

COULD YOU ALREADY HAVE A MENTL AWARDS ENTRY?

It might be hiding in work you already do.



THE MENTL AWARDS 2025

Six real tactics. Six places to look for your own story.

01 / YOU CHANGED HOW WORK GETS DONE.

3. CURRENT GLOBAL MENAT

Best well-being support in PR and communications | Highly Commended | 2025



Current Global turned workload boundaries into a visible operating rule, including tracking client allocation so people were not stretched across too many accounts. That made workload something managers could actively manage, not just sympathise with.

The Playbook: Replace vague concern about workload with one clear rule. Whether it is client load, caseload, meeting hours or active projects, set a boundary leaders can track and defend.

RECOGNISE THIS?

Have you changed workloads, boundaries or working patterns to protect your people?

Your version may look different. What matters is the work you have done for your people.

From Moving the Needle / 40 power moves

02 / YOU MADE SUPPORT EASIER TO REACH.

8. SAMA HEALTH

UAE initiative | Highly Commended | 2025



Sama Health built therapy access around South Asian cultural needs, affordability, therapist fit and emotional safety. The insight was that care may technically exist but still feel unreachable if it is culturally distant or financially inaccessible.

The Playbook: Access is not only availability. People are more likely to use support when it feels culturally safe, affordable, private and relevant to the language and context of their lives.

RECOGNISE THIS?

Have you removed a barrier that stopped people getting the support they needed?

Your version may look different. What matters is the work you have done for your people.

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03 / YOU HELPED PEOPLE SUPPORT EACH OTHER.

33. MARS GULF

Best well-being support in the FMCG sector
| Winner | 2025



Mars Gulf's Be Well Together campaign combined regional cultural relevance with global well-being practice. It used digital resources, leadership tools, workshops, expert mental health sessions, mindfulness, multilingual counselling and 20+ certified Mental Health Champions.

The Playbook: Fast-moving sectors need more than awareness. Build a layered model: local champions, manager tools, confidential support, practical resilience training and repeated conversations that make stigma easier to challenge.

RECOGNISE THIS?

Have you equipped people in your organisation to make support visible and easier to find?

Your version may look different. What matters is the work you have done for your people.

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04 / YOU DESIGNED FOR INCLUSION.

10. UNIVERSITY OF BIRMINGHAM DUBAI
WITH e&

Outstanding DEI initiative | Joint Winner | 2025



University of Birmingham and e&'s joint project focused on autism-friendly digital access, showing how online environments can create stress, overload or exclusion. The work treated digital design as part of inclusion and well-being.

The Playbook: Inclusion is not only physical. Audit your digital environments, platforms, websites, tools and communications for cognitive load, predictability, sensory stress and accessibility.

RECOGNISE THIS?

Have you changed a tool, service or environment so more people can use it comfortably?

Your version may look different. What matters is the work you have done for your people.

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05 / YOU MADE WELLBEING PART OF THE DAY.

38. PEEKAPAK

Best mental health and well-being
initiative in the UAE | Finalist | 2025



Peekapak embedded social-emotional learning into existing school timetables through curriculum, teacher professional development, daily mood check-ins, surveys and dashboards. The model made well-being measurable and teachable.

The Playbook: If well-being matters, build it into existing routines. Use short lessons, simple check-ins, staff training and practical dashboards so support becomes part of the day, not an extra task.

RECOGNISE THIS?

Have you built support into an existing routine, so it becomes part of everyday life?

Your version may look different. What matters is the work you have done for your people.

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06 / YOU BUILT A SENSE OF BELONGING.

15. THAT DUBAI GIRL

Advocate of the Year and Mental Health
Champion | Highly Commended | 2025



That Dubai Girl used peer connection, events, resources, co-working and partnerships to reduce loneliness and make help easier to find. It showed how community can become the first safe step before formal support.

The Playbook: Not every support route starts clinically. Build trusted communities where people can connect, ask questions, share experience and be guided toward deeper help when needed.

RECOGNISE THIS?

Have you created a community where people can connect and find support?

Your version may look different. What matters is the work you have done for your people.

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RECOGNISE SOMETHING YOUR TEAM HAS DONE?

Take ten minutes. List three changes you helped make happen - and who they helped.

Your story could sit in operations, education, design, community work or a support service.

Choose one to explore. Check the current category and eligibility rules.

These examples are prompts to recognise your work, not a guarantee of eligibility or an award.

YOUR WORK MATTERS. HELP OTHERS SEE IT.

Find your category. Then use the judges guide to shape your submission.



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ENTRIES CLOSE OCTOBER 9

mentlawards.com

Unsure where it fits? Tell us what you did and who it helped. Together we thrive.