

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

**Assembly of Economic Schools in Zgierz
Długa 89/91, 95-100 Zgierz**

STRENGTHS	WEAKNESSES
<p>good internal communication</p> <p>good relations with other VET schools</p> <p>commitment of teachers and trainers</p> <p>high level of knowledge among students and their willingness to become better citizens</p> <p>Bottom up initiatives waste segregation, charity actions.</p>	<p>Poor financial stability which makes it impossible to develop innovations and</p> <p>Lack of CSR curriculum as such</p> <p>CSR treated as an additional topic in various subjects</p> <p>limited ability to conduct activities free of charge due to limited funds</p> <p>poor wages for teachers which makes it almost impossible to engage them in after - school activities</p> <p>fewer and fewer students for certain specializations each year</p>
OPPORTUNITIES	THREATS
<p>The rising importance of CSR</p> <p>Higher interest in VET education and higher financing of the school</p> <p>Development of the idea of lower consumption and second life of products</p> <p>Higher wages for teachers</p>	<p>a. Lack of public funding</p> <p>b. lack of public body committed to CSR which would promote CSR and set up procedures</p>