

## ***Abstract***

The theme of this thesis is a campaign *the saving the Kyselka spa*, which was led by the "Association for the Protection and Development of Cultural Heritage" and the student initiative "Repair Kyselka!". The main objective of this work is to investigate the campaign and find out how activists civically engaged, that they managed to persuade the owners to reconstruct the delapidated spa. This work describes and explains the course of the campaign, points to the strategy of activists, tries to find the most successful events and points out the reasons behind the success of these events. The work is conceived as a case study and to find answers different methods were used: the study of various documents, interviews with the activists, the analysis of discussions in the media, etc. In the final chapter, the research questions are answered and are further research possibilities are proposed.