نافس وتميَّز

NAFIS AWARD

Compete & Excel

Nafis Award Guide Book

Fourth Cycle 2025-2026

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 entities for their efforts in supporting the Emiratisation initiatives.

Award Mission

To honor and motivate entities and Emiratis contribution to improve the Emiratization rates in the private sector across the UAE, upgrade the skills and competencies of Emirati talent and to enhance their competitiveness in the work environment, which contributes to the improvement of the national workforce, productivity and sustainable development.

Award Values

Sustainability

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

Commitment

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

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 Objectives and Alignment with the National Agenda

Enhancing the role of the private sector in developing the national economy over the next fifty years.

Honoring outstanding establishments and individuals and recognizing their efforts and achievements

Encouraging Emirati nationals to participate productively in the labor market to enhance competitiveness

Identifying the maturity level achieved by private-sector establishments in fulfilling the government's Emiratization vision.

Contributing to reshaping public perceptions among youth and positioning the private sector as a preferred career choice after graduation.

Ensuring the sustainability of Emiratization initiatives within the private sector.

Award Outcome

Supporting the Emiratization agenda in the private sector.

Honouring outstanding individuals and entities and showcasing success stories

Changing youth perceptions about the benefits of working in the private sector.

Promoting positive competition among organizations and individuals and identifying best practices.

Generating recommendations for policy, strategy, and regulatory enhancements

Incentives and Rewards

The award offers a wide range of benefits and incentives that encourage participation and reflect the leadership's commitment to Emiratization, as well as the government's appreciation for outstanding private-sector establishments and Emirati professionals. These include:

- Prestigious recognition in a ceremony attended by UAE government leaders.
- Award certificates and trophies.
- Extensive media and marketing coverage across media outlets and social media platforms, with winners recognized as ambassadors of the Nafis Program.
- Permission to use the award logo on official documents, correspondence, and media for one year from the announcement of results.
- Display of winning organizations' logos on the Nafis platform and on the websites of the Ministry of Human Resources & Emiratisation and the Central Bank of the UAE.
- A detailed feedback report for the top 10 finalists in the individual category, outlining strengths and areas for improvement.
- Additional incentives that may 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 labour 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://www.etcc.gov.ae/

UNITED ARAB EMIRATES
MINISTRY OF HUMAN RESOURCES
& EMIRATISATION

الإمارات العربية المتحدة
وزارة الموارد البشرية
والتوطين

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 Emiratization 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 Emiratization, 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/

برنامج الشيخ خليفة للتميز الحكومي
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.

Ensuring 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	• Approve the results • Honor the winners
Executive Committee Chairman	• 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	• Define the award vision and strategic goals • Oversee all operations related to the award • Form and supervise committees
Sheikh Khalifa Government Excellence Program	• 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	• Follow up on all award related processes • Report to the Award Organizing Committee Chairman • Coordinate directly with assessors and jury committees
Chair of Jury	• 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	• 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 assessment reports and jury presentations • Present the assessment outcomes to the jury
Entities Category assessment team leader	• 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 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 Emiratization 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 Emiratization 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 Emiratization efforts, if applicable.

Award Categories

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.

Individuals Category

11 Sub-Categories classified by job functions

1. Leadership Jobs
2. Supervisory Jobs
3. Medical Jobs
4. Healthcare Jobs
5. Specialized Jobs
6. Engineering Jobs
7. Future Jobs
8. Banking & Finance Jobs
9. Educational Jobs
10. Administrative Jobs
11. Retail & Customer Service Jobs

Entities Category

Subcategory II
Exceptional efforts in Emiratisation

1. Business Services Sector
2. Manufacturing Sector
3. Trade Sector
4. Real Estate Activities Sector
5. Energy Sector
6. Health Sector
7. Hospitality Sector
8. Education Sector
9. Transportation & Storage Sector
10. Information and Communication Sector
11. Banking Sector
12. Financial Sector
13. Exchange Sector
14. Insurance Sector and Insurance-Related Professions

Subcategory I
Entities Supporting Emiratization

1. Diamond
2. Golde
3. Silver
4. Bronze

Award Process and Timeline

November 2025	December 2025	January 2026	February 2026	March 2026	April 2026	May 2026	June 2026
Launch of the Award	Awareness Workshops	Awareness Workshops	Assessment of Individuals and Entities	Results validation	Jury Leadership Approvals	Award Ceremony (date to be determined)	

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 have achieved the Emiratization Target:
   - MOHRE registered entities: the entity must have achieved an increase of 2% or more in Emiratization rates compared to its previous results up to the date of announcing the award results
   - CB registered entities: the must have achieved the Emiratization targets by the 31 December 2025.
2. The entity must maintain a record free of violations related to non-compliance with the laws and regulations governing the labour market.

General Terms and Conditions

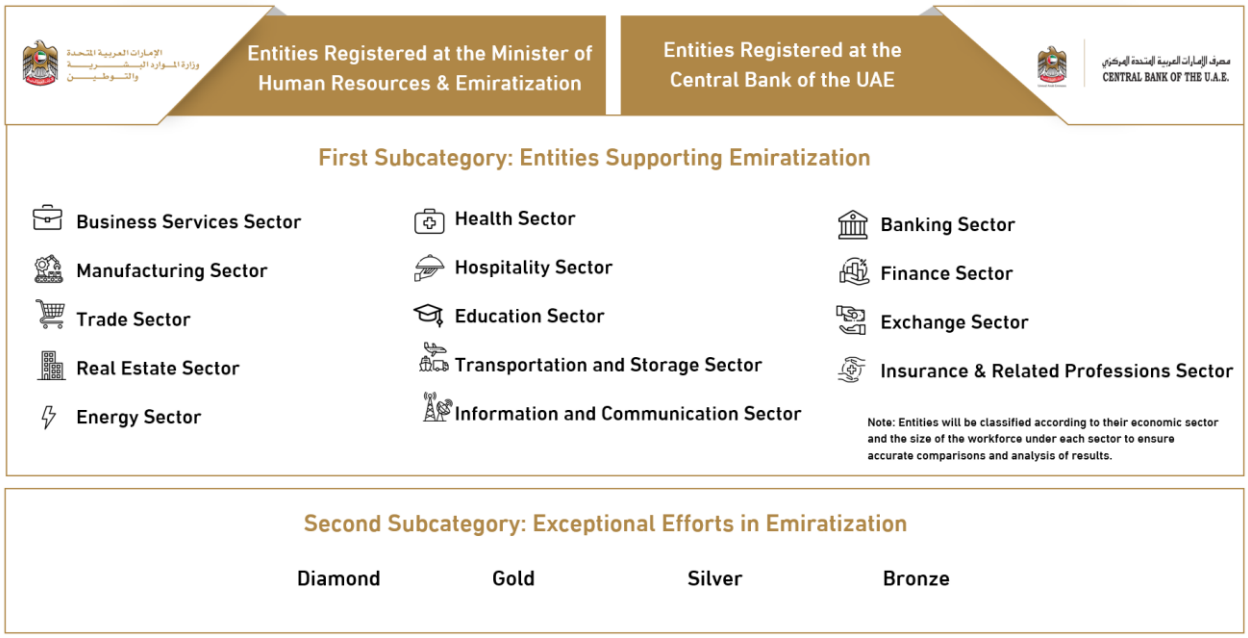
1. Entities will be qualified and assessed based on their compliance with the award's criteria and conditions as outlined in the award guidebook, without the need for any formal applications or nominations.
2. Entities found to have committed any violations, as specified in this guidebook, prior to, 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.

Assessment and Selection Process

Time	Process	Details
February 2026	**Data Collection**	The required data for evaluating the performance of entities will be collected from the systems of the Ministry of Human Resources and Emiratisation, the UAE Central Bank, and Nafis Platform, without the need for entities to submit any nomination applications.
	Eligibility Verification	The assessment committees will verify the eligibility of entities and ensure they have no violations.
	Data Analysis	The assessment committees will analyze performance indicators based on the available data in their systems and the Nafis platform.
	Preliminary Qualification and classification	The assessment committees will shortlist the top 5 entities meeting the specified eligibility criteria will be classified according to sector and size.
March 2026	**Data Validation**	The assessment committees will verify and the results through the approved monitoring and control mechanisms.
April 2026	**Jury meeting**	The assessment committees will present the results to an independent jury committee for assessment and preparation of the necessary reports.
	Results approvals	Final reports will be presented to the leadership for final approval.
May/ June 2026	**Results announcement**	Winning entities will be recognized at the awards ceremony, with the date announced through the official channels of the Nafis Program and the Emirati Talent Competitiveness Council.

Sub-Categories

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



Assessment Criteria

First Subcategory Entities Supporting Emiratization

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 effective utilization of government enablers. These criteria ensure that only the most dedicated and forward-thinking entities are recognized.

Assessment Criteria for entities registered with MOHRE

Dimensions	#	Assessment Criteria	Weightage
1 Recruitment and Emiratization	1.1	Emiratization rate for the current year	25%
	1.2	Total number of new Emirati hires for the current year	50%
2 Retention	2.1	Retention rate of Emiratis in the entity up to the current year	10%
3 Wages	3.1	Median salaries of Emiratis compared to the median salaries of expatriates in the same profession up to the current year	5%
4 Utilization of Government Enablement	4.1	The percentage of the entity's job vacancies that were posted on the Nafis Platform during the current year, out of the entity's total targeted vacancies.	5%
	4.2	The percentage of Emirati nationals hired through the Nafis Platform for the vacancies posted on it during the current year, out of the total Emirati nationals employed in the entity	5%
TOTAL			%100

Assessment Criteria for entities registered with CB UAE

Dimensions	#	Assessment Criteria	Weightage			
			Banking Sector	Insurance Sector	Exchange Sector	Finance Sector
1 Recruitment and Emiratization	1.1	Percentage of Emiratization for 2025	40%	70%	80%	80%
	1.2	Percentage of Emiratization in Critical Roles for 2025	20%	20%	Not applicable	Not applicable
	1.3	Percentage of Emiratization at the Executive Level – ExCo for 2025.	20%	Not applicable	Not applicable	Not applicable
	1.4	Percentage of Emiratization in the Voting Committee	10%	Not applicable	Not applicable	Not applicable
2 Retention	2.1	Percentage of retention of UAE Nationals	5%	5%	15%	15%
3 Career Progression	3.1	Career Progression of the UAE Nationals	5%	5%	5%	5%
Total			100%	100%	100%	100%

Second Subcategory Exceptional Efforts in Emiratization

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.

Assessment Criteria for entities registered with MOHRE

	Assessment criteria
1	Entities' that achieved more than 3 times the required Emiratization rates (with not less than 100 new Emirati)
2	Entities' that achieved 70% or more Emiratization rates of total employees (excluding entities with fewer than 50 employees)
3	Entities' that achieved the highest Emirati hiring rates during the year (with not less than 200 Emirati)
4	Entities' that maintained at least 50% of Emirati employees for 3 years or more
5	Entities' that achieved training rates during the year (with not less than 300 Emirati)

Assessment Criteria for entities registered with CB UAE

	Assessment Criteria		
1	**Exceeding Emiratization Targets**	Achievement versus Target of 2026/2027	30%
2	**Empowerment of Emirati Women in Leadership Roles**	Minimum 30% representation in middle management and above.	20%
3	**Total Number of UAE Nationals Hired in Remote Areas**	Areas with a highest amount of Job Seekers such as Al Dhafra, Al Ain, Ajman, Ras Al Khaimah and Fujairah	20%
4	**Total Number of UAE Nationals Enrolled in Training Programs**	Trainings in Emirates Institute of Finance – EIF and other Institutes, Internal Assignment, Leadership, International Certification, Secondment	20%
5	**Implement Emiratization initiatives**	Present documents that include the entity's initiatives, highlighting recruitment strategies, innovative programs - such as apprenticeships and partnerships, budget and resource allocation, employer branding, participation in career fairs, and separate policies for UAE nationals	10%

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 sector, banking sector, 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
- 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.

Nomination process

Participation in the Nafis Award is available through self-nomination or employer nomination. Eligible Emirati nationals working in the private sector may apply directly through the award platform at https://apply.nafisaward.etcc.gov.ae
Organizations may also nominate their outstanding employees who meet the award criteria.

A short video explaining how to complete the nomination form

General Terms and Conditions for Individuals Category

- The Award Organizing Committee welcomes individual nomination submissions exclusively through the award electronic nomination system. Applications submitted outside the system will not be accepted.
- The Organizing Committee reserves the right to add new categories and criteria to the award as deemed appropriate.
- The Jury Committee has the right to withhold categories or rankings that do not meet the eligibility requirements in accordance with the award's terms and criteria.
- The Assessments Committee may transfer nominees to another category if it better aligns with their eligibility and the award criteria.
- Participants will be disqualified if they receive any violations issued by accredited authorities before, during, or after the evaluation process until results are announced.
- Feedback reports will be provided only to the top ten finalists in the individual category.
- Participants may not serve as members of the judging or evaluation committees of the Nafis Award.
- First-place winners in the individual category may participate again only after two consecutive award cycles have passed.
- Nomination applications must be submitted in Arabic, although certain English terms may be used. Supporting evidence may be attached in either Arabic or English.
- Additional supporting evidence may be provided during the evaluation process and interviews, as agreed with the evaluators.
- The applicants' job title must match the category they are applying for.
- The applicants' achievements, capabilities, and results must be documented and aligned with the award criteria.
- The Organizing Committee is fully committed to maintaining the confidentiality of all information, evidence, and documents submitted and may not use them for any purpose other than the evaluation process.
- Applicants are responsible for the intellectual property rights of the work they submit. In the event of any dispute with third parties, the award and its entities bear no responsibility.
- Outstanding best practices from winning individuals may be selected by the Emirati Talent Competitiveness Council for use as inspirational success stories, subject to the approval of the concerned parties.

Assessment and Selection Process of Winners

Time	Process	Details
Nov 2026	**Individuals' self-nomination**	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	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	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.
FEB 2026	**Initial shortlisting**	6. The Individual category assessment committee will review the applications and shortlist the top 10 applicants for each subcategory.
	Interviews	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
MAR 2026	**Final shortlisting**	8. The top 5 applicants from each subcategory will be shortlisted, and evaluation reports will be prepared.
	Results Validation	9. Review and validate the results and reports
APR 2025	**Jury meeting**	10. The Jury will approve the winners from each subcategory
	Results approvals	11. The Final report will be presented to the leadership team for final approval
May – June 2026	**Winners' announcement**	12. The winners will be announced at an official ceremony
	Feedback reports	13. The top ten finalists will be contacted via email to provide them with feedback reports, which include the assessment results, key strengths, and improvement opportunities that will help enhance their performance and improve their competitiveness in future cycles of the award.

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	Description	Example Job Titles
Leadership Jobs	This category focuses on honoring national talents who hold senior managerial and leadership positions within private-sector entities, and who actively contribute to achieving the organization's strategic objectives, competitiveness, and sustainability. It includes leaders who demonstrate strong capabilities in team management, decision-making, fostering innovation, and building a positive organizational culture that supports Emiratization and the development of national talent.	For example, but not limited to: General Manager, Chief Executive Officer, Deputy General Manager, Sector Director, School Principal, and similar roles.
Supervisory Jobs	These roles involve the responsibility of supervising individuals, activities, and operational processes within the organization. Their purpose is to coordinate and guide efforts to ensure goals are achieved efficiently and effectively. This category targets all Emirati employees in the private sector who hold supervisory positions and oversee not less than three employees	For example, but not limited to: Department Manager, Section Head, Supervisor, Team Leader, and similar roles.
Medical Jobs	Medical professions play a vital role in safeguarding the health of community members and form a core pillar of an effective and sustainable healthcare system. The UAE is committed to encouraging its national talent to enter this field to meet labor market needs with highly qualified Emirati medical professionals across various specialties. This category aims to highlight outstanding Emirati physicians practicing medicine in the private sector who hold valid professional licenses.	For example, but not limited to: Physician, Consultant, Specialist, Surgeon, and similar roles.
Healthcare Jobs	Healthcare support professionals provide essential services that significantly contribute to healthcare delivery, diagnosis, and treatment, making them a vital pillar of the healthcare sector. This category is designated for all Emirati citizens practicing nursing and allied medical professions in the private sector and hold valid professional licenses.	For example, but not limited to: Nurse, Pharmacist, Physiotherapist, Radiology Technician, Laboratory Technician, Paramedic, and similar roles.

Specialized Jobs	Specialized jobs require specific skills, knowledge, and expertise that contribute to achieving the organization's objectives. These roles often require specialized academic qualifications to ensure employees perform their tasks efficiently and effectively.	For example, but not limited to: Pilot, Chef, Accountant, Auditor, Lawyer, Consultant, Project Manager, Actuary, Insurance Specialist, and similar roles
Engineering Jobs	This category is dedicated to highlighting outstanding Emirati professionals working in various engineering fields within private-sector organizations, who contribute to implementing developmental projects, enhancing infrastructure, and promoting innovation and sustainability in the workplace. It includes engineers who demonstrate excellence in performance, quality execution, and competence in applying global technical standards.	For example, but not limited to: Civil Engineer, Mechanical Engineer, Electrical Engineer, Architectural Engineer, Interior Designer, Industrial Engineer, Environmental Engineer, and similar roles.
Future Jobs	This category aims to highlight national role models who possess future-ready skills and apply them in the workplace, in line with the UAE's vision of building a sustainable, knowledge-based economy. It targets Emirati professionals working in diverse fields such as technology, artificial intelligence, robotics, renewable energy, big data, and more. These individuals contribute to advancing digital transformation, supporting the knowledge economy, and driving innovation in advanced technologies	For example, but not limited to: Artificial Intelligence Specialist, Data Analyst, Digital Solutions Developer, Cybersecurity Expert, UX Designer, Application Developer, Systems Analyst, Blockchain Developer, Robotics Engineer, and similar roles
Administrative Jobs	Administrative roles form the backbone of organizational management and serve as the primary bridge between different departments and individuals. They provide essential services that contribute to organizational processes, coordinate daily operations, and facilitate effective communication among teams.	For example, but not limited to: Administrator, Coordinator, Officer, Secretary, and similar roles
Banking and Finance Jobs	This category is designed to highlight outstanding Emirati professionals working exclusively in critical roles within banking and financial institutions, who have contributed to economic growth and financial stability through their exceptional performance and innovative initiatives. It includes employees who achieve tangible results in developing banking services, enhancing customer experience, advancing digital transformation, and ensuring adherence to best practices in governance and transparency.	For example, but not limited to: Commercial Finance Specialist, Transaction Monitoring Officer, Banking Services Officer, Banking Support Officer, Treasurer, and similar roles

Educational Jobs	This category is dedicated to highlighting national talents working in private educational institutions at various levels, who actively contribute to the development and quality of the education system. They demonstrate excellence in their professional and educational performance, serving as role models in commitment, innovation, and the development of national skills, while supporting the UAE's educational objectives.	For example, but not limited to: Teacher, Assistant Teacher, Academic psychologist, career coach, mentor, Academic Coordinator, Educational Supervisor, Laboratory Technician, Librarian, Academic Advisor, and similar roles.
Retail and Customer Service Jobs	Retail and customer service roles are a cornerstone of success and sustainability in the private sector, as they significantly contribute to improving individuals' quality of life and meeting their daily needs. This highlights the importance of Emirati participation in this vital sector, through engagement in various roles, including sales, retail, and direct customer service jobs.	For example, but not limited to: Customer Service Officer, Teller, Retail Sales Officer, Sales Representative, Call Center Agent, and similar roles.

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 considered.

The assessment is conducted through an approved model characterized by transparency and objectivity, based on the best practices in adopted in national wide award systems, and carried out by a qualified team of experienced Emirati assessors. The individual assessment criteria are structured around four main criteria and ten sub-criteria (three of which apply only to the leadership and supervisory job categories). Scores are allocated according to the sub-category, with emphasis on selecting the appropriate category for the job role to ensure all criteria are met and the candidate receives the appropriate score.

Applicants are required to submit supporting evidence for their achievements, contributions, and qualifications, ensuring that the assessment is evidence-based and measurable. The assessment also considers sector-specific relevance, leadership and personal qualities, innovation, impact, and commitment to continuous learning. By emphasizing both tangible results and professional excellence, the Nafis Award ensures a holistic, rigorous, and transparent evaluation process that aligns with the UAE's strategic priorities and encourages continuous development among Emirati talent.

Individual Category Assessment Rubric

Assessment Criteria	Sub-Criteria		Leadership and Supervisory Jobs	Retail and Customer Service Jobs	All Other Categories
Criterion 1 Performance and Continuous Learning	This criterion focuses on the candidate's professional and personal goals, performance level, and pursuit of continuous development of skills and knowledge, as well as the ability to learn new skills and apply them in the workplace. Evidence must be provided for the following points:				
	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	5	5
Criterion 2 Adaptability and Positive Citizenship	This criterion measures the Emirati ability to adapt to changes in the workplace, and to contribute effectively and positively to their team and community, in alignment with the UAE values and culture. It also focuses on commitment to national and professional ethical behavior and taking initiative to support a positive work environment and a responsible society. This criterion reflects the individual's flexibility, sense of responsibility, and active citizenship, contributing to sustainable development and social cohesion in the UAE.				
	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	15
	2.2	The applicant's familiarity with the UAE 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	15	15
Criterion 3 Leadership and Supervision	This criterion is only applicable to Leadership and Supervisory Job Categories, to assess the candidate's ability to guide and lead employees and manage teams effectively. Individuals are evaluated based on leadership and motivational skills, decision-making capability, and the ability to direct the team toward achieving shared objectives, 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.	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 human resources under their supervision, prepare the next generation of employees, and delegate responsibilities effectively.	10	0	0
Criterion 4 Results and Achievements	This criterion focuses on the tangible results and achievements accomplished by the applicant at both the professional and personal levels. Individuals are evaluated based on specific sub-criteria that measure the extent to which they have achieved work-related objectives and other accomplishments in their professional and personal domains:				
	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	15
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 (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.	Applicant provides basic evidence of leadership skills in strategy and planning.	Applicant provides good evidence of leadership skills with effective strategies and plans.	Applicants demonstrate 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 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.	Candidates provide 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.	Applicants demonstrate outstanding capability in developing and training staff and successfully preparing second-line employees.	The applicant demonestrate 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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