

CONSIDERATIONS REGARDING INTEGRATION CONCEPTS OF SOCIAL RESPONSIBILITY AND SUSTAINABLE DEVELOPMENT

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Abstract: Sustainable development is confused sometimes with the activities of a company's social responsibility. In reality, the actions related to social responsibility should follow and be consistent with sustainable development policy and performance companies to create products that combine quality with responsibility toward people and the environment. This paper presents considerations on how the OMV Petrom approach sustainable development issues related to balancing economic growth, social development and environmental protection.

Keywords: Sustainable development, social responsibility

1. INTRODUCTION

In recent years international debate taking place on the companies responsible behavior, behavior that should follow the fundamentals of the concept of "sustainable development".

Sustainable development refers to compliance with the organizational culture and business principles, ensuring the needs of the organization, controlling risks (economic, social, ecological), also protecting, sustaining and enhancing human capital, natural and financial future.

Specifically, a company that operates in terms of sustainable development will follow that in everything he does, without neglecting the opportunities arising in different times, to have an approach and a long term perspective. Only in this way can create real value today, which will support sustainable business development for tomorrow. Often, sustainable development is assimilated or confused with a company's CSR activities. In fact, sustainable development policy includes or should include a company's CSR actions. At least, CSR actions should follow and comply with the policy of sustainable development.

Therefore, companies have begun to integrate sustainable development principles in business, business processes and their philosophy of work, require that CSR actions supported by the company include a significant component of sustainable development.

Companies know or should be aware that to be commercially successful must develop both themselves and the communities in which it operates. Trust and respect community members affect the overall activity of a company that's why it needs to actively contribute to society.

2. SUSTAINABLE DEVELOPMENT - PREMISE FOR SOCIAL RESPONSIBILITY

Profitable companies make important contributions to the communities in which they operate and even society as a whole. They facilitate the creation of new jobs, pay taxes to state and community, contribute to the development of other companies, all leading to a general welfare of the population.

The main concern of companies is to generate profit. But companies do not act only in a market. They also act, and in a particular culture in a community and a political system. Social needs can be met both by business involvement in public services and by doing so by the administration. The debate on corporate social responsibility (CSR) concerns the role these companies play in a wider social context.

Companies have a significant impact on social development in the area of operation. Therefore, they have a responsibility that extends beyond a simple algorithm on the profit. CSR is a concept of corporate social responsibilities and clarify how they can be met. There are multiple examples of companies that are financially profitable, but whose activity can damage both employees and the community.

CSR express, enterprise scale, the vision of the three dimensions of sustainable development: economic

(creation of wealth for all, based on methods of sustainable production and consumption), environmental (conservation and resource management), social (equity and participation of all social groups).

At the end of 2010 was officially launched in Geneva, Switzerland, ISO 26000, one of the most developed international standards of social responsibility. Developed by the International Organization for Standardization (ISO) standard is designed to be applied by both companies, from multinational corporations and state companies to small and medium enterprises and the non-governmental organizations, trade unions and government agencies.

CSR (Corporate Social Responsibility) is a concept related to the contribution that companies need to have the development of modern society. Since the adoption of CSR principles by companies serving the objectives of sustainable development, states and international institutions have developed a series of standards to define what a "desirable corporate behavior."

Socially responsible practices are initiatives that a company improves the operation voluntarily, so as to contribute to the welfare of the community and the environment. For an initiative to be considered as part of CSR, its character is essentially voluntary.

3. INTEGRATING CONCEPTS OF SOCIAL RESPONSIBILITY AND SUSTAINABLE DEVELOPMENT IN OMV- PETROM SA

Petrom, OMV Group member, is the largest oil and gas in South East Europe. Petrom's business segments are Exploration and Production, Refining and Marketing and Gas and Energy, representing the company and its core activities, for which we channel the attention, in order to increase their effectiveness.

As a member of the OMV, Petrom strategy embedded in its activities "3 plus". The main object of activity is represented by its three segments - Exploration and Production, Refining and Marketing, Gas and Energy - Sustainable development which always had in mind in their activities. His position as a regional center for southeastern Europe in the OMV Petrom, through its economic performance, plays a key role on one of the three markets to increase OMV, ie Central, South-East and Turkey. In addition, Petrom is focused on the three values of the OMV Group - Pioneering, Professionalism and Partnership.

Expanding the energy sector Petrom activity is an important component for sustainable development of the company. To this end, we want to develop a portfolio of electricity generation projects, both conventional sources and renewable sources. As part of this process will expand the value chain, in order to increase their value by developing natural gas and electricity activities we enter renewable energy market, focusing on wind projects to reduce carbon emissions.

By sustainability we mean the ability to meet the needs of present without compromising the ability of future generations to meet their needs. Petrom address issues balancing sustainable economic growth, social development and environmental protection. To meet this challenge, sustainable development is integrated into the business. Integrating sustainable development into business processes is managed on three pillars:

- People - social responsibility to internal and external stakeholders
- Planet - environmental management and minimizing environmental impact
- Profit - long-term economic success.

Sustainable development strategy is incorporated in both corporate and divisional strategies.

The objective is to become the OMV-Petrom company model for sustainable development and CSR in Romania. To this end, continuous efforts are made to effectively integrate the elements of CSR in corporate culture and sustainable development in general.

CSR strategy is consistent with Petrom and OMV strategy is designed to provide support for sustainable development of the company.

The main objectives for 2012 are:

- Development of CSR in an important factor in sustainable development of Petrom
- Continue efforts to achieve the company goal of becoming a responsible corporate citizen and a model in Romania
- Develop and improve systematic dialogue with stakeholder groups, according to company needs
- Increase awareness of employees on performance-oriented behavior, contributing proactively to the company.

4. CONCLUSIONS

In recent years international debate taking place on the companies responsible behavior, behavior that should follow the fundamentals of the concept of "sustainable development".

Companies have a significant impact on social development in the area of operation. Therefore, they have a responsibility that extends beyond a simple algorithm on the profit. CSR is a concept of corporate social responsibilities and clarify how they can be met. There are multiple examples of companies that are financially profitable, but whose activity can damage both employees and the community and OMV Petrom is one of them.

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