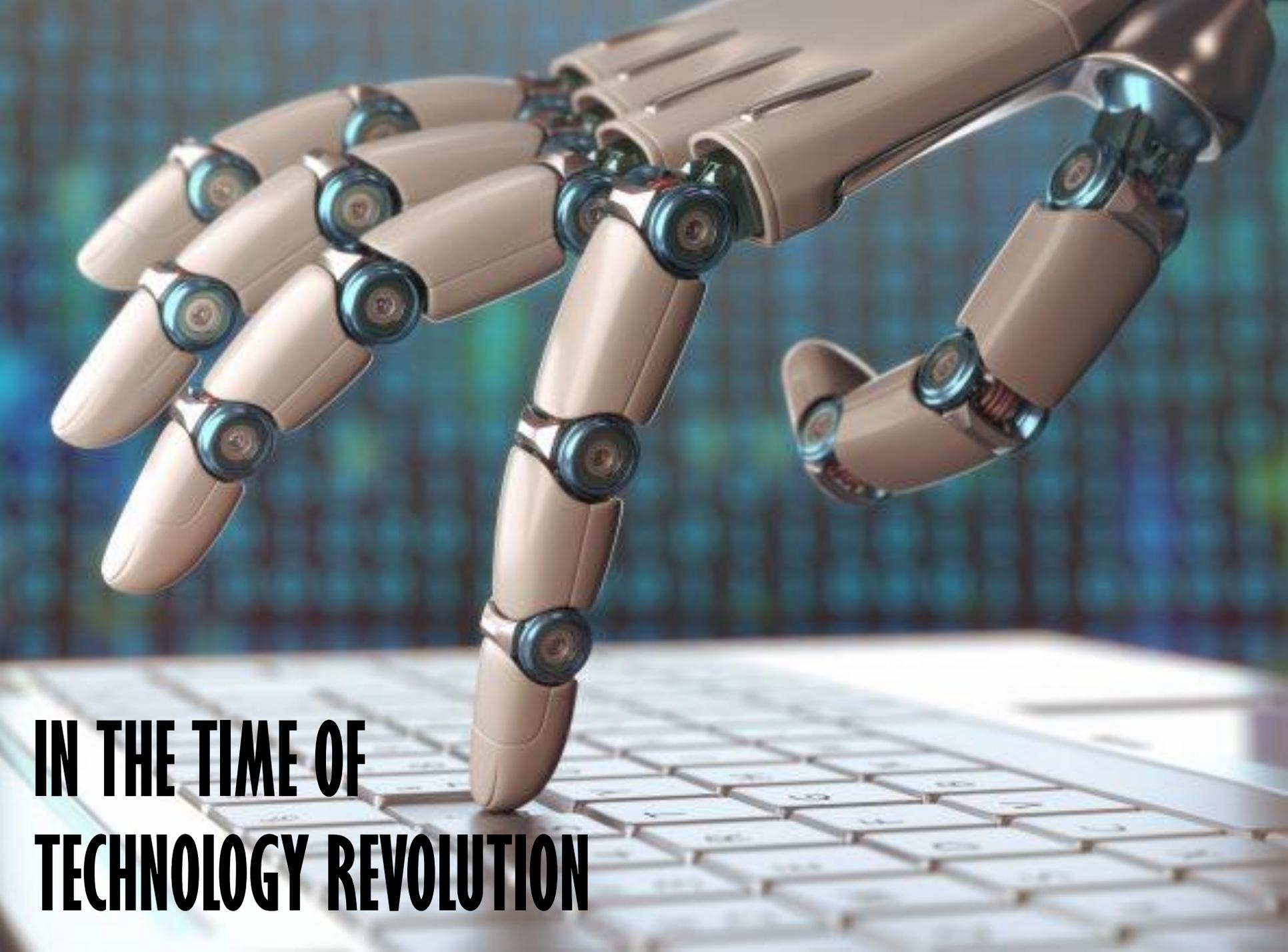


A high-speed train is captured in motion, traveling through a dense, lush green forest. The image is characterized by significant motion blur, particularly on the trees and the ground, which conveys a sense of rapid movement. The train tracks are visible in the foreground, curving slightly to the right. The sky is overcast with soft, grey clouds. In the bottom left corner, the text "IN THE TIME OF SPEED" is written in a bold, black, sans-serif font.

IN THE TIME OF SPEED



**IN THE TIME OF
TECHNOLOGY REVOLUTION**

**IN THE TIMES OF
UNEXPECTED BLACK
SWANS ...**





HOW HAPPY IS AN AVERAGE HUMAN TODAY ?

A black and white photograph of a young girl sitting on a windowsill. She is wearing a dark denim jacket and jeans, and is looking out the window with a thoughtful expression. The window has a mesh screen and a thermometer on the sill. The background shows a blurred view of buildings outside.

32% of people in Western world suffer from depression

A number of suicides are exceeding number of victims of car accidents.

Every second person in such cities like Paris, Stockholm, New York feel lonely....

Source: Raort NIK 2018, WHO World Suicide Report "Preventing suicide: a global imperative" published in 2014, WHO Publication – "Injuries in Europe: a call for public health action" (2014)

YOU ARE A PART OF MULTIGENERATIONAL FAMILY



Which is more than just a place to sleep and eat ...

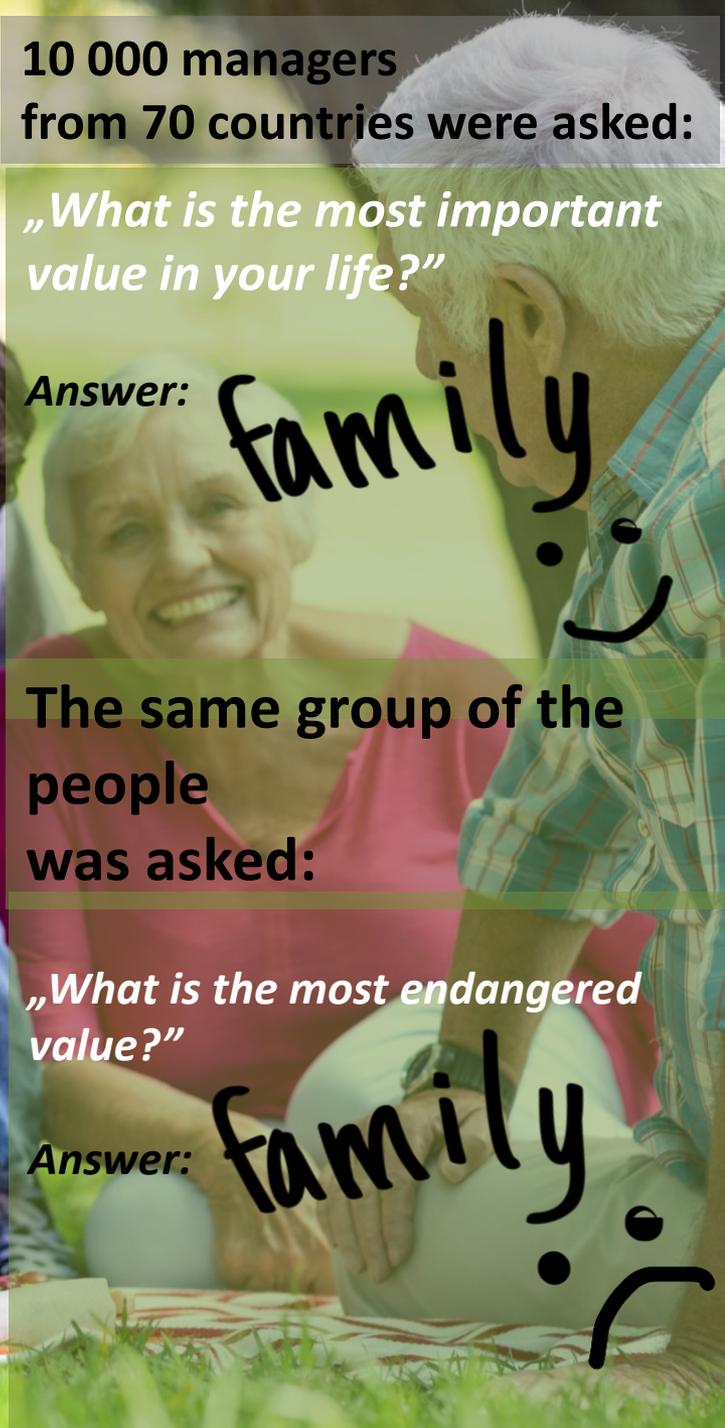
MICRO AND MACROECONOMIC IMPACT OF FAMILY

with good bondings:



- Society – Values, Emotional health, Social Competencies,
- Business/Labour Market- Engagement, Energy, Competencies
- Economy – Purchase Power





10 000 managers
from 70 countries were asked:

*„What is the most important
value in your life?“*

Answer:

family

The same group of the
people
was asked:

*„What is the most endangered
value?“*

Answer:

family

COMMON VALUE



Bringing people closer

Join the global
social movement!



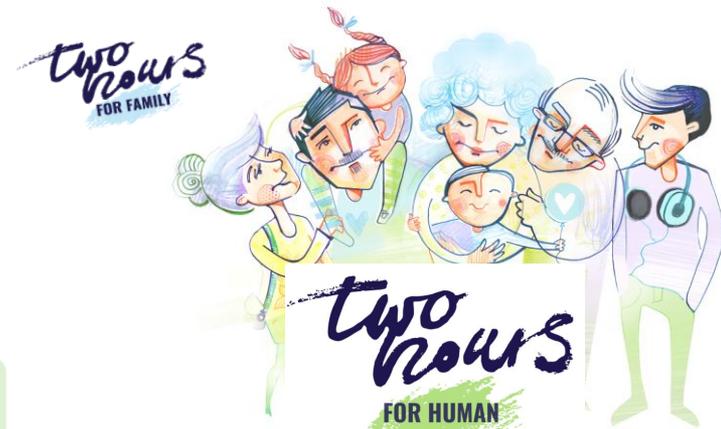
We are bringing people closer!



The Campaign Two Hours for Family is supported by United Nations

15th MAY – INTERNATIONAL FAMILY DAY

Global Social Campaign of Humanites Institute



In 1993, the UN General Assembly decided in a resolution ([A/RES/47/237](#)) that **May 15th** of every year should be observed as **The International Day of Families**. This day provides an opportunity to promote awareness of issues relating to families and to increase the knowledge of the social, economic and demographic processes affecting families like e.g. loneliness.

Our Institute invented in 2011 the "Two Hours for Family" Campaign around this date. This year due to the coronavirus and the need for global solidarity of human – we have modified the campaign towards: **#TWO HOURS FOR HUMAN - #2H4HUMAN**. Our intention was to promote the idea of **bringing people closer** and make them more aware of what it really takes to build close and caring relationships! The campaign is done through employers in support of good **work-life integration**. The Employers joining our Campaign every year around 15th of May, inspire their employees to quality time and awareness on each other needs in families and work with our co-workers,

So far, in the recent years employers were also granting employees with symbolic **TWO HOURS OFF! to go beyond every day habits**.

The Foundation has been officially thanked in 2013 by the First Lady of Poland for initiating the celebration of the Family Day.

WHERE WE ARE?

The Campaign started in Poland in 2011 but over the time has evolved to a **Global Social Movement**.

Every year, more companies from different countries are joining our Movement!

In 2020 it was joined by employers from 17 other countries.



GLOBAL SOCIAL MOVEMENT – BRINGING PEOPLE CLOSER IN THE ERA OF TECH REVOLUTION
www.2h4family.com | www.2godzinydlarodziny.pl | [#2h4family](https://twitter.com/2h4family)

HOW DOES IT WORK?



Every year we inspire people to get closer, to get to know each other better at home and at work around one simple theme.

This year – the leading theme is:

Family Movie Club

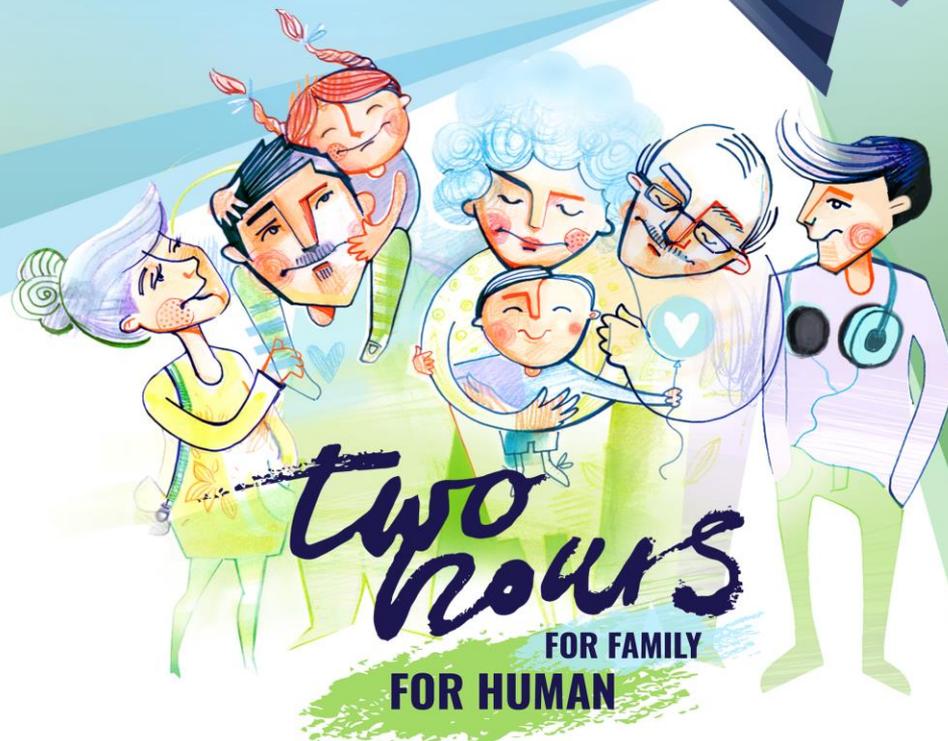
15TH MAY 2020 - INTERNATIONAL FAMILY DAY

#2h4family

2h4family.com

9th edition theme

FAMILY MOVIE CLUB



HOW DO WE DO IT?

JANUARY

Communicating BIG IDEA to the companies!

As the main idea of the campaign is to involve Employers and allow them to inspire their People directly!



FABRUARY
MARCH

Inspirations, Ideas, tools for companies and employees how to refresh and maintain close relationships within their families and at work

Launch of the Family Game ASK ME



MARCH
APRIL

Open registration

Assisting companies in inspiring their employees for activities with their families and inside the company

Assisting Companies in operational preparation for granting symbolic two hours off



MAY

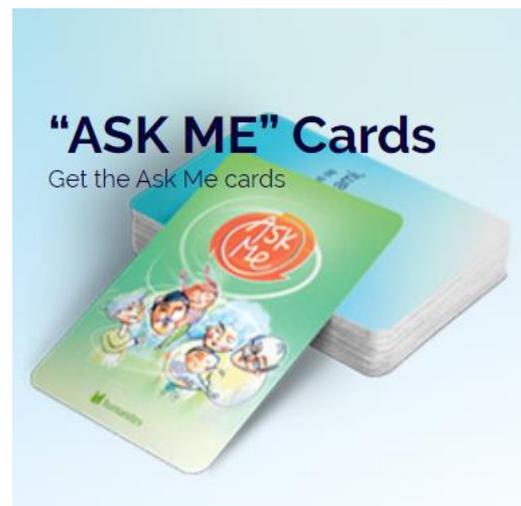
Execution of the ideas in Companies

Wide media communication (in Poland all TV stations, hundreds of portals, socialmedia, 80 radio stations, newspapers, etc)

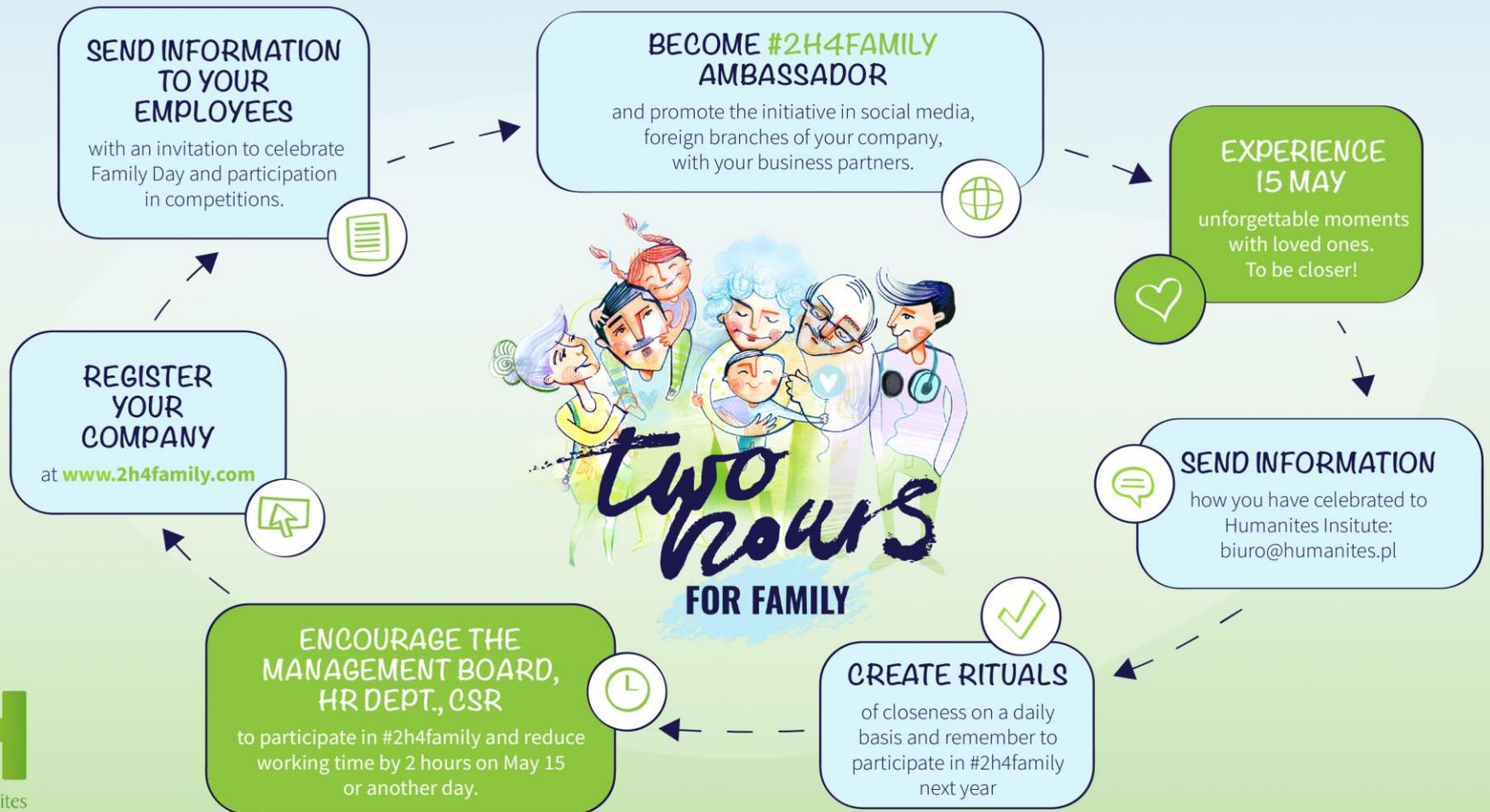


ASK ME - Intergenerational Family Game

- It's hard to build relationships without talking, getting to know each other better...
- A game that engages all family members as well as a group of friends at work
- A game with questions, teaching curiosity, cooperation, listening, shaping empathic attitudes and conducive to intergenerational integration
- Game (already 3 editions of cards) available in Polish and English



HOW YOU CAN JOIN US?



A photograph of FC Barcelona players celebrating their victory in the 2006 UEFA Champions League. The players are wearing blue and red striped jerseys with the club crest and the UEFA Champions League logo. They are holding a large silver trophy with a blue ribbon that says "FINAL 2006". The scene is filled with confetti and the players are cheering with their arms raised.

**COMING TOGETHER IS A BEGINNING.
KEEPING TOGETHER IS PROGRESS.
WORKING TOGETHER IS SUCCESS.**

HENRY FORD

THE APPROACH TO CAMPAIGN

HOW TO REVEAL THE CAMPAIGN

The campaign is an element of the organization's management philosophy and strategy.

The campaign is a carrier of company values, cooperation of many departments over the implementation of campaign.

Participation in the campaign and dismiss employees 2 hours earlier on May 15th.

LEVEL 3

two hours
FOR FAMILY

as creating value in the organization

LEVEL 2

two hours
FOR FAMILY

as an element of organizational culture

LEVEL 1

two hours
FOR FAMILY

as a one-time operation

EFFECT ON ORGANIZATIONS/SOCIETY

Fundamental, transforming influence on the culture of the organization.

Medium or large impact on the culture of the organization.

Little impact on the culture of the organization.



**BUSINESS TO PEOPLE
BUSINESS WITH PEOPLE
BUSINESS FOR PEOPLE**

**WE BELIEVE IN LEADERSHIP, IN WHICH NOT ONLY BUSINESS RESULTS MATTER,
BUT ALSO THE WAY TO ACHIEVE THEM - WITH PEOPLE**

BENEFITS FOR ORGANIZATIONS

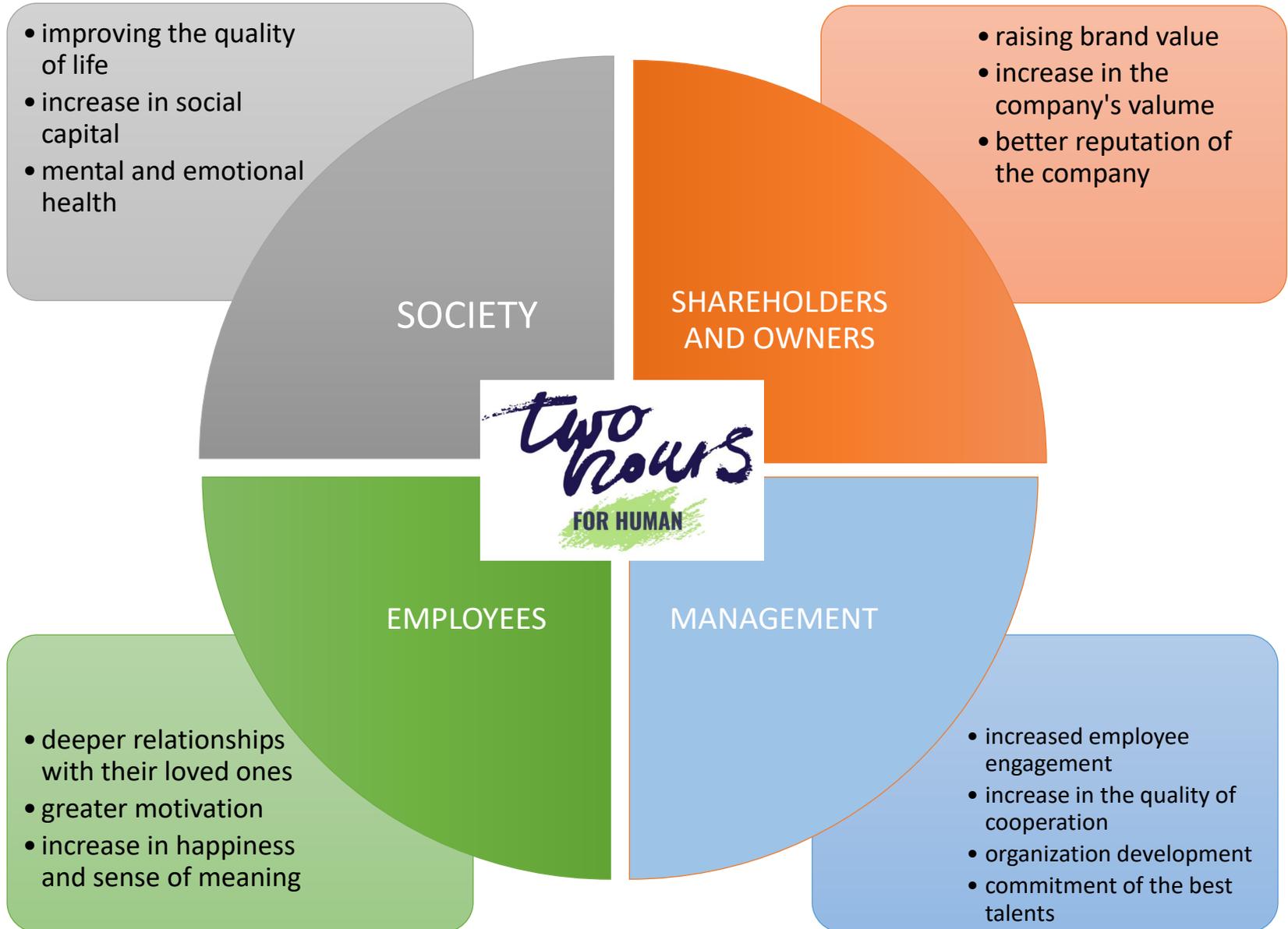


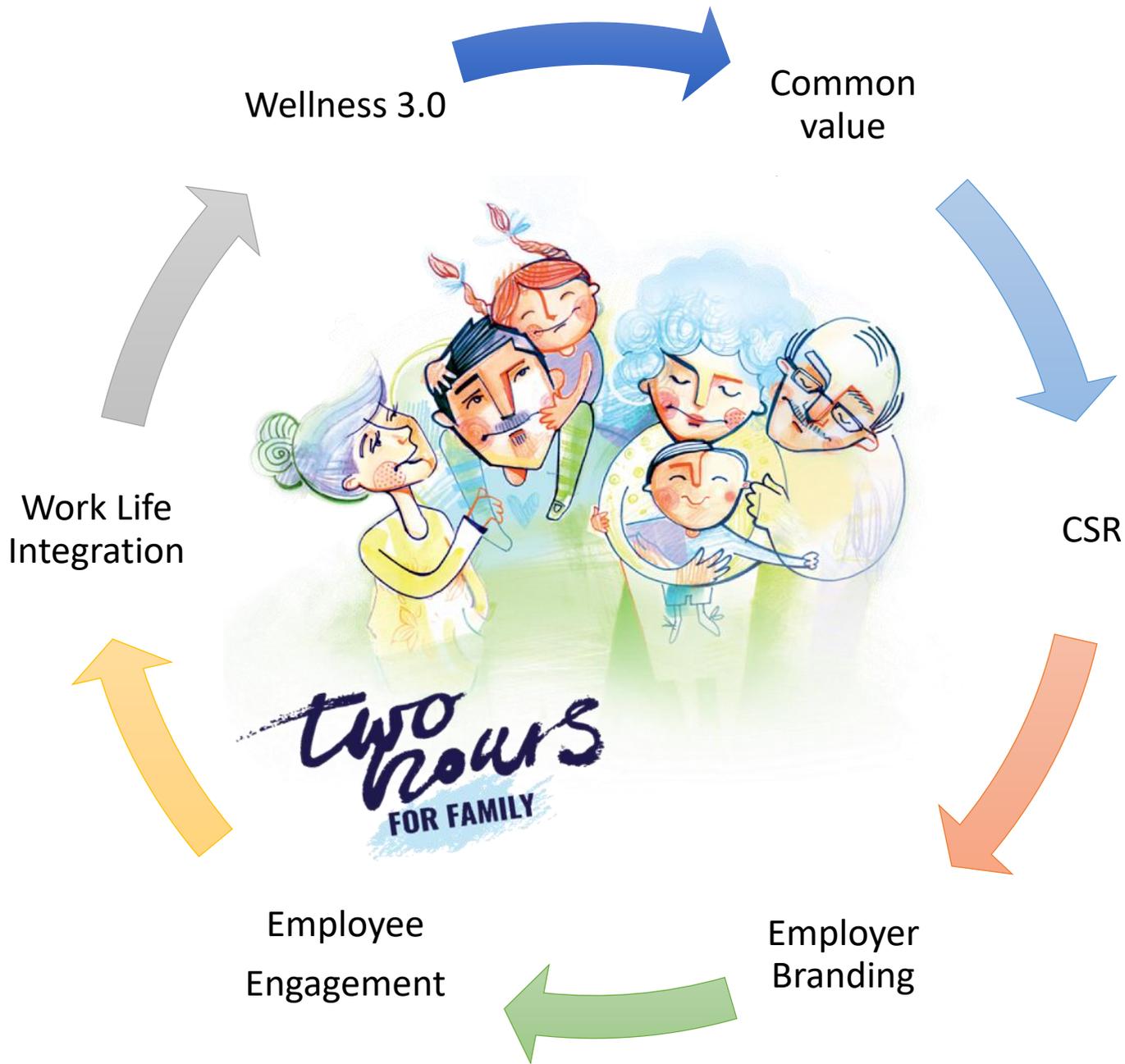
Source: Fundacja Humanites; interviews with campaign participants Two Hours for Family more than one year



IF YOU WANT TO GO FAST - GO ALONE
IF YOU WANT TO GO FAR — GO WITH PEOPLE

VALUE FOR INDIVIDUAL INTERESTS





COMMON VALUE



It's all about relationships

EMPLOYER BRANDING

The employee chooses work not only by a good salary. More and more often based on non-pay benefits, organizational culture, leadership style and on the executed purpose of the company. Whether the company creates value for the society.

Joining our social movement your company has a chance to show how it values employees' families.

two hours
FOR FAMILY



EMPLOYEE ENGAGEMENT



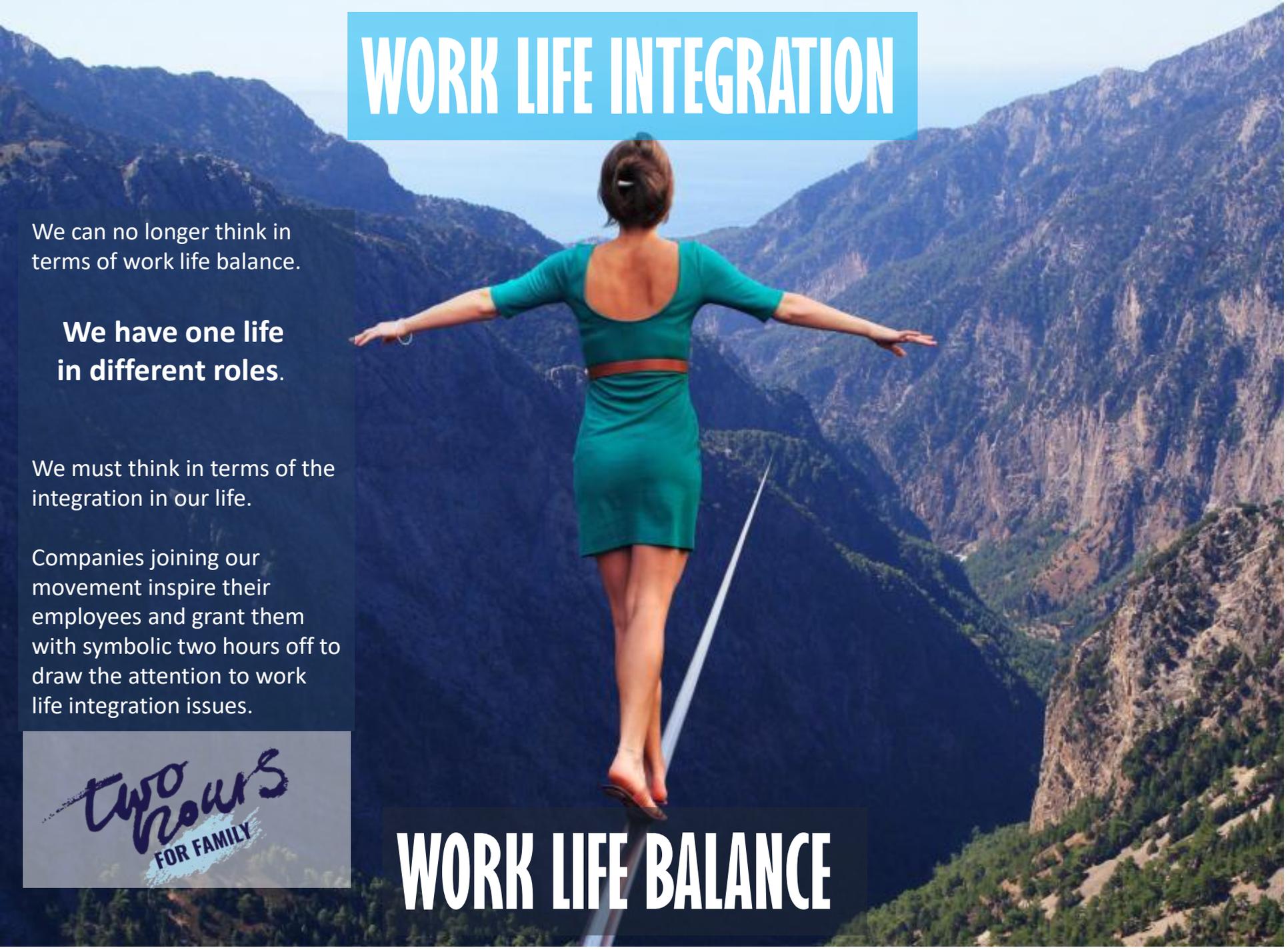
Companies with a high employee engagement rate score 3.9 times higher return on shares (EPS). Lack of employee involvement results in a 46% loss in productivity.

Only 13 percent of employees all over the world are involved in their work.

Joining our campaign, your company can inspire employees to build stronger bonds with their families and co-workers.

two hours
FOR FAMILY

WORK LIFE INTEGRATION

A woman in a green dress is balancing on a tightrope that stretches across a deep mountain valley. She has her arms outstretched for balance. The background shows rugged, forested mountains under a clear sky.

We can no longer think in terms of work life balance.

We have one life in different roles.

We must think in terms of the integration in our life.

Companies joining our movement inspire their employees and grant them with symbolic two hours off to draw the attention to work life integration issues.

two hours
FOR FAMILY

WORK LIFE BALANCE

They are already with us

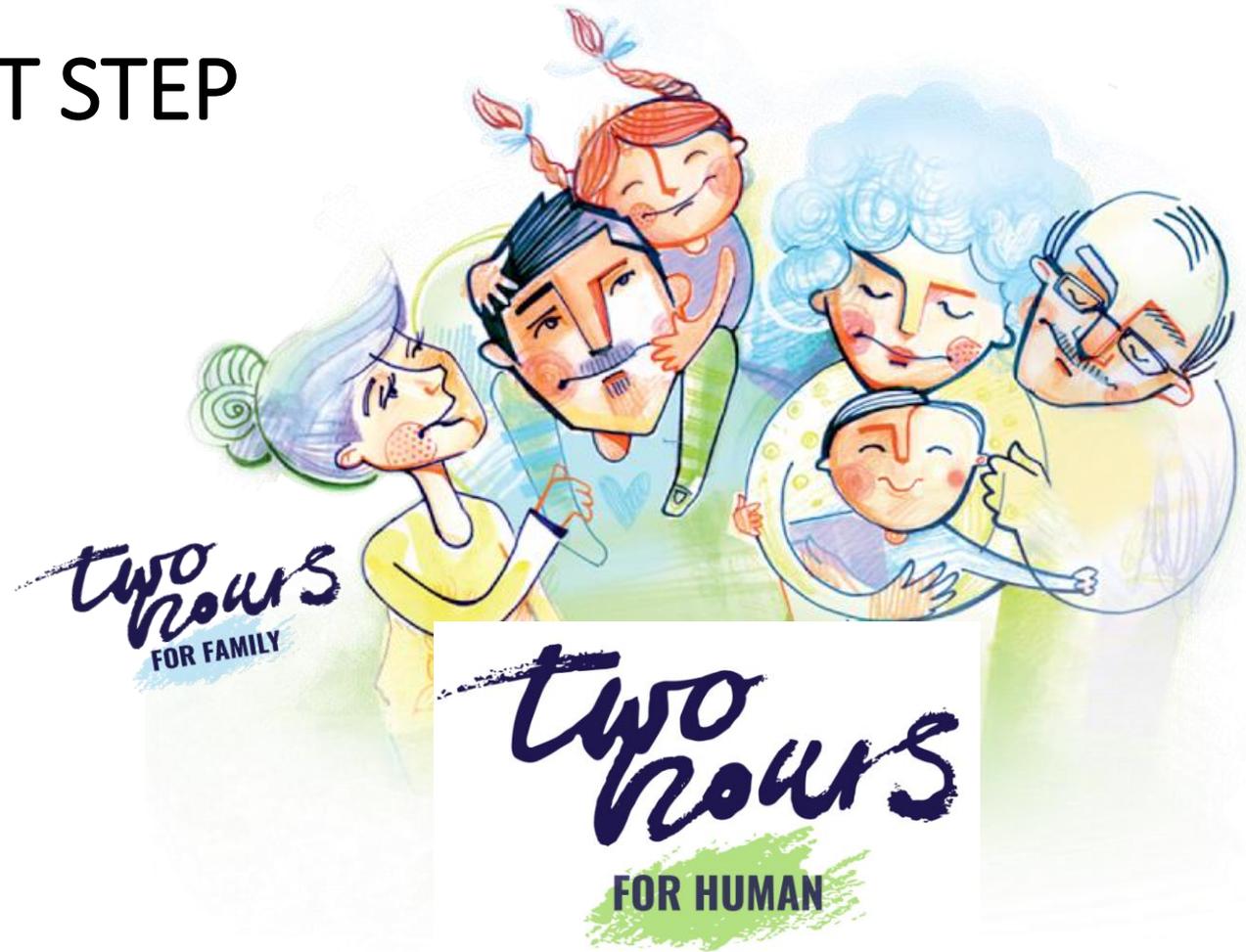


And hundreds more!!!

EVERY BIG CHANGE STARTS WITH SINGLE DOMINO DUMP



YOUR FIRST STEP



If we've inspired you and you would like to make your company a part of our global social campaign write us an email, so that we can get in touch and keep you informed about the next STEPS.

2h4family@humanites.pl

Be
a part!

of our Global Social Movement

OUR GOAL

in response to the challenges of the modern world and the transformation ahead of us associated with the Technological Revolution:

Conscious, proactive cognitive and socially sensitive person

Learn more about our Institute and our other projects:

https://www.youtube.com/watch?time_continue=203&v=oX_3MbHh6lc&feature=emb_logo



CONTACT
US!



ul. Nowogrodzka 56/7
00-695 Warszawa

2h4family.com
2godzinydlardziny.pl
humanites.pl

CEO/FOUNDER
Zofia.Dzik@humanites.pl
+48 504 144 784

Project Manager
Izabela.Nienaltowska@humanites.pl
+48 501 450 889