

Abstract

The thesis deals with the theoretical basis of concepts such as sustainability and corporate social responsibility, always regarding the division into three pillars - environmental, economic, and social. These are the basic building blocks of all chapters, as well as the whole work. Based on these concepts, it was necessary in the first part to state the reasons why these concepts were created, and it is important to talk about them today - specifically in the chapters on the current situation of the world and its crises. The practical part is focused on a case study of the company Myslíš ?, which basically builds on these pillars and topics. The company is mapped for a period of two years from its establishment until the time of writing this work. The study concludes with a discussion that discusses whether the concept is correct and functional and asks other questions.