

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

Escola Profissional Gustave Eiffel

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> • The school benefits from the strong reputation associated with the name Gustave Eiffel, which may attract students and enhance its credibility. • The school focuses on specific vocational areas or industries, this specialization can be a strength, providing targeted education and training. • Having strong connections with relevant industries can lead to better placement opportunities for students and provide valuable resources for the school. • State-of-the-art facilities and resources can be a significant strength, enhancing the learning experience for students. 	<ul style="list-style-type: none"> • The school lacks robust CSR initiatives, it may be perceived as less socially responsible, potentially affecting its image and attractiveness to socially conscious students. • Budget limitations may impede the school's ability to invest in meaningful CSR activities, hindering its potential positive impact on society.
OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> • Identifying opportunities to incorporate sustainability and social responsibility into vocational programs can align with industry demands and societal expectations. • Forming partnerships with local NGOs or social enterprises can provide opportunities for students to engage in meaningful CSR projects, contributing to community development. 	<ul style="list-style-type: none"> • Failing to address CSR issues or engaging in practices perceived as socially irresponsible could lead to reputational damage and reduced enrollment. • As societal expectations evolve, there may be increased demand for educational institutions to demonstrate a commitment to social responsibility, making it a potential threat if not addressed.