

# SUPPORTING THE GREEN RIBBON



## A HOW TO GUIDE



# INTRODUCTION TO SHINE'S GREEN RIBBON CAMPAIGN

## About Shine

Mental health stigma remains a significant barrier to treatment and recovery for individuals with mental illness. Stigma leads to discrimination, social exclusion, and a lack of support, exacerbating mental health problems and can even result in tragic outcomes such as suicide.

Initiatives to challenge stigma are focused on understanding and addressing this global issue through comprehensive research and actionable recommendations. In Ireland we have been working at a national level to reduce mental health stigma for over a decade. Our work is informed by people with lived experiences of mental illness, who are best placed to give insight into mental health stigma and discrimination.

This work continues throughout the year, however, every September a focused initiative, the Green Ribbon Campaign, runs throughout the month.

The green ribbon is an international symbol for mental health awareness.

Wearing a green ribbon in September shows your support for the campaign.



## The Green Ribbon Campaign

The Green Ribbon campaign is a pivotal opportunity for Shine to lead the way on stigma reduction around mental illness in Ireland. More than a campaign, it is a social movement that highlights our shared responsibility to destigmatise mental health and foster a more compassionate and supportive society.

The Green Ribbon acts as a symbol of solidarity, encouraging us all to engage in open conversations and break down the barriers surrounding mental illness.

Hundreds of thousands of ribbons are distributed nationwide free of charge as part of the campaign and hundreds of different events and activities are organised in September with our support, in workplaces and in the community.

The aim of the campaign is to raise awareness by getting as many people as possible talking about mental health and helping to end mental health stigma.

You don't need to be an expert to start talking about mental health or have all the answers. Sometimes the most helpful thing you can do is to let someone know you are there for them and simply listen.

Green ribbons are available to order online through this link: [Order form](#).

Green Ribbons are also available to pick up from major Irish Rail Stations, Eir stores and other participating outlets.

# Ways to Support Us

## By:

- Hosting our Green Ribbon branding in your offices and services. Have supplies of Green Ribbons available for your staff to wear and to give to people who use your services. Green Ribbons are provided free of charge. [Click here to order your supplies.](#)
- Hosting your own Green Ribbon event for staff and/or people that use your services. This can be:
  - A presentation and talk from one of our ambassadors, people with lived experience who are highly effective, trained public speakers.
  - An internal mental health awareness event to facilitate conversations around mental health.
  - Encouraging staff to take part in external, community initiatives and events taking place as part of the Green Ribbon campaign.
- Increasing awareness of the campaign on social media, by following, liking and sharing our posts and creating posts of your own in support. To ensure we see them and can support, use the hashtags **#GreenRibbonIRL**, **#EndTheStigma** and **#StampOutStigma**
- Sign up for our Workplace Programme, a specialised programme using a six-step framework to empower Irish workplaces to create an open and honest culture about mental health, and to tackle mental health stigma in the workplace. [Click here for more information.](#)

- Head to our website and download items from our Green Ribbon Supporter Pack including email signatures, Teams/Zoom backgrounds, posters and social media packs. [Click here to access.](#)

## Other Suggested Events

You have your ribbons and now you want to organise an event to show your support and get people talking.

Here are some additional suggestions of events and some tips that will help put it together. You may also have your own ideas for an event. Do let us know what you are organising and we can include it in our official calendar of events and promote it on social media. Contact us at [greenribbon@shine.ie](mailto:greenribbon@shine.ie) to let us know your plans.

## Walk and Talks

Organising a Walk and Talk is a great way of combining talking about mental health while getting outdoors.

This is something that can be organised as a workplace activity, family gathering or with a community group.

Pick a route that is manageable and enjoyable for the people attending.

## Tea/Coffee Mornings

Tea/Coffee mornings are a simple way to gather people together for a cuppa and a chat.

They are easy to organise and are perfect for a workplace event, community group or even in your own home.

## LIGHT UP GREEN

Lighting a building up green is a great way to visually show your support for the Green Ribbon campaign and helps promote our call to action to "End Mental Health Stigma."

Below you will find what colour code to use, along with the types of bulbs.

### Colour Code

We suggest using the colour code:  
RGB Code 1271860 LED

### LED

LED has become extremely popular in recent years with an explosion of colour-changing buildings in the city, including the Convention Centre and National Concert Hall in Dublin. Luckily, if your building is fitted with colour-changing LED lights, then Going Green could be as simple as pushing a button. If in doubt, talk to your electrician.

### SON

SON's (High Pressure Sodium) are a very popular type of architectural light and are seen on buildings all over the city including Trinity College and Bank of Ireland at College Green. Also used in streetlights, they produce a warm orange colour.

Unfortunately, because of this, it makes it very difficult to change this orange to green using colour gels or filters. However, there is a type of bulb available that simply retro fits into the existing lamps, called a Metal Halide which is available in a specialist green colour.



### Green Metal Halide bulbs

Contact your local electrical wholesaler for more information. Popular brands for Green Metal Halide bulbs are 'Venture' and 'Colorlite'. Metal Halides are similar to SON lamps, but produce a cool white colour. As seen with the SON lamp, there is a special green bulb version available. If you already have white light metal halides on your premises, you can change their colour with green gels for minimal cost.

Green Gel/Colour Filter or Gels are a specialised, heat-resistant, coloured plastic used mainly in theatre and stage lighting, with 1000s of shades available. Gels can be put on any white light source, including fluorescent tubes. It is a simple cost effective solution for greening your business. Gels are available from theatrical lighting suppliers like SLC Dublin.

## TIPS ON TALKING ABOUT MENTAL HEALTH

You don't have to be an expert to talk about mental health but there is always the worry that you might say the wrong thing or won't know what to say.

These are very valid feelings to have, so we have come up with the following tips that can help when talking about mental health.



### Supporting the campaign online

Social media has become a great tool for keeping conversations going, getting messages out to the public and keeping up with current events.

With the **Green Ribbon** campaign taking place over the whole month of September, it is important to keep momentum going.

This can be done through social media. Whether you are handing out ribbons, attending an event, meeting a friend or supporting an organisation, make sure to snap a picture and post it to social media.

To make sure we see it, along with everyone else supporting the campaign, tag your post using the following hashtags:

**#GreenRibbonIRL**

**#EndTheStigma**

**#StampOutStigma**

Follow us on social media

**@ShineOnlineIE**



## Managing our environmental impact

At Shine we take our environmental obligations seriously. We are committed to reducing waste across the organisation through paperless offices and reusing, recycling and composting materials where possible. Our efforts include more efficient logistics, and a greater emphasis on virtual engagement.

That ethos extends to our sustainability efforts with our Green Ribbon Campaign. We have moved to use recyclable formats in our campaign materials where possible for our 2025 campaign and reduce the amount of single-use materials.

For our green ribbons we have changed to a RPET material (Recycled Polyethylene Terephthalate), which is a recycled plastic material made from used PET plastic bottles and containers. Additionally, our backing cards are 100% recyclable, and contain the universal recycle symbol to alert the consumer to this information and encourage them to recycle the card after use.

We are not using poly bags to package our green ribbons and our silicone wristbands. The benefits of this switch include, reducing our environmental impact, becoming more sustainable and reducing plastic waste.





# WEAR THE GREEN RIBBON

Join the social  
movement and...

**Step Up to  
Stamp Out  
Stigma**

Use the QR code  
to learn more



Follow us on social media  
**@ShineOnlineIE**



**Shine.ie**

This work is supported by:



Connecting for Life





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Companies Registration Number: 70462

For further information about Shine  
please visit: **[www.shine.ie](http://www.shine.ie)**  
or contact us on **01 5413715**