



NEWS/BUSINESS/FINANCE/LIFESTYLE EDITORS
[For Immediate Release]

Bloomberg's Strategic Partnership With Community Business in Promoting the *This is Me* Storytelling Programme Across Asia

Hong Kong, 24 Sep 2021 – Community Business, a leading not-for-profit organisation advancing responsible and inclusive business practices in Asia, is leading the [This is Me Asia](#) storytelling campaign in collaboration with **Bloomberg as the Strategic Partner** of this campaign and the founding partner of its steering group.

Ensuring employee wellbeing is one of the four pillars of Community Business' work. Since 2017, we have been pioneering the discussion in Asia on mental health - facilitated by the launch of in-depth research: [Embracing Mental Health in the Workplace in Asia](#).

Since 2019, Community Business has been partnering with [The Lord Mayor's Appeal](#) – which works with businesses and non-profit partners in the City of London to create an inclusive, healthy, skilled and fair city to support their *This is Me* storytelling campaign in India. To date, 23 companies in India have registered their interest in the programme and participated in our three virtual *This is Me* in India Forums held across 2020.

Commenting on the strategic partnership, Arti Ram, Head of Brand Marketing and Co-Executive Sponsor for Mental Health at Bloomberg APAC said, *“At Bloomberg, we are committed to giving back to the cities in which we live and work – it’s an integral part of our culture. We are incredibly proud to be the strategic partner of the This is Me Asia Campaign. The topic of mental health has traditionally been taboo in Asia, and we’re strongly committed to helping destigmatise and normalise the conversation — especially in the context of the global pandemic, which has amplified the need for connection, resources and support. We look forward to working with Community Business to expand this campaign in the region to create truly meaningful impact.”*

Caroline Wright, CEO of The Lord Mayor's Appeal commented, *“We’re delighted to be partnering with Community Business and Bloomberg to expand the reach of This is Me to Asia. This is Me is an initiative we feel hugely passionate about and we look forward to continuing to create a global community of change to help end the stigma around mental health in the workplace.”*

What is *This is Me*?

[This is Me](#) is a pioneering mental health campaign which focuses on the importance of sharing stories and lived experiences around disability and mental health in the workplace. The aim of the initiative is to challenge and reduce stigma in this area, and open up honest conversations among businesses and employers to help improve mental wellbeing. An initiative first pioneered by Barclays in the UK in 2014, *This is Me* is now led by The Lord Mayor's Appeal in London. This highly successful campaign has had a significant impact on changing attitudes towards mental health in the workplace and is currently working alongside over 1,200 businesses internationally.



Why *This is Me*?

Research shows that storytelling is one of the most powerful ways to bring about cultural and behavioural change. Attitudes, knowledge and behaviour towards people with disabilities, including those with mental health problems, are more likely to improve if people are given the opportunity to learn from someone who has a personal experience to share. By encouraging people to tell their story, *This is Me* is able to support businesses to challenge stereotypes, dispel myths and create inclusive cultures to support employee wellbeing. Hearing other people, especially business leaders, share their own stories in an honest and open way can also encourage other employees to step forward and talk about their own experience, fostering a more open and supportive culture that benefits all.

Peter Sargant, CEO of Community Business said, *“We see many people facing mental health challenges within the workplace in Asia, but there remains a reluctance to address these issues and seek appropriate help and support. I would argue that we have all experienced mental health challenges within the last couple of years, as we have traveled through the pandemic and some of us more so than others. For this reason, we need to end this stigma associated with mental health in the workplace and fast-track the discussions within the workplace. With the success of This is Me in India campaign since 2019, Community Business is excited to expand this storytelling programme within the region with This is Me Asia. We are delighted to be partnering with Bloomberg to deliver this and we look forward to creating more supportive and safer workplaces for employees across Asia through the power of storytelling.”*

Companies committed to reducing the stigma, opening the conversation, and creating more inclusive workplaces for those with mental health issues are invited to get involved.

For more details about *This is Me* Asia, please visit [our website](#) or [get in touch](#).

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About Community Business

Community Business is a not-for-profit organisation (Hong Kong Charity Number 91/6560) whose mission is to lead, inspire and support businesses to have a positive impact on people and communities. A recognised leader in advancing responsible and inclusive business practices in Asia, Community Business facilitates networks, conducts research and events, leads programmes and campaigns and provides consulting and training. Our focus on responsible business is aligned to four mission-led themes:

- Building responsible leadership
- Tackling workplace inequality
- Ensuring employee wellbeing
- Promoting social inclusion

Founded in 2003 and headquartered in Hong Kong with a presence in India and working with dedicated partners and consultants across Asia, Europe and the Americas, Community Business works with companies of all sizes and from diverse industries across Asia, harnessing the power of business to drive social change. For more information, please visit our website at www.communitybusiness.org.

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