

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

Companies from Romania

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> • Increasing interest in CSR in Romania; • The involvement of multinational companies by taking over the strategies from the mother companies and some Romanian companies in CSR initiatives; • The continuous increase of CSR initiatives and best practices in the field at national level; • Consumers become more interested in the products/services of social responsible companies; 	<ul style="list-style-type: none"> • The CSR concept is insufficiently known in business area; • Few studies of the degree of knowledge and application of CSR in Romania, those that exist are not published; • Poor knowledge and involvement of organizations and small and medium enterprises in CSR initiatives; • Low visibility of CSR initiatives;
OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> - The importance, dynamism and development of CSR at European and international level; - Taking over and adapting good practices of other more developed countries; - Increasing the importance of CSR actions in the development of companies; - The existence of funded projects for CSR initiatives granted by EU; - The benefits of a company that has integrated CSR in its development strategy; - A more protected environment from the negative effects of human activity; - The existence of EU legislation in the CSR domain; 	<ul style="list-style-type: none"> - Lack of a clear legislative framework and coherent public policies to promote CSR; - The application of the legislation is deficient; - Non-application of EU legislation generating the risk of exclusion of the Romanian companies from certain markets; - Public authorities are not getting involved and not supporting the promotion and application of CSR; - Non-existent or insufficient public funds for CSR promotion; - Corruption