



Corporate & Global Members

How to launch the Sunflower

Communications guidance for a confident launch

The Sunflower

A voluntary symbol for non-visible disabilities

What it communicates

People may choose to wear the Sunflower to share that they may need:

- support
- understanding
- more time
- space

Key principles

1. Always voluntary
2. Never ask why
3. Support, not special treatment



Creating clarity and consistency

Clarity

Consistency

Across teams, locations, and channels

What people notice first

**Are your teams
confident about the
purpose of the
Sunflower?**

**Is the message about
the Sunflower
consistent?**

**Does the Sunflower
experience match the
communication?**

Internal → external

Internal understanding first



managers prepared



teams trained



resources available



support understood



website



social media



PR



customer communications

Consistency starts internally

Internal communications

Repeat the message across



email



intranet / teams / slack



meetings



manager briefings

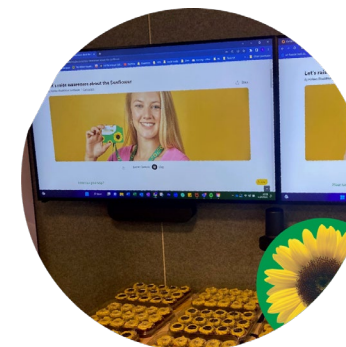


internal newsletters



Keep communication

- simple
- consistent
- accessible
- visible over time



Available resources

Launch plan

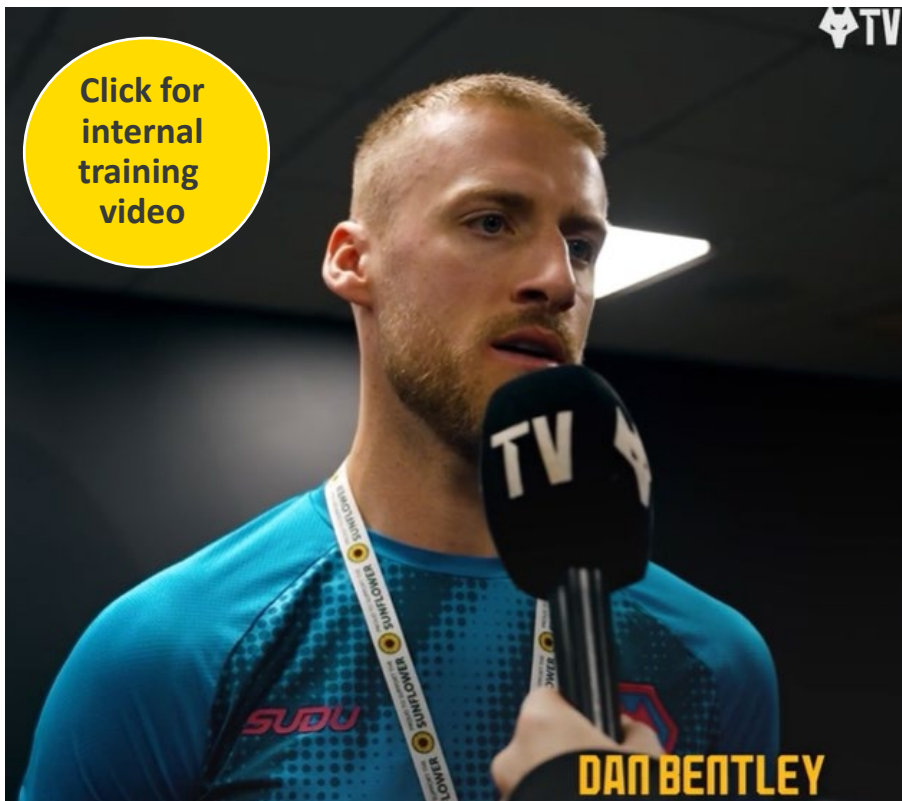
Share the launch

Add to your intranet

FAQs for employees

Email campaign

Plan an event



External launch

Plan

- timing
- approvals



Prepare

- assets
- FAQs



Launch

- social & PR
- customer communications



Sustain

- awareness moments
- Sunflower Conversations
- invisible disabilities index



Available resources

Launch ideas

Social media guide

Press release

Customer FAQs

Sunflower Conversations

Website page

Pledge badge

Email campaign

Digital backgrounds

Monthly themes



LinkedIn post

Hidden Disabilities Sunflower
 We are pleased to announce the launch of the Sunflower by AIB Group.

Sunflower-trained teams at 177 AIB branches and 66 BSS offices across Ireland are ready to offer support, advice and assistance to customers with non-visible disabilities who wear the Sunflower.

Get your Sunflower and read more about AIB's commitment to supporting the BSS and our BSS.

AIB Photo in AIB branch. A staff member is wearing the Sunflower to support Sunflower tags.

Hidden Disabilities Sunflower
 We are delighted to announce that AIB Group has launched the Sunflower, a discreet symbol indicating that a customer has a non-visible disability and may need additional support.

Sunflower-trained teams at 177 AIB branches and 66 BSS offices across Ireland are ready to support, provide advice, and show understanding to customers with non-visible disabilities who choose to wear the Sunflower.

The Sunflower enhances the customer experience by providing a visual signal that a customer may need extra help, regardless of disability.

Being a Sunflower member increases disability inclusion and accessibility for your teams and customers.

Read more about AIB's launch here <https://aib.ly/42E2zrx>

#AIB #Banking #SunflowerLanyard #HiddenDisabilitiesSunflower #DisabilityInclusion

AIB AIB Logo. Team: Recognising the Sunflower is a practical step that helps our colleagues better support customers with non-visible disabilities, while respecting their privacy and individual needs. Donna Wilson, Head of Customer Experience Transformation, AIB.

Recognising the Sunflower is a practical step that helps our colleagues better support customers with non-visible disabilities, while respecting their privacy and individual needs.

Donna Wilson, Head of Customer Experience Transformation, AIB.

HIDDEN disabilities

Sunflower map

Mississauga City Centre Transit Terminal
 200 Rathburn Road West, Mississauga, L5B 4E5, CA
 Info Distance: 21 km

Sunflower Map

Mississauga City Centre Transit Terminal
 200 Rathburn Road West, Mississauga, L5B 4E5, CA
 905-655-4624

Contact Details

Map Satellite

Visibility matters

The Sunflower should feel integrated, not added on

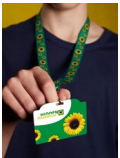
Physical visibility



signage



reception areas



shared space

staff awareness



Digital visibility



website



accessibility pages



email communications



social content

Resources

[Purchase decals, posters and banners](#)

[Free assets](#)

Keeping the message clear

Keep communication

Clear

Genuine

Straightforward

Accessible



The strongest launches feel like a natural part of the organisation

What we need from you

Early coordination helps keep launches clear and consistent

Now

Share your:

- launch dates (internal and external)
- logo(s)
- social media handles

Send us:

- Images/photos
- A quote

Confirm:

- where people will obtain Sunflower products
- whether you need support to add your location(s) to the Sunflower map

Brand approval

Send **any** written or visual content (including your media releases) that features the Sunflower for brand review before publishing **(48-hour turnaround)**

Click
to send
content

During your launch

tag Hidden Disabilities Sunflower

 facebook.com/sunflowerlanyardireland/

 instagram.com/hdsunflowerirl/

 linkedin.com/company/hd-sunflower-ireland

use collaboration tools on social media

Resources

Login to your Sunflower account

Login



Click
to send
content

48-hour turnaround

Brand & assets

Brand guide

Media assets

How to talk about

Visual identity

Accessibility

Glossary

Internal launch

Launch plan

Add to your intranet

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