

## **Abstract**

Social Entrepreneurship is a fairly new but increasingly popular way of creating social value and at the same time an opportunity to build sustainable organisations. The concept covers diverse forms of organisations that use innovative approaches to solve social issues through business means. This thesis shows how such organisations work through the example of the social enterprise Pragulic, which employs homeless as city guides. The aim of this thesis is to describe the operations of the enterprise from different perspectives (social-economical and political). Furthermore, it aims to discover which factors influence operations of the enterprise, what constitute a social impact on stakeholders and with which approach it corresponds the best. The first part of the thesis introduces the historical context and terms which are linked with social entrepreneurship. It describes the most significant areas, reflects the regional diversity and shape a new methodology for research on social enterprises. The Empirical part combines methods such as autoethnography which reflect personal experience of a founder, semi-structured interviews with guides, and analysis of documents, which are link to the organization's work.

**Key words:** Social Entrepreneurship, Pragulic, homeless, innovation