

Abstract

This master thesis is dedicated to strategic corporate social responsibility (CSR) and to the concept of creating shared value (CSV). It analyses the difference between CSV and common business philanthropy which is based on allocation of some part of their profit. It shows the connection between business and civic society. Currently the companies realise that their success is related to the well-being of the society in which they work. Therefore - when adopting the concept of CSV companies focus on the field in which they are active in their core business. The thesis concentrates on partnering business companies with civic society organisations. This is based on the belief that social and economic aims coincide. This partnership is a challenge to find a solution to common social issues. It should gain profit to both sides. The theory of this thesis is complemented by a research and analysis of interviews with respondents from both business and civic companies.