

Abstract:

The main topic of this thesis is social innovation and its impact on its target group in the context of Czech social economy. Social innovation should represent new and better ways to address social problems. Social innovation can take more forms (new products, services, rules, types of organizations, etc.). There is no one form of social innovation. Even though social innovation can be found in any sector, this thesis considers social economy to be the best environment, where social innovation can thrive, because it can use market based mechanism as its social mission. Social innovation used in the research of this work is an example of good practice, from the area of social economy, with lasting impact, which can be studied. The example used in this thesis is the Czechitas Association. In order to understand social innovation phenomena and its impact, this thesis utilizes case study design as a research method. To reach the given goal, the case study uses multiple data sources as documents, interviews and a questionnaire for employees of the association and a questionnaire for the target group.

Key words: social innovation, social impact, social value, social economy, social enterprise, Czechitas