

Ladies and Gentlemen,

it is our great pleasure to invite you to participate in the 12th edition of the Two Hours for Family/Humanity campaign. The #2h4family campaign, organised by the Humanites Institute, **is the first Polish wellbeing campaign addressed to employers**.

Two Hours for Family/Humanity is a Global **Social Movement for Proximity**, initiated 12 years ago in response to the growing phenomena of loneliness, depression and human bonding crisis.

**More than** **2,000 companies and organisations from as many as 59 countries around the world** took part in last year's campaign. I hope that this year your Company will not be missing from this group.

As part of the #2h4family initiative, we encourage you to celebrate International Family Day - 15 May. Employers are invited to give their employees **an extra two hours** off on this day (or any other date of their choice around this date) to enable them to celebrate with their loved ones.

As Campaign participants, we ask you to inspire your employees to **spend these proverbial "two hours" with their loved ones** in a way that builds relationships, especially intergenerational relationships (with grandchildren, grandparents, close and distant relatives): on good conversation, reminiscing and cherishing shared passions.

In addition, we encourage you to organise **activities for employed people with human relations, intergenerationality, nurturing bonds and preventing loneliness at the centre**.

Every year, we **provide you with ideas and organise themed competitions** for companies and employees.

We have also developed **the ASK ME game, a pack of cards with unusual questions that help you open up in conversation** and get to know the other person from an unusual angle. The ASK ME game and other information can be found on our website (2godzinydlarodziny.pl).

**This year's campaign theme is "With passions across generations"**. We hope that it will inspire you to prepare interesting attractions for your employees. We invite you to show off your initiatives in our campaign competition. Make use of the ideas awarded in previous years.

**WHY SHOULD YOU JOIN THE #2h4family #2h4human ACTION?**

The care taken by employers to create a space conducive to harmoniously combining work and family life has a direct impact on the effectiveness and achievement of the company's economic goals and on the development of the social competences of the next generations. Business is a key force for positive social change, so: **for the sake of your employees, society and company goals - join us!** The 2h4family campaign fits in perfectly with **sustainability standards - ESG ('S' for 'social') and the #HumanEconomy trend**.

**HOW TO GET INVOLVED IN THE CAMPAIGN?**

All you need to do is fill in the application form on the campaign's website and encourage your employees to spend quality time with their loved ones in celebration of International Family Day. On the website, you will also find a set of materials and inspiration to help you implement the objectives of the #2h4family Campaign in your Company/Organisation.

We wish you good luck in celebrating #2h4family #2h4human this year!

Humanites Institute Team

**DO YOU NEED MORE DATA?**

12 years ago we introduced the theme of family to business, showing employers the importance of integrating work and private life wisely. In our view, every person has **one life in which they combine multiple roles**. This is an alternative approach to the popular work-life balance, which assumes a dichotomy and competitive approach between the two spheres.

**A GREAT SOCIAL CHANGE IN WORK CULTURE AND LIFESTYLE.**

A company's success, innovation and competitiveness are primarily determined by the commitment and creativity of its employees. Meanwhile, the labour market is facing huge challenges: **80% of people working in toxic organisations declared in 2022 that they would like to change jobs** [1]. Companies are seeing a marked decline in employee engagement, which is linked to the so-called **'quiet quitting'** phenomenon. According to the 'Well-Working Business Family Responsibility 2022' survey, **as many as 75% of employees cite difficulties in combining work and private roles as a key element in their lack of motivation and energy for work and life**. As many as **93% of those surveyed feel pressure to prioritise work over private life** [2]. This translates into, among other things, cognitive abilities and absenteeism levels and, consequently, healthcare costs. In 2020, according to Social Security Agency (ZUS) data, the number of certificates issued due to depression [3] increased by 21.3%.

**Intrinsic motivation**, which is related to purpose and the desire to achieve good results by gaining experience and personal development for the employee, is **54% higher** among those with high (vs. low) **levels of wellbeing at work** [4].

The creation by an organisation of a long-term strategy for a culture of well-being that takes a multidimensional view of people and supports them in all their life roles is a necessity today.

For more than a decade, the Humanites Institute has been supporting Polish employers in building a high management culture and providing the tools to do so. Through the **#2h4family** campaign, we show that macro changes come from impact at the micro level.

We help build such a model for the functioning of the organisation, which takes into account the complexity of the needs of female and male employees and, as a result, contributes to the long-term strengthening of the company's position in the market. Because a happy person is simply also a more committed employee, a better parent or member of society.

**IF YOU HAVE ANY QUESTIONS, PLEASE DO NOT HESITATE TO CONTACT US:**

Katarzyna Lorenz - Director of Communications and PR at the Humanites Institute, coordinator of the #2h4family campaign, e-mail: katarzyna.lorenz@humanites.pl tel: +48 505 017 957

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

[1] Humanites nationwide study "Well-Working Business Family Responsibility 2022: <https://www.humanites.pl/wp-content/uploads/2022/03/Raport-Well-Working-2022.pdf>

[2] as above "Well-Working Business Family Responsibility 2022" study

[3] <https://pulsmedycyny.pl/zus-w-2020-r-o-213-proc-wzrosla-liczba-zaswiadczen-wystawionych-z-powodu-depresji-1114543>

[4] as above "Well-Working Business Family Responsibility 2022" study

