

# Your Company would you like to get involved in the Campaign?

Out of ideas?  
Don't know how to celebrate?

**You will find inspiration in this  
material!**

#wellbeing #EmployerBranding

2godzinydlarodziny.pl | 2h4family.com | #2h4family #human

The logo for 'dwie godziny' is written in a black, cursive script. Below it, the words 'DLA RODZINY' and 'DLA CZŁOWIEKA' are written in a smaller, black, sans-serif font, separated by a green brushstroke.

*dwie  
godziny*  
DLA RODZINY  
DLA CZŁOWIEKA

## GOOD PRACTICES

**small, medium-sized and large  
enterprises**

based on applications from companies to the  
"Competition for the implementation of the  
#2h4family campaign"



# AGENDA

 **STARTER PACK p. 3**  
Make use of our ready-made situations!

 **EASY IDEAS p. 9**  
competitions  
gifts

 **MORE ADVANCED IDEAS p. 17**  
Company events  
Online events  
pro publico bono  
Strengthening bonds

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 **HOW COMPANIES COPE WITH  
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Great social change in  
work culture and  
lifestyle



**59 COUNTRIES**  
= 1/3 COUNTRIES IN THE WORLD

**THOUSANDS**  
OF COMPANIES WORLDWIDE

**MILLIONS**  
OF EMPLOYEES

**11** EDITIONS

**TOP10**  
BENEFIT IN THE OPINION  
OF EMPLOYEES



# STARTER PACK



Make use of our  
ready-made solutions!



THE ACTION IS FREE!



# HOW TO PREPARE AN ACTION IN THE COMPANY?

## STEP 1

Notify the Board,  
HR&CSR departments

**REGISTER YOUR COMPANY**

at: [2h4family.com](https://2h4family.com)

Secure Board approval to reduce the working day  
around 15 May by a token 2 hours\*.

**!** Notify your overseas affiliates and your  
business partners of the action!

\*The shortening of time is not mandatory, but more than 95%  
of participating companies do it. Ask us how other large  
manufacturing or service companies do it

## STEP 2

We will provide you with materials,  
graphics with ideas on  
how to celebrate #2h4family

**FOR COMMUNICATION  
WITH EMPLOYEES**

The campaign has a different  
theme each year.

## STEP 3

Invite your employees to join  
the action, inspire them to spend  
time at home and at work  
**BETWEEN** the generations!

**CAMPAIGN HAS  
A DIFFERENT THEME  
EACH YEAR**

## SPREAD THE WORD

How you celebrated 2h4family  
in 2023!

**PARTICIPATE IN THE  
COMPETITION**



Wyjątkowe nagrody!

## ADDITIONALLY

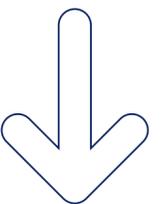
Encourage your team  
**TO PARTICIPATE IN  
THE #2024 MOTTO  
COMPETITION!**



## STEP 4

Celebrate around  
**MAY 15**

Create rituals of closeness  
to be closer person-to-person  
at home and at work!



# WITH PASSIONS ACROSS GENERATIONS!



CURRENT THEME

Each year, we invite you to build familiarity around a different theme!



And you create action communication and ideas around the theme!

This year's #2h4family #2h4human campaign could be the perfect opportunity to find out what your Employees are passionate about!



# TRICKS & TIPS

i.e. the simplest things your company can (but does not have to) do



## Reduce working time for employees by 2 hours!

At least on one day of the year, e.g. 15 May, International Day of Families, or on another date of your choice. For starters ;-)

\*The shortening of time is not mandatory, but more than 95% of participating companies do it. Ask us how other large manufacturing or service companies do it



## offer the Chairman, Managing Director or other *Very Important Person* of your Company to pass on kind words to the employees.

It could simply be an email to all Male and Female Employees, encouraging them to take care of important relationships.

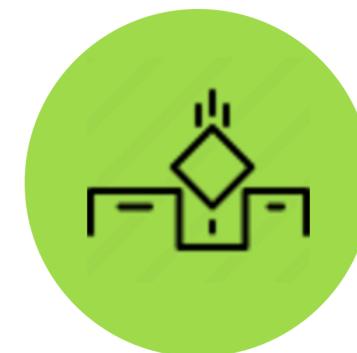


## spread the word on your social media!

**#2h4family #EmployerBranding**

**#wellbeing #2h4human**

Encourage your other branches, business partners, customers to participate....



## consider whether you would like to try it in the next edition

**SOMETHING MORE!**

# USE READY-MADE OPTIONS:



We provide materials, inspiration: texts graphics in open files so that you can use them to create communication with Employees.



We organise themed competitions with valuable prizes! You "just" invite your Team to them!



We invite well-known people to join the action: people of science, culture, art, sport... This year they will tell us about their passions!



„Relacje międzyludzkie tworzą nasze życie i nie ma niczego, poza tym. Świata nie ma bez tych relacji! - Andrzej Seweryn



Each year, we reward the teams from the companies that put the most heart into the campaign and the employees who come up with the motto for the following year!

# USE OUR ASK ME CARDS:

A GENERATIONAL GAME  
AT HOME AND AT WORK.

Questions teach curiosity, cooperation,  
listening. The game develops empathetic  
attitudes and fosters intergenerational  
integration both at work and at home.



# SOMETHING MORE



By using our experience and materials, you can add just a little from yourself!



# CONTESTS WITH PRIZES



competition: **Create a family postcard**  
around this year's motto

15 MAJA – MIĘDZYNARODOWY DZIEŃ RODZIN **QFG**  
QUALITY FOOD GROUP

*dwie godziny*  
DLA RODZINY

humanites

TEMAT PRZEWODNI VIII EDYCJI:  
**MAŁE I DUŻE RODZINNE PODRÓŻE**

**ZCŁOŚ SWOJĄ RODZINNĄ POCZTÓWKĘ**  
związaną z tematem przewodnim akcji! "Małe i duże Rodzinne podróże"

Każdy Pracownik, który zgłosi do konkursu swoją pocztówkę otrzyma  
„2 godziny dla Rodziny”

**3 najciekawsze pocztówki**  
zostaną dodatkowo nagrodzone!

Wśród nagród między innymi: Bilet do Energylandii, Magicznych Ogrodów i inne!



inspiration comes from the company:



# CONTESTS WITH PRIZES



competition: **Prepare a dish linked to a film title**, send a photo of the dish and present it with description



„Inspiracją do zrobienia zdjęcia związanego z gotowaniem, które nawiązywałoby do tematyki filmowej był dla nas film „Śniadanie u Tiffaniego”, a może bardziej konkretnie to sam tytuł tego dzieła. Wszystkie produkty zostały przygotowane samodzielnie, zwłaszcza croissants wyszły pysznie. Do zabawy zachęciłam córkę, która zajęła się również scenografią, rekwizytami i wykonaniem zdjęcia.”



„Przesyłam zdjęcie przygotowanej przez ze mnie japońskiej zupy Ramen. Do jej ugotowania zainspirował mnie film pt. „Ramen. Smak wspomnień”, w którym historia młodego kucharza z Japonii, stanowi nierozdzielny całość z przygotowywanymi przez niego potrawami, a główną z nich jest właśnie orientalna zupa Ramen, krzepiąca ciało i duszę:-)”

„Przygotowany przeze mnie posiłek (deser) nawiązuje do filmu „Niebo w gębie”. Dlaczego właśnie ten film? Bohaterka filmu, szefowa kuchni gotuje dla samego prezydenta Francji, a jej niezwykle potrawy, trafiają nie tylko do podniebienia, ale i do serca prezydenta. Tak też jest właśnie z moim deserem. Mocno zapada w pamięć. Krucha beza, a w środku słodkie lekkie nadzienie śmietanowe, przełamane soczystymi sezonowymi owocami. Uwielbiam rozpieszczać moją rodzinę, dlatego od czasu do czasu serwuję im coś pysznego. Mąż ostatnio sam nawet powiedział, że ten deser to niebo w gębie:-)”



inspiration comes from the company:



# CONTESTS WITH PRIZES



competition: „My pet in my eyes”



inspiration comes from the company:



# CONTESTS WITH PRIZES



Three different competitions for different age groups

**UJĘCIE I** MŁODSZE DZIECI W AKCJI

**UJĘCIE II** STARSZE DZIECI NA PLANE

**UJĘCIE III** DOROŚLI NA SCENIE



→ Praca plastyczna (przesłana formularzem)  
"Mój ulubiony bohater z filmu/bajki"  
[DZIECI DO 5 ROKU ŻYCIA]

→ Praca plastyczna lub tekstowa (przesłana formularzem)  
"Mój ulubiony bohater z filmów rodzinnych"  
[DZIECI POWYŻE] 5 LAT]

→ Zgłoszenia filmów jakie najchętniej oglądają, jakie mogą polecić do obejrzenia w gronie rodzinnym: (ankiety)

3 KATEGORIE: MUST WATCH, POLECAM, WYRÓZNIAM  
[FIRMOWY RANKING]

inspiration comes from the company:



# CONTESTS WITH PRIZES



## other competition ideas:

- ✓ Document family passions: photo competition
- ✓ Answer the question from the ASK ME cards
- ✓ Review your favourite film to watch with the family
- ✓ Break the record for kilometres travelled by bike
- ✓ Take a photo while enjoying a family moment

inspirations come from:



N E T I A

**intrum**

A|M|S

# GIFTS | PRIZES



## give something back to your employees!

We suggest that the rewards should be of a nature to encourage deeper relationships with other people.

### What could it be?



**ASK ME game**, designed to be played with close friends - you can learn more about them :)



**themed gifts.** When the edition's slogan was 'generational film club', employees received, for example, gift cards for joint 'family cinema screenings' on streaming platforms.



tickets or vouchers for family attractions, e.g. **Energylandia, Aquapark, Escape Room.**



a sports gift: bicycle, roller skates, gym or swimming pool pass, etc.



corporate gadgets: mugs, pens, notebooks, T-shirts....

**inspirations come from participating companies**

# YOUR IDEAS FOR COMPETITIONS:

Remember, this year's slogan is: **WITH PASSIONS THROUGH THE AGES!**



# MORE ADVANCED IDEAS



Family and corporate events:  
picnics, games, gatherings,  
workshops, charity events



# COMPANY EVENTS

for employees and their families



## FAMILY OUTDOOR GAME



inspiration comes from the company:



# COMPANY EVENTS

for employees and their families



## PICNIC



inspiration comes from the company:



# COMPANY EVENTS

for employees and their families



## MEETING WITH FAMOUS ATHLETES

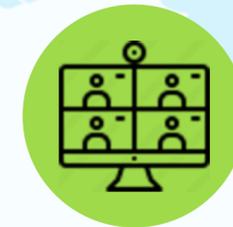


inspiration comes from the company:



# ONLINE EVENTS | WITH EXPERTS

for employees and their families



- ✓ **workshop**  
"Shoot cinema films with your own phone"
- ✓ **webinar on adult communication with children**  
(open to the public)
- ✓ webinar for parents with a Positive Discipline and Nonviolent Communication educator
- ✓ sports activities "Don't lose your shape, exercise from home!" (during the pandemic period)
- ✓ cooking workshops
- ✓ laughter yoga workshops
- ✓ reading stories to children

inspirations come from:



# PRO PUBLICO BONO



## Let your Company do a good deed!

- ✓ Doing a picnic (or other event)? **Support local entrepreneurs!**
- ✓ Organise a **collection of needed items** for the animal shelter
- ✓ Preparing action materials? Make sure they are inclusive!



inspirations come from:



# PRO PUBLICO BONO



## Do Something Spectacularly Good!

One of the participating companies addressed the issue of **foster parenting**.

It organises, among others:

- ✓ psychological counselling
- ✓ charity events
- ✓ training in parenting skills

inspiration comes from the company:



# STRENGTHENING RELATIONSHIPS



**Motivate those employed to take care of relationships inside and outside the company**

-  Remind employees of an important holiday (e.g. Mother's or Father's Day) and design e-greeting cards for them
-  Encourage your employees to spend time with their families. Hold a **competition** to document this!
-  Put up a **compliments box** in your company

**inspirations come from:**



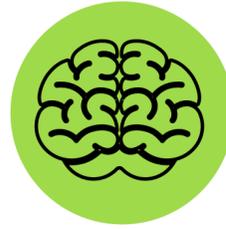
# EVEN MORE IDEAS!



# ORIGINALLY AND HOLISTICALLY



# ORIGINALLY!



✓ The company organised a campaign to include its readers in the 2h4family action.

**mojeGotowanie.pl** recipes for cooking together



ideas for joint sightseeing trips



proper relationship communication



Właściwa komunikacja może ocalić związek. Jak rozmawiać?

29.04.2022 - Paweł Szpak



Megan Fox w amylkowej przeszłości salkience z siateczki. Jeden szczegóół zaów upodobił ją do Pamela

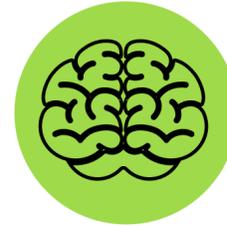
Kuchnia francuska od wieków inspiuje szefów kuchni i miłośników jedzenia na całym świecie. Francuskie specjały to wątek chętnie podejmowanym również przez twórców filmów. Jakie tytuły warto obejrzeć i dlaczego? O tym w cyklu "Kulturalnie kulinarnie":



Zwiedzanie Polski to ich rodzinna pasja. Zdradzają swoje ulubione miejsca w kraju



# ORIGINALLY!



- ✓ On 15 May, museum staff were able to go home two hours early to spend time with their families.
- ✓ However, the institution did not close during this time! Managers bravely took on the role of museum guides and showed visitors around :)
- ✓ An idea worth imitating - for managers to be in touch with the reality of their subordinates all the time.

**Muzeum Narodowe w Krakowie**  
14 maja · 🌐

Muzeum Narodowe w Krakowie bierze udział w obchodach Międzynarodowego Dnia Rodziny i organizowanej przez Fundacja Humanites akcji „Dwie Godziny dla Rodziny”.

Z tej okazji mamy dla Was małe ogłoszenie od dr hab. Łukasza Gawła - Z-cy Dyrektora ds. Strategii, Rozwoju i Komunikacji 😊

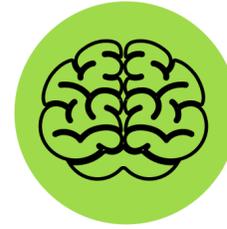
... Zobacz więcej



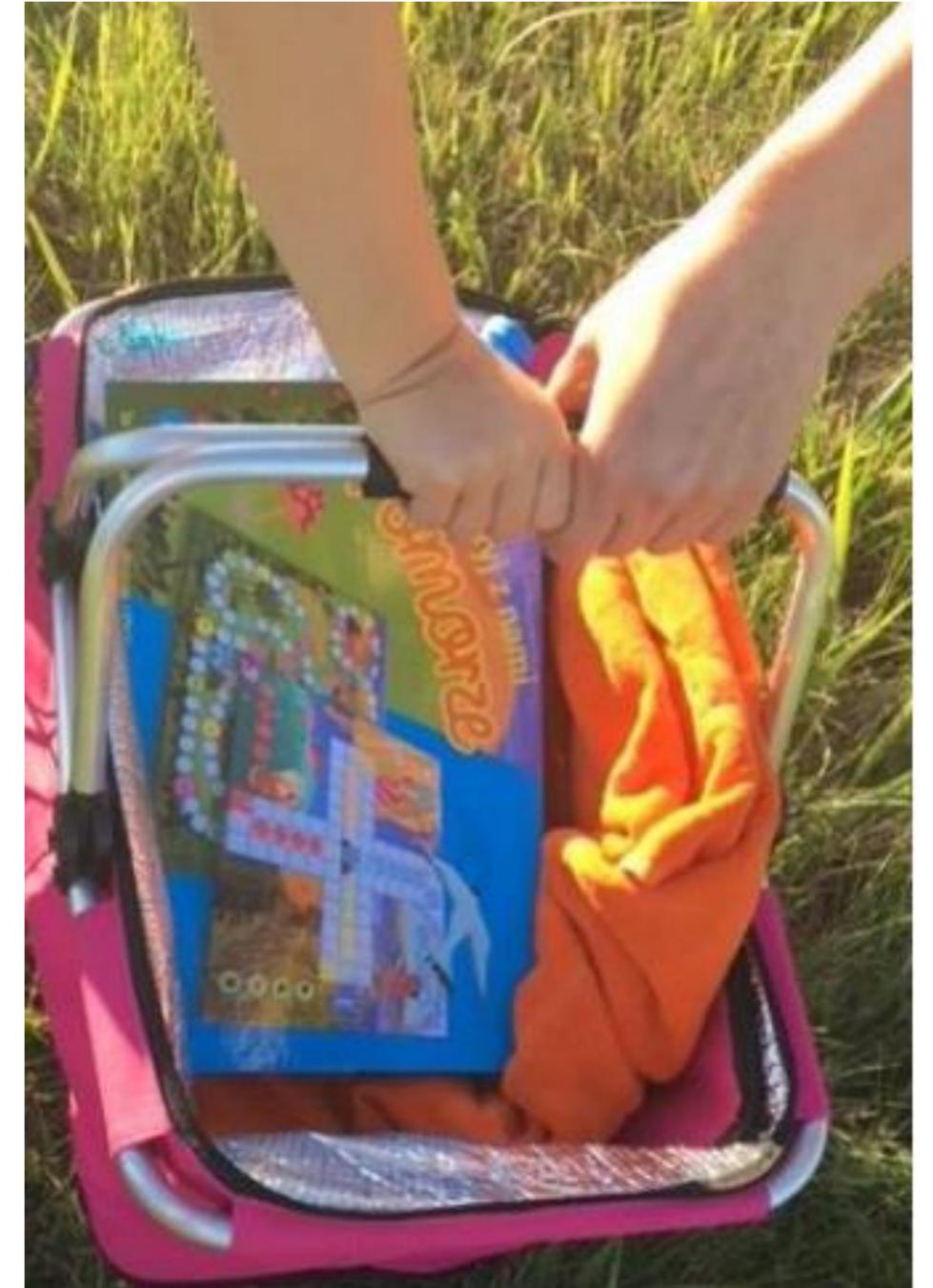
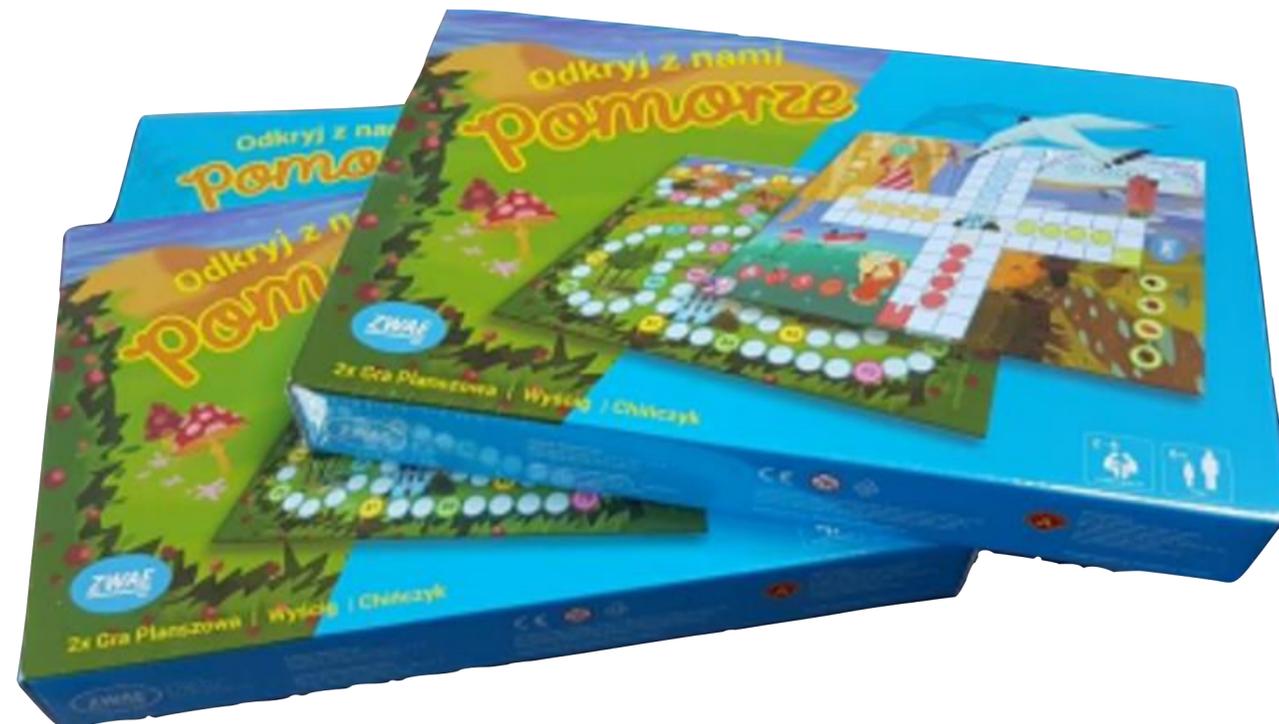
👍👎👤 46

3 komentarze 6 udostępnień

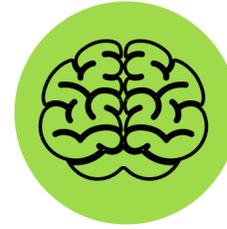
# ORIGINALLY!



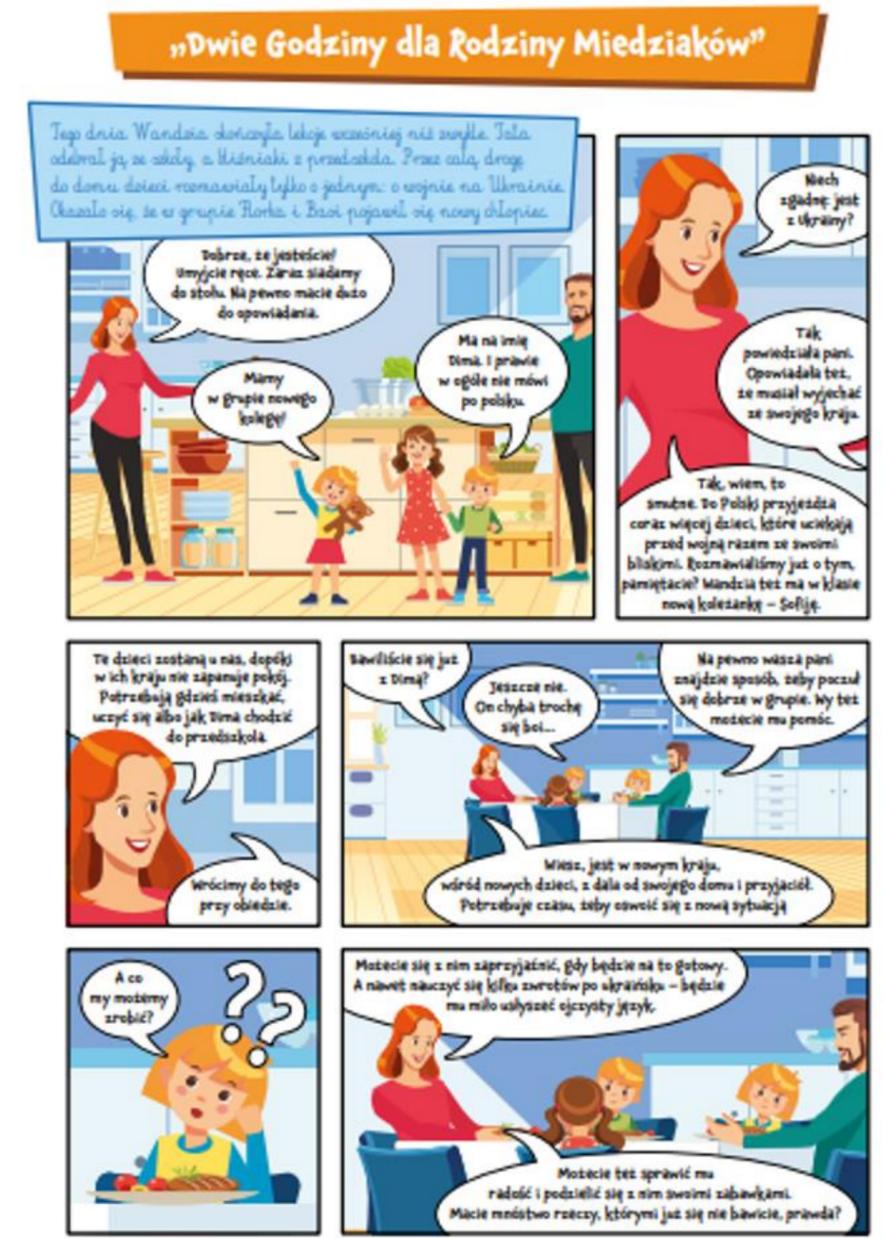
- ✓ The company has published a board game 'Discover Pomerania with us', which brings information about the region.
- ✓ It was given to all employees.



# ORIGINALLY!



- ✓ The company ran a very extensive campaign around the #2h4family campaign.
- ✓ One of its elements was a 'Copper and Friends' brochure containing a comic strip, children's games and materials for the integration of the Ukrainian community.



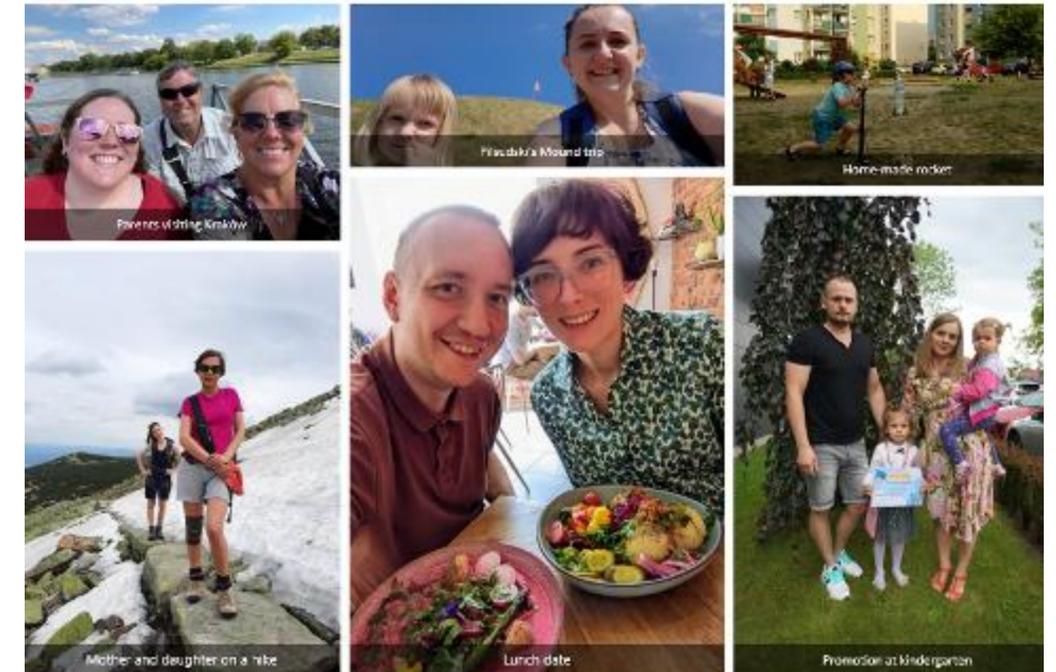
# HOLISTICALLY



# A|M|S

## Several months of action by 53 branches worldwide

- ✓ May and June - events organised by the **Family Friendly Poland** group
- ✓ Mid-May - end of June - employed people used #2h4family. Employees were rewarded with company goodies for documenting this time.
- ✓ 15 May - **webinar for parents** with Positive Discipline and Nonviolent Communication educator Justyna Brzozak
- ✓ on the occasion of **Mother's and Father's Day**, the company gave employees electronic family cards
- ✓ June - a series of online **cooking workshops** for children
- ✓ on the occasion of **Children's Day**, a "recommendation" for employees on how to spend time with children



# HOLISTICALLY



## Action over several months

- ✓ 15 May - International Day of Families celebrations: Family Relationship and Animation Zones with Parent Zone (workshops to improve parenting skills), Children's Animation Zone, Stage Zone (performances and competitions), Culture Zone (presentation of Ukrainian handicrafts), Pet Zone (with a vet and a behaviourist)
- ✓ 4-25 May - conference for parents "Risky behaviour of children and adolescents in the post-modern era,,
- ✓ 29 May - Family Integration Zone: activities, workshops, animations, competition
- ✓ promotion of animal adoption from the Homeless Dog Shelter in Głogów
- ✓ May and June - competitions "Rodzinnie Razem" (Family together) and "Rodzinnie z naMIEDZI", "Copper and friends" brochure



# HOLISTICALLY



## 5-DAY FAMILY MEGA POWER action during the pandemic period

- ✓ On 11 May, an online yoga class "Don't lose your shape, exercise from home!" took place.
- ✓ On 12 May, the photo competition "Cooking together" was launched.
- ✓ On 3 May, an online workshop on recording, directing and editing amateur films "Shoot cinematic films with your own phone" took place.
- ✓ On 14 May, an online lecture took place as part of the Tauron Group Open University "Resilient, strong and full of energy - take care of yourself,,."
- ✓ On 15 May, the family film competition "Shoot it!" was launched.



„...Super pomysł z tegoroczną akcją! Ja jestem zachwycona..

Małgosia



# WHAT ABOUT THESE TWO HOURS?



## How do larger and smaller companies deal with giving two hours off?



The larger production companies offer their employees time off in a flexible manner: employed persons can "take" these "Two Hours" any other day, within, for example, three months by arrangement with a manager.



Some companies choose other dates to celebrate these proverbial two hours. These include, for example, the start of the school year, 1 September or Children's Day, 1 June.



The possibility of leaving work two hours early on **the day before a long weekend** in May or June is popular; this is usually when employees plan family trips.



Some employers **start cautiously**: they first decide to give one hour of free time to their employees to see how the change will affect the company; we hear from the companies that after such an experiment, they very often increase the number of free hours the following year.

# CAMPAIGN SCHEDULE



January

February

March, April

May

June, July

# SOCIAL IMPACT

## Employer

- Work-life integration
- Support for employees' social roles
- Two hours of additional free time for employees
- Integration, deepening of relationships in teams
- Release of new energy
- Loyalty and commitment

## Employees and their families

- Creating lasting family bonds based on respect and trust
- Quality time with loved ones
- Intergenerational relationships
- Getting to know each other in new contexts
- Emotional maturity

## Society

- Tackling the relationship crisis and increasing loneliness
- Drawing attention to the social and economic role of the family
- Positive impact on the mental and emotional health of society
- Development of social capital
- Uniting society around a core value of family

# A GREAT SOCIAL CHANGE IN WORK CULTURE AND LIFESTYLE



All people around the world need relationships with their loved ones: **love, acceptance, security, respect and trust.**

Today's hectic life and the desire to reconcile all responsibilities is not conducive to building family bonds and strengthening relationships.

#HumanEconomy

#wellbeing

#EmployerBranding

# WE BRING PEOPLE TOGETHER AT HOME AND AT WORK!

The aim of the campaign is to integrate, to bring people together in families, in the immediate social environment and in the working environment.



These '2 hours' symbolize

- ✓ building relationships
- ✓ spending quality time together preferably intergenerationally
- ✓ intentional relationship-building
- ✓ good conversation
- ✓ creating memories
- ✓ getting to know each other deeply
- ✓ reflecting on the quality of our relationships with loved ones
- ✓ following the motto that **we have one life in different roles.**

*Contact with loved ones is not about the number of hours spent, but what we do during that time and who we are during that time.*

# BECOME AN AMBASSADOR!



## Did you like our campaign?

- ✓ Encourage partners, contractors overseas branches of your company to join the campaign! In this way, you will become an ambassador for #2h4family!
- ✓ We will provide you with:
  - a presentation with information about the campaign for new companies and organizations
  - a presentation in English for foreign branches

# CONTACT US

## CEO/Founder

Zofia Dzik

[zofia.dzik@humanites.pl](mailto:zofia.dzik@humanites.pl)

+48 504 144 784

## Head of Communication

Katarzyna Lorenz

[katarzyna.lorenz@humanites.pl](mailto:katarzyna.lorenz@humanites.pl)

+48 505 017 957



#2h4family



JOIN OUR GLOBAL SOCIAL MOVEMENT

[2h4family.com](http://2h4family.com)

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

[2godzinydlarodziny.pl](http://2godzinydlarodziny.pl)

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

[ethicstech.eu](http://ethicstech.eu)

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