

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

STRENGTHS	WEAKNESSES
<p><i>In terms of CSR at your company, what strengths can you point to? Supporting questions:</i></p> <ul style="list-style-type: none"> -What are our strengths? -What do we do well? -What advantages do others see in us? <p><i>The company engages in non-industry activities, including a lot of team-building events, building a strong bond between employees while hiring new people to join an already stable and well-knit team. The company is firmly focused on the well-being of its employees, offering an extensive social package, including a medical care package, sports card, free English lessons, psychological support, the possibility of using company cars or a hybrid work system determined by each individual. The agency has a strong focus on sustainability, which has earned it EcoVadis awards for several years. In addition, the Agency organizes psychometric survey activities among employees constantly optimizing its resources and getting to know the team better</i></p>	<p><i>In terms of CSR at your company, what weaknesses can you point to? Supporting questions:</i></p> <ul style="list-style-type: none"> -What are our shortcomings? -What could we do better? -What flaws do you see in <p><i>The agency is involved in digital activities, although there are times when it uses outdoor activities for client needs, using multi-format printing in campaigns, which, in the context of environmental laws and the general trend away from excessive printing in paper, may not be viewed very well in terms of its overall eco stance.</i></p>
OPPORTUNITIES	THREATS
<p><i>In terms of CSR at your company, what opportunities can you identify? Skip questions:</i></p> <ul style="list-style-type: none"> -What are the opportunities or possibilities that we could take advantage of by implementing CSR in the company? -What are some interesting trends that we are aware of? <p><i>Through a broad package of CSR activities, the company has a very good market record in the digital agency industry, constantly expanding its portfolio with more clients. This in turn not only translates into employee satisfaction, but also minimizes the problem of recruiting the right people for new positions.</i></p> <p><i>The agency also sees opportunities in growing digital operations, teaching clients and other companies how to optimize their operations and manage the business reliably by augmenting digital tools for work and training employees to use them. This reduces workflow time, increases work efficiency and allows better management of the company in hybrid mode or even 100% remote work.</i></p>	<p><i>In terms of CSR at your company, what risks can you identify? Supporting questions:</i></p> <ul style="list-style-type: none"> -What obstacles or problems await the company without considering CSR activities? -What can CSR threaten us with? -Can changes in technology and new developments in the marketplace be an obstacle for us in terms of CSR? <p><i>The larger the social package and expanding amenities for employees increases the tendency for the next generation to demand even more, which in the face of many constraints in the labor market can be a problem. Employees accustomed to a certain level of amenities will seek similar or better ones when they change jobs.</i></p> <p><i>Using and keeping the company's operations primarily digital, where most employees only need a computer and access to the Internet, makes it necessary for the company to constantly take care of interactions and allocate resources to support team activities in order to keep teams working at an appropriate level of productivity.</i></p>