

Join us!

BE THE AMBASSADOR

OF THE GLOBAL  
SOCIAL MOVEMENT

Human**BE**

*two hours* FOR FAMILY FOR HUMAN

...to bring people closer at  
work and at home and  
counteract loneliness  
in the AI era...





IN THE TIME  
OF SPEED



IN THE TIME OF  
THE TECH REVOLUTION,  
PANDEMIC AND HYBRID  
WORK



HOW HAPPY and  
ENGAGED IS  
AN AVERAGE  
HUMAN TODAY?

In 2012, in response to **social challenges** and the **needs of employers**, we initiated the **HumanBE - Two Hours for Family/for Human (#2h4family)** campaign in Poland

that over time began to turn into:

# THE GLOBAL SOCIAL MOVEMENT

for bringing People closer in families, personal life and at work and counteract loneliness in the AI era!



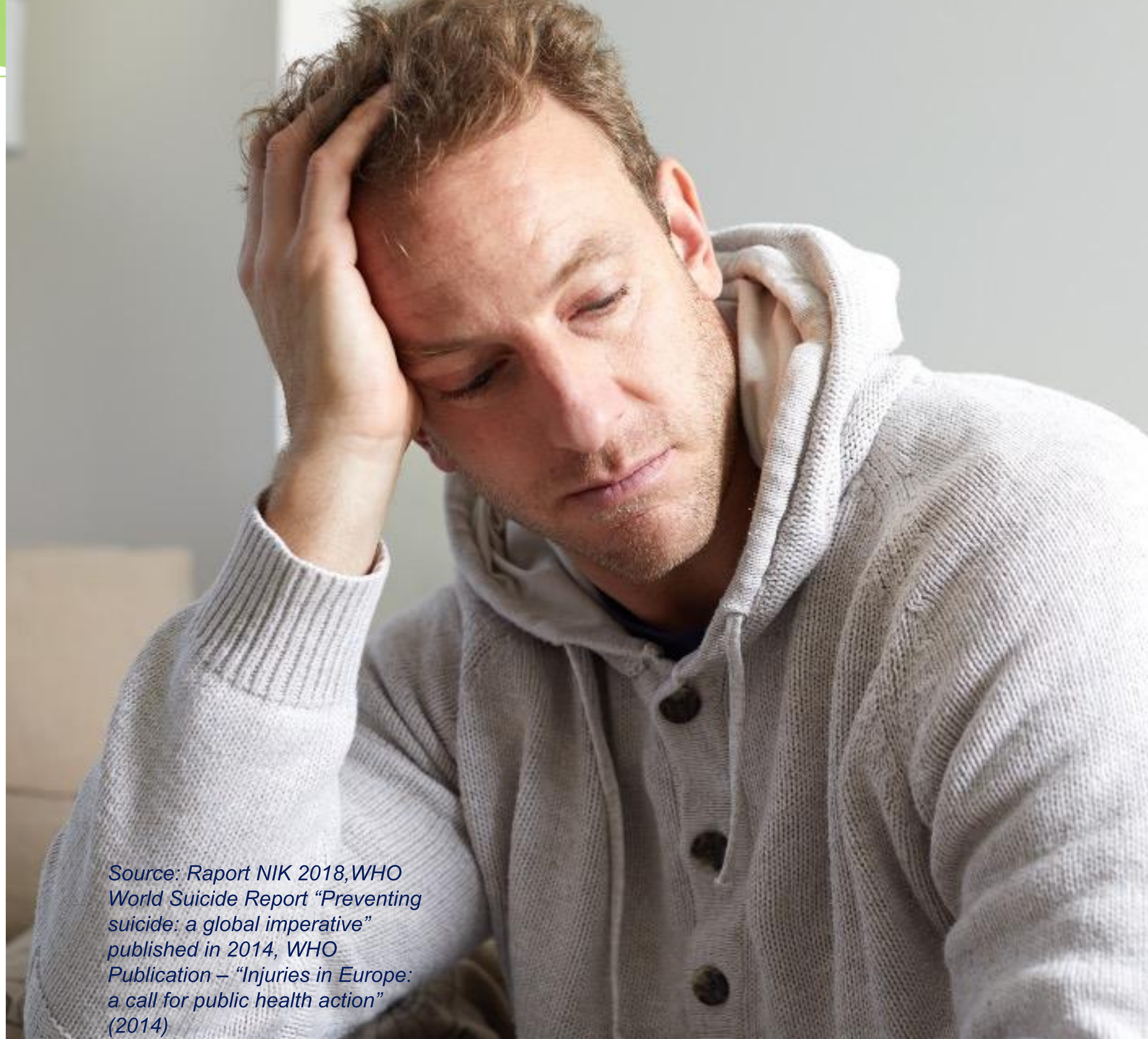
“ Every big change starts with a single domino dump...”

# SOCIAL CHALLENGES

**32%** of people in the Western world suffer from **depression and loneliness** – the pandemic had additional adverse impact on these statistics.

We observe a growing number of suicides among young people.

Each moment a person in a city like Paris, Stockholm, New York feels desperately lonely.



*Source: Raport 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)*



# FAMILY LIFE CHALLENGES

People dissatisfied with their family life are 30% more likely to experience loneliness and live shorter

*Source: Gallup Institute and Study Finds Problems With Family Is the Leading Source of Loneliness. The less you like your family, the more lonely you feel. By Amanda Tarlton. December 03 2018*

# CHALLENGES AND NEEDS OF EMPLOYERS

- War for Talents
- Engagement/Motivation
- Agility
- Work/Life integration
- Wellbeing - physical and mental health
- Automation/ robotization
- ESG – Sustainability, Diversity
- New generations (Y, Z)
- Re and upskilling
- Turnover
- Succession
- Employer branding



# HYBRID WORK CHALLENGES

Among the consequences of hybrid work, there is a clear preponderance of negative effects.



Source: Research "BARRIERS and TRENDS. Technological transformation of companies in Poland from a human/employee/consumer perspective". Humanites Institute, March 2021



# EMPLOYEES ENGAGEMENT

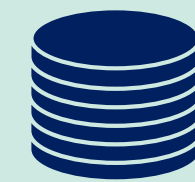
Companies need to realize their goals:



profit



growth

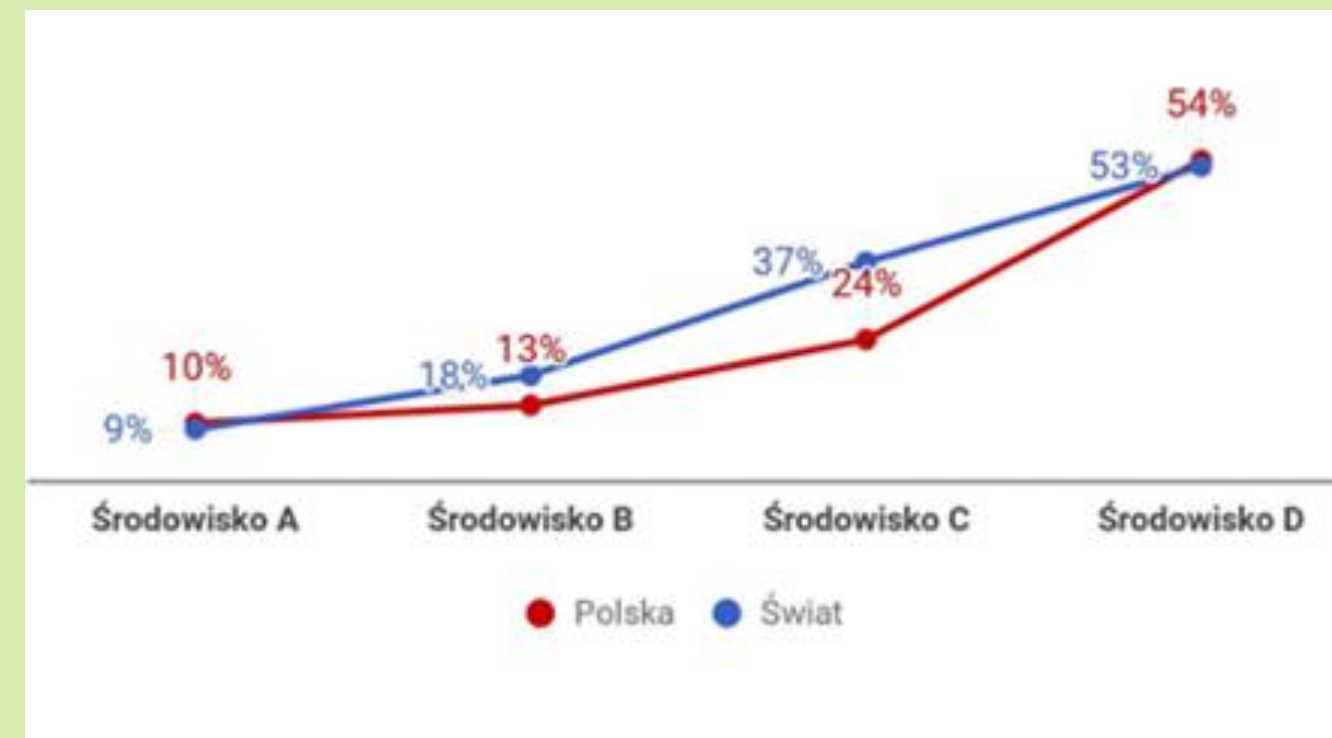


value

They need **engaged, motivated employees, good relationships, and integrated teams.**

## Employee engagement

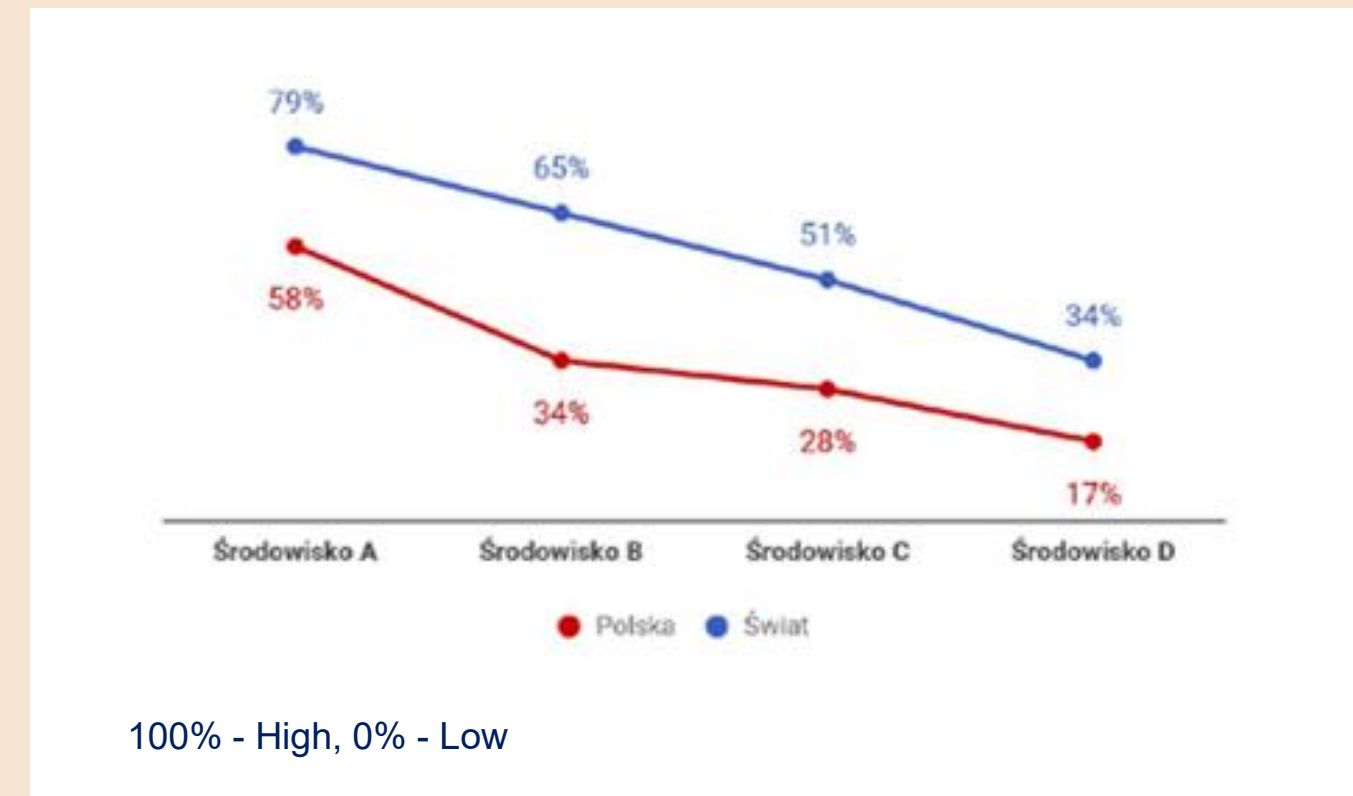
**44% of people want to leave a company** in toxic work environment (D) - compared to empowering environment (A)



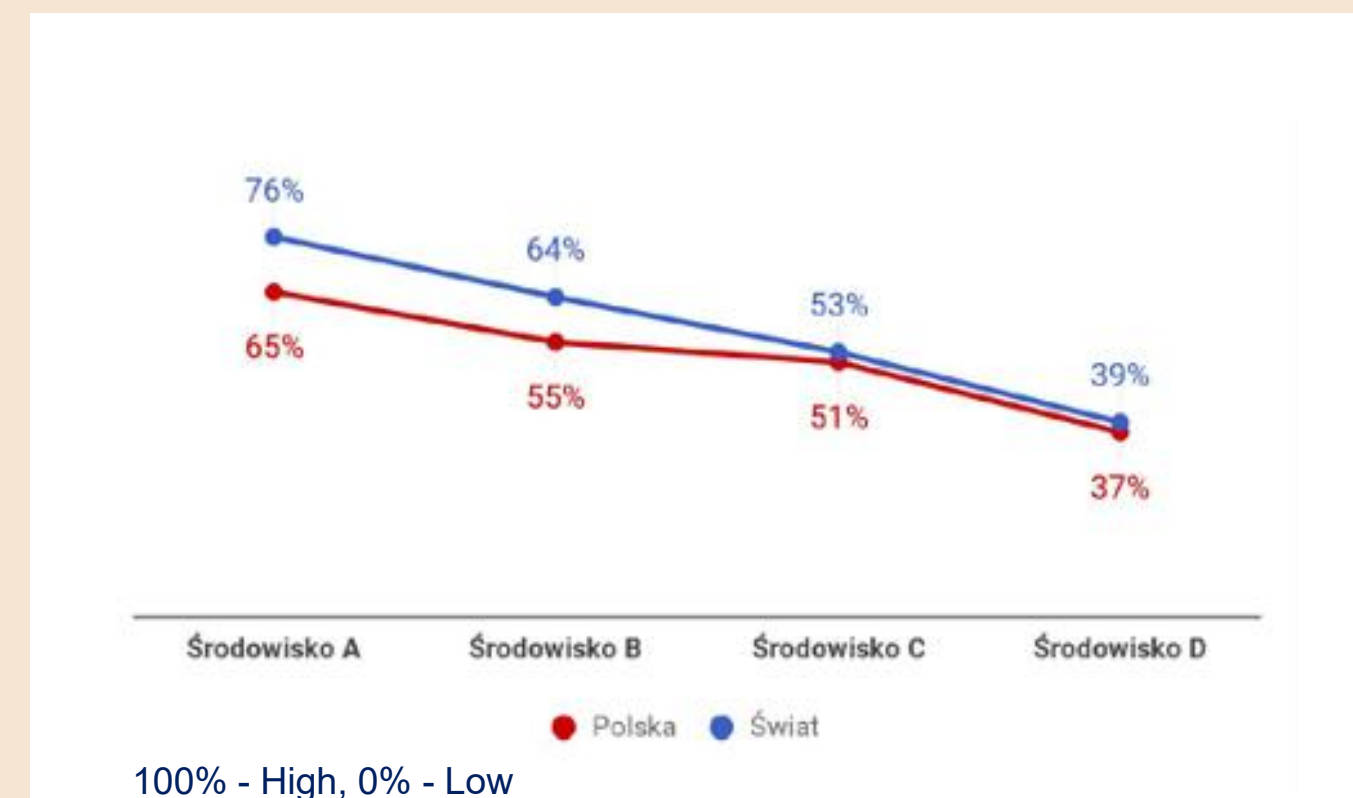
Source: Business Family Responsibility Report (Corporate Family Responsibility) IESE, Humanites Institute, Pracuj.pl 2019

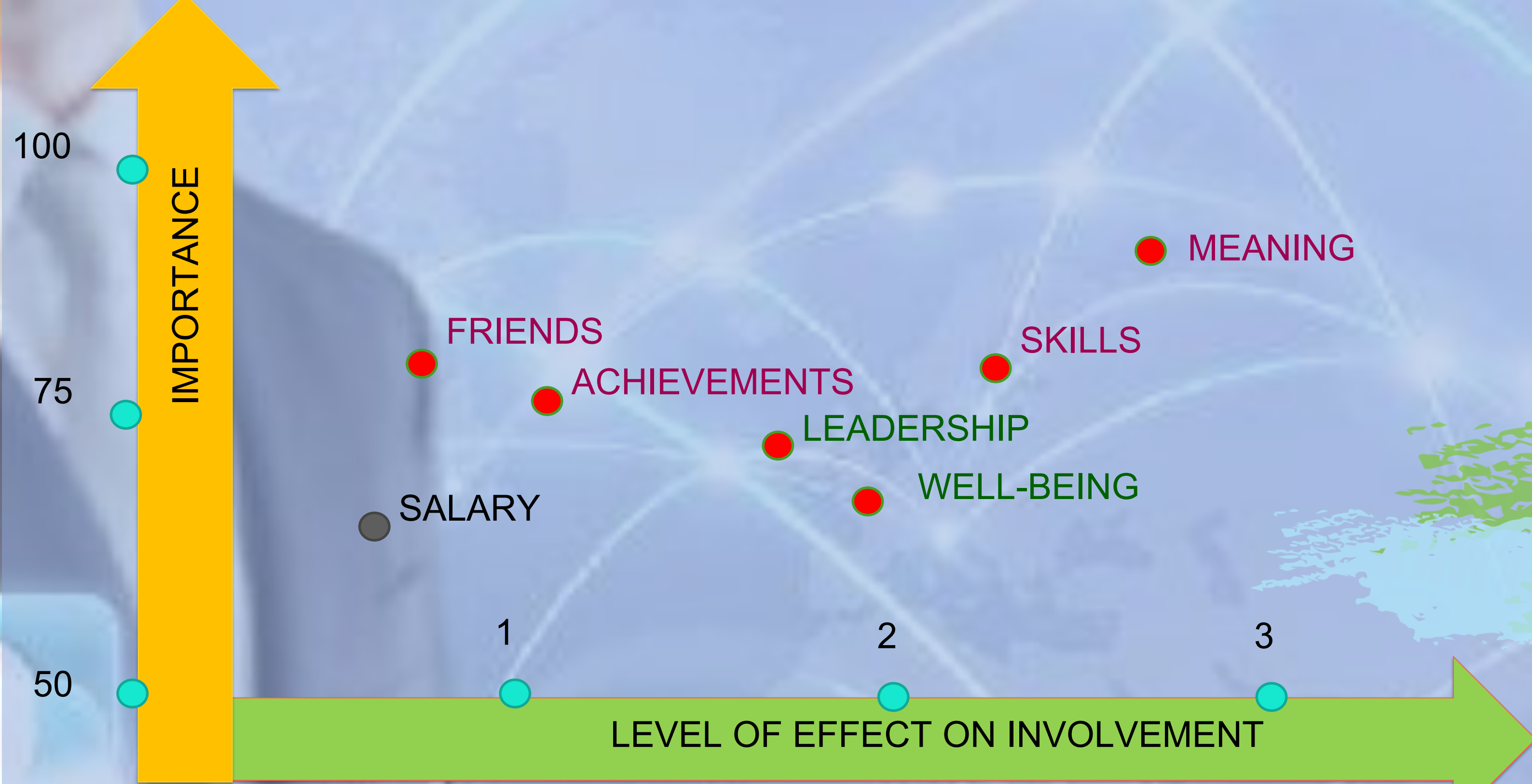
## Energy

### After work



### Sleep quality





✓ It is not the salary that becomes the main motivator when choosing an employer and the level of commitment!

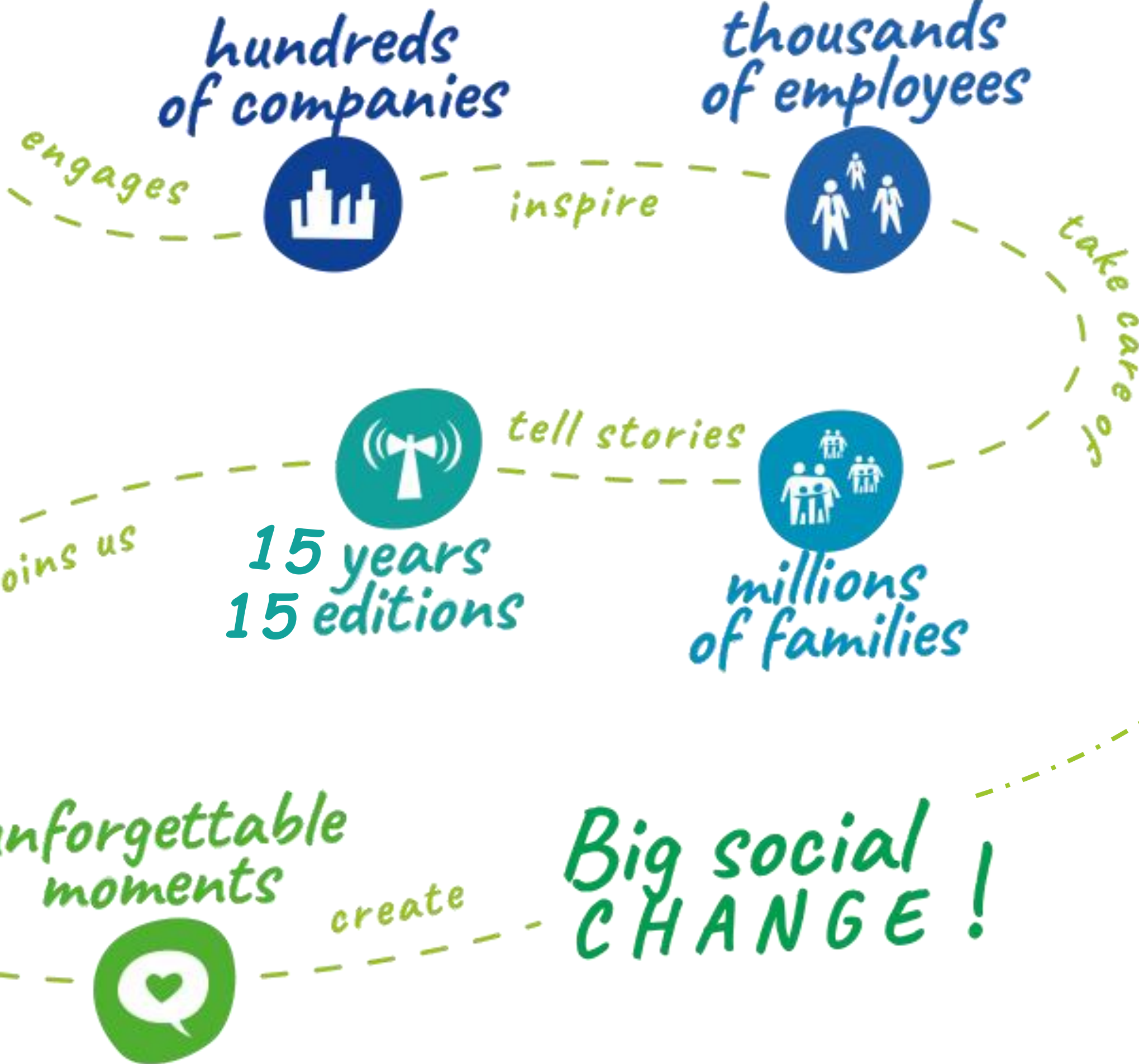


# COMMON VALUE

Deliver feeling  
of sense and  
bring people  
closer at work  
and home

# We CONNECT and BRING PEOPLE CLOSER!

One IDEA



#2h4family  
THE GLOBAL  
SOCIAL  
MOVEMENT

bringing People closer  
at families,  
life and at work!

IN RESPONSE  
TO THE CHALLENGES  
OF THE MODERN WORLD:

- in a times of Revolution 4.0 and social and business challenges
- at a times of growing loneliness
- along with the growing crisis of family and interpersonal ties.

# Every year a new leading theme to bring people closer – this year around - **CULTURE!**

Take a look at our page

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

for inspirations



**HumanBE**  
*dwie godziny* DLA RODZINY DLA CZŁOWIEKA

Organiser: **humanites**  
CZŁOWIEK I TECHNOLOGIA

#2h4family #HumanBE  
2godzinydlarodziny.pl  
2h4family.com

MAY 15<sup>TH</sup> – MOTTO OF XV EDITION:

# CULTURE CONNECTS GENERATIONS

2026

**TOGETHER AGAINST LONELINESS.  
THE GLOBAL SOCIAL MOVEMENT  
TO BRING PEOPLE CLOSER  
AT HOME AND AT WORK**

**JOIN US**

# We deliver **INSPIRATIONS**

Through several initiatives, inspiring videos, talks, and tools – such as e.g., multigenerational game Ask ME we help organizations **to Inspire their employees to get closer with each other at work and home – bridging people despite age or origin.**

Strengthen ties with family to be closer to each other.



” If you could live in any place on Earth (or another planet), where would that be and why?

” If you had the ability to teleport, where would you like to be now?

” What occupation did your parents/ grandparents want to have? Is this what they do for a living today?

## Let's play! Let's talk!

...let's re-learn in the age of short messages how to enjoy talking and having a conversation with another person...



build relationships and overcome loneliness without talking, getting to know each other better...



We inspire employers, intergenerational family members as well as groups of friends at work

# TWO HOURS IN NUMBERS



Action in the top 10 benefits highlighted in nationwide employee satisfaction surveys



Free for participants



Support ONZ



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

**15**  
EDITIONS

**>50**  
COUNTRIES

**>3500**  
COMPANIES

**>Millions**  
Of EMPLOYEES

**>16 mln**  
MEDIA RICH



# HOW TO JOIN US?

## BECOME #2H4FAMILY AMBASSADOR

and promote campaign in social media, foreign branches of your company, with your business partners.



## SEND US FEEDBACK E-MAIL

how did celebrate Family Day in your company  
biuro@humanites.pl



## CREATE RITUALS OF CLOSENESS

every day all year around! And join the next edition of #2h4family!



## EXPERIENCE May 15th (international Family Day) BE A PART OF #2h4family GLOBAL SOCIAL MOVEMENT!

Unforgettable moments. Be closer at home and work!



THANK YOU FOR intention to JOIN US  
at [2h4family.com](https://2h4family.com)



## ENCOURAGE THE MANAGEMENT BOARD, HR, CSR

to join #2h4Family and make the voluntary decision to reduce working day by symbolic 2 hours on May 15 (or another close by day).



## GET INSPIRED HOW TO CELEBRATE FAMILY DAY

at [2h4family.com](https://2h4family.com) and sent at invitation to your employees with ideas for time together at home and at work.



# AREAS OF BENEFITS

## Employer

- Work-life integration
- Support for employees' social roles
- Two symbolic hours of extra time for employees
- 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

# HAPPY PEOPLE = MORE ENGAGED EMPLOYEES!



# BENEFITS FOR ORGANIZATIONS

**Positive image: Employer Branding**

**Growth of social capital**

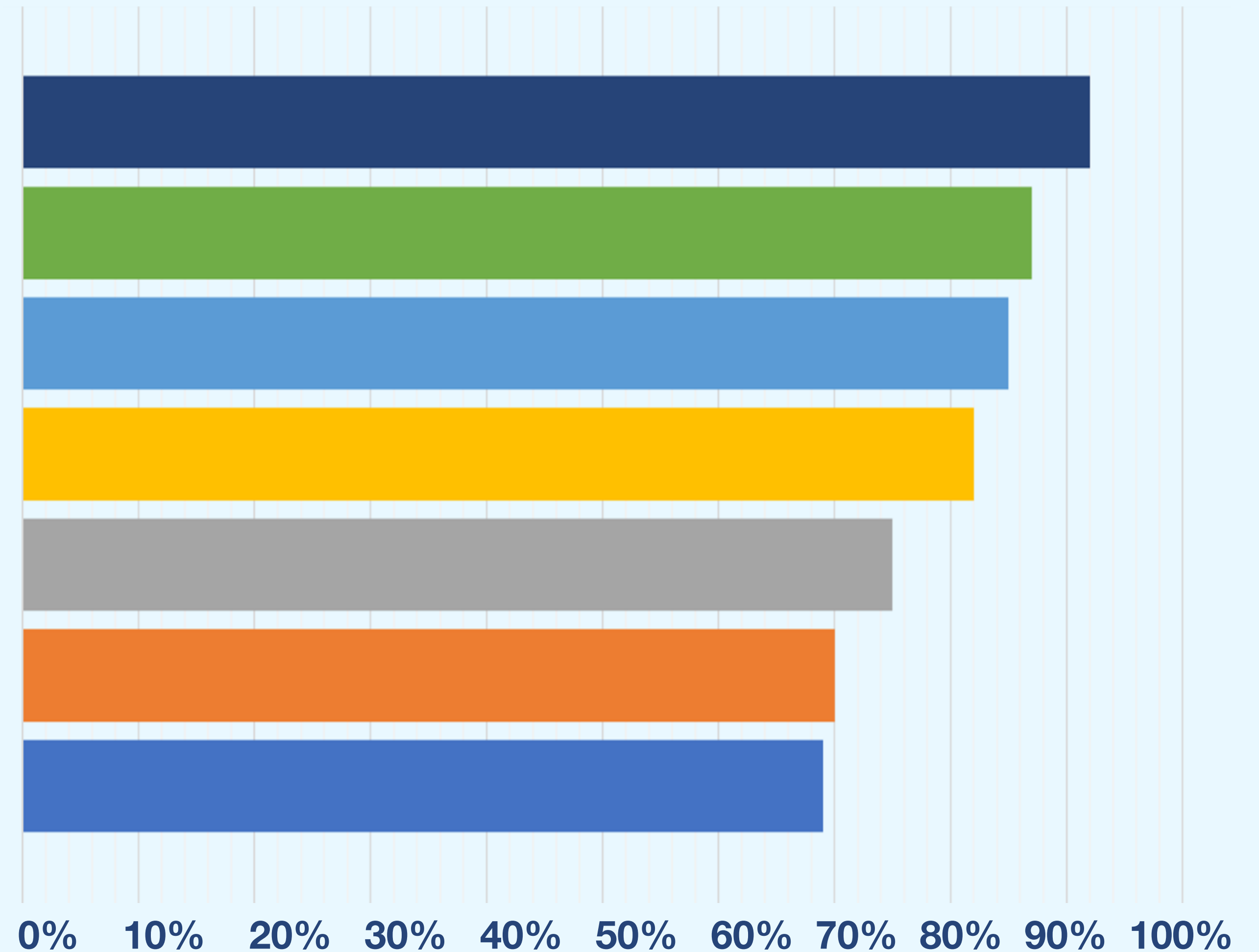
**Attracting talents**

**Good relations between teams**

**Better cooperation**

**Motivated employees**

**Stability of employment**





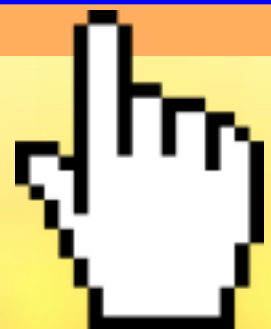
# BE A PART of our GLOBAL SOCIAL INNOVATION!

Let's Promote Conscious Living,  
Emotional Health, Healthy  
Relationships, Family Values Together  
in the World

# OUR GOALS

Our projects and actions are a response to the challenges of the modern world.

[WATCH THE MOVIE](#)



The mission of the Humanites Institute is a conscious, proactive, cognitive - with grit ability, happy and socially sensitive human being

We are a **think&do tank of a systemic** approach to Social Capital Development and Coherent Leadership™

**We systematically combine issues of humanity and technology**



Let's talk!

CONTACT US for more details

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[aplo.pl](http://aplo.pl)

[ethicstech.eu](http://ethicstech.eu)

#2h4family



JOIN OUR GLOBAL SOCIAL MOVEMENT