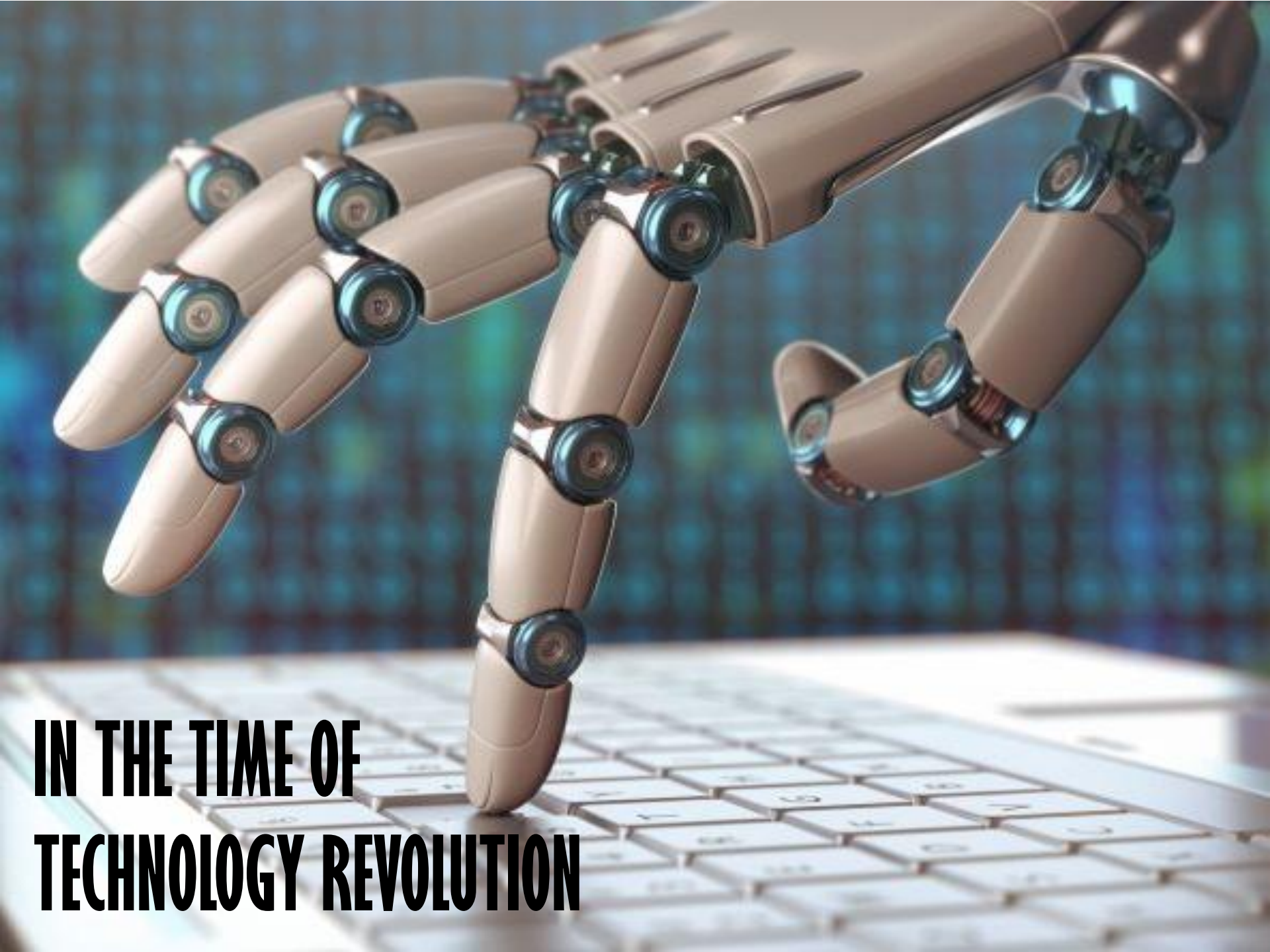


A high-speed train is captured in motion, traveling through a dense, lush green forest. The image is characterized by significant motion blur, particularly on the trees and the tracks, which conveys a sense of rapid movement. The train tracks curve gently to the right, leading the viewer's eye into the distance. The sky is overcast with soft, grey clouds. The overall color palette is dominated by vibrant greens and earthy browns, with the dark grey of the train tracks providing a strong contrast.

**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



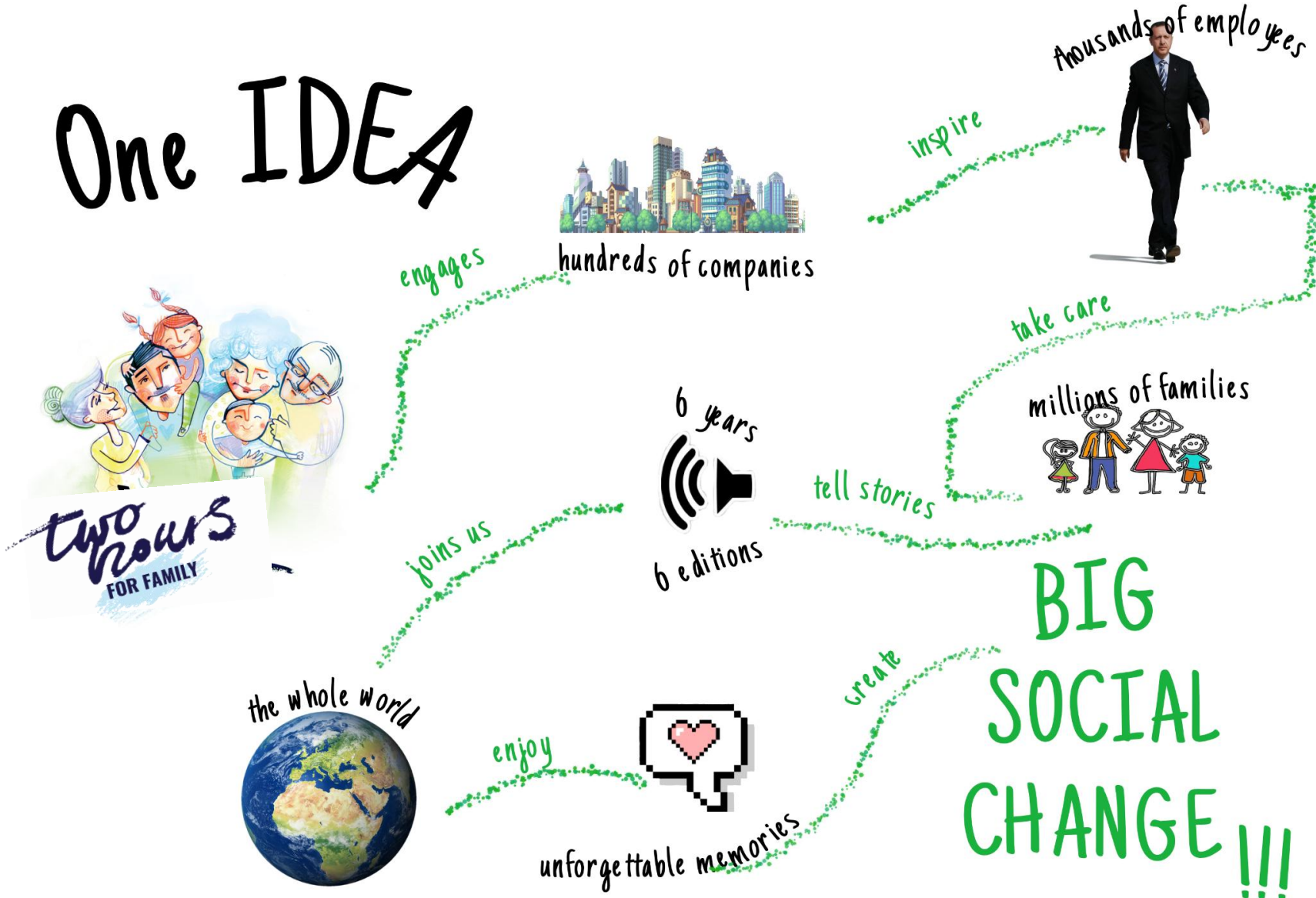
# BUSINESS IS ABOUT RELATIONSHIPS



# FAMILY IS ABOUT RELATIONSHIPS

# HOW DOES IT WORK?

# One IDEA



6 editions



# BIG SOCIAL CHANGE !!!



# 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**

*two hours*  
FOR FAMILY

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

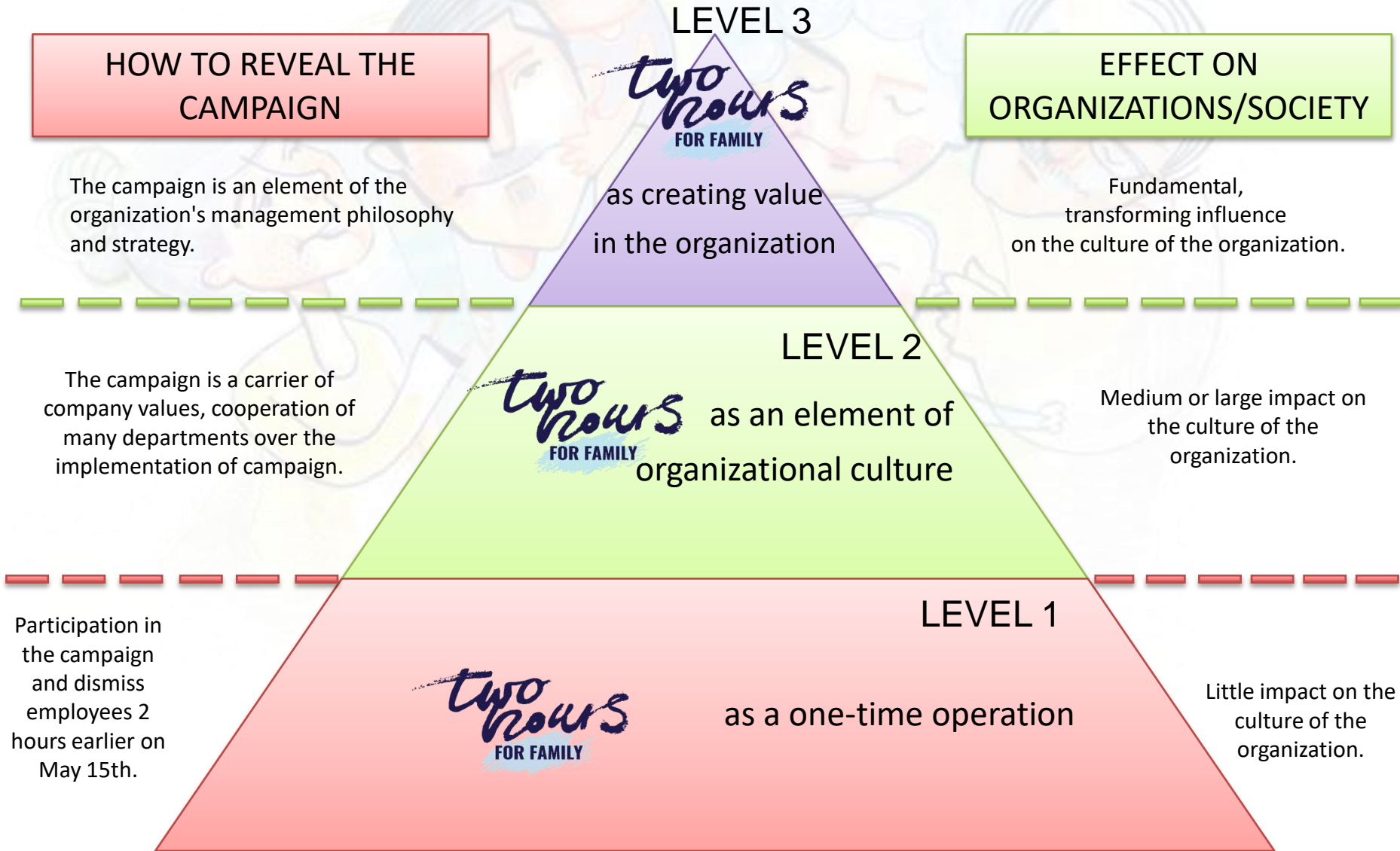


**COMING TOGETHER IS A BEGINNING.  
KEEPING TOGETHER IS PROGRESS.  
WORKING TOGETHER IS SUCCESS.**

**HENRY FORD**



# THE APPROACH TO CAMPAIGN





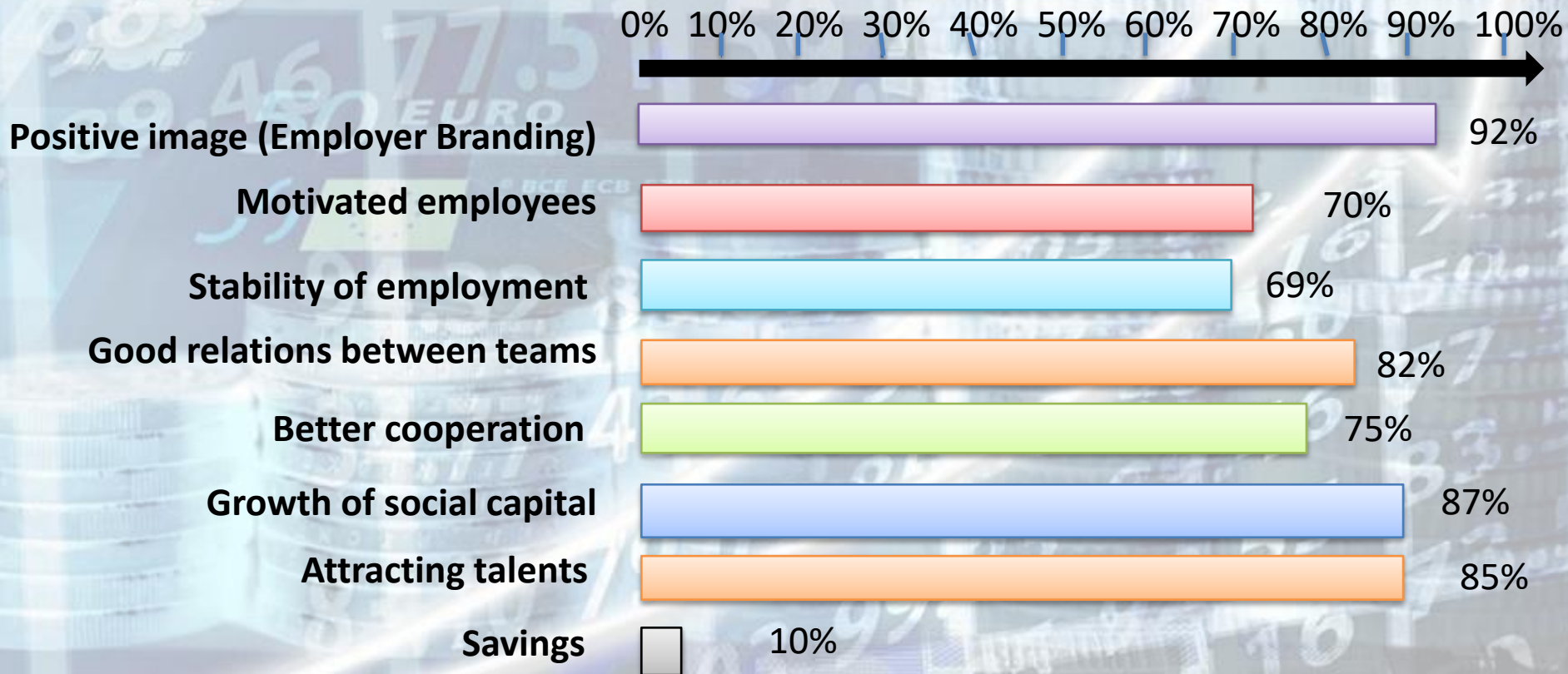


**BUSINESS TO PEOPLE  
BUSINESS WITH PEOPLE  
BUSINESS FOR PEOPLE**

**WE BELIEVE IN LEADERSHIP, IN WHICH NOT ONLY BUSINESS RESULTS MATTER,  
BUT ALSO THE WAY TO ACHIEVE THEM - WITH PEOPLE**



# BENEFITS FOR ORGANIZATIONS



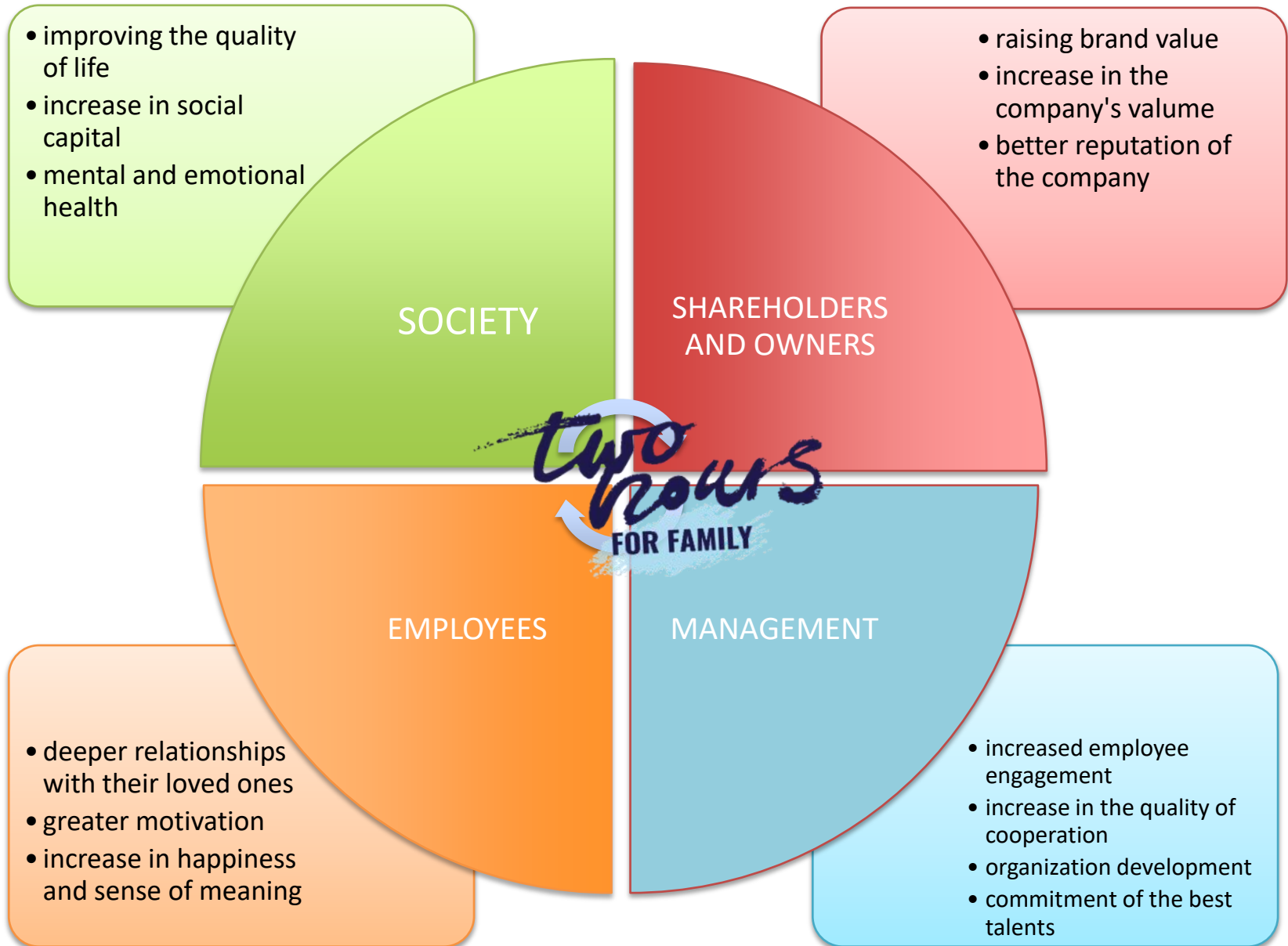
Source: Fundacja Humanites; interviews with campaign participants Two Hours for Family more than one year

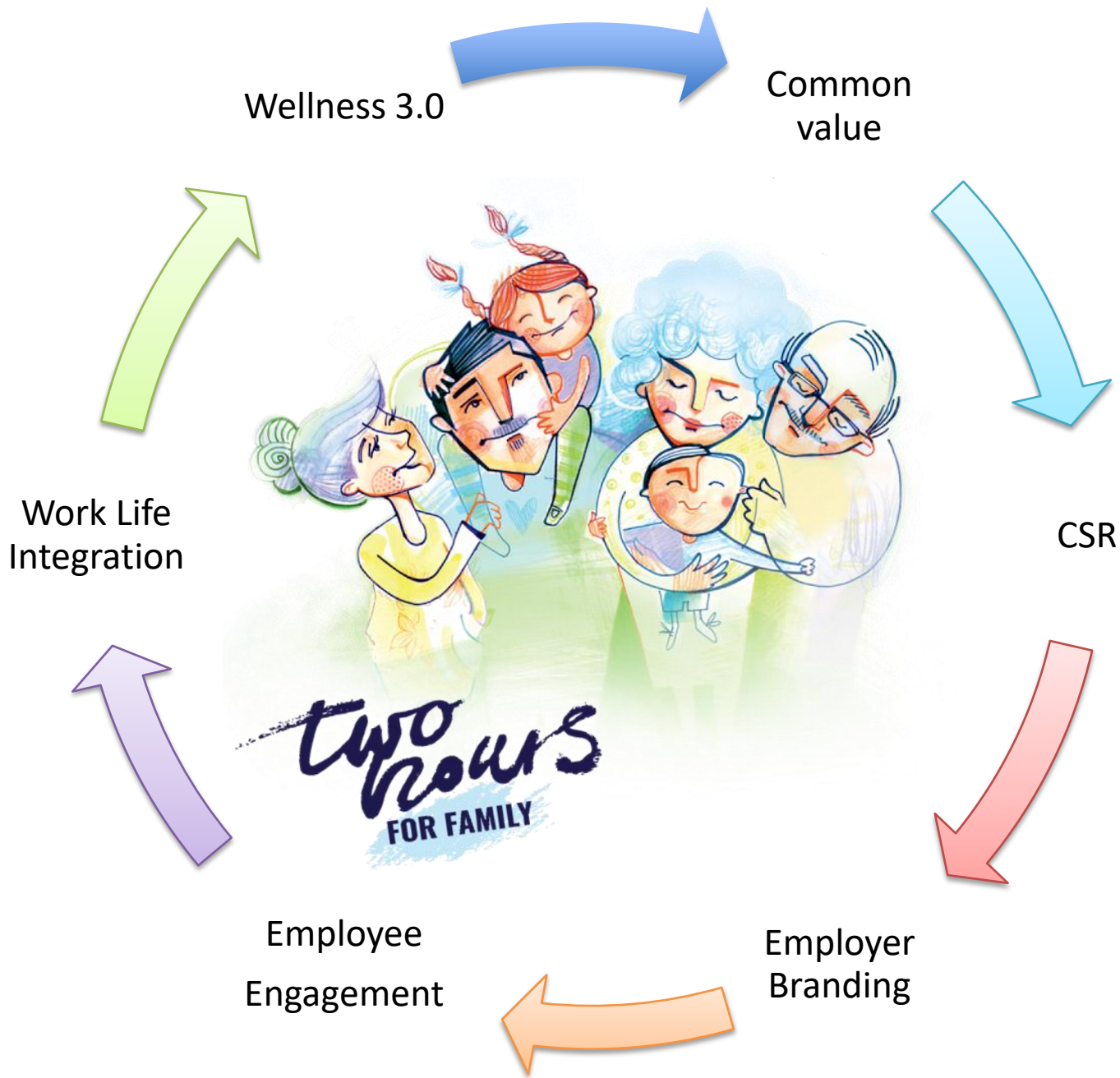


**IF YOU WANT TO GO FAST - GO ALONE**  
**IF YOU WANT TO GO FAR — GO WITH PEOPLE**



# VALUE FOR INDIVIDUAL INTERESTS







**COMMON VALUE**



**Bringing people closer**



# 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

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







# WELLNESS 3.0

The best Wellness program is our loved ones, close relationships, deep bonds, good talks and ...

hugs ☺

Joining our campaign, you and your employees have a chance to get the best wellness program in the world.

*two hours*  
FOR FAMILY



# 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](mailto:2h4family@humanites.pl)





Be  
a part!

of our global social innovation



CONTACT  
US!

Fundacja Humanites  
ul. Nowogrodzka 56/7  
00-695 Warszawa

[humanites.pl](http://humanites.pl)

CEO/FOUNDER

[Zofia.Dzik@humanites.pl](mailto:Zofia.Dzik@humanites.pl)

+48 504 144 784

Project Manager

[Izabela.Nienaltowska@humanites.pl](mailto:Izabela.Nienaltowska@humanites.pl)

+48 501 450 889