

**Bachelor of Business Studies  
České Budějovice**

**Name of the Project**

**Effort of the civic association on crossing off of the given locality  
from the list of the suitable localities for the construction of the  
nuclear waste dumping ground**

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**Abstract:** The main goal of the project from the field of strategic management is to provide an overview of the activities of the civic association „Nuclear waste – thanks, we do not want!“ (“Jaderný odpad – děkujeme, nechceme”). The main target of this association is to stop the exploration, planning and construction of the nuclear waste dumping ground in the Czech republic in the locality „Pačejov – nádraží“. The following task is focused on finding out in which situation this locality is, in comparison to the other localities. The project is expected to provide the real point of view on this problem as well as the information for the civic association about the other action against the problem.

**Key words:** nuclear waste, nuclear waste dump, locality, list of the localities, crossing off, civic association.

**Materials and Methods:** The civic association was established in 2003 and currently it organizes various activities against the problem, for example: balls, the protest cycle races, discussions, protest marches etc.

The following methods were used in this project: SWOT analysis, STEP analysis, analysis of the activities, referendum, analysis of the protected areas in the localities, analysis of the conditions for the construction, analysis of the states with the low decide together...

**Results:** It was found out that the civic association performs its activity relatively successfully – it urges its opinion very tightly and is makes itself visible. Unfortunately the hypothesis was not confirmed, the locality „Pačejov – nádraží“ was not crossed off from the list of the suitable localities for the construction of the nuclear waste dumping ground until now.

On the other hand, in the author’s opinion this locality has a big chance for crossing off from the list, because the civic association has very strong human resources and number of the people interested in this problem increases permanently.