

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

Aydın vocational training and apprenticeship school

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> <li>-Knowing the concept of CSR</li> <li>-Having strong links with organizations practicing CSR</li> <li>-Gradually increasing willing to include CSR in our school or curriculum</li> <li>-Use of recycled products</li> </ul>	<ul style="list-style-type: none"> <li>-Not providing its employees with social benefits (transportation, food, accommodation, etc.) beyond the minimum standard</li> <li>-Not having necessary knowledge about implementation of CSR in our school</li> <li>-Not support local charity projects as necessary</li> </ul>
OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> <li>-Enthusiastic staff to conduct educational activities for students, teachers and parents to raise social awareness on social, economic and environmental responsibility.</li> <li>-Having enough human resources</li> <li>-Efforts to achieve low carbon society.</li> <li>-Recycling of wastes and scrap</li> <li>-Having safe and friendly working environment</li> </ul>	<ul style="list-style-type: none"> <li>-Political approaches, globalization pressure and domestic political structures</li> <li>-Lack of communication between companies and general public.</li> <li>-Lack of public policies to promote CSR.</li> </ul>