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Transformations of Social Security. The Case of the Shoe Company Svit

The topic I would like to present is based on my ongoing doctoral research, which focuses on the enterprise social care for workers in late socialist Czechoslovakia. I examine the forms and transformation of social security on the case of the shoe company Svit, located in the South Moravian town of Gottwaldov. The history of enterprise social care offers many options for approaching both labor and social history.

In Gottwaldov, formerly Zlín, was a strong tradition of worker welfare established by the famous Baťa company. However, in the second half of the twentieth century, social care provided by the state-owned enterprise Svit acquired another meaning. After 1968, the new communist leadership's promises of improved social security and higher living standards became an important source of legitimacy and stability for the normalization regime. In the era of normalization, characterized by a planned economy and extensive social planning, state-owned enterprises bore much of the responsibility for social spending.

I examine the topic from four perspectives. In addition to examining the forms and functioning of enterprise social security, I focus on the relationship between the enterprise and the city. Concretely, I examine how the company's welfare system shaped the picture of the city, influenced urban planning and development, and the dynamics of everyday life.

The other perspective extends beyond the era of state socialism and explores how the extensive social care provided by Svit enterprise influenced the transformation of the industrial city and everyday life and expectations from employees after 1989.

Since the Svit was one of the most feminized enterprises in Czechoslovakia, it is crucial not to overlook the perspective of female employees. An exami-

nation of support for working mothers, care for children, but also gender inequality within the enterprise could reveal not only regional specifics but also broader implications for the entire functioning of social welfare in socialist enterprises.

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