

**YET ANOTHER GOOD EXAMPLE FROM POLAND TO BE SEEN BY THE WORLD:
POLISH SOCIAL CAMPAIGN „TWO HOURS FOR FAMILY” CONQUERS EUROPE!**

On 15th May, the International Family Day, the seventh finale of social campaign “Two Hours for Family” will take place. This action by Humanites Foundation turns employers’ and employees’ focus on the subject of family relations and healthy life balance. This year’s edition is held under the slogan “Games and fun through the Generations”. The campaign, which is here to stay in the social events calendars, attracts hundreds of companies, also from abroad, as it was the case last year, when Czech and German companies first showed their interest in our action. This proves that there is a global need for change when it comes to the way employees are being treated on a job market.

– Current leadership model based on authority does not pass the acid test in the times of digital economy. The biggest motivation for people on a job market these days are the opportunities for self-development, sense of fulfilment in performed tasks. Taking care of the family zone and life balance of the employees can directly influence the corporate goals set by the company. Providing conditions that foster growth, not only the professional, but also the individual one, may bring about a team of people, who consider work as a valuable experience, not a must. “Two Hours for Family” campaign is a symbolic way to express such attitude to business on a daily basis, says Zofia Dzik, the President of the Board in Humanites Foundation.

CORPORATE SOCIAL RESPONSIBILITY

Lately, companies have noticed how significant is the influence they may have on the reality around. In cooperation with non-governmental organisations, the business world set off to take some actions aimed, first of all, at raising the level of life for the society and doing so not only by reaching the measurable business profits. In 2006, Nigel Roome conducted a research among 8 European CSR leaders (Corporate Social Responsibility). The managers unanimously declared that thanks to commitment and better relations with the external stakeholders in their company, new business models have been created, based on ideas from outside.

– For Toffifee family is priceless. Our products are created to cherish family moments and make them memorable. We do believe that the quality of our life, energy and willingness to act is very much dependant on our nearest and dearest. We know beyond doubt that employees, who are satisfied with their family life, carry out their professional duties considerably better. However, building happy family relations needs time. This is why, with great enthusiasm, we are joining the action, which perfectly complies with the values of Toffifee brand and our world perception. We do hope that “Two Hours for Family” will contribute to improved quality of our employees’ and their families’ life, says Aneta Paziewska, Senior Brand Manager Storck Sp. z o.o.

– “Two Hours for Family” offers time to think, to lough briefly with our loved ones, to play and find answers, which may surprise us. In Microsoft we truly believe that work culture has real influence on the implementation of companies’ strategy. This is why we create such work environment, where learning, testing new ways, drawing conclusions from failures and common celebration of successes are very welcome. We want our employees to act as one team for the success of our customers. Professional and private life mix with each one another, while balance between them is crucial in terms of individual results, as well as the results of the whole company. This is exactly why we decided to join the “Two Hours for Family” action – in this way we would like to show that building work culture which supports employees in pursuing not only the professional, but also life goals, is worth the effort

– Daria Gostkowska, HR Director at Microsoft

GOOD EXAMPLE FROM POLAND TO REVERBERATE IN THE WORLD

Polish social campaign “Two Hours for Family” attracted over 600 organisations in the past 7 years: both corporations and small or medium enterprises. Also companies, schools, local governments and non-governmental organisations. This year already such companies as Microsoft, Storck, Tauron, Bank BPH, Bosch, Mostostal, ENEL-MED have confirmed their participation in the action.

Among 2017 participants of the event we may find such companies as: Alior Bank, Allianz Group, ATM Group, ATOS Group, AXA Group, Bosch Group, EFL Group, Erbud Group, Electrolux, GFK Polonia, PKN ORLEN Group, Oracle, PKO BP Bankowy PTE, PwC, Questa, Siemens, Tauron Group, Tchibo, EY and many others.

Last year's campaign for the first time crossed our borders and reached employers in Germany and Czech Republic. This confirms the global need for change in the way the employees are perceived on the job market. Employers come to realise that they hire people, not workers. Research conducted worldwide shows that in sustainable work environment, where people have time for themselves, their families, passions, the productivity is higher. Many companies work on strategic well-being programmes that focus on personal development, which is of great importance for Generation Y.

PUT YOUR MIND TO THE QUALITY OF RELATIONS WITH YOUR LOVED ONES

Most of us prefer to spend our free time with family and friends. However, it is worth considering, what actually is the quality of the time we spend with them. Research conducted by the Faculty of Pedagogy at the Business University in Dąbrowa Górnicza as well as Masovian Centre for Addiction Prevention among students from Silesian and Mazovian region show very clearly that less and less parents have time for their children. The results are alarming. Nearly 70% of children at school age are not hugged and cuddled by their parents. Half on them do not eat with parents Sunday dinners, while one third of them do not spend evening with their parents, as they come back too late from work. Very tense, hectic lifestyle, continuous attempts to have it all, do not support strengthening relations, even when we have some free time. Increasingly often we just sit in front of the screens in virtual world rather than spend time in a valuable way, together.

Humanites Foundation aims at promoting spending free time together in order to rediscover each other. This year, we have created a Generation Family Game ASK ME, which we offer to the companies. Organisations have the possibility to order this game for their employees. The game has been developed in such a way that engages all family members, both the youngest and the eldest. The main goal of the action is to inspire cross-generation talks, discover and strengthen family values and to think through how, day by day, we build our relations with our loved ones. That's why, our Foundation suggests some ways, how to spend "Two Hours for Family". This year's main theme is: "Games and fun through the Generations".

– Board games are becoming more and more popular among friends and families. Instead of just sitting in front of TV or computer screens, it might be exciting to try something new, especially if it's connected with educational aspects, logical thinking, associating facts and broadening interpersonal skills. Unlike computer games, when we gather together to play a board game, we have the actual, real contact with other people – says Amanda Szeligowska, "Two Hours for Family" Coordinator.

Read more about the campaign under:

<http://2godzinydlarodziny.pl/>

<http://2h4family.com/>

ADDITIONAL INFORMATION:

International Family Day on 15th May was officially established by the UN General Assembly. Humanites Foundation with its action "Two Hours for Family" initiated national celebration of this day in Poland and contributed considerably to popularising this day. These days, the action is becoming an international campaign aimed at deepening relations.

HUMANITES Foundation was founded as think tank for social capital and developing Coherent Leadership™. The Foundation acts in four areas that altogether constitute an ecosystem, where a person matures: Family, Work Environment, Education, Media World.

The main goal is to develop an aware, socially sensitive person, and, consequently, a mature society. We initiated the annual campaign "Two Hours for Family" (in 2017 we reached >14,5 million people), we are also working on systemic changes in leadership models in education, running **The Leadership Academy for Leaders in Education** (>500 graduates). We've been also implementing the idea of **Coherent Leadership TM**, based on multidimensional development of a leader and their team. We act for the change of lifestyle and management culture in work environment. Our mission is an aware, happy person.

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ORGANISER



PARTNERS

