



Press release

#dwiegodzinydlarodziny

#2godzinydlarodziny

#2h4family

Warsaw, 9th May 2018

POLISH SOCIAL CAMPAIGN BRINGS PEOPLE CLOSER AND INSPIRES CHANGES IN EUROPEAN COMPANIES
Thousands of employees in Poland and abroad to finish their workday on 15th May two hours earlier!

On 15th May this year takes place the 7th finale of Polish social campaign “Two Hours for Family”. The campaign was launched by the Humanites Foundation in celebration of the International Family Day as a response to the ongoing crisis of relationships and bonds in contemporary world. The participants of this campaign, employers from Poland and, for the first time, also from such countries like Germany, Czech Republic, Finland, Bulgaria, Lithuania give symbolically two hours of the worktime to spend strengthening family ties. So far over 500 companies, both Polish and international ones have confirmed their participation. This proves that integration of professional and private life of an employee is a global need on the labour market and constitutes a basic factor that attracts talents and maintains employee’s engagement. In the face of growing stress level and the problem of emotional and mental health in the society, the employers who decided to get involved, acknowledge their responsibility towards the employees and their social functions. The main idea of this year’s edition are “Games and Fun through the Generations”.

– Business is not only about transactions. Business is mostly about solid and lasting relations. Unfortunately, in the last few years, this way of thinking has been grossly neglected due to the short-term way of thinking in most companies. Challenges to be faced due to building an innovative economy, digital progress, increasing pace of life and evolution on the job market force employers to change their attitude towards their employees. The key to achieve the goals of the company are people – their motivation, engagement in the company’s development. Currently, the biggest motivation for people on the job market is the importance of the tasks they perform, as well as the possibility to integrate the professional and private roles. Business has noticed the importance of the shift in the attitude from hiring an employee to hiring a person. Proof to that is the expansion of our action and its transformation into an international social movement, says Zofia Dzik, the President of the Board in Humanites Foundation.

“TWO HOURS FOR FAMILY” – SOCIAL CAMPAIGN FOR AWARE EMPLOYERS

Social analysis indicates that in a sustainable work environment, where people have time for themselves, for their families and passions, the professional effectiveness grows. According to the “Defining success” research conducted in 2017 by Global Research Results, Accenture, 56% of respondents defined success as the possibility to keep the balance between professional and private life. In the same research, 52% of respondents admitted that they had rejected in the past a job offer out of fear that it might put the work-life balance at risk. Companies striving to gain advantage over their competitors, attract and retain employees, look for new ways to create a friendly work environment. International Corporations noticed that “Two Hours for Family”, campaign by Humanites Foundation, responds to employees’ needs. It shows employer’s engagement in the development of not only professional, but also social functions of the person hired. This enables them to strike a balance between private and professional life. This symbolic gesture, shortening the working day by two hours, shows employers’ understanding and recognition for the social roles that each person plays apart from work, like being a father/mother, son/daughter, grandmother/grandfather. This year, also companies from Germany, Czech Republic, Finland, Bulgaria and Lithuania confirmed their participation in the Polish campaign.

– We stand a great chance to develop an international social campaign, which will inspire people all over the world to build relations consciously and take care of them. Usually, CSR initiatives come from western countries. In the case of “Two Hours for Family”, the good example from Poland reverberates in the world – says Amanda Szeligowska, the coordinator of „Two Hours for Family” campaign.

– Problems in the company, decrease in motivation are not always caused by work itself, but more often than not are connected with homes and families of the employees. Emotional problems that are transferred from home to work have real influence on effectiveness, and the other way round. Good or bad energy from work is also brought to our homes. These areas of life are interdependent. We are increasingly aware of that. It poses a new challenge for the employers to build such organisations, where employees receive support not only as part of a company, but also as people with social roles and some baggage. By participating in “Two Hours for Family” campaign the employers send a clear message that the integration of professional and private roles as well as care about family relations are important for them. In long-term perspective they serve the company and the development of mature social capital – explains Zofia Dzik.

Humanites Foundation encourages also to take part in the ongoing research, conducted jointly with IESE Business School in the area of integrating private and professional life, where one could find lots of inspiration for themselves and their families: <https://lnkd.in/djpHQJw>

THE IMPORTANCE OF EMPLOYEES’ MENTAL HEALTH FOR THE DEVELOPMENT OF THE BUSINESS

According to the Social Insurance Institution’s (ZUS) data, in the past two years the total sick leave time increased by nearly 15%, where about 8% constituted sick leave do to mental health problems. This means also the increase in expenditures for health benefits. In 2017, companies spent 6.3 billion PLN on that, while ZUS around 11.3 billion PLN¹. Research says that the number of mental disorders in our society is on the rise. World Health Organisation warns that by 2030 depression will have taken the first place among civilisation illnesses.² Natural consequence of ignoring the lower spirits of the employees is their lower effectiveness, more frequent absence at work. Aware employers do put emphasis on mental condition of their employees and take responsibility for their mental health. Many companies notice that undeniable condition that must be fulfilled in order to achieve mental health is the integration of the social and companies’ goals.

– High pace of life, tremendous amount of duties cause constant stress. We are focused on achieving as much as possible as quickly as possible. Our organism is not adjusted to such lifestyle which is why so many people experience mental disorders that prevent us from functioning well. Employees go to see doctors with such problems like anxiety disorders, mobbing at work and, finally, depression. It is estimated that over 7.5 billion people in Poland suffer from depression – says Amanda Szeligowska.

Employers who treat their employees as partners, create friendly work atmosphere and respect their private life stand better chance to build a team that is involved in duties and loyal.

INVOLVED EMPLOYER, INVOLVED EMPLOYEE

According to the Ministry of Family, Labour and Social Policy, we are currently observing the lowest unemployment rate in Poland. However it is worth considering, whether the economic stability and positive social attitudes are reflected in higher effectiveness of employees. The results of Aon Best Employers³ research from 2017 show clearly that not. 52% of Polish employees were not involved in their job. The difference between Poland and Europe in this area reached record level of 14%. Involvement in Polish companies decreased compared to last year by 3 %, while in Europe this indicator increased by 4%.⁴

– By participating in our action companies show their employees that they are interested in them not only as employees, but also people. This is reflected in higher involvement and loyalty towards organisation. This has been confirmed by numerous research, like e.g. annual wellbeing research by Gallup Institute. Another proof is that “Two Hours for Family” were listed among aspects that create the atmosphere of a workplace, according to “Great Place to Work 2017” research – emphasises Zofia Dzik.

GENERATION GAMES AND BUILDING RELATIONS

Each year Humanites Foundation suggests such ways of spending free time that encourage people to get to know each other and to shape personal relations. The main idea of this year’s edition are “Generation Games”. The Foundation has prepared a family generation game – ASK ME, which consists of sets of questions and tasks. It’s a game, which makes people open up, fosters cooperation, helps practice communication. Questions are designed

¹ <http://www.fpiec.pl/lifestyle/polacy-pobili-rekord-zwolnien-l4-na-co-chorujemy-wiele-mowi-o-naszym-spoleczenstwie>

² <http://www.medonet.pl/zdrowie,who--depresja-w-czolowce-chorob-na-swiecie,artykul,1724647.html>

³ The biggest research of employees’ involvement in Poland. In 2017 119 companies participated in the research.

⁴ <http://markapracodawcy.pl/najwiekszy-spadek-zaangazowania-polakow/>

in such way that they give opportunity to look at each other, re-discover each other and get closer. Do I know: what inspires my husband? What does my wife feel? What is my son like? What is the world like seen with my daughter's eyes? What does my mom dream of? What does my grandpa long for? What does my grandma miss? What memories does my dad have? These tasks are an invitation to play together, to have a valuable conversation and build family relations.

– Strong family relations shape the social and emotional intelligence – competences, that are currently one of the most important qualities on the job market. By organising such action, we try to make people realise that time spent together is vitally important not only due to the sense of personal happiness, but also in terms of professional development. ASK ME Game develops soft skills, which are highly valued by the employers – underlines Amanda Szeligowska.

This year's Partners: Microsoft, Toffifee, PKN ORLEN S.A., Bukovina Resort, Wirtualna Polska, Reputation Managers, Great Place to Work, Think Tank, Fundacja Liderów Biznesu, LiderSHE.

Read more about the action under:

<http://2godzinydlarodziny.pl/>

<http://2h4family.com/>

ADDITIONAL INFORMATION:

International Family Day on 15th May was officially established by the UN General Assembly. Humanites Foundation with its action "Two Hours for Family" initiated national celebration of this day in Poland and contributed considerably to popularising this day. These days, the action is becoming an international campaign aimed at deepening relations.

HUMANITES Foundation was founded as think tank for social capital and developing Coherent Leadership™. The Foundation acts in four areas that altogether constitute an ecosystem, where a person matures: Family, Work Environment, Education, Media World.

The main goal is to develop an aware, socially sensitive person, and, consequently, a mature society. We initiated the annual action "Two Hours for Family" (in 2017 we reached >14,5 million people), we are also working on systemic changes in leadership models in education, running The Leadership Academy for Leaders in Education (>500 graduates). We've been also implementing the idea of Coherent Leadership™, based on multidimensional development of a leader and their team. We act for the change of lifestyle and management culture in work environment. Our mission is an aware, happy person.

Contact us:

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