

the mentl awards 2026

Awards Kit

Community. Impact. Resilience.

Recognising organisations and individuals improving mental health and well-being across the GCC and selected MENA guest markets.



Entries Open



Dubai Gala Dinner
• November 2026



Independent
Judging



Results Audited
by Coretax Arabia



Enter at mentl.awardsplatform.com

Entry Process & Membership



1. Eligibility period

All work, including initiatives, projects and individual efforts, must have been substantially implemented between 1 October 2025 and the final entry deadline of 9 October 2026.



3. Enter directly

mentl.awardsplatform.com



For inquiries or support, please contact awards@mentl.space.



2. How to enter

- Your entry must be submitted as a two-page PDF.
- There is no word count, but the entry must be contained to two pages of A4 and be readable to qualify.
- We suggest using size 11 font or above.
- The file should not be larger than 30MB.
- You will also be asked to submit a 40-word description and image for your entry, which may be used for publication if shortlisted.
- You will be asked to upload your organisation's logo for publication. Where possible, submit a high-resolution vector logo in .AI, .EPS or .SVG format, or a high-resolution transparent PNG if a vector file is not available.
- Please make sure all entry details are entered correctly, including organisation name, project name and campaign name, as these may be used in the awards presentation and on trophy engraving.
- The mentl team may carry out random due diligence checks on shortlisted entries.



4. Your entry is just the beginning

Every submission to the mentl awards 2026 automatically enrolls your organisation as a mentl community member for 12 months.



Early access to selected mentl events and roundtables



Our monthly newsletter featuring expert insights, content and member news



A platform to connect with like-minded mental health advocates across the region



Access to opportunities to share your work, ideas and impact with the wider mentl community



5. Gala dinner

- Shortlisted finalists will be announced in October 2026, subject to confirmation.
- Winners will be announced at the mentl awards 2026 gala dinner in Dubai in November 2026.
- Attending the gala dinner is not required to receive an award.
- Gala attendance requires purchasing seats or tables separately via the mentl community.
- Award finalists will be invited to attend the gala dinner as part of their membership status, with attendance subject to a separate purchase. Spaces are limited and allocated on a first-come, first-served basis.

Important Dates & Entry Costs

Important dates



Early Bird deadline:
31 July 2026



Standard entry deadline:
30 September 2026



Late entry deadline:
9 October 2026



Finalists announced:
**Week commencing
Monday, 12 October 2026**



the mentl awards 2026 Gala Dinner:
November 2026, Dubai



Entries are now open. Please note that the entry deadline is final. The system will automatically prevent entry submissions after the deadline.

Entry costs



Early Bird entry:
AED 800 plus VAT, fees and charges
Available until 31 July 2026



Standard entry:
AED 900 plus VAT, fees and charges
Available from 1 August 2026
to 30 September 2026



Late entry:
AED 1,000 plus VAT, fees and charges
Available from 1 October
to 9 October 2026



- Entrants may submit as many different projects as they feel meet the criteria.
- Projects entered into multiple categories are treated as separate entries and charged separately.
- If submitting the same initiative to multiple categories, tailor each entry to the category criteria.
- Payment is via credit card and online payment gateway.
- An invoice will be issued at the time of completing submissions.



Who can enter

Companies, individuals, institutions and initiatives based within, or delivered in, the GCC may submit entries. The GCC includes the UAE, Saudi Arabia, Qatar, Oman, Kuwait and Bahrain.

We also welcome MENA Guest Entry submissions delivered outside the GCC in the following eligible countries: Algeria, Egypt, Jordan, Lebanon, Morocco, Palestine, Tunisia and Turkey.

Entries may be submitted by organisations, companies, agencies, institutions, teams or individuals on behalf of themselves or others. It is the entrant's responsibility to ensure permission has been granted to use any relevant intellectual property.



Supporting documents

- Upload JPEG or PDF files. Maximum file size is 5MB per piece.
- A maximum of three supporting documents can be uploaded with your entry.
- Video attachments may be hosted on YouTube or Vimeo. Provide a password if required.
- Website URLs may be supplied if they are publicly accessible or accompanied by active login details.
- Supporting documents only serve as background information. Judges score each entry based on the main two-page submission.
- **IMPORTANT:** Failure to submit the two-page PDF will mean your entry cannot be considered. No refunds will be offered for entries missing their PDF.



Judging confidentiality & publication

- Judges will absent themselves from any discussion or scoring involving their own organisation or any organisation in which they have an interest.
- Judging criteria are clearly defined within each online entry, including score weighting.
- A shortlist of the highest-scoring entries will be selected for each category.
- An average score will be calculated based on the number of judges for that submission.
- A mark of 60% is required for an entry to be shortlisted.
- If more than five entries in a category receive 75% or above, only the top five will be shortlisted.
- Sponsors are welcome to enter the awards, but sponsorship has no influence on judging, shortlisting or results.
- The final results will be reviewed and verified by Coretax Arabia before winners are announced.
- mentl reserves the right to publish submissions from winners and shortlisted entrants. Sensitive information should be marked clearly as not for publication.



Entry fee disclaimer

- Please note that all entry fees are non-refundable, regardless of whether or not an entry is shortlisted as a finalist or selected as a winner.
- Entry into the mentl awards 2026 does not guarantee progression to finalist or winner status. Submissions are judged solely on merit by an independent panel of experts.
- All entries are reviewed fairly and rigorously, and the judges' decisions are final.



Scoring Criteria

Judges will look for evidence of meaningful progress, not perfection. The strongest entries clearly explain the challenge, the thinking behind the response, how the work was delivered, what changed as a result, and what was learned. Data is highly valuable in evidencing impact, but judges will also consider strong qualitative evidence, human stories and clearly explained learning where appropriate.

Organisation initiatives

	Challenge, audience and objectives	15%
	Insight and evidence	15%
	Strategy and programme design	15%
	Distinctiveness and quality	15%
	Execution and delivery	20%
	Impact, outcomes and learning	20%



Tie-break rule (initiatives): If finalists are tied, the higher Impact, outcomes and learning score will determine the winner. If still tied, joint winners will be awarded.

Mental Health Heroes

	Leadership and action	25%
	Impact on others	25%
	Courage, authenticity and values	25%
	Commitment and influence over time	25%



Tie-break rule (Mental Health Heroes): If finalists are tied, the higher Courage, authenticity and values score will determine the winner. If still tied, joint winners will be awarded.



Results reviewed and verified by Coretax Arabia.

Category Guide A

Mental Health Heroes



Advocate of the Year



Who this is for

Individuals who actively champion mental health, challenge stigma, and create positive change in a workplace or community.



What strong entries show

Clear impact on others, credible influence, and sustained commitment.



To strengthen your entry

Include specific actions taken, who benefited, and supporting evidence such as feedback, participation, reach, or outcomes.



Empathy in Leadership



Who this is for

Leaders who role-model psychologically safe, empathetic leadership and improve well-being through practical action, culture, communication and decision-making.



What strong entries show

Consistent empathetic leadership behaviour, positive impact on teams, psychological safety, and practical strategies that support mental health day to day.



To strengthen your entry

Use 3–5 specific examples of what the nominee did, how teams experienced it, and what changed as a result. Include evidence where possible.



Mental Health Champion 2026



Who this is for

Individuals driving mental health and well-being progress in an organisation, community or sector, regardless of seniority.



What strong entries show

Leadership and governance, improved support access or quality, sustained commitment and role-modelling, and measurable or clearly evidenced culture change.



To strengthen your entry

Use 3–5 specific examples and include evidence where possible, including adoption or reach, feedback, outcomes, and what improved over time.



Rise Above



Who this is for

Individuals who have navigated adversity and used that experience to help others through advocacy, support, storytelling, leadership or community action.



What strong entries show

Challenging stigma, resilience, meaningful achievement, and practical inspiration that positively influences others.



To strengthen your entry

Focus on what changed for others because of the nominee, supported by credible examples and evidence.

Category Guide B & C

Country, Regional, Public Sector and Frontline

01
Best mental health and well-being initiative in Bahrain

Who this is for
Initiatives delivered in Bahrain improving mental health and well-being for employees, students, patients or communities.

What strong entries show
Clear local relevance, credible delivery, and evidence of impact.

To strengthen your entry
Show what was delivered in Bahrain, who it reached, and outcomes or evidence of change.

02
Best mental health and well-being initiative in Kuwait

Who this is for
Initiatives delivered in Kuwait improving mental health and well-being for employees, students, patients or communities.

What strong entries show
Clear objectives, practical delivery, and evidence of benefit.

To strengthen your entry
Explain how you reached the audience in Kuwait and what changed as a result.

03
Best mental health and well-being initiative in Oman

Who this is for
Initiatives delivered in Oman improving mental health and well-being in workplaces or the wider community.

What strong entries show
Relevant local delivery and credible evidence of positive impact.

To strengthen your entry
Show what was implemented in Oman and outcomes or leading indicators.

04
Best mental health and well-being initiative in Qatar

Who this is for
Initiatives delivered in Qatar improving mental health and well-being, internally or through community impact.

What strong entries show
Clear delivery, engagement, and measurable or clearly evidenced outcomes.

To strengthen your entry
Include uptake, feedback, and outcomes linked to objectives.

05
Best mental health and well-being initiative in Saudi Arabia

Who this is for
Initiatives delivered in Saudi Arabia improving mental health and well-being, including workplace programmes and wider community initiatives.

What strong entries show
Cultural relevance, local delivery and evidence of impact in-country.

To strengthen your entry
Show local rollout and outcomes in Saudi Arabia, not only global policy.

06
Best mental health and well-being initiative in the UAE (Small and Medium: under 250 UAE employees)

Who this is for
Initiatives delivered in the UAE by organisations with under 250 employees in the UAE at the time of entry.

What strong entries show
High impact relative to scale and resources, clear delivery, and credible outcomes.

To strengthen your entry
Show the problem, what you implemented, adoption and engagement, and outcomes or leading indicators.

07
Best mental health and well-being initiative in the UAE (Large: 250+ UAE employees)

Who this is for
Initiatives delivered in the UAE by organisations with 250+ employees in the UAE at the time of entry.

What strong entries show
Scale, accessibility, governance, consistent rollout, strong engagement and measurable outcomes.

To strengthen your entry
Include rollout coverage, adoption, accessibility, stakeholder engagement, and outcomes linked directly to the objectives.

08
Best mental health and well-being initiative in MENA (Guest Entry outside GCC)

Who this is for
Standout initiatives delivered outside the GCC in the following eligible countries: Algeria, Egypt, Jordan, Lebanon, Morocco, Palestine, Tunisia and Turkey.

What strong entries show
Credible local delivery, clear relevance to context, and measurable or clearly evidenced impact.

To strengthen your entry
Show delivery in-country, who benefited, and outcomes or evidence of change.

09
Outstanding well-being support in the public sector

Who this is for
Public sector entities delivering mental health and well-being support for their workforce and or the communities they serve.

What strong entries show
Strong governance, credible implementation, sustainable outcomes and clear stakeholder benefit.

To strengthen your entry
Include adoption and reach, outcomes or evidence of impact, and how the initiative is embedded and sustained.

10
Outstanding well-being support to front-line heroes

Who this is for
Initiatives supporting frontline professionals including police, fire, armed forces, paramedics and emergency services.

What strong entries show
Practical, trauma-informed support, confidentiality, access, uptake and evidence of benefit.

To strengthen your entry
Show how support is accessed in practice, how barriers were reduced, and outcomes or leading indicators.

Category Guide D & E

Healthcare, Finance, Legal and Professional Services

01 Best caring for the carers initiative

- Who this is for**
Healthcare providers and healthcare organisations supporting the mental health and well-being of carers and frontline healthcare workers, from clinics to hospital groups.
- What strong entries show**
Support aligned to real workforce pressures, strong access to help, high uptake and credible outcomes.
- To strengthen your entry**
Show how staff access support, manager and leadership involvement, uptake, and outcomes or leading indicators.

02 Outstanding contribution to mental health and well-being in healthcare (Small and Medium: under 250 UAE employees)

- Who this is for**
Healthcare organisations with under 250 employees in the UAE, including clinics, provider groups, health insurers, digital health, medtech and pharmaceutical companies.
- What strong entries show**
Credible delivery at SME scale, clear impact and evidence of outcomes.
- To strengthen your entry**
Include who benefited, what changed, how you measured progress, and outcomes or leading indicators.

03 Outstanding contribution to mental health and well-being in healthcare (Large: 250+ UAE employees)

- Who this is for**
Healthcare organisations with 250+ employees in the UAE, including hospital groups, large provider networks, health insurers, digital health, medtech and pharmaceutical companies.
- What strong entries show**
System-level impact, scalability, governance, strong engagement and measurable outcomes or credible evidence of change.
- To strengthen your entry**
Show reach, implementation at scale, adoption, stakeholder engagement, and outcomes linked directly to objectives.

04 Outstanding well-being initiative in finance

- Who this is for**
Banks, insurers, exchanges, fintechs and financial services organisations delivering mental health and well-being initiatives for employees and or customers.
- What strong entries show**
Credible support, uptake, reduced stress and measurable or evidenced outcomes.
- To strengthen your entry**
Include delivery detail, participation, adoption and outcomes linked to objectives.

05 Most impactful financial literacy project

- Who this is for**
Initiatives addressing the mental health and well-being impact of financial literacy, internally or as a community project, with evidence of reduced financial stress or improved financial confidence.
- What strong entries show**
Practical education that leads to behaviour change and demonstrable reductions in financial stress.
- To strengthen your entry**
Include pre and post indicators, participation, follow-through, and outcomes or evidence of change.

06 Best well-being support in professional services and legal (Small and Medium: under 250 UAE employees)

- Who this is for**
Consulting, advisory, audit, accountancy and legal organisations with under 250 employees in the UAE.
- What strong entries show**
Practical support embedded into high-pressure environments, good uptake and evidence of improved well-being or culture.
- To strengthen your entry**
Show the pressure points addressed, what was implemented, adoption, and outcomes linked to objectives.

07 Best well-being support in professional services and legal (Large: 250+ UAE employees)

- Who this is for**
Consulting, advisory, audit, accountancy and legal organisations with 250+ employees in the UAE.
- What strong entries show**
Scaled delivery, governance and accountability, manager capability, consistent rollout and measurable outcomes.
- To strengthen your entry**
Include rollout coverage, adoption, accessibility, stakeholder engagement, and outcomes linked directly to objectives.

Education, HR, Inclusion, ESG, Charity, Technology, Creative and Communications



1. Outstanding well-being initiative in education

Who this is for: Schools, universities, education providers and education charities improving mental health and well-being for students and or staff.

What strong entries show: Accessible support pathways, strong engagement, appropriate safeguarding where relevant and evidence of outcomes.

To strengthen your entry: Show how support is accessed, sustained and what changed as a result.



2. Best well-being support in Human Resources and talent management

Who this is for: HR teams, talent functions and recruitment agencies delivering people practices that protect and improve mental health and well-being across the employee lifecycle.

What strong entries show: Clear implementation, adoption, manager capability and evidence of impact on experience or outcomes.

To strengthen your entry: Include what changed, adoption and measurable or clearly evidenced improvement.



3. Outstanding Inclusion initiative for mental health and well-being

Who this is for: Initiatives improving mental health and well-being through an inclusion lens, removing barriers and making support accessible and relevant, including neurodiversity, menopause, people of determination, and localisation or Emiratisation.

What strong entries show: Clear barriers identified, inclusive design, improved access and participation, and credible outcomes.

To strengthen your entry: Show how the initiative was shaped with the people it supports and evidence of improved accessibility, engagement or outcomes.



4. Best ESG project that supports well-being and mental health

Who this is for: ESG-aligned projects where mental health and well-being outcomes are central to the impact.

What strong entries show: Clear governance, stakeholder benefit, sustainability and measurable well-being impact.

To strengthen your entry: Explain the ESG link, delivery approach and outcomes with evidence of accountability.



5. Best well-being support in a charity or non-profit (Free to enter)

Who this is for: Charities and non-profits supporting the mental health and well-being of staff, volunteers and or the communities they serve.

What strong entries show: Credible delivery, strong engagement and meaningful impact with evidence.

To strengthen your entry: Include reach, adoption, safeguarding where relevant and outcomes or evidence of change.



6. Most supportive technology company

Who this is for: Technology organisations demonstrating strong mental health and well-being support for their own people and workplace culture.

What strong entries show: Psychological safety, sustainable ways of working, robust support systems and evidence of benefit.

To strengthen your entry: Show adoption across teams, manager capability and measurable or clearly evidenced outcomes.



7. Most innovative mental health tech

Who this is for: Organisations building technology-led mental health and well-being solutions, including apps, platforms, AI tools, wearables, telehealth or digital support tools.

What strong entries show: A clear problem solved, responsible design, adoption and evidence of impact.

To strengthen your entry: Include validation, pilots, user uptake, feedback, safeguards and outcomes or evidence of benefit.



8. Outstanding well-being support in the creative sector

Who this is for: Creative and design organisations supporting the mental health and well-being of their workforce in high-pressure creative environments.

What strong entries show: Practical support people use, culture change and evidence of improved well-being or experience.

To strengthen your entry: Show how support works during peak workload periods and what changed as a result.



9. Best well-being support in PR and communications

Who this is for: PR and communications agencies or in-house teams delivering meaningful mental health and well-being support for their people and culture.

What strong entries show: Responsible approach, strong engagement and credible outcomes.

To strengthen your entry: Include delivery detail, reach and evidence of impact beyond awareness where possible.

Hospitality, Wellness, Industry, Mobility, Consumer and Built Environment

1



Outstanding well-being support in hospitality, tourism and events

Who this is for

Hospitality, tourism and events organisations supporting mental health and well-being for teams working in guest-facing, shift and peak-demand environments.

What strong entries show

Support suited to shift work and peak seasons, strong engagement and credible outcomes.

To strengthen your entry

Show how support reaches frontline teams during peak periods and outcomes or evidence of impact.

2



Outstanding well-being initiative in sports, fitness and wellness

Who this is for

Sports, fitness and wellness organisations delivering initiatives with meaningful mental health and well-being impact for members, participants, staff or communities.

What strong entries show

Credible delivery, accessibility, strong engagement and evidence of positive outcomes.

To strengthen your entry

Show participation, how people access support, and outcomes or evidence of impact linked to objectives.

3



Outstanding well-being support in the energy industry

Who this is for

Energy organisations across oil and gas, utilities, renewables and energy services supporting mental health and well-being for their workforce.

What strong entries show

Support suited to safety-critical and shift-based environments, strong frontline reach, uptake and credible outcomes.

To strengthen your entry

Show reach across sites, manager capability, uptake and outcomes or leading indicators linked to objectives.

4



Outstanding well-being support in industry and supply chain

Who this is for

Manufacturing, engineering, industrial services, logistics, freight, warehousing and supply chain organisations supporting mental health and well-being across operational teams.

What strong entries show

Practical support reaching frontline and distributed teams with evidence of improved well-being or culture.

To strengthen your entry

Include delivery across sites, adoption and participation, and evidence of impact linked to objectives.

5



Outstanding well-being support in construction and real estate

Who this is for

Construction, development, property, facilities and real estate organisations supporting mental health and well-being across site-based and office-based roles.

What strong entries show

Credible support aligned to operational and client-facing pressures, adoption and evidence of benefit.

To strengthen your entry

Show delivery across site and office roles and outcomes or evidence of impact.

6



Outstanding well-being support in mobility, aviation and travel

Who this is for

Mobility, aviation and travel organisations supporting mental health and well-being in high-pressure, safety-critical or irregular-hours environments.

What strong entries show

Support suited to irregular hours and safety-critical roles, strong access and evidence of benefit.

To strengthen your entry

Show reach, uptake and outcomes or leading indicators linked to objectives.

7



Outstanding well-being support in retail and consumer goods

Who this is for

Retail and consumer goods organisations supporting mental health and well-being across frontline, customer-facing and operational teams, excluding prescription pharmaceuticals.

What strong entries show

Frontline reach, manager capability, strong adoption and evidence of improved workforce outcomes.

To strengthen your entry

Show delivery across locations, uptake and outcomes or leading indicators linked to objectives.

8



Special Award: Year of the Family Award

Who this is for

Initiatives supporting families, parents and caregivers through practical mental health and well-being support in workplaces and communities.

What strong entries show

Meaningful support design, real uptake and credible outcomes for employees and or families.

To strengthen your entry

Explain who it was for, what need it addressed, how it was delivered and include uptake, feedback and outcomes linked to objectives.



Good luck



For inquiries please email awards@mentl.space



To enter directly visit mentl.awardsplatform.com



For sponsorship enquiries email awards@mentl.space



Force Majeure