

# Become a Part

XII edition of the social campaign

Two Hours for the Family.  
Two Hours for Human.  
#2023

A large, teal-colored silhouette of a world map serves as a background for the left side of the slide.

## GLOBAL SOCIAL MOVEMENT TO BRING PEOPLE CLOSER

CREATIVE IMPACT AND POSITIVE CHANGE  
IN THE STYLE OF WORK AND LIFE

bring people closer at work and at home!



**#EmployerBranding**

**#wellbeing**

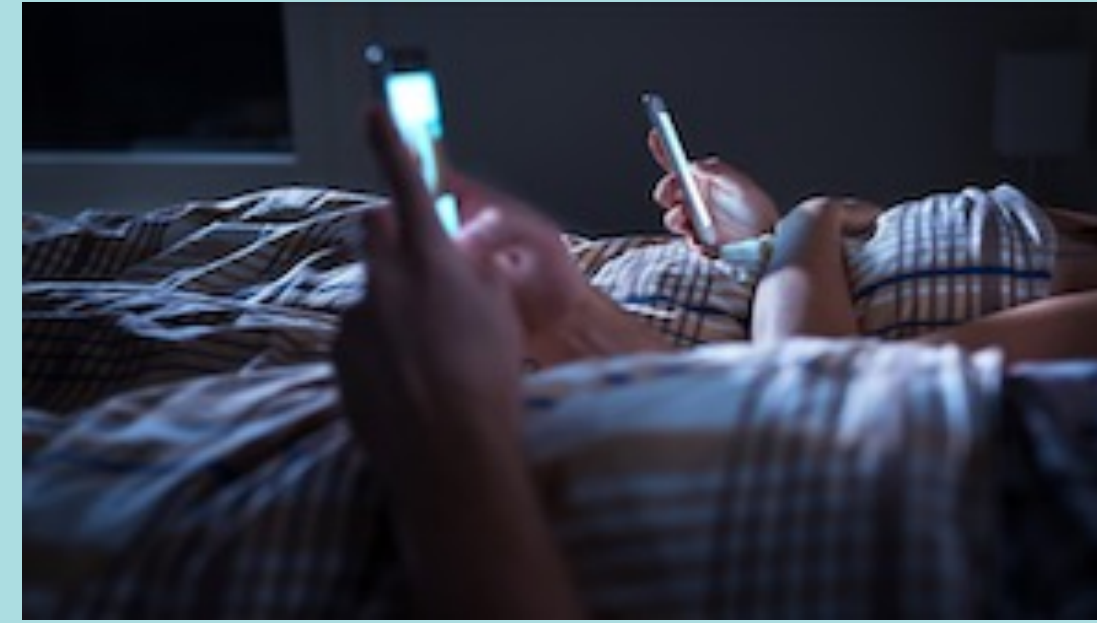
[2godzinydlarodziny.pl](http://2godzinydlarodziny.pl) | [2h4family.com](http://2h4family.com) | [#2h4family](https://twitter.com/2h4family) [#human](https://twitter.com/human)

# CHALLENGES & TRENDS



## Mental health

Depressive conditions - one in every 3 people in Poland; sleep problems: 40% of persons



## Loneliness and relationship crisis

breakdown of community, too much stimulus; > half of 16- to 24-year-olds felt loneliness in the pandemic



## Family life

People who are dissatisfied with their family life are 30% more likely to be lonely and live shorter lives



## Automatization

50% of human operations can be automated



## Aging society

In 2025, >13.7 million people will be 60+ years old



## Generation Z

More and more demanding generations in the labor market

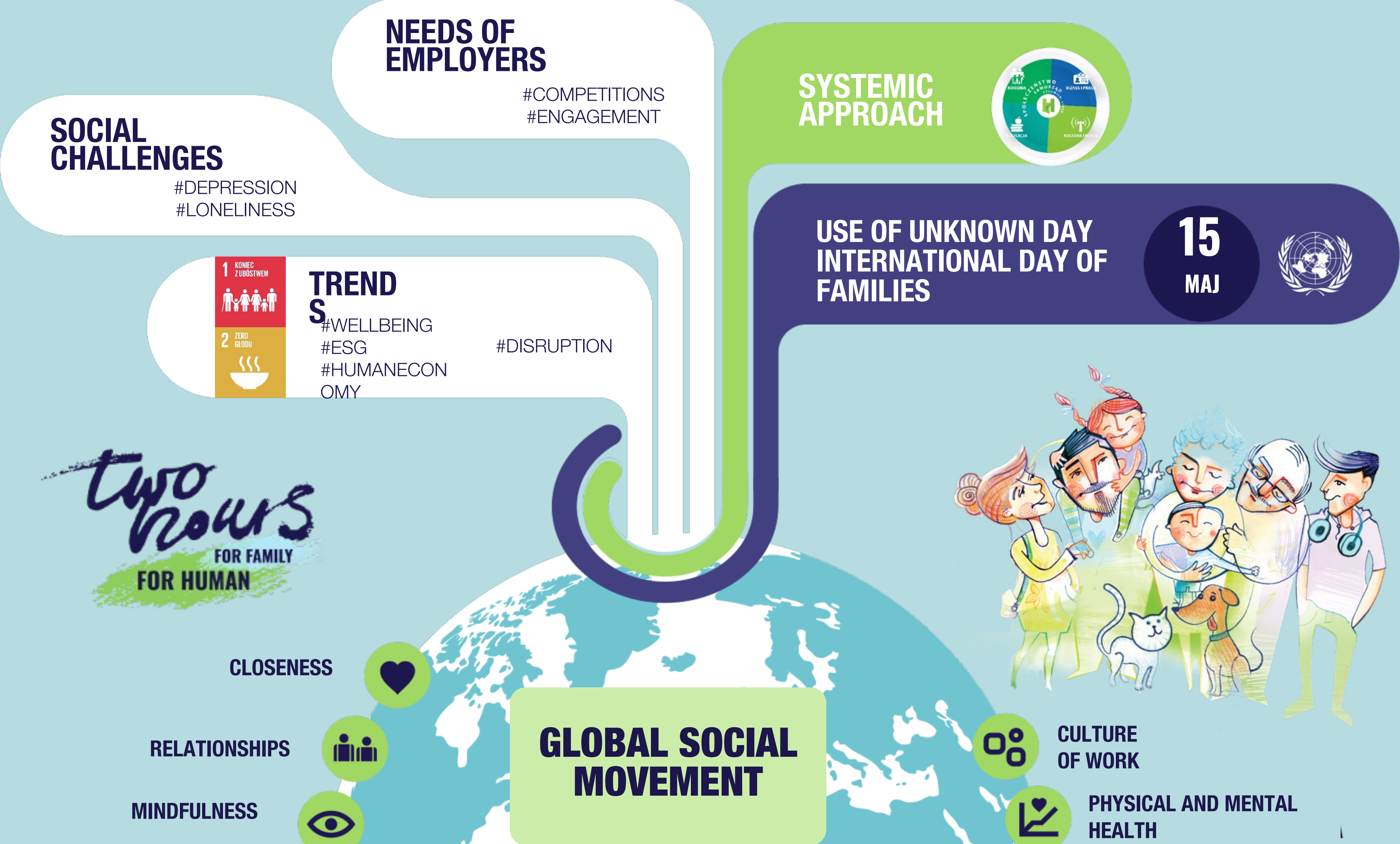
**We have been following these developments for more than a decade.**

# LABOUR MARKET NEEDS

- **War for Talents** - employer branding
- Engagement / Motivation / Agility
- Work/Life integration
- Stress, burnout, must have: well-being, physical and mental health
- **Automatisation/robotisation**
- The economic impact of a **pandemic and war**
- **ESG – Sustainability**
- **Managing diversity: age, gender, experience...**
  - Low level of economic activity of women
  - **New generations (Z)** population aging
- **Hybrid work, interdisciplinary work (co-working)**



# HOW WE BUILT CAMPAIGN



# WE ARE GLOBAL MOVEMENT

## #wellbeing #employerbranding

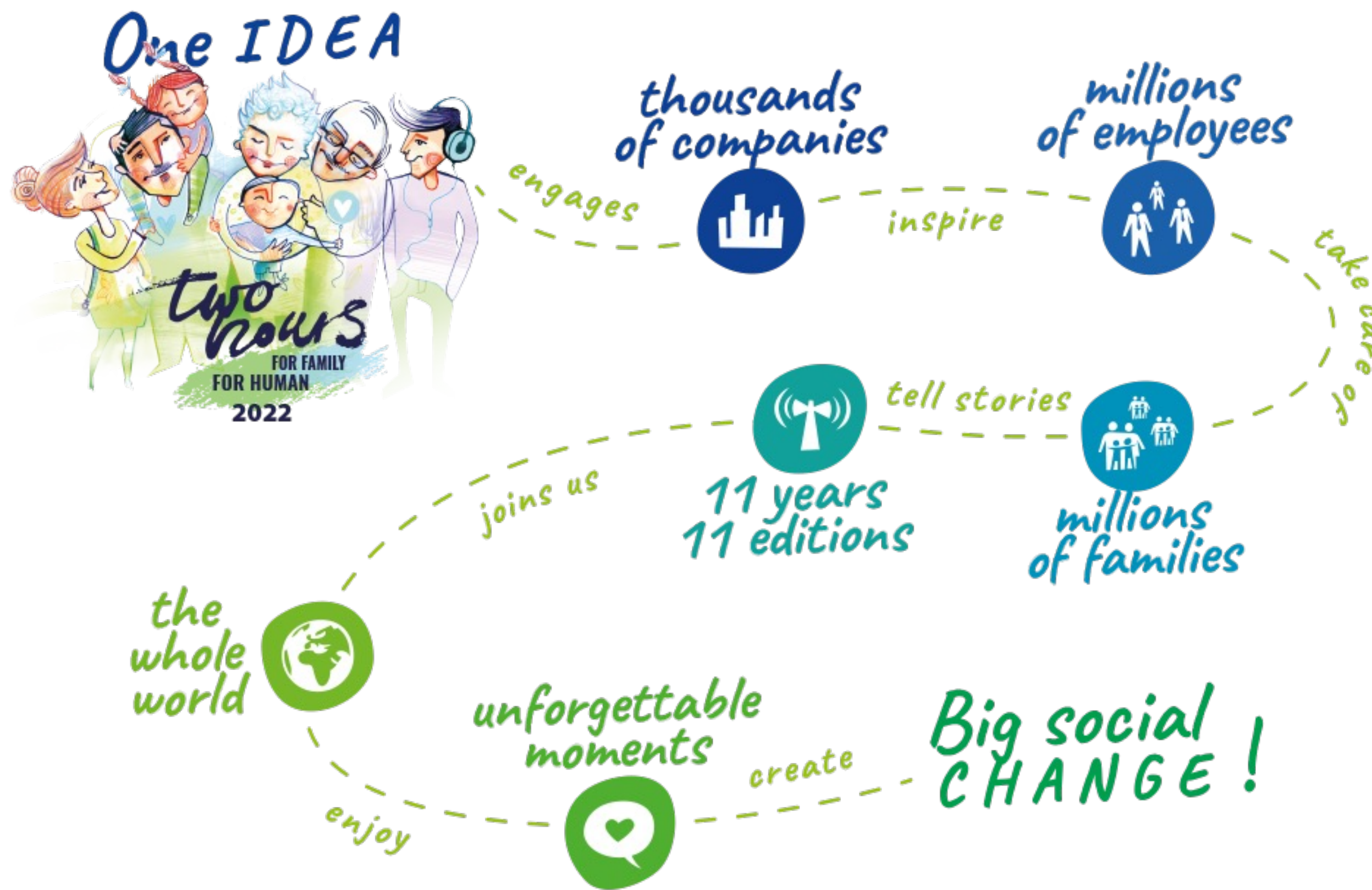


In 2012, in response to **trends, social challenges** and the **needs of employers**, we initiated the Two Hours for Family/for Human (#2h4family) campaign **in the area of wellbeing in companies.**



Already in 2012, the campaign was in advance of the global #ESG, #HumanEconomy trends. In 2022, small businesses, institutions as well as corporations from around the world joined the campaign.

# GREAT POSITIVE CHANGE IN THE STYLE OF WORK AND LIFE



All people around the world need relationships with loved ones: **love, acceptance, safety, respect and trust.**

Today's **life of being in a permanent rush** trying to balance all responsibilities is not good for building family ties and strengthening relationships.

**#HumanEconomy**

**#wellbeing**

**#EmployerBranding**

# WE BRING PEOPLE TOGETHER AT HOME AND AT WORK!

## WE CHANGE THE CULTURE OF WORK AND LIFE

The goal of the campaign is integration, to bring people closer together in families, in the nearest social circle, and in the working environment.



These symbolic "2 hours"  
are for:

- ✓ building relationships
- ✓ spending good time together
- ✓ the best the best intergenerational
- ✓ **intentional relationship building**
- ✓ good conversation
- ✓ memories,
- ✓ learning about each other
- ✓ reflecting about the quality of our relationships

*We have one life in different roles!*

*Contact with loved ones is not about the number of hours we spend, but what we do in that time and who we are.*

# SCALE OF THE CAMPAIGN IN 2022



**59 COUNTRIES**

= 1/3 OF COUNTRIES IN THE WORLD

**THOUSANDS**

OF COMPANIES FROM AROUND THE WORLD

**MILLIONS**

EMPLOYEES

**11** EDITIONS

IN THE **TOP10** BENEFITS BY EMPLOYEE OPINIONS

**GLOBAL SOCIAL MOVEMENT  
TO BRING PEOPLE CLOSER**

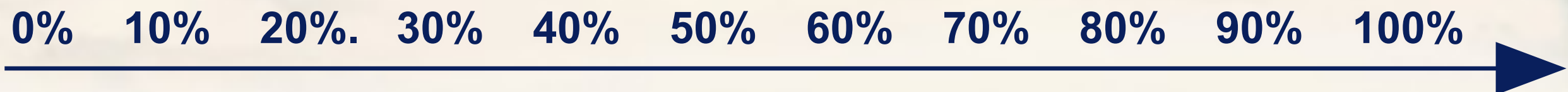
**CREATIVE IMPACT AND POSITIVE CHANGE  
IN THE STYLE OF WORK AND LIFE**

**to be together, not apart at home and at work!**

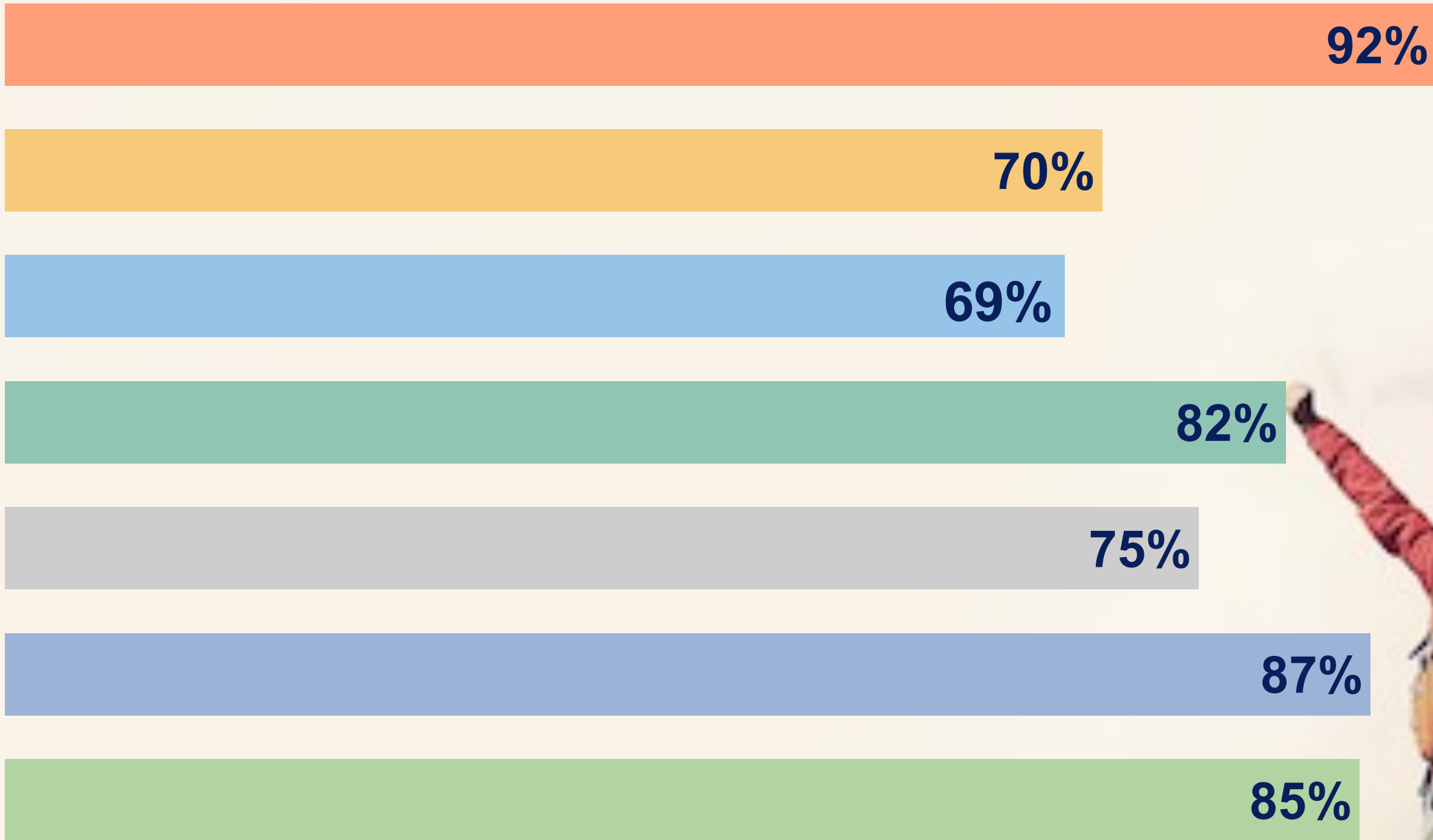




# BENEFITS FOR ORGANIZATIONS



- Positive image: Employer Branding
- Motivated employees
- Stability of employment
- Good relations between teams
- Better cooperation
- Growth of social capital
- Attracting talents



Family and people-friendly employer branding

Wellbeing: promotion in the company of conscious living, emotional wellness, healthy relationships, family values

Positive employee response to the campaign

Source: Fundacja Humanites; interviews with campaign participants Two Hours for Family more than one year

# MEDIA AND CAMPAIGN REACH

Advertising equivalent = **approx. PLN 1,000,000**

Reach > **12.5 million people**

## TV

TVP1  
TVP 2  
TVN  
TVP INFO  
regionalne  
TVP ABC  
Polsat News  
TV Republika

## PRESS

Rzeczpospolita  
Puls Biznesu  
Gazeta Polska Gazeta  
Wyborcza  
Newsweek Psychologia  
Benefit  
Zwierciadło  
Metro  
Dzienniki regionalne  
m.in.: Gazeta  
Pomorska, Lubuska  
Krakowska

## RADIO

Polskie Radio  
Program1  
Polskie Radio  
Program 2  
Polskie Radio  
Program 3  
Polskie Radio  
Program4  
RMF FM  
Radio ZET  
Chili ZET  
Radio ESKA  
Radio Muzo FM  
Radio Puls Radio  
Warszawa  
Radio Wawa  
Radio Maryja  
Radio PIK  
Radio Merkury Poznań  
Radio Białystok

## INTERNET

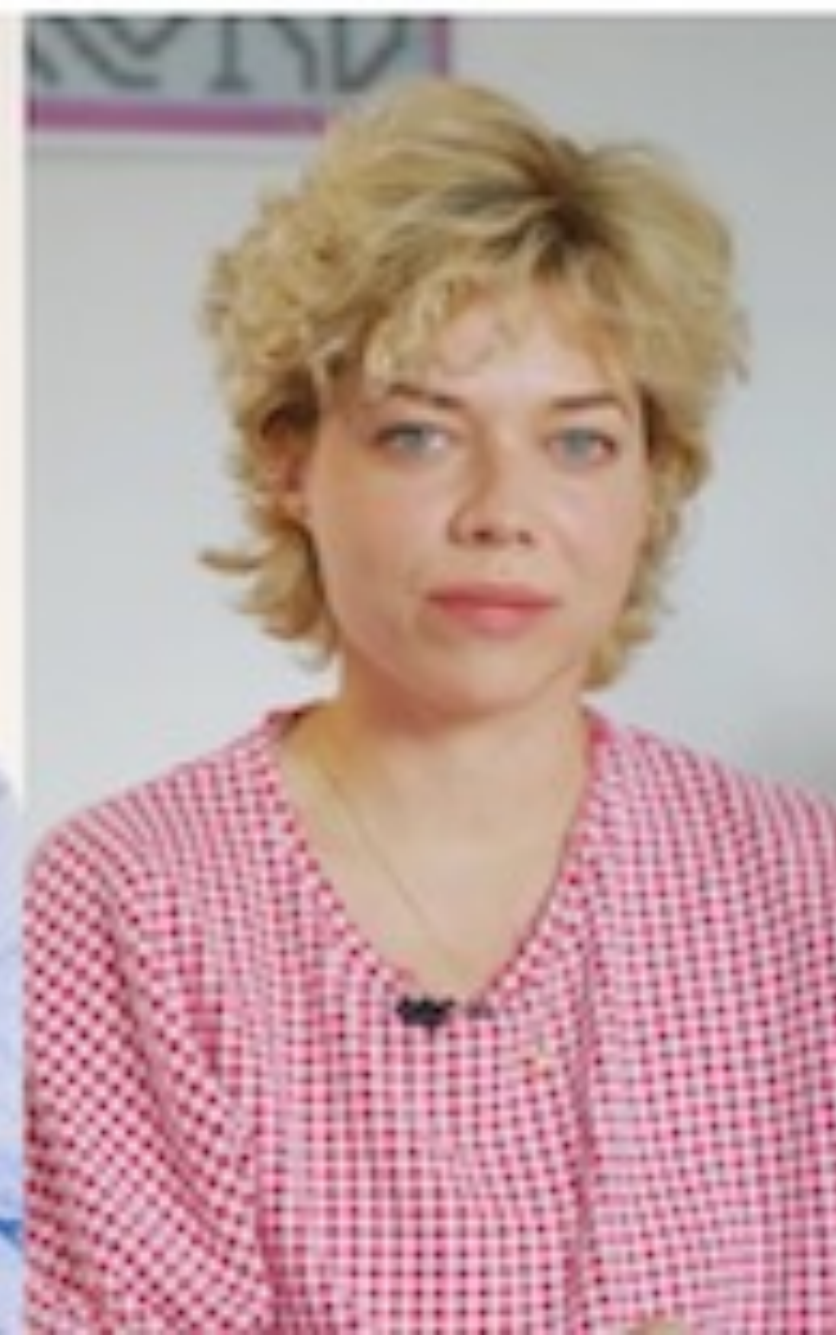
wp.pl  
nf.pl  
rmf24.pl  
pulshr.pl  
dzieci.pl  
money.pl  
bankier.pl  
inwestycje.pl  
kobieta.wp.pl  
zwierciadlo.pl  
ekonomia.pl  
pulsbiznesu.pl  
metro.gazeta.pl  
strefabiznesu.pl  
polskatimes.pl  
polskieradio.pl  
praca.interia.pl  
mjakmama24.pl





**THEY SUPPORTED US**

*dwie godziny*  
DLA RODZINY  
DLA CZŁOWIEKA



# THOUSANDS OF COMPANIES WORLDWIDE!



**PARTICIPATION IS FREE!**



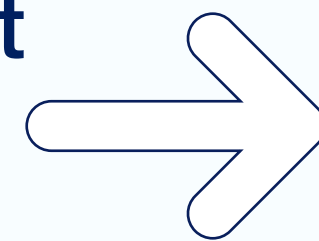
# HOW TO JOIN US? & HOW TO MAKE ACTION IN THE COMPANY?

## **STEP 1**

Encourage the Management Board, HR, CSR

**REGISTER YOUR COMPANY**

There: [2h4family.com](https://2h4family.com)

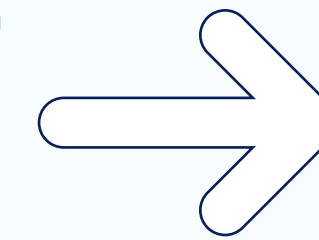


## **STEP 2**

We will provide you materials, graphics with ideas how to celebrate #2h4family

**FOR COMMUNICATION WITH YOUR TEAM**

The campaign has a yearly different motive



## **STEP 3**

Sent at invitation to your employees with ideas for **MULTIGENERATIONAL** time together at home and at work.

**GET INSPIRED THEM!**

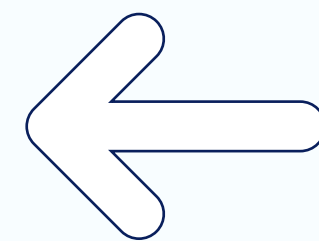
Make a voluntary decision to cut your workday by a token 2 hours close to May 15!



## **SHOW US!**

How did you celebrate 2h4family in 2023!

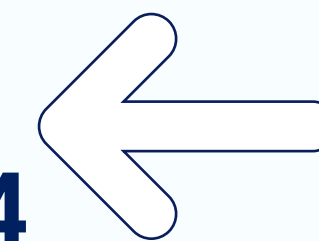
**WELCOME TO THE COMPETITION FOR THE REALIZATION OF THE ACTION**



## **ADDITIONALLY**

Invite your team

**TO PARTICIPATE IN THE #2024 SLOGAN COMPETITION!**



## **STEP 4**

Celebrate close to: **MAY 15!**

Create rituals of closeness to be closer at home and at work!



# HOW WE DO IT?



Each year we inspire people to get closer around different theme

Motto #2023:

]] **Passions through generations!**



**2012**

What family means to you



**2013**

School memories through generations



**2014**

Dreams through generations



**2015**

Memories connect generations



**2016**

Music and generations



**2017**

Cooking on the family plan



**2018**

Games and play through generations



**2019**

Small and big family trips



**2020**

Generational Film Club



**2021**

Sports through generations



**2022**

We and our pets

# ASK ME - A GENERATION GAME AT HOME AND AT WORK

Questions teach curiosity, cooperation, listening. The game creates empathy and helps intergenerational integration and work.



**WE DELIVER INSPIRATIONS!**



# SCHEDULE





# BECOME AN AMBASSADOR!

**Promote the campaign in foreign  
branches of your company, and to your  
Partners**

**We will give you materials in English:**

- ✓ A pptx presentation with a description of the action
- ✓ Materials for managers and HR
- ✓ Content of emails for employees, graphics for communication
- ✓ Inspirations for employees and HR



Join us!  
**BE THE AMBASSADOR**  
OF THE GLOBAL  
SOCIAL MOVEMENT

*two hours*  
FOR FAMILY  
FOR HUMAN

...to bring people closer  
at work and at home...



[2godzinydlarodziny.pl](http://2godzinydlarodziny.pl)



# WE ARE WORKING SYSTEMICALLY

our projects use the synergy effect  
for social impact

*Every great change starts  
with a single piece  
of dominos.*



# SOCIAL IMPACT

## Employer

- Work-life integration
- Support for employees' social roles
- Positive response to the campaign by employees – people get to know each other better personally
- Team relationships and cooperation
- New energy in the organization
- Diversity
- Employer Branding

## Employees and their families

- Creating stronger intergenerational family relationships based on respect and trust
- Quality time with loved ones
- Intergenerational relationships
- Exploring each other in new contexts
- Emotional maturity

## Society

- Addressing the growing loneliness and crisis of relationships
- Bring attention to the social and economic roles of families
- Positive influence on the mental and emotional health of society
- Development of social capital
- United society around the most important values

# KIM WHO WE ARE?

We are the Think&Do Tank for a systemic approach to social capital development and **Coherent Leadership™**.

The Humanites Institute has been **analyzing global trends** and complexly connecting the subjects of human and technology **for over a decade.**

Based on our author' s models, we recommend and implement systemic solutions for **creating a wide social ecosystem for human development. And the effect of a more mature, innovative society.**



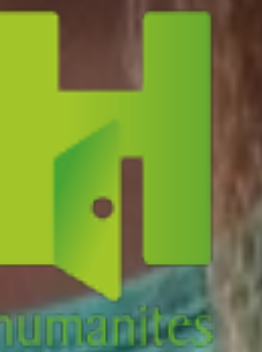
COHERENT LEADERSHIP™  
HUMAN & TECHNOLOGY

# OUR MISSION

Conscious, with inner  
compass, proactive,  
curious, grit and socially  
sensitive  
HUMAN



As a think &DO tank, we combine the topics of **Humanity and Technology** by **supporting systemically the social transformation** in the era of the Tech Revolution in the wide ecosystem where humans live, learn and work. So that every person will have the space to develop their potential based on a healthy feeling of their own self-worth.



# METHODOLOGY

# THINK

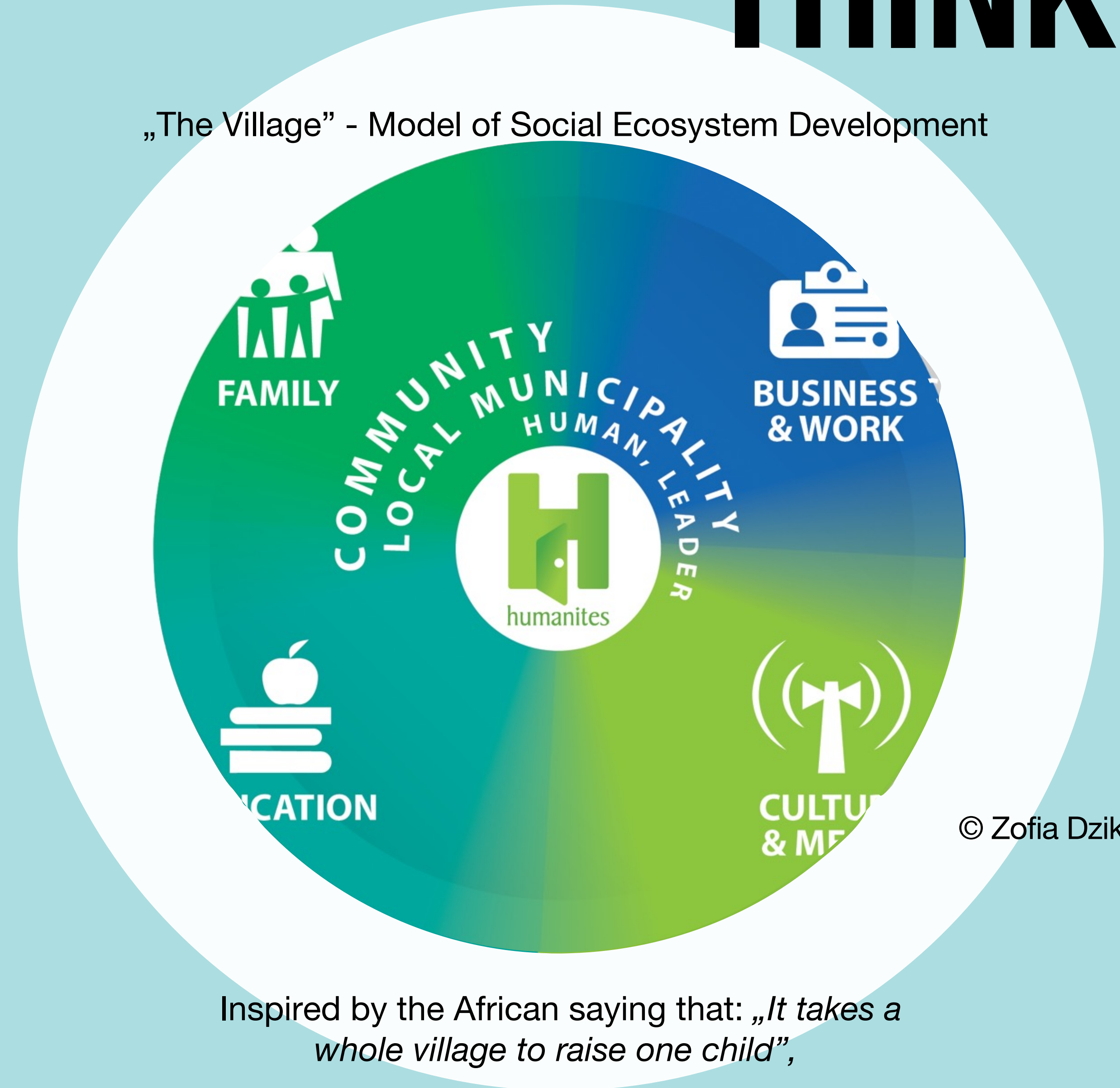
**We are building a social ecosystem based on our proprietary „The Village”™ Model of Social Ecosystem Development.**

The Model presents the silo-breaking approach to the current business, social, and environmental problems in the entire ecosystem. It focuses on the four, most combined forces that impact the human being and its values, decisions, fears, and competencies.

We are happy that **our Model is becoming the base (framework) for companies and regions to build their sustainability strategies.**



„The Village” - Model of Social Ecosystem Development



© Zofia Dzik

Inspired by the African saying that: „It takes a whole village to raise one child”,

# METHODOLOGY

According to our Model, we initiate projects in four main "Village" areas: Business and Work, Family, Education, and Culture and Media.

Our projects affect social change using synergy effects. This gives us the space to create harmonious human development in all areas of the social ecosystem.

We see that micro change implemented smartly has a macro effect.



# &DO



RODZINA



### Globalny Ruch Społeczny: Dwie Godziny dla Rodziny / Człowieka™

- Akcja realizowana przez pracodawców, przeciwdziałanie alienacji społecznej. Symbol integracji życia zawodowego i prywatnego
- 11 edycji
  - 2000 pracodawców
  - 3 mln pracowników
  - dotarcie 12,5 mln osób
  - 59 krajów



### Akademia Przywództwa Liderów Oświaty (APLO)

- Pierwszy w Polsce Program Rozwoju Przywództwa dla Liderów Oświaty
- 13 edycji
  - > 600 absolwentów
  - > blisko 500 wolontariuszy /mentorów z biznesu
  - wpływ społeczny: ok 1 500 000 dzieci, młodzieży, rodziców i nauczycieli



EDUKACJA



Our projects



Centrum Etyki Technologii™



Firma Przyjazna Rodzinie / Firma Przyjazna Człowiekowi  
Nadawanie tytułu Human&Family Humanites Wellbeing Award



Wolontariat Rodzinny



Krąg Inwestorów Społecznych Humanites



Spójne Przywództwo™ Człowiek i Technologia

- Coroczna Konferencja dla Liderów Biznesu
- 9 edycji
  - > 2500 uczestników



Bariery i Trendy. Badanie i raport Transformacja technologiczna firm w Polsce



4D Enter



Well-working. Badanie i raport Odpowiedzialność Rodzinna Biznesu  
Humanites + IESE Business School



Pierwsza Szkoła Tutorów



mamrodzine .pl



KULTURA I MEDIA



BIZNES I PRACA



Mieć Wpływ Konferencja KGHM + Humanites

# OUR PROJECTS

We work as thin&Do tank in the wide social ecosystem supporting ESG goals since 2010:



The first wellbeing campaign

International think-tank for ethical innovations



**CENTRUM ETYKI  
TECHNOLOGII**  
INSTYTUTU HUMANITES



**FIRMA  
PRZYJAZNA  
RODZINIE**  
**FIRMA  
PRZYJAZNA  
CZŁOWIEKOWI**

Family&Human Wellbeing  
Humanites AWARD



Annual conferences for Business  
Leaders Coherent Leadership™,  
Human&Technology



Leadership in education  
Academy for Leadership  
Development in Education



Badania i raporty



# CONTACT US for more details!

#2h4family



*dwie  
godziny*  
DLA RODZINY

JOIN OUR GLOBAL SOCIAL MOVEMENT

2h4family.com  
humanites.pl  
2godzinydlarodziny.pl  
aplo.pl  
ethicstech.eu  
mamrodzine.pl

## Let's talk!

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Institute**

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Katarzyna Lorenz

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