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This paper considers the issue of social housing and possibilities of cooperation between organized civil society, the municipality, and private landlords regarding social housing in the 5th district of Prague. I focused on the potential hidden in the possible involvement of private landlords and non profit organizations in the system of social housing. In the qualitative research I dealt with the role individual actors play in social housing, as well as possible parallels with social entrepreneurship. I made eleven interviews and one focus group with representatives of the target group households. The paper includes also a description of foreign trends in social housing, and closely considers the German and Dutch cases. It brings forth an analysis of the housing situation in Prague 5, and a proposition of an innovative model of social housing in this particular district.