

Why Don't The Firms Get Involved In Sustainable Development

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Abstract The paper presents the partial results of an exploratory research, realized based on a structured interview protocol on sustainable development, which has been implemented in 13 Romanian firms and aims the analyses of the existing barriers in firms for sustainable development, the analyses of the stimulants that the firms need to promote a pro-sustainable development approach, the analyses of the competitors' behavior regarding the commitment for sustainable development.

I. INTRODUCTION

This paper presents the partial results of an exploratory research, only the situation of the enterprises from the investigated pilot sample which are not actively participants in the sustainable development process.

The starting question to the enterprises which are not involved in the sustainable development process aimed the identification of the existing barriers for their active involvement.

TABLE I
EXISTING BARRIERS IN FIRMS FOR SUSTAINABLE DEVELOPMENT

Main barriers	1	2
Nr. of respondents	4	1
Relative frequency %	80	20

Legend:

- 1- Lack of financial resources
- 2- Type of activity

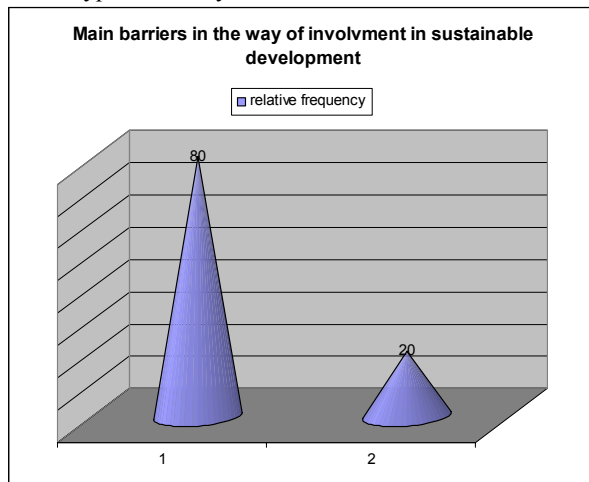


Fig. 1. Existing barriers in firms for sustainable development

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Thus, out of the total of 13 investigated firms, 5 do not participate, meaning that they do not have activities for sustainable development. Out of them, 80% consider that the lack of financial resources is the main barrier, while 20% believe that the type of their activity is a barrier.

The following question: "What kind of stimulants would you need to get involved?" brings not at all surprisingly answers: financial resources!

TABLE II
STIMULANTS TO GET INVOLVED IN SUSTAINABLE DEVELOPMENT

Necessary resources	1
Nr. of respondents	5
Relative frequency %	100

Legend:

- 1- financial resources

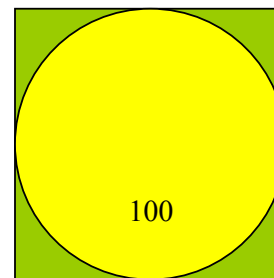


Fig. 2. Needed stimulants for getting involved in sustainable development

Thus, all 5 respondents would need financial resources to get involved. Is that true?

We wanted to find out what might encourage firms to be more responsible in the field of sustainable development. The answers are presented in the following figure and table.

TABLE III
FAVORING FACTORS FOR SUSTAINABLE DEVELOPMENT

Encouraging the enterprises	1	2	3
Nr. of respondents	2	1	2
Relative frequency %	40	20	40

Legend:

- 1- legislation
- 2- actions for environmental protection
- 3- being aware of danger

Thus, 40% of the respondents believe that legislation might contribute in this sense, other 20% believe that the development of actions for environmental protection at macro level might change something while 40% believe that a solution would be to be aware of the danger that will come.

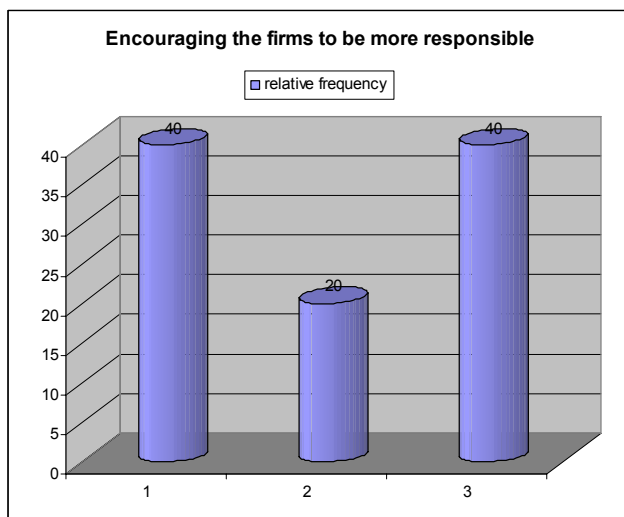


Fig. 3. Favoring factors for sustainable development

The next question was an invitation to a comparative analyses regarding the involvement of the competitors in sustainable development: “By comparison with your competitors, do you believe that they are more involved, less involved or involved as you in sustainable development?”.

TABLE IV

The enterprise's situation	1	2
Nr. of respondents	3	2
Relative frequency %	60	40

LEGEND:

- 1- SIMILARLY INVOLVED
- 2- LESS INVOLVED

Thus, 60% of the respondents believe that they are similarly involved in sustainable development as their competitors, meaning that they don't do anything and 40% believe that they are less involved than their competitors.

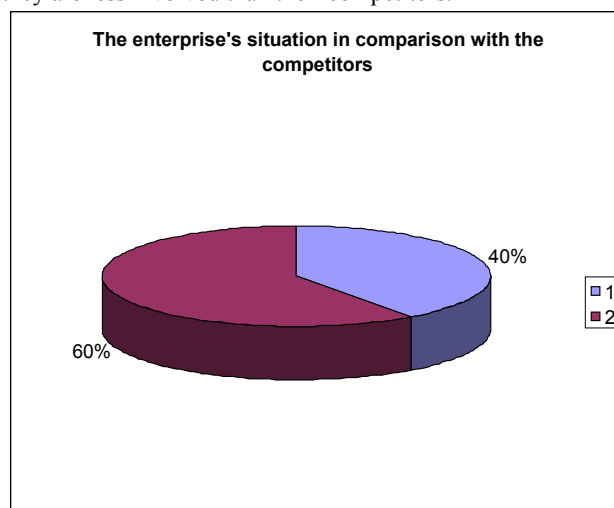


Fig. 3. The enterprise's situation in comparison with the competitors

IV. CONCLUSION

The non-participant firms to the programs and funds for support for sustainable development believe that the main barrier are the lack of financial resources and the difficult conditions to access support funds.

The main stimulants needed by these enterprises are the financial ones.

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