

# The Frontline: Working Alongside Businesses to Shift Attitudes

In this, the third and final episode of our podcast mini-series exploring the opportunities and challenges that come with businesses supporting LGBTI equality, we're looking at how companies can bring about positive change through representation in advertising, meaningful campaigns, and partnering with LGBTI organisations.

[Podcast](#), [Inclusion and Equality](#), [Funding](#)

We're looking at this through the lens of one very successful partnership and campaign, between Mermaids, a UK organisation helping trans, nonbinary and gender diverse children, young people and their families, and the coffee giant, Starbucks.

With us to talk about the #WhatsYourName campaign, and what it means in terms of opportunities for partnerships between LGBTI organisations and businesses, is Susie Green, the CEO of Mermaids.

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- Find out more about to work of Mermaids [here](#).
- See the #WhatsYourName campaign [here](#).