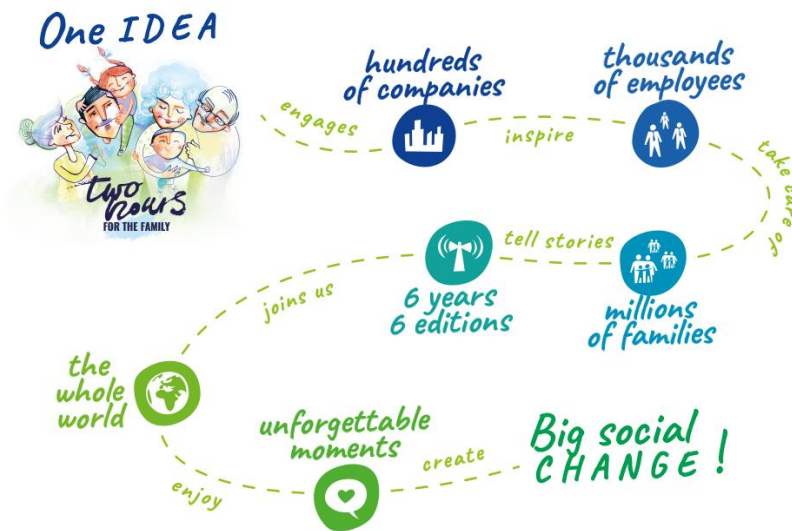


CAMPAIGN 2018 SUMMARY



VII edition
GAMES AND FUN TROUGH THE GENERATIONS

IDEA BEHIND THE CAMPAIGN



The Two Hours For Family is a social campaign for strong family relations, to be together and not “beside” each other.

We encourage everyone to turn 15th May – the International Day of Families – into a day dedicated to reflection on the quality of our relationships with our family members.

WHOM ACTION IS DIRECTED TO?



The campaign, implemented by EMPLOYERS across the whole world, is a symbol of professional and private life integration under the slogan:

"One life – many roles"

Studies conducted on all continents of the world have shown that strong and deep relations with our family and friends are prerequisites of our happiness, development and well-being.

WHY DO WE ORGANIZE THE CAMPAIGN: TWO HOURS FOR FAMILY

We know that business changes the world. We believe that it can change it for better.

Each company has dozens, hundreds or thousands of employees and tens of thousands of FAMILIES behind them.



two hours
FOR FAMILY our most precious time

VII EDITION SLOGAN

Every year, in the competition, we choose the slogan - the theme that accompanies the Campaign. In 2018 it was:

GAMES AND FUN THROUGH THE GENERATIONS



"A deep bond we long for so much hides behind our daily routine of being a parent, a husband, a wife and a friend. Human relations undergo constant changes, they transform from establishing a bond, through breaking it and re-establishing it again. Play can be our guide which will lead us through all those changes. When we meet in the world of fun, we open the door to our inner lives and meet heart to heart."

Lawrence Cohen

CAMPAIGN IN 2018



NEW WEB

In March 2018, we launched a new web:
2godzinydlarodziny.pl and it's English version: 2h4family.com

The site contains downloadable materials (letters to employees, graphics, etc.), news, inspirations, registration form and logotypes of companies participating in the Action.



CAMPAIGN INVITATION - VIDEO



[WATCH THE VIDEO ON YT](#)

CAMPAIGN INVITATION— Kuba Przygoński

Kuba Przygoński from ORLEN Team shared with us his childhood memories.

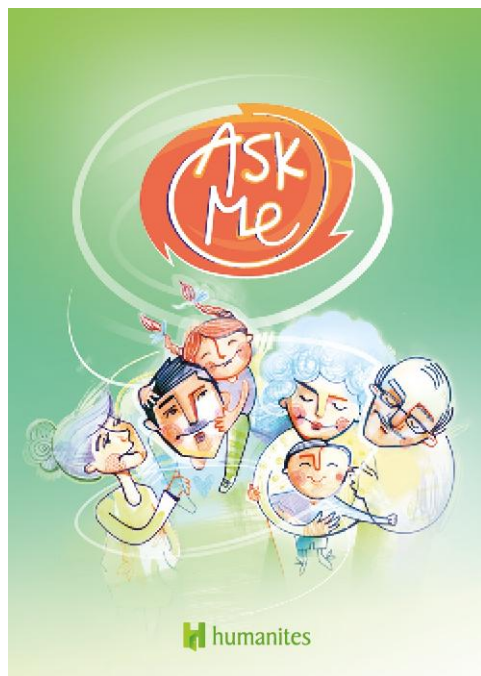
What game, from your childhood, do you remember?

Is this a game, that you would like to play with your children in the future?



[WATCH THE VIDEO ON YT \(in polish\)](#)

CARDS – GENERATION GAME - ASK ME



Make a
'Family Wish Box'.
Everyone chooses a person, whom they want
to wish something.

Write down the wishes on a piece of paper
and then hide them in a box. The eldest in
the family hides the box e.g. in the garden
and gets back to it in one year time.

We created ASK ME game that relates to the relationship in the family, as well as the personality of each player. It is a game that opens emotionally and focuses on what is good and beautiful.

What
new skill
would you like to wake up with
tomorrow? Why?

Companies could order a game for their employees. We attached a gift from the Campaign partner to each deck - a Toffifee box.

[WATCH THE VIDEO ABOUT ASK ME ON YT](#)

POSTERS



ORGANIZATOR

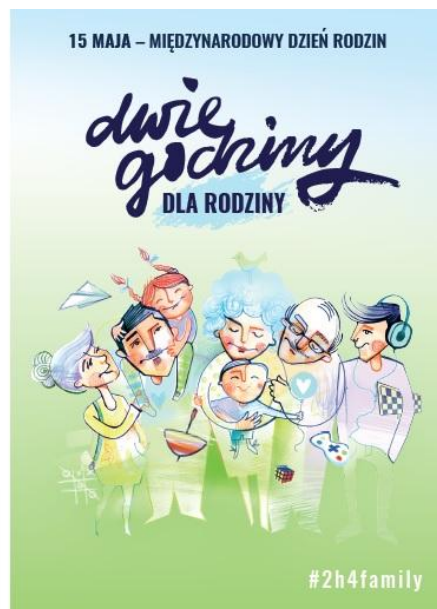

PARTNERZY
      



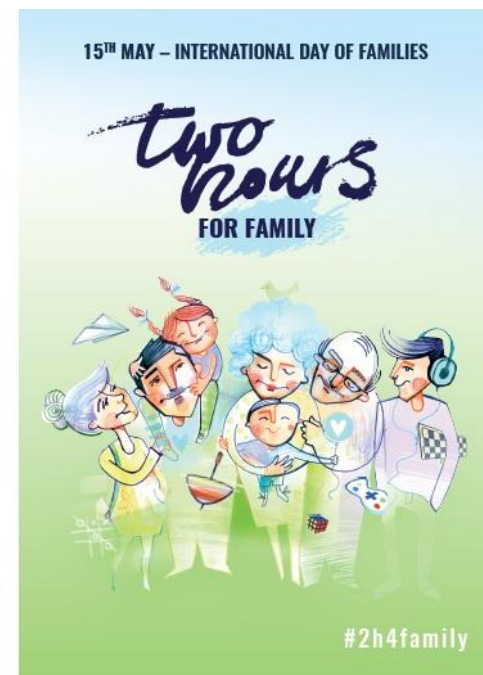
ORGANISER


PARTNERS
      

POSTCARDS



two hours
FOR FAMILY



POSTCARDS



We have sent over 500 handwritten greeting cards for the International Day of Families, with the ASK ME card deck as a gift.

We received a lot of thanks. In the time of electronic communication, our idea for handwritten wishes was received very warmly 😊

We sent the cards to Campaign participants, friends of the Foundation and celebrities.

Bill Gates appreciated our Campaign 😊



LETTER TO EMPLOYERS AND EMPLOYEES

Each year we prepare communication with companies - we write to employers and provide content for communication within companies.



Ladies and gentlemen,

For the seventh year running, with great joy, we're invite all employers to take part in the **Two Hours for the Family** social campaign. After 6 years of our activities, our campaign has expanded beyond Poland to become a response to global labour market challenges: the battle for talent, the integration of professional and personal life, and employer branding or labour market

MATERIALS TO DOWNLOAD ON THE WEB

On the website, we place to download: letters, graphics, presentations, inspirations and information for the press.



DOWNLOADS

- Press Release – 9 May 2018
- Press Release – 12 April 2018
- Join our Global Movement – mail example
- Letter to Employees
- Campaign Poster 2018
- Campaign Poster 2018 (blank version)
- Banner (2000x1000)
- Banner (3000x1000)
- Banner (2000x2000)
- Family graphics (blank version)
- Logo Two Hours For Family (PL)
- Logo Two Hours For Family (ENG)
- Logo Humanites Foundation
- Presentation „Join the Global Social Movement – Two Hours for Family”



EMPLOYERS IN CAMPAIGN 2018



In 2018, more than 100 new participants joined the Campaign.

Logos of companies participating in the Campaign are posted on the website.

CAMPAIGN PARTICIPANTS

Small, medium and large international corporations participate in the Campaign



PARTNERS 2018



PARTNERS 2018

We cooperate with ONZ



INTERNATIONAL
DAY OF FAMILIES
15 MAY 2018

MEDIA PARTNERS 2018



THINKTANK[®]



Great
Place
To
Work[®]



FUNDACJA
LIDEREK
BIZNESU

HR | .PL
standard

CAMPAIGN BEYOND POLAND



In 2018, the campaign that changed into a global social movement, were also joined by companies from: Germany, Lithuania, the Czech Republic, Finland, Kazakhstan, Bosnia and Herzegovina, Bulgaria, Serbia, Montenegro, Estonia and Belarus.

CAMPAIGN IN MEDIA

The action was met with a very positive and wide response in the media.

A total of 165 materials appeared on the subject of the campaign:

1 TV material in:

TVP3 Warszawa

72 radio publications in nationwide and local radio stations, including:

Polskie Radio 24

Polskie Radio 4

Polskie Radio 3

Radio Maryja

Radio Eska

2 press publications:

Kurier Szczeciński

Gazeta Ubezpieczeniowa

CAMPAIGN IN MEDIA

90 publications on the Internet, on such portals as:

Bankier.pl, PolskieRadio.pl, Rp.pl, HRstandard.info, Odpowiedzialnybiznes.pl, Kampaniespoleczne.pl

KARTY ASK ME W AUDYCJI „TRÓJKA POD KSIĘŻYCEM”



Dariusz Bugalski with the ASK ME Cards, encourages listeners to good, deep and important conversations with loved ones. He answers questions from the cards and brings great music.

[LINK TO THE PROGRAM \(in polish\)](#)

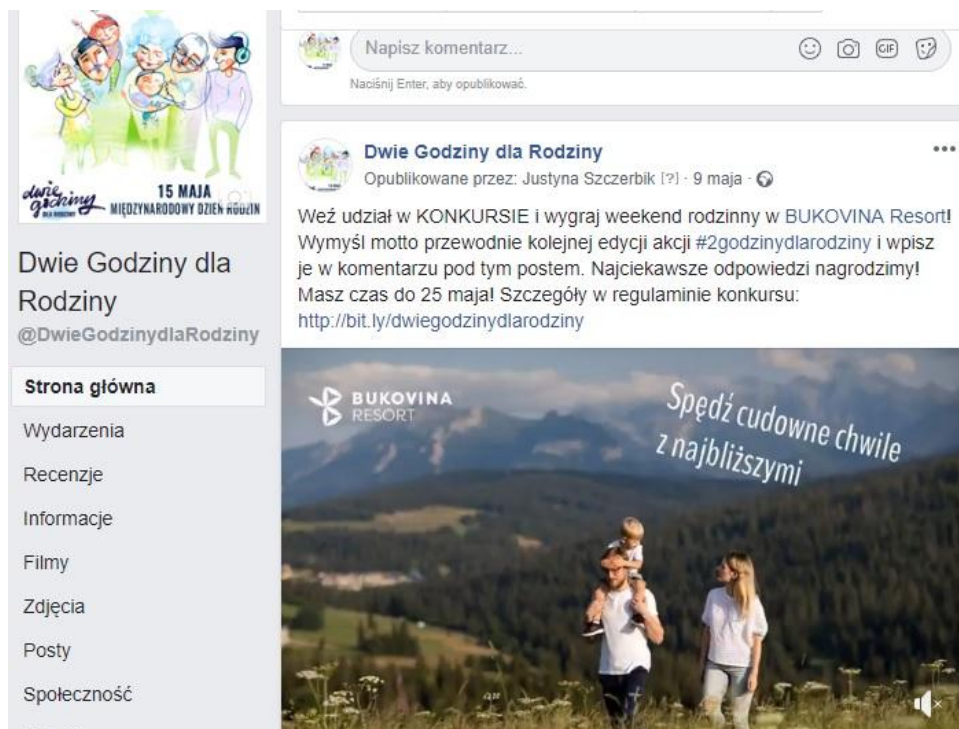
CAMPAIGN IN SOCIAL MEDIA

2 promotional campaigns were carried out on the new Campaign profile:
<https://www.facebook.com/DwieGodzinydlaRodziny/> from over 2 million views, apart from that there were 47 independent posts in social media such as: Facebook, Twitter or Instagram.

Entries in social media reached about 30,500 people (except the Foundation's activities).



CONTEST FOR THE CAMPAIGN SLOGAN



On Campaign FB profile we have conducted a competition for the slogan of next year's edition.

The prize - a family weekend at Bukovina Resort went to the author of the password:

SMALL AND LARGE FAMILY TRAVEL

CONTEST FOR THE CAMPAIGN IMPLEMENTATION IN COMPANY

In 2018, for the first time, we announced a contest for participants for the best conducted Campaign in the Company.

The award: workshops in the company for approx. 20 employees on the subject of integration of professional and private life and tickets for the "FUTURE OF THE LEADER AND THE LEADERSHIP" CONFERENCE 2019.

We invited companies to share the experience of carrying out the Campaign.



CONTEST FOR THE CAMPAIGN IMPLEMENTATION IN COMPANY

The Winners:

1st place - ZWAE for creating own "Discover Pomerania with us" game and for inspiring the company with the Idea of Campaign and introducing summer work time, which allowed employees for better planning the time with family.

2nd place - Veolia, for joining the Campaign through the initiative of an employee registered on the employee initiatives portal.

3rd place- Tauron Ciepło for interesting and professional communication with employees and encouraging employees to share their personal, family experiences.



WHAT DO WE PLAN FOR THE NEXT EDITION?

- Increased coverage of Shares abroad
- Contest for the Campaign slogan
- Contest for the Campaign implementation in company
- We will develop a guide - "How to carry out the action"
- Meeting with Campaign coordinators in companies
- Reaching out to family companies and SMEs
- Direct mailings of invitations to Campaign and ASK Me cards
- Production of promotional materials of the Campaign



WE INVITE YOU TO COOPERATE



ORGANIZER

THE TWO HOURS FOR FAMILY CAMPAIGN IS ORGANIZED
BY HUMANITES FOUNDATION.



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