

## **Annotation**

The theme of the diploma thesis is the policy-making process, specifically the process of making of the National Action Plan for Positive Ageing for the Period 2013 - 2017. It's about exploring its creation from the viewpoint of active members of the Government Council for Seniors and Population Ageing, who was discussing it at meetings. The theoretical framework - Multiple Streams Framework deals with the aspect of policy entrepreneurs. Using qualitative, semi-structured interviews and then analysis of qualitative data, it was possible to explore the means, used by policy entrepreneurs to promote their ideas at meetings. This diploma thesis does not only study the creation of an action plan, but also the identification of policy entrepreneurs, through document analysis. After that were analysed primary data from interviews with members of the Government Council for Seniors and Population Ageing, who had been appointed by The Ministry of labour and social affairs. The studied, strategic document is the answer to the demographic ageing phenomenon the population of the Czech Republic.