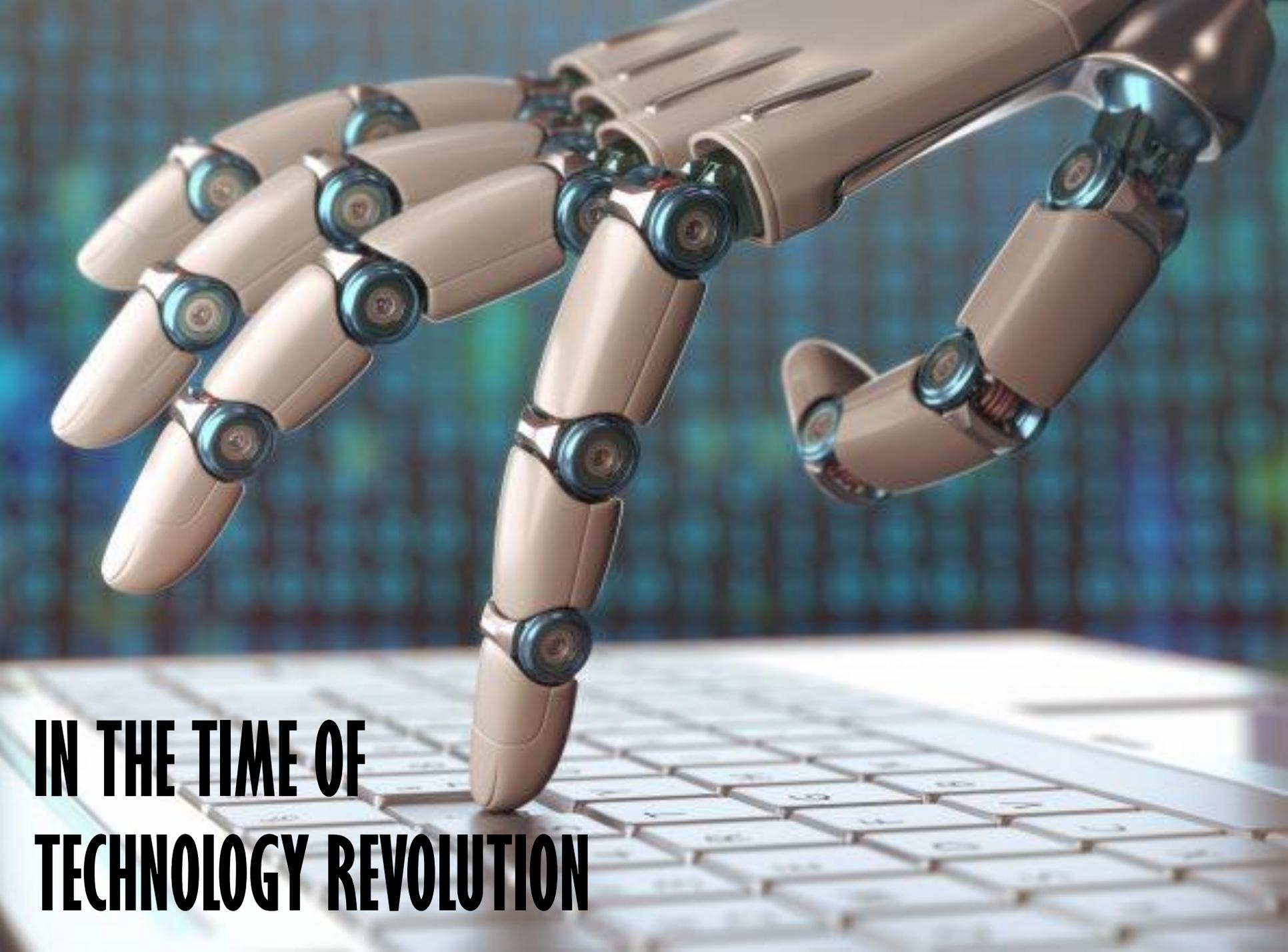


A high-speed train is captured in motion, traveling through a dense, lush green forest. The image is characterized by significant motion blur, particularly on the trees and the ground, which conveys a sense of rapid movement. The train tracks are visible in the foreground, curving slightly to the right. 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**



HOW HAPPY IS AN AVERAGE HUMAN TODAY ?



NO MATTER

WHO YOU ARE

WHERE ARE YOU FROM

WHERE DO YOU WORK

YOU ARE A PART OF THIS BEAUTY





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 😊

Join the global social movement!



**Two
Hours
FOR FAMILY**

15th MAY – INTERNATIONAL FAMILY DAY

The Campaign Two Hours for Family is supported by United Nations

International 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.

Humanites Institute invented in 2011 the "Two Hours for Family" Campaign around this date. Our intention was to promote the idea of **bringing people closer** and make them more aware of what it really takes to build the good 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 with their families and co-workers, and grant them with symbolic **TWO HOURS OFF! to go beyond every day habits**.

The Campaign over the time has evolved to a **Global Social Movement** in Poland. In 2017 it was joined by employers from other countries.

Humanites Institute has been officially thanked in 2013 by the First Lady of Poland for initiating country wide celebration of the Family Day.

THE RANGE OF OUR GLOBAL SOCIAL MOVEMENT



CAMPAIGN IN NUMBERS

8

EDITIONS

15

COUNTRIES

800

EMPLOYERS

10000000

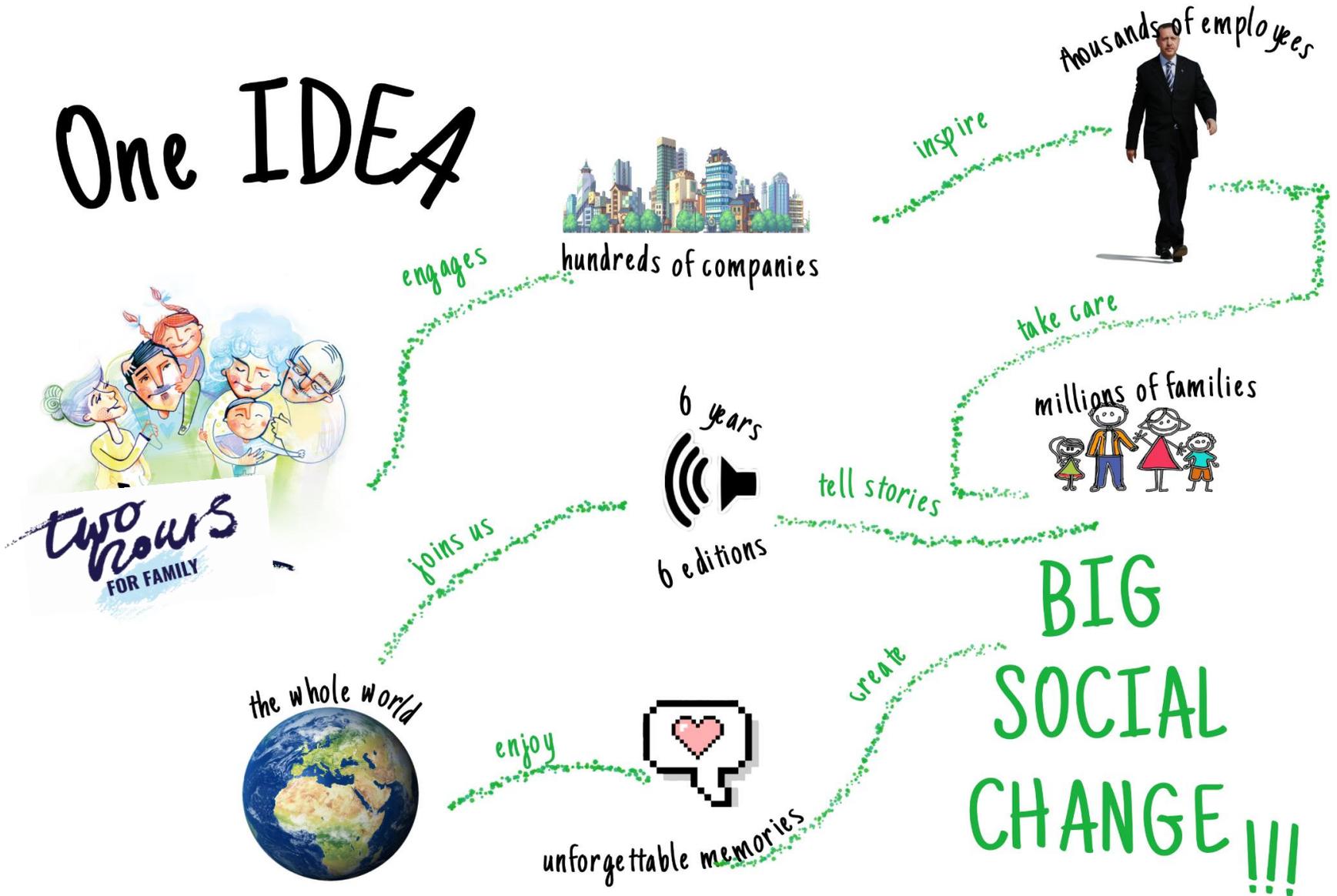
EMPLOYEES

12.5 mln

MEDIA RANGE

HOW DOES IT WORK?

One IDEA



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!

two hours
FOR FAMILY

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**

two hours
FOR FAMILY

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

two hours
FOR FAMILY

MAY

**Execution of
the ideas in
Companies**

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

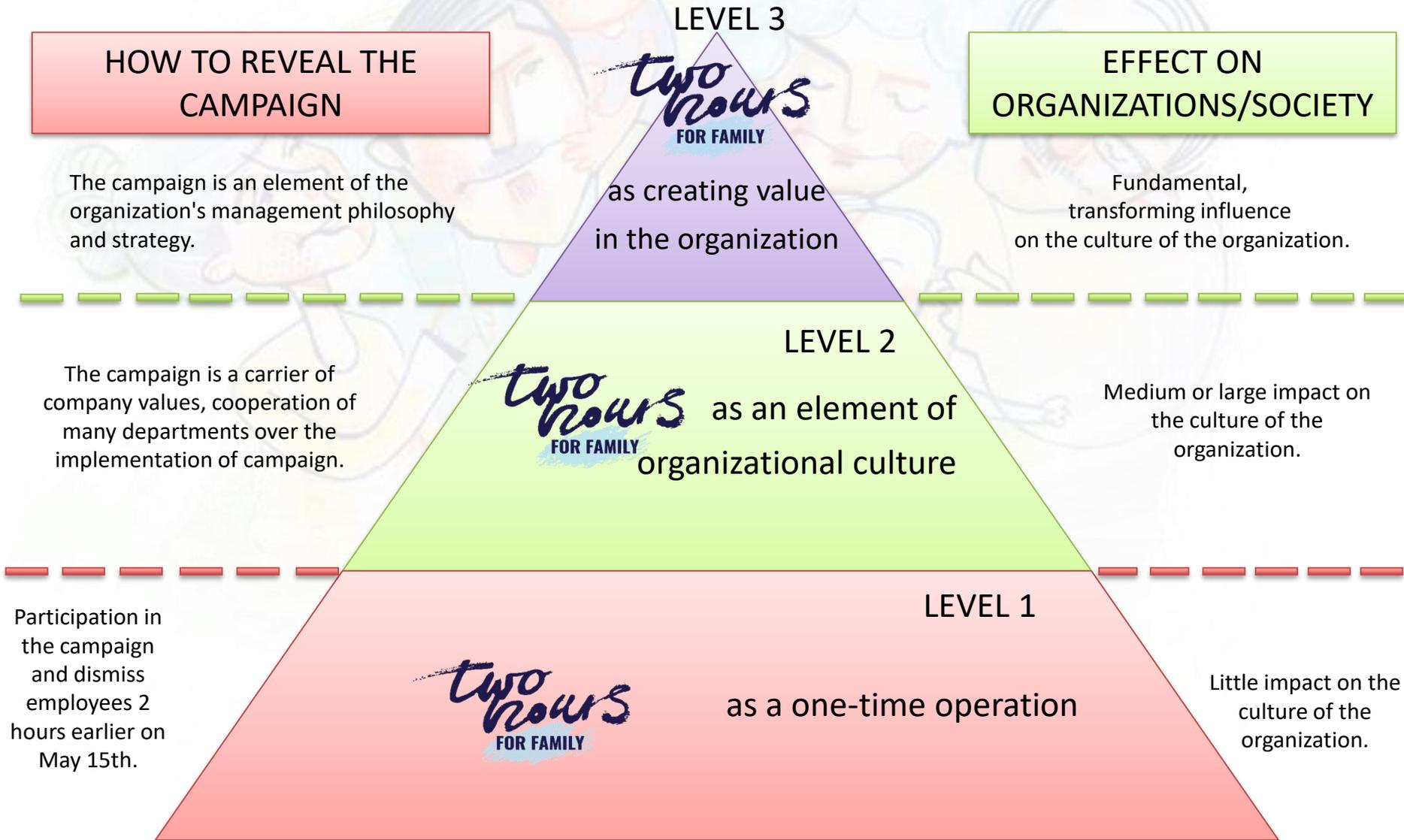
two hours
FOR FAMILY

A group of FC Barcelona players in their blue and red striped home kit are celebrating on a football pitch. They are holding a large silver trophy, the UEFA Champions League trophy, which has a blue ribbon around it that says "FINAL 2006". The players are cheering with their arms raised, and confetti is falling around them. The background is a blurred stadium filled with spectators.

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

HENRY FORD

THE APPROACH TO CAMPAIGN

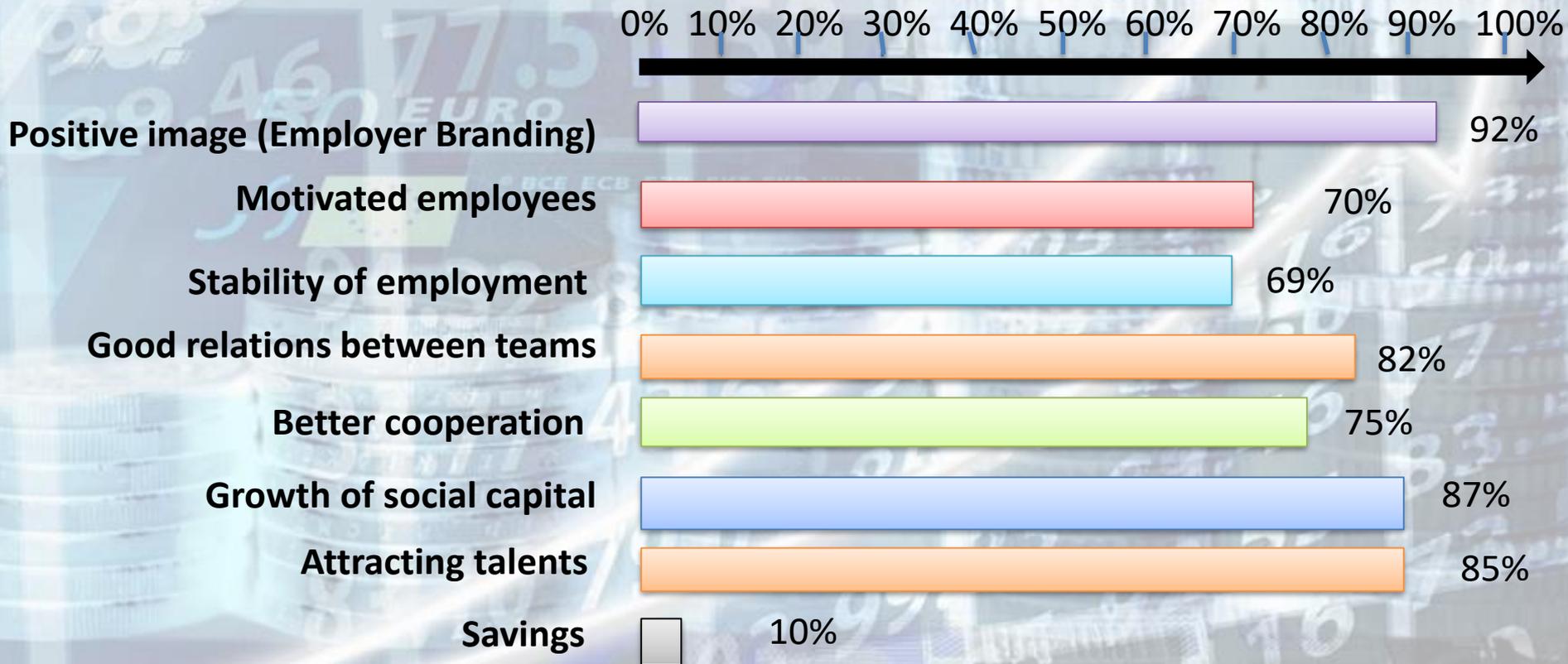




**BUSINESS TO PEOPLE
BUSINESS WITH PEOPLE
BUSINESS FOR PEOPLE**

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

BENEFITS FOR ORGANIZATIONS

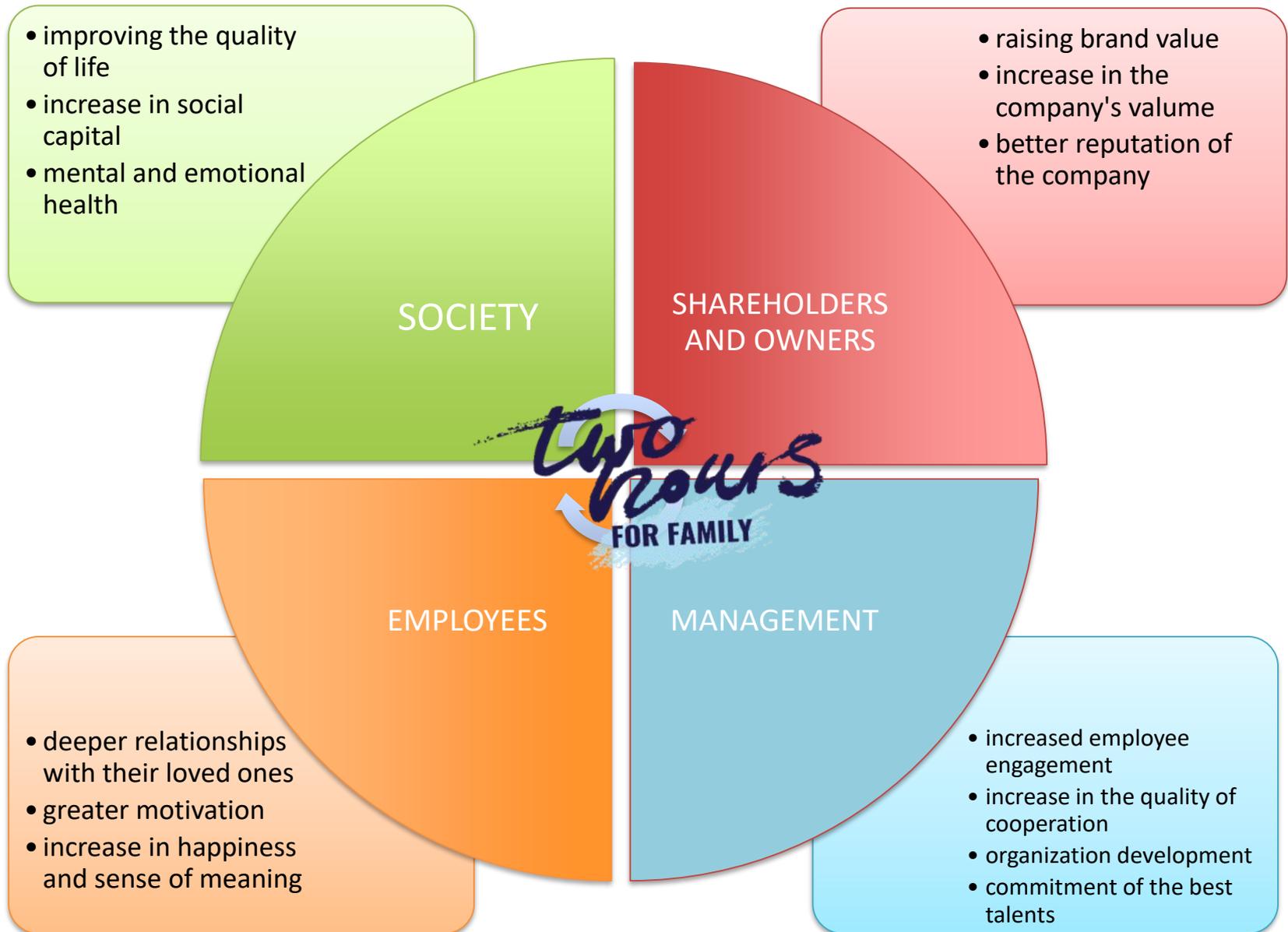


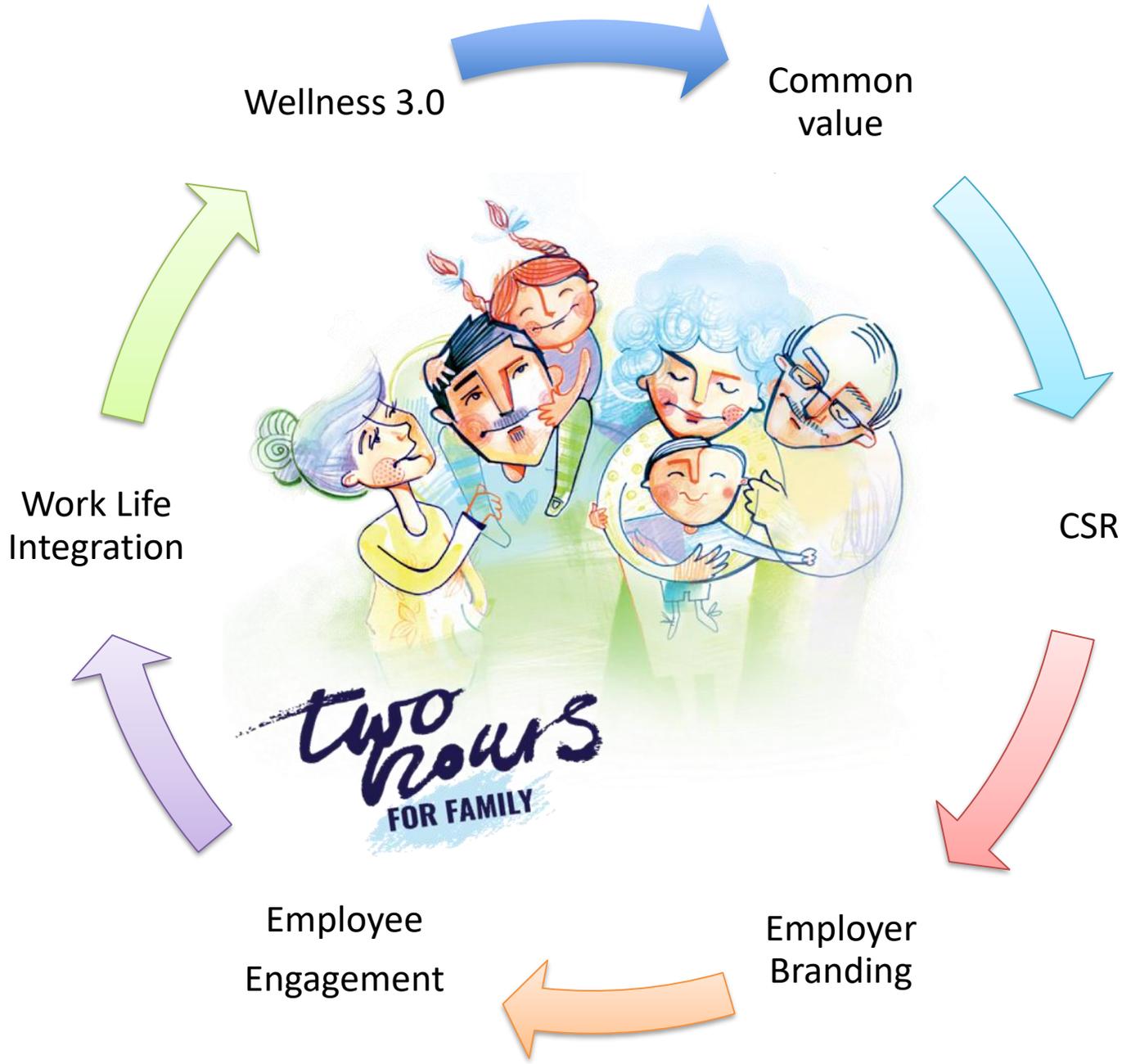
Source: Humanites Institute; interviews with campaign participants Two Hours for Family more than one year



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

VALUE FOR INDIVIDUAL INTERESTS





COMMON VALUE



Bringing people closer

COMMON VALUE



It's all about relationships

CSR

Companies should take care not only about their employees, but also about their families. As we hire not only a worker but a human with all his/her social roles.

Our campaign is a great opportunity to reflect on CSR for employees' families.

Two hours
FOR FAMILY



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

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

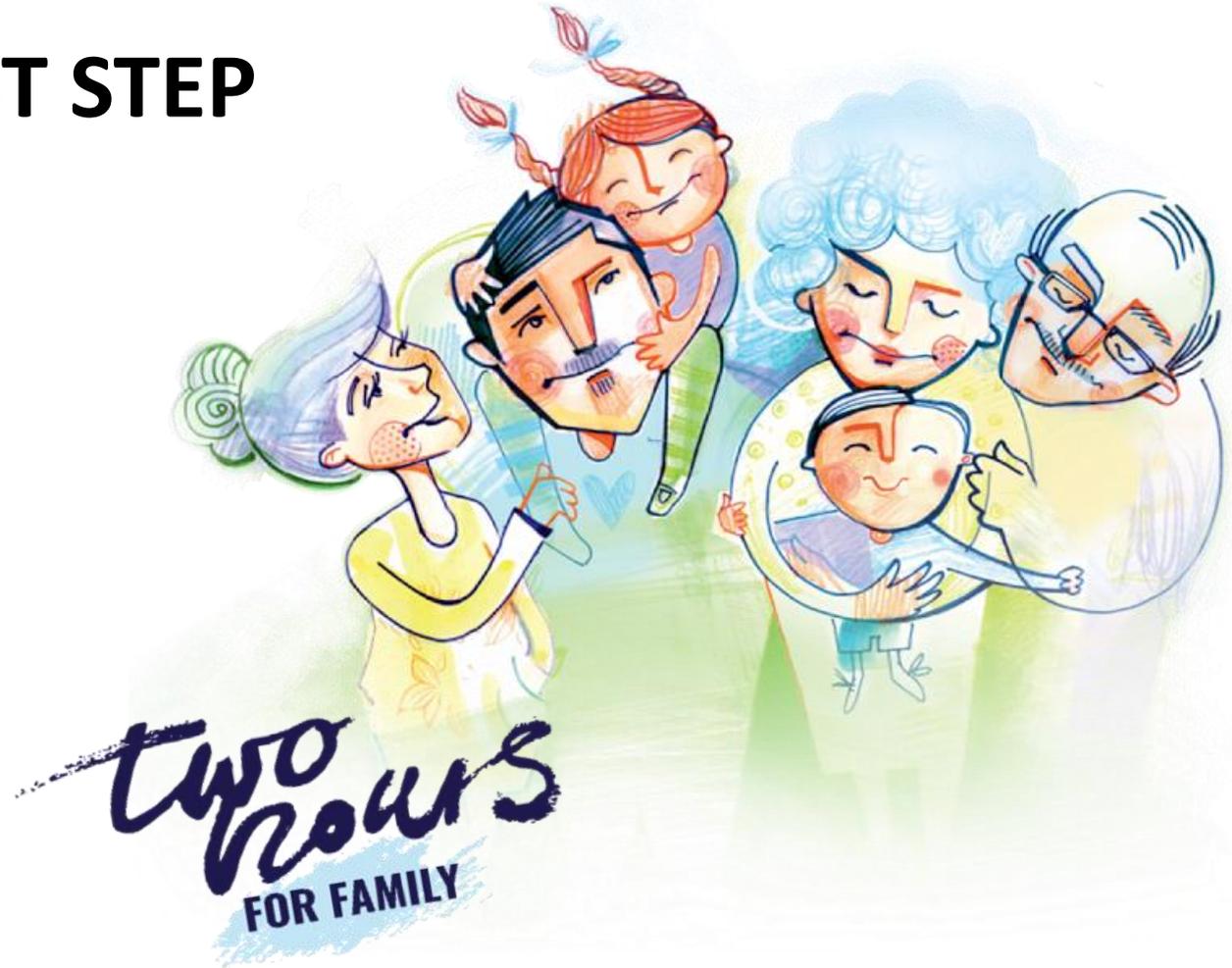


and many, many more!!!

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 innovation





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