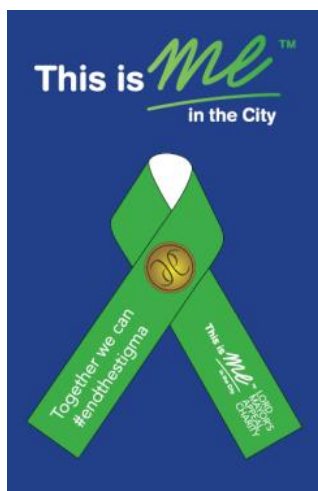


THIS IS ME – IN THE CITY: THE GREEN RIBBON CAMPAIGN



Imagine everywhere you go during Mental Health Awareness Week you see thousands of people showing they want to help #endthestigma of mental health by wearing a **green ribbon**.

The Lord Mayor's Appeal, alongside **This is Me – in the City**, is piloting **The Green Ribbon Campaign** to help #endthestigma of mental health. The green ribbon has the simple, but powerful, message of **“Together we can #endthestigma”** and will be worn by employees across the City and beyond during Mental Health Awareness Week (8-12 May 2017).

This new initiative builds on the inspiring impact of the collaboration that is [This is Me - in the City](#), whose mission is:

Committed to changing attitudes towards mental health in the City: Organisations collaborating to build inclusive workplace cultures. Reducing stigma, dispelling myths and improving employee wellbeing for good.

The stigma of mental health is such a huge issue in organisations and for individuals and we want to address this. We are asking organisations to invite their employees to wear a **green ribbon** as a visible sign of support and to help destigmatise mental health by:

- **Creating** a visible movement of support for ending the stigma
- **Showing** those struggling that there is support and they are not alone
- **Demonstrating** the level of support for this issue in your organisation
- **Encouraging** people to share their story and to create an inclusive cultures workplace.

Over 30 organisations are already interested in taking part, including Bank of England, Baker McKenzie, Deutsche Bank, Aberdeen Asset Management and UBS.

Why The Green Ribbon Campaign and why now?

Based on a successful concept by PwC, we carried out some market research with over 60 companies to develop the campaign:

- **100%** of organisations surveyed said they would consider rolling out the green ribbon in their organisations.
- **97%** of organisations surveyed said the green ribbon will show employees who have mental health problems that colleagues do care and want to support them.
- **92%** of organisations surveyed said they would use the ribbons to help promote their *This is Me* activity.
- **74%** think it fits well with / will helping amplify the messages of:
 - reducing the stigma of mental health and/or
 - dispel the myths around mental health in the workplace and/or
 - help build inclusive workplace cultures to improve employee wellbeing.

JOIN THIS EXCITING CITY-WIDE MOVEMENT – ORDER NOW!

To join the 30 organisations already keen to take part, [order your ribbons now!](#)

The green ribbons will be supplied with a backing card with details of the campaign, as seen on the right of the page and below.

Delivery: The ribbons will be delivered **between 3rd April and 24th April 2017**. The sooner you order your ribbons, the sooner they will be received.

Resource materials will be emailed out in advance and will include advice about how to roll out the ribbons as well as templates to help you promote the campaign.





Cost: All we ask is for you to cover the costs of **35p per ribbon** including postage (no VAT payable).

There will be **only 50,000 ribbons available, of which 20,000 have already been taken**. Please visit our website at www.thelordmayorsappeal.org/this-is-me/the-green-ribbon/ and **complete the [order form](#)** as soon as possible to guarantee your ribbons.

To ensure delivery for Mental Health Awareness Week, please order no later than **Friday 24th March**.

The Green Ribbon Campaign helping to #endthestigma of mental health

By wearing the ribbon you will be joining 50,000 others

-  To create a visible movement of support for ending the stigma
-  To show those experiencing mental health issues that there is support and they are not alone
-  To demonstrate the level of support for this issue in your organisation
-  To encourage people to share their story and to create an inclusive cultures workplace

lordmayorsappeal.org/thisisme
[@LMAppeal](#) [#ThisisMe](#) [#endthestigma](#)

WARNING! Not suitable for children under 36 months due to functional sharp point.



We hope you will join us for this movement, by working together... we can #endthestigma.

For more information, please email diversity@thelordmayorsappeal.org or call 0207 332 3777.