October 2023

FY 2023 Albania
Country Opinion Survey – Pulse Report

ECR Business Intelligence Team

Acknowledgements

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Objectives

This survey was designed to assist the World Bank Group (WBG) in gaining a better understanding of how stakeholders in Albania perceive the WBG. The survey explored the following questions:

1. What opinions do key stakeholders have of the WBG when it comes to its effectiveness, relevance, alignment with Albania's development priorities, and other key indicators? Are opinions improving or declining?

2. How the WBG is perceived as a development partner? Are opinions improving or declining?

3. What key topics the WBG communicates around do stakeholders recall? Is there a relationship between message recall and views of the WBG's work?

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Overall Context

Familiarity with the World Bank Group

Year comparison: Respondents in this year's Country Survey reported significantly higher levels of familiarity with the World Bank Group than in FY20:

Mean familiarity: FY23 = **7.1**;

FY20 = **6.1**.

Collaboration: Respondents who indicated that they collaborated with the WBG in FY23 reported significantly higher levels of familiarity with the institution's work:

Mean familiarity: Collaborate with the WBG = **7.9**

Do not collaborate with the WBG= **5.6**

Stakeholders: Respondents from the Government reported higher levels of familiarity with the WBG in FY23, but it did not reach statistical significance.

Mean Familiarity Rating

| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
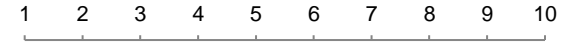
All Respondents **7.1**

Government **7.3**

Non-Government **6.9**

Statistically similar across stakeholder groups

Note:
Government respondents included: Office of the President / Prime Minister / Minister; Office of a Parliamentarian; Government Institution; and Local Government;

Non-Government respondents included: Bilateral / Multilateral Agency; Civil Society Organization; Private Sector; Academia/Research Institute/Think Tank; Media; and Other.

How familiar are you with the work of the World Bank Group in Albania?
Scale: 1-10 (1: Not familiar at all – 10: Extremely familiar) (FY23 N=130; FY20 N=349)

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Trust in Institutions

The World Bank Group (WBG) and the United Nations (UN) continued to be the most trusted institutions in Albania among those studied. The central government, local government, and the media were considered the least trusted institutions, according to respondents.

Stakeholder Analysis: Government respondents reported significantly higher trust in the WBG (mean = 8.8) compared to Non-Government respondents (mean = 7.8).


In this year's survey, 65% of respondents indicated that they collaborated with the WBG but only 46% collaborated in FY20. Because respondents who collaborate with the WBG tend to rate it more positively, analyses were conducted comparing FY23 to FY20 just among those who collaborate with the WBG to make sure the increased ratings over time were not due to the difference in the samples. Indeed, when just looking at ratings among those who collaborate with the WBG, respondents in FY23 rated their trust in the WBG, the IMF, the UN, the European Delegation, other development banks, and bilateral organizations significantly higher than in FY20; and respondents in FY23 rated their trust in the media significantly lower than those in FY20.

Mean Trust Rating

Scale: 1 to 10

Institution	FY23	FY20
The World Bank Group*	8.1	7.2
The United Nations*	7.9	6.7
Bilateral Organizations *	7.8	6.0
European Delegation*	7.8	6.5
The International Monetary Fund*	7.7	6.9
Other development banks*	7.6	6.3
Albania's Central Bank*	7.1	6.3
Private Sector*^	6.7	6.2
Academia	6.1	
Civil Society^	5.7	5.6
Parliament	5.7	
Central Government	5.6	5.4
Local Government	5.3	5.0
Media*^	4.6	5.3

■ FY23 ■ FY20

*Significantly different between years

To what extent do you trust each of the following groups to do what is right?
Scale: 1: To no degree at all – 10: To a very significant degree
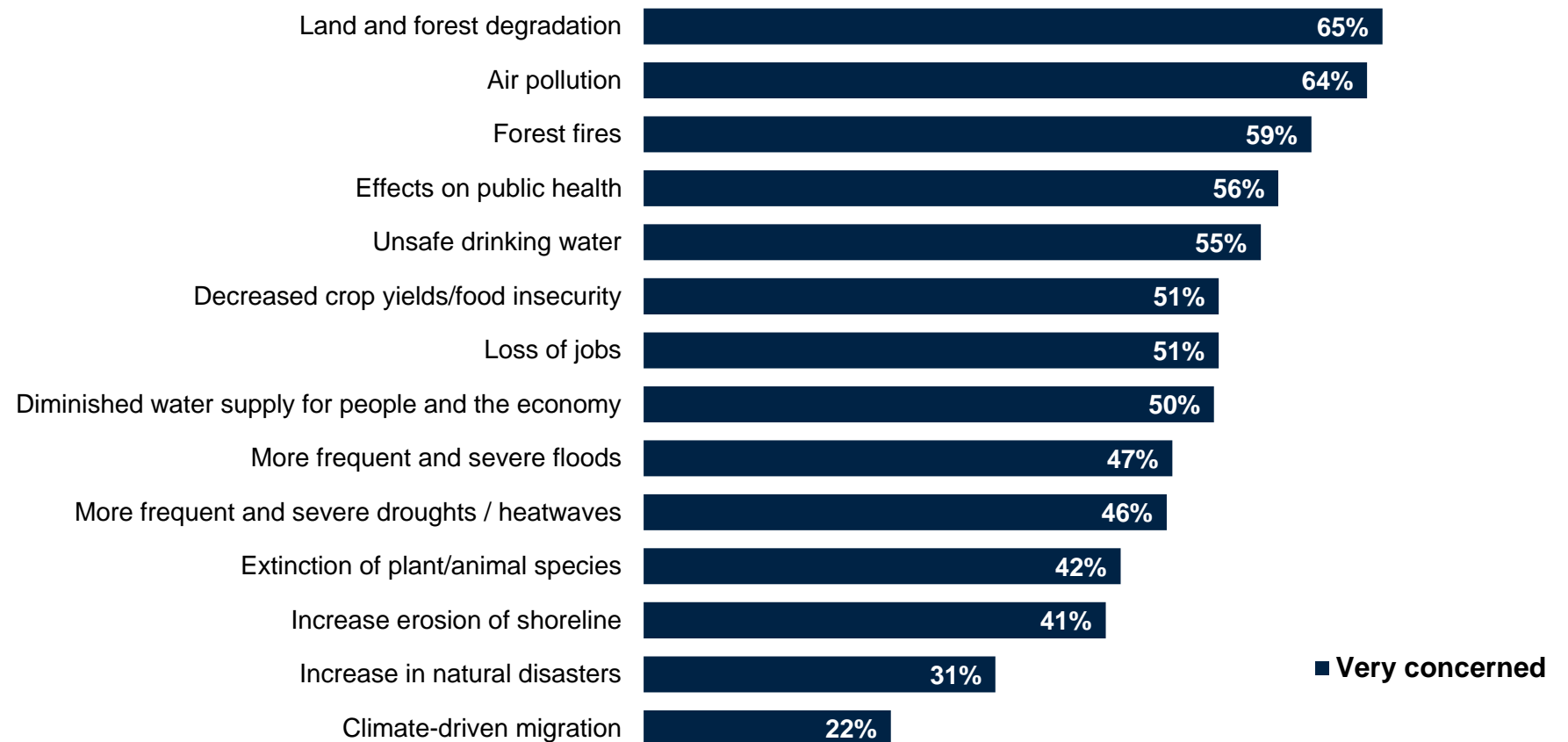^ "Private sector" was compared to the mean of "International private sector" and "Domestic private sector", "Civil society" was compared to the mean of "International civil society" and "Domestic civil society", and "Media" was compared to the mean of "Domestic traditional media", "International media", and "Web-based media" asked in FY20.

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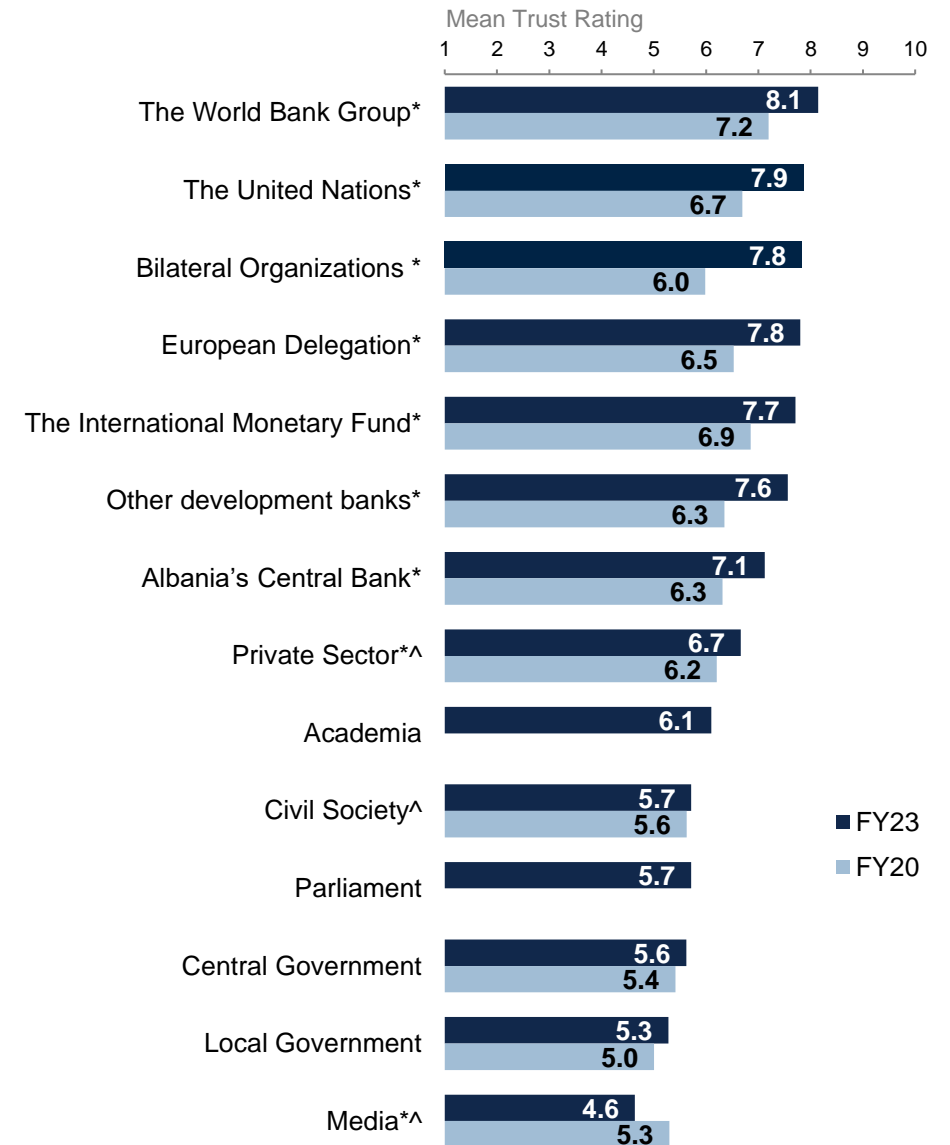
Country Opinion Surveys

Land/Forest Degradation and Air Pollution are Top Concerns in Relation to Climate Change

About two-thirds of respondents were very concerned about **land and forest degradation** (65%) and **air pollution** (64%) when it comes to the potential impacts of climate change in Albania. Respondents were also very concerned about the potential impact of climate change on **forest fires** (59%), **public health** (56%), and **unsafe drinking water** (55%).

Land and forest degradation	65%
Air pollution	64%
Forest fires	59%
Effects on public health	56%
Unsafe drinking water	55%
Decreased crop yields/food insecurity	51%
Loss of jobs	51%
Diminished water supply for people and the economy	50%
More frequent and severe floods	47%
More frequent and severe droughts / heatwaves	46%
Extinction of plant/animal species	42%
Increase erosion of shoreline	41%
Increase in natural disasters	31%
Climate-driven migration	22%

■ **Very concerned**

What is your level of concern for each of the potential impacts of climate change as it affects your country? (N=~120) (Only those who responded "Very concerned" are shown.)
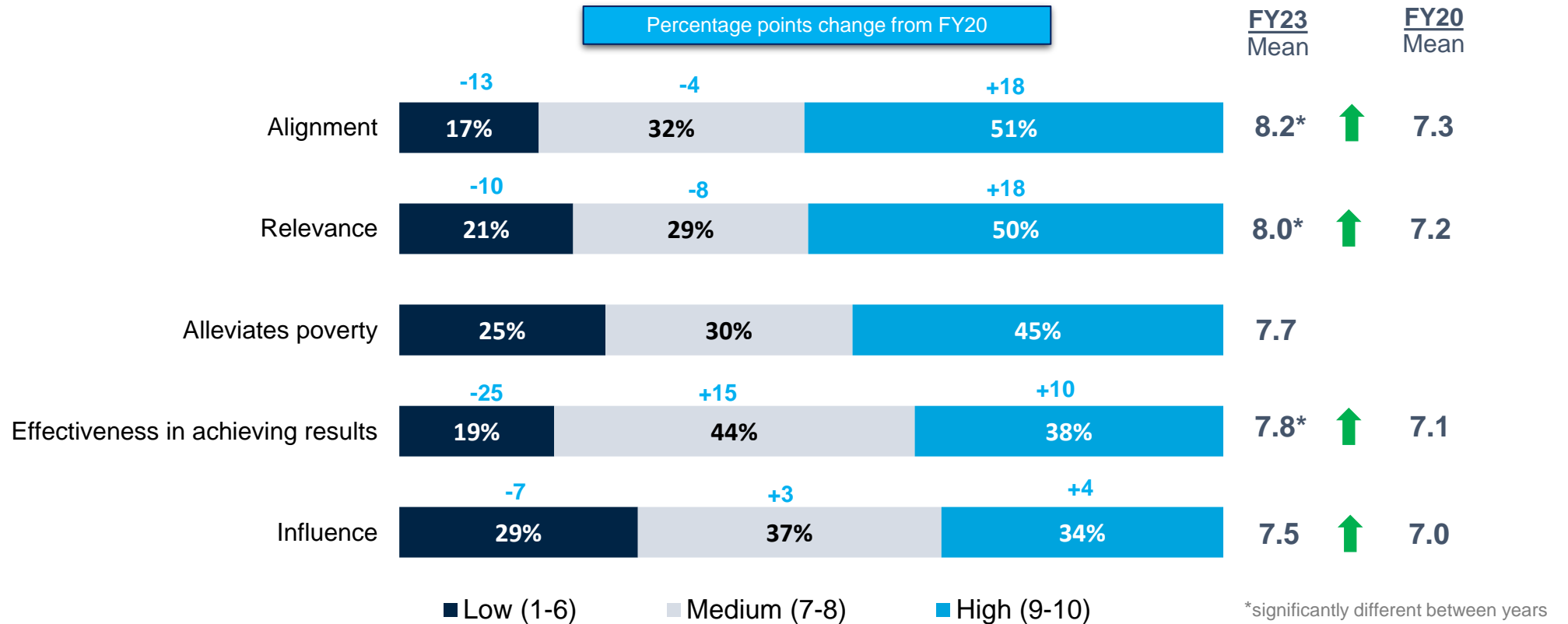
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Overall Attitudes toward the World Bank Group

Key Performance Indicators Have Improved

In FY23, respondents gave significantly higher ratings for the WBG's **alignment** with development priorities**, relevance** to development, and **effectiveness in achieving results** in Albania compared to FY20.

	Percentage points change from FY20			FY23 Mean		FY20 Mean

	Low (1-6)	Medium (7-8)	High (9-10)	FY23 Mean		FY20 Mean
Alignment	-13 / 17%	-4 / 32%	+18 / 51%	8.2*	↑	7.3
Relevance	-10 / 21%	-8 / 29%	+18 / 50%	8.0*	↑	7.2
Alleviates poverty	25%	30%	45%	7.7		
Effectiveness in achieving results	-25 / 19%	+15 / 44%	+10 / 38%	7.8*	↑	7.1
Influence	-7 / 29%	+3 / 37%	+4 / 34%	7.5	↑	7.0

■ Low (1-6) ■ Medium (7-8) ■ High (9-10)

*significantly different between years

The World Bank Group's work is aligned with what I consider the development priorities for Albania. Scale: 1-10 (1: Strongly disagree – 10: Strongly agree)
The World Bank Group currently plays a relevant role in development in Albania. Scale: 1-10 (1: Strongly disagree – 10: Strongly agree)
The World Bank Group's work helps alleviate poverty in Albania. Scale: 1-10 (1: Strongly disagree – 10: Strongly agree)
How effective has the World Bank Group been in achieving development results in Albania? Scale: 1-10 (1-Not effective at all, 10-Very effective)
To what extent does the World Bank Group influence the development agenda in Albania? Scale: 1-10 (1: To no degree at all– 10: To a very significant degree)
^In FY23, Effectiveness was compared with the mean score of the two questions asked in FY20:
Overall, please rate your impression of the World Bank Group's effectiveness in Albania. Scale: 1-10 (1: Not effective at all– 10: Very effective);
To what extent does the World Bank Group's work help to achieve development results in Albania? Scale: 1-10 (1: To no degree at all– 10: To a very significant degree)

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Overall Ratings for Indicator Questions

Year comparison: Respondents in this year's Country Survey reported significantly higher aggregated mean ratings for the indicator questions as in FY20:

Mean rating: FY23 = **7.8**

                    FY20 = **7.1**

Collaboration: Respondents who indicated that they collaborate with the WBG had significantly higher aggregated mean ratings for the indicator questions:

Mean rating: Collaborate with the WBG = **8.1**

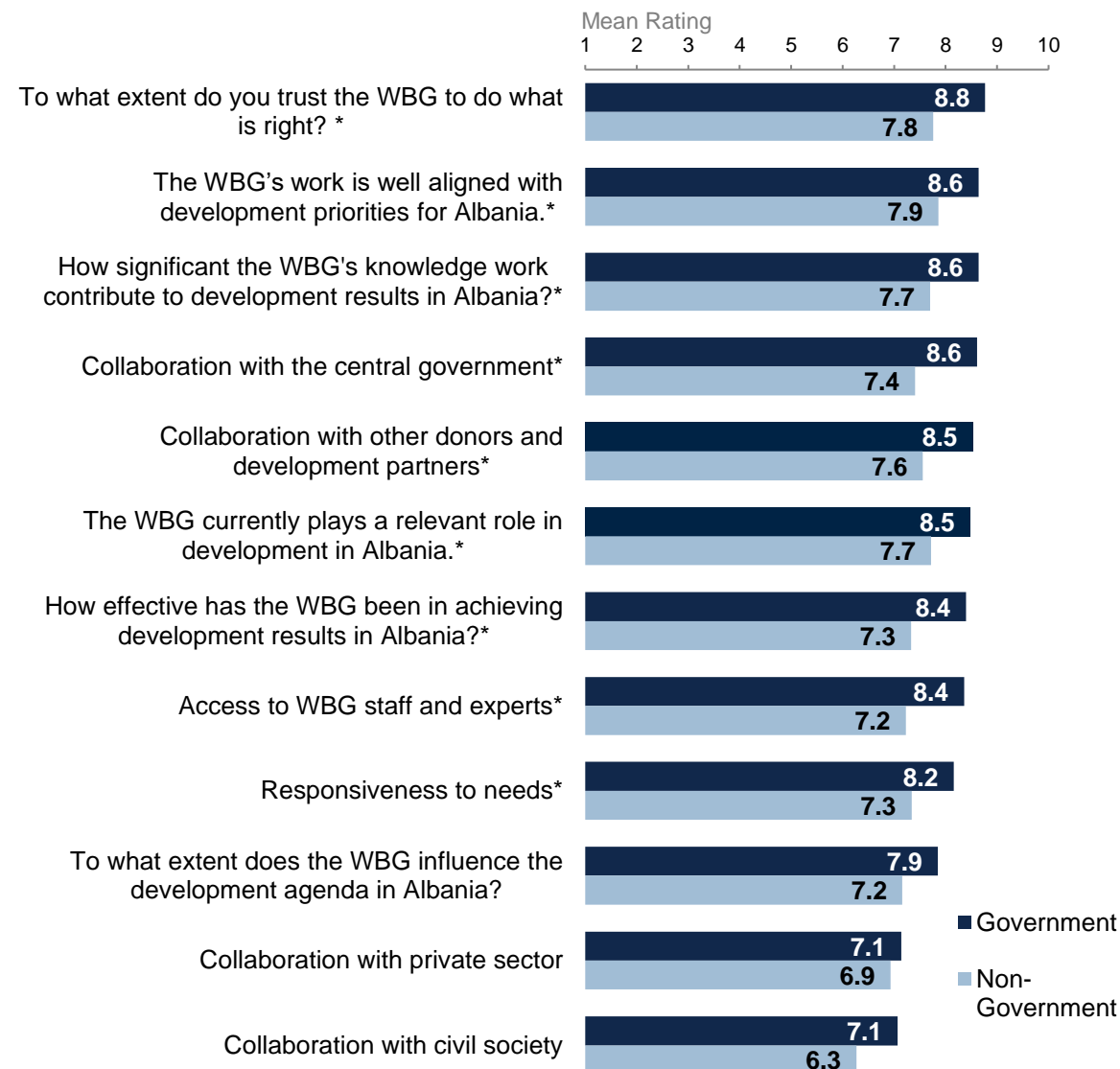   Do not collaborate with the WBG= **7.1**

Stakeholders: Government respondents had significantly higher aggregated mean ratings compared to Non-Government respondents:

Mean rating: Government = **8.4**

                    Non-Government = **7.4**.

Mean Ratings for the twelve COS Indicator Questions by Stakeholder Groups on a Scale from 1 to 10.
Details about these selected indicators are at the end of this report.

Government respondents included: the Office of the President / Prime Minister / Minister; Office of a Parliamentarian; Government Institution; and Local Government;
Non-Government respondents included: Bilateral / Multilateral Agency; Civil Society Organization; the Private Sector; Academia/Research Institute/Think Tank; Media; and Other.

Mean Rating

| Question	Government	Non-Government
To what extent do you trust the WBG to do what is right? *	8.8	7.8
The WBG's work is well aligned with development priorities for Albania.*	8.6	7.9
How significant the WBG's knowledge work contribute to development results in Albania?*	8.6	7.7
Collaboration with the central government*	8.6	7.4
Collaboration with other donors and development partners*	8.5	7.6
The WBG currently plays a relevant role in development in Albania.*	8.5	7.7
How effective has the WBG been in achieving development results in Albania?*	8.4	7.3
Access to WBG staff and experts*	8.4	7.2
Responsiveness to needs*	8.2	7.3
To what extent does the WBG influence the development agenda in Albania?	7.9	7.2
Collaboration with private sector	7.1	6.9
Collaboration with civil society	7.1	6.3

■ Government
■ Non-Government

*Significantly different between Government and Non-Government respondents

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The WBG's Knowledge Work

Across all respondents, perceptions of the significant contribution of WBG knowledge work and activities to development results in Albania have improved significantly compared to FY20. When examining only those respondents who collaborate with the WBG, perceptions have also improved, although they did not reach statistical significance (FY23 mean = 8.5; FY20 mean = 8.0).

Mean Rating

| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |

Significant contribution of
the WBG's knowledge work and activities*
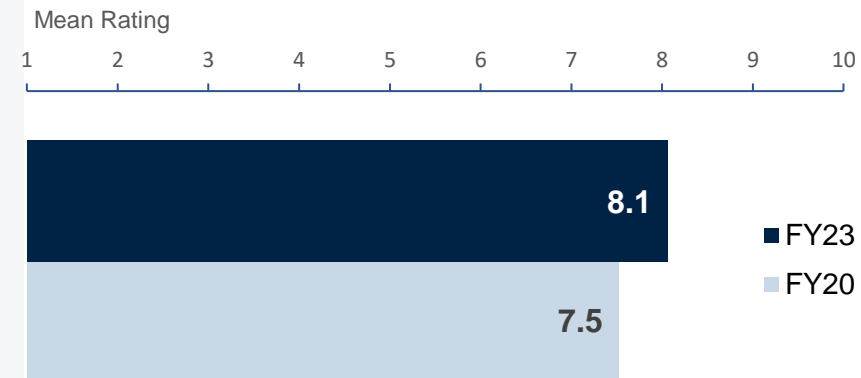
8.1 ■ FY23

7.5 ■ FY20

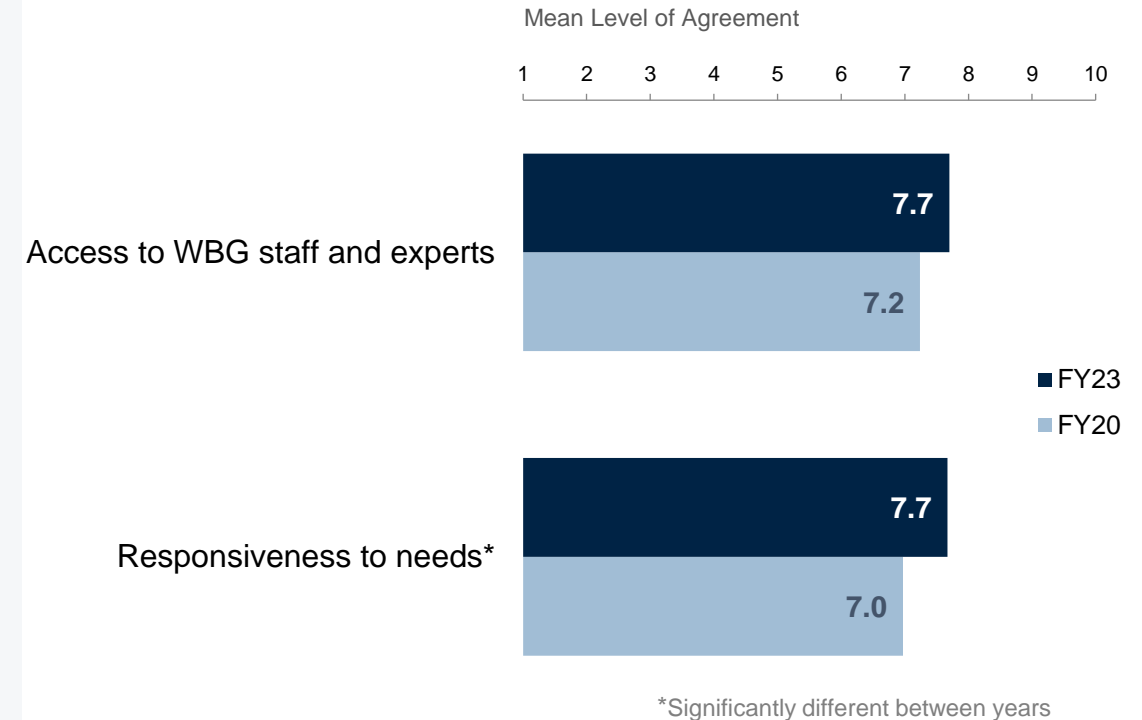*Significantly different between years

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World Bank Group's Work and Engagement on the Ground

The WBG's Accessibility and Responsiveness

Across all respondents, perceptions of the WBG's **responsiveness to needs** significantly improved compared to FY20. Respondents continued to rate the **accessibility to WBG's staff and experts** highly.

When examining only those respondents who collaborate with the WBG, perceptions still improved; however, it did not reach statistical significance (access to WBG mean, FY23 = 8.3 and FY20 = 7.9; responsiveness mean, FY23 = 8.1q and FY20 = 7.6).

Stakeholders: Government respondents reported significantly higher ratings for the WBG's responsiveness to needs (mean = 8.2) and access to WBG staff (mean = 8.4) compared to Non-Government respondents (mean = 7.3 and 7.2, respectively).

Mean Level of Agreement

| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |

Access to WBG staff and experts
- FY23: 7.7
- FY20: 7.2

■ FY23
■ FY20

Responsiveness to needs*
- FY23: 7.7
- FY20: 7.0

*Significantly different between years

To what extent is the World Bank Group an effective development partner in Albania, in terms of each of the following?, Scale: 1-10 (1: To no degree at all – 10: To a very significant degree)
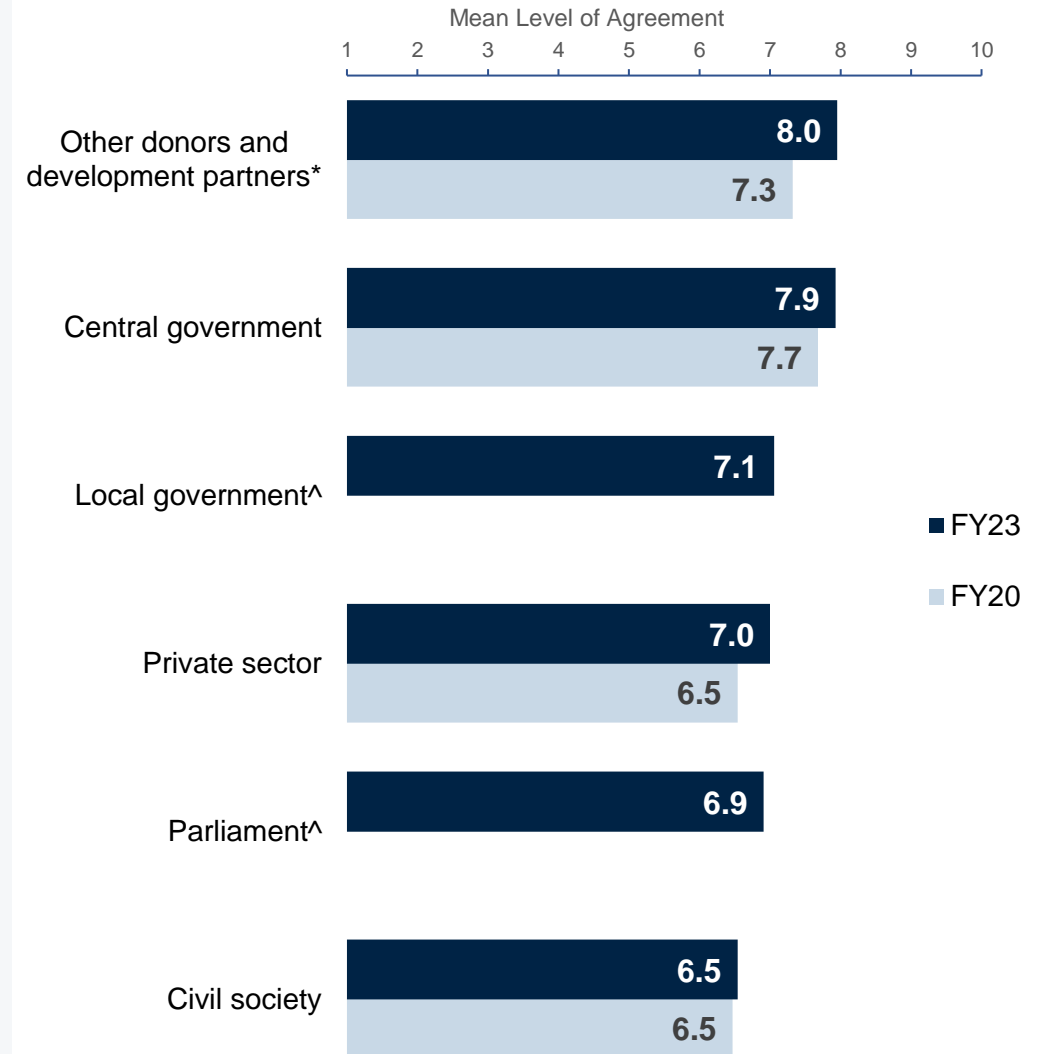
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The WBG as a Development Partner and Collaborator

Respondents gave the highest mean ratings for the WBG's collaboration with **other donors and development partners**, which significantly improved compared to FY20. Respondents also rated the WBG's collaboration with the **central government** highly.

When examining only those respondents who collaborate with the WBG, ratings for the WBG's collaboration with other donors trended in the same direction but did not reach statistical significance. (FY23 mean = 8.2; FY20 mean = 7.7).

Stakeholders: Government respondents reported significantly higher mean ratings for the WBG's collaboration with the central government (mean = 8.6), local government (mean = 7.5), and other donors and development partners (mean = 8.5), compared to Non-Government respondents (mean = 7.4, 6.7, and 7.6, respectively).

Mean Level of Agreement

Group	FY23	FY20
Other donors and development partners*	8.0	7.3
Central government	7.9	7.7
Local government^	7.1	
Private sector	7.0	6.5
Parliament^	6.9	
Civil society	6.5	6.5

■ FY23
■ FY20

*Significantly different between years
^Not asked in FY20

To what extent is the WBG an effective development partner in Albania, in terms of collaborating with the following groups: (1-Strongly disagree, 10-Strongly agree)
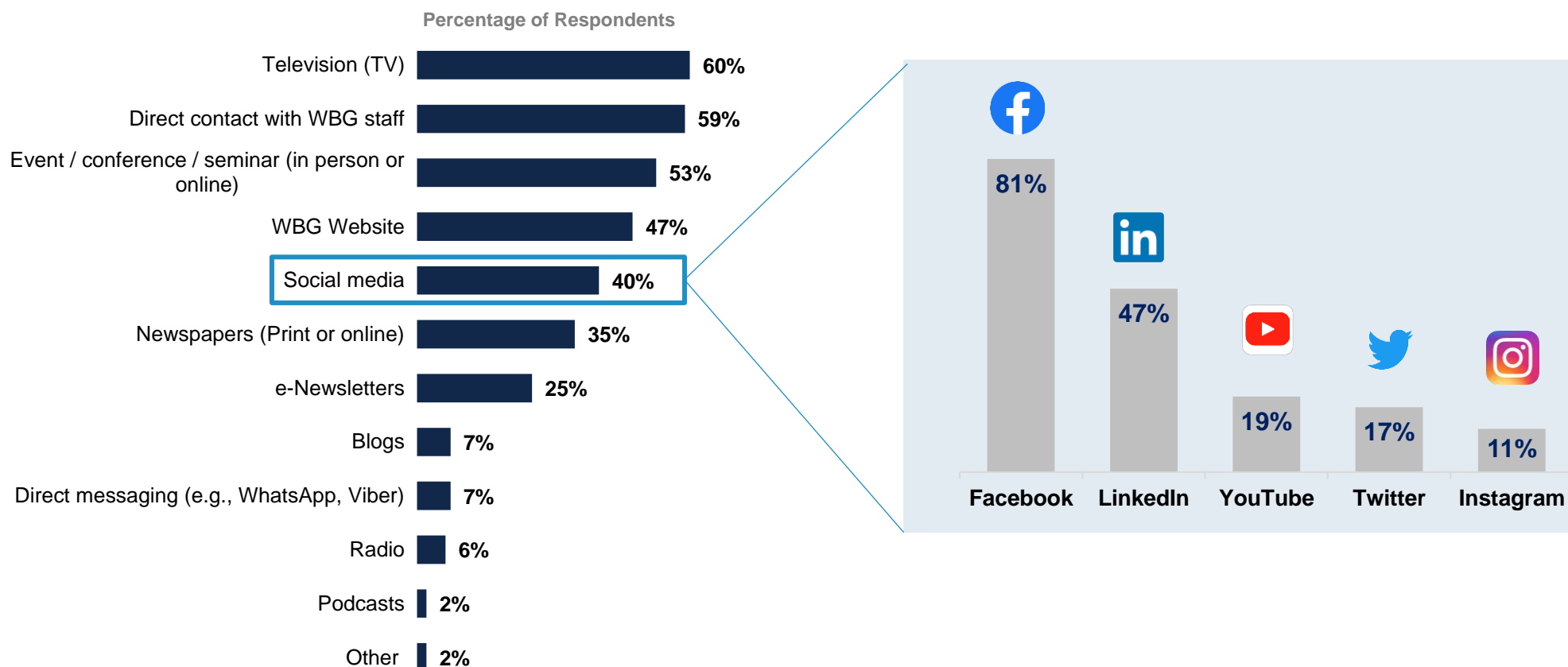
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Communications and Outreach

Stakeholders' Engagement with the WBG

77% of respondents recalled hearing or seeing something about the WBG in the last 30 days. Those who collaborate with the WBG were significantly more likely to recall hearing or seeing something (90%) than those who don't collaborate (55%).
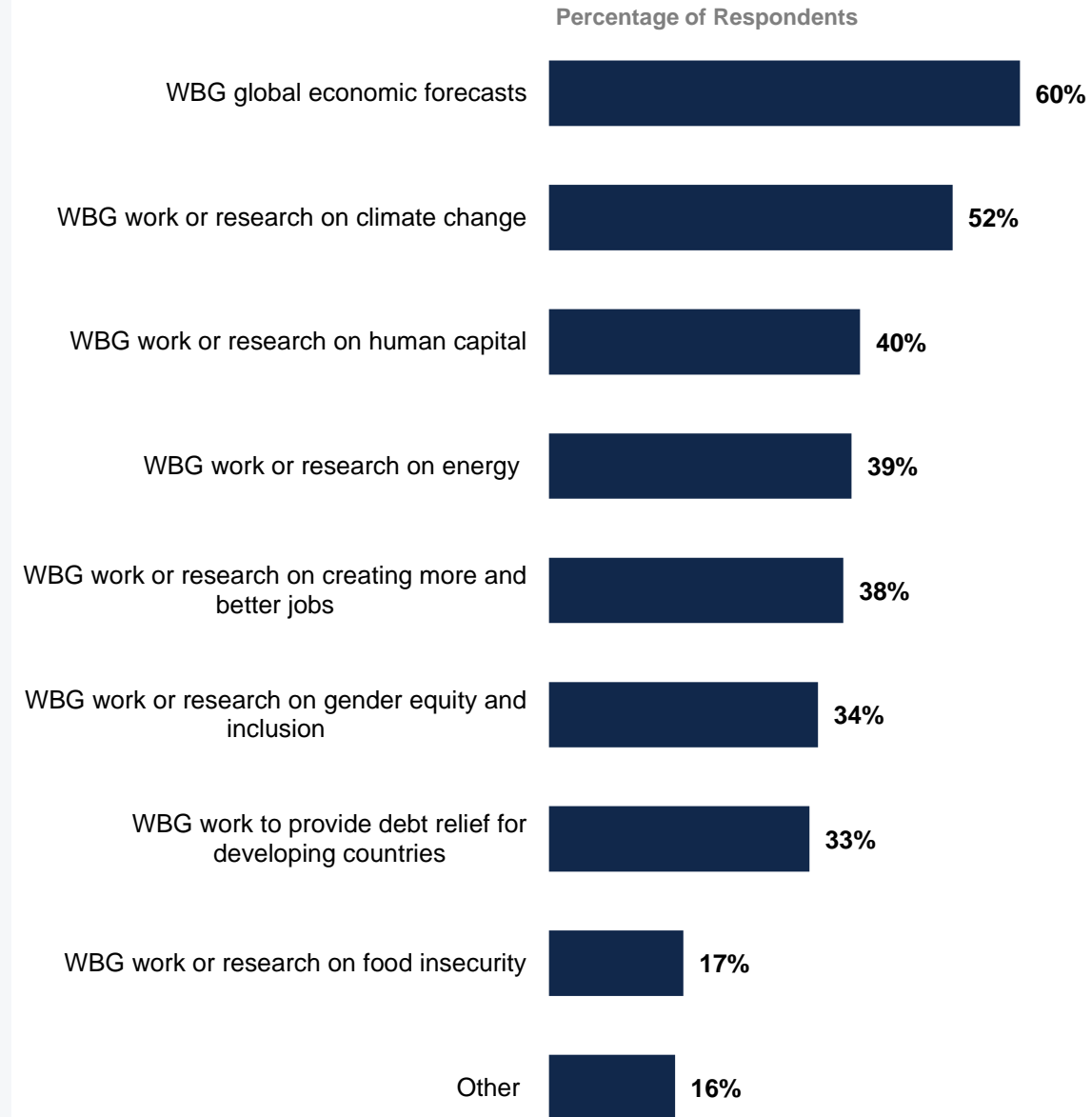
Of these respondents, 6 in 10 recalled hearing or seeing something about the WBG on **Television** or through **direct contact with WBG staff.** Respondents who reported seeing information on **social media** (40%), predominantly utilized **Facebook.**

Percentage of Respondents

Source	Percentage
Television (TV)	60%
Direct contact with WBG staff	59%
Event / conference / seminar (in person or online)	53%
WBG Website	47%
Social media	40%
Newspapers (Print or online)	35%
e-Newsletters	25%
Blogs	7%
Direct messaging (e.g., WhatsApp, Viber)	7%
Radio	6%
Podcasts	2%
Other	2%

Platform	Percentage
Facebook	81%
LinkedIn	47%
YouTube	19%
Twitter	17%
Instagram	11%

Do you recall seeing or hearing anything about the WBG in the last 30 days? (N=123)
Where do you recall seeing or hearing this information? (Check all that apply) (N=95)
What social media platforms do you recall seeing this information on? (Check all that apply) (N=36)
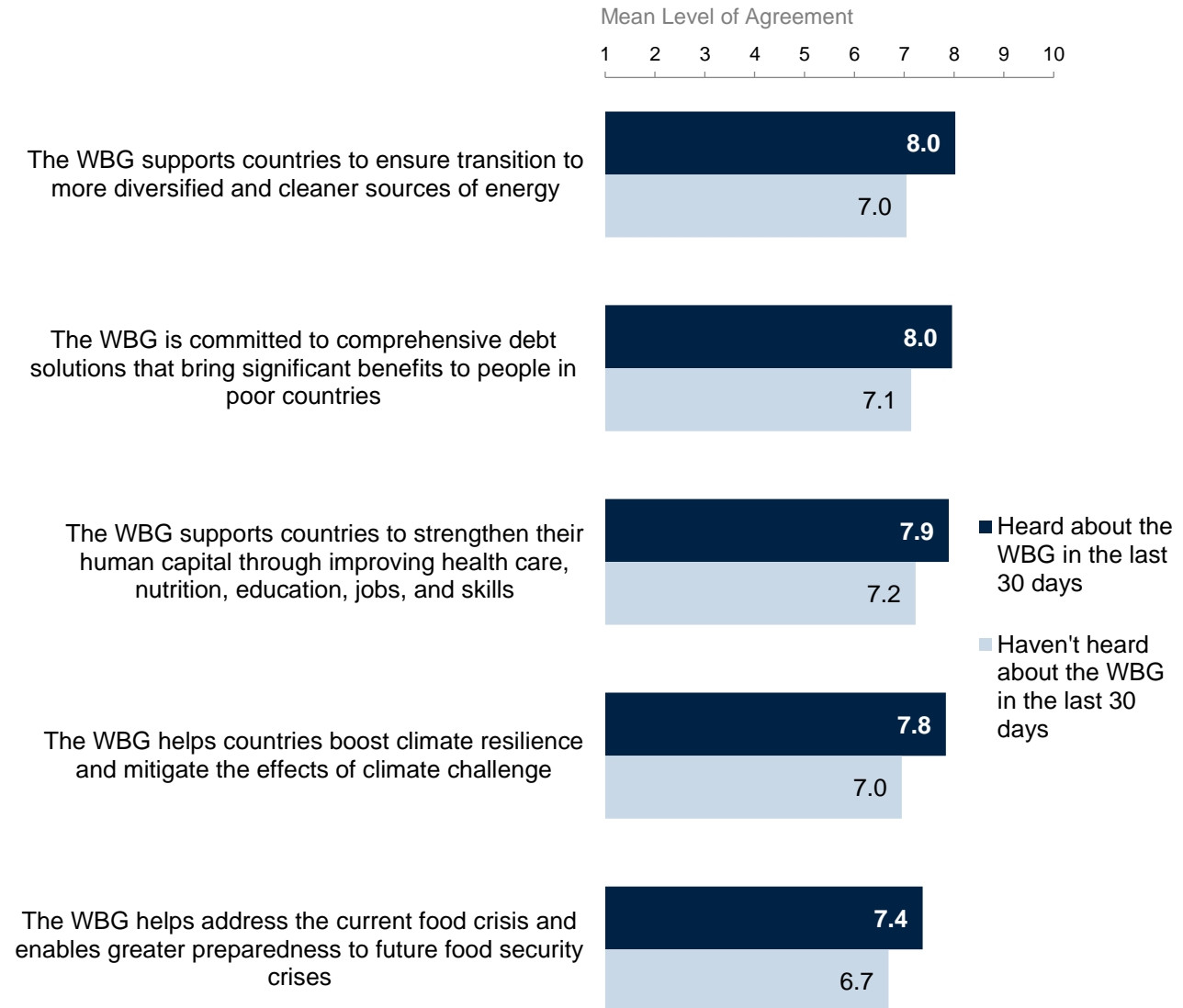
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Topics Recalled

Of those respondents who recalled seeing or hearing something about the WBG in the last 30 days, more than half recalled seeing or hearing about **WBG global economic forecasts** (60%), and **WBG work or research on climate change** (52%).

Percentage of Respondents

Topic	Percentage
WBG global economic forecasts	60%
WBG work or research on climate change	52%
WBG work or research on human capital	40%
WBG work or research on energy	39%
WBG work or research on creating more and better jobs	38%
WBG work or research on gender equity and inclusion	34%
WBG work to provide debt relief for developing countries	33%
WBG work or research on food insecurity	17%
Other	16%

What topics were included in what you saw or heard? (Check all that apply) (N=93)

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Message Recall and Perceptions of WBG Work

The agreement that the WBG **supports countries to ensure the transition to more diversified and cleaner sources of energy** was highest across all respondents (mean = 7.8).

Those respondents who recalled seeing or hearing something about the WBG in the last 30 days tended to have higher levels of agreement on key messages regarding the WBG's work (see the chart on the right), although these differences did not reach statistical significance.
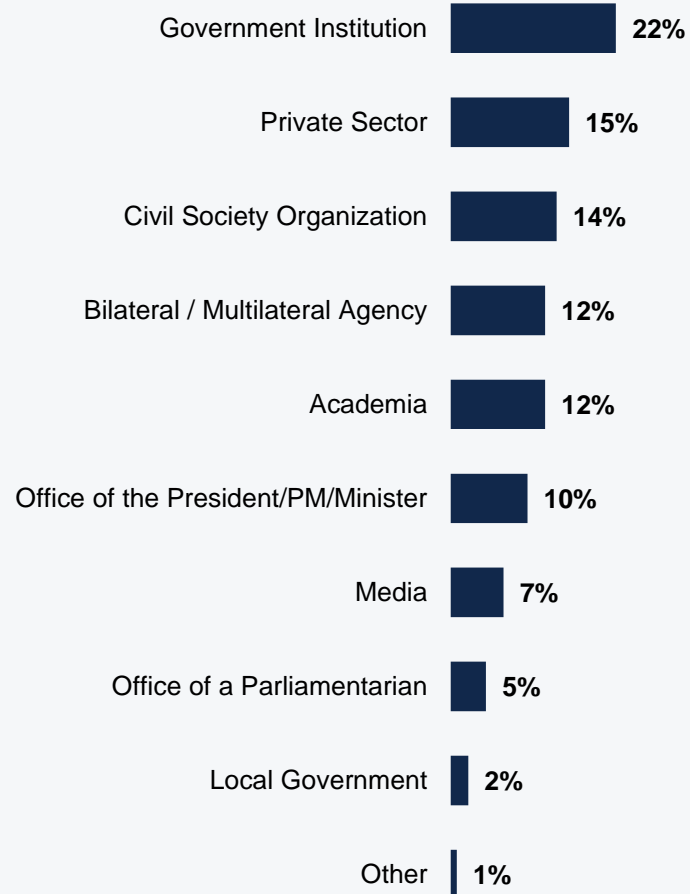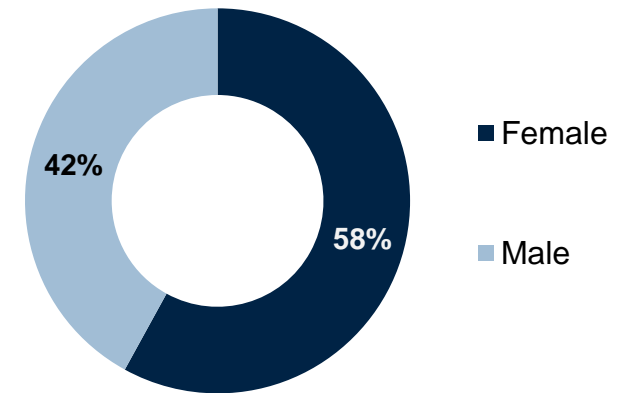
Mean Level of Agreement

1 2 3 4 5 6 7 8 9 10

The WBG supports countries to ensure transition to more diversified and cleaner sources of energy
- 8.0
- 7.0

The WBG is committed to comprehensive debt solutions that bring significant benefits to people in poor countries
- 8.0
- 7.1

The WBG supports countries to strengthen their human capital through improving health care, nutrition, education, jobs, and skills
- 7.9
- 7.2

The WBG helps countries boost climate resilience and mitigate the effects of climate challenge
- 7.8
- 7.0

The WBG helps address the current food crisis and enables greater preparedness to future food security crises
- 7.4
- 6.7

■ Heard about the WBG in the last 30 days

■ Haven't heard about the WBG in the last 30 days

Do you recall seeing or hearing anything about the WBG in the last 30 days? (N = 123)
To what extent do you agree with the following statements: Scale: 1-10 (1: To no degree at all – 10: To a very significant degree)

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Sample Demographics

Respondent Profile: Affiliation, Gender

Current Affiliation

Percentage of Respondents

Affiliation	Percentage
Government Institution	22%
Private Sector	15%
Civil Society Organization	14%
Bilateral / Multilateral Agency	12%
Academia	12%
Office of the President/PM/Minister	10%
Media	7%
Office of a Parliamentarian	5%
Local Government	2%
Other	1%

Gender

- Female: 58%
- Male: 42%

Which of the following best describes your current affiliation? (Select only 1 response) (N=130)
What's your gender? (N=130)

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Respondent Profile: Collaboration with the WBG

Collaboration with the WBG

- ■ Yes
- ■ No

35%

65%
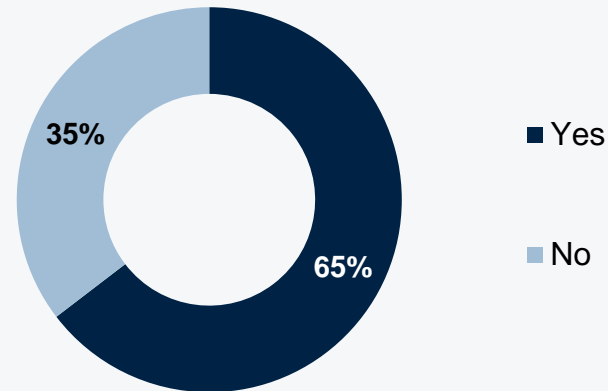
Collaboration Institution

The World Bank (IBRD/IDA) **91%**

The International Finance Corporation (IFC) **8%**

The Multilateral Investment Guarantee Agency (MIGA) **1%**
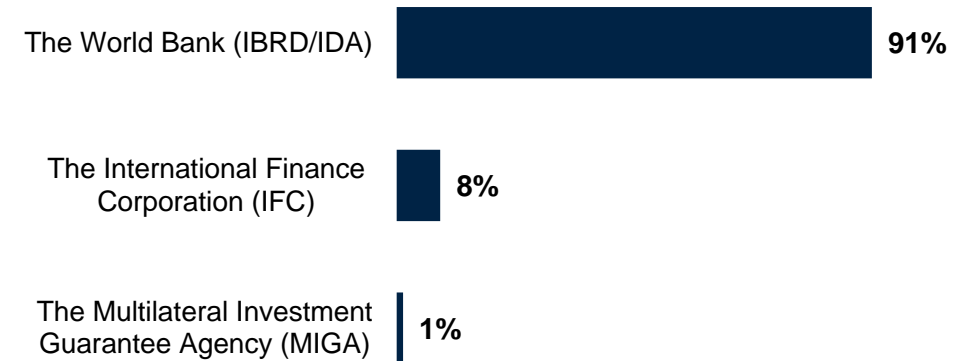
Currently, do you professionally collaborate/work with the World Bank Group (IBRD, IFC, MIGA, ICSID) in your country? (N=130)
Which of the following agencies of the World Bank Group do you primarily collaborate/work with in Albania? (Select only 1 response) (N=84)

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Methodology

Methodology

From April 2023 to June 2023, a total of **476** stakeholders of the WBG in Albania were invited to provide their opinions on the WBG's work in the country by participating in a Country Opinion Survey (COS). Participants were drawn from the Office of the President, Prime Minister, or Minister; Office of a Parliamentarian; government institutions; local governments; bilateral / multilateral agencies; private sector; civil society; academia, research institutes, think tanks; and the media.

A total of 130 stakeholders participated in the survey (27% response rate). Respondents completed the questionnaire via an online platform.

Every country that engages in the COS must include specific indicator questions; several of them are aggregated for the World Bank Group's annual Corporate Scorecard (please refer to the Indicator questions section of this report.

Statistical Analysis

Scale bucketing:
When mentioning **Low, Medium,** and **High** in the scales throughout this report: 1-6 is low; 7-8 is medium; and 9-10 is high.

Statistical significance:
Key statistically significant findings are denoted with an asterisk (*) throughout the report or discussed in the descriptions of the charts. Significance is measured at *p*-value < .05

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Comparison of FY20 and FY23

The results of this year's Country Survey were compared to those of the Country Survey conducted in FY20 (with a response rate of 60%, N=393).

Comparing responses across Country Surveys reflects changes in attitudes over time, as well as changes in respondent samples and changes to the survey instrument itself. To reduce the influence of the latter factor, only those questions with similar response scales/options are analyzed.

The distribution of the stakeholder groups in the final samples for the FY20 and FY23 Country Surveys is listed in the table on the right.

Additionally, this year, the COS project utilized the Pulse Survey format, which is a shorter version conducted entirely online by the COS team. The list of respondents was identified and provided solely by the country team, which indicates a shift in the stakeholder composition compared to FY20. In the previous survey, at least 20% of the respondents were provided by a local fielding agency.

These differences in the stakeholder composition between the two years should be taken into consideration when interpreting the results of the past-year comparison analyses.

Percentage of Respondents	FY 2020	FY 2023
High-level government office: Office of the President, Prime Minister, Minister, Parliamentarian	10%	15%
Government institutions: Employee of a Ministry / Ministerial department / Project implementation unit / Independent government institution (e.g., Central bank, regulatory or oversight agency) / Judiciary / State-owned enterprise	24%	22%
Local government	10%	2%
Bilateral/multilateral agency: embassy, development organization, development bank, UN agency	9%	12%
Civil Society Organization: NGO/ community-based organization, private foundation, faith-based group, professional/trade association, and youth group	16%	14%
Private Sector: private company, financial sector organization, private banks	16%	15%
Academia/Research Institute/Think Tank	5%	12%
Media	7%	7%
Other	3%	1%
Total Number of Respondents	393	130

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Indicator questions

A1_5. To what extent do you trust the World Bank Group to do what is right? Scale: 1-10 (1: To no degree at all – 10: To a very significant degree)

A2. How effective has the World Bank Group been in achieving development results in Albania?

A3. The World Bank Group currently plays a relevant role in development in Albania, Scale: 1-10 (1: Strongly disagree – 10: Strongly agree)

A4. The World Bank Group's work is aligned with what I consider the development priorities for Albania, Scale: 1-10 (1: Strongly disagree – 10: Strongly agree)

A6. To what extent does the World Bank Group influence the development agenda in Albania? Scale: 1-10 (1: To no degree at all– 10: To a very significant degree)

A7. How significant a contribution do you believe the World Bank Group's knowledge work and activities make to development results in your country? Scale: 1-10 (1: Not significant at all – 10: Very significant)

To what extent is the World Bank Group an effective development partner in Albania, in terms of each of the following? – Scale: 1-10 (1: To no degree at all – 10: To a very significant degree)

B1. Responsiveness to needs, **B2.** Access to WBG staff and experts,

To what extent is the WBG an effective development partner in Albania, in terms of collaborating with the following groups: – Scale: 1-10 (1: To no degree at all – 10: To a very significant degree)

B3. Collaboration with the national government

B4.Collaboration with the private sector

B5.Collaboration with civil society

B6. Collaboration with other donor and development partners

Note: Corporate Scorecard questions are highlighted in **RED**

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