AWARDS

THIS CAN HAPPEN GLOBAL.

in association with

A&O SHEARMAN

Entry guidelines 2027

How to enter

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About the Awards

The This Can Happen Awards are open to all workplaces and individuals who champion mental wellbeing. The awards celebrate workplaces and individuals who have shown excellence in their approach towards positive mental wellbeing for their employees and colleagues.

The This Can Happen Awards are open for submissions from all types of workplaces, whether large or small, commercial or not-for-profit, from every type of industry and any country.

The awards launched in 2019 and to date there have been over 1,680 entries, 170 plus winners and 130 highly commended entries. Winners have included large companies such as Accenture and Experian through to individuals who have worked hard to demonstrate true excellence in workplace mental wellbeing.

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This Can Happen Awards 2027



Awards Ceremony

TBC, London.

CELEBRATING EXCELLENCE IN WORKPLACE MENTAL WELLBEING

Showcase your work: **https://www.thiscanhappenawards.com/**

Key Dates

- **Thursday 7th January 2027**

  The awards will be open for submissions - Early Bird entry fee: £249 +VAT/entry.

- **Thursday 25th February 2027**

  Early Bird Deadline to enter your submissions at the Early Bird fee by 23:59 GMT.

- **Friday 26th February 2027**

  Award entry fee: £349 +VAT/entry.*

- **Thursday 24th June 2027**

  Deadline to enter your submissions – entry fee: £349 + VAT/entry.

All entries submitted after the Friday 24th June 2027 will incur a £60 late fee.

- **Tuesday 14th September 2027**

  The shortlisted entries will be announced.

- **Thursday 23rd September 2027**

  Judging Day hosted by A&O Shearman.

- **TBC 2027**

  Awards Reception in association with A&O Shearman.

All shortlisted entries will receive two complimentary invitations for the Award Reception. All shortlisted entries will be publicised in This Can Happen website and social media. All winning entries will be written up as case studies and be published at This Can Happen website.

* The standard entrance fee for The Wellbeing Provider of the Year and Best Employee Assistance Programme categories is £399 +VAT.

Submission Process & Fees

Process

1. Select your categories to enter.

2. Read our **T&Cs** and these entry guidelines.

3. Register on our **entry site** and complete your submission online.

4. Submit and pay for your entries.

Entry Fees

This Can Happen Awards are the only wellbeing awards that does not run an expensive dinner to celebrate the awards. Instead, we provide each shortlisted entry with two free passes to the Awards Ceremony which includes a champagne reception. Whilst we charge for entry fees, these go towards mitigating the costs of running the awards.

Entries submitted and paid for on or before the deadline of 25th February 2027 will cost £249+VAT (where applicable). Entries submitted and paid for after 25th February 2027 up until 24th June 2027 will cost a standard fee of £349+VAT (where applicable). Standard fee for The Wellbeing Provider of the Year and Best Employee Assistance Programme categories is £399 +VAT. SBL Ideas Ltd. reserves the right to extend the deadline should there be demand. Any entries submitted after 24th June 2027 will incur a £60+VAT late fee on top of the standard fee.

Category Outline

The This Can Happen Awards feature a total of 28 entering categories, alongside 2 special non-entering categories, carefully selected by our esteemed judge Toni Graves and TCH founder Zoe Sinclair.

The Strategy Awards

- Best New Workplace Approach to Mental Wellbeing
- Best Sustainable/Ongoing Mental Wellbeing Strategy
- Best Use of Research and Insights

The Engagement Awards

- Best Initiative to engage Colleagues
- Best Targeted Mental Wellbeing Campaign
- Best Internal Wellbeing Communications
- Best Community Impact or ESG Initiative
- Best Internal Event for Mental Wellbeing **[NEW]**

The Internal Support Awards

- Best Global Wellbeing Programme
- Best Not-for-profit/ Charity Internal Wellbeing Programme
- Best Employee Network/ Resource Group
- Best Grief Support Initiative
- Best Neurodivergent Support Programme
- Best Holistic Wellbeing Programme
- Best Financial Wellbeing Programme

The Mental Wellbeing Solutions Awards

- Wellbeing Technology & Innovation Award
- Wellbeing Provider of the Year
- Best Workplace Wellbeing App **[NEW]**
- Best Employee Assistance Programme **[NEW]**

The Inspiration Awards

- Most Inspiring Mental Wellbeing Champion, Ally or First Aider
- Executive Sponsor of the Year
- Wellbeing Leadership Award
- Hero of the Year Award
- The Storyteller Award
- Best Young Wellbeing Advocate
- Team of the Year
- Wellbeing Collaboration Award
- Most Inspiring Wellbeing Speaker **[NEW]**

Recognition of Excellence Awards (non-entering)

- The Grand Prix
- The Founders' Choice Award

Entry Form Questions

Depending on which categories you choose to enter, you will have to provide certain information with your submission.

Entrant Information

The entrant information required varies depending on the category you are entering. For Workplace Recognition categories, you will need to provide the details requested in the fields highlighted in orange. For entries submitted to the Inspiration Awards, the fields highlighted in yellow. Fields without a highlight are mandatory for all entries across every category.

Entry name	*This is the name given to the entry for a certain strategy that was implemented. In the case of the entry being shortlisted this is the title used in publication. The entry title should be the same over different categories for the same strategy.*
Entering workplace	*The entrant workplace is the organisation that submits an entry for the consideration of the awards. In the case of the entry being shortlisted, this is the company/workplace being named on the shortlist. In case of winning an award, the entrant company/workplace is the entity receiving the trophy. There can be only one entrant workplace.*
Workplace size	*This is the number of employees employed at the workplace for which the submission is entered.*
Job title	*Job title.*
Entering country(s)	*The entering country is based on the location of the entrant company/workplace.*
Industry	*This is the sector the workplace is part of. For example, automotive, FMCG, healthcare*
Dates of activity	*The timeframe in which the strategies have been implemented at the workplace.*
Nominee's name	*If entry is successful, we will need the nominee's name to put on the shortlist or trophy.* *[for Team of the Year: Include the team name]*
Nominee's workplace	*Name of workplace where nominee is employed.* *If entry is successful, this will be included in the shortlist announcement or on trophy.*
Nominee's Workplace size	*The number of people employed at the workplace entering.*
Nominee's job title	*Position that nominee is currently holding.*

	[for Team of the Year: not applicable]
Nominee's entering country	*The entering country is based on the location of where the nominee is employed.*
Nominee's Industry	*This is the sector the workplace is part of. For example, automotive, FMCG, healthcare (if applicable).*
Nominee's contact email	*Contact email of nominee if the entry is submitted on behalf of someone.*
Nominee's mobile number	
Contact name	*Contact name of submission.*
Contact email address & phone number	*Secondary contact email and phone number.*
Secondary contact email address & phone number	*Please submit an email of one of your colleagues at your workplace that can help us in case we have questions about your entry. We will only use it if we cannot get hold of you.*
Address	*Please provide an address where Awards and Highly Commended certificated should be sent if your entry is successful.*
Attachment: Workplace Logo	*You must provide us with a high-resolution version of your workplace logo, which will be used for publication. This will not count toward your maximum number of 2 supporting material pieces.*

Written Submission

This is where you describe what your workplace or your team or nominee achieved to deserve a trophy. Depending on your chosen category the information you will need to provide will differ slightly. You can see the exact wording when logging into the entry system. The system automatically saves your progress and is easy to use.

The Strategy Awards

Categories:

- Best New Workplace Approach to Mental Wellbeing
- Best Sustainable/Ongoing Mental Wellbeing Strategy
- Best Use of Research and Insights

Entry form:

Background Max. 100 words This section will not be judged but helps judges understand your submission.	*Tell us the background of your workplace: the previous situation of mental wellbeing, challenges that were arising and/or driving factors that led to the implementation of the mental wellbeing strategy.* *[for Best New Workplace Approach to Mental Wellbeing]: Tell us the background of your workplace: the previous situation of mental wellbeing in your workplace, problems that were arising and/or driving factors that led to a new workplace approach to mental wellbeing.* *[for Best Use of Research and Insights]: Tell us the background to your organisation and why the research/insights were undertaken.*
Strategy and Execution Max. 250 words Weighting: 50%	*Describe your mental strategy, its focus, targets & goals.* *[for Best Sustainable/Ongoing Mental Wellbeing Strategy]: Tell us how you have built upon your strategy over the years and the successes you have had.* *[for Best Use of Research and Insights]: Describe your methodology and execution.*
Results & Impact Max. 200 words Weighting: 50%	*Describe the results and impact of your work.*
Summary Max. 100 words This section is not judged but will be used for publication.	*Sum up the entry and its result.*

The Engagement Awards

Categories:

- Best Initiative to Engage Colleagues
- Best Targeted Mental Wellbeing Campaign
- Best Internal Wellbeing Communications
- Best Community Impact or ESG Initiative
- Best Internal Event for Mental Wellbeing

Entry form:

Background Max. 100 words This section will not be judged but helps judges understand your submission.	*Tell us the background to this entry: the previous situation and how it led to...* *[for Best Initiative to Engage Colleagues]: your idea to engage colleagues.* *[for Best targeted Mental Wellbeing Campaign]: your awareness-raising mental wellbeing campaign.* *[for Internal Wellbeing Communications]: your internal communication strategy.* *[for Best Community Impact or ESG Initiative]: your community or ESG strategy.* *[for Best Internal Event for Mental Wellbeing]: your internal event.*
Strategy & Execution Max. 250 words Weighting: 50%	*Outline the target audience(s), objectives, and the strategy you developed plus how you executed it.*
Results & Impact Max. 200 words Weighting 50%	*Show the results and impact of your idea/initiative. Highlight any results and the benefits it has delivered.*
Summary Max. 100 words This section is not judged but will be used for publication.	*Sum up your idea/initiative and the impact it had.*

The Internal Support Awards

Categories:

- Best Global Wellbeing Programme
- Best Not-for-profit/Charity Internal Wellbeing Programme
- Best Employee Network/Resource Group
- Best Grief Support Initiative
- Best Neurodivergent Support Programme
- Best Holistic Support Programme
- Best Financial Support Programme

Entry form:

Background Max. 100 words This section will not be judged but helps judges understand your submission.	*Tell us the background to this entry: the previous situation and how it led to developing the specific programme.* *[for Best Global Wellbeing Programme: a description of the organisation and whether it is centralised or de-centralised (or a mixture) in its structure].* *[Best Not-for-profit/Charity Internal Wellbeing Programme: Please describe the organisation and what it does].* *[for Best Employee Network/Resource Group: give us a brief description of your network/team including but not limited to how it was formed, who is part of it and your main goals].*
Strategy & Execution Max. 250 words Weighting 50%	*Outline the strategy, how it has been adapted to target audience(s) or issue, its objectives, and how you executed it.* *[for Best Global Wellbeing Programme: provide a description of how your global programme has been activated in local markets successfully].* *[for Best Not-for-profit/Charity Internal Wellbeing Programme: Describe your objectives and how you went about achieving them].* *[for Best Employee Network/Resource Group: outline the internal network, its resources, focuses, targets and goals. Outline how these have been utilised to be a driver of change within the organisation].*
Results & Impact Max. 200 words Weighting 50%	*Demonstrate the success of your work. Highlight the success in supporting mental wellbeing in the organisation as a whole.*
Summary Max. 100 words	*Sum up your entry and impact it has made on your organisation.*

This section is not judged but will be used for publication.	

The Mental Wellbeing Solutions Awards

Categories:

- Wellbeing Technology & Innovation Award
- Wellbeing Provider of the Year
- Best Workplace Wellbeing App
- Best Employee Assistance Programme

Entry form:

Background Max. 100 words This section will not be judged but help judges understand your submission.	*Describe your organisation and what it does*
Describe your product/service and how they were developed Max. 200 words Weighting 50%	*[for Wellbeing Technology & Innovation Award: include how the technology responds appropriately to the identified challenge].* *[for the Best Workplace Wellbeing App indicate the relevance, accessibility and usability of the app].* *[for the Best Employee Assistance Programme explain how the support is communicated, provided and meaningful to employees].*
Give clear examples where the product/service has been successfully implemented 200 Max. words Weighting 50%	*[for Wellbeing Technology & Innovation Award: highlight how the product has impacted positively to the identified challenge].* *[for the Best Workplace Wellbeing App indicate the efficacy and impact of the app].* *[for the Best Employee Assistance Programme show evidence of positive outcomes and programme effectiveness].*
Summary Max. 100 words This section is not judged but will be used for publication.	*Sum up your entry*

Testimonials

You can provide up to two testimonials to support your entry, e.g., from clients, employees, senior leaders. Ensure that testimonials are relevant to your entry.

Testimonial: Name	
Testimonial: Job Title	
Testimonial: Organisation	
Testimonial: Involvement	*Has the testimonial been involved in your mental wellbeing activities? If so, how?*
Testimonial: Quote Max. 80 words	*Quote what your testimonial says about your mental wellbeing achievements.*

The Inspiration Awards

Categories:

- Most Inspiring Mental Wellbeing Champion, Ally or First Aider
- Executive Sponsor of the Year
- Wellbeing Leadership Award
- Hero of the Year Award
- The Storyteller Award
- Young Wellbeing Advocate
- Team of the Year
- Wellbeing Collaboration Award
- Most Inspiring Wellbeing Speaker

Entry Form:

Nominee's description Max. 100 words	*Brief overview about the individual, their role and history within the workplace/community.* *[for Team of Year: a brief overview of the team and what its role is].* *[for Wellbeing Collaboration Award: a brief overview of the participating companies and what they do].*

Main Submission Max. 250 words Weighting 100%	*Explain why the nominee/team should be considered for an award in the category and outline their contribution. Describe how their efforts had a positive effect on the workplace/community mental wellbeing.* *Include the following aspects to demonstrate fully to the jury:* *How the nominee/team champions mental wellbeing and explain their approach.* *How the nominee/team approaches challenges, uses initiative and engages the workplace or others.* *Explain the achievements, how they are inspiring others and how the workplace or community benefit from the actions undertaken.* *[for Wellbeing Collaboration Award: highlight how the partnership led to better results].* *[for Most Inspiring Wellbeing Speaker include evidence of positive audience feedback].*
Attachment: Headshot	*High-resolution headshot of nominee – will be used for publication.* *[for Team of the Year an organisation logo will be sufficient]* *[for Wellbeing Collaboration Award, include logos of all the members involved]*

Testimonials

You can provide up to three short testimonials from referees about the performance and impact of the nominee/team to support your entry, e.g. from employees, colleagues, senior leaders. Ensure that testimonials are relevant to your entry, and we recommend providing a mix of different stakeholders.

Testimonial: Name	
Testimonial: Job Title	
Testimonial: Organisation	
Testimonial: Relation	What is the relationship between referee & nominee?
Testimonial: Quote Max. 100 words	Quote what your testimonial says about your efforts and achievements.

Supporting Material

You can add up to two pieces of supporting material in this section. Upload media to showcase and support your entry, such as videos, your mental wellbeing strategy documents, company policy, videos, internal newsletter etc. You don't have to provide supporting material but doing so can help judges get a better insight into your achievements. If you submit more than 2 pieces of material, This Can Happen will delete the latest

uploaded material. So please ensure outside your company's logo, you only upload 2 pieces of supporting material.

Ensure that everything provided is relevant to your entry, as irrelevant supporting documents will be removed before going into the judging round. Be mindful of the workload for the judges, for example refrain from uploading a 10+ pages report or a 20+ presentation. Judges are not obliged to read beyond this limit. We also strongly recommend including a video that summarises your strategy, initiative, or the nominee's work.

Attachment: Name	*Name (Type) of supporting material, e.g. Newspaper Article about XYZ, Event video of XYZ.*
Attachment: Brief description	*Give a brief description about your supporting material.*
Attachment: Workplace Logo	*You must provide us with a high-resolution version of your workplace logo, which will be used for publication. This will not count toward your maximum number of 2 supporting material pieces.*

Material Specifications

Material may be supplied as follows:

1. Upload JPEG, JPG, PNG, MOV or PDF files. Maximum file size is 10MB per piece. A maximum of two pieces can be provided with your entry through upload.
2. Please do not upload any further written material as the judges will not consider these. The written component of your entry should be fully explained within the provided form fields.

Categories

The Strategy Awards

The Strategy Awards recognise comprehensive, sustainable mental wellbeing strategies, focusing on inclusive, long-term approaches that promote measurable cultural change.

1. Best New Workplace Approach to Mental Wellbeing

This award recognises organisations that have recently taken meaningful steps towards improving mental wellbeing in the workplace. It celebrates workplaces that, within the past 18 months, have introduced a holistic and proactive approach to supporting employees, demonstrating a commitment to creating a healthier and more supportive workplace culture.

Entries should explain what prompted the organisation to take action, how its approach was developed and the steps taken to introduce new practices and encourage cultural change. As these initiatives are still in their early stages, the focus is on vision, ambition and implementation rather than long-term results.

Judges will consider:

- Clear understanding of the challenges or needs that prompted the initiative.
- A well-defined, inclusive and achievable action plan.
- Evidence of early progress in introducing new practices and engaging employees.
- Ambition and commitment to embedding mental wellbeing into workplace culture.

Past winners: **Royal College of Veterinary Surgeons, Royal Mail, Environment Resources Management (ERM), Media Cause.**

2. Best Sustainable/Ongoing Mental Wellbeing Strategy

This award recognises organisations that demonstrate a sustained and long-term commitment to supporting mental wellbeing in the workplace. It celebrates strategies that are embedded into organisational culture, continuously evaluated and adapted to meet the changing needs of employees.

Entries should explain how the strategy has developed over time, the improvements introduced and the impact achieved.

Judges will consider:

- Evidence of continuous development, evaluation and improvement of the strategy.
- Measurable impact on employee mental health and wellbeing.
- Effective integration of mental wellbeing into organisational policies, practices and culture.
- Strong leadership commitment and sustained employee engagement.

Past winners: **StandardLife Plc, Wave Utilities, Omexom UK & ROI, Experian.**

3. Best Use of Research and Insights

This award recognises organisations that use research, data and employee insights to better understand workplace mental wellbeing and develop effective and evidence-informed initiatives. It celebrates approaches that turn meaningful findings into practical actions, ensuring wellbeing strategies respond to the real needs and experiences of employees.

Entries should explain why the research was undertaken, how information was gathered and analysed, and how the findings influenced decisions or shaped wellbeing initiatives.

Judges will consider:

- Clear purpose and relevance of the research to workplace mental wellbeing.
- Appropriate and inclusive methods of gathering and analysing insights.
- Evidence of how findings informed decisions and shaped wellbeing initiatives.
- Relevance and effectiveness of the actions taken in response to the research.

Past winners: HDI, Zenith Mental Health Brazil.

The Engagement Awards

Celebrate targeted mental wellbeing campaigns and creative initiatives that engage specific employee groups or address unique workplace challenges.

4. Best Initiative to Engage Colleagues

This award recognises creative and accessible workplace initiatives that encourage employees to engage with mental wellbeing and make it part of everyday working life. It celebrates approaches that spark conversations, build connections and inspire colleagues to actively participate in creating a mentally healthy workplace.

Entries should explain the initiative, how it encouraged employee involvement and the impact it achieved.

Judges will look for:

- Overall quality, credibility and reliability of services.
- Strength of client relationships and understanding of workplace needs.
- Innovation and differentiation in the provider's approach.
- Evidence of measurable impact across clients and organisations.
- Strong client testimonials demonstrating long-term value.

Past winners: Cadent Gas & Ripple&Co, Freshfields LLP, Kearney Olympics, Ogilvy Health.

5. Best Targeted Mental Wellbeing Campaign

This award recognises workplace campaigns developed to address a specific mental wellbeing challenge or the needs of a particular employee group. Examples may include campaigns focused on men's or women's mental health, LGBTQ+ inclusion, stress, long-term conditions or other identified workplace needs.

Entries should explain why the campaign was needed, how its messaging and activities were tailored to the intended audience, and the impact achieved in raising awareness, changing perceptions or encouraging positive action.

Judges will look for:

- Clear understanding of the target audience or wellbeing challenge.
- Relevant, accessible and tailored campaign messaging.
- Creativity and effectiveness in reaching the intended audience.
- Evidence of engagement, increased awareness or positive behavioural change.

Past winners: VCCP & Matri, Mondelez, Mental Health UK & Lloyds Banking, NatWest Group.

6. Best Internal Wellbeing Communications

This award celebrates organisations that use clear, creative and effective internal communications to raise awareness, encourage conversations and drive engagement with mental wellbeing initiatives. It recognises communication strategies that make wellbeing information accessible, relevant and engaging, helping employees feel informed, supported and connected to their organisation's wellbeing strategy.

Entries should explain the communication approach, including key messages, channels, timing and how employees were encouraged to engage.

Judges will look for:

- Clear and engaging messaging tailored to employees' needs.
- Effective use of communication channels and timing to reach different audiences.
- Evidence of increased awareness, employee engagement and connection with the organisation's wellbeing strategy.

Past winners: MUFG, BAM UK&I.

7. Best Community Impact or ESG Initiative

This award recognises initiatives that connect workplace mental wellbeing with wider social impact, sustainability or corporate social responsibility. It celebrates programmes that encourage employees to make a positive difference beyond the workplace while supporting their own wellbeing and strengthening connections with local communities, charities or social causes.

Entries should explain how mental wellbeing is integrated into the initiative, the opportunities provided for employee involvement and the benefits achieved for both employees and the wider community.

Judges will look for:

- Clear integration of mental wellbeing into ESG, sustainability or social responsibility initiatives.
- Meaningful opportunities for employee engagement and participation.
- Evidence of positive impact on both employee wellbeing and the wider community.

Past winners: Serco Leisure.

8. Best Internal Event for Mental Wellbeing [NEW]

This award recognises internal workplace events that raise awareness, encourage conversations and engage employees. Entries should explain the purpose of the event, how it was designed to meet employees' needs and the impact it achieved. Examples may include wellbeing days, awareness campaigns, workshops, internal conferences or interactive experiences.

Judges will look for:

- Clear purpose and relevance to employee needs.
- Creativity, accessibility and employee engagement.
- Evidence of positive impact on wellbeing.

The Internal Support Awards

Celebrate successful initiatives that support mental wellbeing and create a supportive workplace culture inside organisations.

9. Best Global Wellbeing Programme

This category recognises global wellbeing initiatives that have been effectively activated at a local level to support employee wellbeing across different regions. Entries should outline overarching goals, show how programmes meet regional needs, and provide measurable evidence of impact. The programme should support at least 5 countries.

Judges will look for:

- Clear global objectives and how they have been locally activated.
- Cultural adaptation across regions.
- Evidence of global impact.

Past winners: Elsevier, Schaeffler & Awaris.

10. Best Not-for-profit/Charity Internal Wellbeing Programme

This category honours not-for-profit and charitable organisations demonstrating strong commitment to employee wellbeing. Entrants should describe initiatives, policies, or practices and highlight the difference these efforts have made. (Free to enter.)

Judges will look for:

- The strategy plan and how it has been executed.
- How inclusive and accessible the wellbeing support is.
- Evidence of meaningful impact within the organisation.

Past winners: Cumbria, Northumberland, Tyne and Wear NHS Trust, Mental Guard, Helen & Douglas House.

11. Best Employee Network/Resource Group

This award celebrates networks or resource groups that support colleagues' mental wellbeing. Entries should show the network's engagement, impact and support. This can include wellbeing, but is not limited to, parenting, menopause, grief, LGBTQIA+, neurodiversity, faith-based, or mental health first aid networks.

Judges will look for:

- The nature and activity of the Network or Resource Group.
- Clear examples of their support and/or advocacy.
- Evidence of positive cultural change within the organisation.

Past winners: Sky Home Service, GSK, HSBC, Global Mindfulness Program, Deutsche Bank.

12. Best Grief Support Initiative

This category recognises programmes providing support and raising awareness for employees experiencing grief. Entries should outline the need, describe support offered, and demonstrate impact where possible. Given the emerging nature of this area, judges will not focus solely on outcomes but will also consider the motivation, planning and process behind the initiative.

Judges will look for:

- Clear understanding of employee needs.
- The quality of the practical support offered.
- Early evidence of impact or positive cultural shifts.

Past winners: MUFG, A&O Shearman, Environment Agency.

13. Best Neurodivergent Support Programme

This award recognises initiatives supporting and raising awareness for neurodivergent employees' mental wellbeing. Entries should explain the programme's context, show how it addresses unique challenges, and foster inclusion, understanding and practical support.

Judges will look for:

- Insight into the needs of neurodivergent colleagues.
- Tailored support that successfully reduces barriers and enhances inclusion.
- Evidence of meaningful impact.

Past winners: PicPay Bank, BNP Paribas.

14. Best Holistic Wellbeing Programme

This award recognises initiatives integrating physical, mental and lifestyle support. Examples span physical health initiatives, mental and financial wellbeing support, as well as lifestyle offerings that enhance nutrition, sleep and stress resilience. Entries should demonstrate how the programme promotes a balanced and healthier workplace.

Judges will look for:

- A genuinely integrated, whole-person approach.
- Strong participation and engagement.
- Clear evidence of improved overall employees' wellbeing.

Past winners: Alzheimer's Society, Haleon.

15. Best Financial Wellbeing Programme

This award recognises initiatives that link financial and mental wellbeing, helping employees manage financial challenges that impact their overall health. Entries should explain the context behind the programme and how it addresses financial pressures. Examples may include financial counselling, retirement planning resources, budgeting support or stress management tailored to financial concerns.

Judges will look for:

- Context for programme development.
- Relevant and accessible financial support.
- Evidence of reduced financial stress.

Past winners: Brewers Decorator Centres, Cadent Gas.

The Mental Wellbeing Solutions Awards

Recognise innovative and impactful solutions to support mental wellbeing.

16. Wellbeing Technology & Innovation Award

This award recognises innovative uses of technology that transform how organisations approach and support employee mental wellbeing.

Entries should demonstrate what makes the approach innovative, how it addresses a workplace wellbeing challenge and the value it brings to employees and organisations.

Judges will look for:

- Originality and innovation in the use of technology.
- Responsible, ethical and user-centred design.
- Effective integration into workplace wellbeing strategies.
- Evidence of improved employee wellbeing or organisational outcomes.
- Potential for scalability and long-term impact.

Past winners: Awaris, I AM ME THE APP, Live More Offline.

17. Wellbeing Provider of the Year

This award recognises wellbeing providers that demonstrate outstanding overall excellence in supporting workplace mental health and wellbeing. It celebrates organisations that go beyond delivering individual products or services to become trusted partners, helping workplaces develop effective, sustainable wellbeing strategies.

Entries should highlight the provider's overall contribution to workplace wellbeing, including the quality of its services, client relationships and measurable impact across organisations.

Judges will look for:

- Overall quality, credibility and reliability of services.
- Strength of client relationships and understanding of workplace needs.
- Innovation and differentiation in the provider's approach.
- Evidence of measurable impact across clients and organisations.
- Strong client testimonials demonstrating long-term value.

Past winners: Kamwell, Wellbeing Lead Academy Ltd, Mental Health UK- Into Work.

18. Best Workplace Wellbeing App [NEW]

This award recognises digital apps that support and improve employees' mental health and wellbeing. Entries should explain how the app addresses workplace wellbeing needs, its accessibility and ease of use and the benefits experienced by employees. Workplaces can nominate an app they use, while app developers and wellbeing providers can also nominate their own solutions.

Judges will look for:

- Relevance to workplace mental wellbeing needs.
- Accessibility, usability and employee engagement.
- Evidence of positive impact on employee wellbeing

19. Best Employee Assistance Programme [NEW]

This award recognises the best EAP suppliers that deliver effective, accessible and meaningful wellbeing support to employees. Entries should explain how the programme meets employee needs and delivers positive outcomes. EAP and wellbeing providers can nominate their own programmes with testimonials.

Judges will look for:

- Relevant, accessible and confidential employee support.
- Effective communication and employee engagement.
- Evidence of positive outcomes and programme effectiveness.

The Inspiration Awards

Honour individuals who inspire change in mental wellbeing through their leadership, advocacy, and dedication to supporting colleagues and tackling stigma.

20. Most Inspiring Mental Wellbeing Champion, Ally or First Aider

This award recognises a Champion, Ally or First Aider who has shown exceptional dedication to supporting colleagues' mental wellbeing. Entries – submitted by colleagues or by the nominee – should provide concrete examples of initiatives, interventions or everyday actions that show genuine commitment to wellbeing.

Judges will look for:

- Examples of proactive initiatives or everyday actions.
- Demonstrated empathy, approachability and trust-building.
- Positive impact on team culture or individual colleagues.
- A commitment that goes beyond formal responsibilities.

Past winners: Jo Foster, Lucion; Emma George, BCLP; Natalie Degg, Experian; Vikky Goodwin, VolkerRail.

21. Executive Sponsor of the Year

This category celebrates senior executives and C-Suite leaders who have made mental wellbeing a strategic priority. Entries should show clear evidence of how the nominee has championed wellbeing at the highest level – such as influencing organisational policy, directing resources or embedding mental health as a core organisational value.

Judges will look for:

- Strategic influence on organisational policy and culture.
- Concrete actions that elevate wellbeing across the organisation.
- Effective use of resources to support wellbeing priorities.
- Leadership behaviours that model openness and care
- A commitment that goes beyond formal responsibilities.

Past winners: Carolyn Cole, Lucion; Jane Austin, Wave.

22. Wellbeing Leadership Award

This award honours senior leaders who are responsible for wellbeing. The senior leader can be responsible for just wellbeing or have wellbeing within their remit. It celebrates leaders who show vision, influence and commitment in embedding wellbeing into organisational culture. The entries should demonstrate how the nominee's leadership engages employees, drives meaningful change and sets the benchmark for wellbeing excellence.

Judges will look for:

- Clear leadership vision for mental wellbeing.
- Influence in shaping and sustaining wellbeing culture.
- Strong engagement with employees at all levels.
- Inspirational, values-led leadership that sets a high standard.

Past winners: Christopher Jones, Sky Home Service.

23. Hero of the Year Award

This award recognises individuals who have made a remarkable contribution to workplace mental health. Nominees may be new to wellbeing, long-standing allies or colleagues who stepped up beyond their usual role (side of desk). Entries should highlight specific actions, campaigns or behaviours that have positively shaped workplace culture and supported colleagues.

Judges will look for:

- Distinct, meaningful actions that demonstrate exceptional care.
- Positive impact on colleagues or teams.
- Willingness to step up beyond expected responsibilities.
- Examples of authenticity, compassion or initiative.

Past winners: Beck Stockdale, Elsevier; Natalie Degg, Experian; Chris Newman, Mobility Operations.

24. The Storyteller Award

This award celebrates individuals who use their personal experiences to drive meaningful change. Entries should show the tangible impact of their storytelling – through campaigns, advocacy, workshops or other creative approaches.

Judges will look for:

- Honest and impactful use of personal experience.
- Evidence of increased awareness or reduced stigma.
- Engagement generated among colleagues or networks.
- Creative or innovative approaches to storytelling.

Past winners: Dylan Holloway, Beyond; Antonio Ferreira, University of Essex; Shocka; Joe Bellman.

25. Best Young Wellbeing Advocate

This award recognises an employee under 35 years old who has demonstrated exceptional commitment to promoting mental wellbeing inside or outside their organisation. Entries should highlight specific actions, initiatives or campaigns they have led and demonstrate the positive impact they have created.

Judges will look for:

- Proactive leadership in wellbeing initiatives.
- Clear evidence of positive impact.
- Ability to influence peers and build engagement.
- Commitment to ongoing development and advocacy.

Past winners: Antonio Ferreira, University of Essex; Tanya Marwaha, Beyond UK.

26. Team of the Year

This award celebrates a team that has worked collaboratively to advance mental wellbeing. Entries should outline the team's objectives, showcase initiatives or projects, include measurable outcomes where possible, and provide testimonials demonstrating how their collective efforts have strengthened workplace culture and support.

Judges will look for:

- The team's role, purpose and goals.
- Measurable impact on colleagues' wellbeing.
- Effective teamwork and use of diverse skills.
- Colleague's testimonials illustrating positive outcomes.

Past winners: Ripples, Beyond UK, Motability Operations Ltd.

27. Wellbeing Collaboration Award

This award recognises exceptional partnerships that have worked together to improve employee wellbeing. This could include collaboration between organisations, internal teams, charities, ERGs or external partners. The emphasis is on genuine collaboration, rather than the delivery of a service through a conventional supplier relationship [Please also refer to Team of the Year category for the suitability of your entry].

Judges will look for:

- A clear shared vision and collaborative purpose.
- Effective partnership working and communication.
- Innovation resulting from cross-organisational collaboration.
- Evidence that the partnership added value beyond what each partner could achieve alone.

Past winners: Grain LNG & Chemical and Downstream Oil Industries Forum.

28. Most Inspiring Wellbeing Speaker [NEW]

This award recognises speakers who inspire, educate and encourage meaningful conversations about mental health and wellbeing in the workplace. Entries should explain the purpose of the talk, how they engage and inspire their audiences, and the impact their presentations have. Workplaces can nominate a speaker they have hosted, while speakers can also nominate themselves.

Judges will look for:

- Relevant, engaging and impactful content.
- Ability to connect with and inspire workplace audiences.
- Evidence of positive audience feedback or lasting impact.

Recognition of Excellence Awards (non-entering)

Celebrates outstanding achievements in workplace mental wellbeing through awards personally selected by Toni Graves and TCH Founder Zoe Sinclair. Not open for entry, these awards reflect the highest level of recognition.

29. This Can Happen Grand Prix Winner 2027

This discretionary award is personally selected by the Founders of This Can Happen to recognise an individual or organisation that has made an extraordinary contribution to advancing mental wellbeing. It celebrates those whose influence, dedication or innovation has significantly shaped the mental wellbeing landscape – whether through pioneering initiatives, exceptional leadership or sustained commitment to positive change.

Past winners: **Anita Guru; Emma George, BCLP; Mental Health UK Into Work; Deutsche Bank.**

30. Founders' Choice Award: Outstanding Service to Mental Wellbeing

This award is presented to the most exceptional entry across all categories. Selected by our panel of judges, the Grand Prix Winner honours an organisation or individual whose submission demonstrates outstanding leadership, measurable results and a transformative approach to supporting mental wellbeing at work.

Past winners: **Antonio Ferreira, University of Essex; Jemma Falloon, Mondelez; Becky Kearns, Fertility Matters at Work; Harley Cunningham, Virgin Media O2.**

Judging Criteria

Entries that fall into the category titles of **The Strategy Awards, The Engagement Awards, The Internal Support Awards** will be judged in the online round based on their strategy, execution & implementation and

result and impact. The weighting percentage of each section which will be judged is displayed in the entry form breakdown of each category section. These can be found in the entry guidelines between the pages of 9-11.

Entries that fall under the category title of **The Mental Wellbeing Solutions Award** will be judged on the provided case studies. The weighting percentage of each section which will be judged is displayed in the entry form breakdown of each category section. These can be found in the entry guidelines on pages 12 and 13.

Entries that fall under the category title of **The Inspiration Awards** will be solely judged on the written submission provided. The weighting percentage of each section which will be judged is displayed in the entry form breakdown of each category section. These can be found in the entry guidelines on pages 13 and 14.

Additionally, judges will be looking for evidence of a supportive environment in each workplace, along with consideration of areas such as employee inclusivity, the interaction between their strategy and wider culture of the workplace and its policies to promote active involvement of employees with experience of poor mental wellbeing in all decisions affecting them. The highest scoring entries from the shortlisting round will make the shortlist. Judges then come together in person and decide through discussions and voting on the winners.

Examples for mentioned additional criteria could range from introducing measures for staff awareness and provision of mental health expertise to training of line managers, changing of policies and internal communication.

FAQs

These award sounds excellent! When can I start submitting our work? And how long do I have to submit this year?

This Can Happen Awards open for entries on Wednesday 7th January 2027 with the early-bird ending on Thursday 25th February 2027.You will have time to submit your entries until Thursday 24th June 2027.

How do I apply for the awards? Do I have to pay to enter?

To start a submission, visit https://thiscanhappen.awardsplatform.com/, register, and proceed to the "Entries" tab, and start your entry in "My entries". Entries will be charged a discounted fee of £249+VAT per entry up to the early bird deadline on 25th February 2027. Any entry made from the 25th February 2027 will be charged a standard fee of £24+VAT per entry up until the entry deadline on 24th June 2027. Standard fee for The Wellbeing Provider of the Year and the Best Employee Assistance Programme category is £399 +VAT. Any entries submitted after the 24th June 2027 will incur a £60 late fee on top of the standard rate. VAT will be applicable for entrants from the UK.

When is the Awards Ceremony and how much does it cost to attend?

The date and venue of the Awards Ceremony, held in association with A&O Shearman, are yet to be confirmed. All shortlisted entrants will receive two free passes for the event, courtesy of A&O Shearman's generosity. If you require extra passes there is a charge of £95+VAT per additional ticket.

I really want to enter, but I don't have all the information yet.

Our awards entry system allows you to revisit your entries whenever you want and amend it as much as you want until Thursday 24th June 2027. As long as we see that you have entries in our system, we will not delete the draft entry, but we will check with you at the approaching deadline, if you wish to complete your submission. It will also save your information automatically, so you can leave your submission and return to it whenever it works for you.

I don't know which categories of the awards we should enter.

Do not worry, we are here to help. Please email us at **awards@thiscanhappenglobal.com** and we will be able to advise on which categories will suit your needs.

I think that my submission is applicable to multiple categories. What do I do?

This is not a problem, as your entry may be a good fit for more than one category. As long as your entry is relevant for your chosen categories, there are no restrictions as to how many times you can enter. However, we recommend you tailor your submission to the categories, and ensure judges can see why your submission is standing out in its chosen category.

I, or my organisation, want to try entering multiple times. Can I/we? Will this lower my/our chances of winning?

You're welcome to enter as many initiatives and categories as you want. Our panel of judges will assess each entry on its particular merits for the entered category, and there is no judging penalty if you've submitted a different initiative already. If, for example, a workplace produces three truly outstanding attempts at improving mental wellbeing in the workplace, our judges will reward their insight and creativity with three awards.

In which category should I enter my workplace? I think it's relevant for more than one, or am not sure it has one at all.

Please **see** **https://www.thiscanhappenglobal.com/awards/categories** for the list of category descriptions. We hope this clarifies the nature of each category and helps you to come to a decision. We also remind you that you don't need to decide just yet! The nature of our submission process means that you can make this decision at the last minute, when your team has had ample opportunity to consider. If you need any further clarification, please email the awards team at **awards@thiscanhappenglobal.com**.

Can I submit more than one initiative into the same category? Is this allowed?

Yes, if you have undertaken relevant campaigns, you can enter as many times as you wish – for example – three initiatives or campaigns for the Best Targeted Mental Wellbeing Campaign category, then please enter all three initiatives into this category. Furthermore, should your workplace have more than one HR or Wellbeing Team that deserves recognition for their achievements, then multiple teams can be entered into the Best Employee Network/Resource Group category.

Can I enter more than one entry? Do I have to open a new account for each of my entries or can I upload all the projects in my first account?

Yes, you can enter as many entries as you wish using the same account. For each new entry you will need to fill out all the information. However, our entry system has a cloning function to help you save time copying information from one entry to another. You do not need to create different accounts for different entries.

Our strategy has not been implemented yet - it is still an idea to be implemented in the future. May I submit it for the awards anyway?

We only accept strategies that have been implemented already. Should you just recently have implemented your strategy, then you can consider entering Best New Workplace Approach to Mental Wellbeing as in this category judges won't give the same weight to results as in the other categories, since result need time to fully come into effect. However, if you have not even implemented a strategy yet, we recommend you start documenting it, and then be ready to enter our awards next year.

Can I nominate myself for the Individual Recognitions category?

Yes, you can nominate yourself although you will need the approval from your workplace that they are happy for you to enter.

Can I enter more than one person into the Individual Recognitions categories?

Yes, you can nominate more than one person but please note that there is likely to be only one winner per category. At the judges' discretion they may decide to award a Highly Commended. Should you be part of a team that has worked together towards a common goal, you may wish to consider entering the Mental Health/Wellbeing Team of the Year category as an option instead.

Do I receive feedback?

We encourage judges to leave comments on your entry, and you will be able to log back into the system and see any comments that would have been left by the judges.

Who is judging my entry? How does the judging process work?

Our prestigious judges are all experts in their field and have vast practical experience in workplace mental wellbeing. You will be able to see the announced judged on **https://www.thiscanhappenawards.com/our-judges**. We ensure that every entry is reviewed by a minimum of four different independent judges, thus ensuring that judgements are as robust as possible.

We are currently recruiting a team of over 35 independent judges, with experience ranging across sectors, disciplines, and specialisms. Judges will be recruited from multiple sources to ensure a diverse jury will judge the diverse set of entries.

For insight into the criteria by which we judge applications, please consult this entry guide.

The first round of judging will be happening online after the entry deadline, in which our judges determine the shortlist. The shortlist will be announced on Tuesday14th September 2027. The full shortlist will be available on the website, and shortlisted entrants will be notified via a message through the entry system. Entries cannot be amended after the deadline, so entries will go into the final round with the same information as submitted for the first round.

To determine the final winners, judges will come together in person, go through each category, discuss all the shortlisted entries and vote on the winner. Every category can have one winner and up to two highly commended entries. In rare cases, judges may decide not to give a winner if none of the entries is deemed as strong enough. Judges will also select one winner only out of all shortlisted entries to be awarded the This Can Happen Grand Prix Winner 2027. Judges' decisions will be based on majority votes. The winners are not announced before the awards announcement, nor will unsuccessful shortlisted applicants be notified.

When and how will I find out if I have been shortlisted/ if I have won?

Please consult the Key Dates section at the top of the FAQs. All shortlisted applicants will be notified by Tuesday 14th September 2027.

All shortlisted entries will be invited to attend the Awards reception, date is to be confirmed, which is taking in London.

What is the reward for winners? Do shortlisted entries receive any recognition?

This Can Happen Awards Winners will receive a trophy as well as a This Can Happen Awards E-Badge to use for marketing and PR purposes. Highly commended entries will receive a certificate and an E-Badge. Shortlisted entrants will receive a This Can Happen Awards Shortlisted E-Badge. All winners and shortlisted entrants will have their entries showcased on the awards entry gallery online, and winners case studies will be published in our website.

How can I pay for the entries?

You will be able to pay with credit card only upon check-out. We accept Visa, MasterCard & American Express.

What happens if I don't receive a confirmation email after sending in my entry?

Please do check your spam folder should you have not received a confirmation. You can also check the status of your entries in the entry system.

What should I do if I've lost my password?

You can reset your password directly at the log-in page from the awards entry system. It will send you an email with a link to reset your password.

Still have a question that is not covered here?

Get in touch with our Awards team via awards@thiscanhappenglobal.com, who can help you with your enquiry.