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King Abdullah Awards Management Consultancy Closure Report: March-April 2006

AMIR II Achievement of Market-Friendly Initiatives and Results

July 2006

This document was produced for review by the United States Agency for International Development. It was prepared by Chemonics International Inc.

JORDAN AMIR II

Achievement of Market-Friendly Initiatives and Results

Contract No. 278-C-00-02-00210-00

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Contract No.: 278-C-00-02-00210-00

Contractor Name: Chemonics International, Inc.

USAID Cognizant Technical Office: Office of Economic Opportunities
USAID/Jordan

Date of Report: July 2006

Document Title: King Abdullah Awards Management
Consultancy Closure Report: March-April
2006
FINAL

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Activity Title and Number: Achievement of Market-Friendly Initiatives
and Results (AMIR) Program
PSPI Component, "King Abdullah Center
for Excellence," Task No. 591.07

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Data Page

Name of Component: Private Sector Policy Initiative

Author: Hatem Tieby/Chemonics

Practice Area: Democracy and Governance

Service Offering: N/A

List of Key Words
Contained in Report: King Abdullah Award, excellence, government,
assessment

Abstract

This report documents a short consultancy (six days) that took place during March-April 2006. The objective of that consultancy was to provide advisory services to the management of the King Abdullah Center for Excellence in implementing their business plan and advise on the consolidation and expansion of the award scheme. Given AMIR Program cut-backs, advisory services were provided on the implementation of the Center's business plan, which included the appointment of the new Board of Trustees.

Abbreviations and Acronyms

AMIR	Achievement of Market-Friendly Initiatives and Results Program
KAAGPT	King Abdullah II Award for Distinguished Governmental Performance and Transparency
MOAD	Ministry of Administrative Development
USAID	United States Agency for International Development

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Executive Summary

The King Abdullah Award for Excellence has evolved considerably since its establishment in 1999. At that time, it was introduced as an incentive for industrial, banking, and service firms to improve their operations and the products and services they offered. In September 2002, H. M. King Abdullah established an award called the “King Abdullah II Award for Distinguished Governmental Performance and Transparency” (KAAGPT) with the objective of enhancing the role of the public sector in all sectors of Jordanian society and the investment community. Since 2004, award management moved to the Ministry of Administrative Development (MOAD) and then to the King Abdullah Center for Excellence, which was established in 1995 as a legal independent agency. The mandate of the Center is to initiate new awards beyond the public sector, provide training on leadership, and accredit award assessors. Within five years, the Center is expected to have set the standards for similar award schemes in Jordan and other countries in the region.

This report documents a short consultancy (six days) that took place during March-April 2006. The objective of that consultancy was to provide advisory services to the management of the King Abdullah Center for Excellence in implementing their business plan and advise on the consolidation and expansion of the award scheme. Given AMIR Program cut-backs, advisory services were provided on the implementation of the Center’s business plan, which included the appointment of the new Board of Trustees, a press release for which is included as Annex A.

1 Background and Objective of Consultancy

The King Abdullah Award for Excellence was originally introduced in 1999 as an incentive for industrial, banking, and service firms to improve their operations, and the products and services they offered. At that time, the award was co-sponsored by the Ministry of Industry and Trade and the United States Agency for International Development (USAID), through the Jordan-US Business Partnership. In September 2002, H. M. King Abdullah established an award called the KAAGPT with the objective of enhancing the role of the public sector in all sectors of Jordanian society and the investment community. Criteria and assessment techniques were adopted from the Center of Excellence Program, part of the USAID-funded AMIR Program. The objective of the award was to raise awareness of concepts of quality and distinguished performance, and focused on bringing about change within the organization. Its intent was also to highlight exceptional efforts of public sector institutions and showcase their accomplishments in developing their own systems and services. The award was intended to be the highest prize for excellence in the public sector at the national level.

Since the announcements of the KAAGPT winners in January 2004, award management moved to the MOAD and then to the King Abdullah Center for Excellence, which was established in 1995 as a legal independent agency. The mandate of the Center is to initiate new awards beyond the public sector, provide training on leadership, and accredit award assessors. Within five years, the Center is expected to have set the standards for similar award schemes in Jordan and other countries in the region. At the time that this scope of work was issued, the manager of the Center was focusing on implementing the business plan and placed priority on building the capacity of its staff. The objective of the consultancy upon which this report is based was to assist in the management of the King Abdullah Center for Excellence in implementing their business plan and advise on the consolidation and expansion of the award scheme. Given AMIR Program cut-backs, the level of effort was reduced from 30 to six days that took place during March 12, 2006 to April 30, 2006.

2 Specific Tasks of Consultancy

The consultancy involved providing two main types of advisory services on an ad-hoc basis to the manager of the King Abdullah Center for Excellence. First, the consultant offered advice on the overall management of the King Abdullah Awards including meetings with participating organizations, selecting assessors and training them, reviewing the final assessment reports, and advising on the preparations for the awards ceremony. Second, the consultant advised on the development of the awards. Specifically, he revised the criteria for assessors and procedures for assessments, and evaluated the assessments of next round of awards to take place.

Given the cut-backs in time allotted to undertake those tasks due to AMIR Program funding limitations, the consultant focused on helping the manager of the Center in the appointment of a Board of Trustees. Annex A lists the names of the new Board members and talks about the Center's target of institutionalizing all quality awards under its auspices.

Annex A Press Release on King Abdullah Center for Excellence
