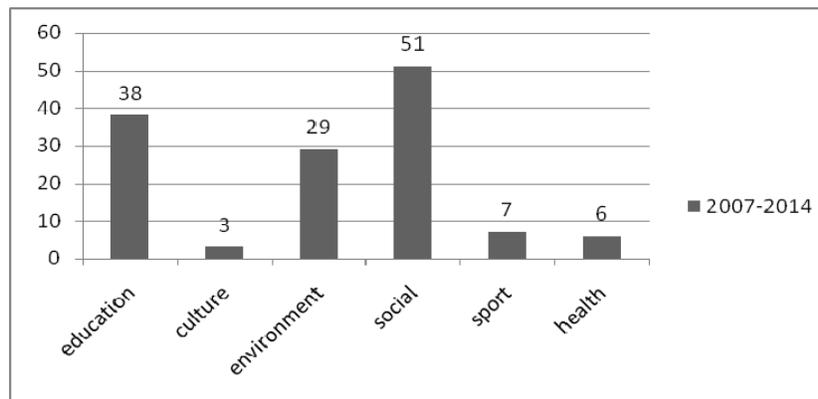
from which they can buy milk on a negotiated price (responsabilitatesociala.ro, 2012). Another example is BCR, which invested in financial themes projects, making contests, courses and offering scholarships for pupils and students, for the financial education aim, and by their well-known START! Business, „My Finances” and „The money school” projects.



**Figure 3 The number of CSR campaigns evolution on domains and periods**

*Source: Made by the authors on base of the research*

It has been made clear the fact that during the analysed periods of time, the enterprises run their activities in only 3 main domains. Therefore, most CSR campaigns were run in social, then education and environment. This fact is cheerful because the companies proof themselves to be interested in society and by involving through actions of combating poverty, material support etc., they lead to building a better world and life respecting this way the social renewal principles. Therefore, we agree that the main field in which companies should involve is education, because this way we can change mentalities and build a better future for the society.



**Figure 4 The total number of campaigns on domains**

*Source: Made by the authors on base of the research*

Regarding the sports, culture and health domains, the companies’ involvement really show a smaller number, even though they also have an important part in the society. We observed that some of the companies showed interest in the health domain. For example, Avon Romania focused their activities in preventing the breast cancer. The conclusions are the same for the whole period 2007-2014.

CSR campaigns can be classified by the public target, and in the next table there are exposed the resemblances and differences between the companies’ ways of social responsibility of each and every target.

## The target groups of the CSR campaigns

Table 3

| The group target   | Resemblances   | Differences   |
|--------------------|--|---|
| <b>Employees</b>   | <ul style="list-style-type: none"> <li>- professional and personal development programmes;</li> <li>-equal work environment: equality of chances, health and safety;</li> <li>-non-discrimination;</li> <li>-evaluating the performances.</li> </ul>   | Some companies, such as Orange, Holcim, Petrom, Ursus, GDF SUEZ Energy, Cosmote, support their employees to involve in the community through volunteering activities and organize educating campaigns for them regarding the environment protection   |
| <b>Environment</b> | <ul style="list-style-type: none"> <li>-projects for environment protection</li> <li>-reducing the water, energy, packages consumption</li> <li>-reducing the refuse</li> <li>-planting trees</li> <li>-packages recycling</li> </ul>  | Enel elaborated alternative technologies of burning the coal development projects and contributed to the renewal energy development.  |
| <b>Community</b>   | <p><b>Education-culture:</b> educational initiatives, events sponsorships, scholarships for students;</p> <p><b>Charity-social:</b> social and charitable initiatives – helping some unfortunate, building houses for the unfortunate people, material support for the people with disabilities or abandoned children</p>  | Companies such as Enel, Vodafone, BRD involved themselves in community through charitable and educational actions, as well as health actions (blood donations, money donations for sick children). Ursus Romania did not have health activities, but just sustaining the Romanian sports and promoting the social responsible drinking. |
| <b>Market</b>      | <ul style="list-style-type: none"> <li>- assuring the quality of the products and the safety of their usage</li> <li>- offering clear information about products by the sales and responsible marketing politics</li> <li>- management approaches based on the transparency and ethics principles</li> <li>- respecting the ethical code</li> <li>- respecting the price politics</li> <li>-supporting the loyal competition.</li> </ul> | Coca Cola and Ursus offer support in business to the distributors by consultancy in marketing and management, by workshops.   |

Source: Made by the authors on basis of the collected information from the [www.responsabilitatesociala.ro](http://www.responsabilitatesociala.ro) site and from the enterprises' sites (the full list is in the references)

Being social responsible does not mean only involvement in the community, environment, education and health, but also interaction with the stakeholders, as Crane and Matten (2004, p. 50) confirm, they represent part of a corporation or „a group that has benefits or disadvantages because of the corporation, or they have rights that can be protected or violated by other corporations.”

Regarding the first public target, meaning the employees, companies need to be responsible in their relationship by offering the employees an accurate environment at the work place, by assuring their safety and health, by respecting the human rights and professional development courses, and their involvement in the community's life through voluntary actions. „The employees also need to be social responsible, because the CSR cannot be designed without an organisational culture that would support it from the inside – in other words, a corporation cannot manifest itself as a good citizen if its employees are not good citizens; it cannot be a devoted community member, if it does not contain a devoted to the company human capital.” (actionamresponsabil.ro, 2012)

Therefore, there needs to be a mutual social responsibility „feeling” between enterprises and employees, meaning the employees need to be responsible for the activities they run at the work place and to be involved in the community's service, and companies should assume the responsibility for the employees by offering them an accurate work environment and development opportunities.

Many of the enterprises actively involve their employees in the society. For example: Orange, Holcim, Petrom, Ursus, GDF SUEZ Energy, Cosmote, enterprises that organize for them voluntary activities

and education campaigns regarding the environment protection. „Even more, employees can be attracted to work for those enterprises that they consider being socially responsible and can even be devoted and proud to be working at these companies” (Crăciun, s.a., p. 10).

The companies' influence over the environment is being remarked by: projects for environment protection, reducing the energy, water, packages consumption, trees planting, packages recycling. Making a connection between tables 1 and 2, we can observe that many of them had at least one CSR campaign dedicated to the environment, some of them in all 3 periods, and others in one or two of the periods. Even though the projects have the same central subject, they can differ by their company or what they seek. Therefore, they can elaborate technology development projects of alternative burning of the coal or they can contribute to the renewable energy development as it is the case of Enel etc.

Social responsibility is also integrated in the relationship between suppliers and clients, more exactly, the CSR concept is being practiced also on the market where they run their economic activity. Its presence is being marked by respecting the price politics, the consumer protection by assuring the products' quality, responsible marketing etc. „*The companies considered to be socially responsible can benefit from a larger and more satisfied category of clients, on the other side a socially irresponsible image of the company can lead to hostile reactions from the consumers*” (Crăciun, s.a., p. 10). By analysing the way the enterprises take action over the target groups, we identified the following benefits for them: (Zait et al., 2015, p. 693)

1. The social responsibility regarding the relationship with the employees affects positively the work's productivity;
2. The environment protection actions affect positively and indirectly the production costs of the company (eg. Enel);
3. The CSR actions organized regarding the community and the environment influence the company's notoriety growth;
4. The CSR involvements in relationships with the suppliers, clients, partners lead to income and profits growth.

## Conclusions

Regarding the theoretic sides reminded in the first part of the article, we have come to the conclusion that there is indeed a true bonding between what the European Union wants to obtain through the Lisbon Strategy's principles and the way these are viewed from the Romanian companies' point. Therefore, through their involvements, companies help to the competitiveness, sustainable development and social renewal growth by adopting the CSR concept.

After this research, we consider to have answered all of the questions and the objectives related to them. Therefore, we discovered that after the European Union integration, the CSR concept became more and more acquainted by the companies from Romania, fact that led to an optimistic evolution of the social responsibility campaigns number up to the present. Once with the economic crisis installation (felt in Romania between 2009-2010, as we can see in figure 1 – the GDP's evolution) there has been registered a lack of interest in elaborating projects because of some financial reasons, some of the companies even stopped practicing this kind of activities. A powerful involvement in this sort of campaigns was made between 2011-2014, when the economy went through a phase of recovery, after the crisis period.

Another important information that we have obtained within this research is that the main domains on which there have been concentrated CSR activities are: social, education and environment. Generally, almost all companies had at least one campaign in each and every one of these domains. What is more interesting is the fact that each and every company intensified their involvement in the domain fields in which they run their own commercial activities. The concept of social responsibility does not limit itself to the activities ran by the companies for the benefits of the community only, but it also refers to their relationships with the stakeholders and respecting the ethical and moral values.

Therefore, companies need to be responsible in their relationship by offering the employees an accurate environment at the work place, by assuring their safety and health, by respecting the human rights and professional development courses, and their involvement in the community's life through voluntary actions. Regarding their relationships with the suppliers, clients, partners etc., they need to adopt assuring the quality of the products and the safety of their usage, management approaches based on the transparency and ethical principles, respecting the ethical code, respecting the price politics, supporting the loyal competition.

By adopting the CSR concept, companies from Romania understood the possible advantages: the notoriety level rising, obtaining the competition advantage, sustaining non-directly their profits on long term and the attraction of precious employees, and also the benefits they bring to the environment and community, contributing this way to the social renewal, sustainable development and so on and so forth.

Within this context, if we aspect to a favourable evolution of the Romanian economy and the business environment, we consider that on the future the number of social responsibility campaigns and the companies involved to be rising more and more, regarding the double sense of the benefits that these activities generate.

### Future limits and directions of research

One of the objectives that we would have wanted to achieve is to find what amounts of money were allocated for the social responsibility campaigns investments by each company. We consider it would have been very interesting to analyse the investments evolution on every domain, but the access to the financial data was limited. Also, the lack of data prevent us from expanding the analysis on a bigger than 18 companies sample and to find therefore information about less known enterprises.

On the future, we can continue the research by the qualitative analysis, using interviews on companies' representatives, or on the possible future entrepreneurs, Bucharest University of Economic Studies' students, and also by the quantitative analysis, elaborating questionnaires addressed to the NGO, to the population, companies' employees, achieving different objectives.

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### Appendix 1 – Original name of CSR campaigns mentioned in the paper

We build for the future - *Construim pentru viitor*; The Championship for volunteering- the volunteers of the year - *Campionatul pentru voluntariat - voluntarii anului*; National campaign of preparing for disasters - *Campanie națională de pregătire pentru dezastre*; The Future Parks - *Parcurile Viitorului*; Resources for the future - *Resurse pentru Viitor*; 10 for Pavel - *10 pentru Pavel*; The SoNoRo YouthBank Festival Cluj – *Festivalul SoNoRo YouthBank Cluj*; Through sport in society - *Prin sport în societate*; Cultural Patrimony- find its value!- *Patrimoniul cultural - descoperă-i valoarea!* Put an end to the misery from the Delta! - *Pune capac mizeriei din Delta!*; The Success Collection - *Colecția de Succese*; Millions of people, Millions of trees - *Milioane de Oameni, Milioane de Copaci*; Live with measure - *Trăiește cu măsură*; Let someone drive when you are drunk! - *Cedează volanul când bei!*; SIVECO Cup - *Cupa SIVECO*; The civic conferences - *Conferințele Civice*; A chance for life - *O șansă pentru viață*; 10 houses in a week! - *10 case într-o săptămână!*; The national phone recycling program - *Programul național de reciclare a telefoanelor*; Partnership for Sport in a Wheel Chair - *Parteneriat pentru Sport în Scaun Rulant*; Vodafone Cup at Tennis in a Wheel Chair - *Cupa Vodafone la Tenis de Câmp în Scaun Rulant*; Vodafone and Lifeguard – Partnership for life - *Vodafone și Salvamar - Parteneriat pentru viața*; The Orange Prizes for young musiciens 2007 - *Premiile Orange pentru tinerii muzicieni 2007*; Green 003 - *Verde 003*; Program of greening and responsible driving - *Program de condus ecologic și responsabil*; The Blue Danube's book - *Cartea Dunării albastre*; Build your own future - *Construiește-ți viitorul*; The Campaign against breast cancer - *Campania împotriva cancerului la sân*; The Respect Campaign - *Campania Respectului*; As a profession: teacher in Romania - *De profesie: medic în România*; Each and every child matters - *Fiecare copil contează*; We learn to recycle packages - *Învățăm să reciclăm ambalajele*; The Green Umbrella - *Umbrela Verde*; Meeting with the energy - *Întâlnire cu energia*; Save the children - *Salvați*

*Copiii; Partnerships with "Romanian Tennis Federation", with "Romanian Athletics Federation - Parteneriate cu Federația Română de Tenis, cu Federația Română de Atletism; Smile for the future - Zâmbet pentru Viitor; To West - Spre Vest; The future's parks - Parcurile viitorului; Andrei's school - Școala lui Andrei; Access to life - Acces la viață; Resources for the future - Resurse pentru viitor; Promoting the efficient input of energy - Promovarea consumului eficient de energie; The solidarity week - Săptămâna solidarității; BRD by UNICEF in Solidarity Week - BRD alături de UNICEF în Săptămâna Solidarității; My financings - Finanțele Mele; BCR Hopes - BCR Speranțe; BCR Orchard - Livada BCR; The aliments bank - Banca de alimente; The Unilever Plan for a sustainable lifestyle (strategy ) - Planul Unilever pentru un stil de viață sustenabil (strategie ); About alcohol and social responsibility"- trainings for bartender - Despre alcool și responsabilitate socială- training-uri pentru barman; Sustaining the festival of the Danube - Susținere Festivalul Dunării; The Ursus Excellence Prizes - Premiile de Excelență Ursus; A chance for life - O șansă la viață; A life can depend on you! - O viață poate depinde de tine; A day for the unfortunate children from Câmpulung - O zi pentru copiii defavorizați din Câmpulung; Each and every child at the kindergarden - Fiecare Copil în Grădiniță; The Selective Collective Caravan - Caravana Colectării Selective; The Green Capital of Romania - Capitala Verde a României; The Petrom Cross - Crosul Petrom; MoreGreen - MaiMultVerde; Recycling program for their employees - Program de reciclare pentru angajații săi; Financing the first early diagnosing and treatment center of autism - Finanțarea primului centru de diagnostic timpuriu și tratare a autismului; Financing for sustainable agriculture projects - Finanțări pentru proiecte de agricultură sustenabilă; Education gives you value - Educația îți dă valoare; The good deeds bakery - Brutăria de Fapte Bune; A warm meal, a better life - O masă caldă, o viață mai bună; The volunteering month - Luna voluntariatului; You for the community - Tu pentru comunitate; , Bricklayers; School - Școala zidarilor; The Danube children' health - Sănătatea Copiilor din Delta Dunării; You collected, you won! - Ai colectat, ai câștigat!; Recycling for de-stressing - Reciclare pentru destresare; Everything starts at home! - Totul începe acasă!; A chance for your family! - O șansă pentru familia ta!; Present from present - Dar din Dar.*