

# Stakeholder Engagement for Reforms

- Example: Saudi Arabia's National Center for Performance Measurement (Adaa)
  - From Evidence to Action:
    - Practical Tools for Building Coalition for Reforms
  - June 2, 2025



**Adaa**

The National Center for  
Performance Measurement

# Context

As part of Vision 2030, Saudi Arabia launched wide-ranging reforms to modernize its public sector.

However, challenges emerged in harmonizing performance measurement across 250+ government entities.

The absence of unified standards, weak technical capacity, and fragmented data use hindered reform progress.

# Goals

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**Institutionalize**

Institutionalize a performance-driven culture across the public sector

**Enable**

Enable data-driven decision-making at the leadership level

**Support**

Support Vision 2030 delivery through structured performance oversight

# Approach

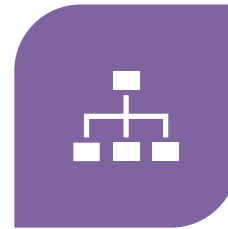
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DEPLOYMENT  
OF A DELIVERY  
UNIT-STYLE  
PERFORMANCE  
MODEL VIA  
ADAA



WORLD BANK  
SUPPORT  
INCLUDED  
TECHNICAL  
ASSISTANCE,  
ADVISORY  
SERVICES, AND  
CAPACITY  
BUILDING



CREATION OF  
SECTOR-  
SPECIFIC FRONT  
OFFICE TEAMS  
AND A BACK  
OFFICE  
ANALYTICS UNIT



USE OF DIGITAL  
PLATFORMS  
(AIP) AND  
REGULAR  
PERFORMANCE  
DIALOGUES  
WITH  
LEADERSHIP

# Coordination Mechanism

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Central reporting cycle managed by Adaa's secretariat

Inputs gathered from over 70 ministries and Vision Realization Programs

Quarterly performance reports synthesized into presentations for the Council of Economic and Development Affairs (CEDA)

Over 2,800 civil servants trained on performance tools

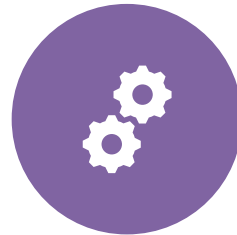
# Impact



OVER 250  
DASHBOARDS  
AND 200  
PERFORMANCE  
REPORTS  
PRODUCED  
ANNUALLY



IMPROVED  
ALIGNMENT  
BETWEEN  
INSTITUTIONAL  
KPIs AND  
VISION 2030  
GOALS



CEDA  
PRESENTATIONS  
BECAME  
CENTRAL  
TOOLS FOR  
EXECUTIVE  
DECISION-  
MAKING



ENHANCED  
ACCOUNTABILITY  
AND A  
SHIFT  
TOWARD  
RESULTS-  
BASED  
GOVERNANCE

Thank you