

Abstract

The aim of this thesis is to introduce the project that wants to improve children's lifestyle, especially diet and active movement.

The introduction of the thesis gives a brief overview of the issue of childhood obesity and obesity in general and its impact on society in the future. The first part is based on theoretical information needed for the development of a comprehensive project proposal, such as marketing, fundraising and project management. The next chapter elaborates data of Czech children's lifestyle, their parents and other key actors that can affect this negative trend.

Based on these data, the practical part of the thesis then comes up with a comprehensive project proposal from its financing, through its technical and anchoring the chapter on communication strategy, to how the project will reach the target audience and how to obtain the necessary finances and sponsors for its launch. In the end, all the information are reviewed and summarized, whether on the basis of all the data, the project has the potential to be launched.