



*Generally speaking, food is extraordinary in its ability to bring people together.*

Pascal Brodnicki

Warsaw, 3 April 2017

Dear Sirs/Madams,

The Humanites Foundation invites you to join:

### 6<sup>th</sup> Edition of the Social Campaign for Employers

#### “TWO HOURS FOR THE FAMILY”

15 May – the International Day of Families constitutes an excellent opportunity to think **what the role of Employers is in the integration of the private and professional lives of their Employees.**

Studies conducted among 10,000 managers from 70 countries showed that family constitutes their most important value. At the same time, the answer to the question “Which value is under threat the most” was also: family<sup>1</sup>.

During the last two decades the thesis that professional and private life were two separate worlds, and professional career required absolute availability and commitment. A harmful false alternative was created: putting family life and commitment to company matters at opposite ends. We are all experiencing the costs of this. The latest management trends aim to integrate the professional and personal life, understanding that it is in the Employer’s interest to work with happy, committed people for whom work is a value and not a compulsion.

The **Two Hours for the Family** Campaign is an expression of Employers’ attention to their Employee’s family life. Companies which make an effort of giving the additional two hours of free time to their people so that they can spend them with their loved ones express with this symbolic gesture that they see, understand and support their responsible social role – of a family member – mother, father, son, daughter, grandmother, grandfather, etc.

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<sup>1</sup> Stan Slamp, “Bury My Heart At Conference Room B”

As the Frisco “Poles after hours” survey shows, 41 percent of Poles declare that they spend more than 5 hours a week with their families. More often these are residents of smaller towns and villages (51 percent) than large cities (36 percent). At the same time, 25 percent of people declare that they would like to devote more time to their family.

Your involvement in the campaign is an answer to the need of many families who feel that being present and family bonds are the most precious gift in our contemporary times when we have everything.

Our Two Hours for the Family Campaign initiates Poland’s celebration of the International Day of Families which takes place on 15 May. We wish this to be a time when people stop, start thinking about themselves and those around them. They realise anew how important their loved ones are, they see the importance of love, mutual kindness, peace.

Every year our campaign has a different central theme which is selected by participants, it is them who decides what they want to talk about, what they want to rediscover. This year our conversations and reflections will move to the kitchen – following the slogan:

### COOKING WITH THE FAMILY

They say that the kitchen is the heart of a home, it is associated with warmth, smells, friendly atmosphere. We certainly know houses in which the entire home and social life centres around the kitchen, especially if it has a large table and comfortable chairs. The table has always been the place of meetings, face-to-face conversations, exchange of opinions. A meal eaten together, not just on special occasions, constituted the basis for the functioning of many families, regardless of their social status. Now the fixed working hours of each of the household members often prevent them from spending time together. Meal times are different, food is often eaten quickly without really paying any attention to what is being eaten. Today we often forget that eating meals together is a ritual, part of our Polish tradition, and the basis for creating common bonds.

The MOSSO brand survey indicates that only 4 out of 10 families in Poland sit at the table together every day, i.e. only 38 percent, 50 percent of Poles eat with their families only at weekends, and 14 percent “on special occasions”. The meals eaten with the family are mostly dinner (57 percent), then supper (29 percent), and breakfast (14 percent).

This is alarming if we look at the fact that as many as 94 percent of Poles covered by the survey admit that making a ritual of a meal constitutes an important aspect of their family life. The time spent together at the table is not just about food, at the table 78 percent of respondents discuss subjects connected with their family life, 57 percent – their personal life, and current world events (28 percent). The survey also showed that Poles are aware of the benefits of eating meals together: for 79 percent this is the only time when they have an opportunity to meet their loved ones and talk to them, 71 percent believe that the meal together makes their

bonds with their loved ones deeper, and 29 percent reinforce their feeling of security and stabilisation. For 15 percent of respondents time spent together at the table has a positive impact on their wellbeing.

Robert Putnam in the book entitled *Bowling Alone* notes: *“The visible decline in the importance of a family meal within the life of just one generation constitutes a significant testimony to how rapid are the changes experienced by our social bonds”*. The tradition of eating of daily meals among the loved ones is going out of date, and our notions of an ideal family with it. The table is less and less often a place for meetings, face-to-face conversations or exchange of views.

We count on your involvement and we hope that our joint activities will help stop or even reverse this worrying trend. In our opinion it is very important to emphasise how important it is to deepen relationships with our loved ones.

If you want to take part in the campaign and express your support to close family relationships, you should enter: [www.mamrodzine.pl](http://www.mamrodzine.pl) and fill in the [application form](#).

The campaign is free of charge, it does not involve any additional costs for the company. The terms of participation may be found [here](#).

We have also prepared communication and graphic materials which you may use wishing to inspire your Employees to use this time to deepen their relationships with their families. [Materials to be downloaded](#).

You deal with many important matters and start friendships at the table. We rarely invite those we don't like to the table. Food is like love: it tastes good when shared. With this sentence we want to wish you an emotional Day of Families.

In the case of any questions or doubts, please contact: [amanda.szeligowska@humanites.pl](mailto:amanda.szeligowska@humanites.pl) or [zofia.dzik@humanites.pl](mailto:zofia.dzik@humanites.pl)

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Yours faithfully,

Zofia Dzik – President of the Management Board

Humanites Foundation

