

Join us!

BE THE AMBASSADOR

OF THE GLOBAL
SOCIAL MOVEMENT

Two hours
FOR FAMILY
FOR HUMAN

...to bring people closer
at work and at home...





IN THE TIME
OF SPEED



IN THE TIME OF
THE TECH REVOLUTION,
PANDEMIC AND HYBRID
WORK



HOW HAPPY and
ENGAGED IS
AN AVERAGE
HUMAN TODAY?

In 2012, in response to **social challenges** and the needs of employers, we initiated the **Two Hours for Family/for Human (#2h4family)** campaign in Poland

that over time began to turn into:

THE GLOBAL SOCIAL MOVEMENT

for bringing People closer in families, personal life and at work!



“ Every big change starts with a single domino dump...”

SOCIAL CHALLENGES

32% of people in the Western world suffer from **depression and loneliness** – the pandemic had additional adverse impact on these statistics.

We observe a growing number of suicides among young people.

Each moment a person in a city like Paris, Stockholm, New York feels desperately lonely.



Source: Raport NIK 2018, WHO World Suicide Report "Preventing suicide: a global imperative" published in 2014, WHO Publication – "Injuries in Europe: a call for public health action" (2014)



FAMILY LIFE CHALLENGES

People dissatisfied with their family life are 30% more likely to experience loneliness and live shorter

Source: Gallup Institute and Study Finds Problems With Family Is the Leading Source of Loneliness. The less you like your family, the more lonely you feel. By Amanda Tarlton. December 03 2018

CHALLENGES AND NEEDS OF EMPLOYERS

- War for Talents
- Engagement/Motivation
- Agility
- Work/Life integration
- Wellbeing - physical and mental health
- Automation/ robotization
- ESG – Sustainability, Diversity
- New generations (Y, Z)
- Re and upskilling
- Turnover
- Succession
- Employer branding



HYBRID WORK CHALLENGES

Among the consequences of hybrid work, there is a clear preponderance of negative effects.

- Problems in combining work with personal life** 75%
- A worsening psychological condition of employees** 62%
- More time: saving time on transport to work 57%
- Work organizational problems 48%
- Work efficiency decreases 39%
- Reducing costs of companies 34%
- Less creativity 29%



Source: Research "BARRIERS and TRENDS. Technological transformation of companies in Poland from a human/employee/consumer perspective". Humanites Institute, March 2021



EMPLOYEES ENGAGEMENT

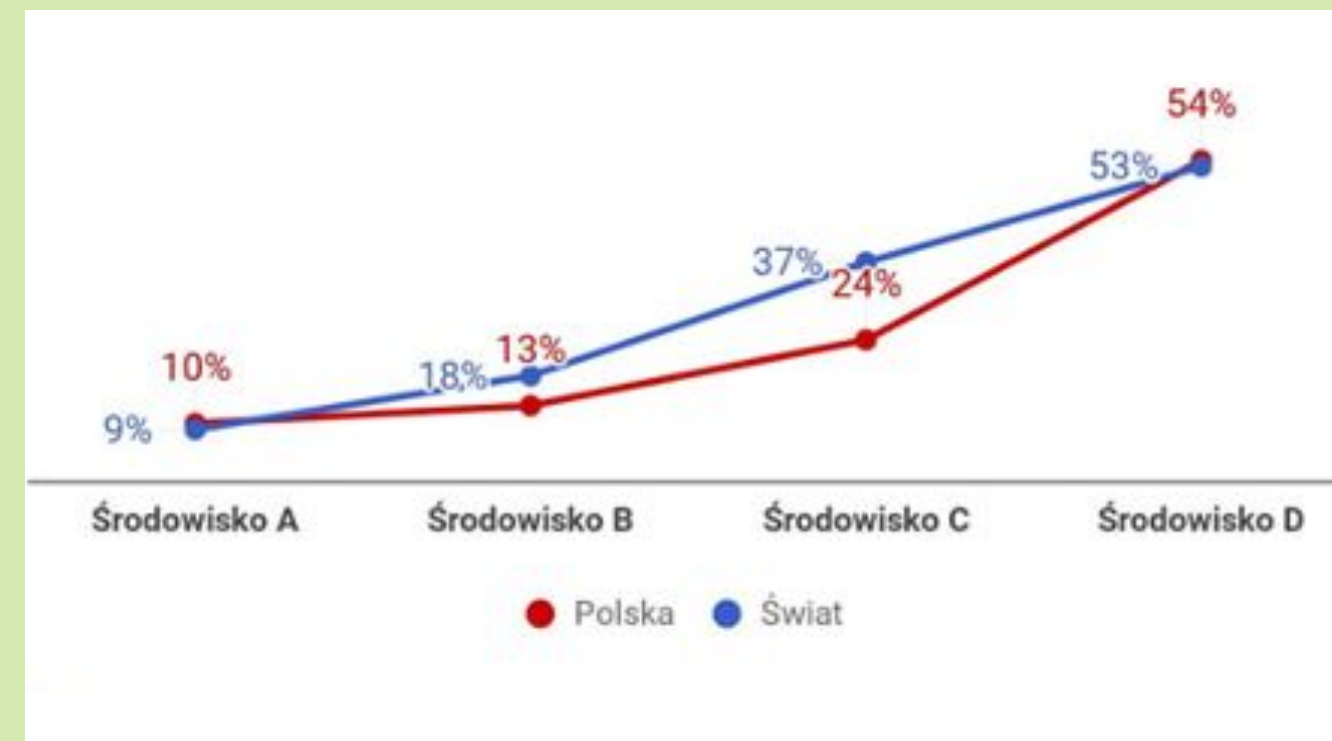
Companies need to realize their goals:



They need **engaged, motivated employees, good relationships, and integrated teams.**

Employee engagement

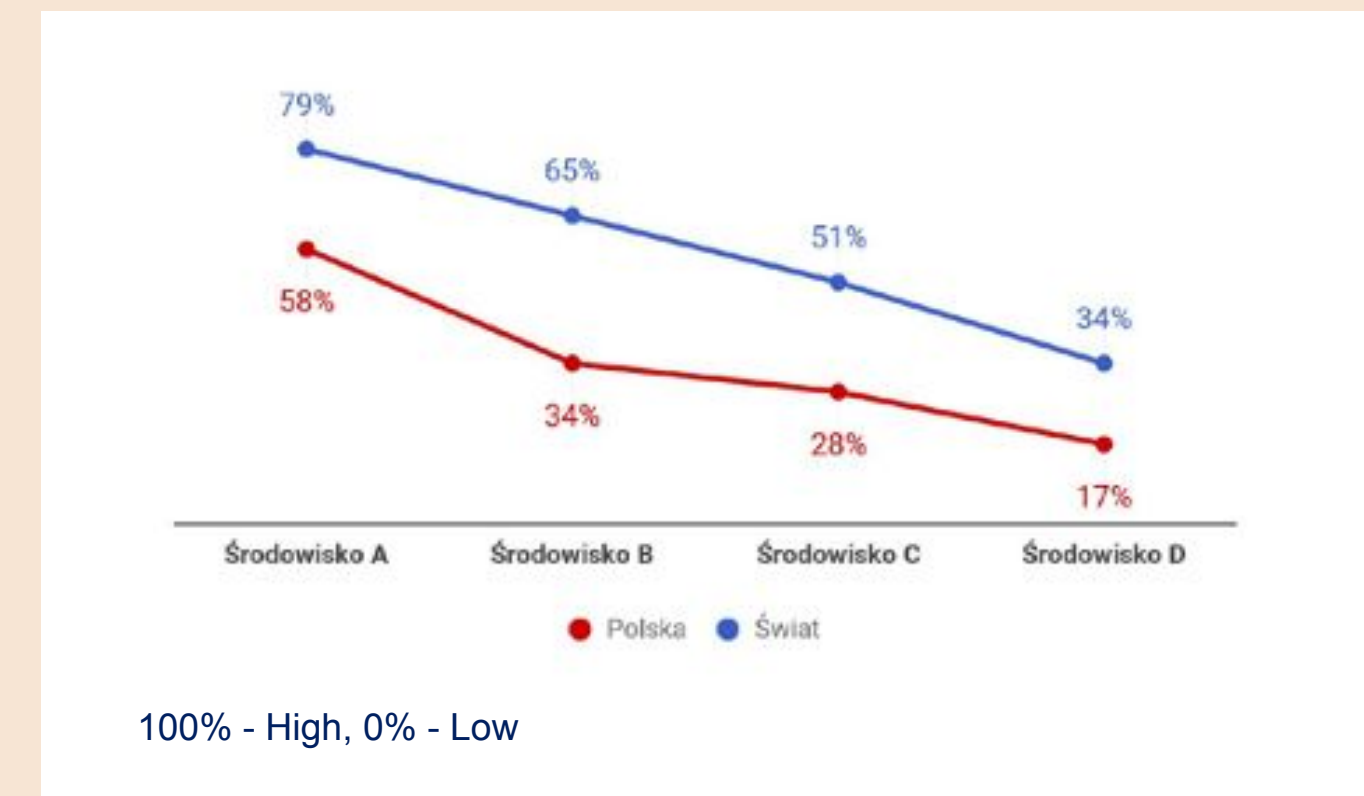
44% of people want to leave a company in toxic work environment (D) - compared to empowering environment (A)



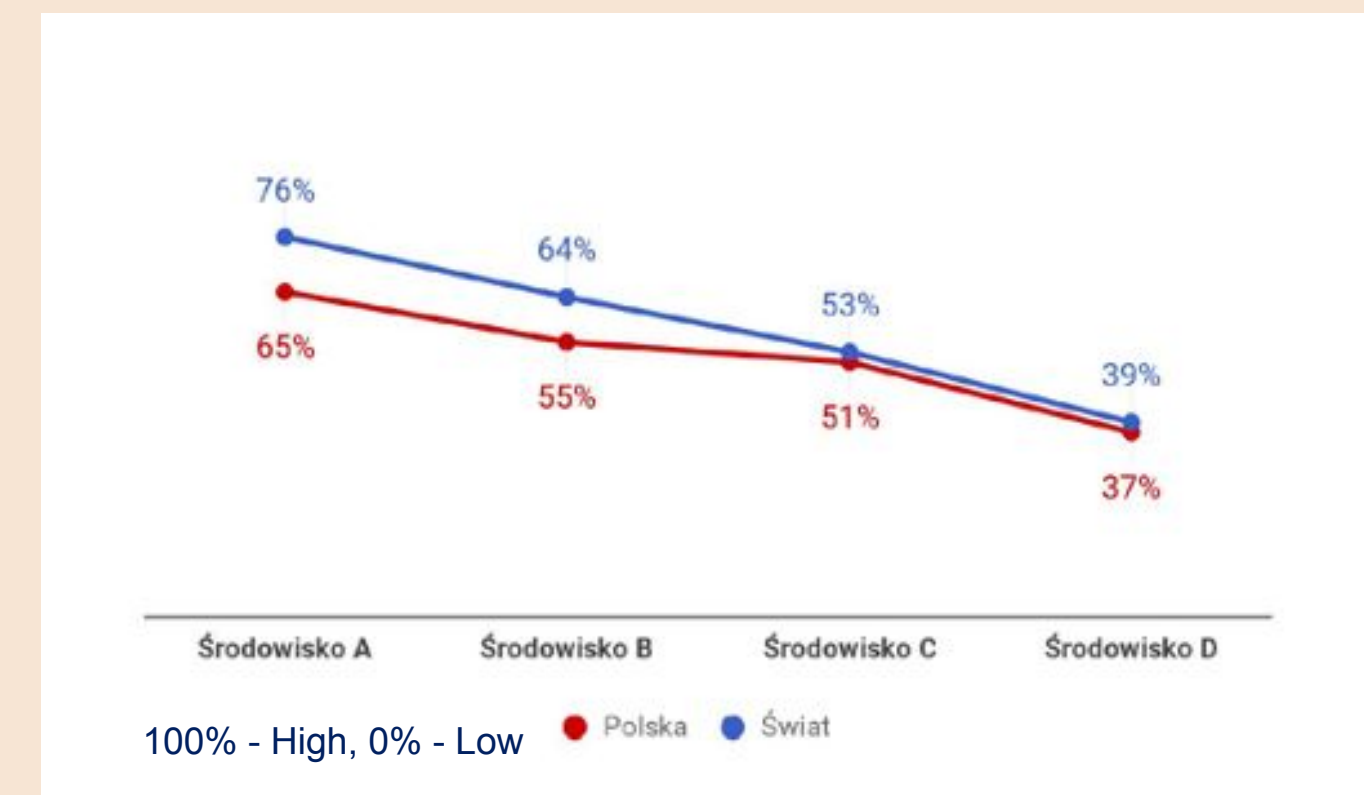
Source: *Business Family Responsibility Report (Corporate Family Responsibility)*
IESE, Humanites Institute, Pracuj.pl 2019

Energy

After work



Sleep quality





✓ It is not the salary that becomes the main motivator when choosing an employer and the level of commitment!

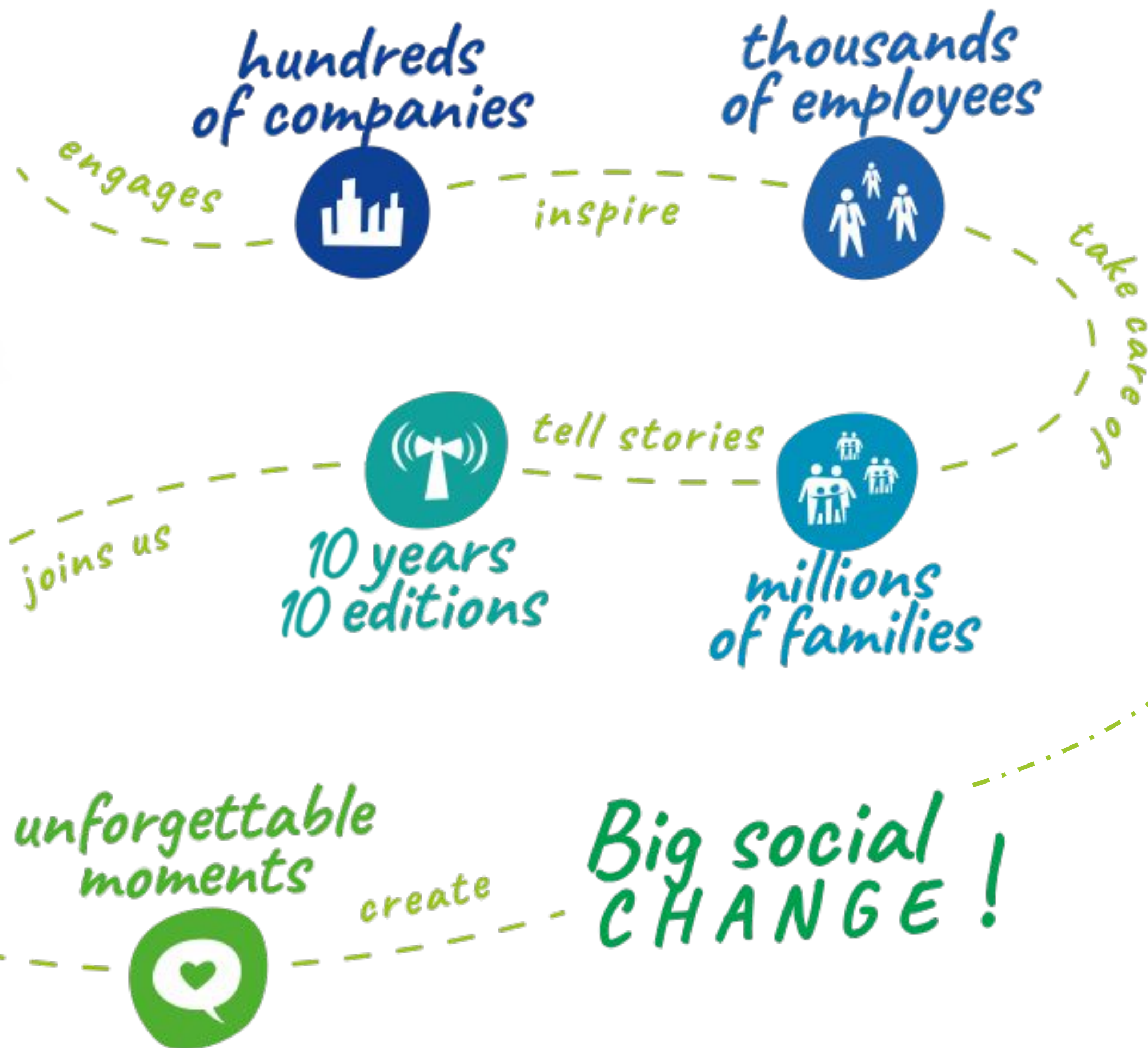
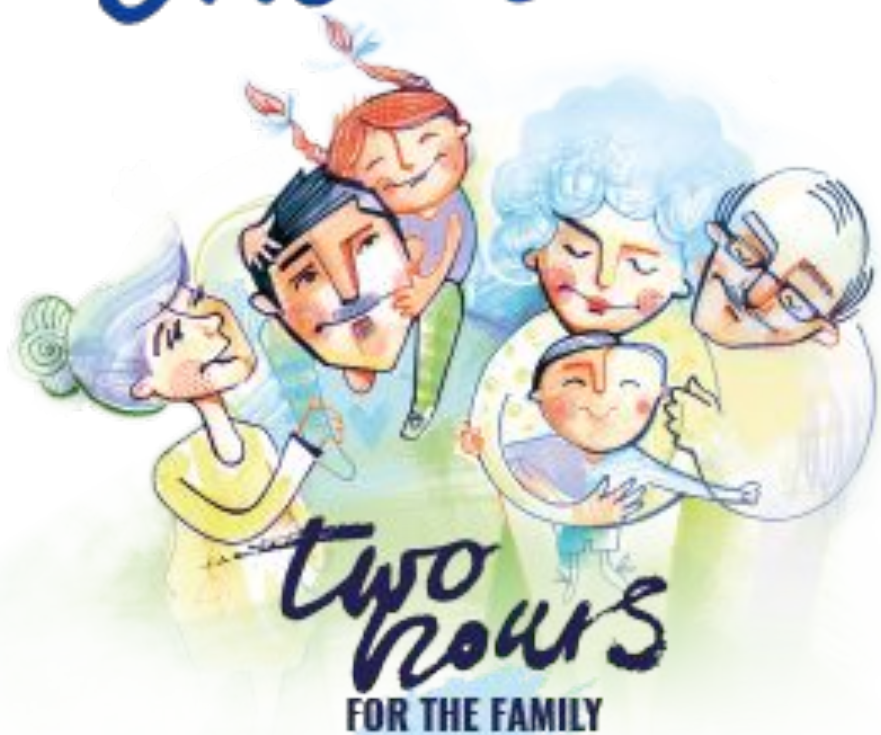


COMMON VALUE

Deliver feeling
of sense and
bring people
closer at work
and home

We CONNECT and BRING PEOPLE CLOSER!

One IDEA



#2h4family
THE GLOBAL
SOCIAL
MOVEMENT

bringing People closer
at families,
life and at work!

IN RESPONSE
TO THE CHALLENGES
OF THE MODERN WORLD:

- in a times of Revolution 4.0 and social and business challenges
- at a times of growing loneliness
- along with the growing crisis of family and interpersonal ties.

We deliver INSPIRATIONS

Through several initiatives, inspiring videos, talks, and tools – such as e.g., multigenerational game Ask ME we help organizations **to Inspire their employees to get closer with each other at work and home – bridging people despite age or origin.**

Strengthen ties with family to be closer to each other.



” If you could live in any place on Earth (or another planet), where would that be and why?

” If you had the ability to teleport, where would you like to be now?

” What occupation did your parents/ grandparents want to have? Is this what they do for a living today?

Let's play! Let's talk!

...let's re-learn in the age of short messages how to enjoy talking and having a conversation with another person...



build relationships and overcome loneliness without talking, getting to know each other better...



We inspire employers, intergenerational family members as well as groups of friends at work

TWO HOURS IN NUMBERS



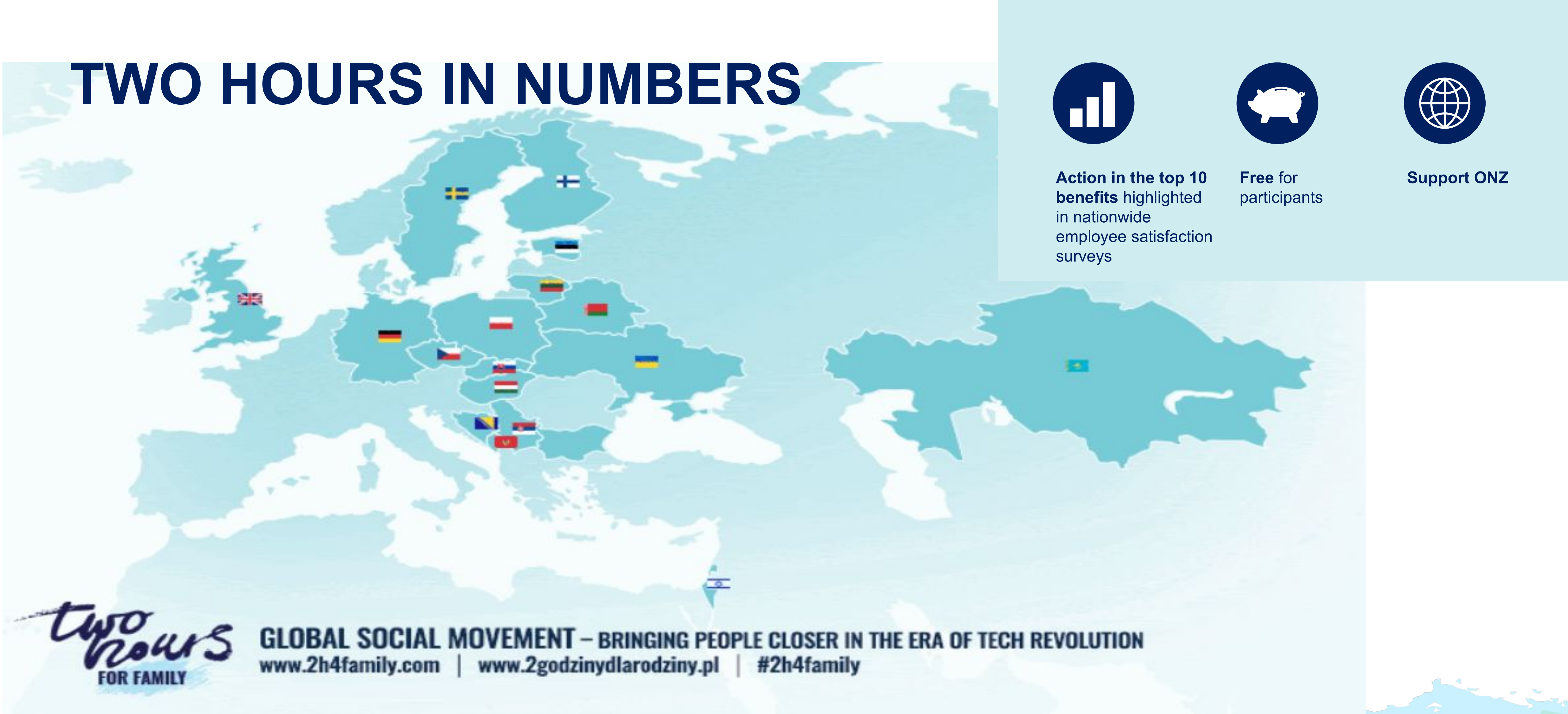
Action in the top 10 benefits highlighted in nationwide employee satisfaction surveys



Free for participants



Support ONZ



two hours
FOR FAMILY

GLOBAL SOCIAL MOVEMENT – BRINGING PEOPLE CLOSER IN THE ERA OF TECH REVOLUTION
www.2h4family.com | www.2godzinydlarodziny.pl | #2h4family

10

EDITIONS

18

COUNTRIES

>1100

COMPANIES

>1 200 000

EMPLOYEES

>12,5 mln

MEDIA RICH

THEY ARE WITH US!



And hundreds more!!!

HOW TO JOIN US?

BECOME #2H4FAMILY AMBASSADOR

and promote campaign in social media, foreign branches of your company, with your business partners.

SEND US FEEDBACK E-MAIL

how did celebrate Family Day in your company
biuro@humanites.pl

CREATE RITUALS OF CLOSENESS

every day all year around! And join the next edition of #2h4family!

EXPERIENCE May 15th (international Family Day) BE A PART OF #2h4family GLOBAL SOCIAL MOVEMENT!

Unforgettable moments. Be closer at home and work!

THANK YOU FOR intention to JOIN US

at 2h4family.com

ENCOURAGE THE MANAGEMENT BOARD, HR, CSR

to join #2h4Family and make the voluntary decision to reduce working day by symbolic 2 hours on May 15 (or another close by day).

GET INSPIRED HOW TO CELEBRATE FAMILY DAY

at 2h4family.com and sent at invitation to your employees with ideas for time together at home and at work.



AREAS OF BENEFITS

Employer

- Work-life integration
- Support for employees' social roles
- Two symbolic hours of extra time for employees
- Positive response to the campaign by employees – people get to know each other better personally
- Team relationships and cooperation
- New energy in the organization
- Diversity
- Employer Branding

Employees and their families

- Creating stronger intergenerational family relationships based on respect and trust
- Quality time with loved ones
- Intergenerational relationships
- Exploring each other in new contexts
- Emotional maturity

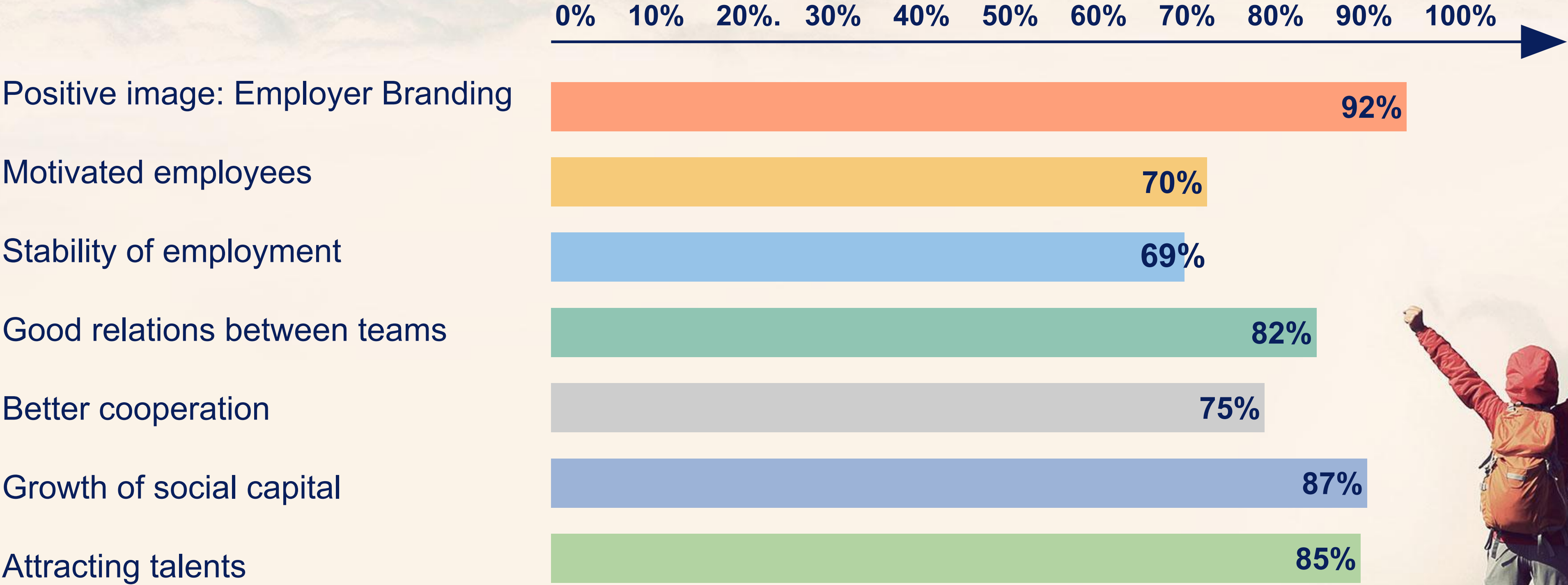
Society

- Addressing the growing loneliness and crisis of relationships
- Bring attention to the social and economic roles of families
- Positive influence on the mental and emotional health of society
- Development of social capital
- United society around the most important values

HAPPY PEOPLE = MORE ENGAGED EMPLOYEES!



BENEFITS FOR ORGANIZATIONS



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



BE A PART of our GLOBAL SOCIAL INNOVATION!

Let's Promote Conscious Living,
Emotional Health, Healthy
Relationships, Family Values Together in
the World

OUR GOALS

Our projects and actions are a response to the challenges of the modern world.

[WATCH THE MOVIE](#)



The mission of the Humanites Institute is a conscious, proactive, cognitive - with grit ability, happy and socially sensitive human being

We are a **think&do tank of a systemic** approach to Social Capital Development and Coherent Leadership™

We systematically combine issues of humanity and technology



Let's talk!
CONTACT US for more details

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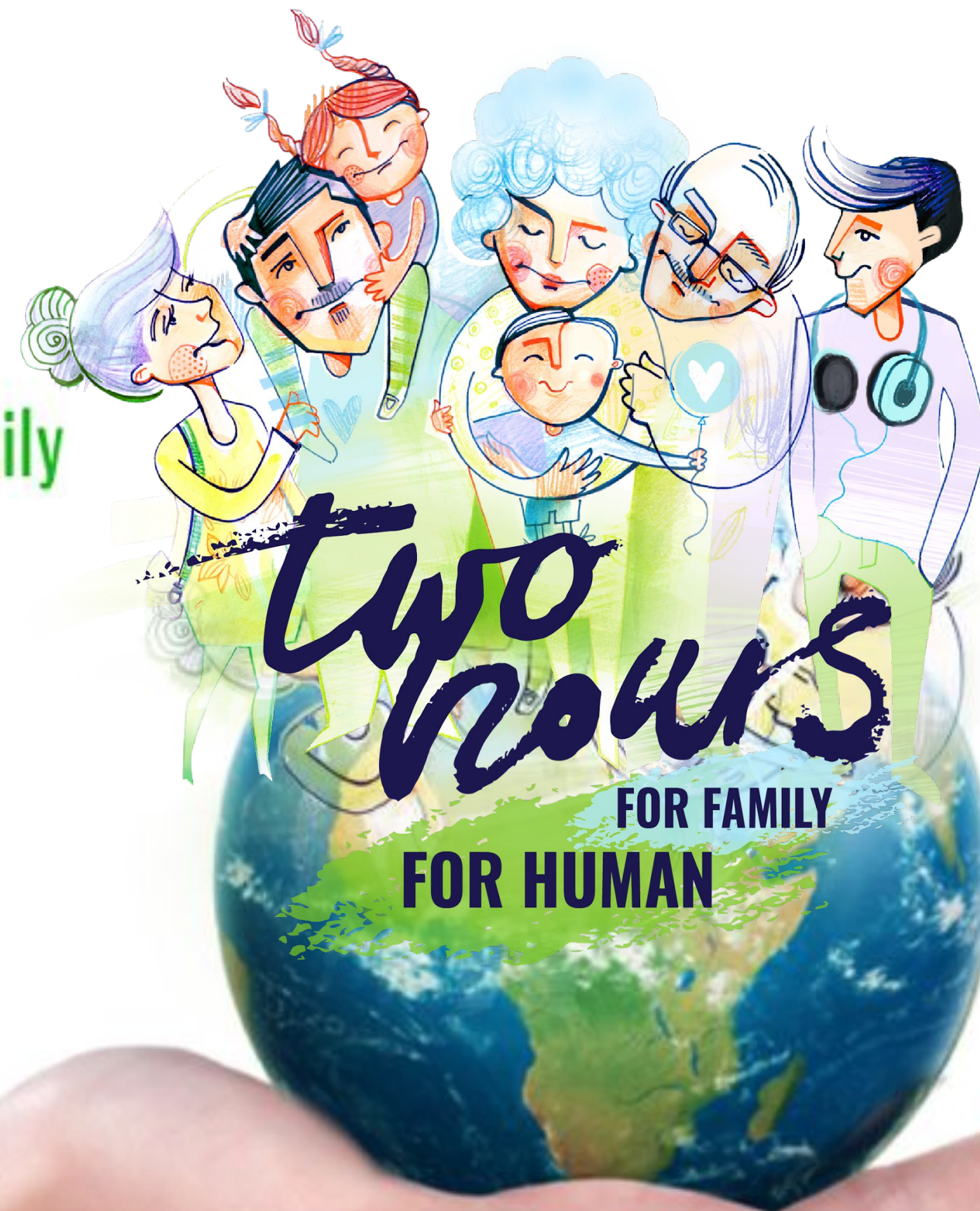
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#2h4family



JOIN OUR GLOBAL SOCIAL MOVEMENT