

This work targets the theoretical concept of social services system, which is based on the free market's principles and delimited the regulation role of the state. The work targets the economical aspects of social services system and brings new views of financial flow in the system. Further, the work aims these services, where stay the client as an customer or submitter of the service. The general part reflects the current system of social services (1. chapter), which is based on relatively exacting state regulation and on the subvention system. Financial flows in the system are jumble now, there are combined the client pays and the state subventions without legal claim. Due to the providers cannot create long term strategy of social services development. Further, the subvention system disadvantages any legal forms of providers (NGO's, firms and providers out of the mode of social services' act. The first chapter brings a comparing in the European context. The second and the third chapter bring concept of free market system of social services. Due to specificities of social services is necessary to specify the principles of regulation, first of all the conditions of the claim on the advantaged (gratuitous) service (Chapter no. 2) and specify the conditions for generating of the profit (Chapter no. 3). The second and third chapter specify the areas of regulation in the new liberal system. There are the guarantee of quality and availability.

The empirical part presents the outputs of the qualitative research – interviews with experts. The aims of the interviews were:

- find out the respondent's apprehensions and statements to liberalization the social service market,
- identify the difficulty of liberalization process.

The outputs bring 2 main trends:

- necessity of the financial participation of client on the provided service,
- redirecting the financial flows in social services from client to provider.

The social services in Europe have got a big economical consequence. They are an area, to which became a lot of social transfers. It is necessary to use the social transfers effective and maintain the high quality and accessibility of social services, to raise the competitiveness of Europe. The personal accountability in financing of social services is one of the main ways.