

Two hours
FOR FAMILY
FOR HUMAN



2021
10th edition theme:

**SPORT THROUGH
GENERATIONS**

#2h4family
2h4family.com

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Ladies and Gentlemen,

we are pleased to invite all employers to participate in the 10th edition of the **Global Social Movement** initiated by the Humanites Institute **“Two Hours for Family”**, which is aimed at **bringing people closer and taking care of human well-being. Our Action has been striving to prevent the crisis of bonds and the growing phenomenon of loneliness as well as to show the impact of these phenomena on our mental and physical health, and consequently, on the commitment and motivation to work and life.**

Already 10 years ago, despite the initial scepticism towards our Action, we introduced the topic of family to the business. We’ve been showing employers the significance of wise integration of professional and private life in accordance with the thesis that we have one life in different roles – as an alternative to the so-called *work-life balance*, which in its construction assumes dichotomy and a competitive approach of the two spheres.

For more than a year employers have been facing huge challenges of the pandemic, such as ensuring business continuity, maintaining employment and, at the same time, engaging employees. In the face of these ever-changing and dynamic circumstances, the question of how to build a work culture in which business will pursue its goals and people will find a sense of meaning becomes more crucial than ever before. Through our campaign, which over the years managed to reach beyond the Polish borders and gathered employers from 18 countries around the world, we show that macro changes result from the impact at the micro level – that a happy person is also a better, more creative employee, parent and community member. We are glad that our activities have been appreciated by awarding the Humanites Institute in 2020 with the title of the Institution **“For the Common Good”**.

Our Reality

One year of remote work shows how exhausted we are. According to the latest research, we work an average of 3 hours more. We lack occupational hygiene. As the latest research by Humanites Institute **“Barriers and Trends – Technological Transformation of Companies in Poland, Taking into Account the Human/Employee/Consumer Perspective”** suggests, as many as 79% of employees find it difficult to combine professional and private roles. Practices supporting the mental and physical well-being of employees and their families become all the more important.

A lot is said nowadays about the culture of *well-being*, but too often mainly in the context of providing obvious, simple benefits for employees – says Zofia Dzik, the Presidents of the Humanites Institute, but also an experienced C-level manager. – Meanwhile, creating a culture of well-being requires from employers long-term strategies, assuming a multidimensional approach to people and supporting them in all their life roles: professional, family and private ones.

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The conditions in which we operate today are not favourable for building family ties and strengthening relationships. Absorbed in the virtual world and global topics, we lose those who are closest to us: our grandparents, parents, siblings, uncles, aunts, cousins. The crisis of ties, as one of the threatening trends of the present day, was discussed in detail during the last conference of the Humanites Institute PEOPLE AND TECHNOLOGY as part of the presentation of the Report on the condition of humanity.

The pandemic highlighted and significantly deepened the leading problems resulting from loneliness, which were widely debated during the economic forum in Davos in 2019 and made it a priority to work on for the upcoming years. Isn't it the case that we have influence on many aspects of our employees' lives as an employer?

Two Hours for Family, Two Hours for HUMAN

is a global social movement initiated by the Humanites Institute for deep family relations, to be together, no just "next to each other". Another year, we extend the family context to other people around us: at work, in the neighbourhood – as a kind of members of our family. The action Two Hours for Family, Two Hours for HUMAN globally counteracts the crises of ties, has a preventive effect when it comes to our physical and emotional health.

Global Reach

The 2h4family campaign since its initiation by Humanites has entered the calendar of 18 countries around the world, thus creating a global social movement for deepening relationships with our loved ones. Over the years, the number of employers actively participating in the "Two Hours for Family" campaign has been systematically growing.



Benefits for the Company

Employers' concern for creating a space conducive to combining the professional and family spheres has a direct impact on the effectiveness and achievement of the company's economic goals and on the development of social competences of the next generations.

Happy employee

- ↑ 32% higher engagement
- ↑ 37% higher sales
- ↓ 132% lower susceptibility to burnout

Gretchen Spreitzer and Christine Porath, Creating Sustainable Performance, Harvard Business Review

Currently, the biggest motivation for people on the labour market is the possibility of self-fulfilment, a sense of meaning, while the family is a very important part of their lives.

In our opinion, business is a key force of positive social change, therefore:

For the sake of your employees and company goals – join us!

- By creating a long-term employment policy focused on human well-being based on good standards of combining professional and private roles. The collection of good practices created by the Humanites Institute based on the results of the Competition for a Family-Friendly Company/Human Friendly company can be inspirational here (read more: <https://2godzinydlarodziny.pl/co-wyroznia-firme-przyjazna-rodzynie-czlowiekowi/>)

- Inspiring your employees to have a good conversation with their relatives, to arouse their curiosity, to build rituals that strengthen bonds and spend their time qualitatively. By creating a space to deepen relationships with colleagues at work. A human-human meeting, not only position – position.

The finale of the **Two Hours for Family campaign, which takes place on 15th May**, is a perfect opportunity for this. On this day, most employers, as part of the 2h4family celebration, allow employees to take two additional hours off from work, provided that this time is spent on caring for relationships with the loved ones.

The motto of this year's edition is:

“SPORT THROUGH GENERATIONS”

As Jakub Błaszczkowski, the captain of the Polish national football team, once said:

„There is only one place in the world, when I am important, where I am someone.

No matter how many goals we scored – if we win or lose the game.

It's home, it's my family.

I am a fan, just like you. I support the family.”

I do believe that you root for your family as well and you will actively join the “Two Hours for Family” campaign today!

Feel free to contact us, we will be happy to answer any questions.

More information and the application form can be found on www.2godzinydlarodziny.pl. All #2h4family activities on behalf of the Humanites Institute are coordinated by Izabela Nienaltowska (izabela.nienaltowska@humanites.pl).

We encourage you to share our invitation with your business partners and clients and thus inspire them to join “Two Hours for Family”.

With kind regards,

Zofia Dzik
President of the Board
Humanites Institute

