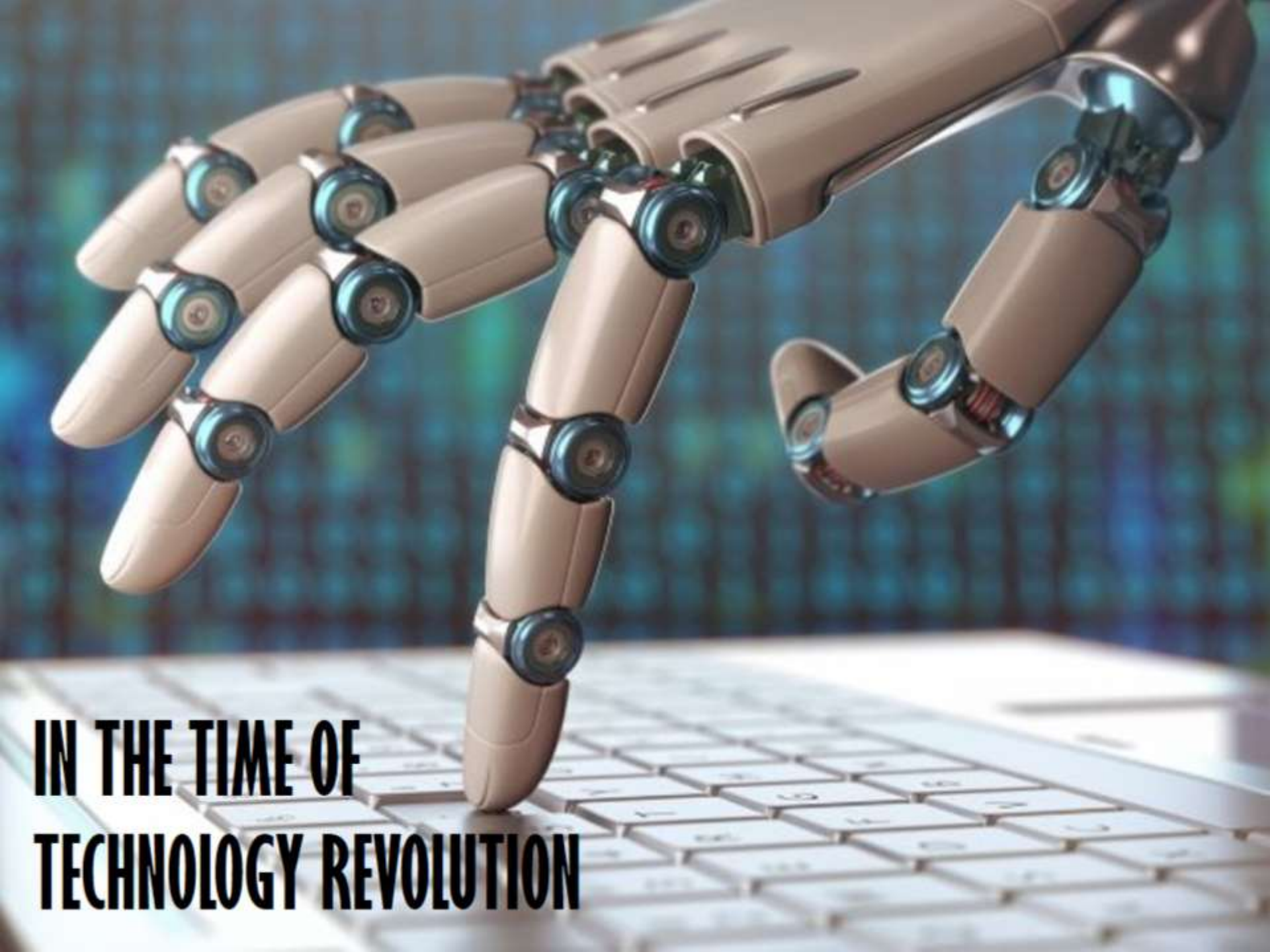


A high-speed train track curves through a lush green forest. The image is heavily blurred to convey a sense of rapid motion. The tracks lead the eye from the bottom center towards the horizon. The surrounding trees and foliage are streaked into horizontal lines, emphasizing the speed. In the distance, a small bridge or structure is visible through the trees on the left side. The sky is a pale, overcast grey.

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 Foundation



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.

Our Foundation 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 **Social Movement** in Poland. In 2017 it was joined by employers from other countries.

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

humanites

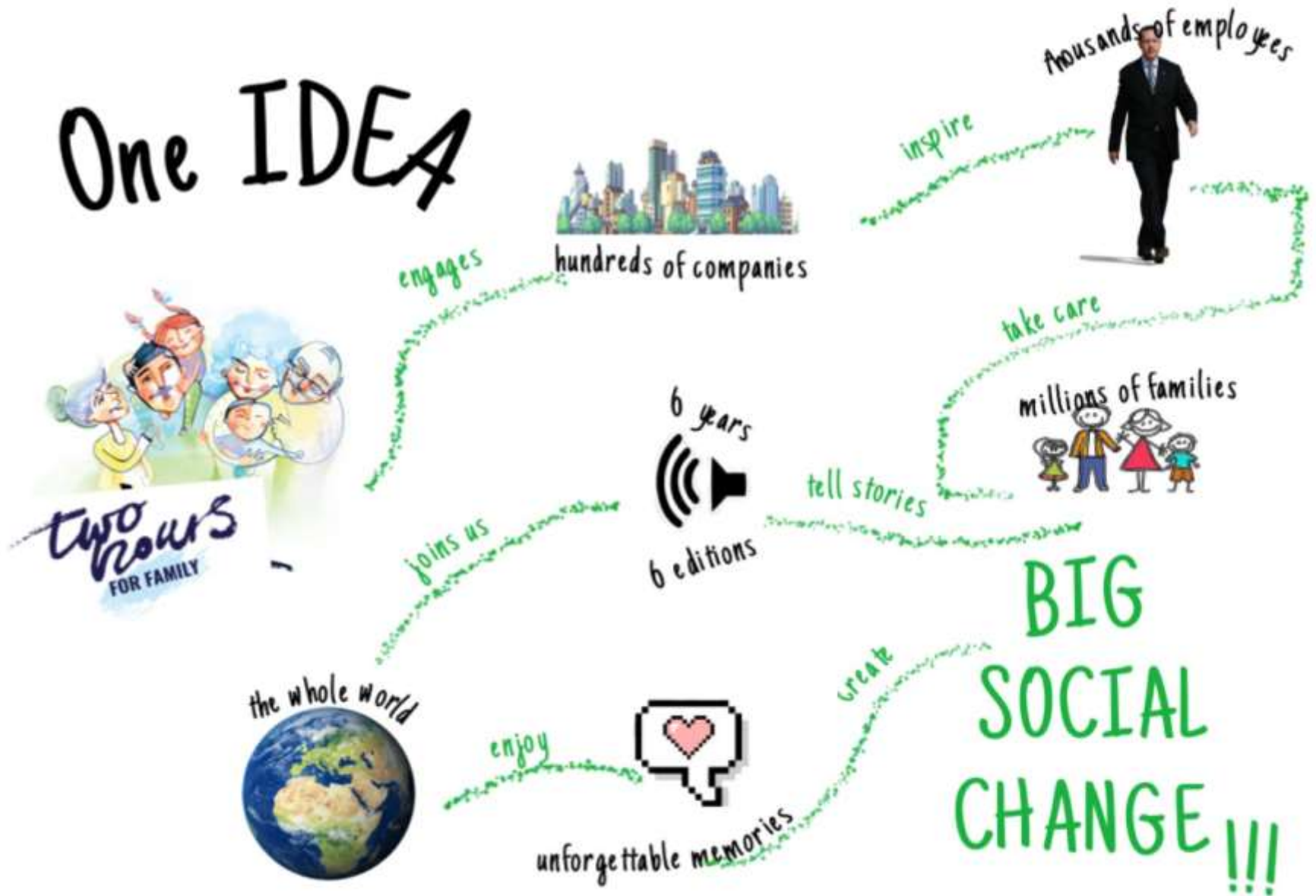
BUSINESS IS ABOUT RELATIONSHIPS



FAMILY IS ABOUT RELATIONSHIPS

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**



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)

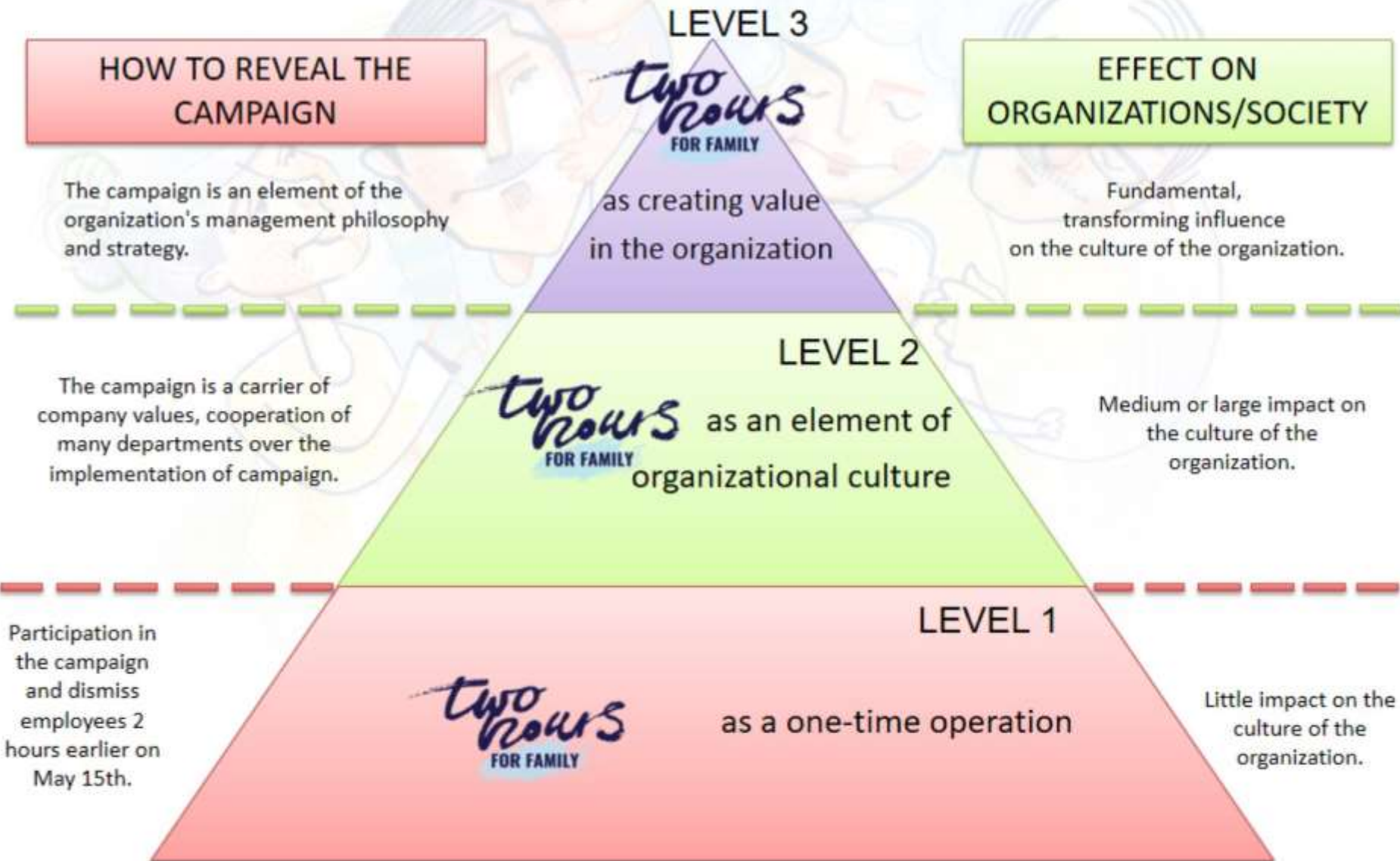
two hours
FOR FAMILY

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 its neck that says "FINAL 2006". The players are cheering with their arms raised, and confetti is falling around them. The scene is filled with excitement and triumph.

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

HENRY FORD

THE APPROACH TO CAMPAIGN

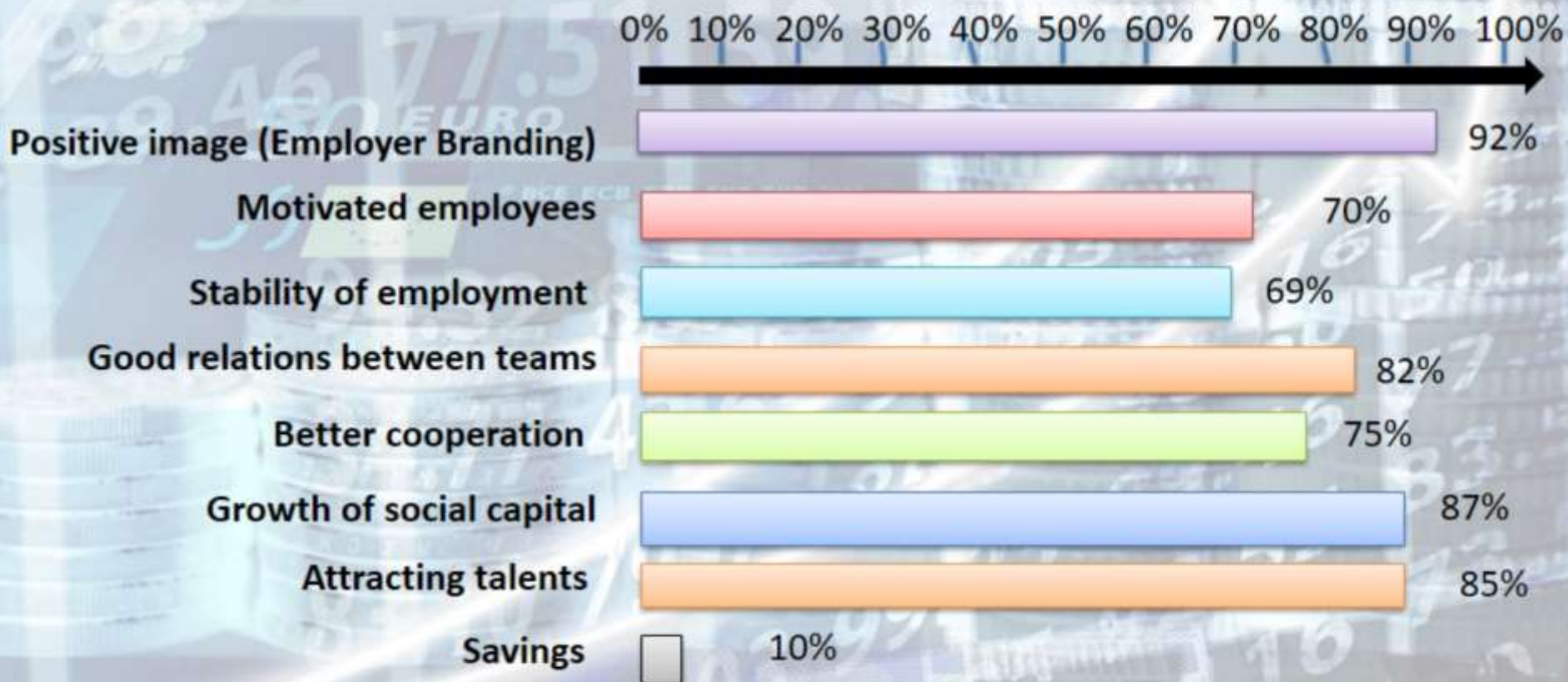


A large, diverse crowd of people of various ages and ethnicities, all smiling and cheering with their hands raised in the air. The scene is filled with energy and positivity.

**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

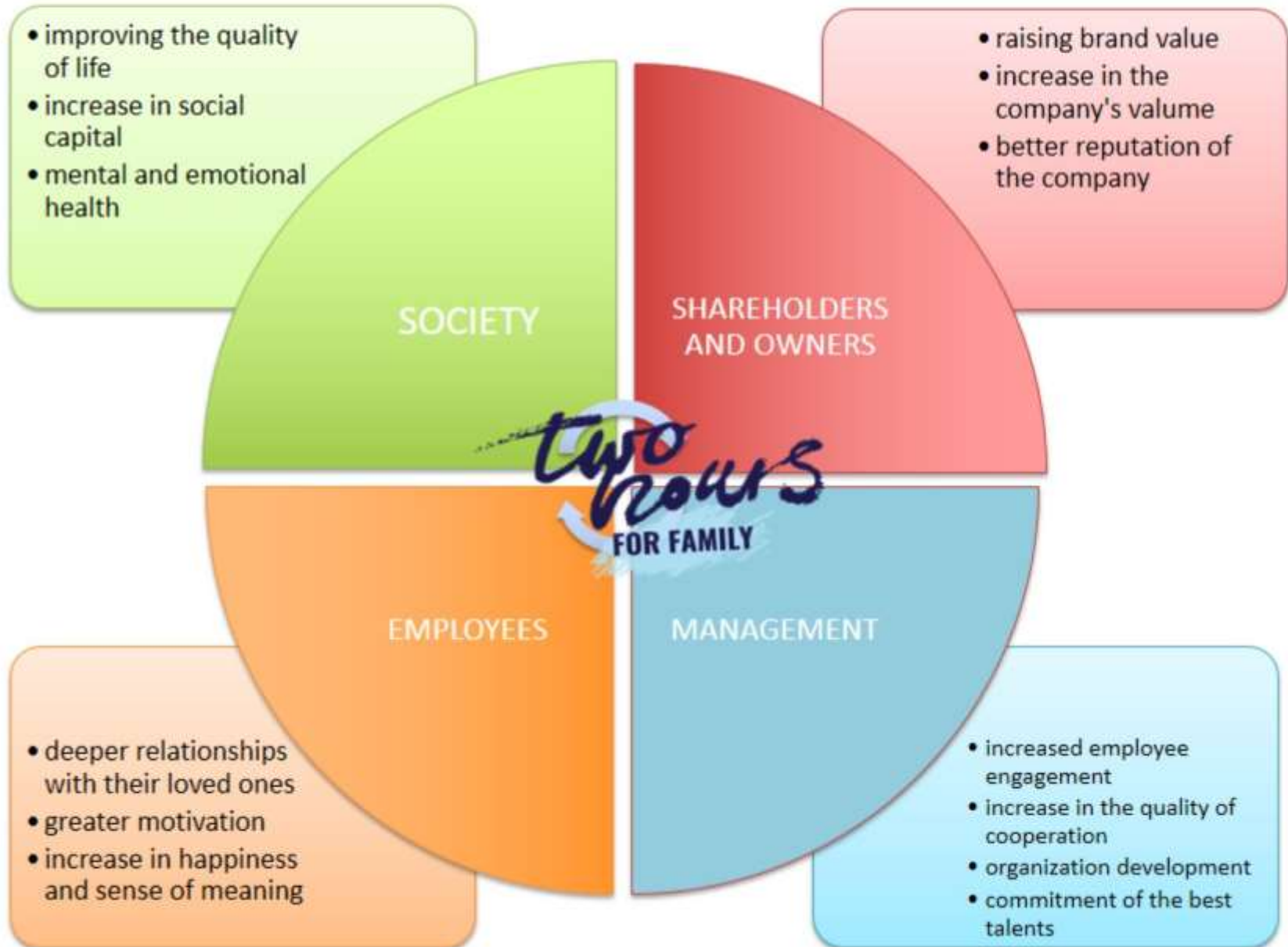


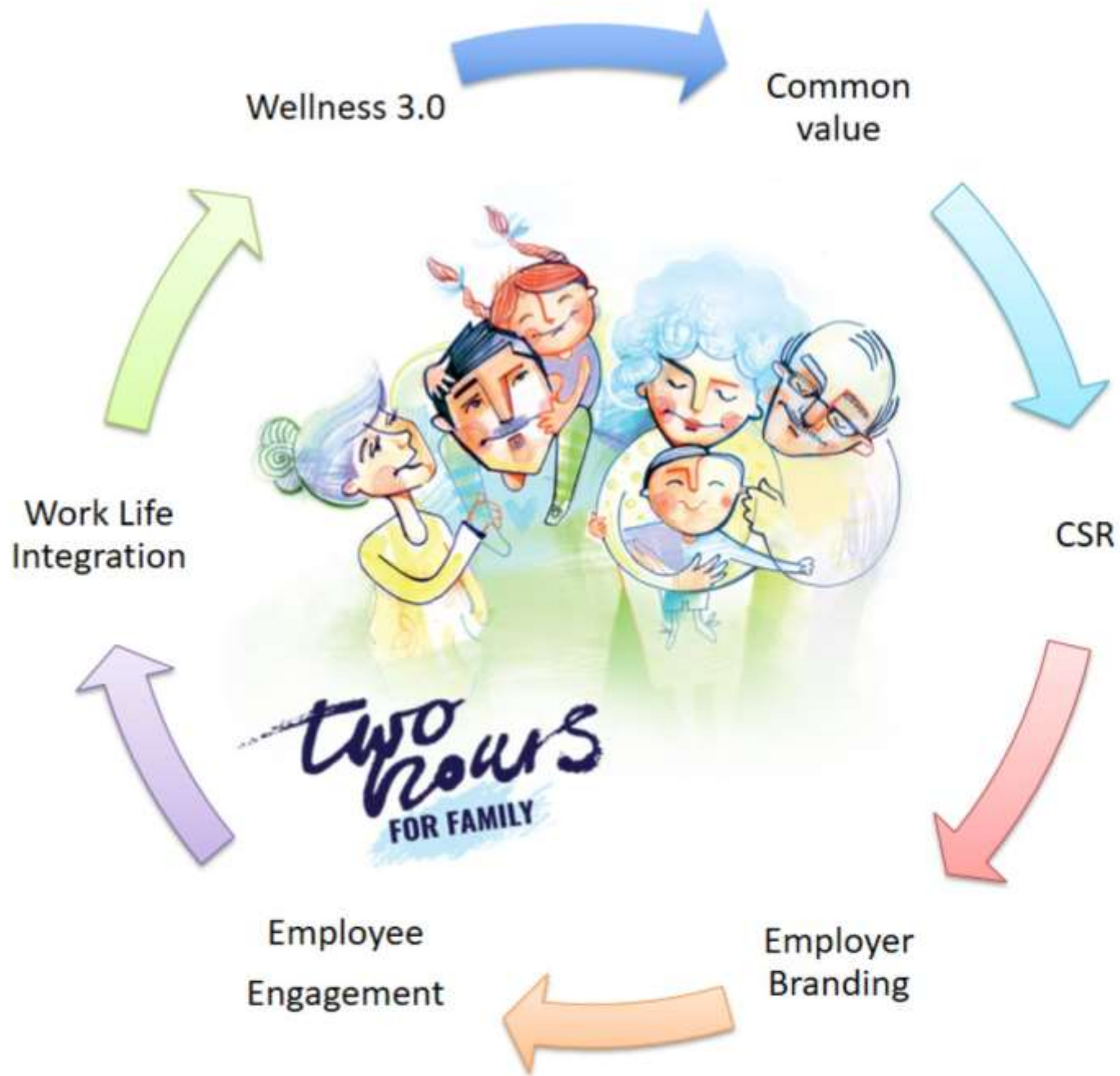
Source: Fundacja Humanites; interviews with campaign participants Two Hours for Family more than one year



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

VALUE FOR INDIVIDUAL INTERESTS





COMMON VALUE



Bringing people closer

A photograph of two young, fluffy brown monkeys sitting on a dark, textured rock. They are hugging each other; the monkey on the right has its arms around the monkey on the left. Both monkeys have pinkish faces and large, expressive eyes. The background is a soft-focus view of a body of water with some distant structures. The overall mood is warm and affectionate.

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

A woman in a green dress is balancing on a tightrope that stretches across a deep mountain valley. She has her arms outstretched for balance. The background shows rugged, forested mountains under a clear sky.

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

CONTACT
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