

Nafis Award Guidebook

Third Cycle 2024-2025



“ Empowering our youth is at the heart of our future planning, and we are confident in the determination and drive of our nation's sons and daughters to build a national economic community that is the most competitive in the region. ”

His Highness Sheikh Mohammed bin Zayed Al Nahyan
President of the United Arab Emirates



“ Our economy is strong and is growing continuously offering opportunities to both Emiratis and residents. Emiratisation is an economic, social, and security priority and this is a truth that everyone must understand. ”

His Highness Sheikh Mohammed bin Rashid Al Maktoum
UAE Vice President, Prime Minister and Ruler of Dubai



“ The UAE embarks on the next fifty-year journey, prioritizing human empowerment and economic development to create the best and most competitive economic environment.”

His Highness Sheikh Mansour bin Zayed Al Nahyan

UAE Vice President, Deputy Prime Minister, Chairman of the Presidential Court and
Chairman of the Board of Directors of Emirati Talent Competitiveness Council



Introduction

The Nafis Award was launched in 2022 under the patronage of His Highness Sheikh Mansour bin Zayed Al Nahyan, Vice President of the UAE, Deputy Prime Minister, Minister of the Presidential Court, and Chairman of the Emirati Talent Competitiveness Council. The award aims to honor outstanding Emiratis working in the private, banking, insurance, and financial sectors, as well as public benefit associations and private educational institutions. It also recognizes the entities registered with the Ministry of Human Resources and Emiratisation and the Central Bank of the UAE.

The award serves as a catalyst for realizing the vision of the UAE's leadership by encouraging private sector entities to raise the participation of Emiratis within the workforce. This is achieved through employing Emirati talents and providing a motivating work environment that contributes to a significant shift in the UAE's developmental trajectory and the advancement of the national economy. Additionally, it enhances the competitiveness of Emiratis and honors distinguished individuals in recognition of their contributions to building the UAE.

This guidebook, prepared by the Emirati Talent Competitiveness Council, in collaboration with the Ministry of Human Resources and Emiratisation, and the Central Bank of the UAE, is based on the best practices endorsed by the Sheikh Khalifa Government Excellence Program. It aims to assist entities and individuals interested in participating in the award by providing information on the participation criteria, categories, standards, nomination details, and evaluation mechanisms that will help participants enhance their chances of securing top rankings in the award.

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About Nafis Award

Award Vision

To highlight and award Emirati talent and private entities for their efforts in supporting the Emiratisation initiatives.

Award Mission

To honour and motivate entities to increase Emiratisation rates in the private sector across the UAE, while enhancing the skills and competencies of Emirati talent to strengthen their competitiveness in the workforce, ultimately contributing to the development of a skilled national workforce, increased productivity, and sustainable development.



Award Values



Commitment

We are committed to the Emiratisation initiatives in the private sector across the UAE



Sustainability

We are committed to supporting the sustainability of best practices at the level of the individuals and private entities.



Competitiveness

We support the Emirati talent and private companies to enhance the competitiveness of the UAE labor market



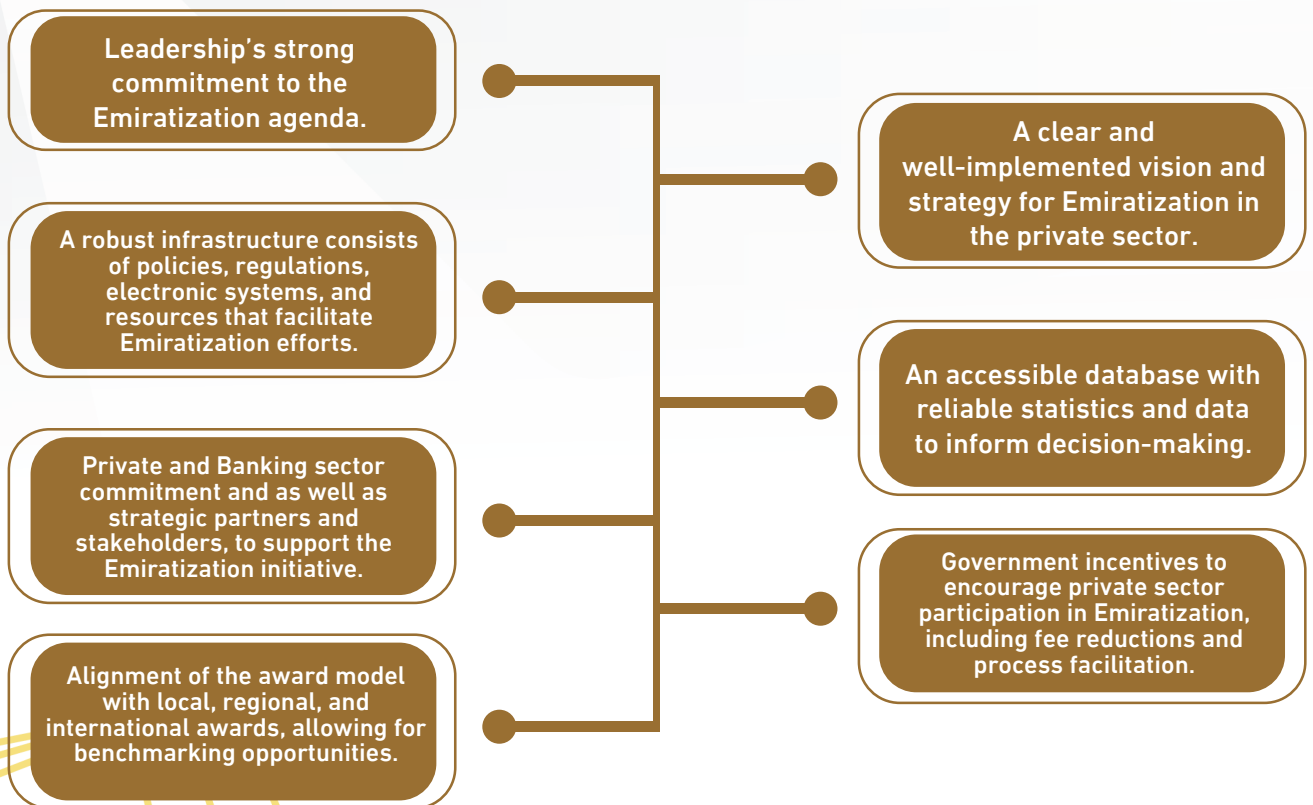
Integrity

We are committed to integrity, honesty and impartiality at all stages of the award

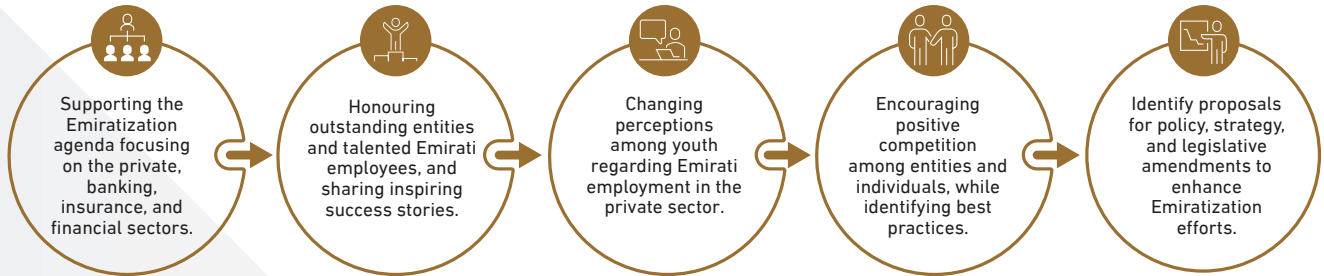
Award objective and its integration with the national agenda



Award Success Factors



Award Outcomes



Incentives and Rewards

Reflecting the UAE's leadership' commitment to the Emiratization agenda and the government's appreciation for entities and Emirati employees, including:

- Prestigious recognition in a ceremony attended by UAE government leaders.
- Award certificates and trophies.
- Extensive media coverage and marketing through media platforms and social media networks, with winners being recognized as the face of the Nafis program.
- The ability to use the award logo on official documents, correspondence, and media for one year from the announcement of the results.
- Display of the winning entities logos on the Nafis platform and the websites of the Emirati Talent Competitiveness Council, Ministry of Human Resources and Emiratization and the Central Bank of the UAE.
- Top 10 individual finalists will receive a feedback report highlighting strengths and areas for improvement.
- Additional incentives to be announced later.

Award Organizing Entities

مجلس تنافسية الكوادر الإماراتية
EMIRATI TALENT COMPETITIVENESS COUNCIL



Established in September 2021, the council aims to boost the competitiveness of Emirati talent in the labor market by refining their skills and expanding opportunities in the private sector. It plays a pivotal role in formulating policies and driving initiatives focused on upskilling, training, and fostering an attractive work environment for Emiratis across key sectors that fuel the national economy. Furthermore, the council strengthens collaboration between government and private entities to support the employment of UAE nationals, contributing to sustainable development. For more information, please visit:

<https://council.etcc.gov.ae/>

UNITED ARAB EMIRATES
MINISTRY OF HUMAN RESOURCES
& EMIRATISATION



الإمارات العربية المتحدة
وزارة الموارد البشرية
والتوظيف

The Ministry is the primary government body responsible for regulating the labour market and overseeing the relationship between employees and employers in the UAE. Established to safeguard workers' rights and maintain a balance between labour market demands and workforce rights, the Ministry also plays a key role in advancing Emiratisation across various sectors. It fulfils these objectives by formulating policies and labour laws, offering training and development programs for UAE nationals, and launching initiatives aimed at enhancing the private sector's work environment. Also responsible for issuing work permits, resolving labour disputes, and ensuring employer compliance with national laws and regulations. By supporting employment, nurturing local talent, and fostering a work environment aligned with international best practices, the Ministry plays a crucial role in advancing the UAE's strategic vision for sustainable development. For more information, please visit:

<https://www.mohre.gov.ae/>



مصرف الإمارات العربية المتحدة المركزي
CENTRAL BANK OF THE U.A.E.

The UAE Central Bank, established in 1980 as the nation's supreme regulatory and supervisory authority for the financial system, plays a vital role in shaping the country's monetary and financial policies. It is responsible for issuing the UAE dirham, regulating the banking sector, managing monetary reserves, and ensuring financial stability. In support of Emiratisation, the Central Bank sets and monitors compliance with hiring targets for UAE nationals within the financial sector, provides incentives for banks to develop Emirati talent, and promotes training programs. The Central Bank supports Nafis program to enhance Emirati integration into private sector banking. For more information, visit:

<https://www.centralbank.ae/>

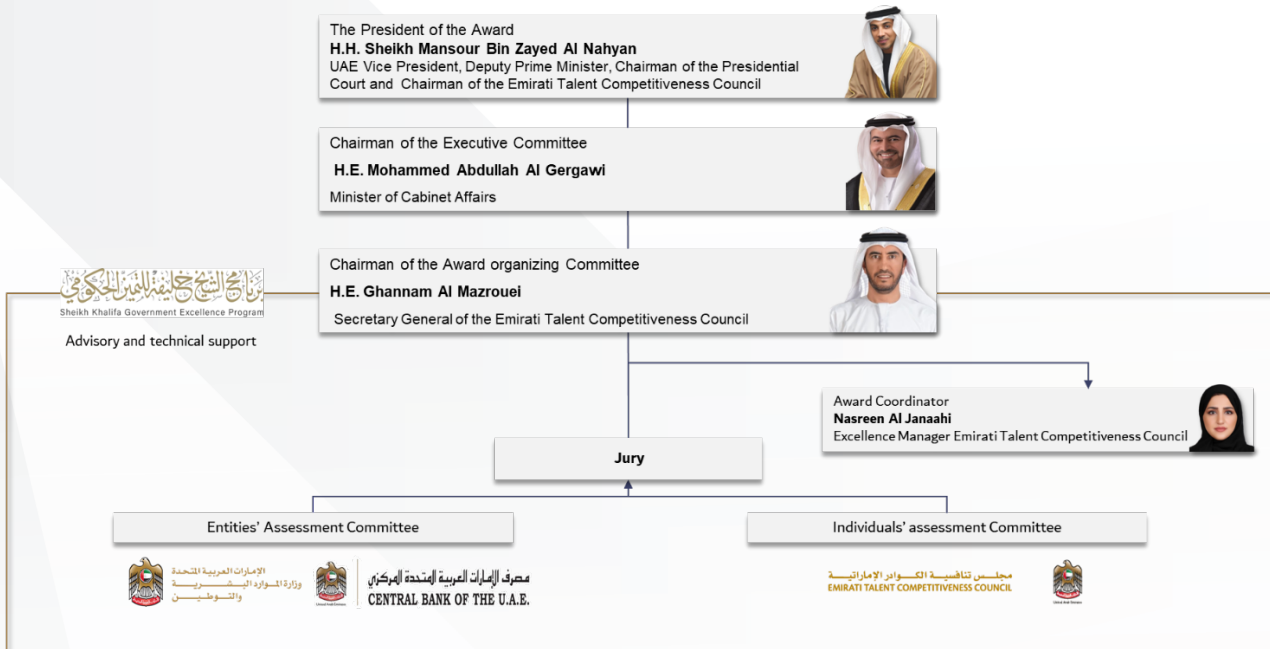


Sheikh Khalifa Government Excellence Program

A government initiative launched by the UAE to foster a culture of excellence and innovation across the public sector, encouraging ministries and government entities to elevate their performance and deliver world-class services aligned with international standards. Through rigorous assessments and performance evaluations, the program rewards organizations that demonstrate outstanding efficiency and innovation. Key criteria include leadership, strategy, customer service, resource management, sustainability, and other critical areas. The Sheikh Khalifa Government Excellence Program is integral to achieving UAE Centennial 2071, driving competitiveness and advancing government performance to global benchmarks. For more information, visit: <https://www.skgep.gov.ae/>

Award Governance Model

To ensure transparency, fairness, and integrity in managing the award, a governance structure with specialized teams and committees has been established. This structure includes representatives from various UAE economic sectors who oversee the award, set its strategy, evaluate candidates, and select winners based on clear, transparent criteria. The award's operations are managed by a committee led by the Secretary-General of the Emirati Talent Competitiveness Council, ensuring smooth execution according to the approved plan. The team aims to enhance the award's role in supporting Emiratization by strengthening its credibility and recognizing exceptional achievements in creating job opportunities for UAE nationals.



Information Confidentiality

Under the direct responsibility of the Emirati Talent Competitiveness Council, the award organizing committee, jury, and assessors are fully committed to maintaining the confidentiality of all information extracted from electronic systems and information contained in individual nomination applications, as well as supporting evidence and documents. This information shall not be used for any purpose other than the assessment of Nafis Award applications.

Roles and responsibilities

Role	Task
Award President	<ul style="list-style-type: none"> • Approve the results • Honor the winners
Executive Committee Chairman	<ul style="list-style-type: none"> • Ensure transparency and integrity in all stages of the award • Approve the results before presenting the results to the award chairman
Award Organizing Committee Chairman	<ul style="list-style-type: none"> • Define the award vision and strategic goals • Oversee all operations related to the award • Form and supervise committees
Sheikh Khalifa Government Excellence Program	<ul style="list-style-type: none"> • Strategic direction and advisory support • Share knowledge, experiences, and best practices • Monitor overall performance and track progress toward achieving the award's goals
Award Coordinator	<ul style="list-style-type: none"> • Follow up on all award related processes • Report to the Award Organizing Committee Chairman • Coordinate directly with assessors and jury committees
Chair of Jury	<ul style="list-style-type: none"> • Ensure that the assessment process aligns with the award framework • Provide recommendations on assessment results and reports • Verify evidence and results, ensure they align with the final report, discuss among jury members and make joint decision.
Individuals Category assessment team leader	<ul style="list-style-type: none"> • Develop the plans and tools of the assessment teams • Monitor adherence to deadlines and protocols. • Participate in all assessment process including interviews, reporting and scoring • Review and validate the assessment reports and jury presentations • Present the assessment outcomes to the jury
Entities Category assessment team leader	<ul style="list-style-type: none"> • Select and monitor the assessment team • Develop the plans and tools of the assessment teams • Monitor adherence to deadlines and protocols. • Ensure the assessment quality and accuracy • Review and validate the assessment reports and jury presentations • Present the assessment outcomes to the jury

**Individuals
Category
assessment team**

- Review nomination applications through the electronic system and ensure they meet the award's criteria and standards.
- Assess individual achievements in the workplace, considering both professional and personal contributions.
- Shortlist the top 10 candidates for each sub-category.
- Conduct interviews with shortlisted candidates to gain deeper insights into their roles and achievements.
- Select the top 5 candidates based on their performance and positive impact.
- Ensure integrity, transparency, and credibility throughout the assessment, shortlisting, and reporting processes.
- Prepare assessment reports summarizing results and interview outcomes.
- Prepare the final report and present it to the jury.
- Provide recommendations for improving the award model and future Emiratisation efforts, if applicable.

**Companies
Category
assessment team**

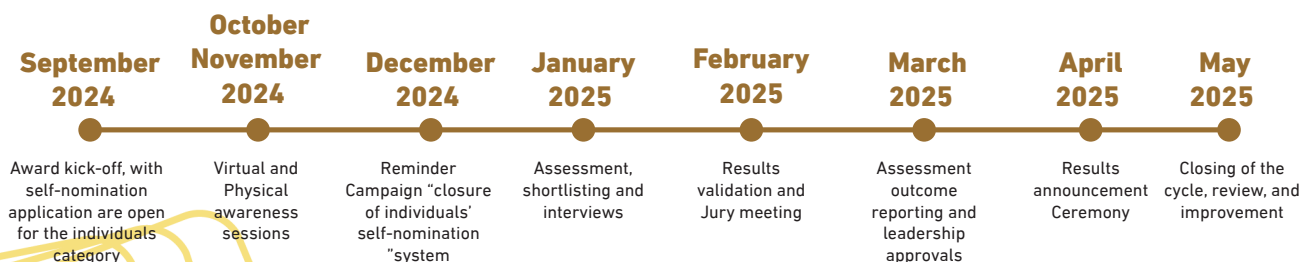
- Shortlist companies that meet the award's criteria and conditions
- Segment the companies according to sectors, sizes, and categories defined in the award model.
- Analyze Emiratisation rates and data from the authorized systems.
- Collect necessary data to ensure the accuracy and validity of results.
- Ensure integrity, transparency, and credibility throughout the assessment, shortlisting, and reporting processes.
- Shortlist the top 3 entities in each sub-category, sector and size.
- Prepare the final report and present it to the jury.
- Provide recommendations for improving the award model and future Emiratisation efforts, if applicable.

Award Categories

ENTITIES CATEGORY		INDIVIDUALS CATEGORY
<p>First Subcategory Entities Supporting Emiratization</p> <ol style="list-style-type: none"> 1. Business Services Sector 2. Manufacturing Sector 3. Trade and Repair Services Sector 4. Real Estate and Construction Sector 5. Energy Sector 6. Health and Social Work Sector 7. Hospitality Sector 8. Education Sector 9. Transportation and Storage Sector 10. Information and Communication Sector 11. Banking Sector 12. Finance Sector 13. Exchange Sector 14. Insurance Sector & Related Professions 	<p>Second Subcategory Exceptional Efforts</p> <ol style="list-style-type: none"> 1. Diamond 2. Gold 3. Silver 4. Bronze 	<p>11 Subcategories classified around the key professional job categories</p> <ol style="list-style-type: none"> 1. Leadership Jobs 2. Supervisory Jobs 3. Medical Jobs 4. HealthCare Jobs 5. Specialized Jobs 6. Engineering Jobs 7. Future Jobs 8. Administrative Jobs 9. Banking and Financial Jobs 10. Insurance and Related Professions Jobs 11. Retail and Customer Service Jobs

The Nafis Award model has been meticulously designed to assess the impact of the Nafis program across diverse levels and sectors. The Nafis Award extends beyond mere recognition; it functions as a crucial tool for measuring how well the Nafis program enhances the engagement of the national workforce. By incentivizing organizations to invest in the growth and development of Emirati talent, the award aims to embed a culture of continuous improvement and excellence while showcasing exceptional achievements. Additionally, the award acts as a catalyst for progress, encouraging the adoption of best practices that support Emiratization. These initiatives contribute significantly to sustainable economic development in the UAE and ensure the enduring effectiveness of these practices.

Award Process and Timeline



Entities Category

The Entities category recognizes and highlights exceptional practices in the employment and development of Emirati talent within the private and banking sectors. This category aims to celebrate outstanding contributions and enhance the partnership between government and the private sector, driving progress towards governmental goals and fostering economic growth through skilled Emirati professionals.

Objective

- Honor Entities that have achieved outstanding successes in Emiratization.
- Highlight best practices in the employment and training of Emirati talent in the private sector
- Strengthen the partnership between government and private sector to advance government initiatives and develop the national economy through competitive Emirati professionals.
- Enhance the UAE's position as an attractive destination for investment, employment, and productivity.

Scope

The scope includes all entities that fall under the Emiratization targets set by the Ministry of Human Resources and Emiratization and the Central Bank of the UAE, excluding organizations operating in free zones and entities licensed by other legislative authorities.

Eligibility Criteria

1. The entity must be registered with the Ministry of Human Resources and Emiratization (MOHRE) or the Central Bank of the UAE (CBUAE) authorized systems.
2. If the entity is registered with MOHRE, it must have achieved an increase in Emiratization rates of at least 2% compared to its previous results, or has met the Emiratization targets set by the CBUAE by December 31, 2024.
3. If the entity is registered with MOHRE, it must be registered on the Nafis platform and have published their vacant positions and training programs through it. This is not applicable to CBUAE registered entities.
4. The entity and its branches, and other entities owned by the same owner(s), must not have the following violations:
 - Fake Emiratization.
 - Providing false documents or data to obtain benefits or services from Nafis or to evade or manipulate the Emiratization system.
 - Failing to report any changes affecting eligibility without valid reason.
 - Not paying wages through the Wages Protection System within the specified periods.
 - Not adhering to procedures regarding the employment or termination of Emirati employees.
 - Submitting false or fabricated reports of employee absences.
 - Failing to report work-related injuries, occupational diseases, or employee deaths to the Ministry.

Assessment and Selection Process of Winners

Time	Process	Details
JAN 2025	Data Collection	The assessment data will be sourced from the Ministry of Human Resources, the Central Bank systems, as well as the Nafis platform.
	Eligibility assessment	The eligibility of entities will be verified to ensure compliance according to the award conditions
	Data Analysis	Collected data will be analysed in alignment with the award criteria, applying the designated weightage for each indicator
FEB 2025	Initial Shortlisting and Segmentation	Entities meeting the criteria will be shortlisted and categorized based on sector and size.
	Data Validation	The results will undergo validation processes to ensure both credibility and accuracy.
	Jury meeting	The results and comprehensive reports will be presented to the Jury
MAR 2025	Results approvals	The Governing team will review the jury's findings and reports, granting final approval for the results.
APR 2025	Winners' announcement	Award results will be officially announced during a prestigious ceremony.

General Terms and Conditions

1. Entities will be qualified and assessed based on their compliance with the award's criteria and conditions as outlined in the award guidebook, without the need for any formal applications or nominations.
2. Entities found to have committed any violations, as specified in this guidebook, prior to, during, or following the assessment process, and up until the announcement of results, will be disqualified.
3. The Award's Organizing Committee reserves the right to introduce new categories and criteria for the award, as deemed appropriate.
4. The Jury reserves the right to withhold any categories where the eligibility requirements, in accordance with the award's criteria and conditions, have not been sufficiently met.
5. Employees or owners of shortlisted entities are prohibited from serving as members of the Jury or assessment committees for Nafis Award.
6. The outstanding practices of winning entities will be selected, and by accepting the award, entities implicitly consent to their participation, along with their employees, in marketing campaigns and inspirational success story initiatives.
7. The Award Organizing Committee is fully committed to maintaining the confidentiality of all information pertaining to the entities, which shall not be utilized for purposes other than the evaluation process.
8. Winning entities in this category remain eligible for participation in subsequent award cycles.

Sub-Categories

Entities will be classified according to the award categories as follows:


 Entities Registered at the Ministry of Human Resources & Emiratization		 Entities Registered at the Central Bank of the UAE	
First Subcategory: Entities Supporting Emiratization			
 Business Services Sector	 Health and Social Work Sector	 Banking Sector	
 Manufacturing Sector	 Hospitality Sector	 Finance Sector	
 Trade and Repair Services Sector	 Education Sector	 Exchange Sector	
 Real Estate and Construction Sector	 Transportation and Storage Sector	 Insurance Sector & Related Professions	
 Energy Sector	 Information and Communication Sector	<small>Note: Entities will be classified according to their economic sector and the size of the workforce under each sector to ensure accurate comparisons and analysis of results.</small>	
Second Subcategory: Exceptional Efforts			
Diamond		Gold	
Silver		Bronze	


Categorization of Winners

FIRST SUBCATEGORY	ENTITIES SUPPORTING EMIRATIZATION	EXCEPTIONAL EFFORTS IN EMIRATIZATION	SECOND SUBCATEGORY
1 Sector	<ol style="list-style-type: none"> Business Services Sector Manufacturing Sector Trade and Repair Services Sector Real Estate and Construction Sector Energy Sector Health and Social Work Sector Hospitality Sector Education Sector Transportation and Storage Sector Information and Communication Sector Banking Sector Finance Sector Exchange Sector Insurance Sector & Related Professions 	  <ol style="list-style-type: none"> Diamond Achieving 4 or more of the criteria Gold Achieving at least 3 of the criteria Silver Achieving 2 of the criteria Bronze Achieving 1 criterion 	<ol style="list-style-type: none"> Achieving 5 or more of the criteria Achieving at least 4 of the criteria Achieving at least 3 of the criteria Achieving at least 2 of the criteria
2 Workforce capacity	<ol style="list-style-type: none"> Large-Sized Entities: Employing 1,000 or more employees in the UAE Medium-Sized Entities: Employing between 500 and 999 employees in UAE Small-Sized Entities: Employing between 51 and 499 employees in the UAE Micro-Sized Entities: Employing fewer than 50 employees in the UAE 		



Assessment Criteria

The assessment criteria focus on assessing the private and banking sectors commitment to fostering Emirati talent through measurable and impactful Emiratisation initiatives. Entities are assessed on their ability to achieve and exceed Emiratisation targets, implement sustainable workforce development programs, and create inclusive opportunities for Emirati growth. Emphasis is placed on recruitment, retention, wages, and the utilization of the government enablers. These criteria ensure that only the most dedicated and forward-thinking entities are recognized.

 First Subcategory: Entities Supporting Emiratisation			
Dimension	#	Criteria	Weightage
1 Recruitment and Emiratisation	1.1	Emiratization rate for the current year	%25
	1.2	Total number of new Emirati hires for the current year	%15
	1.3	Number of Emiratis appointed/trained under specialized Emiratisation programs	%10
2 Retention of Emiratis	2.1	Retention rate of Emiratis in the entity up to the current year	%15
3 Emirati Salaries	3.1	Median salaries of Emiratis compared to the median salaries of expatriates in the same profession up to the current year	%15
4 Utilization of Government Resources	4.1	Number of job vacancies posted by the entity on the Nafis platform during the current year	%10
	4.2	Number of Emiratis employed via the Nafis platform on the vacancies posted during the current year	%10
Total			%100

 First Subcategory: Entities Supporting Emiratisation				
Dimension	#	Criteria	Weightage	
			Banking Sector	Financial, Exchange, Insurance Sector & Related Professions
1 Recruitment and Emiratisation	1.1	Emiratization rate by the End of the Year 2024	%40	%40
	1.2	Emiratization rate in Critical/Specialized Positions	%20	%20
	1.3	Emiratization rate in leadership positions (Manager to CEO/General Manager)	%20	%20
	1.4	Emiratization rate in the voting committees considered in Emiratisation targets	%10	NA
2 Retention of Emiratis	2.1	Retention rate of UAE Nationals (Employee Turnover Rate)	%10	%20
Total			%100	%100

The Exceptional Efforts category of Nafis Award recognizes the entities that go above and beyond in their commitment to advancing Emiratisation. This category honors entities that implement groundbreaking strategies and initiatives that have a transformative impact on Emirati workforce integration and development. By exceeding standard expectations, these entities demonstrate their alignment with the government vision, leadership support, and a deep commitment to nurturing Emirati talent, ultimately setting a new benchmark for talent development within the private sector. The Exceptional Efforts category celebrates those who not only achieve Emiratisation goals but redefine what is possible in workforce empowerment.

 Second Subcategory Exceptional Efforts in Emiratisation 	
<ol style="list-style-type: none"> 1 Achieving more than 3 times the required Emiratisation rates 2 Entities with Emiratisation rates of 70% or more of the total workforce within the company 3 Entities with the highest number of UAE nationals employed during the year (at least 200) 4 Maintaining a retention rate of at least 50% of their UAE nationals for 3 years or more 5 Achieving training rates during the year (at least 300 trainees) 	<ol style="list-style-type: none"> 1 Exceeding Emiratisation Targets 2 Highest enrolment of Emiratis in Training Programs/Specialized Courses/Secondment Programs/Professional Development Programs (training programs at the EIF) 3 Highest number of job promotions (excluding promotions from the graduate program). 4 Highest number of new graduate hires 5 Hiring Emiratis in regions with fewer job opportunities (Al Ain/Fujairah/Ras Al Khaimah) 6 Retaining Emiratis during the offboarding process (employee resignation) 7 Highest percentage of Emirati hires in roles such as big data, artificial intelligence, and digital management 8 Percentage of Emirati women represented in leadership positions (Manager to CEO/General manager)

Individuals' Category

In recognition of the vital role Emirati talent plays in driving the UAE's economic growth and contributing to the UAE Vision 2031, the subcategories have been carefully crafted to encompass key areas within the private and banking sectors. This approach emphasizes core values of excellence and aims to inspire national talent to excel, enhancing their performance both professionally and personally.

Objective

- Recognizing the outstanding efforts of Emiratis and valuing their contributions to the economy, while strengthening their position as future leaders.
- Encouraging Emiratis to develop their skills and capabilities, fostering creativity and positive citizenship in line with the UAE leaders direction.
- Building a national pool of talent capable of competing at all levels of specialization.
- Highlighting national talent and future leaders as role models for the coming generations.

Scope

All Emiratis working in the private, banking, insurance, financial sectors, private educational institutions, public benefit associations, or free zones (locally or internationally). The scope does not include employees in the government or semi-government sectors.

Eligibility Criteria

- Must be a UAE national working in the private sector or banking sector
- The applicant record must be free of any legal, behavioural, or professional violations, and this must be confirmed by attaching a No Objection Letter endorsed by the HR manager of the organization where the applicant works.
- The applicant must remain in their position during the evaluation period and until the results are announced.
- The applicant must be registered on the Nafis platform.
- The applicant job title must align with the award category for which they are applying.
- It is preferred that the applicant has at least two years of experience in the private sector.

Assessment and Selection Process of Winners

Time	Process	Details
SEP 2024	Individuals' self-nomination	<ol style="list-style-type: none"> 1. Individuals must read the award guidebook and ensure that the award's conditions and criteria are met. 2. Applicants to select the category that corresponds to their current job title for submission.
	Online Registration	<ol style="list-style-type: none"> 3. Applicants must ensure their personal account on the Nafis platform is activated, and their personal information is up to date 4. Applicants must visit the official Nafis Award website and access the individual nomination system.
	Submit the application	<ol style="list-style-type: none"> 5. Applicants fill out the online nomination form, attaching all supporting evidence and documents, and should monitor their email for new notifications from the platform.
JAN 2025	Initial shortlisting	<ol style="list-style-type: none"> 6. The Individual category assessment committee will review the applications and shortlist the top 10 applicants for each subcategory.
	Interviews	<ol style="list-style-type: none"> 7. The shortlisted applicants will be contacted to schedule virtual interviews, during which the applicants will be required to give a brief presentation about their job and achievements both professional and personal levels
FEB 2025	Final shortlisting	<ol style="list-style-type: none"> 8. The top 5 applicants from each subcategory will be shortlisted, and evaluation reports will be prepared.
	Results Validation	<ol style="list-style-type: none"> 9. Review and validate the results and reports
	Jury meeting	<ol style="list-style-type: none"> 10. The Jury will select the top 5 applicants from each subcategory
MAR 2025	Results approvals	<ol style="list-style-type: none"> 11. The Final report will be presented to the Governing team for final approval
APR 2025	Winners' announcement	<ol style="list-style-type: none"> 12. The winners will be announced at an official ceremony
May 2025	Feedback	<ol style="list-style-type: none"> 13. The top 10 applicants will be contacted and provided with feedback reports, which will include their assessment results, key strengths, and areas for improvement. This feedback will support them in enhancing their performance and increasing their chances in future award cycles.

General Terms and Conditions

1. Individual's nominations can only be submitted through the award system, any manual application will not be considered.
2. The Award Organizing Committee reserves the right to add new categories and criteria as deemed appropriate.
3. The Jury may exclude categories as they see fit.
4. The applicant's job title must match the category they are applying for.
5. The Individual Assessment Committee may reassign applicants to different categories as it sees fit based on the applicant's roles and job titles
6. Applicants will be disqualified if they receive violations as defined by the authorized bodies before, during, or after the evaluation process until the results are announced.
7. Feedback reports will be sent to the top ten finalists in the individual category only.
8. Applicants cannot be members of the assessment or jury evaluation committee.
9. First-place winners in the individual category may reapply only after two consecutive award cycles.
10. Nomination application should be submitted in Arabic, while supporting evidence can be in Arabic or English.
11. Additional supporting evidence can be provided during the assessment and interviews as agreed with the assessors.
12. Achievements, skills, and results must be documented and align with the award criteria.
13. The Award Organizing Committee is committed to maintaining the confidentiality of all information in nominations and supporting documents, and it may not be used for purposes other than the assessment process.
14. Participants are responsible for their intellectual property, and any disputes with third parties are not the responsibility of the award or its structure.
15. Outstanding practices of winning individuals will be selected for use by the council in inspirational success stories, subject to the approval of the concerned parties.

Sub-Categories

The subcategories have been designed to include all dynamic functional categories in the private and banking sectors, to maximize the opportunities for positive competition and fair evaluation of all applicants which also allows an accurate and impartial selection of winners. It is important to ensure that the correct subcategory is chosen and accurately reflects the current job functions of the applicants as registered on the Nafis platform.

Emiratis working in the private sector can apply for one of the following categories:

Sub-Category	Overview	Example of Job Titles
Leadership Jobs	<p>Leadership roles are fundamental in guiding and achieving organizational goals. Outstanding leaders manage teams and contribute to creating a positive work environment that fosters creativity and innovation. They must own a range of leadership skills reflecting in their professional, personal, and community roles. This category is for Emiratis in leadership positions in the private sector, overseeing multiple teams within or outside the country.</p>	<p>Examples include: CEO, Deputy CEO, Sector Manager, Private School Principal, Branch Manager, etc</p>
Supervisory Jobs	<p>Supervisory roles involve overseeing individuals, activities, and processes within an organization, aiming to organize and direct efforts to ensure effective and efficient achievement of goals. This category targets Emiratis working in supervisory positions in the private sector, overseeing at least three employees within or outside the country.</p>	<p>Examples include: Department Manager, Head of Section, Supervisor, Team Leader, etc.</p>
Medical Jobs	<p>Medical jobs play a crucial role in maintaining community health and are essential to an effective and sustainable healthcare system. This category highlights outstanding UAE doctors practicing in the private sector, within or outside the country, with valid licenses.</p>	<p>Examples include: Doctor, Consultant, Specialist, Surgeon, etc..</p>
HealthCare Jobs	<p>Healthcare professionals provide essential services contributing significantly to healthcare, diagnostics, and treatment. This category is dedicated to Emiratis working in nursing and allied health professions in the private sector, within or outside the country, with valid licenses.</p>	<p>Examples include: Nurse, Pharmacist, Physical Therapist, Radiology Technician, Laboratory Technician, Paramedic, etc.</p>
Specialized Jobs	<p>Specialized roles require specific skills, knowledge, and expertise to achieve defined organizational goals. This category targets distinguished Emiratis working in specialized roles in the private sector, within or outside the country.</p>	<p>Examples include: Pilot, Chef, Accountant, Auditor, Lawyer, Consultant, Project Manager, Teacher, University Professor, Social Researcher, etc.</p>
Engineering Jobs	<p>Engineering roles combine scientific knowledge with technical and practical skills needed to meet industry demands. Emiratis in these roles play a</p>	<p>Examples include: Engineer, Technician, Mechanic, etc.</p>

	<p>crucial role in advancing priority sectors through acquiring technical skills and global experience. This category honors outstanding engineers and technicians as motivation to build a skilled generation capable of high-quality performance.</p>	
Future Jobs	<p>Future Jobs are closely related to technological advancements, including fields such as technology, artificial intelligence, robotics, renewable energy, big data, and more. Workers in these roles own advanced skills in analysis, programming, critical thinking, and innovation and work in the private or banking sectors within or outside the country.</p>	<p>Examples include: Artificial Intelligence Specialist, Cybersecurity Expert, Data Scientist, Programmer, Blockchain Developer, Virtual Reality Specialist, etc.</p>
Administrative Jobs	<p>Administrative roles form the backbone of management, acting as the primary bridge between various departments and individuals. They offer services that contribute to organizing, coordinating daily operations, and facilitating effective communication between teams. This category highlights distinguished Emiratis working in various administrative roles in the private sector, within or outside the country.</p>	<p>Examples include: Administrator, Coordinator, Officer, Secretary, etc.</p>
Banking and Financial Jobs	<p>The banking and Financial sector holds a vital position in the UAE economy and is key to economic growth and sustainable development. Emiratis working in this sector provide essential financial services to individuals and businesses, supporting investments and economic activity. This category targets Emiratis working in banking and financial roles within or outside the country.</p>	<p>Examples Include: Commercial Finance Specialist, Treasury, Banking Support Officer, etc.</p>
Insurance and Related Professions Jobs	<p>The insurance sector complements vital financial sectors by providing financial protection to individuals and organizations, enhancing financial stability, and supporting economic development projects. This category highlights distinguished Emiratis in key insurance-related roles within or outside the country.</p>	<p>Examples include: Actuary, Accident Insurance Specialist, Loss Adjuster, etc.</p>
Retail and Customer Service Jobs	<p>Retail and customer service roles are crucial for the success and sustainability of the private sector, significantly improving individuals' quality of life and meeting their daily needs. This category emphasizes the importance of UAE nationals' participation in various retail and customer service jobs in the private sector, within or outside the country.</p>	<p>Examples include: Customer Service Representative, Cashier, Retail Salesperson, Sales Representative, Call Center Employee, etc.</p>

Assessment Criteria

Nafis Award targets distinguished Emiratis working locally or internationally in the private and banking sectors, public benefit societies, private educational institutions, and free zones who have demonstrated exceptional performance and contributions in their respective fields. The Individuals Assessment criteria are designed based on key areas to ensure fairness and transparency in the assessment process and the selection of winners. Individuals are evaluated and qualified for competition based on their excellence and distinction in achieving measurable and tangible results. These criteria include assessing the performance levels, continues learning, adaptability, positivity, leadership skills and personal as well as professional achievements. Individual evaluation criteria also consider the capabilities and skills related to the field of work or specialization, such as technical knowledge, practical skills, analytical and critical thinking abilities, and communication and social interaction skills. Previous work experience, achievements, awards, and projects participated in are also taken into account. Additionally, the level of experience, training, education, and positive citizenship demonstrated by the individual both within and outside the workplace is considered. The individual assessment criteria are characterized by transparency and objectivity and are based on a neutral evaluation standard applied by a team of qualified and experienced evaluators.

The Individuals' Assessment Criteria are based on the following key points:

Criterion 1: Performance and Continuous Learning

This criterion focuses on the applicant's professional and personal goals, high-level performance, and commitment to continuous development. Applicants are evaluated based on their achievement of set goals, ongoing skill and knowledge improvement, and their ability to learn and apply new concepts at work. Evidence should be provided on the following points:

- 1.1 The applicant's ability to set their professional and personal goals and the efforts made to achieve them.
- 1.2 The applicant's dedication to advancing their education, acquiring new skills and experiences, and the impact on their performance.
- 1.3 The applicant's innovative and creative initiatives (ideas, studies, projects, etc.) and their efforts in sharing and disseminating knowledge.

Criterion 2: Adaptability and Positive Citizenship

This criterion measures the applicant's ability to handle challenges, adapt to the work environment, and collaborate with the team and community. It includes the following points:

- 2.1 The level of challenges faced by the applicants and their ability to overcome these challenges, turning them into opportunities for success and achieving goals.
- 2.2 The applicant's familiarity with the country's vision and their commitment to embodying national identity values and positive citizenship through effective communication, tolerance with diverse cultures, and voluntary participation both inside and outside the workplace.

Criterion 3: Leadership and Supervision

This criterion is designated specifically for leadership and supervisory roles to assess the applicant's ability to guide, lead employees, and manage teams effectively. Individuals are assessed based on their leadership and motivational skills, decision-making ability, and capability to direct the team towards achieving common goals, according to the following points:

- 3.1 The applicant's ability to define a clear strategy for the organizational unit/team they supervise and develop comprehensive plans to achieve it efficiently and effectively.
- 3.2 The applicant's ability to monitor and evaluate the performance of the organizational unit/team using objective and positively motivating methods, and the application of reliable performance measurement techniques.
- 3.3 The applicant's ability to develop and train the human resources under their supervision, prepare the next generation of employees, and delegate responsibilities effectively.

Criterion 4: Results and Achievements

This criterion focuses on the tangible results and achievements the applicant has accomplished both professionally and personally. Individuals are assessed based on specific sub-criteria that measure the extent of meeting the required performance levels and other achievements:

- 4.1 The extent to which the applicant has achieved outstanding performance results according to an approved performance evaluation system.
- 4.2 Significant achievements of the applicant at the professional level, such as contributing to the organization's profit margins, improving processes, or attracting UAE nationals to the private sector (including all organizations where the applicant has worked).

Individual Assessment Model

Assessment Criteria	#	Sub-Criteria	Leadership and Supervisory Jobs	Retail and Customer Service Jobs	All Other Categories
Criterion 1: Performance and Continuous Learning	1.1	The applicant's ability to set their professional and personal goals and the efforts made to achieve them.	10	20	15
	1.2	The applicant's dedication to advancing their education, acquiring new skills and experiences, and the impact on their performance.	5	20	15
	1.3	The applicant's innovative and creative initiatives (ideas, studies, projects, etc.) and their efforts in sharing and disseminating knowledge.	5	10	10
Criterion 2: Adaptability and Positive Citizenship	2.1	The level of challenges faced by the applicants and their ability to overcome these challenges, turning them into opportunities for success and achieving goals.	10	15	10
	2.2	The applicant's familiarity with the country's vision and their commitment to embodying national identity values and positive citizenship through effective communication, tolerance with diverse cultures, and voluntary participation both inside and outside the workplace.	10	10	10
Criterion 3: Leadership and Supervision (Applicable Only to Leadership and Supervisory Jobs)	3.1	The applicant's ability to define a clear strategy for the organizational unit/team they supervise and develop comprehensive plans to achieve it efficiently and effectively.	10	0	0
	3.2	The applicant's ability to monitor and evaluate the performance of the organizational unit/team using objective and positively motivating methods, and the application of reliable performance measurement techniques.	10	0	0
	3.3	The applicant's ability to develop and train the human resources under their supervision, prepare the next generation of employees, and delegate responsibilities effectively.	10	0	0
Criterion 4: Results and Achievements	4.1	The extent to which the applicant has achieved outstanding performance results according to a proofed performance evaluation system.	15	15	20
	4.2	Significant achievements of the applicant at the professional level, such as contributing to the organization's profit margins, improving processes, or attracting UAE nationals to the private sector (including all organizations where the applicant has worked).	15	10	20
Total			100	100	100

Appendix

Individuals' Assessment Rubric

Assessment Criteria	#	Sub-Criteria	25%					50%					75%					100%				
			5	10	15	20	25	30	35	40	45	50	55	60	65	70	75	80	85	90	95	100
			Weak Evidence					Medium Evidence					Good Evidence					Excellent Evidence				
Criterion 1: Performance and Continuous Learning	1.1	The applicant's ability to set their professional and personal goals and the efforts made to achieve them.	Applicant provides basic evidence of goals and limited information on implementation					Applicant provides good evidence of goals and some information on time and resource management.					Applicant shows significant ability in setting and pursuing goals with ample evidence on implementation and resource management.					Applicant demonstrates high competence in setting and achieving goals with exceptional resource and time management contributing to outstanding performance				
	1.2	The applicant's dedication to advancing their education, acquiring new skills and experiences, and the impact on their performance.	Applicant provides basic evidence of efforts in acquiring new skills and academic advancement					Applicant provides good evidence of commitment to acquiring new skills and academic growth.					Applicant demonstrates a strong commitment to professional and personal development with significant positive impact on work performance.					Applicant shows exceptional passion for continuous learning, with substantial evidence of skill and knowledge acquisition positively impacting performance.				
	1.3	The applicant's innovative and creative initiatives (ideas, studies, projects, etc.) and their efforts in sharing and disseminating knowledge.	Applicant provides basic evidence of innovations and limited participation in knowledge sharing.					Candidate has some innovations and demonstrates their impact on performance with limited knowledge sharing.					Applicant shows significant efforts in innovation and knowledge sharing with a noticeable impact on individual and organizational performance.					Applicant excels in innovation and knowledge sharing, positively influencing both personal and organizational performance on a national and international level.				
Criterion 2: Adaptability and Positive Citizenship	2.1	The level of challenges faced by the applicants and their ability to overcome these challenges, turning them into opportunities for success and achieving goals.	Applicant provides basic evidence of challenges faced and minimal efforts to overcome them.					Applicant provides evidence of personal or professional challenges and their ability to convert them into opportunities.					Applicant shows capability in overcoming most challenges and converting them into opportunities for achieving goals.					Candidate shows deep commitment to national values and citizenship with notable impact on the community through extensive volunteer work and cultural communication.				
	2.2	The applicant's familiarity with the country's vision and their commitment to embodying national identity values and positive citizenship through effective communication, tolerance with diverse cultures, and voluntary participation both inside and outside the workplace.	Applicant provides basic evidence of embodying national values and minimal involvement in volunteer work or cultural communication.					Applicant provides good evidence of embodying national values with examples of volunteer work and cultural communication.					Applicant demonstrates high capability in embodying national values and has several initiatives reflecting commitment to volunteer work and cultural communication.					Candidate shows deep commitment to national values and citizenship with notable impact on the community through extensive volunteer work and cultural communication.				
Criterion 3: Leadership and Supervision	3.1	The applicant's ability to define a clear strategy for the organizational unit/team they	Applicant provides basic evidence of leadership skills in strategy and planning.					Applicant provides good evidence of leadership skills with effective strategies and plans.					Applicant demonstrates capability in turning strategic plans into reality with detailed plans and follow-up.					The applicant has demonstrated exceptional proficiency in developing strategic plans and managing action				

(Applicable Only to Leadership and Supervisory Jobs)		supervise and develop comprehensive plans to achieve it efficiently and effectively.				plans that contribute to achieving the organization's goals efficiently and effectively.
	3.2	The applicant's ability to monitor and evaluate the performance of the organizational unit/team using objective and positively motivating methods, and the application of reliable performance measurement techniques.	Candidate provides basic examples of leadership in monitoring and evaluating performance.	Applicant provides good evidence of leadership in evaluating and improving team performance.	Applicant shows excellent leadership in monitoring and improving team performance with effective motivational methods.	The applicant excels in leadership ability to accurately measure the performance of the organizational unit and their team, which contributed to creating a positive work environment and delivering results that exceeded expectations at all levels.
	3.3	The applicant's ability to develop and train the human resources under their supervision, prepare the next generation of employees, and delegate responsibilities effectively.	Applicant provides basic evidence of leadership in developing and training staff with limited examples of second-line employee development.	Applicant provides good evidence of efforts in staff development and training, including some initiatives for preparing second-line employees.	Applicant demonstrates outstanding capability in developing and training staff and successfully preparing second-line employees.	The applicant demonstrate exceptional proficiency in developing and nurturing the human resources under their supervision, with their efforts proving successful in preparing the second line of employees and delegating authority effectively.
Criterion 4: Results and Achievements	4.1	The extent to which the applicant has achieved outstanding performance results according to a proofed performance evaluation system.	Applicant provides basic evidence of meeting performance targets according to the organization's evaluation system.	Applicant has achieved some performance targets and plans for future improvement with the supervisor.	Applicant has achieved performance targets accurately and efficiently with numerous accomplishments.	The applicant performance exceeded expectations and job targets, contributing to the organization's goals through their exceptional performance.
	4.2	Significant achievements of the applicant at the professional level, such as contributing to the organization's profit margins, improving processes, or attracting UAE nationals to the private sector (including all organizations where the applicant has worked).	Applicant provides basic evidence of achievements on personal and professional levels.	Applicant has achieved notable results on personal and professional levels.	Most of the Applicant achievements are distinguished, impacting the organization positively.	All of the Applicant achievements are outstanding and have a clear positive impact on organizational performance.



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