

Best Use of a Product or Technology for Wellbeing

THIS CAN
GLOBAL AWARDS
2025

HAPPEN.

in association with
A&O SHEARMAN

Winner // I AM ME

This award recognises the effective implementation of products or technology that support mental wellbeing in the workplace.

Young adults aged 18–24 are facing rising levels of untreated anxiety, depression, and emotional distress – issues intensified by isolation during the pandemic and the lack of affordable, accessible support. Many delay seeking help due to stigma or cost, and while countless wellbeing apps exist, most fail to engage beyond a few weeks. I AM ME was created to close this gap—a free, co-designed digital platform that builds self-awareness, resilience, and everyday wellbeing habits through relevant, youth-centred content and a preventative approach to mental health.

Designing for Prevention and Empowerment

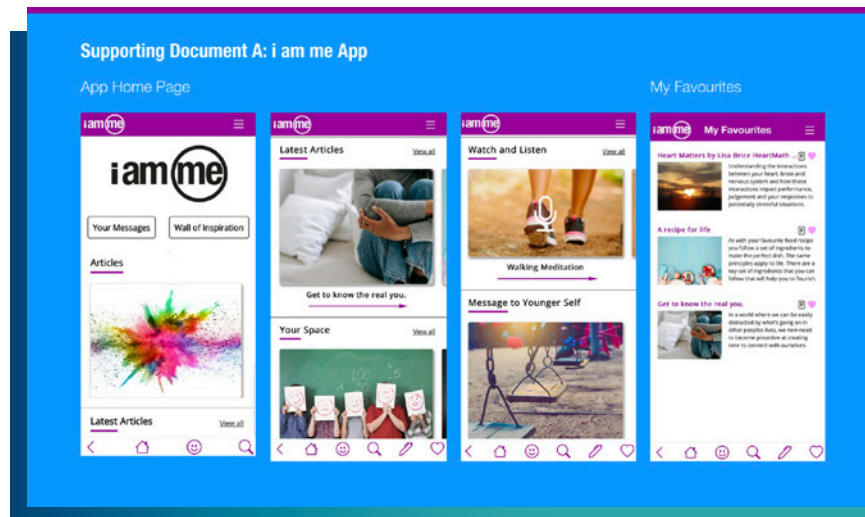
The I AM ME app was born from both lived experience and professional insight. Its founder, shaped by personal encounters with trauma and years working with charities and schools, recognised the urgent



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need for a bridge between awareness and professional care. Developed collaboratively with young people through workshops and focus groups, the app was designed around what they said they needed most – real tools, accessible language, and relatable support.

Grounded in six pillars of lifestyle medicine – stress, sleep, nutrition, headspace, movement, and relationships – the app provides personalised self-help tools, mood and stress trackers, audio content, and short educational videos. It empowers users to take control of their mental wellbeing before reaching crisis point,



I AM ME App user interface

acting both as an early intervention and as crucial support for those waiting for professional help.

Impact and Reach

The app has already made a measurable impact across both corporate and community settings. It has been successfully integrated into the Financial Conduct Authority's apprenticeship and graduate programmes, where it supports resilience and self-care alongside technical training. Participants use the app's tools daily, with additional one-to-one coaching offered for deeper personal development.

Internationally, I AM ME partnered with NACoA (National Association for Children of Addiction) in the U.S., launching during Children of Addiction Awareness Week 2024. Shared across NACoA's nationwide network, it reached over 10,000 young people, extending preventative mental health support to those who might otherwise go unseen.

In a digital space where only 3% of wellbeing apps sustain engagement after a month, I AM ME stands out as a meaningful, youth-driven solution – turning technology into a tool for empathy, empowerment, and long-term mental resilience. ■

Judges' comments

- + A strong example of co-design in action, ensuring the end users' voices shape the resource.
- + Good reach and partnerships demonstrate growing impact.

SHORTLISTED

- OneHub Wellbeing
- The Wellbeing Project