

## ABSTRACT

**Title:** Perception and involvement of Český florbal members in the project Sustainability

**Objectives:** The aim of this work is to assess the current level of awareness and involvement of members of Czech Floorball in existing projects in the area of sustainability. The work seeks to determine whether these projects are actually known and used among members. In the theoretical part, the work aims to first map the general issue of sustainability through professional research with an emphasis on its application in sport and to present already functioning projects of Czech Floorball. Based on the data obtained, to propose possible directions for the development of these projects within the organization.

**Methods:** The work uses quantitative research, specifically the method of an electronic questionnaire survey was used, which enabled data collection across the entire Czech Republic. 173 respondents participated in the research and, based on the analysis using descriptive statistics, the results were graphically displayed and presented in the results chapter.

**Result:** The result of this work is, based on a questionnaire survey, a clear awareness of sustainability projects. Almost 42% of respondents knew that Czech floorball is interested in sustainability. Of these, almost three quarters knew how to get involved in these projects. The respondents were most involved in the Recycling of Floorball Balls and Blades project. The work also focused on the motivation of members to get involved in the sustainability project, which showed that personal values, such as personal interest in the topic and the opportunity to contribute to a good cause, motivate them the most. In conclusion, the work recommends specific steps for involving other members and presents their suggestions for new projects.

**Keywords:** Sustainability in sport, Czech Floorball and sustainability, pillars of sustainability, floorball