

HumanBE
two hours FOR FAMILY FOR HUMAN

GOOD PRACTICES

of small, medium, and large enterprises

Based on applications from companies to the “Competition for the implementation of the Human Be #2h4family action”



Your Company wants to get involved in the action?




Don't know how to celebrate?
Would you like to see how others are partaking?

In this presentation you will find inspiration needed!

#wellbeing #EmployerBranding

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

AGENDA

-  **STARTER PACK page 3**
- our ready-made solutions that we share with you
-  **GET INSPIRED page 9**
contests
souvenirs
-  **MORE COMPREHENSIVE IDEAS page 18**
corporate events
online events
pro publico bono
strengthening relationships

-  **ORIGINAL AND HOLISTIC APPROACH page 28**
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Great social change in work culture and lifestyle



59 COUNTRIES
= 1/3 countries worldwide

THOUSANDS
of enterprises across the world

MILIONS
of employees

13 EDITIONS

TOP10
WORK BENEFIT ACCORDING
TO EMPLOYEES



STARTER PACK



Take advantage of our ready-to-use solutions!



FREE OF CHARGE



HOW TO PREPARE THE ACTION IN THE COMPANY?

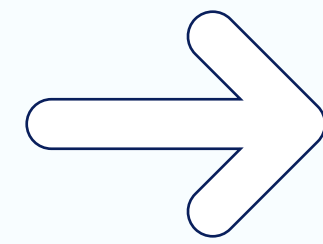
STEP 1

Notify the Board,
Departments: HR, CSR

REGISTER YOUR COMPANY
at: www.2h4family.com

Get approval from the Board of Directors to shorten
the working day
around May 15 by a symbolic 2 hours*.

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.

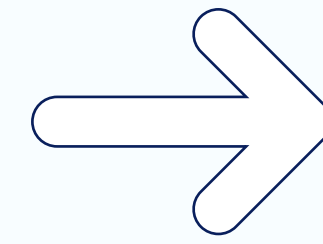


STEP 2

Use the materials you get
from us:

**FOR COMMUNICATION
WITH EMPLOYEES**

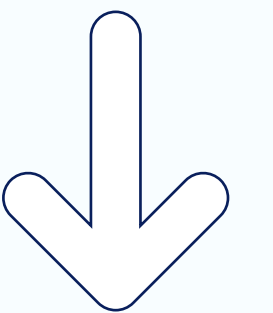
 **Notify foreign branches and
Partners about the action!**



STEP 3

Invite your employees to join in the
action, inspire them to spend time
INTERGENERATIONALLY in their
free time and with their team from
work!

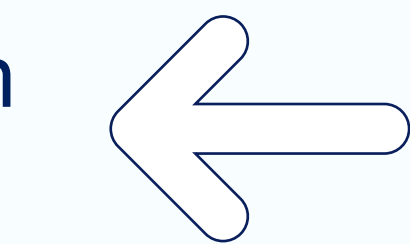
**THE CAMPAIGN HAS A
DIFFERENT THEME EACH
YEAR**



SHARE

How did you celebrate Human
BE /2h4family in 2024!

**WE INVITE YOU TO THE
COMPETITION FOR THE
IMPLEMENTATION OF THE
ACTION**

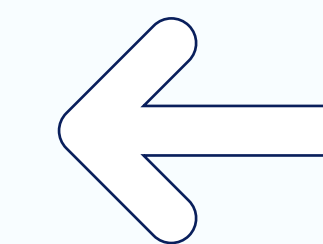


Exceptional prizes!

ADDITIONALLY

Encourage your team

**TO PARTICIPATE IN THE #2025
MOTTO CONTEST!**



STEP 4

Celebrate around

MAY 15

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



BIG DREAMS BRING GENERATIONS CLOSER TOGETHER

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

THIS YEAR'S MOTTO



And you create action communication and ideas around it!

This year's #2h4family #2h4human campaign can be a great opportunity to find out **what dreams** your male and female employees have!



TIPS & TRICKS



the simplest ideas for getting involved in the action



Reduce the working hours of employed people by 2 hours!

Although on one day of the year, for example, May 15, International Day of Families, or any other date of your choice.

*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



Brag about participating in the action on your social media!

#2h4family #EmployerBranding #wellbeing #2h4human Encourage participation from all company branches, business partners, customers....



Offer the President, 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 Employees and Female Employees, encouraging them to take care of the about important relationships.



Consider whether you feel like trying ANYTHING MORE in the next edition!

USE READY-MADE OPTIONS:



We provide ready-made materials and share inspiration: you receive a full package of texts, graphics and presentations so that you can use them when creating communications with your employees



We organize contests with valuable prizes! Invite your Team to participate and give your employees the chance to win



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



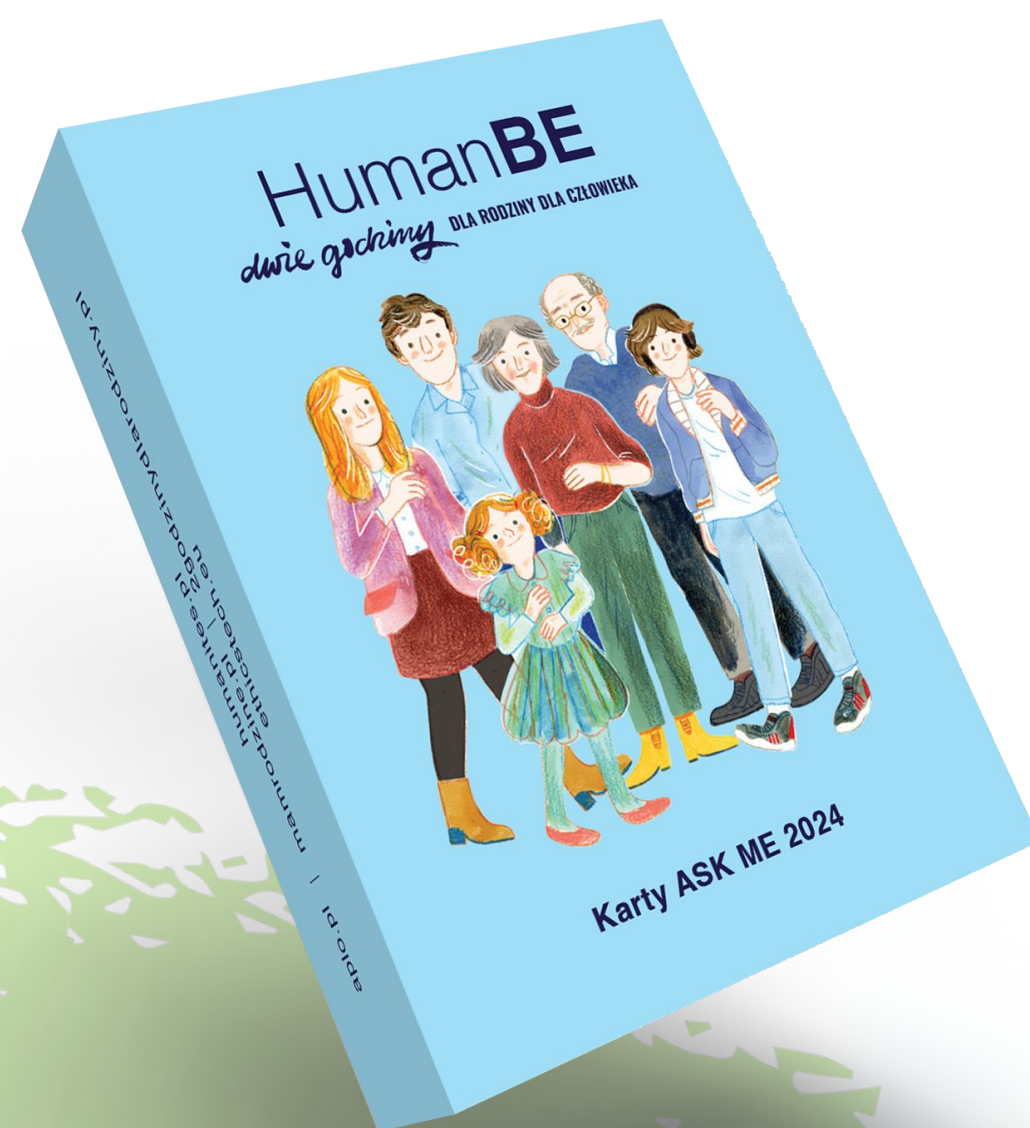
„Relacje międzyludzkie tworzą nasze życie i nie ma niczego, poza tym. Świata nie ma bez tych relacji! - Andrzej Seweryn



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

GIVE YOUR TEAM, PARTNERS AND CUSTOMERS OUR ASK ME CARDS

ASK ME CARDS IS A GENERATIONAL INTEGRATION GAME. Questions teach curiosity, cooperation, listening. The game shapes empathetic attitudes and fosters intergenerational integration both at work and at home.



GET INSPIRED



... i.e. see how others have done it



Using our experience and materials, add something from yourself!



CONTESTS WITH PRIZES



Children's contest: My Mom | My Dad works at Cerrad

The children had to prepare, in any form (drawing, song, poem...), how they imagine their parents' work.



The inspiration comes from:  **CERRAD**

CONTESTS WITH PRIZES



Contest: prepare a **family postcard** around this year's motto

15 MAJA – MIĘDZYNARODOWY DZIEŃ RODZIN QFG QUALITY FOOD GROUP

dwie godziny dla rodziny

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!



The inspiration comes from:



CONTESTS WITH PRIZES



Contest: **prepare a dish related to some movie title**, send a picture of it and prepare a 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:-)”



The inspiration comes from:



CONTESTS WITH PRIZES



Contest: **my pet in my eyes**



The inspiration comes from:



CONTESTS WITH PRIZES



photo contest: **“With passions through generations”**.

✓ The company organized a Photo Contest inspired by the theme **“With Passions Across Generations”** for its employees. The authors of the 10 highest rated photos by employees received attractive financial prizes and an **additional day off for the 1st place winner**.

PODSUMOWANIE KONKURSU FOTOGRAFICZNEGO „Z PASJAMI PRZEZ POKOLENIA”

ZESPÓŁ 2H DLA RODZINY
MONIKA, KRYSIA, ALICJA, MARTA, MAREK, ALICJA, KASIA, ELA

W maju br. w ramach wspólnego świętowania Międzynarodowego Dnia Rodziny odbył się konkurs fotograficzny organizowany przez Biuro Kapitału Ludzkiego pod hasłem „Z pasjami przez pokolenia.” skierowany do wszystkich pracowników spółki. Jego głównym celem było pokazanie pasji, które dzielimy z najbliższymi z różnych pokoleń. Liczba nadesłanych prac i oddanych głosów świadczy o tym, że konkurs cieszył się dużym zainteresowaniem.

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133 liczba nadesłanych prac	2 875 liczba głosów oddanych przez pracowników	13 376 liczba polubień
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I miejsce

Janek Czajka,
Mistrz świata w sztuce kajakarstwa, 53 lata, 133 polubień



II miejsce

Julia Wasiak,
Specjalista ds. Marketingu w sekcji i serwisu, 35 lat, 133 polubień



III miejsce

Marek Brzezinski,
Specjalista ds. Marketingu, 41 lat, 411 polubień



The inspiration comes from:



PICTURES

133



VOTES

2 875



LIKES

13 376

CONTESTS WITH PRIZES



Three different competitions for **different age groups**

UJĘCIE I MŁODSZE DZIECI W AKCJI



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

UJĘCIE II STARSZE DZIECI NA PLANE



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

UJĘCIE III DOROŚLI NA SCENIE

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

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

The inspiration comes from:



CONTESTS WITH PRIZES



other ideas for competitions:

- ✓ Document family passions: photo contest
- ✓ Answer the question from the ASK ME cards
- ✓ Review your favorite movie to watch with your family
- ✓ Break the record for kilometers traveled by bicycle
- ✓ Take a photo while enjoying family moments

The inspiration comes from:



N E T I A

intrum

A|M|S

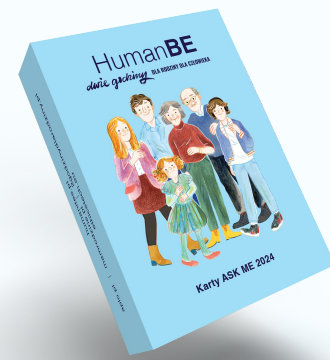
GIFTS | PRIZES



present something **VALUABLE** to the employed!

We suggest that the rewards should be in the nature of encouraging deeper relationships with other people.

What could it be?



ASK ME game, designed to be played with close people - you can learn more about them through it :)



themed gift. When the edition's slogan was “generational movie club,” female employees, for example, received gift cards for joint “family cinema screenings” on streaming platforms.



Tickets or vouchers for family attractions, such as to an **amusement park, Aquapark, Escape Room....**



A sports gift: bicycle, rollerblades, a pass to the gym or swimming pool, etc.



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

inspiration comes from participating companies

YOUR IDEAS FOR CONTESTS:

Remember, this year's motto is: BIG DREAMS BRING GENERATIONS CLOSER TOGETHER

MORE COMPREHENSIVE IDEAS



... yet more inspirations for you



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



CORPORATE EVENTS



OPEN DAY FOR FAMILIES AT THE OFFICE

**for employees
and their loved ones**



The inspiration comes from:



emagine

CORPORATE EVENTS



FAMILY OUTDOOR GAME

for employees
and their loved ones



The inspiration comes from:



CORPORATE EVENTS



PICNIC

for employees
and their loved ones



The inspiration comes from:



CORPORATE EVENTS



MEETING WITH WELL-KNOWN ATHLETES

for employees and their loved ones



The inspiration comes from:



ONLINE EVENTS WITH EXPERTS



for employees and their loved ones

- ✓ **workshop** “Shoot cinematic movies with your own phone”.
- ✓ **webinar on adult-child relationships** (accessible to guests)
- ✓ webinar for parents with an **Educator of Positive Discipline and Non-violent Communication**
- ✓ **training** about **child development**

- ✓ **sport activities** “Don't lose your shape, exercise from home!” (during the pandemic period)
- ✓ **cooking** workshops
- ✓ **laughter yoga** workshops
- ✓ **reading fairy tales** to children

The inspiration comes from:

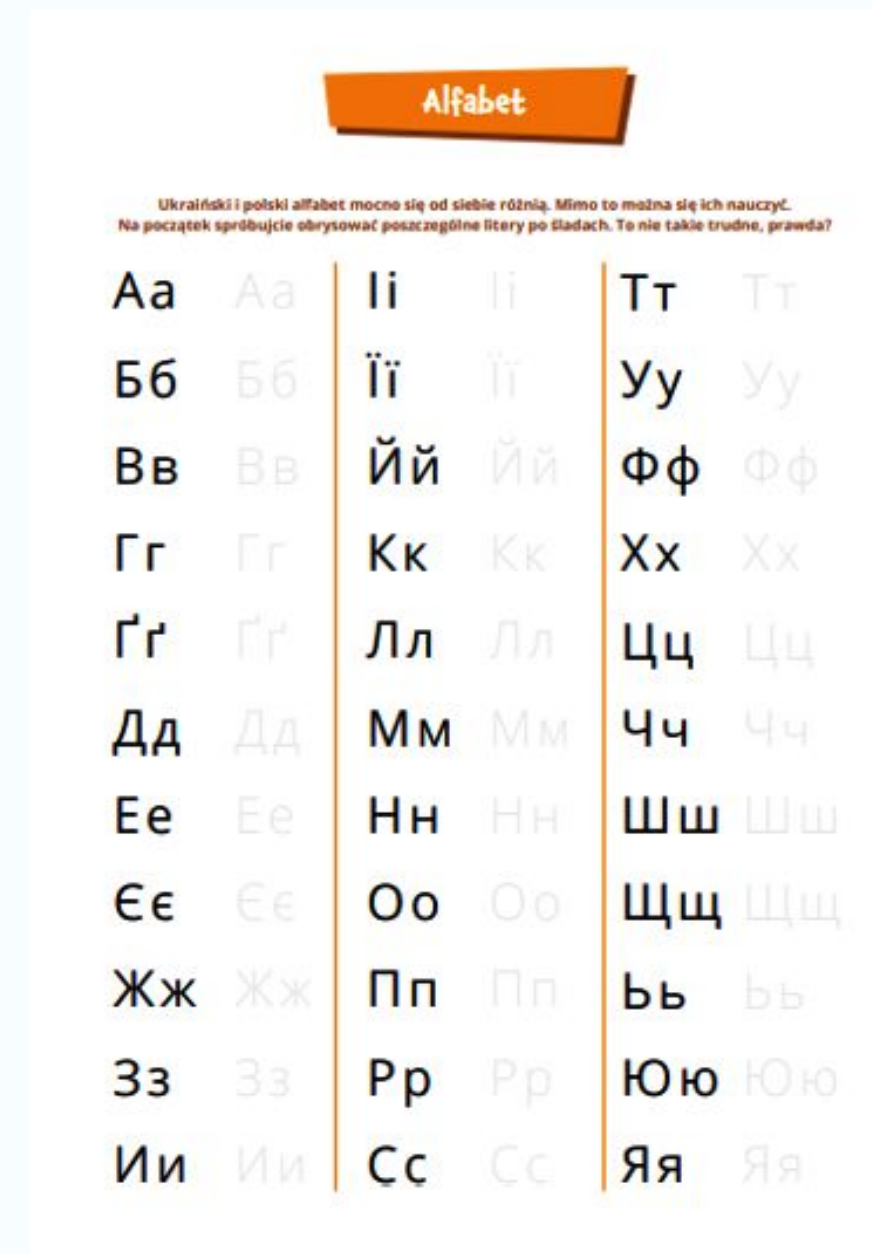


PRO PUBLICO BONO



Let your Company fulfill a good deed!

- ✓ Are you organizing a picnic (or other event)?
Support local entrepreneurs!
- ✓ Organize a collection of needed items for an animal shelter
- ✓ Are you preparing materials about the action?
Make sure they are inclusive!



The inspiration comes from:



PRO PUBLICO BONO



Do Something Spectacularly Good!

One company has prepared extensive charitable activities

They included, among others:

- ✓ Strengthening the book collection of the **local library**
- ✓ renovation of the **speech therapy room in the kindergarten**
- ✓ **cultural meetings** for elementary school students



The inspiration comes from:



PRO PUBLICO BONO



Do Something Spectacularly Good!

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

It organizes, among other things:

- ✓ psychological counselling
- ✓ charities
- ✓ training to improve **parenting skills**

The inspiration comes from:



Kampania społeczna na rzecz rodzinnej pieczy zastępczej „Miedź Rodzinę”



STRENGTHENING RELATIONSHIPS

Motivate the people you hire to take care of relations inside and outside the company



- ✓ Remind female employees of an important holiday (such as Mother's Day) and design **e-greeting cards** for them
- ✓ Encourage employed people to **spend time with their families**. Have a **contest** where they document it!
- ✓ Put a **compliment box** in your company

The inspiration comes from:



MOST ORIGINAL REALIZATIONS



the full power of creativity



ORIGINAL AND HOLISTIC



ORIGINALLY!



- ✓ The company has set up a special site to communicate with employees about #2h4family



ORIGINALLY!

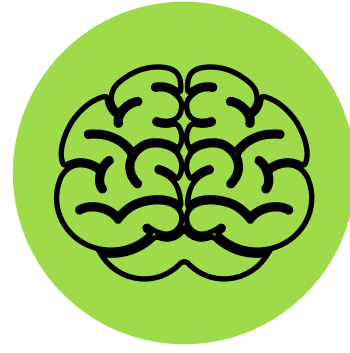


intrum

- ✓ The company prepared a special campaign for Mother's Day, with female employees of the company talking about their experiences of motherhood



ORIGINALLY!



- ✓ The company has organized a campaign to include its female and male readers in the action



recipes for cooking together



ideas for joint sightseeing trips



proper communication in a relationship



Właściwa komunikacja może ocalić związek. Jak rozmawiać?

29.04.2022 - Paula Sznok



Megan Fox w amyslowej przeswitującej sukience z siateczką. Jeden szczegół znów upodobał ją do Pameli

Kuchnia francuska od wieków inspirowała 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 May 15, museum employees were allowed to go home 2 hours early to spend time with their families.
- ✓ However, the institution did not close during this time! Managers and managers played the role of guides to the museum and bravely showed visitors around :)
- ✓ An idea worth imitating - for managers to be in touch with the reality of their subordinates all the time.



ORIGINALLY!



- ✓ The company has issued a board game “Discover Pomerania with us”, which brings information about the region closer.
- ✓ All employees received it.



ORIGINALLY!



- ✓ The company ran a very extensive campaign around the #2h4family campaign.
- ✓ One of its elements was a brochure called “Coppers and Friends” containing a comic book, children's games and materials for integrating the Ukrainian community.



„Dwie Godziny dla Rodziny Miedziaków”



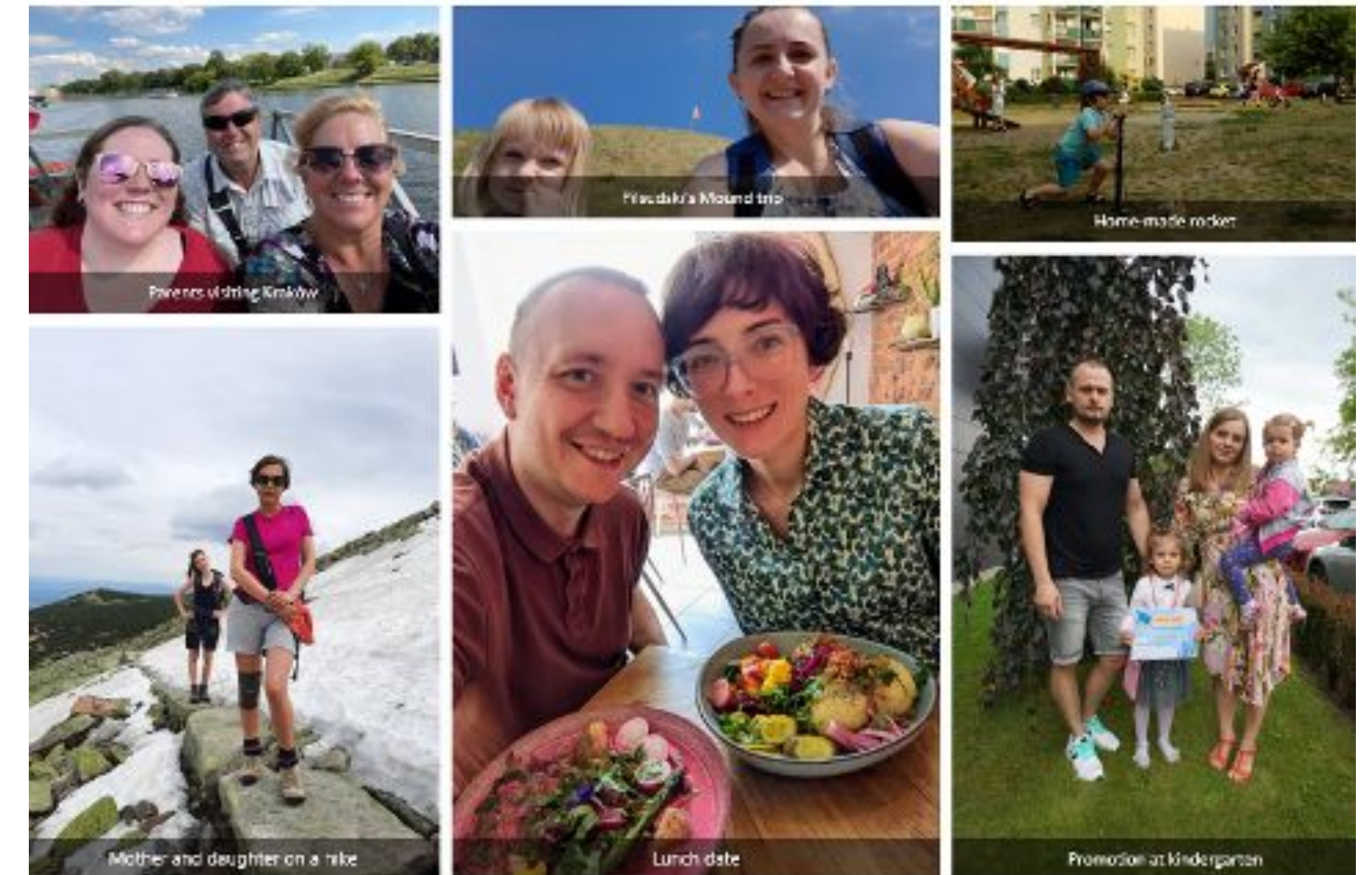
HOLISTICALLY



A|M|S

Several months of action by 53 companies in 55 countries!

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



HOLISTICALLY



several months of action

- ✓ May 15 - celebration of **International Day of Families**: Family Relationship and Animation Zones with Parent Zone (workshops to improve parenting skills), Children's Animation Zone, Stage Zone (performances and competitions), Cultural Zone (presentation of Ukrainian handicrafts), Pet Zone (with a veterinarian and behaviorist)
- ✓ May 4-25 - conference for parents “Risky behavior of children and adolescents in the postmodern era”
- ✓ May 29 - **Family Integration Zone** - activities, workshops, animations, competition
- ✓ **promotion of adoption of animals** from the Homeless Dog Asylum in Głogów
- ✓ May and June - competitions “Families Together” and “Families of KGHM”, brochure “Copper and friends”



HOLISTICALLY



5-DAY FAMILY MEGA POWER action during the pandemic period

- ✓ On May 11, an **online yoga class** was held “Don't lose your shape, exercise from home!”
- ✓ On May 12, the **photo contest “Cooking together”** was launched
- ✓ May 13 held an online workshop on recording, directing and editing amateur films “Shoot cinematic movies with your own phone”
- ✓ On May 14, an online lecture was held as part of the Tauron Group Open University “Resilient, strong and full of energy - Take care of yourself”
- ✓ On May 15, the family film contest “Shoot it!” was launched.



TWO HOURS OFF IN YOUR ORGANIZATION



How do larger and smaller companies handle With giving two hours off?



Larger manufacturing companies offer free hours to employees in a **flexible way**: employed people can make use of these “Two Hours” any other day within, say, three months by arrangement with the manager



Many companies choose **other days** to celebrate those proverbial 2 hours. These include, for example, the start of the school year, September 1 or Children's Day

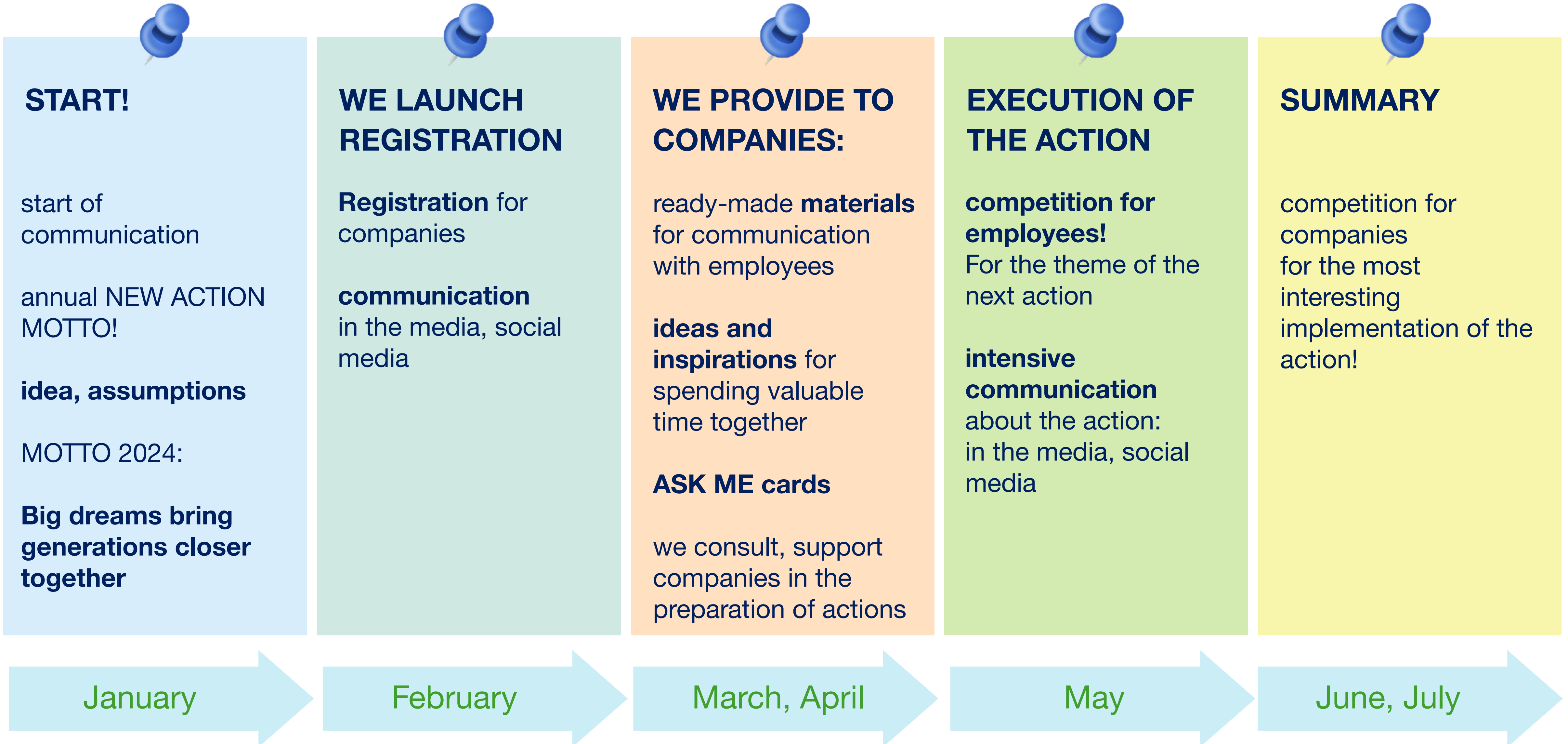


popular is the ability to leave from work two hours earlier **on the day before a long weekend**: May or June; this is usually when employees plan family trips



some employers **start cautiously: they first decide to give employees one hour - this way they test how this change will affect the operation of the company**; based on information from companies, we know that after such an experiment, very often in the following year these organizations increase the number of free hours

SCHEDULE



SOCIAL IMPACT

Employer

- Integration of professional and private life
- Supporting employees' social roles
- Two hours of additional free time for employees
- Integration, deepening relationships in teams
- Unleashing new energy
- Loyalty and commitment

Employees and their families

- Creating lasting family ties based on respect and trust
- Quality time spent
- With loved ones
- Intergenerational relationships
- Getting to know each other
- In new contexts
- Emotional maturity

Society

- Addressing the crisis of ties and growing 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 core values

GREAT SOCIAL CHANGE IN WORK CULTURE AND LIFESTYLE



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

Today's hectic life and the desire to **balance all responsibilities** is not conducive to building family ties and strengthening relationships.

#HumanEconomy #wellbeing
#EmployerBranding

WE BRING PEOPLE TOGETHER AT HOME AND AT WORK!

WE ARE CHANGING THE CULTURE OF WORK AND LIFE

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



These symbolic “2 hours”
serve:

- ✓ building ties
- ✓ spending quality time together, preferably intergenerationally
- ✓ intentional relationship building,
- ✓ an opportunity for conversation,
- ✓ reminiscing together,
- ✓ getting to know each other,
- ✓ reflecting on the quality of our relationships with our loved ones, following the motto that we have one life in different roles.

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



#2H4FAMILY IS AN ACTION (ALSO) FOR THE YOUNG!



Each of us has a family. If not children, then parents, grandparents, siblings, ...Invite grandma for coffee, call a long-lost aunt! Ask a grandparent about a childhood dream.



If not theirs, then make an appointment with the loved ones you and yourself have chosen as adoptive family!



Among the more than 2 million people around the world, beneficiaries of the action, you will find a wide variety of people - older and younger, parents and childless.



Our action is for the “family”, but also for the “person”. Surely each of you can give a thousand great ways to use the extra two free hours. Sleeping counts too!



The #2h4family is all about getting business to be a leader in our society for a more compassionate, supportive and humane society.

Create this change with us!

BECOME AN AMBASSADOR!



Did you like our campaign?

- ✓ Encourage partners, contractors, overseas branches of the company to join the campaign!
- ✓ This way you will become an Ambassador of #2h4family!
- ✓ We will provide you with:
 - presentations with information about the campaign for new companies and organizations
 - presentations in English for foreign affiliates

WE LOOK FORWARD TO WORKING WITH YOU

CEO of the Humanites Institute

Zofia Dzik

zofia.dzik@humanites.pl

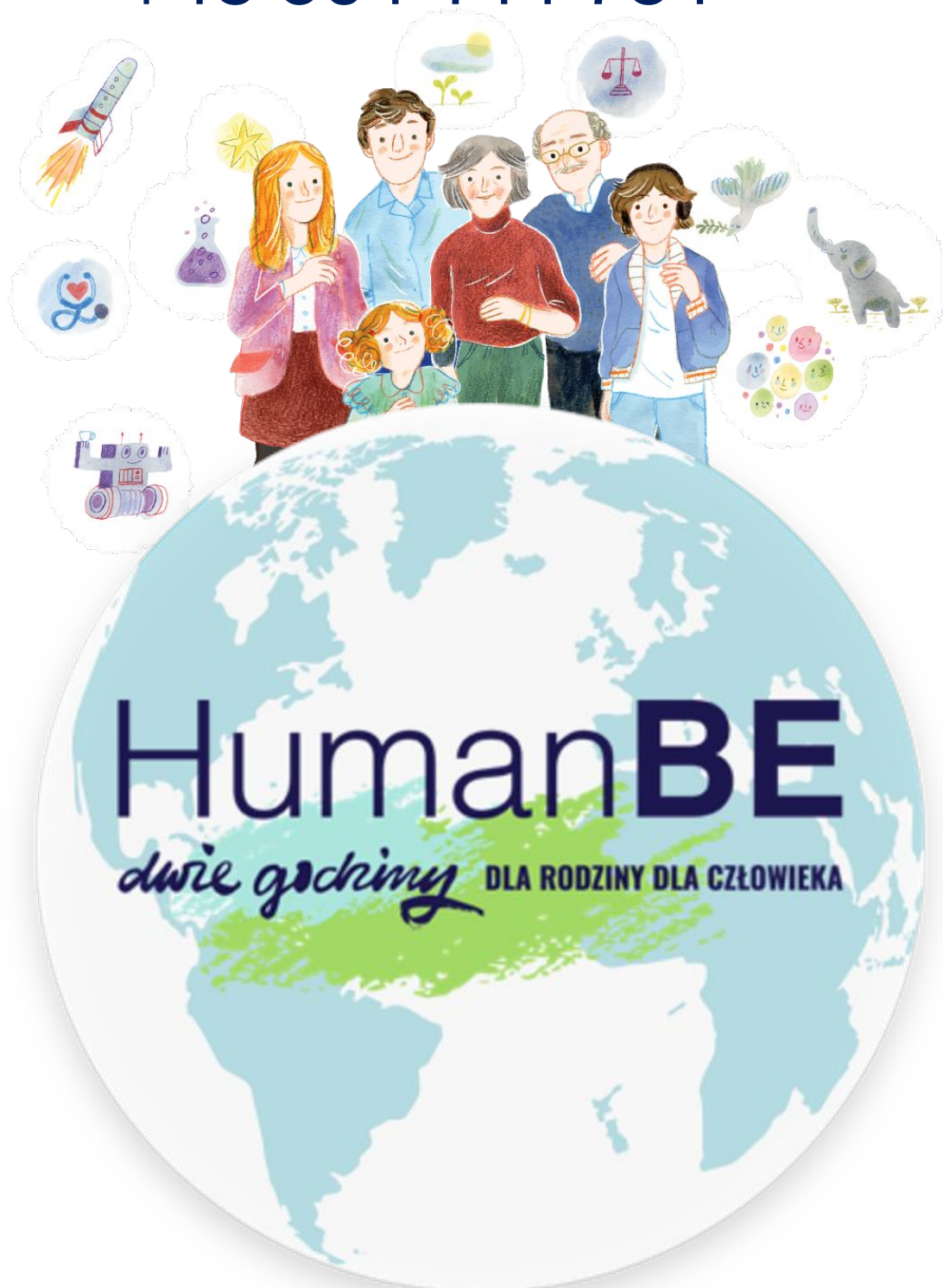
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