

**CREATING SHARED VALUE, CHALLENGES, INSTIGATORS AND SWOT
ANALYSIS OF CONSTRUCTION SMES TOWARDS STRATEGIC DEVELOPMENT
OF SUSTAINABLE ENTERPRISES**

EXPLORATIST ADVENTURES SRL, Bucharest, Romania
Activities of organizing exhibitions, fairs and congresses.

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> • Increasing interest in CSR; • The involvement in CSR initiatives; • The concept of sustainable development is present in all activities; • The company's customers are involved in activities with social responsibility; • Good collaboration and partnerships with many businesses and non-governmental organizations (NGOs) • The company is focused on the well-being of its employees, offering an extensive social package • Improving the company's image through CSR activities. 	<ul style="list-style-type: none"> • Low visibility of CSR initiatives; • Lack of CSR training programs in company; • There is no separate budget for CSR
OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> - The importance, dynamism and development of CSR at European and international level; - Increasing the importance of CSR actions - The existence of funded projects for CSR initiatives granted by EU; - The benefits of a company that has integrated CSR in its development strategy; - A more protected environment from the negative effects of human activity; 	<ul style="list-style-type: none"> - The application of the legislation is deficient; - Non-application of EU legislation - Clients low budget - Fierce competition in the field - Non-existent or insufficient public funds for CSR promotion;