

ENODO
GLOBAL

“VISION” TO “REALITY”

SHAPING THE ENVIRONMENT FOR
SUCCESSFUL IMPLEMENTATION

ENODO MEANS “TO SOLVE”

WE DECIPHER SOCIAL RISK COMPONENTS TO SOLVE COMPLEX POPULATION-CENTRIC CHALLENGES

CONFIDENTIAL

CURRENT CHALLENGES

RAPIDLY EVOLVING SOCIAL &
ECONOMIC DYNAMICS

DIVERSE POPULATION WITH DIFFERING
BELIEFS, VALUES & NEEDS

**HEIGHTENED COMPETITION FOR:
LEGITIMACY, AUTHORITY, REPRESENTATION &
ACCESS TO RESOURCES**

**NO CONSISTENT METHOD TO ENGAGE KEY
DEMOGRAPHIC GROUPS ACROSS SAUDI SOCIETY**

ENODO APPROACH

DEVELOP IN-DEPTH UNDERSTANDING
OF PUBLIC PERCEPTION

DESIGN & IMPLEMENT PROACTIVE
ENGAGEMENT STRATEGIES

SHAPE AND INFLUENCE PUBLIC PERCEPTIONS
ON KEY ECONOMIC & SOCIAL ISSUES

DELIVERS A DEPENDABLE PROCESS TO EFFECTIVELY
ENGAGE THE POPULATION

ENODO TECHNOLOGY

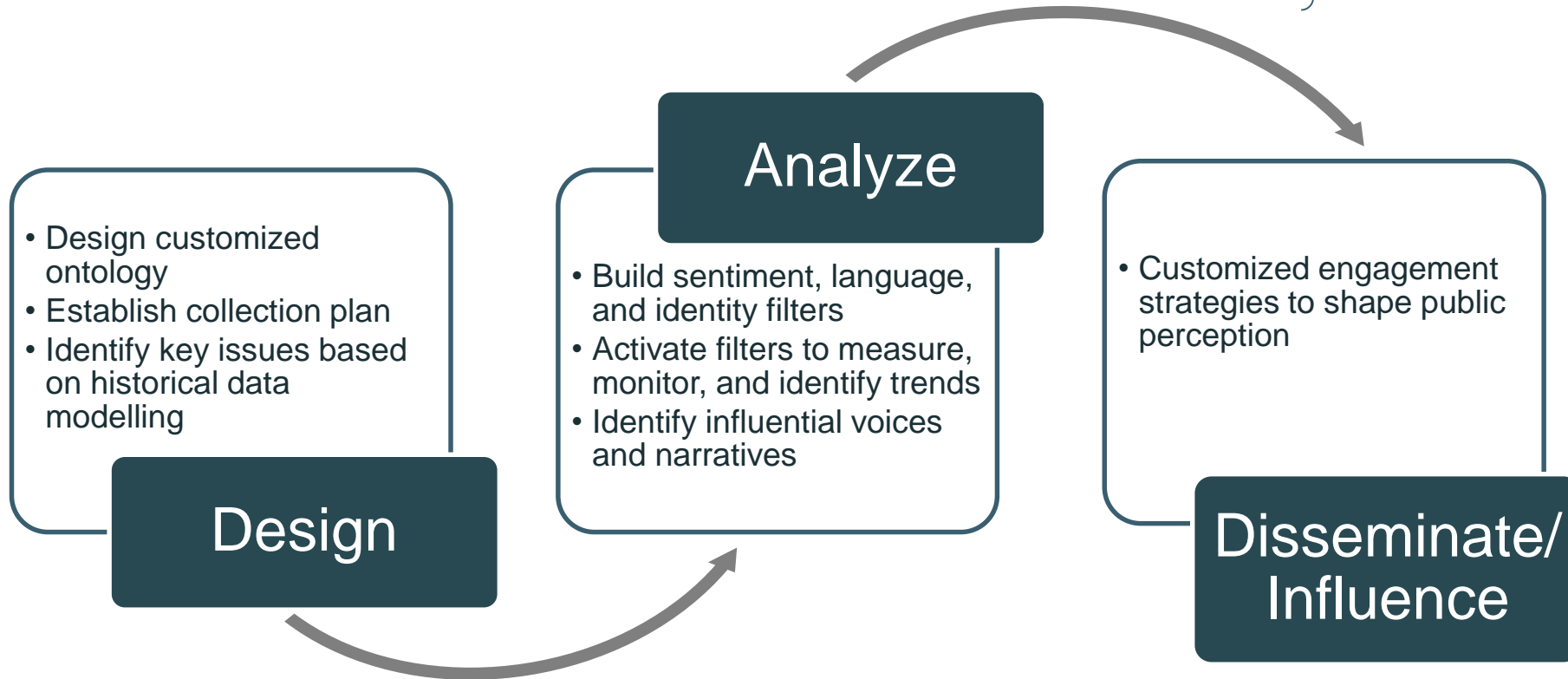
Customized Data Analysis Platform that:

- Delivers a *Scalable & Repeatable* process
- Combines *Big Data Analytics & Scientific Methodology*
- Accurately measures public sentiment of contemporary social issues
- Pinpoints individual & group identities that shape perceptions & behavior
- Informs the development of tailored narratives that influence attitudes & beliefs

REMOVES INDECISION, UNCERTAINTY & GUESS WORK

ENODO PROCESS

$$\left\{ \left[\text{Data Analytics} \right] + \left[\text{Population-Centric Methodology} \right] + \left[\text{Social-Science Techniques} \right] \right\} = \text{Solutions}$$



TRANSFER TECHNOLOGY TO OPERATE INDEPENDENTLY



USE CASE :

FEMALE PARTICIPATION IN THE LABOR FORCE

NTP 2020 OBJECTIVE

MINISTRY OF LABOR AND SOCIAL DEVELOPMENT

| Participant | Number of strategic objectives | Number of indicators | Number of targets |
|---|--------------------------------|----------------------|-------------------|
| Ministry of Justice | 7 | 21 | 19 |
| Ministry of Environment, Water, and Agriculture | 16 | 35 | 35 |
| Ministry of Energy, Industry, and Mineral Resources | 15 | 24 | 24 |
| Ministry of Labor and Social Development | 13 | 37 | 37 |

STRATEGIC OBJECTIVE 8

PROVIDE SUITABLE JOBS FOR CITIZENS

RELEVANT VISION 2030 OBJECTIVES

PROVIDE CITIZENS WITH KNOWLEDGE AND SKILLS TO MEET THE FUTURE NEEDS OF THE LABOR MARKET
 DEVELOP YOUTH SKILLS AND LEVERAGE THEM EFFECTIVELY
 EMPOWER WOMEN AND MATERIALIZE THEIR POTENTIALS
 EMPOWER PERSONS WITH DISABILITY TO ACCESS PROPER EDUCATION AND JOB OPPORTUNITIES

| KEY PERFORMANCE INDICATOR | BASELINE | TARGET 2020 | UNIT | REGIONAL BENCHMARK | GLOBAL BENCHMARK |
|----------------------------------|----------|-------------|-------------------|--------------------|------------------|
| PROPORTION OF FEMALE LABOR FORCE | 23 | 28 | % (PERCENTAGE) | UNDER STUDY | UNDER STUDY |

ENODO USE CASE

- **OBJECTIVE:** Increase proportion of females participating in the labor force from 23% to 28% by 2020
- **SCENARIO:** Women enter vocational training for defense manufacturing jobs in the Western region

NOTIONAL SCENARIO BASED ON ENODO EXPERIENCES IN SIMILAR CULTURAL AND ECONOMIC ENVIRONMENTS

ENODO USE CASE

Topic Modeling

Develop Baseline Assessment of Important Narratives

Example:
Frequent discussions about women participation in the labor force.

Identity Filters

Use Ontology to Determine Most Relevant Social Identities

Example:
Classify demographic groups along gender and age. Male vs. female, and males younger than 25 and older than 60.

Sentiment Filters

Assess and Monitor Varying Perceptions across Social Identities

Example:
92% of males over 60 years old oppose women entering the labor force.

Social Network Analysis

Identify Key Influencers and their Relationships

Example:
Identify and target based on size of network and degree of influence (rate of re-tweets)

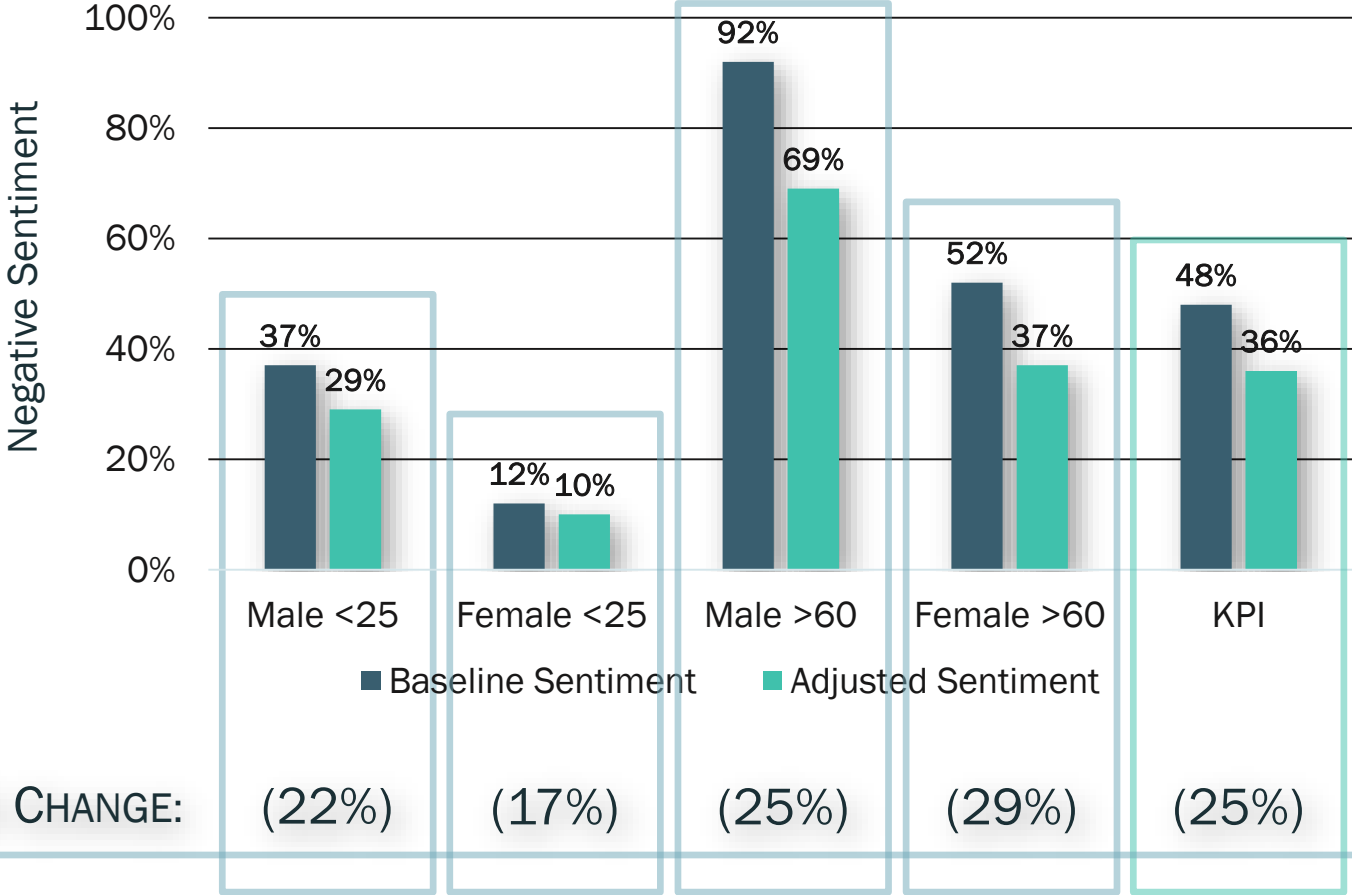
Linking targeted groups

Communication strategy around "Saudi Sovereignty" Narrative

Example:
Counter narrative based on "national identity" creates opportunities for constructive dialog to change sentiment.

ENODO'S IMPACT ON PERCEPTION

SENTIMENT TRACKING / NARRATIVE EFFECTIVENESS



NEGATIVE SENTIMENT
REDUCED FROM 48% TO 36%



THE ENODO EFFECT

- Determine *Positive & Negative* sentiment of key demographic groups in a specific geography
- *Anticipate & Mitigate* potential negative activities and their impacts
- Shape perceptions & beliefs of competing demographic groups to encourage popular support
- Foster positive sentiment across Saudi society

FACILITATE SUCCESSFUL PROGRAM IMPLEMENTATIO & RESULTS

WHERE SAUDI GOALS AND ENODO CAPABILITIES INTERSECT

- Maximize support for the Kingdom's Vision & Transformation Plan
- Link specific Ministry objectives & programs to Saudi civil society
- Transfer knowledge (ENODO Methodology) & build local capacity to conduct analysis and run scenarios independently
- Remove uncertainty & improve decision making

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