

YOUR GUIDE TO ALL 38 CATEGORIES

Your work deserves recognition.

Find your category in
the mentl awards 2026.

For the people and
organisations
improving mental
health and well-being.

38

categories.

One shared purpose.

Explore the categories →

FIND THE CATEGORY FOR YOUR WORK

The people making a difference.



Nicole Clark-Darby - Dulsco Group
2025 joint winner: Rise Above

01 Mental Health Heroes: Advocate of the Year

Advocacy, awareness, and practical action in a workplace, community, or industry.

02 Mental Health Heroes: Empathy in Leadership

Leaders who role-model psychologically safe, empathetic leadership.

03 Mental Health Heroes: Mental Health Champion 2026

Individuals driving mental health progress, regardless of seniority.

04 Mental Health Heroes: Rise Above

Individuals who have navigated adversity and used that experience to help others.

Find your category. Start your entry.

FIND THE CATEGORY FOR YOUR WORK

Progress across the region.

UAE, Saudi Arabia
and Qatar.



HayatX | 2025 Saudi Arabia winner

- 05** Best mental health and well-being initiative in the UAE
(Small and Medium: under 250 UAE employees)
- 06** Best mental health and well-being initiative in the UAE
(Large: 250+ UAE employees)
- 07** Best mental health and well-being initiative in Saudi Arabia
- 08** Best mental health and well-being initiative in Qatar

UAE organisation size is based on UAE employee numbers at the time of entry.

FIND THE CATEGORY FOR YOUR WORK

More places. More stories.

Kuwait, Oman, Bahrain
and MENA Guest Entry.



KEO International Consultants
2025 Bahrain winner

09 Best mental health and well-being initiative in Kuwait

10 Best mental health and well-being initiative in Oman

11 Best mental health and well-being initiative in Bahrain

NEW

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

Eligible countries: Algeria, Egypt, Jordan, Lebanon, Morocco, Palestine, Tunisia, Turkey.

Find your category. Start your entry.

FIND THE CATEGORY FOR YOUR WORK

Supporting those who serve others.

Public sector and
frontline services.



Department of Health Abu Dhabi

13 Outstanding well-being support in the public sector

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

14 Outstanding well-being support to front-line heroes

Initiatives supporting frontline professionals (police, fire, armed forces, paramedics and emergency services) with mental health and well-being support.

For public sector, government, semi-government, public institutions and frontline services.

FIND THE CATEGORY FOR YOUR WORK

Caring for the people who care.

Healthcare impact and support
for carers and frontline teams.



American Center for Psychiatry and Neurology
2025 winner

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

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

17 Best caring for the carers initiative
Healthcare providers and healthcare organisations supporting the mental health and well-being of carers and frontline healthcare workers, from clinics to hospital groups.

Separate healthcare categories for organisations with under 250 or 250+ UAE employees.

FIND THE CATEGORY FOR YOUR WORK

Wellbeing in professional life.

Finance, financial literacy,
professional services and legal.



Standard Chartered | 2025 finance winner

- 18 Outstanding well-being initiative in finance
- 19 Most impactful financial literacy project
- 20 Best well-being support in professional services and legal
(Small and Medium: under 250 UAE employees)
- 21 Best well-being support in professional services and legal
(Large: 250+ UAE employees)

Professional services and legal categories use UAE employee numbers at the time of entry.

FIND THE CATEGORY FOR YOUR WORK

Helping people learn, belong and thrive.



Safa Community School | 2025 education winner

22 Outstanding well-being initiative in education

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

23 Best well-being support in Human Resources and talent management

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

24 Outstanding Inclusion initiative for mental health and well-being

Including neurodiversity, menopause, people of determination, localisation or Emiratisation, and culturally or linguistically inclusive support.

Find your category. Start your entry.

FIND THE CATEGORY FOR YOUR WORK

Supporting families and communities.



Celebrating the UAE's Year of the Family

25 Best ESG project that supports well-being and mental health

ESG-aligned projects where mental health and well-being outcomes are central to the impact.

FREE TO ENTER

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

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

NEW

27 Special Award: Year of the Family Award

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

Find your category. Start your entry.

FIND THE CATEGORY FOR YOUR WORK

Technology.
Creativity.
Communication.



Lumii.me | 2025 mental health tech winner

28 Most supportive technology company

Mental health and well-being support for their own people and workplace culture.

29 Most innovative mental health tech

Including apps, platforms, AI tools, wearables, telehealth or digital support tools.

30 Outstanding well-being support in the creative sector

Creative and design organisations supporting their workforce.

31 Best well-being support in PR and communications

PR and communications agencies or in-house teams.

Find your category. Start your entry.

FIND THE CATEGORY FOR YOUR WORK

The people behind every experience.



Mars Gulf | 2025 FMCG winner

32 Outstanding well-being support in hospitality, tourism and events

Teams working in guest-facing, shift and peak-demand environments.

33 Outstanding well-being initiative in sports, fitness and wellness

Mental health and well-being impact for members, participants, staff or communities.

34 Outstanding well-being support in retail and consumer goods

Frontline, customer-facing and operational teams (excluding prescription pharmaceuticals).

Find your category. Start your entry.

FIND THE CATEGORY FOR YOUR WORK

Wellbeing where work is demanding.



ADNOC | 2025 energy winner

35 Outstanding well-being support in the energy industry

Oil and gas, utilities, renewables and energy services.

36 Outstanding well-being support in industry and supply chain

Manufacturing, engineering, industrial services, logistics, freight, warehousing and supply chain.

37 Outstanding well-being support in construction and real estate

Construction, development, property, facilities and real estate organisations.

38 Outstanding well-being support in mobility, aviation and travel

High-pressure, safety-critical or irregular-hours environments.

Find your category. Start your entry.

WHY YOUR ENTRY MATTERS

Recognition that lives on.

Your work can help others see what is possible.

INDEPENDENT JUDGING

Entries are judged independently by a respected global and regional panel.

AUDITED RESULTS

Results are audited by Coretax Arabia.

SHARED LEARNING

Selected finalists and winners are featured in Moving the Needle.

MOVING THE NEEDLE

A playbook of real-world case studies from the mentl awards.

EXPLORE THE FREE PLAYBOOK

Community. Impact. Resilience.
Recognition for the work. Learning for the wider community.

Find your category. Tell your story.

Share the work you are doing to improve
mental health and well-being.

the
mentl
awards 2026

STANDARD ENTRY CLOSES

30

September 2026

COMPLETE YOUR SUBMISSION

9

October 2026

Secure standard entry by 30 September and finish your submission by the
late deadline of 9 October.

mentlawards.com

2026 PROUD
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