

15th MAY - INTERNATIONAL FAMILY DAY

9th edition theme

## FAMILY MOVIE CLUB

Zh4family.com

#2h4family



Ladies and Gentlemen,

**we are very pleased to invite your company to the IX edition of our campaign “Two Hours for Family”. #2h4family has entered the calendars of cyclic events in over eight hundred companies worldwide, contributing to the Global Social Movement for Closeness, preventing the crisis of interpersonal bonds, both within families and in the working environment.**

### Challenges for business and social trends

Regardless of progressive automatization and robotization processes, one of the biggest challenges for the employers is attracting and retaining talents, as well as creating work culture, which would release people’s inner motivation and create space to take responsibility and develop innovation.

In social dimension, however, the global challenge, taken at the Davos Summit in 2019 is the progressive phenomenon of loneliness. Statistics show that every third person in Europe experiences depression, while in big agglomerations, even every second person feels lonely. This phenomenon, in the developing culture of GIG Economy, impacts also the work environment in terms of lower involvement levels and more frequent absences. The latest data from 2020 are very disturbing – as many as 2/3 people feel lonely, not only in their private life, but also at work.

### Involvement and integration of professional and social roles

**Employers’ efforts to create space, which contributes to the integration of professional and family life has a direct impact on the effectiveness and reaching economic goals of the company, as well as development of social competences among younger generation.** The first report on Corporate Family Responsibility prepared in 2019 by Humanites Institute, IESE Business School and Pracuj.pl shows clearly that the decision to leave the company by good employees in toxic organisation is 44% higher compared to companies with supportive culture. This report emphasises also the fact that as many as 63% of employees in Poland claim that they work in environments that prevent the integration of life roles, and 17% of them say that their work environment is toxic. Another report, “HR 2019 employee experience – How to Make your Employee Love your Company?” says that 44% of employees stay in a company because it enables them to combine their professional and private roles.

Humanites Institute for 10 years now has been a pioneer in Poland and abroad, promoting the idea and notion of “integrating professional and private life” as an alternative to the notion of “work-life balance”, which include the idea of artificial division of the world.

Global Social Movement “Two Hours for Family” for years now has been an important part of employer branding strategy for many companies and has been a symbol of professional and private life integration, following the idea of “One Life in Many Roles”. It is something more than just work-life balance. #2h4family is a cyclic and systemic solution for employers, who want to create space for the employees and for building and strengthening family bonds, as well as to create space within their companies – where people would have the chance to meet like a human with another human, not just a job position with another job position. In global dimension, it prevents the crisis in human relations and cares about mental and

emotional well-being of employees. **Research conducted on all continents shows that strong and deep relations with family and friends are a condition to reach the happiness, development and welfare of the employees.**

**Enabling employees to leave work two hours earlier on the final day of the “Two Hours for Family” campaign, that is on 15th May – on International Day of Families,** is a symbolic change of everyday routine and a chance to spend time with the nearest and dearest – free afternoon can be dedicated to inter-generational conversations and time spent together. This can be also space to get to know the employees of the company.

Each year, the Global Social Movement #2h4family has a different theme and we encourage the participants to get to know each other and have deep conversations. This year, the theme is **FAMILY MOVIE CLUB**. We believe that this year’s motto will give some space to have many amazing meetings and discussions, common film screenings of classics with family or co-workers, recording family memories. In a nutshell, it could be space for many emotional moments, great time with the nearest and dearest and deepening the relations.

### **How to initiate the change?**

We are very happy that the number of companies joining Two Hours for Family keeps growing. Over 800 Polish and international companies put their trust in us, from small businesses to huge capital groups employing up to tens of thousands of people in 15 countries.

We would also like to inform you that this year we are resuming the **Contest for Family Friendly Company**.

Feel invited to contact us, we would be pleased to answer all your questions. **For more information and for application form visit our website [www.2h4family.com](http://www.2h4family.com) or [www.2godzinydlarodziny.pl](http://www.2godzinydlarodziny.pl).** The contact person from Humanites Institute, coordinating all activities related to #2h4family is Izabela Nienaltowska ([izabela.nienaltowska@humanites.pl](mailto:izabela.nienaltowska@humanites.pl))

We would like to encourage you to share this invitation with your business partners, clients and to inspire them to join “Two Hours for Family”.

With kind regards,

Zofia Dzik

President of the Board of Humanites Institute

