

Company: The Happiness Hub - Dr. Omneya Omar CEO & Founder

Company Description: Inspired by the UAE's national focus on happiness and wellbeing, The Happiness Hub was founded by Dr. Omneya Omar to bring impactful, culturally-tailored wellbeing practices to workplaces. Our mission is to blend the best of Western research with a deep understanding of Arabic cultural values, fostering a sustainable approach to workplace wellbeing.

Nomination Category: Individual Categories

Nomination Sub Category: Sustainability Advocate of the Year

Nomination Title: Dr. Omneya Omar – Driving Sustainable Transformation Across Climate, Policy, Inclusion, Education & Wellbeing

1. Provide an essay of up to 650 words describing the worthy activities and achievements of the nominated individual since the beginning of 2023:

Total 648 words used.

Dr. Omneya Omar is a visionary sustainability advocate who strategically bridges climate awareness, public policy, education, and wellbeing, driving transformative change across MENA region. Her multifaceted contributions reflect strategic & human-centred approach aligned with (SDGs) and (ESG) principles. Her impact demonstrated through five core pillars:

1. Climate Literacy & Community Engagement
(ESG: Environmental |SDG 13, SDG 11,SDG 17)

-Dr. Omneya broadened regional environmental literacy & dialogue, particularly among Arabic-speaking communities.

- August 2023: participated in Tarabot's Women & Sustainability Day, promoting environmental awareness among women.

-May 2024: established first-ever Arabic-speaking community within Climate Coaching Alliance (CCA), delivering monthly webinars connecting professionals from 11 countries & volunteered to head Research Pod community within CCA, facilitating bi-monthly webinars & advancing environmental scholarship, hosting major events including: Oxford Brookes University research launch.

-December 2024: conducted "Discover Power of Sustainability Coaching" webinar, emphasizing green workplace strategies collaborating with Tawazoun Middle East.

-January 2025: launched Wai – وعي, means "awareness"- first Arabic-language sustainability education& coaching page on LinkedIn, serving as significant step in local environmental advocacy.

2. Education & Youth Empowerment

(ESG: Social |SDG 4,SDG 5,SDG 10)

Deeply invested in youth empowerment & education, Dr. Omneya co-led (October 2024) - Girls Up Upper Egypt environmental campaign, empowering young women in rural areas. She participated in OECD Global Money Week- March 2025, linking sustainability & financial literacy for around 64,000 students across registered UAE schools.

-Invited as speaker at IAFOR Education Conference & KHDA What Works on Happiness, advocating for integrating sustainability into formal educational curricula, which empowered hundreds of young individuals, fostering generational environmental stewardship across diverse cultural contexts.

-She contributed to Taylor & Francis publication with chapter on sustainability coaching in Arab workplace highlighting her pioneering academic voice. In recognition of her achievements, she received full scholarship from UK Climate Coaching Corp for their prestigious Mastery Program, awarded only to few selected globally.

3. Public Policy & Institutional Reform

(ESG: Governance |SDG 16, SDG 12, SDG 9)

Her work in public policy focused is embedding sustainability & wellbeing into institutional practices.

2-Conducted wellbeing insights Government projects for (DEWA) and Reading literacy among children for Abu Dhabi Executive office (ADEO).

3-November 2023: designed pioneering work-life balance policy for Abu Dhabi Municipality.

4- Evaluated economic impacts for Sharjah Book Authority & led behavioural research projects for Ministry of Health & Prevention (MOHAP) – Sharjah, presenting at Agile Government UAE Forum.

5- Implemented pulse surveys supporting Egypt's Ministry of Education EDU 2.0 reforms & commencing an Evidence to Policy Fellowship at Mohammed Bin Rashid School of Government, strengthening crisis management protocols for cancer patients.

4. Inclusion, Mental Health & Female Leadership

(ESG: Social |SDG 3, SDG 5,SDG 10)

(October 2023 to July 2024): facilitated 12-week wellbeing program through The Happiness Hub for government entity-Abu Dhabi, supporting employee wellbeing.

-(January 2025):became wellbeing consultant(Elevate's Sehatti Wellbeing) Platform, integrating sustainability in workplace wellbeing strategies.

-(February 2025):started mentorship with Emirati Women Chapter (EWC) Emirati nationals development under patronage of Her Highness Sheikha Fatima Bint Mubarak, cultivating Emirati female healthcare leaders with 40 hours of dedicated mentoring.

-(April 2025):conducted mental wellbeing workshop for CFA Women Chapter, supporting 20 women in financial leadership roles.

5. Strategic Coaching & Capacity Building

(ESG: Social & Governance |SDG 8, SDG 9)

Dr. Omneya integrates sustainability principles into strategic coaching & organizational capacity building by delivering executive coaching focused on wellbeing & sustainability.

-February 2025: began leading research for "Zoud Financial Wellbeing" Initiative, establishing it as national reference for sustainable financial literacy & behavioural insights in UAE.

-May 2025: partnered with Zayed Foundation to deliver tailored green transformation coaching to 10 public sector executives (up to 30 hours), aligning organizational strategies with national ESG objectives.

Dr. Omneya Omar's ongoing commitment continues to inspire sustainable change across sectors, empowering communities, shaping forward-thinking policies, and cultivating a culture of environmental and social responsibility throughout the region and globally.

2. In bullet-list form (up to 150 words), provide a brief summary of up to ten (10) of the nominee's chief achievements since 1 January 2023:

Total 150 words used.

Since January 2023, Dr. Omneya Omar spearheaded 10 pioneering initiatives(sustainability, climate action, education, policy, coaching & wellbeing). She founded first Arabic-speaking community in Climate Coaching Alliance & launched Wai – وعي, making ESG knowledge accessible regionally. She participated in OECD Global Money Week (64000 students per registered schools) & rural girls through Girls Up Upper Egypt. She authored Abu Dhabi's first work-life balance policy, supported Egypt's EDU 2.0 reforms, led Zoud's behavioral finance research & coaching 10 executives at Zayed Foundation. Her wellbeing programs(Happiness Hub & CFA Women Chapter) also 40+ mentorship hours with EWC, uplifted women leaders. She navigated key challenges eg. cultural hesitation toward climate coaching & mental health, doubts about ROI & institutional resistance to policy change. Through culturally tailored content, free pilot programs & evidence-backed KPIs, she shifted perceptions & achieved impact eg. 20% wellbeing increase at ADEO & nationwide student engagement in sustainability literacy.

Attachments/Videos/Links:

[Dr. Omneya Omar – Driving Sustainable Transformation Across Climate, Policy, Inclusion, Education & Wellbeing](#)

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