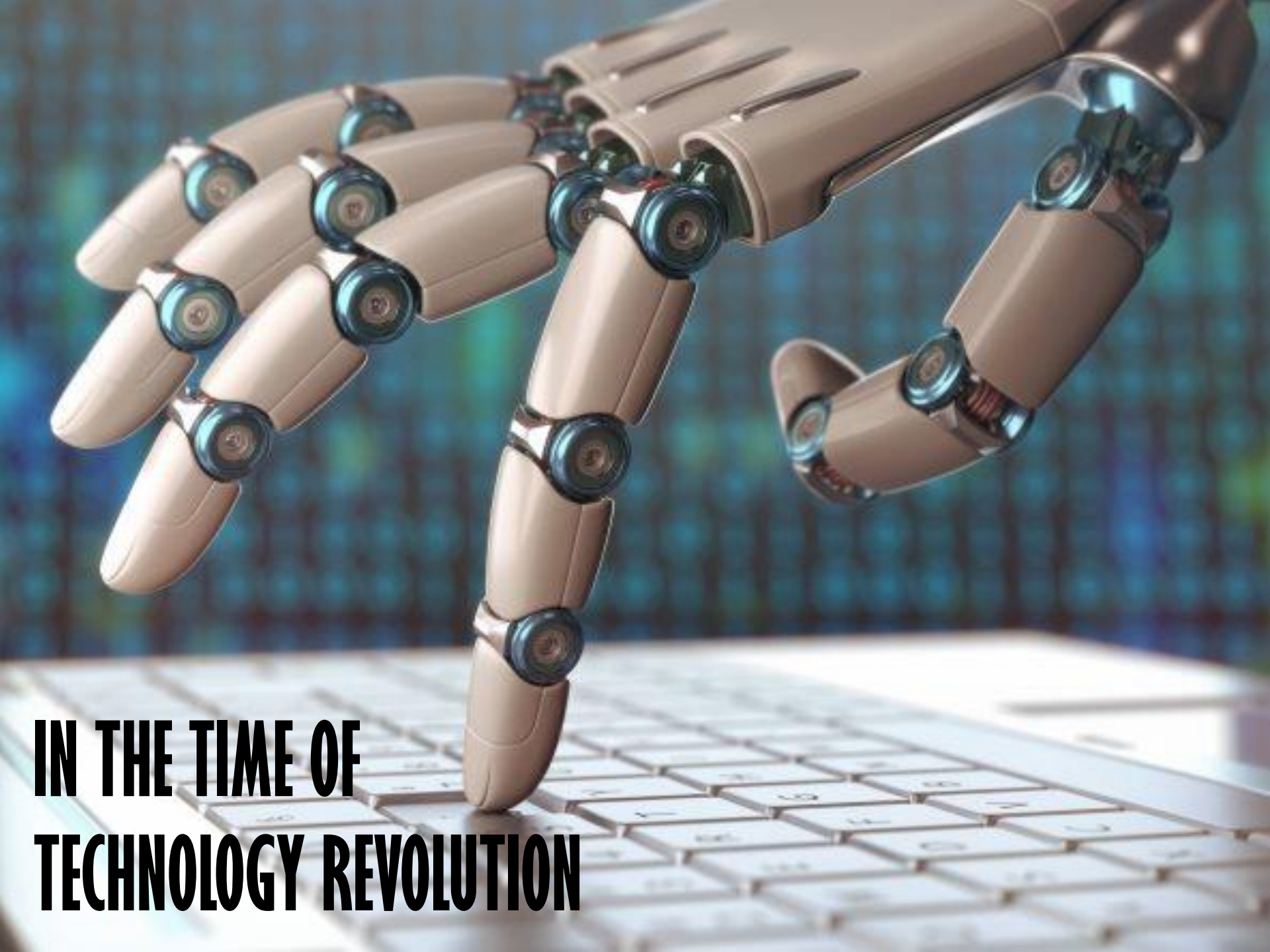


A high-speed train is captured in motion, traveling along a track that curves through a dense, green forest. The image is characterized by significant motion blur, particularly on the trees and foliage on both sides of the track, which appear as streaks of green and brown. The train tracks themselves are sharp and lead the viewer's eye into the distance. The sky is overcast and grey. 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 person with dark hair, wearing a denim jacket and jeans, sitting on a windowsill. They are looking out the window with a contemplative expression. The window has a mesh screen and a thermometer is visible on the right side of the frame.

**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)





**NO MATTER**

**WHO YOU ARE**

**WHERE ARE YOU FROM**

**WHERE DO YOU WORK**

**YOU ARE A PART OF MULTIGENERATIONAL FAMILY**



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



# MICRO AND MACROECONOMIC IMPACT OF FAMILY

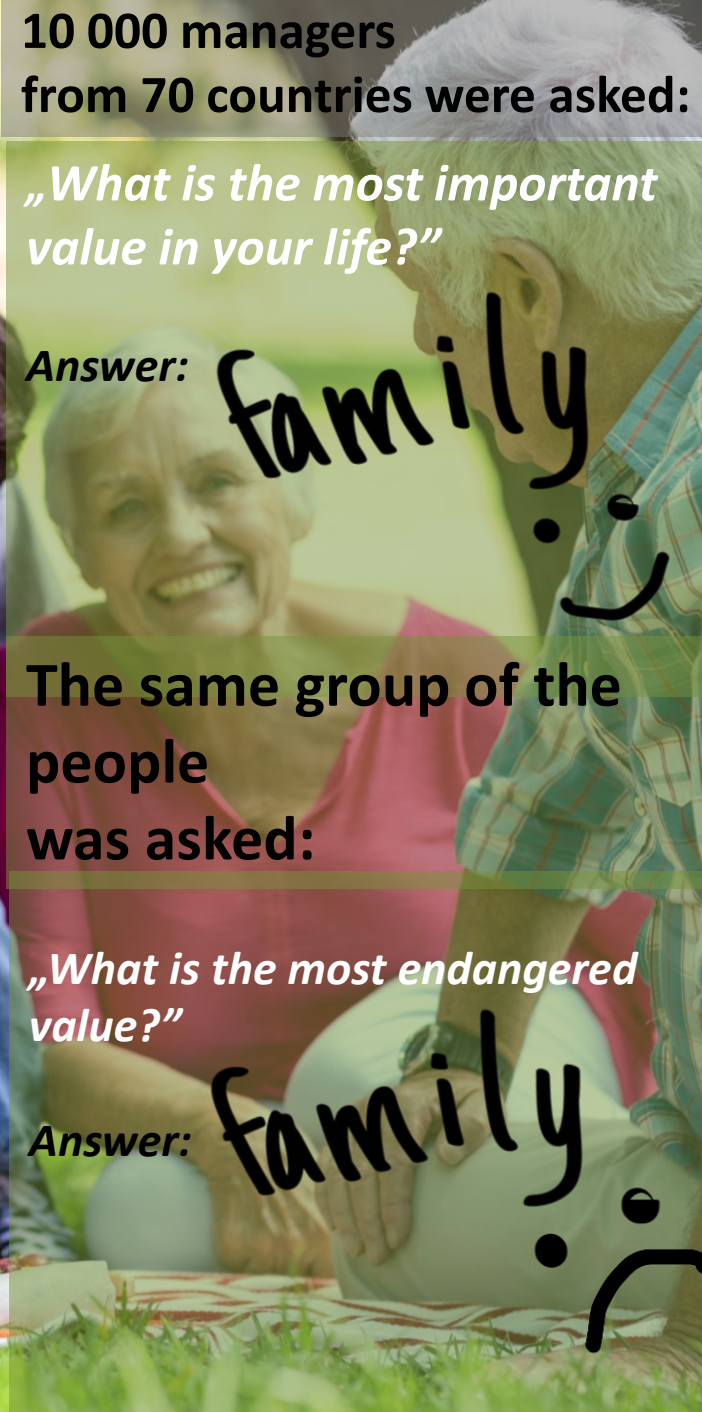
with good bondings:



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!



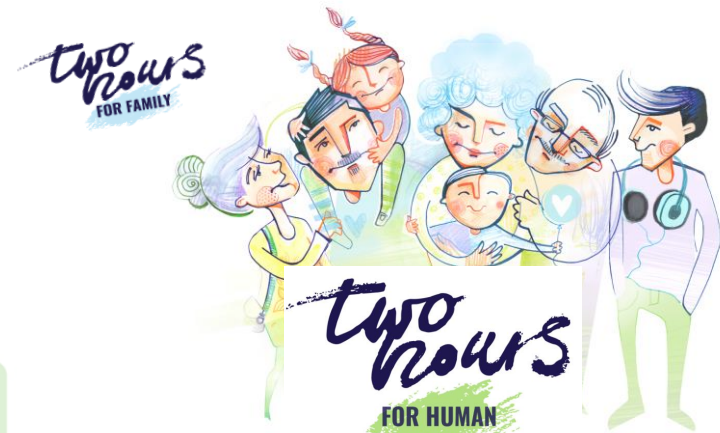
We are bringing people closer!



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.**



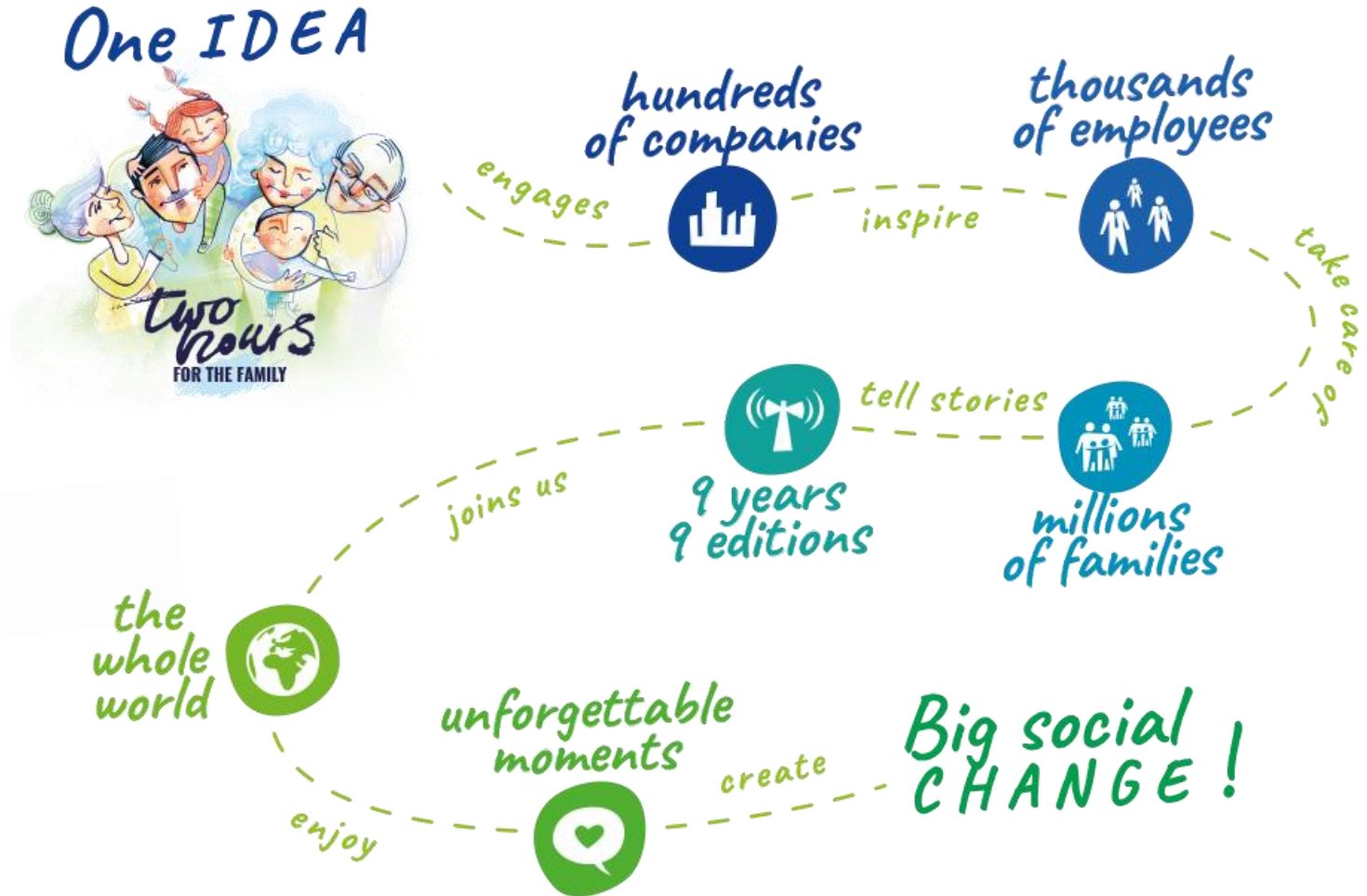
# BUSINESS IS ABOUT RELATIONSHIPS



# FAMILY IS ABOUT RELATIONSHIPS



# 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

15<sup>TH</sup> MAY 2020 - INTERNATIONAL FAMILY DAY

#2h4family

2h4family.com

9<sup>th</sup> 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

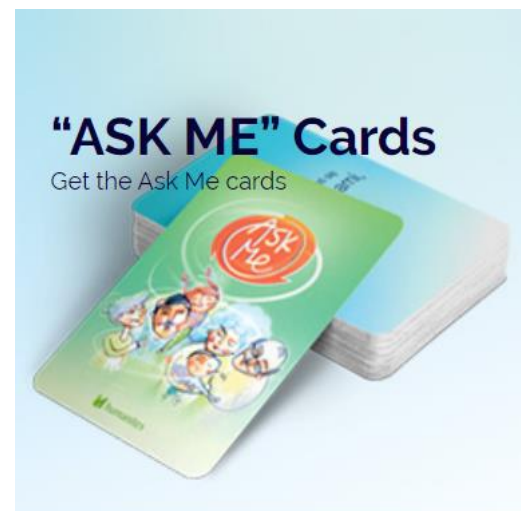
**Execution of  
the ideas in  
Companies**

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



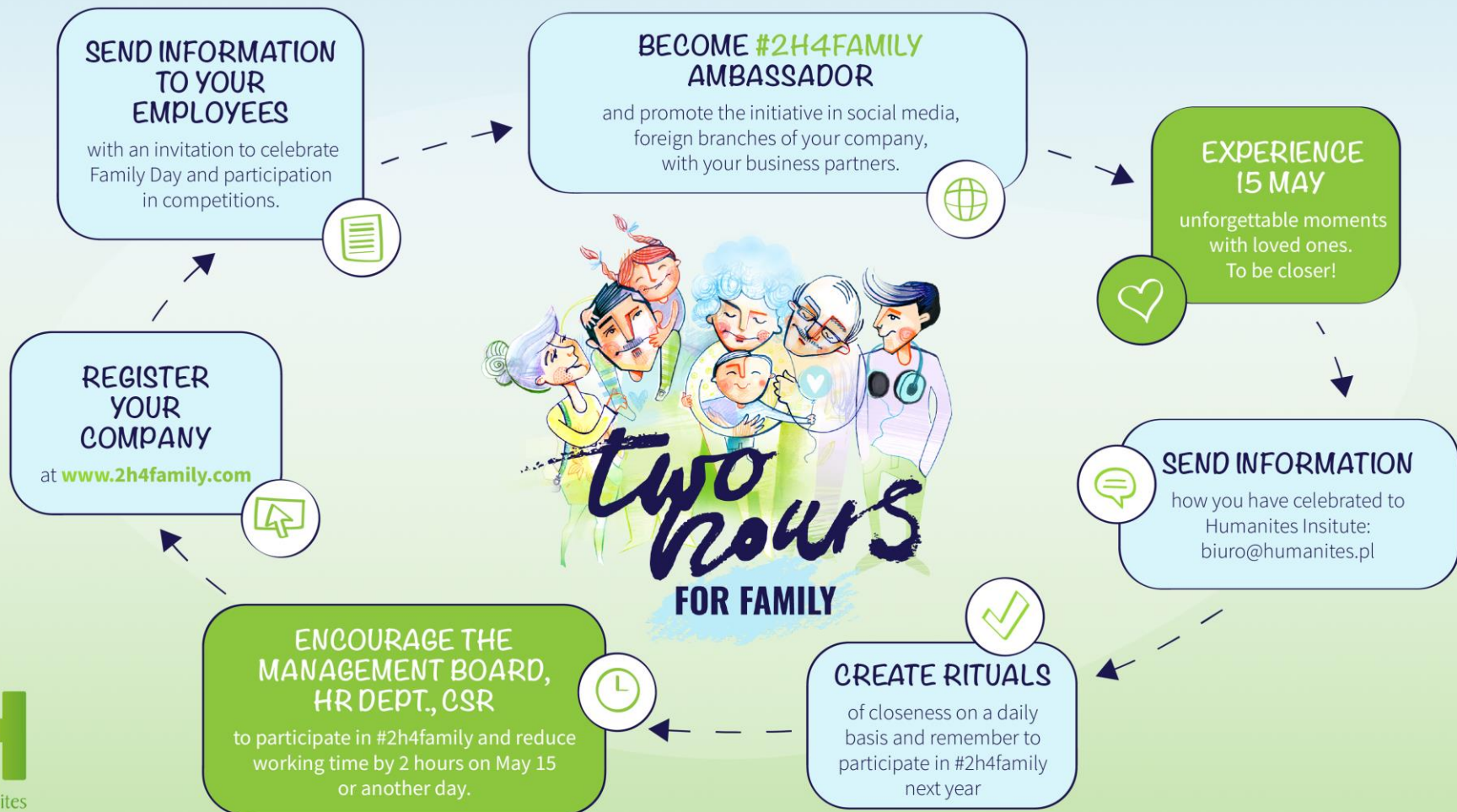
# ASK ME - Intergenerational Family Game


- 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?



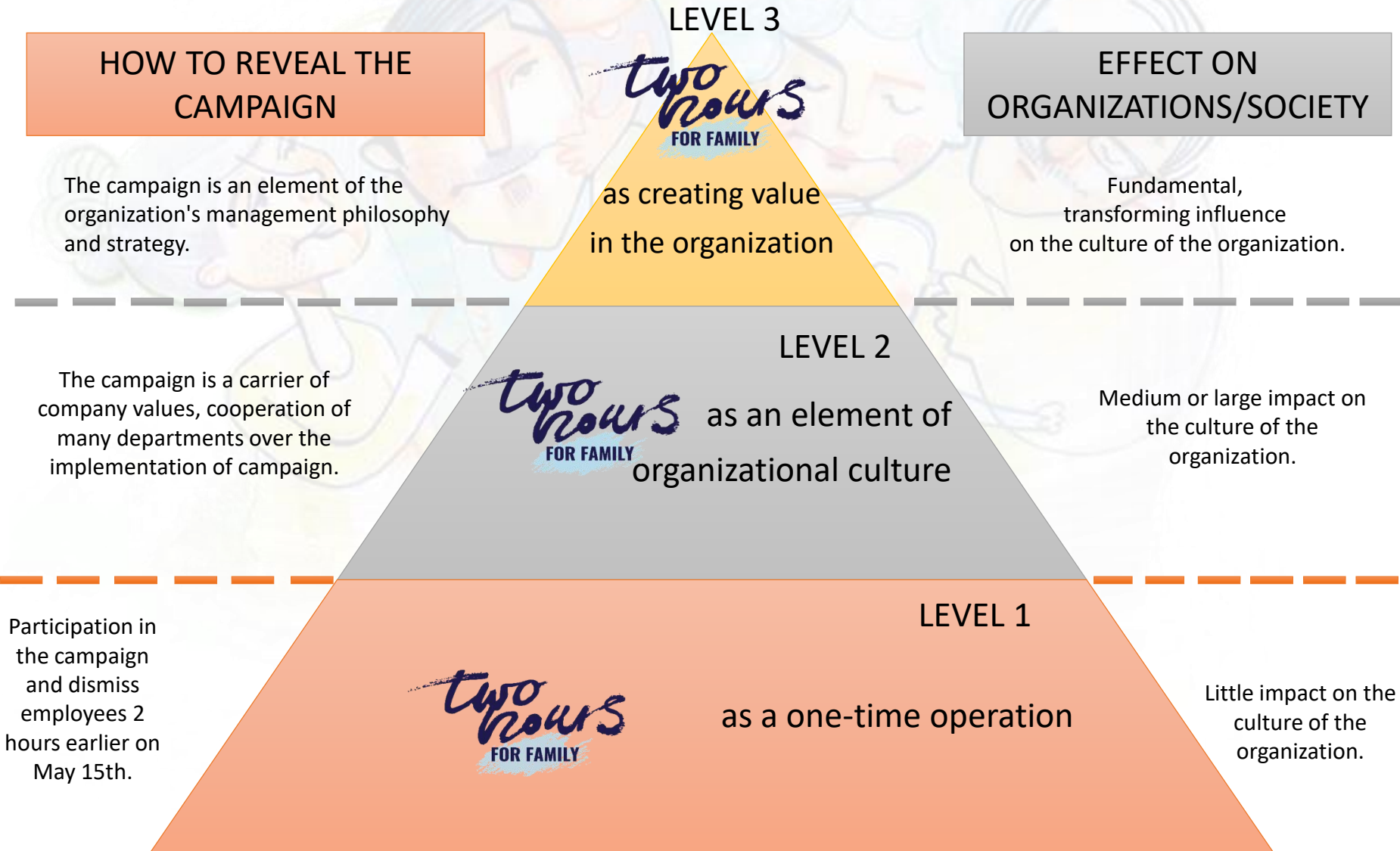
A photograph of FC Barcelona players celebrating their victory in the 2006 UEFA Champions League final. The players are wearing their iconic blue and red striped jerseys, and many are holding up the UEFA Champions League trophy. Confetti is falling around them, and they are all smiling and cheering. The text is overlaid on the right side of the image.

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

**HENRY FORD**



# THE APPROACH TO CAMPAIGN





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

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



# BENEFITS FOR ORGANIZATIONS



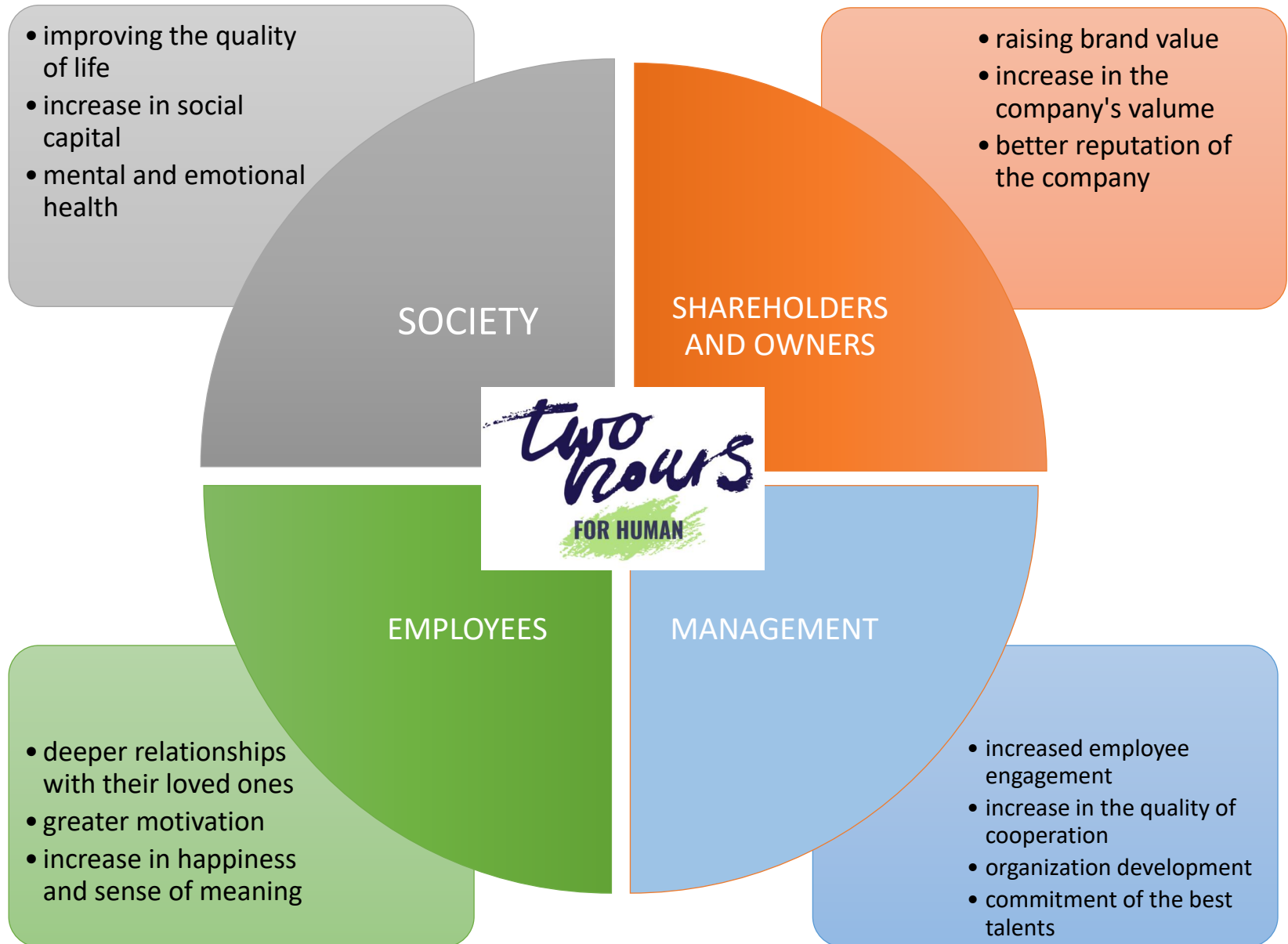
Source: Fundacja Humanites; interviews with campaign participants Two Hours for Family more than one year

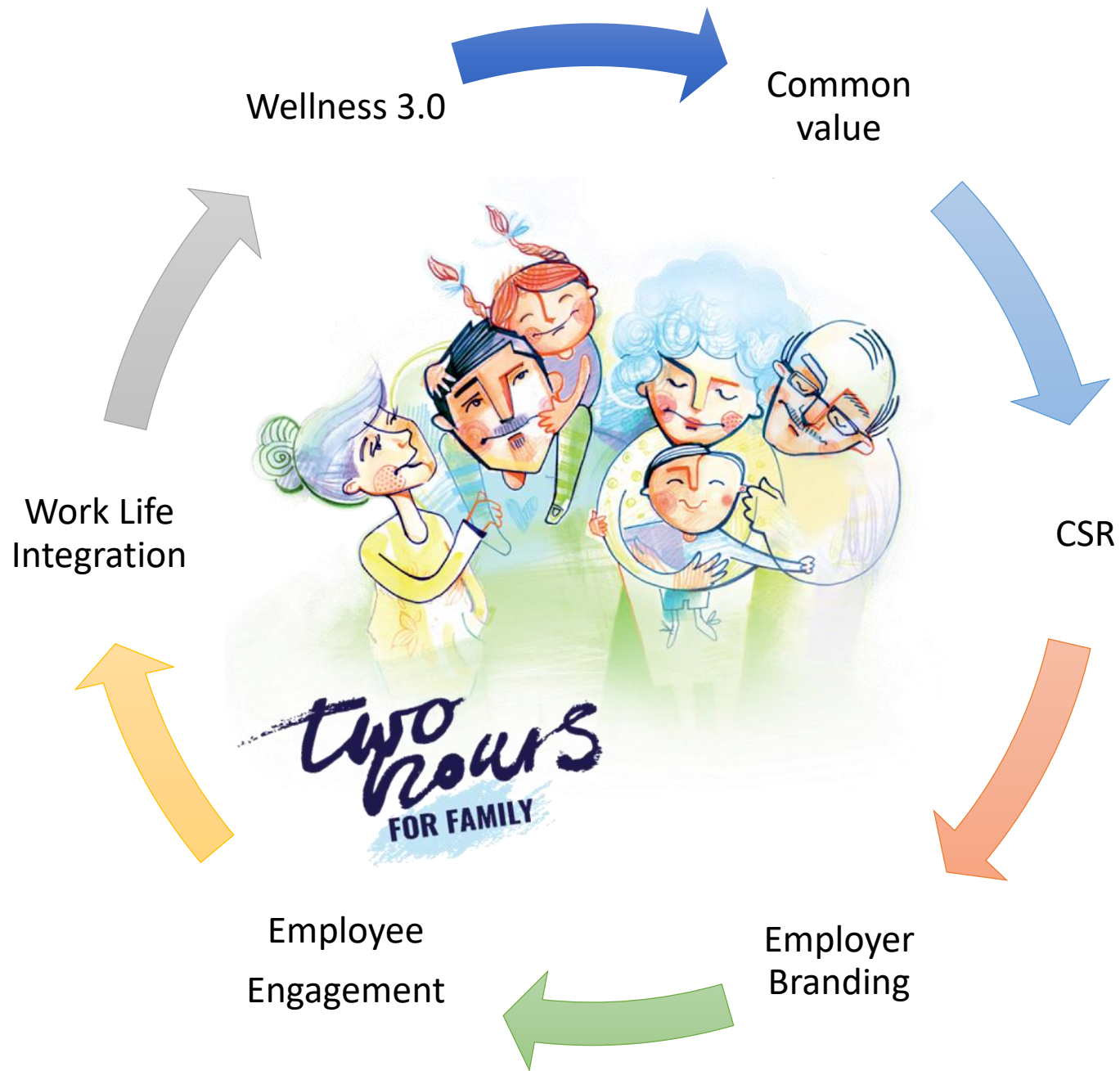


**IF YOU WANT TO GO FAST - GO ALONE  
IF YOU WANT TO GO FAR — GO WITH PEOPLE**



# VALUE FOR INDIVIDUAL INTERESTS







A photograph of two Japanese macaques (snow monkeys) huddled together on a wet, dark rock. The monkey in the foreground is slightly to the left, looking towards the camera with a pinkish face and brown fur. The second monkey is behind it, also looking forward. The background is a blurred, misty landscape with water and distant structures. The overall mood is cold and intimate.

**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. 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

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



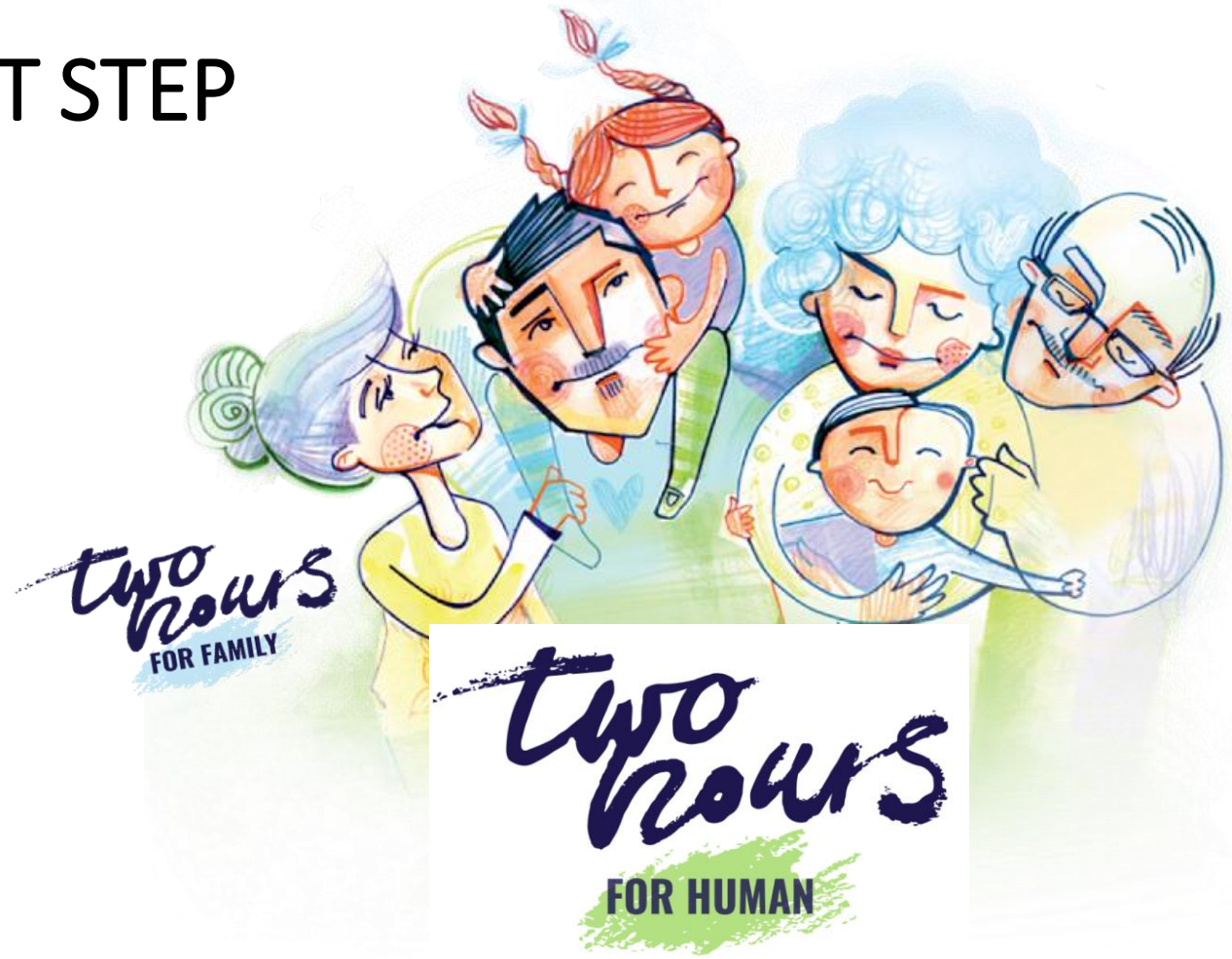
And hundreds more!!!

**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](mailto: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=e  
mb\\_logo](https://www.youtube.com/watch?time_continue=203&v=oX_3MbHh6lc&feature=emb_logo)





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