

Become a Partner and Ambassador

XIII edition of the social campaign



CREATIVE IMPACT AND POSITIVE CHANGE IN THE STYLE OF WORK AND LIFE

HumanBE

two hours FOR FAMILY FOR HUMAN

#EmployerBranding

#wellbeing

#ESG

GLOBAL SOCIAL MOVEMENT
TO BRING PEOPLE CLOSER



2godzinydlarodziny.pl | 2h4family.com | [#2h4family](https://twitter.com/2h4family) [#human](https://twitter.com/human)

bring people closer at work and at home!



Zofia Dzik!

Creator 2h4family /4human!

Impact investor, innovator, strategic thinking partner, founder of the Humanites Institute – Human&Technology

Experienced chief executive and non-executive officer, pioneer in fintech at direct business models in the financial services industry in Poland and CEE. Supervisory board member of a number of leading stocks quoted companies (e.g., CCC S.A., PKO BP S.A., InPost S.A., Arctic Paper S.A.). Member of the Council of Experts at Supervisory Board's Forum at Warsaw Stock Exchange.

CEO of the Humanites Institute - think & do tank on the development of Coherent Leadership™ and social capital, systemically combining the topics of Human and Technology. Co-founder of the international Center for Technology Ethics.

Top 10 leaders of sustainable development in Poland according to Forbes Women magazine.

Lecturer, mentor, juror (e.g., “Kapituła Orły Rzeczpospolitej”). Member of Science Board of Ideas NCBIR, research and development center operating in the field of artificial intelligence and digital economy, and Social Council of Wrocław School of Technology. Author of the Coherent Leadership Model™, “The Village” Model of Social Ecosystem™, “The Loop” Nonlinear Long-Term Social Development Model™

WHO WE ARE



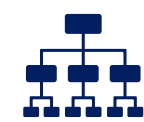
We are the Think&Do Tank for a systemic approach to social capital development and **Coherent Leadership™**.



The Humanites Institute has been **analyzing global trends** and complexly connecting the subjects of human and technology **for over a decade**.



Based on our author' s models, we recommend and implement systemic solutions for **creating a wide social ecosystem for human development**.



And the effect of a more mature, innovative **society**.



OUR MISSION

Conscious, with inner
compass, proactive,
curious, grit and
socially sensitive
HUMAN



As a think &DO tank, we combine the topics of **Humanity and Technology** by **supporting systemically the social transformation** in the era of the Tech Revolution in the wide ecosystem where humans live, learn and work. So that every person will have the space to develop their potential based on a healthy feeling of their own self-worth.



METHODOLOGY

THINK

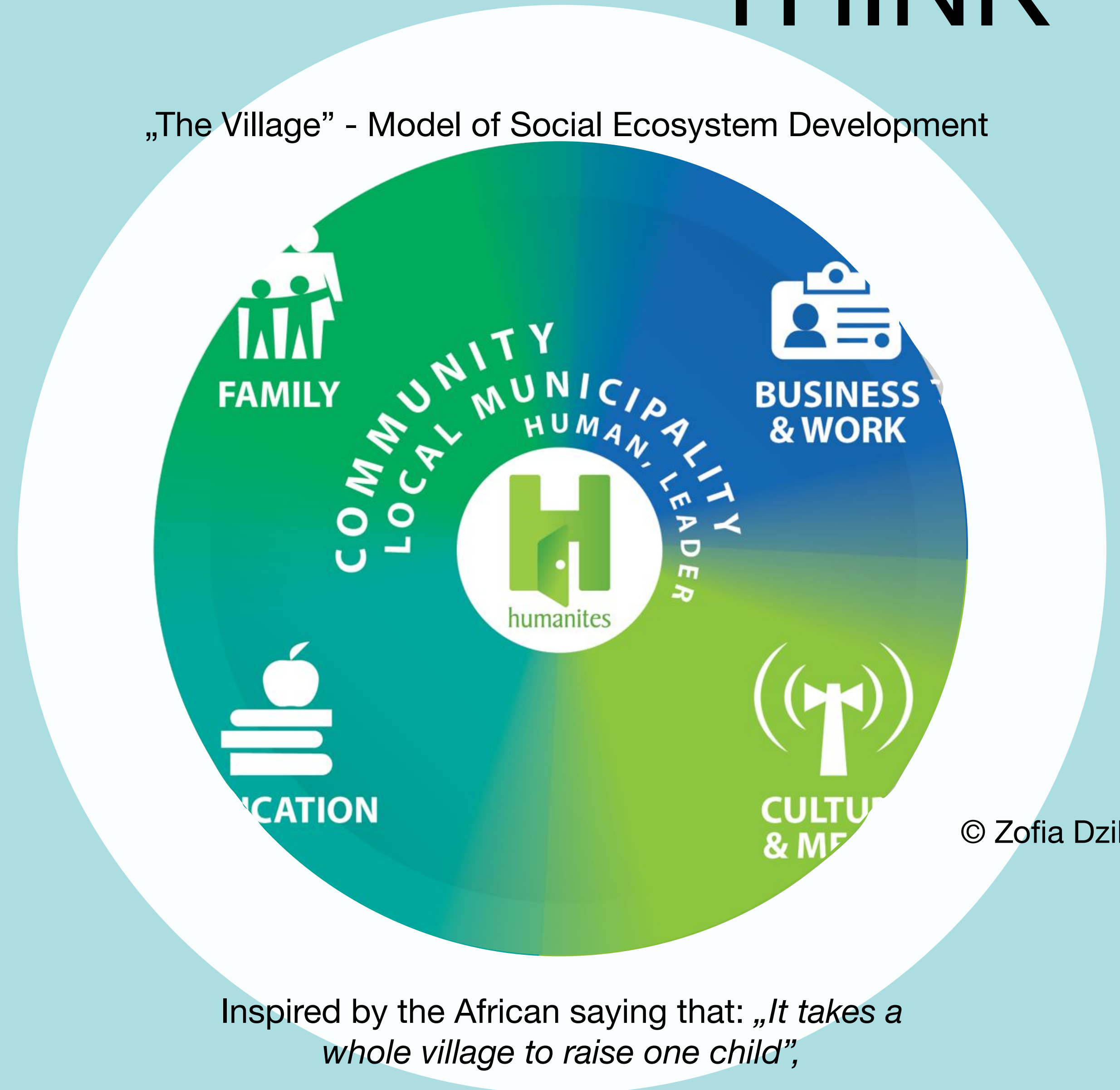
We are building a social ecosystem based on our proprietary „The Village”™ Model of Social Ecosystem Development.

The Model presents the silo-breaking approach to the current business, social, and environmental problems in the entire ecosystem. It focuses on the four, most combined forces that impact the human being and its values, decisions, fears, and competencies.

We are happy that **our Model is becoming the base (framework) for companies and regions to build their sustainability strategies.**



„The Village” - Model of Social Ecosystem Development



© Zofia Dzik

Inspired by the African saying that: „*It takes a whole village to raise one child*”,

METHODOLOGY

&DO

According to our Model, we initiate projects in four main "Village" areas: Business and Work, Family, Education, and Culture and Media.

Our projects affect social change using synergy effects. This gives us the space to create harmonious human development in all areas of the social ecosystem.

We see that micro change implemented smartly has a macro effect.



OUR PROJECTS

We work as thin&Do tank in the wide social ecosystem supporting ESG goals since 2010:



The first wellbeing campaign

International think-tank for ethical innovations



CENTRUM ETYKI TECHNOLOGII
INSTYTUTU HUMANITES



FIRMA PRZYJAZNA RODZINIE
FIRMA PRZYJAZNA CZŁOWIEKOWI

Family&Human Wellbeing Humanites AWARD



Annual conferences for Business Leaders Coherent Leadership™. Human&Technology



Leadership in education Academy for Leadership Development in Education



Badania i raporty

WE ARE WORKING SYSTEMICALLY

our projects use the synergy effect
for social impact

*Every great change starts
with a single piece
of dominos.*





2012
WE TRIGGERED
A DISCUSSION
ON THE
RELATIONSHIP

WE ARE GLOBAL MOVEMENT

#wellbeing #employerbranding

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



2023

**GLOBAL
BUSINESS
JOINS
A CAMPAIGN
FROM POLAND**

2012 2013 2014 2015 2016 2017 2018 2019 2020 2021 2022



Already in 2012, the campaign was in advance of the global #ESG, #HumanEconomy trends. In 2022, small businesses, institutions as well as corporations from around the world joined the campaign.



CHALLENGES & TRENDS



Mental health

Depressive conditions - one in every 3 people in Poland; sleep problems: 40% of persons



Loneliness and relationship crisis

breakdown of community, too much stimulus; > half of 16- to 24-year-olds felt loneliness in the pandemic



Family life

People who are dissatisfied with their family life are 30% more likely to be lonely and live shorter lives



Automatization

50% of human operations can be automated



Aging society

In 2025, >13.7 million people will be 60+ years old



Generation Z

More and more demanding generations in the labor market

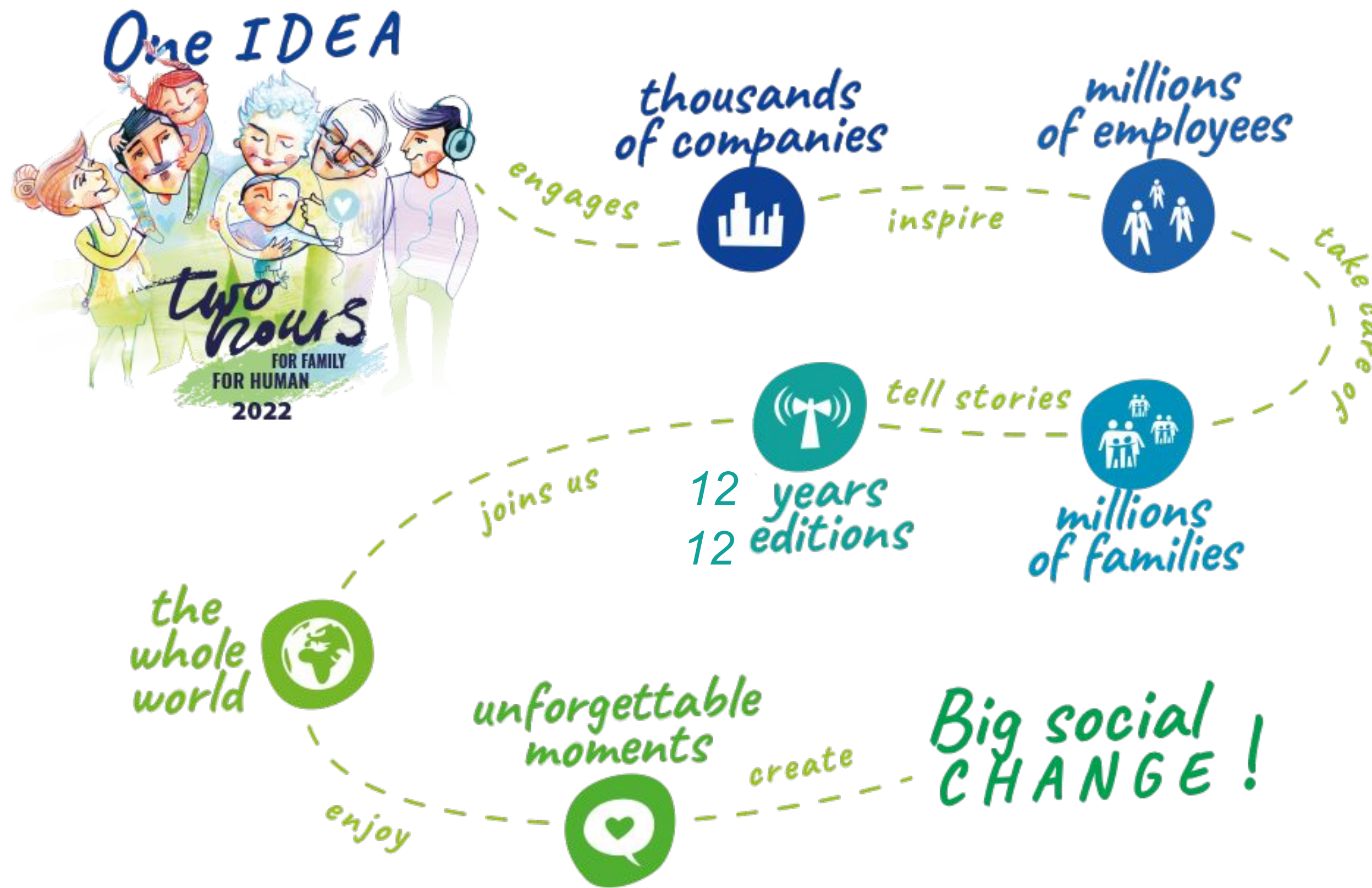
We have been following these developments for more than a decade.

LABOUR MARKET NEEDS

- **War for Talents** - employer branding
- Engagement / Motivation / Agility
- Work/Life integration
- Stress, burnout, must have: well-being, physical and mental health
- **Automatisation/robotisation**
- The economic impact of a **pandemic and war**
- ESG – Sustainability
- **Managing diversity: age, gender, experience...**
 - Low level of economic activity of women
 - **New generations (Z)**
- **Hybrid work, interdisciplinary work (co-working)**



GREAT POSITIVE CHANGE IN THE STYLE OF WORK AND LIFE



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

Today's **life of being in a permanent rush** trying to balance all responsibilities is not good for building family ties and strengthening relationships.

#HumanEconomy
#wellbeing
#EmployerBranding

HOW WE BUILT CAMPAIGN

SOCIAL CHALLENGES

#DEPRESSION
#LONELINESS

NEEDS OF EMPLOYERS

#COMPETITIONS
#ENGAGEMENT

SYSTEMIC APPROACH



TRENDS

#WELLBEING
#ESG
#HUMANECONOMY

#DISRUPTION

USE OF UNKNOWN DAY INTERNATIONAL DAY OF FAMILIES

15 MAJ



HumanBE
two hours FOR FAMILY FOR HUMAN

CLOSENESS



RELATIONSHIPS



MINDFULNESS



GLOBAL SOCIAL MOVEMENT

CULTURE OF WORK



PHYSICAL AND MENTAL HEALTH



SCALE OF THE CAMPAIGN IN 2022



59 COUNTRIES

= 1/3 OF COUNTRIES IN THE WORLD

THOUSANDS

OF COMPANIES FROM AROUND THE WORLD

MILLIONS

EMPLOYEES

12 EDITIONS

IN THE **TOP10** BENEFITS BY EMPLOYEE OPINIONS

**GLOBAL SOCIAL MOVEMENT
TO BRING PEOPLE CLOSER**

**CREATIVE IMPACT AND POSITIVE CHANGE
IN THE STYLE OF WORK AND LIFE**

to be together, not apart at home and at work!



MEDIA AND CAMPAIGN REACH

Advertising equivalent

AVE: 1,8 MLN ZŁ

INTERNET

RADIO

Polskie Radio Program 1
 Polskie Radio Program 2
 Polskie Radio Program 3
 Polskie Radio Program 4
 RMF FM
 Radio ZET
 Chili ZET
 Radio ESKA
 Radio Muzo FM
 Radio Puls Radio Warszawa
 Radio Wawa
 Radio Maryja
 Radio PIK
 Radio Merkury Poznań
 Radio Białystok

wp.pl
 nf.pl
 rmf24.pl
 pulshr.pl
 dzieci.pl
 money.pl
 bankier.pl
 inwestycje.pl
 kobieta.wp.pl
 zwierciadlo.pl
 ekonomia.pl
 pulsbiznesu.pl
 metro.gazeta.pl
 strefabiznesu.pl
 polskatimes.pl
 polskieradio.pl
 praca.interia.pl
 mjakmama24.pl



PRESS

Rzeczpospolita
 Puls Biznesu
 Gazeta Polska Gazeta Wyborcza
 Newsweek Psychologia Benefit
 Zwierciadło Metro
 Dzienniki regionalne m.in.: Gazeta Pomorska, Lubuska Krakowska

TV

TVP1
 TVP 2
 TVN
 TVP INFO regionalne
 TVP ABC
 Polsat News
 TV Republika



THOUSANDS OF COMPANIES WORLDWIDE!



BRING PEOPLE TOGETHER AT HOME AND AT WORK!

The purpose of the action is to integrate, to bring people together in families, in the closest social environment, working environment.

**IN REACTION TO CRISIS OF BONDS AND
GROWING PROBLEM OF LONELINESS**



These symbolic "2 hours" serve a purpose:

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

WE HAVE ONE LIFE IN MANY ROLES!

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





DIVERSITY INCLUSIVENESS

INTER-GENERATIONALISM



SUPPORT IN CARE

90% Flexible working hours for those caring for parents

40% Psychological support for the elderly / those caring for the elderly and chronically ill

10% Funding for rehabilitation, sanatoriums for older employees

INTER-GENERATIONAL INTEGRATION

55% Flexible working hours/reduced hours for older workers

30% Trainings on generational diversity

15% Intergenerational mentoring programs

Source: Humanites 2023 Foundation; "Report: Good Practices of Employers"

More and more companies are implementing programs dedicated to seniors



HOW WE DO

HumanBE
two hours FOR FAMILY FOR HUMAN

Each year we inspire people to get closer around different theme

Motto #2024:

” Big dreams bring generations closer together!



HOW WE DO IT



We provide materials, inspiration: text graphics in open files so that you can use them when creating communications with Employees.



We organize thematic contests with valuable prizes! You "only" invite your Team to them!



We invite famous people to join the action: people of science, culture, art, sports... This year they will tell us about their dreams!



Celebrities who supported us!





Meetings with business, discussion panels



Meetings with business, discussion panels

PARTICIPATION IS FREE!



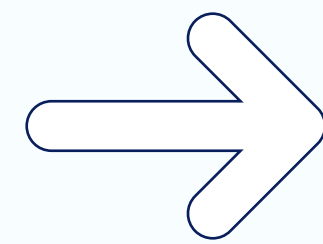
HOW TO JOIN US? & HOW TO MAKE ACTION IN THE COMPANY?

STEP 1

Encourage the Management Board, HR, CSR

REGISTER YOUR COMPANY

There:
2h4family.com

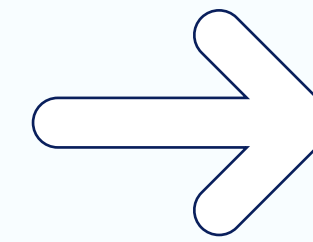


STEP 2

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

FOR COMMUNICATION WITH YOUR TEAM

The campaign has a yearly different motive

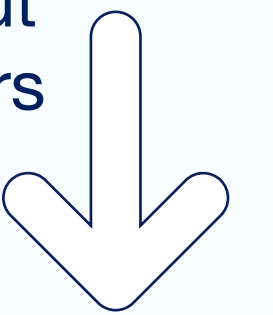


STEP 3

Sent at invitation to your employees with ideas for **MULTIGENERATIONAL** time together at home and at work.

GET INSPIRED THEM!

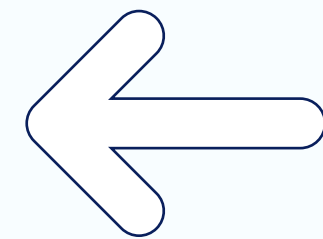
Make a voluntary decision to cut your workday by a token 2 hours close to May 15!



SHOW US!

How did you celebrate 2h4family in 2023!

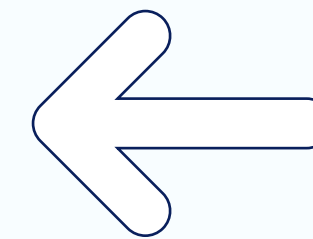
WELCOME TO THE COMPETITION FOR THE REALIZATION OF THE ACTION



ADDITIONALLY

Invite your team

TO PARTICIPATE IN THE #2024 SLOGAN COMPETITION!



STEP 4

Celebrate close to: **MAY 15!**

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



SCHEDULE



START!

start of communication

**NEW ACTION MOTTO
each year!**

**idea, assumptions
MOTTO 2023:**

**Passions through
generations!**



WE LAUNCH REGISTRATION

**Companies are
registering**

communication: in
media and social
media



WE SHARE WITH COMPANIES

share materials for
communicating with
employees

**ideas and
inspirations** for
spending time
together

ASK ME cards

we consult, support
companies in
preparing actions



ACTION

**competition for
employees!**

For the motif of the
next year action

communication: in
media and social
media



SUMMARY

competition for
companies:
„the most interesting
implementation of the
action!”

January

February

March, April

May

June, July

BECOME A PARTNER!



WHY IS IT WORTH IT?

- Positive Employer Branding
- Being a Partner of a special campaign: the first Polish wellbeing campaign for Employers, which was successful not only in Poland but also worldwide
- ESG: include the Partnership in the company's report
- Partner's logo in communication: on websites, materials (B2B and B2C), campaign channels
- PR: information about the Partner in communications and press materials: to business (B2B) - mailings, materials for companies, business media, others: social media, media articles, partners' channels
- Presence at our events – Conferences

We have a good image and reach: this year's campaign achieved a promotional result: 1.8 million advertising equivalent, without spending a PLN!

Be an engine of the Great Social Change of work culture and lifestyle!

SOCIAL IMPACT

Employer

- Work-life integration
- Support for employees' social roles
- 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

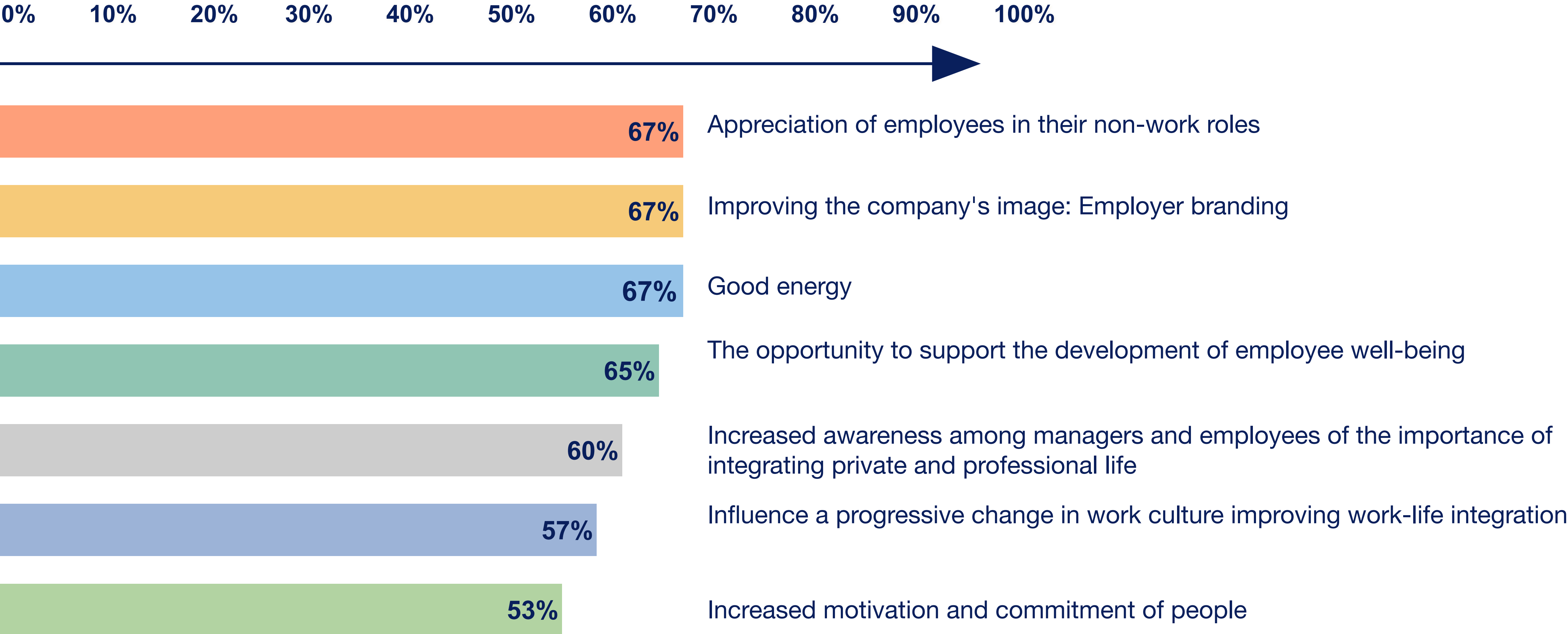
Employees and their families

- 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

WHAT DO COMPANIES APPRECIATE PARTICIPATION MOST FOR?



Source: Humanites Foundation; survey of participants of Two Hours for Family/Human, 2023, based on 102 responses

Participants about the Action

"We believe that by participating in the campaign, our employees see us as a good employer, aware of the importance that interpersonal and family relationships have on building wellbeing and increasing satisfaction with work and non-work life."

"As a company, we take the position that in order for an employee to be engaged and effective, must have a sense of mastery over life outside of work. If someone doesn't have time for a private life, because work consumes all his energy, he will quickly burn out. The 2h4family campaign, makes it possible at least once a year to go home faster and enjoy the company of your loved ones. That's why we participate."

"The combination of work and private life is inevitable, so we value these moments with family and motivate our employees to appreciate time outside of work as well. This makes them more motivated, rested and relaxed."

Participants about the Action

"Through the action we were able to take the first step towards taking care of the wellbeing and comfort of employees. We hope that in the future we will be able to extend the 2h to 1 day or maybe 2 days."

"Family is a value that gives power."

"Happiness in private life means greater engagement at work."

"The 2h4family action helps build good relationships within the team and a positive work culture."

"Private life is more important than professional life, so through this action we want to show that the families of our employees deserve this extra time and this time is worth celebrating."

"We have one life in many roles."

Strategic Partner Package ^{OFFER}

✓ **Title of Strategic Partner** of the 12th edition
Partner's logo:

- ✓ - on **posters**
- on the home page of 2h4Family
- in **2 emails** to participants (>2tys. companies)
- in a letter to **employers**
- in a letter to **employees**
- in **videos with a well-known ambassador** of the campaign

✓ Information about Partner in **2 press releases**

✓ **Partner's quote** in 1 press release

✓ Information about Partner in **2 articles about the campaign**

✓ **Priority in media speaking**, opportunity to invite Strategic Partner to the media



✓ **4 campaign posts** in the Foundation's media

✓ **300 boxes of ASK ME cards with the Partner's logo** / game for employees, partners

✓ **Greeting card #2h4family** to download and send by Partner's employees

✓ Report - "**Best practices**" with the best realizations of the action - **Partner's quote**

✓ **Priority in being invited to a press conference about the campaign** (if such an event is planned next year)

package value:
PLN 150
thousand net

Individual agreement possible:

We are open to discussion and development of a model of cooperation that will make it possible to best blend the Partner's strategies and activities with the Institute's social goals.

We additionally offer:

- **Personalized card of the Partner for the game** - referring to the specific character of the activities of the company
- Development of a **campaign project together** with the Partner
- **Interview with the Partner:** e.g., a case study of the company's action celebration, or a topic related to the actual motto of the campaign

Other packages **OFFER**

General Partner

- ✓ **Title of General Partner** of the 12th edition
- ✓ **Partner's logo:**
 - on **posters**
 - on the home page of 2h4Family
 - in **2 emails** to participants (>2tys. companies)
 - in a letter to **employers**
 - in a letter to **employees**
 - in **videos with a well-known ambassador** of the campaign
- ✓ Information about Partner in **1 press release**
- ✓ Information about Partner in **2 articles about the campaign**
- ✓ **2 campaign posts** in the Foundation's media
- ✓ **100 boxes of ASK ME cards** with the Partner's logo / game for employees, partners

package value: PLN 50 thousand net

Supporting Partner

- ✓ **Title of Supporting Partner** of the 12th edition
- ✓ **Partner's logo:**
 - on **posters**
 - on the home page of 2h4Family
 - in **2 emails** to participants (>2tys. companies)
 - in a letter to **employers**
 - in a letter to **employees**
- ✓ Information about Partner in **1 press release**
- ✓ **1 campaign post** in the Foundation's media
- ✓ **30 boxes of ASK ME cards** with the Partner's logo / game for employees, partners

package value: PLN 20 thousand net

Other possibilities

We are open to discussion and development of a model of cooperation that will make it possible to best blend the Partner's strategies and activities with the Institute's social goals.

BECOME AN AMBASSADOR!

**Promote the campaign in foreign
branches of your company, and to your
Partners**

We will give you materials in English:

- ✓ A pptx presentation with a description of the action
- ✓ Materials for managers and HR
- ✓ Content of emails for employees, graphics for communication
- ✓ Inspirations for employees and HR



CONTACT US for more details!

HumanBE

two hours **FOR FAMILY FOR HUMAN**

2h4family.com
humanites.pl
2godzinydlarodziny.pl
aplo.pl
ethicstech.eu
mamrodzine.pl

Let's talk!

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