



# Adaa, the Saudi National Center for Performance Measurement, Introduces Tool to Improve Data-led Policy-making to DC Audiences

Saudi Arabia's flagship performance measurement platform, built to track progress on the Kingdom's development goals, also offers major benefits to multi-laterals, governments and NGOs

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**The National Center for Performance Management (Adaa) →**

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WASHINGTON, March 21, 2018 /PRNewswire-USNewswire/ -- The Kingdom of Saudi Arabia's National Center for Performance Management (Adaa) will introduce its International Performance Hub (IPH) platform to policy, academia, international development and private sector groups in Washington, D.C. March 21-23. The IPH tool is instrumental in measuring Saudi Arabia's progress towards fulfilling Vision 2030, an ambitious set of socio-economic reforms spearheaded by Crown Prince Mohammed bin Salman.

"Access to data leads to increased transparency and accountability for the stewardship of resources by governments, as they progress in their development goals," said Husameddin AlMadani, Saudi Director General of the National Centre for Performance Measurement (Adaa).

"This is key for Saudi Arabia as it pursues the implementation of the 2030 vision."

IPH's primary goal is to objectively track and measure the Kingdom's progress across various socio-economic indicators to enable data-driven decision-making across government. For example, the Kingdom experienced an 11% growth in business licenses for women in the last quarter due to deregulation and policy enhancement efforts, according to IPH. But it can also track other countries' performance, for example on ease of doing business where China ranks 78 out of 190 countries surveyed.

The World Bank said "Aadaa has been able to build a strong in-house team with extensive expertise on performance measurement. In some areas, such as quality assurance or data presentation and visualization, its expertise is astonishing." Aadaa's methodology was endorsed by Robert Kaplan from Harvard Business School.

IPH is the first database that aggregates data from some of the most prominent international bodies, including the World Bank and the Organization for Economic Co-operation and Development (OECD). Fully accessible to all, IPH is an interactive platform designed to track over 700 Key Performance Indicators under 12 main pillars that enables comparison for over 200 countries. Currently in its beta version, Aadaa is taking soundings on how the tool can be made most effective in tackling some of the world's most pressing development problems.

Aadaa is committed to sharing its world-class performance platform with the global development community, and as part of this Mr. AlMadani will host a series of exploratory conversations with key organizations in Washington over the course of the next week.

### **The National Center For Performance Measurement**

The National Center for Performance Measurement, Aadaa, is a leading independent government body established in October 2015 to measure the performance of Saudi public entities towards achieving Vision 2030 objectives for greater transparency and accountability. Aadaa also tracks progress towards the socio-economic development goals set for Vision 2030, using its data benchmarking tool, The International Performance Hub (IPH). Aadaa implements its mandate by building and socializing performance measurement tools, processes and training to help public entities achieve higher levels of efficiency, fostering a culture of performance excellence in government.

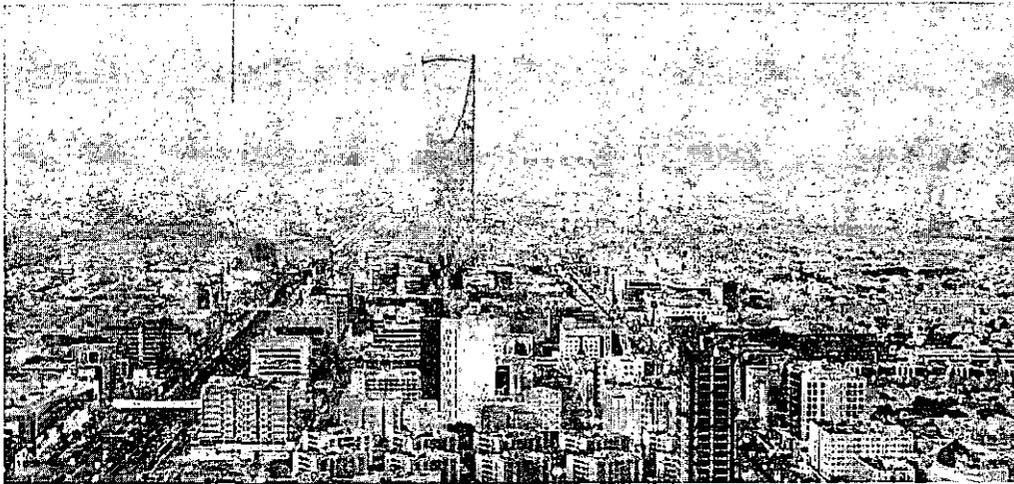
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Additional information on Adaa may be found at [adaa.gov.sa](https://adaa.gov.sa), whilst to access the beta release of the International Performance Hub please go to [beta.iph.sa](https://beta.iph.sa).

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## OpEd: The Transformation of the Public Sector Is a Challenge Facing All Governments; Saudi Arabia Is an Example of Huge Change

March 22, 2018

Written by Husameddin AlMadani

The root and branch modernization and professionalization of the public sector happens—required to usher in an era of diversified economic growth and increased opportunity—is a change almost as big as Vision 2030 itself. It will have implications for the global discourse.

This week the Crown Prince Mohammed bin Salman started his American state visit in his vision for the future of Saudi Arabia and the opportunities it provides beyond it is an ambitious plan to liberalize the economy and introduce social reform and is an socio-economic change in the country's history.

The scope and reach of these reforms demand a rapid modernization of the way Saudi Arabia is administered. And they raise interesting points to consider for all governments and countries: How do we ensure that the reforms are implemented in a transparent, accountable, and effective manner?

now to harness technology and data to drive transparency, accountability and efficient decision making.

The Saudi Vision's governance model promotes efficient planning within government and enables coordination among them to achieve common national goals. The Crown Prince's Office for Economic and Development Affairs has introduced a series of new government bodies and efforts, encouraging a culture of greater efficiency. These bodies include the National Performance Measurement (Adaa), the Delivery and Rapid Intervention Center (DAI) and the Management Office of the Council of Economic and Development Affairs—all focused on supporting change.

Adaa was established to measure the progress and delivery of public entities within the Kingdom to achieve greater efficiency. Adaa tracks progress on initiatives, programs, and internationally established measurements, supporting all ministries working towards the goals set out in Vision 2030. However, Adaa is also looking outwards and has created a digital platform that collects and visualizes global data to help support better data-led policy-making in the global community.

The International Performance Hub (IPH) captures 1.2 million data points from leading sources such as the OECD and the World Bank, using technology developed with Microsoft and IBM. It is aimed at helping governments and multi-lateral agencies make the transformation towards data-driven decision-making. Data-driven decision-making is key not just for fast-developing economies, but for long established ones too. It can help empower institutions and individuals to get one step closer to addressing the most pressing worldwide development challenges.

Importantly, Adaa has been praised by the World Bank on its ability to build a strong and extensive expertise on performance measurement. In some areas, such as quality assurance, data presentation and visualization, the Bank views Adaa's expertise as astonishing, saying "what could be found in many OECD governments". That indicates our journey may have made a significant contribution to the discourse on public sector reform, from Boston to Beijing.

Easy, intuitive data delivery is key to making sure that the Saudi population is kept at the center of which is essential for Vision 2030. That is why Adaa is also capturing citizens' feedback to make sure that the voices of the different communities are heard in the evaluation of government performance. Beneficiary Experience employs several methodologies to ensure this, including evaluation applications, mystery shoppers, public satisfaction polls and focus groups—something that governments across the world are increasingly focused on.

There are early, encouraging, signs that reform is already working in Saudi Arabia. For example, women's labor force participation went up 11 percent in the last quarter due to deregulation and the introduction of new government services. The WFP Global Information

Government online services have drastically increased. The WEF Global Information Saudi Arabia now ranks 18th globally, compared to the less stellar 73rd position in 2 Kingdom is moving towards its goal to augment SME contribution to GDP: in the third operational income for the segment increased 11% compared to the same quarter of million). We aim to improve the private sector contribution to GDP from 40% to 65%. The only way we will know if we achieve that, and the Vision 2030 program more broadly and measure progress, regularly and transparently.

The task at hand is monumental. We want to move away from an economy based on must completely transform the way we look at our resources and evaluate our economic geographic, cultural, social, demographic and economic advantages are all conducive to a diverse and sustainable economy. But we need a public sector built on technology, robust established metrics to get there.

It's easy to talk about scale and change, but people don't believe talk, they believe, measuring a broader sweep of indicators than ever before. We understand the work understand our citizens are watching. As we change, we hope to share the lessons from others—the complexities of the modern world will demand much of our public sector similar transformation from government agencies and development communities across

**About the author:** *Husameddin AlMadani is the Director General for the National Center for Measurement in Saudi Arabia (Adaa). He is at the forefront of the performance revolution. The Center he leads is tasked with measuring the impact and delivery of the Kingdom's 2030 agenda. He is also a member of the Vision 2030 Strategy Committee headed by Mohammed bin Salman. In his capacity as a leader of Adaa and the country's foremost performance measurement, Al Madani has been featured in media including NPR, CNN, and the World Bank blog.*