

Study Brief
Measuring
The impact of the
ASBAR World Forum

Preparation and implementation



بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ



Asbar
World
Forum

منتدى أسبار الدولي
إحدى مبادرات مركز أسبار

Overview of the implementer of the study

The 'Bridges' Development Consulting and Development Group is one of the Kingdom's active social investments, focusing on providing management consulting services and study preparation to the non-profit, government, and private sectors in order to achieve direct and indirect social returns for end beneficiaries as well as investment returns for the founders.

The "Bridges Development Group" have profound local experience; It is linked to excellent professional relationships at the local, regional and global levels, and able to accommodate the transformation goals linked to the Kingdom's Vision 2030. It is keen to equip projects to cope with them and aware of the reality of the non-profit sector's environmental system and the characteristics, needs, and expectations of the segments of the beneficiaries. It provides its professional services to organizations operating, supporting, or governing the sector such as government institutions, foundations, community associations, socially responsible companies, etc., through studies, consultations, and training products.

Through a team of experts and professionals in various humanities, economics, and knowledge sciences, the Group provides research and advisory studies tailored to the demands of the customer. In collaboration with the Forum's relevant scientific team, the Development Bridges Group for Consulting and Development was entrusted with conducting an impact measurement study for the Asbar World Forum. This project is one of the Group's most important research projects. The most notable were a field survey on food loss and waste in the Kingdom with the Public Corporation for GRAINS, as well as several studies on innovation, social investment, and impact measurement with several local and international organizations.

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Study Group



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Executive Summary

The intellectual and cultural development activities undertaken by the Asbar World Forum, whether through the five sessions it organized, the recommendations and specific initiatives it presented, or the meetings, conferences, lectures, symposiums, and workshops it organized, have brought about considerable interaction within and outside the Kingdom, and the impact has not depended on intellectual elites, decision-makers, officials, and interested persons; It is to the general public.

This impact study was conducted in a rigorous scientific methodology, following global standards, by a professional and a scientific team of the best experts in the field, and confirmed that the Forum is now one of the most important in the world.

According to the findings of this poll, the Asbar World Forum was placed in the top 10 in the world by 32 percent of respondents. While 27.5 percent of respondents rated it in the top twenty and (13%) ranked it in the top fifty.

According to the findings, the ASBAR World Forum has grown into a significant yearly event that aids in the construction of a good mental picture of happenings in the Kingdom and throughout the world. It reimagined and exported the Kingdom's forums and events to the rest of the globe, making it a competitor to well-known international forums such as the World Economic Forum, stating that it was able to create a strong network of relationships, given the participation of significant international personalities and stakeholders in its various activities.

The study stressed the Forum's impact's long-term viability and strength, owing to its interest in cutting-edge subjects and concerns, which allowed the Forum's suggestions to contribute to the transformation industry, future forecasting, and prognosis. The forum also succeeded in focusing on satisfying development needs by resolving difficulties and concerns in specific development areas, such as health, housing, and youth issues, as well as challenges related to digital transformation.

The study noted the Forum's contribution to raising the Kingdom's profile and enhancing its positive image overseas, in support of the Kingdom's Vision 2030 and scientific research.

The study also confirmed that the Forum had, during its past five sessions, distinguished itself by several highly professional and organized features, in addition to the diversity of its activities and the attractiveness of its products, as well as by signing outstanding strategic and scientific partnerships with universities, local and international organizations.

The forum's presence in traditional media as well as on social media platforms was revealed by the study. The number of information materials released in traditional and electronic media during the five sessions of the Forum totaled 1,054, which were disseminated through 600 different media. There were 522 electronic publishing sources with the most items (49.5 percent).

With 480 individuals (45.5%), the study found the greatest social impact, followed by technical effects with 264 subjects (25%) and economic consequences with 17.8 percent. Of 122 subjects and 11.6 percent, cultural components were the lowest.

On Twitter alone, there were 1,015,159 tweets, retweets, and likes, indicating that the forum was well-attended.

Finally, we hope that our research will help to emphasize the Forum's influence and illustrate where it has been over the last five years.

4. The Strategic Context of ASBAR World Forum

Mission:

The Forum's mission is to make the impact of knowledge on society tangible, and to do so by making knowledge creation, integration, transformation, and exploitation a basic practice for everyone.

Vision:

The forum's vision is to be at the forefront of conferences in which tools, mechanisms, methodologies and practices are presented to provide everyone with the benefits of social knowledge and economics.

Objectives:



To consolidate the principles of strategic work in achieving the objectives of the knowledge economy.



Provide a high-level understanding of the knowledge-based economy.



Framing innovation and generating discussions that result in policies, initiatives and outputs upon which development strategies are built.



In the framework of the Fourth Industrial Revolution, utilizing ICT to minimize the expenses of economic activity.



Increased networking opportunities between knowledge agents and knowledge users.

Performance of the Asbar World Forum

**Meetings
and
conferences**

**Lectures
and
seminars**

Workshops

**Various
initiatives**

Initiatives of the ASBAR World Forum

1
"Freelance
Platform"

2
"Future
Ideas" Award

3
"Innovate
Award"

4
"Innovate
Exhibition"

5
Book of
the Year

6
Translation
into Arabic

7
Asbar
Blog

8
"Big
Data"

9
"Media
Incubators"

10
"Innovation
and Building
Technologies"

11
"Prototyping"

12
Media
Hackathon

13
Future
Institute

Asbar Forum Courses



Knowledge
Economy

2016



Creativity and
Innovation in
the Context of a
Knowledge
Economy

2017



The World and
the Future
Saudi Arabia
Tomorrow

2018



In the Direction of
Change and
Transformation
Future foresight
KSA/ An inspiring
country

2019



Foresight
into
the future

2020

Foundational Research to Assess the World Asbar Forum's Impact

Making a presentation



The intellectual and cultural activities carried out by the Asbar World Forum during its past five sessions and its interest in reading the future have brought about a great interaction within and outside the Kingdom of Saudi Arabia, the impact of which has not been dependent on the intelligentsia, decision makers, officials and interested parties; Rather, it extends to the general public of the Saudi people, especially the Arab peoples in general.



Officials launched the ASBAR World Forum Impact Founding Studies Project, which includes the preparation of specialized scientific studies to measure the actual impact using controlled methodologies, in order to measure the development impact of the Forum at previous sessions, as well as the periodic studies and research produced by the Centre.

Two studies were identified:

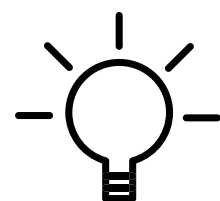
- A study to assess the Asbar World Forum's impact.
- Examining the course and study's media content.

Foundational Research to Assess the Asbar World Forum's Impact

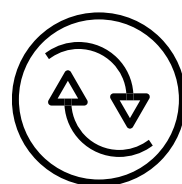
3. Impact Measurement Definition

Impact measurement is a recognized method for organizations and entities to demonstrate "value" and "benefit" to beneficiaries, communities, and the environment as a whole.

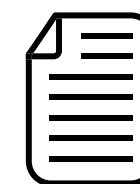
The following are some of the benefits of measuring the ASBAR World Forum's impact:



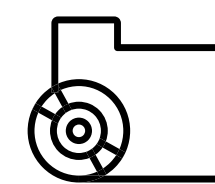
Ensure that the Forum's activities and initiatives have the greatest possible impact.



Identifying the extent to which the Forum has influenced change on different levels.



Increasing the value of collaborations with others

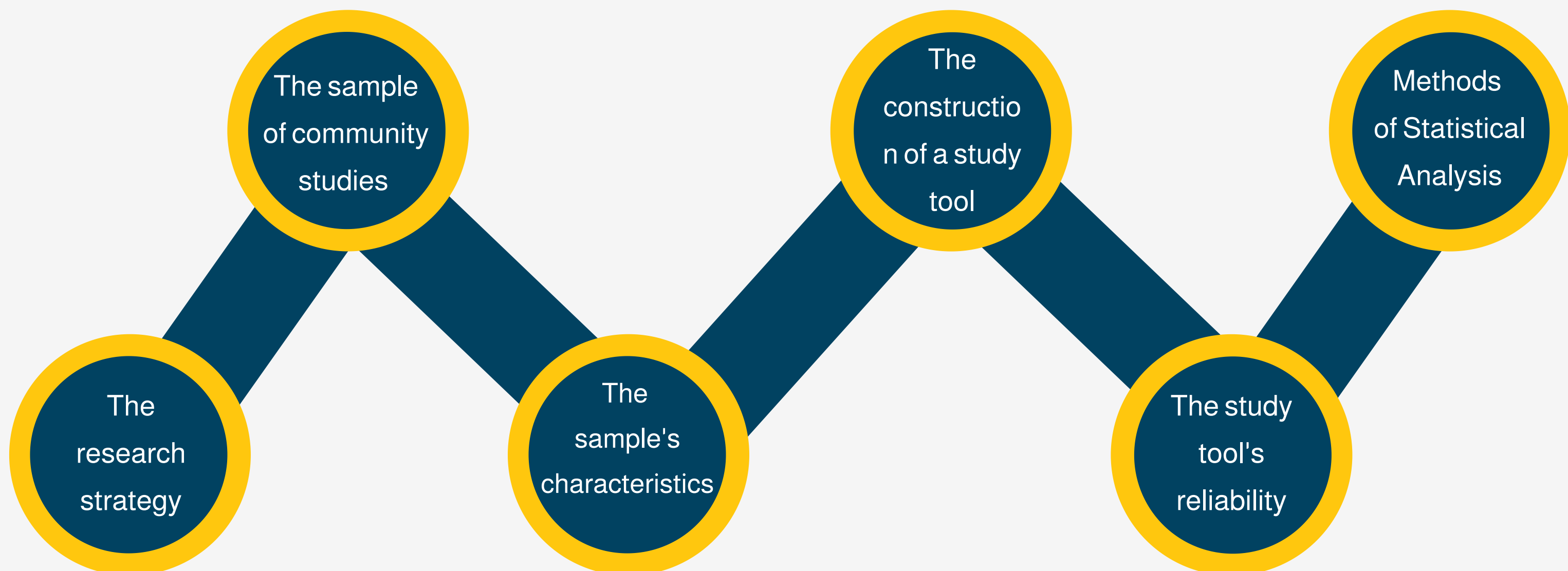


Making more effective decisions

Measuring the Asbar World Forum's Impact

Summary of the research

A survey was conducted.



Summary of key impacts of the Forum

Benefits and impacts on KSA:

Enhancing the positive image of the Kingdom of Saudi Arabia at the international level, through:

- The participation of a large number of international researchers.
- Raise issues of concern to the world.
- Access to appropriate media coverage.

Supporting the Kingdom's vision, 2030, through:

- Conformity of the issues and topics raised with the vision of 2030.
- Paying attention to the issues of technical transformation in the Kingdom.
- Contribute to the diversity of knowledge sources in Saudi society.
- Providing developmental visions for the Kingdom of Saudi Arabia.
- Contribute to the development of the Kingdom of Saudi Arabia.
- Supporting scientific research in the Kingdom.

Effects and Impacts on the community:

- Contributing to the diversity of knowledge sources in Saudi society.
- Discussing issues of interest to Saudi society.
- Providing products that attract interested members of the community.



Effects and Impacts on the respondent's level:

- Introducing well-known and distinguished personalities in their specializations.
- Presenting innovative ideas and topics of interest to the respondents.
- Providing an important reference for researchers and experts on the topics discussed.



The respondents' views on the forum's importance

The study sample members agreed strongly on fourteen statements of the Asbar World Forum, represented in:

- 1 The participation of a number of international respondents in the Asbar World Forum enhances the positive image of the Kingdom.
- 2 Asbar World Forum enhances the positive image of the Kingdom of Saudi Arabia.
- 3 The Asbar World Forum is one of Saudi Arabia's most prominent gatherings
- 4 The Asbar World Forum's organizers are quite professional.
- 5 The Asbar World Forum featured well-known and prominent figures in their fields.
- 6 The World Forum on Asbar is well-organized.
- 7 The Asbar World Forum's subjects and issues are in line with the Kingdom's Vision 2030.
- 8 Asbar World Forum contributes to Saudi society's diversity of knowledge sources.
- 9 The Asbar World Forum debates topics of importance to Saudi society.
- 10 It's simple to join the Asbar World Forum.
- 11 The Asbar World Forum will contribute to the presentation of Kingdom development visions.
- 12 Asbar World Forum contributes to the Kingdom of Saudi Arabia's development.
- 13 Asbar World Forum is a multi-activity forum.
- 14 Asbar World Forum deals with innovative topics and ideas.



Summary of the study to measure the impact of Asbar World Forum

The members of the survey sample agree with eleven statements made by the Asbar World Forum, including:

- | | | | | | |
|---|---|---|--|----|--|
| 1 | For scholars and specialists in the fields covered by the Asbar World Forum, it is a valuable resource. | 5 | The Asbar World Forum's goods reflect the subjects discussed. | 9 | Those who are interested are drawn to the Asbar World Forum's offerings. |
| 2 | The World Asbar Forum is well-known for its events. | 6 | The Asbar World Forum discusses issues of concern to the world. | 10 | The Asbar World Forum has a strong social media presence. |
| 3 | The Asbar World Forum is focused with the Kingdom's technological modernization. | 7 | Asbar World Forum has a number of notable partnerships. | 11 | The Asbar World Forum is well-covered by the media. |
| 4 | The annual date of the Asbar World Forum is perfectly timed. | 8 | In the Kingdom, the Asbar World Forum fosters scientific research. | | |

With the assent of the responders (I strongly agree and agree), the forum was distinguished by the following features:

- Timeliness
- Excellent planning
- Ease of registration
- The organizers are well-known for their professionalism.
- Innovative ideas
- A wide range of activities
- Exceptional collaborations
- Products that pique the interest of individuals who are interested.



Second: Researchers' opinion on the importance of the topics addressed at previous sessions of the ASBAR World Forum

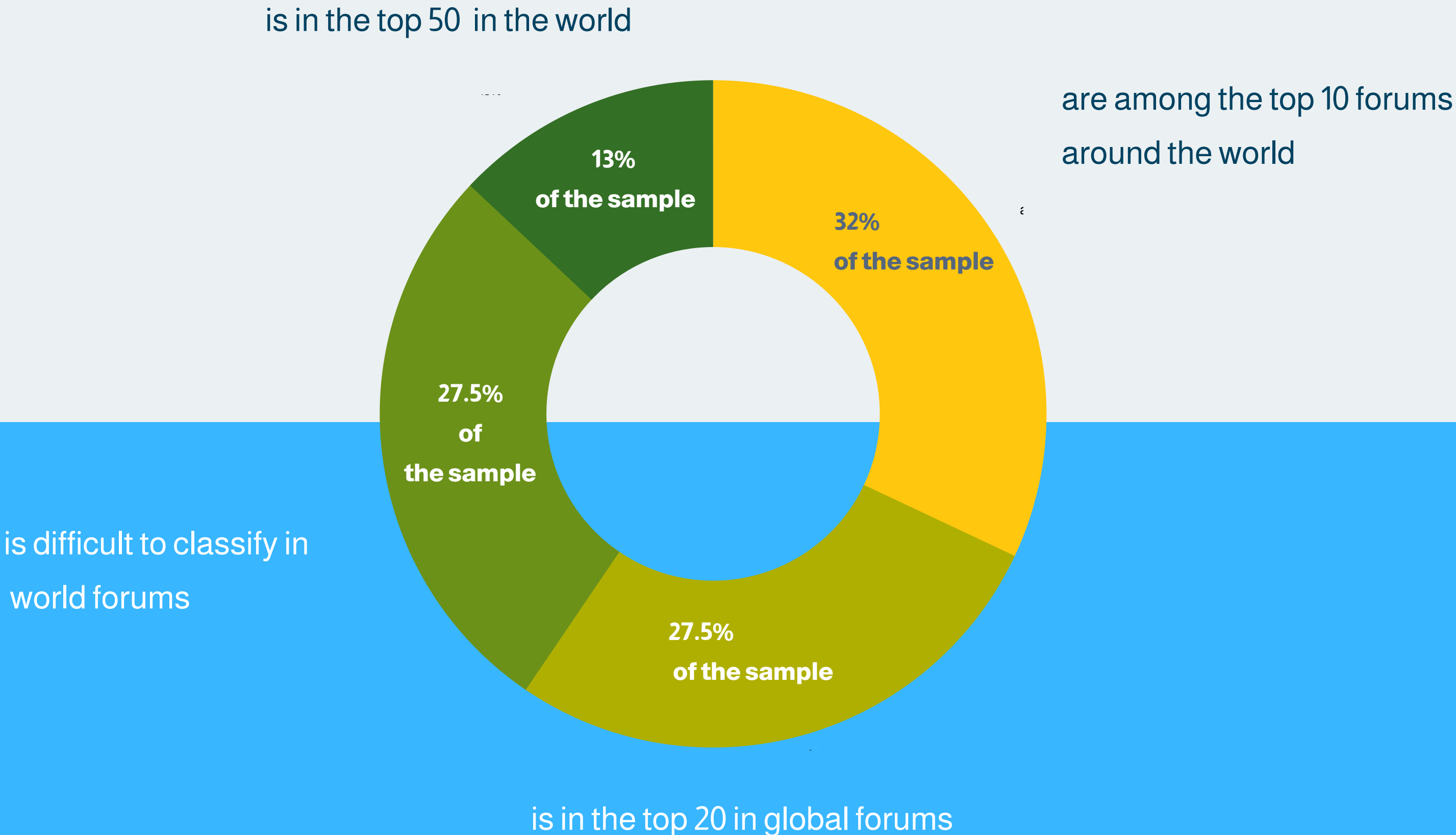
The sample members strongly agree with the importance of the topics addressed by the ASBAR World Forum at its previous sessions.



The sample members strongly agree with five statements assessing the importance of topics addressed at previous sessions of the ASBAR World

- Third session 2018: The world and the future: Saudi Arabia in the future
- Fourth session 2019: Towards change and transformation. "KSA, an inspiring country".
- First session 2016: Knowledge Economy and Job Creation (Knowledge Strength).
- Second session 2017: Creativity and Innovation in the Context of the Knowledge Economy (Fourth Industrial Revolution).
- Fifth session 2020: Foresight into the future

Third: Compared to other global forums: How can the Asbar World Forum be classified?



Fourth: The most important advantages of the Asbar World Forum from the respondents' point of view



Its future outlook

The range of speakers, as well as their various expertise and cultural references, adds to the professionalism of the event.

Its ability to enhance the knowledge of the respondents and attendees.

Contribute to raising the status of the Kingdom.

In line with the Kingdom's 2030 vision.

Secondly :Panel discussion Impact of the Asbar World Forum

Summary

- Participants on the panel
- Questions and themes
- Opinions and recommendations



Panel discussion Impact of the Asbar World Forum

■ Summary

A focus panel discussion was carried out by the ASBAR World Forum Impact Assessment Team on Tuesday, April 6, 2021, for the purpose of obtaining the views of some of the participants in the sessions of the Forum and those familiar with its activities.

- The panel discussion was part of the Forum impact study, and the results of the study were discussed by the focus group, including:

Sustainability and strength of the impact of the Forum.

Integration and sharing.

The turnout on the forum.

-Acceptance and community support.

Panelists on the impact of the ASBAR World Forum

Session management Dr. Hamza Bait Al Mal

Name		Occupation
1	Assistant. Sami Al-Hussein	CEO of HYD
2	Dr. Suleiman Al-Sakran	Professor of Finance at King Fahd University of Petroleum and Minerals
3	Professor. Ali Al-Harby	CEO STO
4	Professor. Ali Olayani	Presenter and Editor-in-Chief of the MBC " Dear Citizen" program
5	Dr. Maher Al-Odan	Head of Research, Development and Innovation Sector, King Abdullah City for Atomic and Renewable Energy
6	Dr. Maha Al Ateeqi	CEO, Second Direction Co., Ltd.
7	Dr. NazihNassif Al-Othmani	Deputy Secretary General of King Abdulaziz & His Companions Foundation for Giftedness and Creativity (Mawhiba/ Talent)



Questions and themes

- 1 What impression comes to your mind when you mention (Asbar World Forum)?
- 2 Can you say that you are satisfied with the current state of the Forum, and the way it is being implemented?
- 3 (If your previous answer was yes) "What are you satisfied with? And why?"
- 4 Are there things you are unhappy with and would like to change?
- 5 (If your previous answer was yes) "What are these things? Why? How should they be changed?"
- 6 In terms of importance, spread, scientific strength, and compatibility with societal requirements, where does the Asbar World Forum rank among local forums in your opinion?
- 7 What are the most significant opportunities that the forum organizers failed to capitalize on?
- 8 What, in your opinion, are the forum's most serious threats and challenges?



Panel discussion Impact of the Asbar World Forum

Views of the panellists

- 1- The forum was able to create a strong network; Due to the participation of important personalities and significant international destinations.
2. The ASBAR World Forum redefined the forums and events in Saudi Arabia to be global, becoming a competitor to famous international forums such as the World Economic Forum.
- 3- Asbar Forum distinguished itself by anticipating and reading the future through its various sessions and linking it to the vision of the Kingdom.
- 4- Holding the forum remotely is evidence of the strength of ASBAR in dealing with circumstances, and we believe that the strength of the forum is being present.
- 5- The attendees agreed to be satisfied with the reality of the ASBAR World Forum.
- 6- The forum's focus is on the recommendations and published research, and to increase the power of influence, the circle of access to the recommendations must be expanded.
7. The ASBAR World Forum focuses on meeting development needs by finding solutions to the problems and concerns of certain development sectors such as health, housing and youth issues.

Third: A Study Analysis of Media Content

The goal of the study was to find out how the media covered the Asbar World Forums in the previous five sessions. The amount of coverage an event receives in the media is one sign of its importance. In events that occur on a regular and frequent basis, such as the ASBAR World Forum, this magazine serves as an icon for the event, helping to define and shape the event's identity, image, and reputation, especially since the topics of the forum are prospective and in line with the vision of the Kingdom 2030. On the other hand, it reflects and is one sign of the recipients' understanding and interpretation of the media release.





Purpose of study

Knowing the number of people who attended the forum as a cultural activity in the media, both internally and publicly.

Identifying the extent to which intellectual elites engage with the forum's concept.

Check the forum's impact on the themes of culture, economics, politics, and social issues

Describe the current situation of the forum's overall trend

The study's findings on media content analysis

was the year with the most publications.

2018

Variation in the number of publications published per year.



The first source of publication is paper newspapers.



The Saudi Press Agency

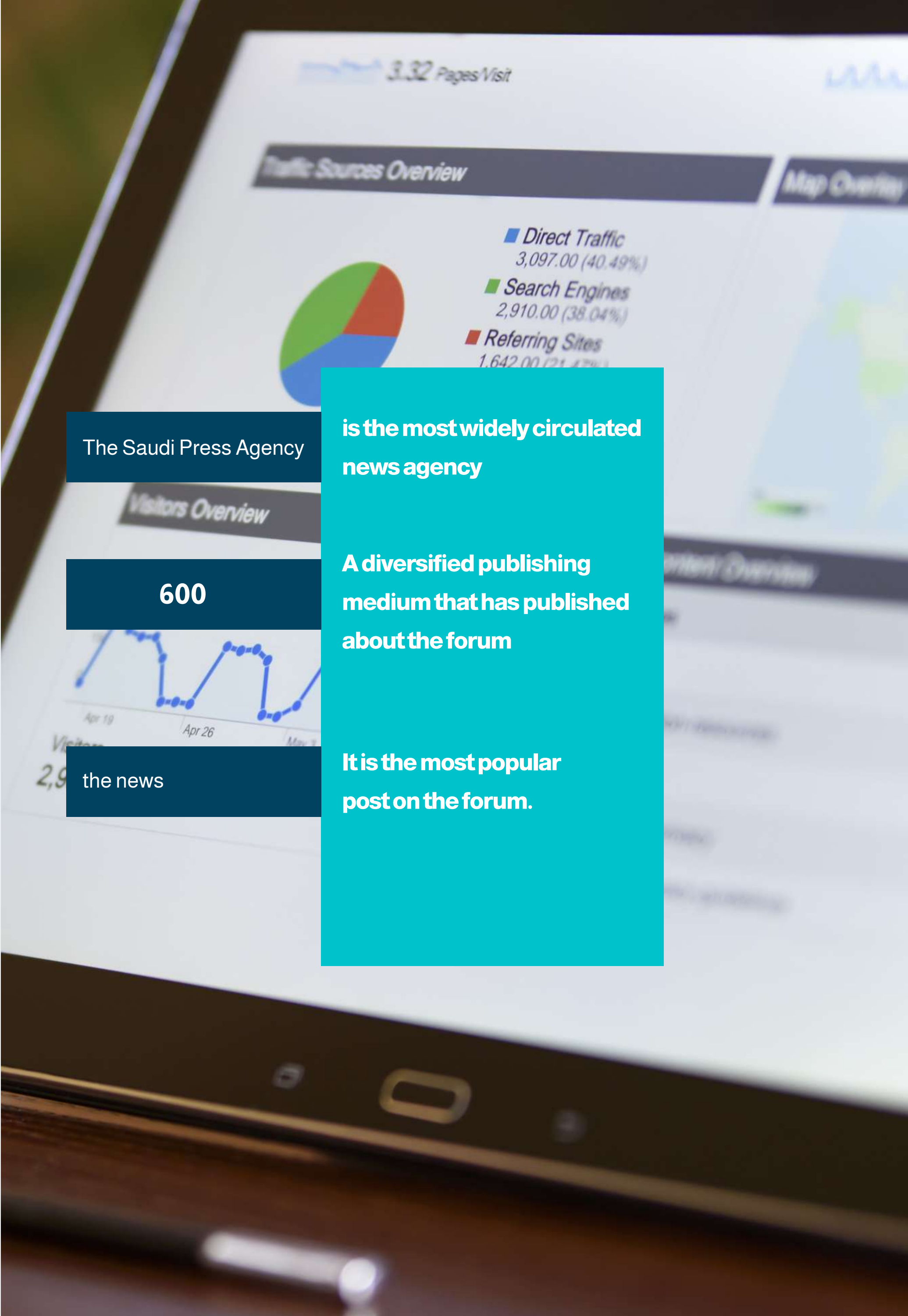
is the most widely circulated news agency

600

A diversified publishing medium that has published about the forum

the news

It is the most popular post on the forum.



The study's findings on media content analysis

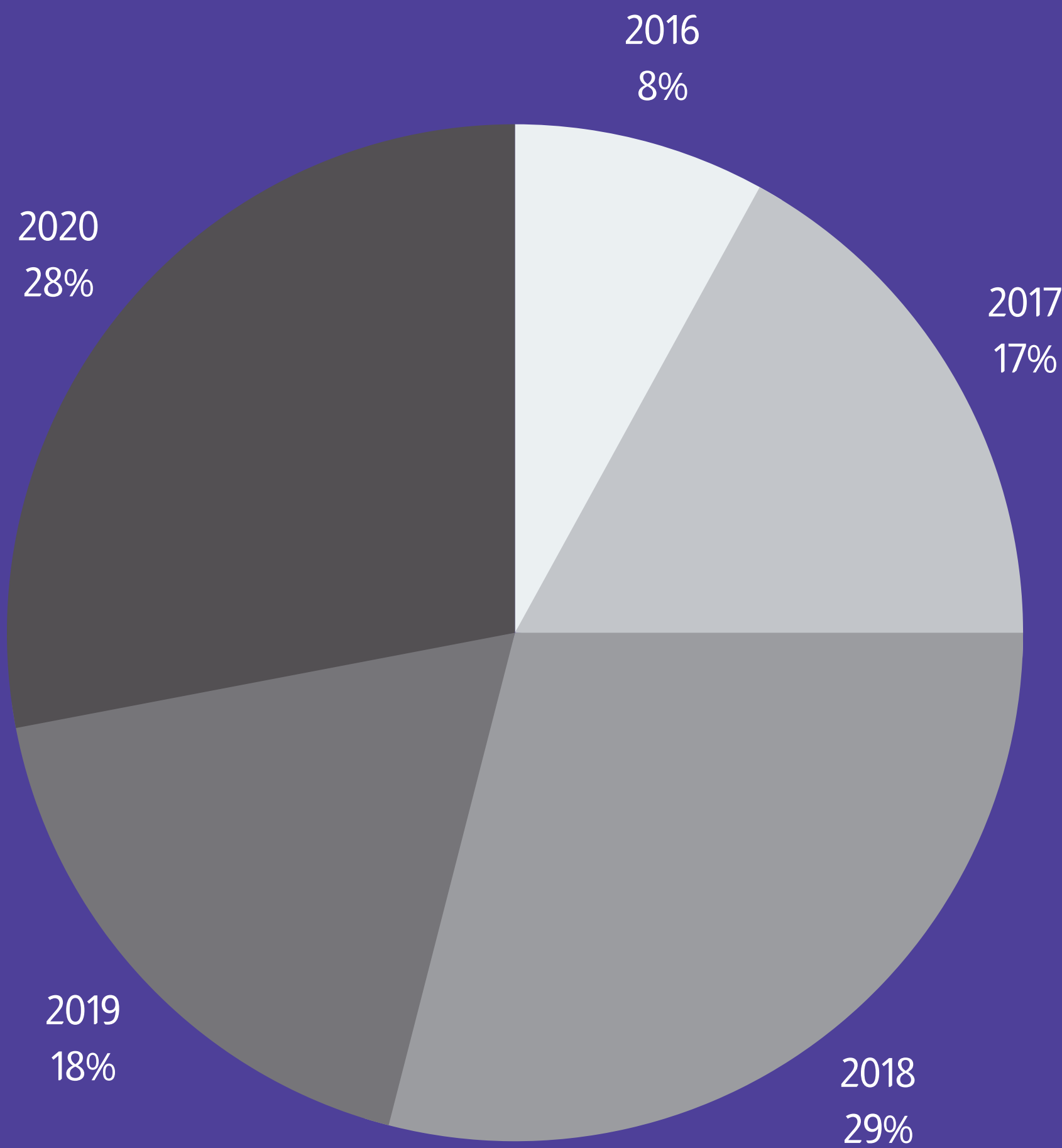
Asbar World Forum on Media and Social Media

The Forum made considerable efforts in the area of advertising in a variety of ways, and the following is a sample of published statistics from the Forum's five sessions:

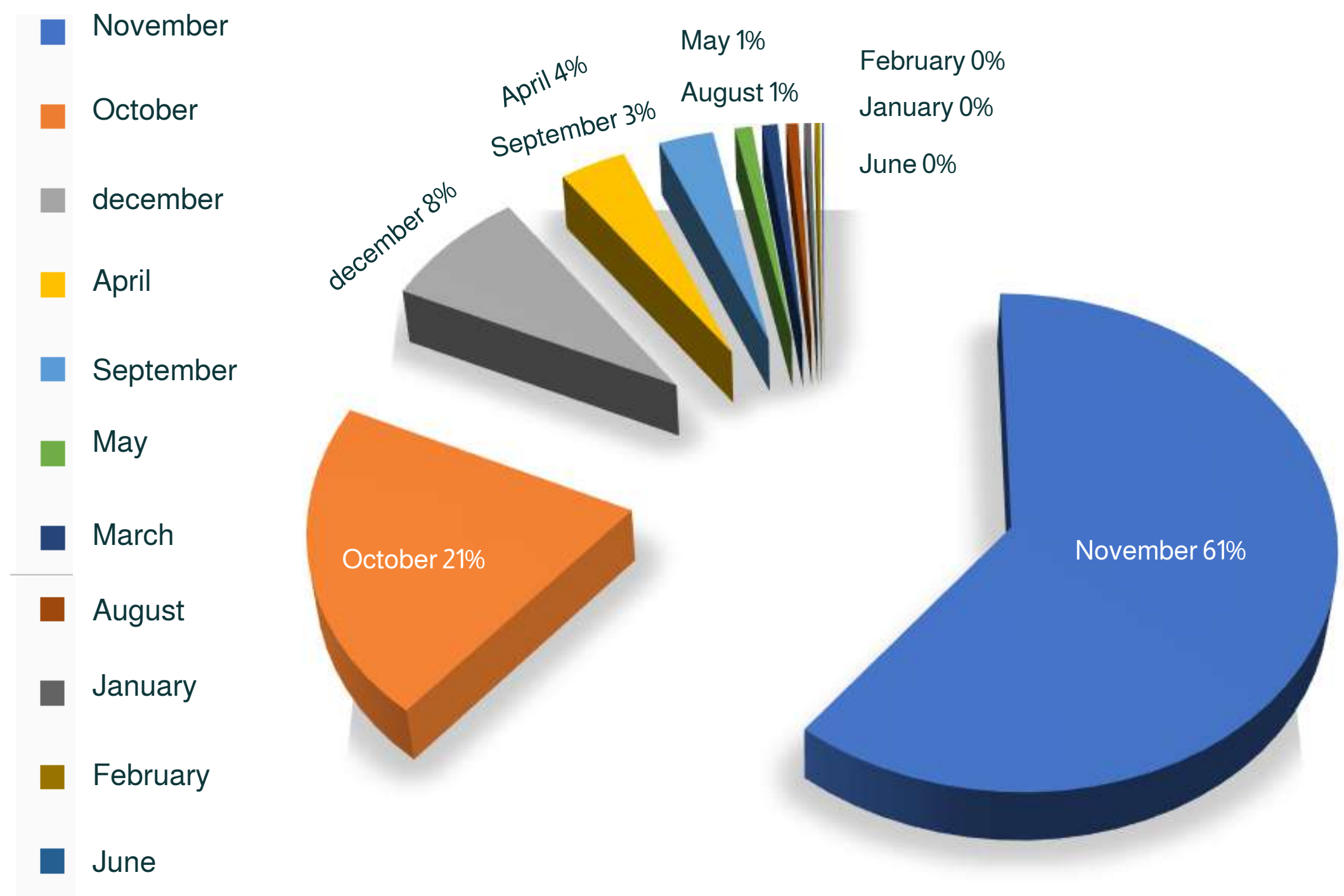
Number of road ads	Number of radio ads	Number of TV ads	The number of press releases	Years
90	20	30	79	2016
180	60	120	175	2017
253	60	250	240	2018
0	120	300	72	2019
0	120	300	137	2020

The study's findings on media content analysis

Publication materials for forum sessions, organized by year of publication



Publication materials by months of publication



The study's findings on media content analysis

The study's findings

The study's findings

The mainstream
media

The communication
channels

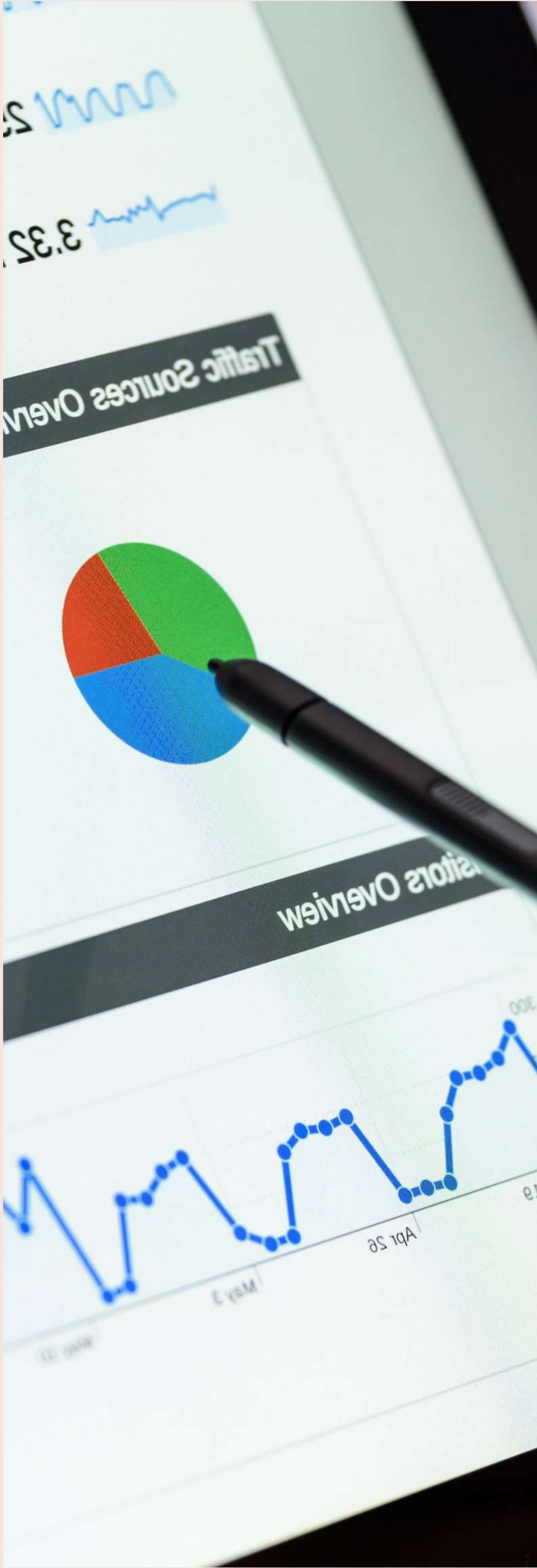
Advertising
campaign

Elements of the study in media analysis

Indicators of the impact of the media material

This study sought to identify impact indicators for the ASBAR World Forum in its previous five editions, and this is considered one of the most important measures of the study. The results showed that impact on social aspects was highest in the group of impact subjects in this study with 480 subjects (45.5%), followed by impact on technical aspects (264 subjects), 25.0%, economic aspects (17.8%), and cultural aspects (122 subjects), 11.6%.

Dimension	Number of Publication Materials	Percentage
The economic aspects	188	17.8
The technical aspects	264	25.0
The cultural aspects	122	11.6
The social aspects	480	45.5
The Total	1054	100.0





Social Media

510,951

articles posted on Twitter



Asbar World Forum on Social Media

The Media Content Analysis Study's Summary

The Study's Findings

The total number of Twitter material reached 510,951 articles, based on social media reports on the Asbar World Forum for the years 2017, 2018, 2019, and 2020.

It can be observed that news coverage of the five sessions of the Forum fluctuates from year to year.

Where the third session in 2018 was the most attended course on social media platforms, followed by the second session in 2017, then the fourth session in 2019, then the first 5399 items, and finally the fifth session with the lowest courses on social media coverage in 2020.



Asbar World Forum on Social Media

A total of 1054 media articles were analyzed, and 51,951 tweets, retweets, and likes were recorded. The following paragraphs present the results based on the study variables:

1

The results showed that the highest number of articles published (306), at 29%, was in the third forum, and the lowest (90), at 8.5%, was in the first forum.

2

For news agencies, the Saudi Press Agency is in the lead.

3

With regard to the means of publication, the results showed that, after counting the means in which articles about the forum were published in its five sessions, a total of 600, the Riyadh newspaper came in first place with 84 articles (8.0%), followed by Al-Jazeera newspaper with 58 articles (5.5%), Al-Watan newspaper with 52 articles (4.9%) and Al-Eqtessadia newspaper (3.8%).

4

The news was the most published article about the forum, followed by the report, the photo, and then the interview.

5

Newspapers are the first source of publication.



Finally, this study examined the impact of the Asbar World Forum over the course of five sessions since its inception in November 2016, demonstrating how it has served as an important global platform for forming economic partnerships and promoting pioneering initiatives that have improved the business environment, innovation, and future outlook in Saudi Arabia's Vision 2030.

The forum helped to accelerate opportunities for the knowledge economy's growth by providing the best solutions and recommendations to the most pressing local and regional challenges, as well as discussing future models for sectors that have an impact on people's lives in order to build a better future for humanity.



Asbar
World
Forum

منتدى أسبار الدولي
إحدى مبادرات مركز أسبار



جسور التنمية
Jussor Development