

CONTENTS

PREFACE	8
1 SOCIAL ECONOMY	11
1.1 History of social economy	12
1.2 Social economy and third sector.....	15
1.2.1 Characteristic features of the social economy.....	16
1.2.2 Subsectors of the social economy	20
1.2.3 European concept of the social economy and its representatives	21
1.2.4 The concept of the triple benefit.....	23
1.2.5 Role of the social economy	27
1.3 Social economy in the Czech Republic and Norway	30
1.3.1 Social economy in the Czech Republic.....	31
1.3.2 Social economy in Norway	36
2 ECONOMY AND SOCIETY	45
2.1 Entrepreneurship and its impact on society	45
2.1.1 Economic outputs of entrepreneurship.....	48
2.1.2 Global Entrepreneurship Index	49
2.1.3 Entrepreneur vs. businessman	50
2.1.4 Corporate social responsibility (CSR).....	51
2.1.5 Social aspects in today's businesses.....	52
2.2 Communitarianism (Community development).....	53
2.2.1 Community	53
2.2.2 Community development	54
2.2.3 Communitarianism	56
2.2.4 Experiences of Adriano Olivetti.....	58
2.2.5 System of community movement.....	62
2.3 Change of business systems	64
2.3.1 Purpose of entrepreneurship	65
2.3.2 Distribution of wealth.....	68
2.3.3 Ownership structure	69
2.3.4 Distribution of wealth.....	71
2.3.5 Development of human potential	74

3	SOCIAL ENTREPRENEURSHIP	81
3.1	History of social economy – Bat’a’s Zlín miracle	81
3.1.1	Characteristics of Bat’a’s system of work	82
3.1.2	Social and societal factors	83
3.1.3	Product as a service	83
3.1.4	Sources of funding of social entrepreneurship.....	84
3.1.5	Current situation	86
3.1.6	Stabilization of the sector.....	90
3.1.7	Birth of a hybrid sector.....	91
3.2	Muhammad Yunus: Banker to the Poor.....	94
3.2.1	About the author.....	94
3.2.2	Major Contributions	95
3.2.3	The leadership of Muhammad Yunus.....	95
3.2.4	Lessons from Muhammad Yunus about Leading Long-term Change.....	97
3.2.5	Lessons from Yunus compared with Kotter’s and Kanter’s change models	97
3.2.6	The future	98
3.3	Types of social enterprises.....	99
3.3.1	Introduction to the establishment of a social enterprise, legal forms of business.....	99
3.3.2	Cooperative in the Czech legislation	101
3.3.3	History of the BEC system.....	102
3.3.4	Principles of the BEC system.....	103
3.3.5	Application of the BEC in domestic conditions and examples of goodpractice of social enterprises	105
4	SOCIAL CAPITAL	112
4.1	Definition of social capital.....	112
4.1.1	Typology of social capital	114
4.2	Measurement of social capital	116
4.2.1	Putnam’s index of social capital.....	118
4.2.2	Summation Index ISC	118
4.2.3	Generators of names, positions and resources	119
5	EXAMPLE AND PRACTICE IN THE CZECH REPUBLIC – PEOPLE IN SAFETY	124
6	EXAMPLES AND PRACTICES IN NORWAY	126
6.1	Case study of Astero.....	126
6.2	Case study of kindergarten organization	128

7 EXAMPLE AND PRACTICE IN THE WORLD – W. L. GORE 132

7.1 Hidden gold of DuPont..... 133

7.2 The human side of Enterprise..... 134

7.3 The spirit of citizenship 135

7.4 Personal commitments 135

7.5 Cup of credibility..... 135

7.6 Decency, respect and responsibility..... 136

7.7 System of mutual evaluation 137

7.8 Shared purpose 137

7.9 Organization without a formal hierarchy..... 138

CONCLUSION 141

LIST OF ABBREVIATIONS 143

LIST OF FIGURES 145

LIST OF TABLES 147

AUTHORS BIOGRAPHY..... 148

INDEX 151