

The dissertation focuses on the use of free software in Czech libraries. Both real practice and librarians' attitudes to this type of software are analyzed. The main goal of the dissertation has been to evaluate the attitudes of Czech libraries to free software, to analyze its use in practice, to design information and communications strategy for free software project and to implement it using Evergreen as an example project. In order to achieve the goals, both qualitative and quantitative research methods have been used. These included a survey, web data gathering and analysis and also case studies. The devised and implemented information and communications strategy consists of eight main parts (setting up a local community, creating communication tools, organizing seminars, Czech localization, the creation of first common catalogues, making documentation publicly available, active involvement in the international community and establishing a legal entity to improve awareness about free software among librarians) which are complemented with a SWOT analysis evaluating the strategy implementation.