

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

**TECHNOLOGICAL HIGH SCHOOL-Sebeş, Romania**

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> <li>• Well trained teachers</li> <li>• Well equipped labs and workshops</li> <li>• Good Partnerships with local company</li> <li>• Participation of students and teachers in activities about Sustainable Development.</li> <li>• Good internal communication and with other technological schools</li> </ul>	<ul style="list-style-type: none"> <li>• Lack of knowledges about CSR</li> <li>• Parents' implication in school life is deficient</li> <li>• Students' background (poverty, dysfunctional families)</li> <li>• Lack of students' motivation</li> <li>• insufficient funds for the implementation of CSR projects</li> </ul>
OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> <li>• Cooperation with local community</li> <li>• EU programs for education (ERASMUS+)</li> <li>• Implication of companies in social programmes for education</li> <li>• Increased interest in VET education</li> <li>• Legislation</li> </ul>	<ul style="list-style-type: none"> <li>• Lack of attractivity for technical teaching</li> <li>• The budget</li> <li>• Bullying phenomena</li> <li>• No CSR in curriculum</li> </ul>