

Most Inspiring Mental Wellbeing Champion, Ally or First Aider

THIS CAN
GLOBAL AWARDS
2025

HAPPEN.

in association with
A&O SHEARMAN

Winner// EMMA GEORGE

This award allows companies to recognise an outstanding Champion, Ally or wellbeing First Aider who has shown dedication in supporting their colleagues.

Emma George has been a passionate advocate for wellbeing at BCLP since 2018. Initially leading wellbeing initiatives alongside her HR role, Emma transitioned into a dedicated WellBeing and Inclusion & Diversity position in 2022. Since then, she has become a central figure in shaping the firm's global wellbeing strategy, creating a culture of care, inclusion, and psychological safety.

Emma leads the Global WellBeing Action and Advisory Board, the Global Wellbeing Network, and the UK Enable and Family & Carers Networks. Her work is deeply personal – driven by lived experience – and her empathy and authenticity have made her a trusted voice across the firm.

Achievements

Emma led the firm to achieve the Menopause Friendly Accreditation recognition, ensuring education, support, and open dialogue around menopause in the workplace. She

Emma has incredible reserves of emotional intelligence, her warmth and kindness particularly are infectious.

championed the introduction of policy enhancements such as Paid Neonatal Leave, increased Bereavement and Baby Loss Leave and Paid Caregivers Leave.

These changes reflect her commitment to supporting employees through life's most challenging moments. Emma implemented a global MHFA programme with a 1:20 ratio. As a trained MHFA herself, she has personally supported colleagues through crisis situations and sponsored training for MHFAs and line managers, so they can better support their teams.



Example Communications that Emma pulled together to mark Mental Health Awareness Month – May 2025

With a strong believe in storytelling, Emma drives the 'Our Voices' Storytelling Series to foster psychological safety. She has courageously shared her own experiences with addiction and caregiving, encouraging others to speak openly. She designed a dedicated room – a wellbeing space – in the London office for reflection and rest, also open to external visitors during events. She has made strong efforts to create adjustments process and support have that offer a transparent, accessible system to support employees needing workplace adjustments – covering technology, benefits, and wellbeing.

A Quiet Force for Change

Colleagues recognise how Emma's work is often behind the scenes, enabling others to shine. But her impact is undeniable. She is praised as the glue that holds BCLP's global wellbeing network together – bringing warmth, structure, and momentum to every initiative. Her emotional intelligence, compassion, and drive make her an irreplaceable part of the firm's culture. ■

Judges' comments

- + Emma has delivered an impressive amount of change that has had a positive impact for her company and its workforce.
- + A super example of an inspiring wellbeing ally – driving forward positive change to benefit individuals, her business and wider society.

SHORTLISTED

- Patricia Pauli, Haleon
- Vickie Jones, BAM UK&I