

INSIGHTS ON NON-FINANCIAL REPORTING ANALYSIS IN THE TELECOMMUNICATIONS INDUSTRY

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ABSTRACT

Brand image is a source of competitive advantage. Therefore, the impact that organizations have on the community is important for their image and the organizational performance. Telecommunication industry is one of the most competitive industries in the world, therefore a good image helps organizations to stay competitive. Telecommunication companies have a significant impact on the communities and societies within which they operate. Such impact is described in non-financial reports that organizations prepare at the end of each year. This paper aims to analyze the impact of three most competitive telecommunication companies in Romania by comparing their non-financial reports on different criteria. Romania CSR Index is the work that compares the sustainability initiatives of all the companies with more than 500 employees with respect to corporate governance and diversity in the workplace, and also considering the GRI areas: economy, environment and social impact (anti-corruption policy, employees, community, supply chain, marketing awareness). In a 2012 research, CSR management standards applied by major Romanian companies have been analyzed, along with their support on AA1000, GRI, ISO 14001, ISO 26000, SA8000, United Nations Global Compact Ten Principles from 2014. This paper is a more detailed and updated analysis on non-financial reports of Romania's most representative telecommunication companies Orange, Vodafone and Telekom, at both Romanian and group level. Their non-financial reports are compared using criteria such as: contribution to United Nations Sustainable Development Goals set in 2015, sustainable standards ISO 26000, AA1000, GRI support and stakeholder's engagement methodologies.

KEYWORDS: *telecommunication, non-financial reporting, sustainable development, Romania, GRI.*

1. INTRODUCTION

The telecommunications industry is one of the most competitive industries in the world. According to Investopedia (2019), the largest telecommunications companies having more than 50 billion dollars as marketshare are the following: China Mobile Ltd., Verizon Communications Inc., AT&T Inc., Vodafone Group plc, Nippon Telegraph & Telephone Corporation, Softbank Group Corp., Deutsche Telekom AG, Telefonica S.A., America Movil, China Telecom.

At European level, the The Digital Economy and Society Index (i.e. DESI) assesses the level of integration of digital technologies in the economy of the European Union member states. The index is developed on the basis of over 30 indicators, including relevant information to the telecommunications industry, such as: connectivity (fixed and mobile broadband services, prices), human capital (Internet use, digital competences), use of Internet (content, communications, online transactions), integration of digital technology (enterprises, e-commerce), digital public services (e-government, e-health) (European Commission, 2018). According to DESI 2018 score, Romania is

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the last digitalised country in the European Union, along with Greece, Bulgaria and Italy. On the other hand, Denmark, Sweden, Finland and Netherlands have the most digitalised economies (European Commission, 2018).

According to ANCOM, (2018), the telecommunications industry represents a 1.8% from GDP, and it is increasing every year in Romania. Notably, Orange Romania, Vodafone Romania and Telekom Romania represent the three most representative companies, based on their marketshare and network coverage. As telecommunication companies, the economical and social impact that they have on the environment derives from their contribution as employers through community-based jobs, but also as service providers (phone, Internet, television services). Beside this, these companies are contributing directly and indirectly to the environment by creating a responsible behavior towards the environment and by delivering solutions to streamline resource consumption. These economical, social and ecological areas are carefully captured by the Global Reporting Initiative (GRI) domains, which are the basis for creating a non-financial reporting that includes CSR activities performed by companies.

CSR activities are a part of the company's strategy. To develop their value and mission, companies need to establish how they perceive their role and contribution towards the corporate social responsibility domain (Hahn R., 2013).

Romanian literature in the CSR field provides few studies that analyzed the importance of CSR activities performed by companies.

According to a study performed in the Romanian companies, CSR activities are undertaken mostly for recognition, visibility and notoriety, being a tool to enhance brand image (Crisan-Mira & Borza, 2015).

Companies perform CSR actions around the GRI main areas (social, economical and ecological): philanthropic activities, campaigns about environmental issues, work health and security for employees and cultural programs for the community (Baleanu et. al, 2011; Olaru et al., 2011; Rosca & Stancu, 2012).

To analyze companies contribution towards the GRI areas, the Global Reporting Initiative (GRI) has created a data base where real-time reporting status can be tracked by country. Through this tool, GRI aims to support governments in monitoring and implementing the Sustainable Development Objective i.e. 12.6: Encouraging companies, especially large and multinational companies, to adopt sustainable practices and integrate private information into sustainable development into the reporting cycle and to encourage companies to publish non-financial reports. Worriedly, on May 2019 data shows that in 2017 only 6 companies in Romania had published a non-financial report in the GRI database, and only 3 in 2018 (GRI, 2019).

One interesting study in the non-financial reporting domain is provided by The Azores Sustainability and CSR Services, (2018) which reviewed several key aspects that reflect the economic, environmental and social impacts of the companies evaluated. According to this study, in 2018, the most important competitors in the telecommunications industry were Orange Romania, Vodafone Romania and Telekom Romania.

As first three actors in the telecommunications domain, these companies play active roles in the institutionalization of CSR practices and they drive the CSR reporting in Romania (Gusea R.G et al, 2016).

According to a study made in 2012 (Filip et al., 2012), between the telecommunications companies available on that time in the Romanian market: Germanos, Orange Romania, UPC Romania and Vodafone Romania, only Orange encompassed AA1000, GRI and ISO 26000 practices and United Nations Global Compact Ten Principles set in 2004.

Since that study, these companies have changed their way they doing the non-financial reporting and sustainability initiatives.

Moreover, it has been developed the 2030 Agenda for Sustainable Development, adopted United Nations Member States in 2015, that provides the 17 Sustainable Development Goals (Sustainable

Development Goals, 2015), and a study of these companies' contribution towards these goals was not included in the cited paper (Filip et al., 2012). The present paper will include an analysis on these telecommunications companies' initiatives to support these goals.

In addition, the presented research includes Telekom Romania and its international group Deutsche Telekom, along with the Vodafone Group and Orange Group, therefore it goes beyond the Romania market, in order to analyze the way these companies do their non-financial reporting and sustainability initiatives.

Thus, considering the available data and research, there is a shortage in findings related to the non-financial reporting or sustainability practices of these three telecommunications companies in Romania and at group level, based on criteria such as: United Nations Sustainable Development Goals support, sustainability standards support (ISO 26000, AA1000, GRI), stakeholder engagement practices and the visibility of the non-financial reports on the company's website.

The sustainability standards support analysis will be done both from the Romanian market and at group level. The comparative information on the sustainability initiatives from the GRI areas economical, ecological and social will be provided taking into account company's programs in Romania, as described in the non-financial reports and on the company's website.

Sustainable Development Goals analysis will be done based on information found both at group and on the Romanian non-financial report and website, in order to provide a full comparative image on how these companies contribute to a better and sustainable future not only for the community they act, but worldwide.

Therefore, the scope of this paper is to provide comparative information on non-financial reporting and sustainability instruments that these companies use and initiatives that they undertake, in order to contribute towards a better sustainable future, but also to improve their brand image and to remain competitive on the market.

2. EXPERIMENTAL

2.1 Entry data

As experimental data, the first source of the information was the company's Romanian website.

Regarding the latest non-financial reports of the Romanian telecommunications companies analyzed, the 2017 initiatives for each GRI level were investigated in the following sections. Vodafone Romania did not publish a local non-financial report, therefore the data and programs implemented were taken over the social responsibility page of the company and the Vodafone group report (Vodafone Romania, 2019; Vodafone Group plc., 2018).

Orange and Telekom Romania data were taken from the non-financial reports from 2017 (Orange Romania, 2017; Telekom Romania, 2017).

2.2 Comparison criteria

As non-financial reports have been analyzed, a first criteria is the presence of these reports on the company's website, so that any person interested in the field may access them.

As non-financial reports have been analyzed, the methodology used includes sustainability instruments: United Nations Sustainable Development Goals and the global sustainability standards. Telecommunications companies contribute to United Nations Sustainable Development Goals by their business activities (for example, as a provider of jobs for the community and infrastructure investments) and sustainability initiatives (for example, charity donations and community development programs). Apart from good they do for the community and environment, these contributions improve company's brand image on the market and attract customers.

The next ground on which the non-financial reporting has been compared are the global sustainability standards: ISO 26000, AA1000 and GRI. The study is made using non-financial

reports from the Romanian market and internationally, at group level, analyzing the CSR group website and reports available at the moment of the research.

In addition to this, GRI domains are compared based on company's contributions towards the ecological, economical and social areas, with emphasis of these initiatives on the Romanian market. Furthermore, as stakeholders role is highlighted in AA1000 standard and as they play in important role in the success and progression of a company, stakeholder's engagement methodologies undertaken by these telecommunications companies have been also analyzed.

3. COMPARATIVE ANALYSIS

3.1 Non-financial reporting presence on company's website

As per analysis undertaken, the following aspects are worthy to be mentioned:

- *Telekom Romania* is present on the Romanian market since 2014, after the merge between Cosmote and Romtelecom. Telekom Romania belongs to the Deutsche Telekom Group, one of the world's leading telecommunications companies. Broadly speaking, Telekom Romania has a social responsibility strategy based on five pillars: strategy and management, society, environment, employees and market, customers and suppliers. Social responsibility actions are carried out by the Telekom Romania Foundation. At the time of the study, there were non-financial reports from 2010 to 2017 on the company's website. At the same time, Telekom initiatives on the environment, social involvement and the telecom market are briefly presented on the company's website (Telekom Romania, 2017).
- *Vodafone Romania* carries out social responsibility programs at the company level through Vodafone Foundation. It is a non-governmental organization involved in supporting disadvantaged communities in Romania. On the company's website, Vodafone Romania describes their initiatives for environmental protection, cultural and humanitarian programs. At the same time, on the Vodafone Foundation website there are annual reports that include information on the social responsibility programs developed from 2009 to 2017 (Vodafone Group Plc, 2018).
- *Orange Romania* has a social responsibility platform launched in 2018 under the name "For Tomorrow". This platform brings together all programs available to anyone interested in Orange initiatives wishing to donate money. All these initiatives are carried out by Orange Foundation, a legal entity distinct from Orange Romania, with projects that can involve employees as well. On the Orange Romania website there is a Social Responsibility menu, which includes these initiatives and non-financial reports (Orange Romania, 2018).

3.2 Supports United Nations Sustainable Development Goals

According to the literature, united nations sustainable development goals are a set of 17 objectives for a better future.

They recognize ending poverty as primary goals: no poverty and zero hunger. They include goals related to the environment protection such as: clean water and sanitation, affordable and clean energy, responsible consumption and production, climate action, life below water, life on land. They also include goals related to the economical and social development such as: good health, quality education, gender quality, decent work and economic growth, industry, innovation and infrastructure, reduced inequality, sustainable cities and communities, peace and justice strong institutions. They also recognize the importance of partnerships between companies, government and other stakeholders, to achieve these goals (Sustainable Development Goals, 2015).

This current analysis shows that all initiatives described in the non-financial reports contribute to United Nations Sustainable Development Goals. For example, when consulting stakeholders, all the companies contribute to the sustainable development goal no. 17: Partnerships for achieving the objectives.

According to the group non-financial report, Vodafone Group focuses on the following UN Sustainable Development Goals: quality education, gender equality, decent work and economic growth, industry, innovation and infrastructure, climate action (Vodafone Group plc., 2018).

For quality education, Vodafone aims to provide access to education for all, therefore they report the following programs: Knowledge is Power adult literacy programme in Egypt and Instant Schools for Africa programme, where almost 1 million people accessed free and quality education content (Vodafone Group plc., 2018).

For gender quality, Vodafone reports that 29% of the management and leadership roles in the group are held by women. Because they achieved that ahead of the schedule, they established a target for women to hold 40% of their management and leadership roles by 2030 (Vodafone Group plc., 2018).

For decent work and economic growth, Vodafone has created Future Jobs Finder platform, a portal that young people can use to discover the right job for them in the digital economy. Moreover, they have organized internships and provided job opportunities for young people worldwide (Vodafone Group plc., 2018).

For industry, innovation and infrastructure UN Sustainable Development Goal, Vodafone has reported their global infrastructure and the number of base stations, computer servers, buildings and the amount of money invested to deliver improved coverage and access to high speed networks for the customers (Vodafone Group plc., 2018).

For climate action, Vodafone has reported reducing the amount of greenhouse emissions per petabyte of data carried on their network by 40% and their goals for next years towards this UN Sustainable Development Goal achievement (Vodafone Group plc., 2018).

Orange believes that digital technology will help achieving the UN Sustainable Development Goals. They have developed the Orange for Development (O4D) program, that aims to increase connectivity, design needful services for local populations, and support the ITC ecosystems. They mention the focus on the gender equality goal by developing the Orange m-Women initiative, that uses mobile devices and services to empower women: health care savings with Orange Money, medical prevention using My Health Line, support for women entrepreneurs using digital technology (Orange, 2016).

Deutsche Telekom briefly presents their contribution to UN Sustainable Development Goals, focusing on the technology solutions they provide, such as: e-health services, broadband expansion, Smart City and Smart Home solutions (Deutsche Telekom, 2018).

Based on these data, we can conclude that Vodafone Group reports more detailed and punctual contributions towards the UN Sustainable Development Goals, as well as their future initiatives in the area, compared to Orange Group and Deutsche Telekom reporting.

3.3 Stakeholders engagement

By consulting stakeholders, companies are looking to identify their needs and expectations about the environmental, economic and social impacts generated by their work, as follows:

- *Telekom Romania* held a stakeholder dialogue through a 26-question survey and 11,113 respondents from stakeholders (clients and potential customers, companies, investors, media, suppliers, employees, communities and non-governmental organizations) to identify the areas to be improved. The survey revealed that their main interest is the security and confidentiality of customer data, employment and business resilience. Experts assessed the previous year's report to identify areas of improvement. For stakeholders engagement, the GRI principle of materiality has been used (Telekom Romania, 2017).
- *Vodafone* is working with a range of stakeholders to inform, shape and evaluate the approach for a sustainable company. The 2018 Group Report provides information on how the company communicated with stakeholders: employees, customers, suppliers, local communities, governments and authorities, and non-governmental organizations. The same

as Telekom, for stakeholders engagement, the GRI principle of materiality has been used (Vodafone Group plc., 2018).

- *Orange Romania* consulted their stakeholders (employees, executive committee, experts, suppliers, business partners, customers, authorities, non-governmental organizations, media), by using the AA1000 SES and GRI 101 standards (Orange Romania, 2017).

3.4 ISO 26000

One sustainability standard that provides recommendations on how companies can operate in a social responsible way is ISO 26000 (ISO 26000, 2019).

We have analyzed if these companies have incorporated ISO 26000 guidance in their initiatives.

A prior study shows that only Orange Romania applied ISO 26000 recommendations (Filip et al., 2012).

According to a study on ISO 26000 implementation in Romanian companies Orange Romania 2014 CSR report and Vodafone Group 2016 CSR report don't have any reference to ISO 26000 (Idowu et al., 2018).

This current analysis shows that earlier reports of Cosmote (the company before Telekom) in 2011 and 2012 show the correspondence between the report and the guiding principles of ISO 26000 (Cosmote Romania, 2011).

Telekom Romania, Vodafone Group or Orange Romania non-financial reports do not include references to ISO 26000 (Telekom, 2017; Vodafone Group plc., 2018; Orange, 2017).

At Orange Group level, the latest non-financial report mentions that they take into account the ISO 26000 recommendations (Orange Group, 2017).

3.5 AA1000

Literature provides AA1000 series of standards that are used by companies to indicate their performance in accountability, responsibility and sustainability (AA1000, 2019). We have analyzed if these companies implement AA1000 principles.

According to a previous research (Filip et al., 2012), only Orange Romania applied AA1000 guidance.

This analysis shows that Telekom Romania and Vodafone Group reports don't mention it (Telekom, 2017; Vodafone Group plc., 2018).

At international level, Deutsche Telekom report mentions the application of the principles of the AA1000 standard to stakeholder engagement in corporate activities from 2011. Responses received from stakeholders are being analyzed and, if necessary, the sustainable development initiatives change, through the material process (Deutsche Telekom, 2018).

Orange Romania reported that stakeholders were consulted by using the principles of AA1000 SES standard, resulting in the following categories of stakeholders: internal (employees, executive committee) and external (clients, suppliers, non-governmental organizations, authorities local, experts, media) (Orange Romania, 2017).

At Orange Group level it is detailed how the AA1000 principles have been applied, namely: inclusion - identifying the expectations of stakeholders on sustainable development, materiality - selecting the challenges of sustainable development and reactivity - identifying the challenges of sustainable development that are significant for the Orange Group's activities (Orange Group, 2017).

3.6 GRI

One global database that the literature provides in the sustainability domain is GRI, the global database in which all non-financial reports that are compliant with the GRI principles are available for information and analysis (GRI, 2019).

According to a 2012 study, GRI principles haven't been applied yet by all companies except Orange (Filip et al., 2012).

A study on ISO 26000 implementation in Romanian companies Orange Romania 2014 CSR report and Vodafone Group 2016 CSR report, demonstrates that they have references to GRI G4 guidelines (Idowu et al., 2018).

This current analysis shows that all non-financial reports are now based on GRI (Telekom Romania, 2017; Orange Romania, 2017; Vodafone Group plc., 2018).

The principle of materiality has been applied by Vodafone to identify social, economic, environmental and ethical factors that are relevant to business and society, helping to create a sustainable business strategy (Vodafone Group plc., 2018).

Orange has applied the following stakeholder inclusion and material principle in the stakeholder's consultation process (Orange Romania, 2017).

Telekom mentions that the 2017 non-financial report is based on GRI principles and specifies the principle of materiality applied to the following categories: market and customers, social impact, environmental impact, human capital and ethics (Telekom Romania, 2017).

3.7 GRI – Economical area

In 2017, Deutsche Telekom won the German Sustainability Award in the "Big Companies" category, for the social responsibility initiatives organized by the company. Telekom Romania launched the Telekom Banking financial project in partnership with Alior Bank in Poland to develop financial programs such as current accounts, debit and deposit cards, and an online exchange platform. To measure customer satisfaction, Telekom Romania maintained its high loyalty rating: 79% (Telekom Romania, 2017).

Vodafone Romania has an annual training program on commitment to anti-corruption policies. The group report specifies infrastructure investments, but not related to performance indicators in the field (Vodafone Group plc., 2018).

Orange Romania has set performance indicators for each department that interacts with customers: service level, first call resolution, polls received immediately after customer interaction, retention and loyalty rates. With regards to the value chain, such as suppliers and distributors, Orange takes into account their business practices that need to be sustainable. Orange also obtained a certification of "Responsibility in purchasing and relations with suppliers". Code of Ethics and Orange Policy are found in the day-to-day business. Orange Romania was re-certified by ETHIC Intelligence as "Anti-Corruption Compliance", a validation of anti-corruption measures taken in the company (Orange Romania, 2017).

3.8 GRI – Ecological area

According to the non-financial report, energy consumption in 2017 for Telekom Romania operations has been reduced from 205.2 HWh electricity in 2016 to 199.7 GWh in 2017. The total required fuel decreased by 7% (Telekom Romania, 2017).

Vodafone Romania is certified ISO 14001. Its environmental management systems are designed to ensure compliance with European legislation and regulations (Vodafone Romania, 2019). Vodafone Group has reported that in 2018 they have met their target to help customers reduce their CO₂e emissions by 2.1 tonnes for every one tonne generated from Vodafone operations. Their total goal is to reduce their own GHG emissions by 40% by March 2025.

In 2017, at Orange, the fuel consumption required for heating or cooling has dropped nearly 21%. Over 1,600 of Orange employees work in Green Court Bucharest, a certified Gold Building from LEED3. The facade of the building gets a little warm up in the summer, reducing the need for air conditioning. Orange systems have systems that shut down automatically all computers after 20 o'clock. In 2017, emissions from cooling systems have fallen from 304 tons in 2016 to 149 tons of CO₂ by air conditioners modernization (Orange Romania, 2017).

3.9 GRI – Social area

Telekom Romania, in 2017, undertook the Smart City program in Piatra Neamt. The project included intelligent street lighting, electric car stations, intelligent video surveillance and free Wi-Fi (Telekom Romania, 2017).

To contribute to the development of local businesses at international level, Deutsche Telekom has created the incubator hub: raum. In 2017, hub: raum cooperated with about 80 start-ups during the programs, the investment limit for a start-up being 300,000 euros, many startups being in Romania (DeviceHub and Omnipaste, CTF, TypingDna, Flashnet, Agritel) (Telekom Romania, 2017).

In 2017, Orange Romania hired 38 interns in Information Technology and Management Divisions. Throughout 2017, all employees of Telekom Romania participated in various online or office training sessions. In total, they had 224,376 course hours, with an average of 35 course hours / employee (Orange Romania, 2017).

Vodafone's goal is to extend its graduation and internship programs by 2022 to reach a total of up to 100,000 young people worldwide, recruiting young people from Romania as well (Vodafone Group plc., 2018).

In 2018, the Vodafone Romania Foundation launched EVA Facial Mouse, the application that enables people with disabilities to use mobile phones and tablets. Vodafone employees raised over 172,000 RON to Vodafone Big Marathon in Romania in 2015. Each runner had the mission to raise funds (Fundatia Vodafone Romania, 2018).

Vodafone Romania has dedicated itself to the establishment of a Business Continuity Management System in order to ensure an efficient and rapid response to any emergency or crisis situation involving the critical operations of the company. Beginning May 2014, Vodafone Romania is certified ISO 22301 (Vodafone Romania, 2019).

Orange Romania seeks to provide employees with safe working conditions. The company is certified OHSAS 18001: 2007 (Occupational Health and Safety Management Certification), complying with the requirements of the Health and Safety Risk Control Standard (Orange Romania, 2017).

Orange Romania organizes regular employee training on professional risks, annual health checks and a welfare program for them. In 2007, Orange set up the Employee Form, a platform for them to express their views on business and life in the company. Through this forum, employees can communicate directly with the company's management and representatives of the Human Resources Department at least twice a year. At the same time, Orange Romania encourages open dialogue and promotes work-life balance (Orange Romania, 2018).

Orange Romania has been nominated for the fifth consecutive year of Top Employer Europe 2017, a title that recognizes excellent work conditions.

In 2016, Orange launched the "Plaza Hobbies Community" campaign, where it carried out activities for the physical and mental health of employees such as office massage, emotional assistance sessions, sports and health activities. The activities took place in Timișoara, Cluj, Galati and Bucharest.

In the same year, Orange Romania undertook a series of programs to encourage a work-life balance between employees, such as the day without meetings (no meetings are held one day a month), the day otherwise (a day when employees the opportunity to share their work experiences), short Friday (Monday to Thursday employees can work 9 hours to have Friday's afternoon free), a sabbatical year (Orange Romania, 2017).

Orange Romania contributes to the development of local communities in which it operates through the following initiatives: Alba-Iulia Smart City platform for digitization and city development, Innovation Labs & Orange Fab, a project for developing your own business, research projects like Horizon Research 2020, dedicated to 5G architecture (Orange Romania, 2017).

3.10 Comparative analysis conclusion

The results of this analysis show that compared to the study from 2012 (Filip et al., 2012), these companies have evolved in terms of non-financial reporting and CSR management standards applicability.

Firstly, the current comparative analysis show that all telecommunication companies include stakeholders in their sustainability initiatives and they have different methodologies such as applying the GRI principle of materiality or the AA1000 SES standard.

Through their sustainability programs all these companies contribute to the United Nations Sustainable Development Goals set in 2015.

In terms of sustainability standards application, among Telekom, Vodafone and Orange, ISO 26000 recommendations are only implemented by Orange Group.

AA1000 principles are only implemented at group level in Deutsche Telekom and Orange Group. All companies contribute to the GRI areas (economical, ecological and social) in Romania and worldwide at group level.

The results of the non-financial reporting analysis and sustainability standards support of the telecommunication companies are presented in Table 1.

Table 1. Non-financial reporting analysis

	Comparison criteria	Telekom	Vodafone	Orange
1	Non-financial reporting presence	Yes	Yes	Yes
2	ISO 26000	No	No	Yes (group)
3	AA1000	Yes (group)	No	Yes (group)
4	Supports United Nations Sustainable Development Goals	Yes	Yes	Yes
5	Stakeholder's engagement	Yes	Yes	Yes
6	GRI - Economical	Telekom Banking Customer satisfaction 79%	Anti-corruption process	Performance indicators for service quality Re-certification of Anti-corruption Compliance
7	GRI - Ecological	Energy consumption decreased by 3% Total fuel consumed decreased by 7% Programs for recycling electronics	Reducing the energy consumption: the amount of greenhouse gas emissions per petabyte of data transmitted over the network by 40%, helped customers save about 2.1 tonnes of CO ₂ e per tonne they generated through their own activities Programs for recycling electronics	Fuel consumed has been reduced by 21% Cooling system emissions dropped by 54% Green Court Bucharest certified Gold from LEED3 Programs for recycling electronics
8	GRI - Social	Smart City Piatra Neamt Program Incubator hub: raum	Discover Program and Trainee Management Vodafone Big Marathon ISO 22301 certification Open Day for Universities	Top Employer Europe 2017 OHSAS 18001: 2007 certified Employee Forum Smart City Alba-Iulia Program Innovation Labs & Orange Fab

4. CONCLUSIONS

The present paper, through approach and results, analyzes the non-financial reports of the companies in the telecommunication industry in Romania. This paper accomplished its aim to compare non-financial reports by using sustainability instruments and experimental data available on company's website. The main findings of the present paper are additional to the results of the main researches in the field (Filip et al., 2012), namely the fact that these telecommunication companies evolved and in the last 5 years they adhered to sustainability standards, and furthermore, they contribute with initiatives to the GRI areas.

Additionally to the mentioned research (Filip et al., 2012), the results of the current study provides information on the telecommunications companies contribution towards the United Nations Sustainable Development Goals set in 2015. By contributing to those, these telecommunication companies go beyond the boundaries of the environment in which they operate and strive to create a sustainable world.

It is expected that the most competitive companies in the telecommunication industry to use their resources such as technological competence to reduce the harmful impact on the environment at GRI ecological level, to contribute to the communities more at GRI social level and to invest in the infrastructure and digitalization at GRI economical level.

This paper adds value in the telecommunications domain to understand how these companies invest in the community they act in and how by these initiatives they improve their brand image. In the sustainability domain, the study provides comparative information on how these companies make their reporting based on ISO 26000, AA1000 and GRI principles and how they contribute to the United Nations Sustainable Development Goals.

The present analysis will be further developed in order to cover more aspects related to the telecommunication companies initiatives and results in the sustainability domain.

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