

ABSTRACT

This diploma thesis deals with the phenomenon of shared economy and describes it both on a wide scale and in specific sectors of its use in the social and health sphere. This trend inspired the introduction of a co-working concept to the market which is also described in the theoretical part of the thesis. The theoretical framework of the diploma thesis follows the practical part consisting of interviews with the founder of a co-working centre in Finland, with the executive director of a co-working centre in the Czech Republic, and with two users who have experience with this service in our country and abroad. Qualitative data from semi-structured interviews was a source in the creation of a business plan for the co-working centre, which is the aim of the diploma thesis. At the end of the diploma thesis, there is a shortened methodological guideline for establishing a co-working space.

Keywords: shared economy, sharing, co-working, digitization, health and social services, desk