



Country Opinion Surveys

FY 2024 Papua New Guinea Country Opinion Survey Report

Acknowledgements

The PNG Country Opinion Survey is part of the Country Opinion Survey Program series of the World Bank Group. This report was prepared by the Business Intelligence (BI) team, led by José De Buerba (Senior External Affairs Officer) and Svetlana Markova (Senior External Affairs Officer). Yulia Danilina, Jessica Cameron, Nan Lin, and Sofya Gubaydullina oversaw the design, reporting, and analysis of the survey results. Noreen Wambui and Irina Popova provided data support.

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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 PNG perceive the WBG. The survey explored the following questions:

- 1. Overall Context:** How familiar are they with the WBG? How much do they trust the WBG?
- 2. Key Indicators:** What opinion do key stakeholders have of the WBG regarding its effectiveness, relevance, alignment with PNG's development priorities, and other key indicators? Are opinions improving or declining?
- 3. Development Priorities:** What areas of development are perceived to be the most important? Have the priorities changed over the past three years? How effective is the WBG perceived to be in these areas?
- 4. Engagement on the Ground:** How is the WBG perceived as a development partner in PNG? Are opinions improving or declining?
- 5. Financial Instruments and Knowledge Work:** What do key stakeholders value the most regarding the WBG's work in PNG? What opinion do key stakeholders have of WBG financial instruments and knowledge products? Are opinions improving or declining? What are stakeholders' suggestions for improving WBG's effectiveness?
- 6. Communication and Outreach:** What are the preferred communication channels? Are there differences among stakeholder groups in terms of preferred channels?
- 7. Message Recall:** What key topics that the WBG communicates do stakeholders recall? Is there a relationship between message recall and views of the WBG's work?



Methodology Overview

■ Fielded June – July 2024

- 632 potential participants were asked to complete a mostly quantitative survey
- Respondents completed the questionnaire online
- List of names provided by the WBG country team and supplemented by the field agency
- Process managed on the ground by the field agency

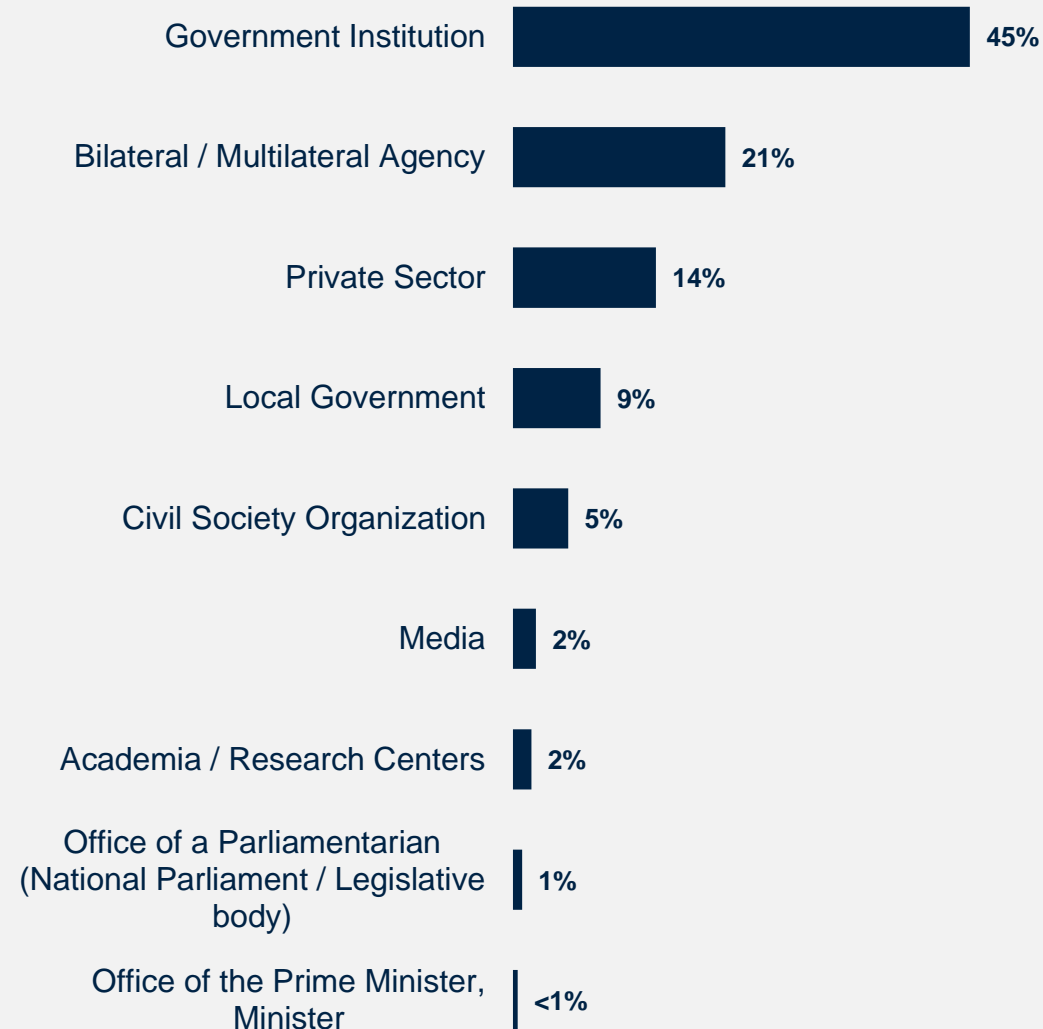
■ 219 participants (35% response rate)

- 76% from Port Moresby (National Capital District)
- 76% currently collaborate with the WBG

■ Compared to FY21 Country Survey

- 65 participants (53% response rate)
- Respondents completed the questionnaire online
- 70% collaborated with the WBG

Click [here](#) for details of the Respondent Sample and Methodology.



What is your primary professional affiliation? (Select only 1 response)
(Percentage of Respondents, N=219)



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Overall Context

“WB needs to be culturally, socially, and politically aware of the diverseness of PNG. While WB has international experiences, these may not be applicable to the PNG context unless an extensive assessment is done taking into account the cultural, social, and political dynamics in order to put a program that is relevant and tailored to our situation.”

(Government Institution Respondent)

“Understanding PNG context, which is so rich and diverse, is the greatest challenge to overcome. Each province, district, village, tribe, clan, family, and individual is unique. For the strategy and objectives to be effective, focus on the multitude who will make it work. The bottom-up approach is time-consuming, has enormous logistical constraints, is resource-heavy, and so forth. However, when delivered through the appropriate mechanism, with the right personnel who are equipped and well-trained, the PNG development index can improve.”

(Civil Society Respondent)



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In your opinion, what is the most important thing the WBG could do to help increase its effectiveness in PNG? (N=167)

Significantly Improved Familiarity with the WBG

- **Comparison of FY21 and FY24:** Respondents in this year's Country Survey reported significantly higher levels of familiarity with the World Bank Group (WBG) compared to respondents in the FY21 Country Survey:

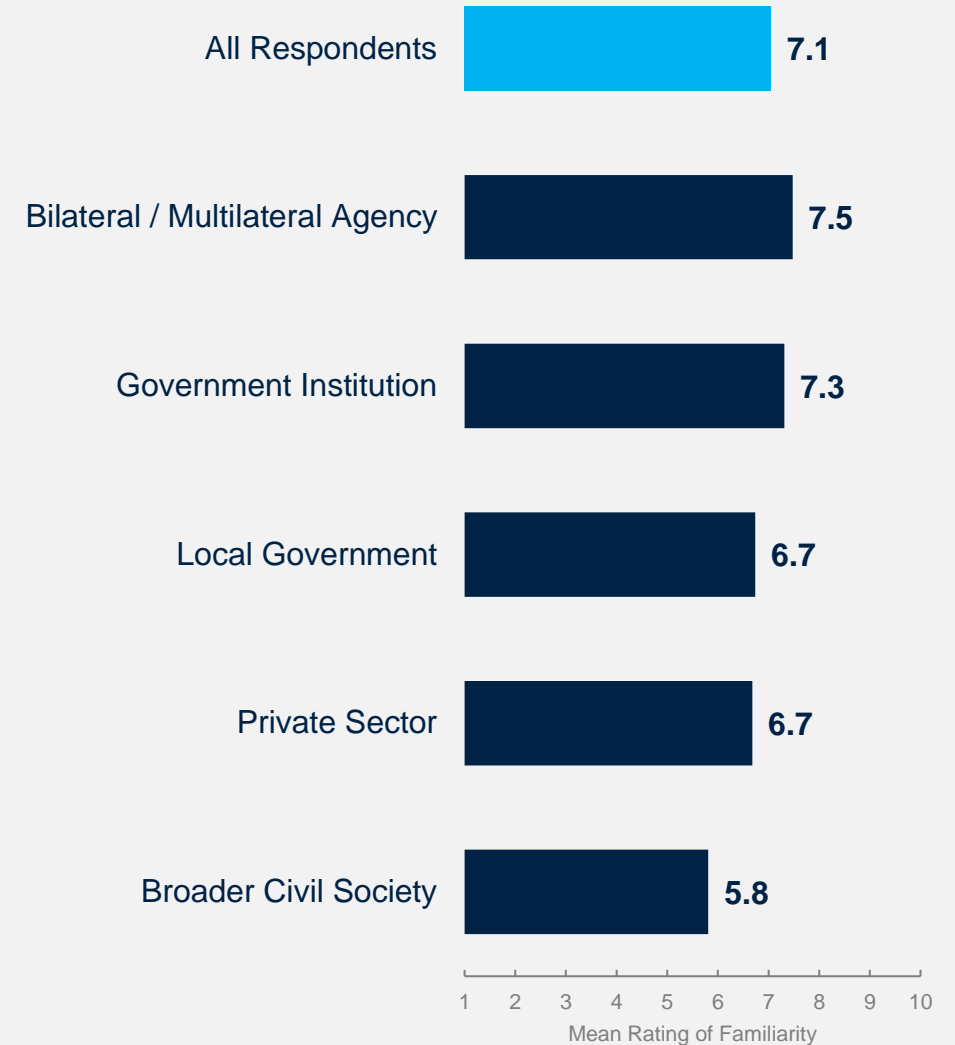
Mean familiarity: **FY24 = 7.1**
 FY21 = 6.1

- **Collaboration with the WBG:** Respondents who indicated that they collaborate with the WBG reported significantly higher levels of familiarity with the institution's work:

Mean familiarity: **Collaborate with WBG = 7.4**
 Do not collaborate = 5.9

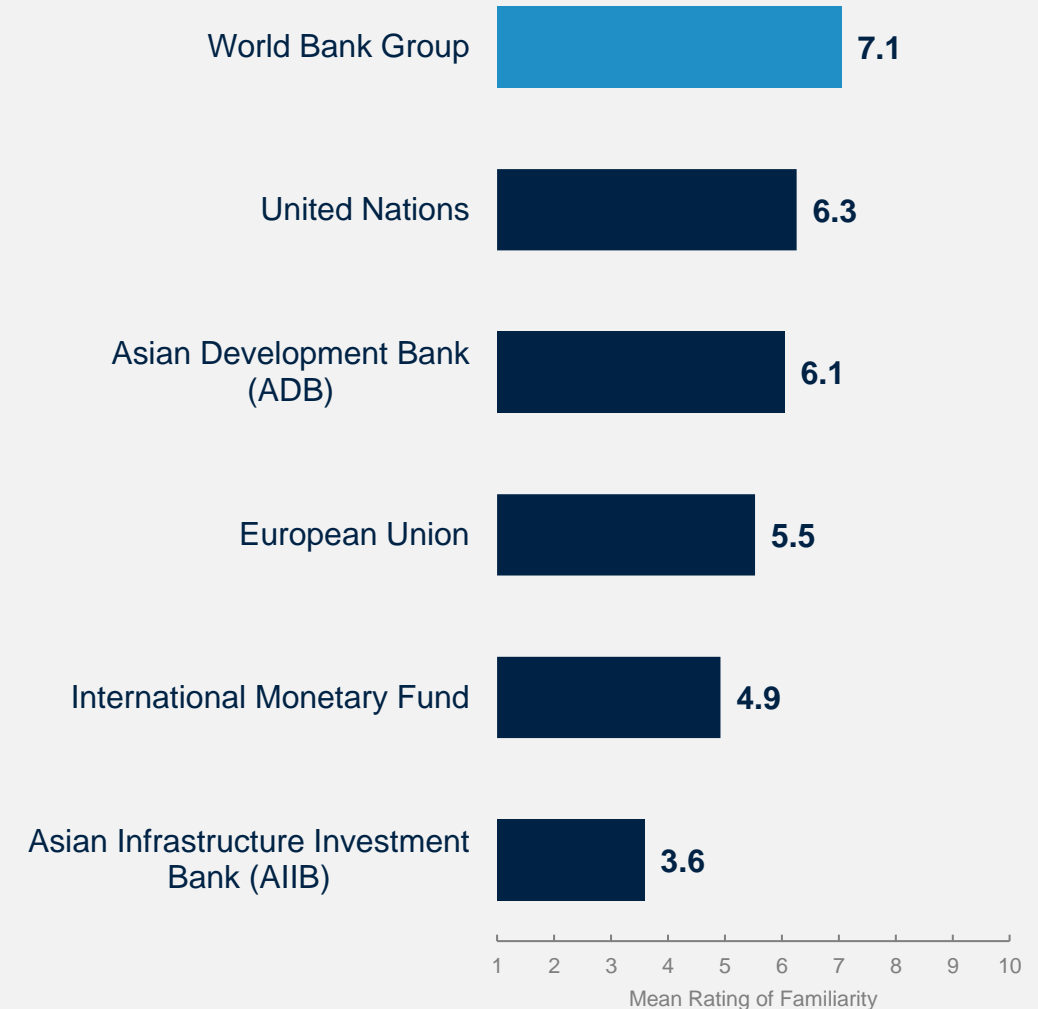
- **Stakeholders:** Respondents from bilateral/multilateral agencies indicated the highest levels of familiarity with the WBG, whereas respondents from the broader civil society reported significantly lower levels of familiarity with the work of the WBG.

Note: Broader Civil Society included respondents from Civil Society Organizations, Academia / Research Centers, and Media.



Stakeholders Most Familiar with the WBG

- Respondents in this year's Country Survey were asked to indicate their familiarity with the work of several international organizations and the World Bank Group. Of these organizations, respondents in PNG indicated the highest levels of familiarity with the work of the WBG, followed by the United Nations (UN) and the Asian Development Bank (ADB). Respondents were least familiar with the work of the Asian Infrastructure Investment Bank (AIIB) in PNG.

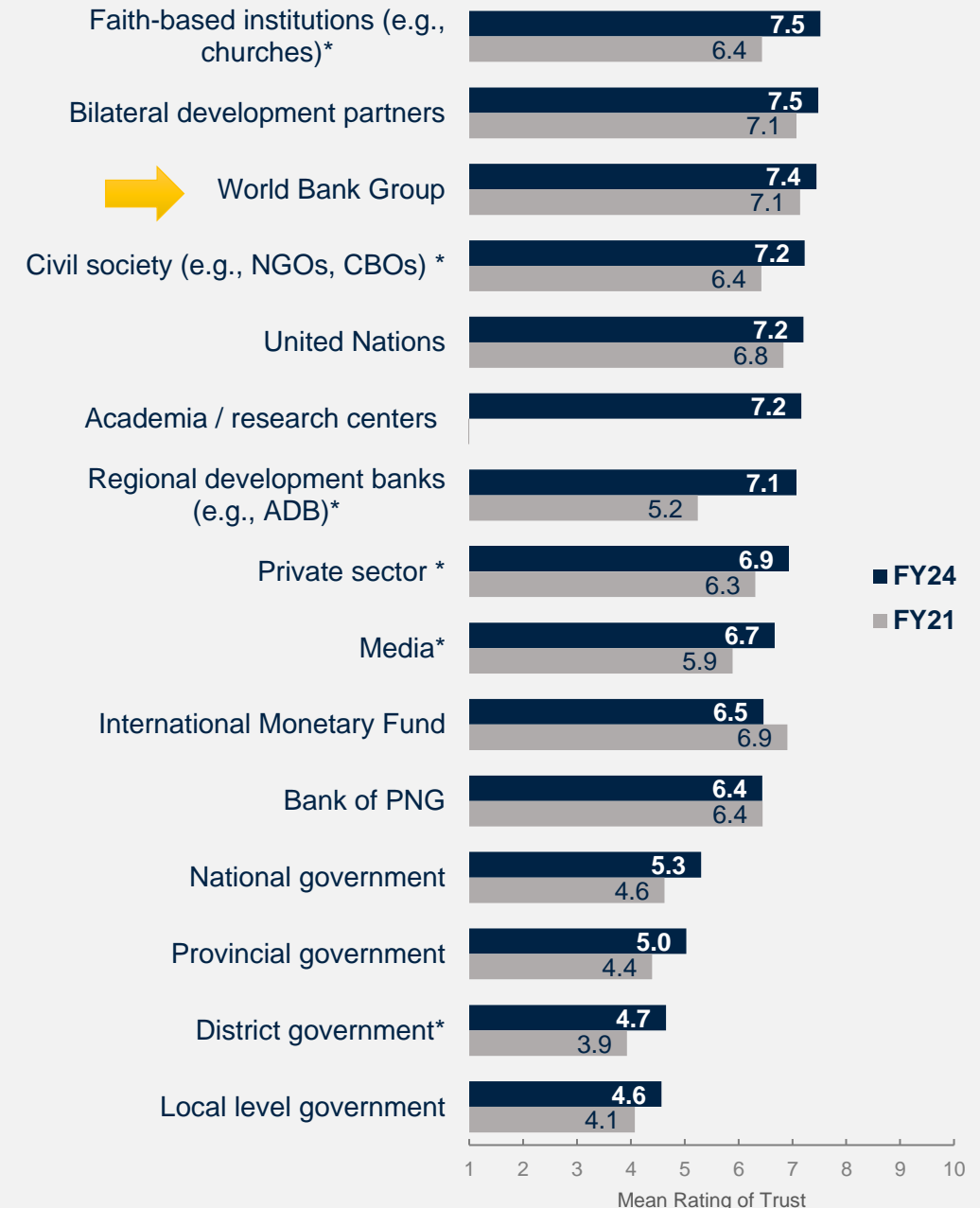


The WBG Among the Most Trusted Institutions

Respondents in PNG gave the **highest trust ratings for faith-based institutions, bilateral development partners, and the WBG**. Of note, trust ratings for faith-based institutions, civil society, regional development banks, the private sector, the media, and district government were significantly improved in FY24 compared to the FY21 survey.

Despite improved ratings compared to the FY21 survey, local government was still the least trusted institution studied.

- Regarding trust in the WBG, respondents from government institutions had the highest trust ratings in the WBG (mean = 7.8). In contrast, respondents from the broader civil society had significantly lower trust ratings (means = 5.9).



Overall Attitudes toward the World Bank Group

“The WBG rep provides technical advice based on the daily observation of how the PNG officers do business, how their job missions and annual plans are set or how the plans are executed and reported...”
(Government Institutions Respondent)

“WBG can continue its good work on funding projects that really affect human lives to improve standard of living and also educational programmes.”
(Government Institutions Respondent)



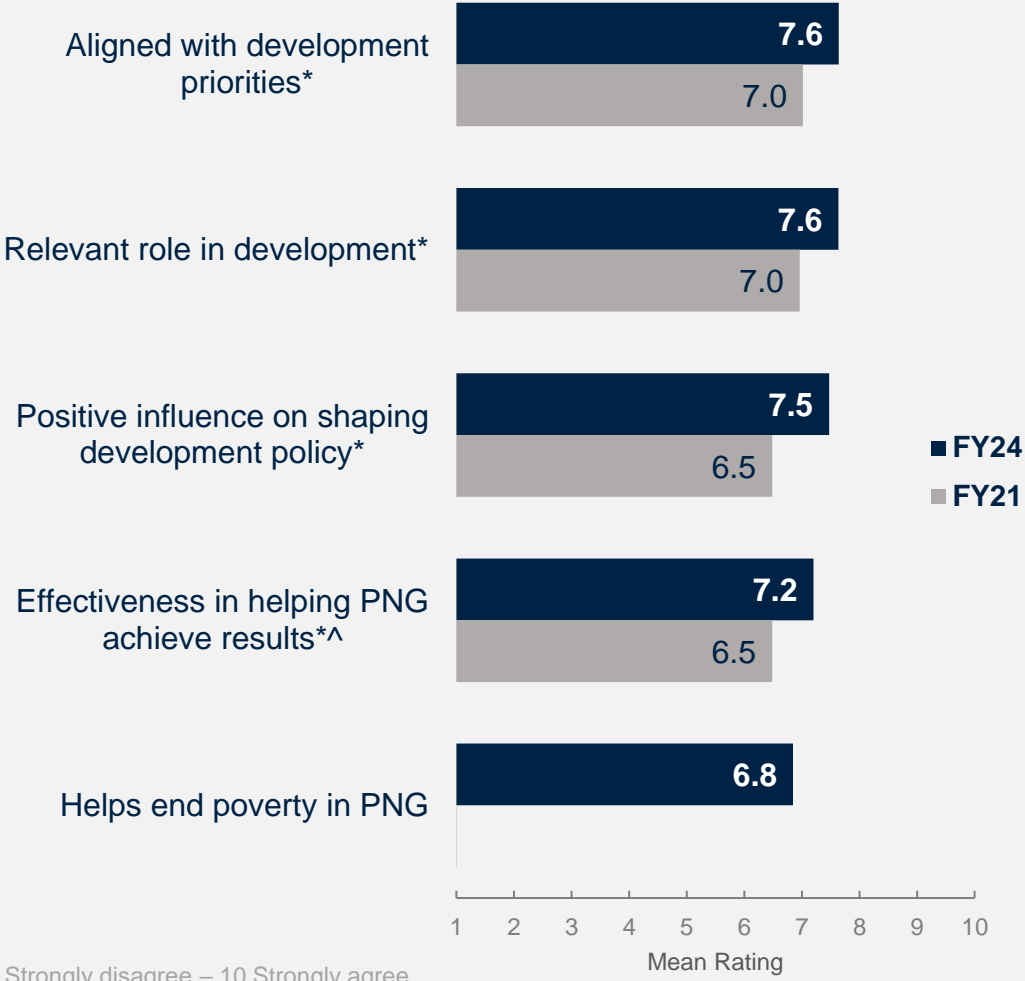
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In your opinion, what is the most important thing the WBG could do to help increase its effectiveness in PNG? (N=167)

Key Performance Indicators Significantly Improved

In FY24, respondents gave significantly higher ratings for the WBG's **alignment** with development priorities in PNG, its **relevance** to development in PNG, its **positive influence** on shaping development policy, and its **effectiveness** in helping PNG achieve development results compared to FY21.

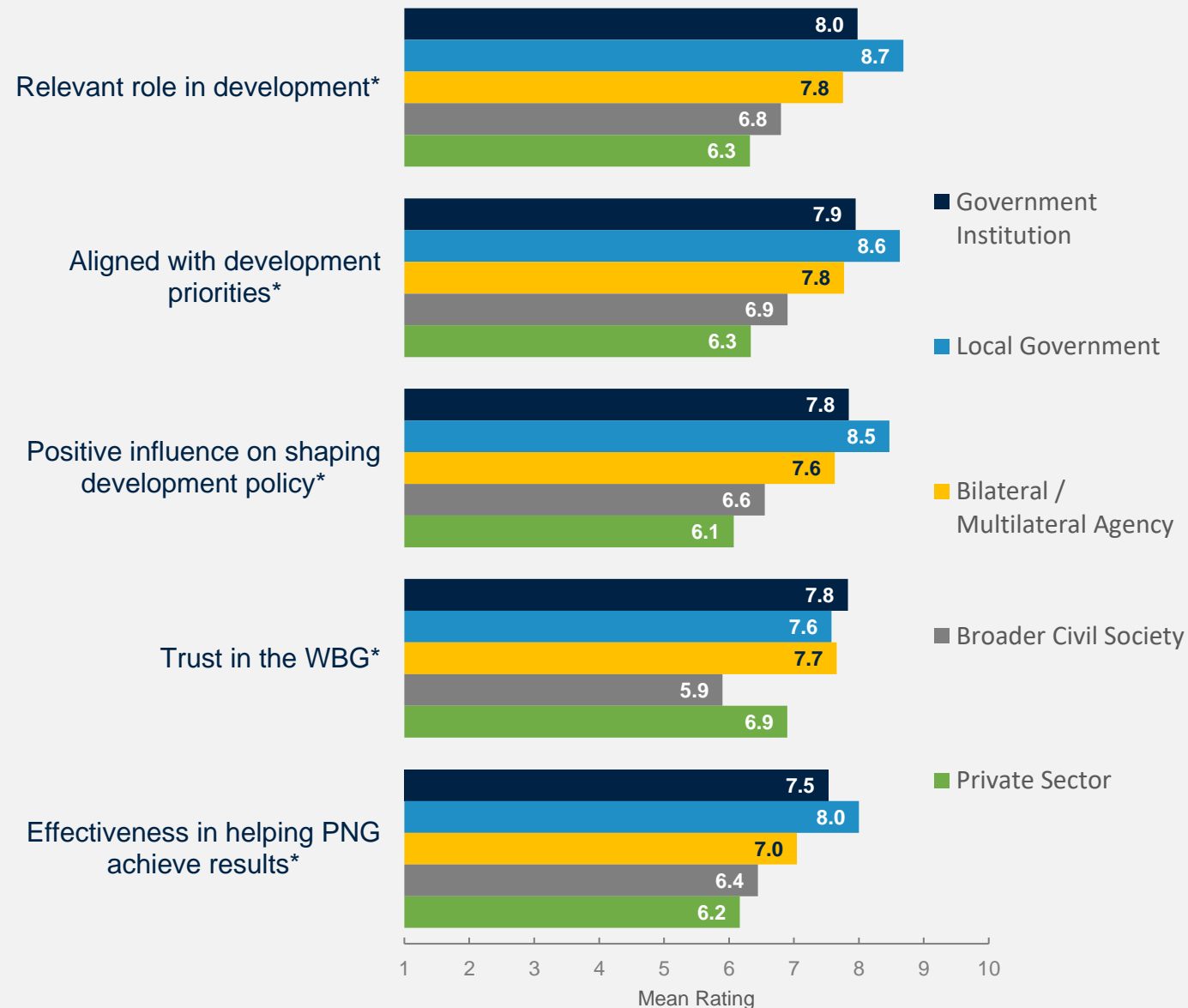


The WBG's work is aligned with what I consider the development priorities for PNG. Scale: 1 Strongly disagree – 10 Strongly agree
The WBG currently plays a relevant role in development in PNG. Scale: 1 Strongly disagree – 10 Strongly agree
The WBG has a positive influence on shaping the development policy in PNG. Scale: 1 Strongly disagree – 10 Strongly agree
How effective is the WBG in helping PNG achieve development results? Scale: 1 Not effective at all – 10 Very effective
^Compared to a mean score of the two questions in FY21: "Overall, please rate your impression of the WBG's effectiveness in PNG. Scale: 1 Not effective at all – 10 Very effective; To what extent does the WBG's work help to achieve development results in PNG? Scale: 1 To no degree at all – 10 To a very significant degree
The WBG's work helps end poverty in PNG. Scale: 1 Strongly disagree – 10 Strongly agree



Local Government Respondents Have More Positive Views of the WBG

Comparisons of ratings for key performance indicators between stakeholder groups show that respondents from government institutions and local governments tended to give higher ratings for many key indicators of the WBG's performance. Respondents from the private sector and broader civil society reported significantly lower ratings.



For question wording and scales, please see the previous slide.

*Significant difference between stakeholder groups

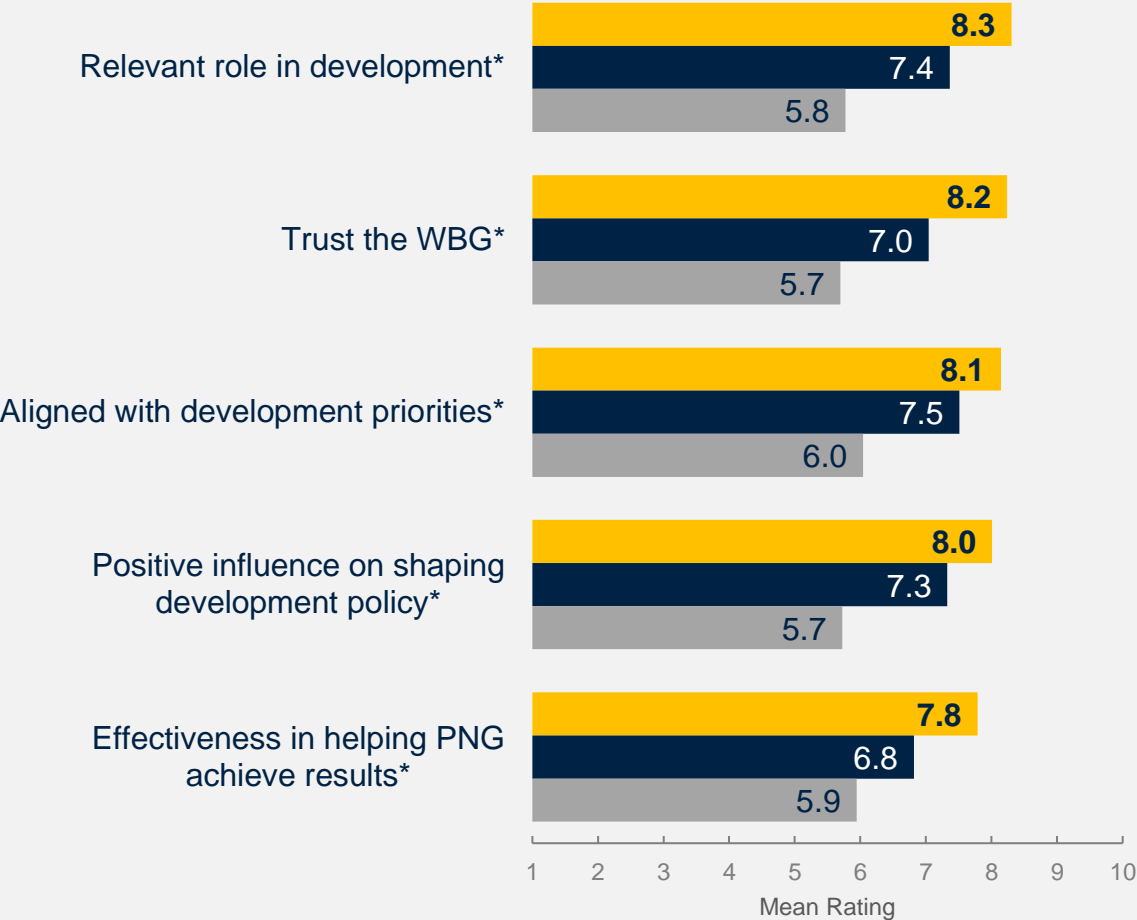


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Familiarity Leads to More Positive Perceptions

Comparing ratings of key performance indicators among respondents highly familiar with the WBG (ratings of 8-10 on a 10-point scale) and those with little familiarity with the WBG (ratings of 1-4 on a 10-point scale), one can see that the more familiar stakeholders are with the WBG, the more positive perceptions they have of the WBG and its work.

Meaningful engagement and outreach can continue to increase positive perceptions.



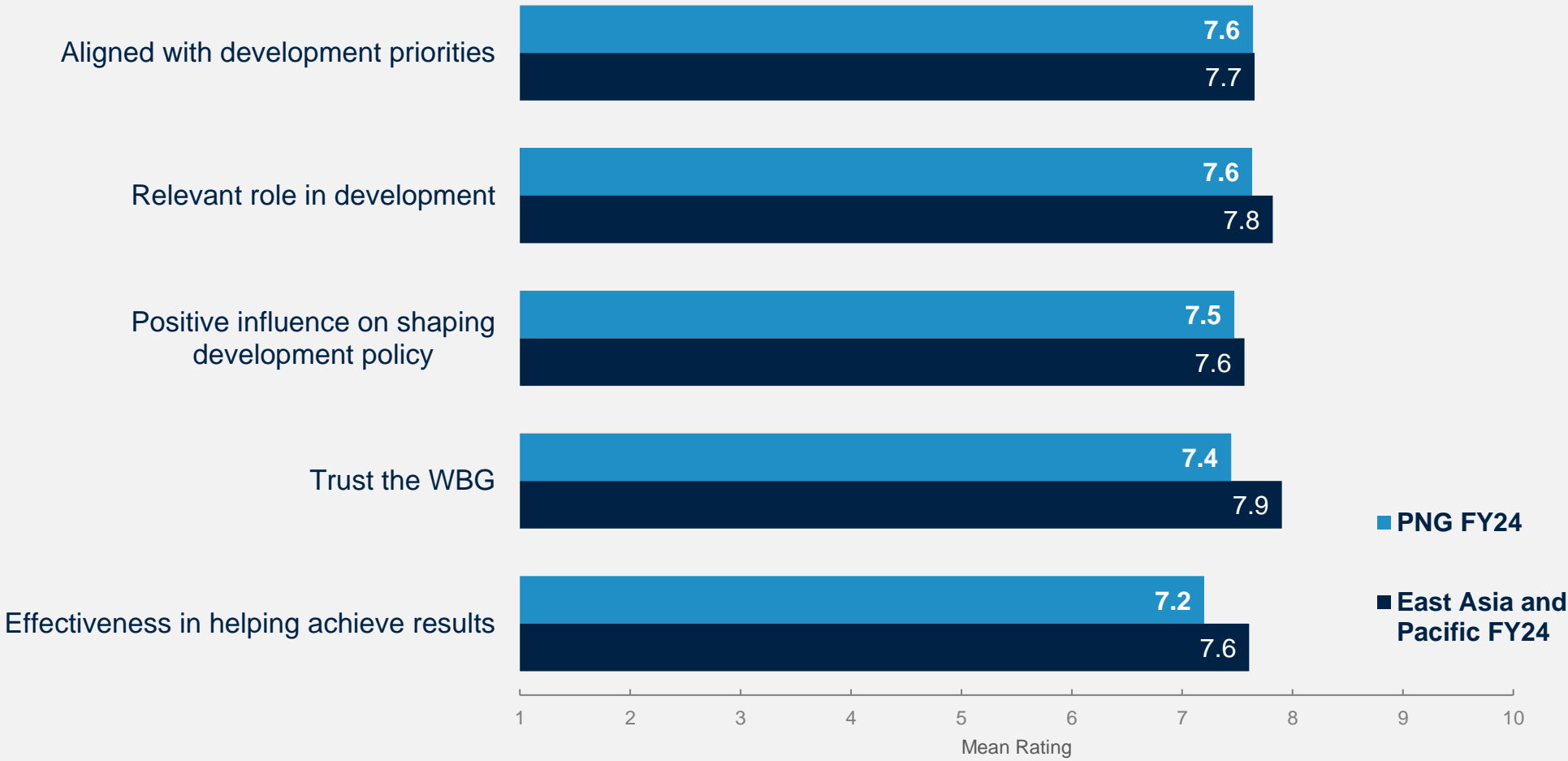
How familiar are you with the work of the WBG in PNG?
■ High Familiarity (8-10) ■ Some Familiarity (5-7) ■ Low Familiarity (1-4)



How much do you trust the WBG to do what is right for PNG? Scale: 1 Not at all – 10 Very much
The WBG has a positive influence on shaping the development policy in PNG. Scale: 1 Strongly disagree – 10 Strongly agree
The WBG currently plays a relevant role in development in PNG. Scale: 1 Strongly disagree – 10 Strongly agree
The WBG’s work is aligned with what I consider the development priorities for PNG. Scale: 1 Strongly disagree – 10 Strongly agree
How effective is the WBG in helping PNG achieve development results? Scale: 1 Not effective at all – 10 Very effective

*Significant difference between levels of familiarity

PNG on Par with FY24 East Asia and Pacific Countries on Key Performance Indicators

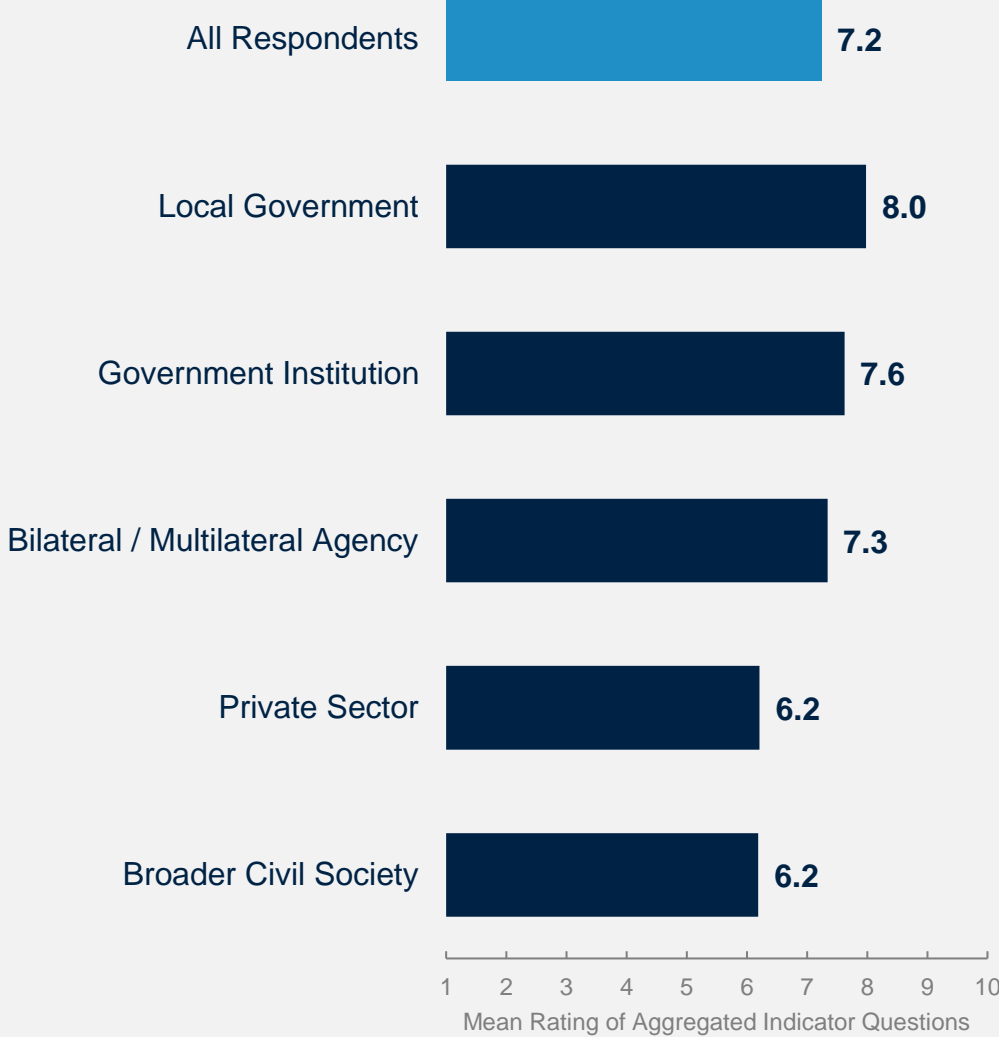


Stakeholder Trends across Performance Indicators

Respondents from the local government had the highest mean rating across the aggregated responses to the eighteen COS indicator questions. In contrast, the private sector and broader civil society respondents had significantly lower ratings.

- **Collaboration with the WBG:** Respondents who indicated that they collaborate with the WBG gave significantly higher ratings across the aggregated indicator questions compared to respondents who do not collaborate with the WBG:

Mean rating: **Collaborate with WBG = 7.5**
 Do not collaborate = 6.2



World Bank Group's Support for Development Areas

"More emphasis on working with the private sector to increase employment opportunities for young and disadvantaged Papua New Guineans."

(Private Sector Respondent)

"Increased funding to support community-driven development concept in most remote communities in PNG."

(Government Institution Respondent)



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In your opinion, what is the most important thing the WBG could do to help increase its effectiveness in PNG? (N=167)

Development Areas for WBG Focus

As in FY21, **agriculture/rural development** was the top area where stakeholders would like the WBG to focus its resources in FY24.

Education was of much greater priority in FY24, identified by more than double the respondents compared to FY21 (23%), becoming PNG's #2 development priority.

Transport infrastructure and **water/sanitation** were also of much greater priority, identified as a top priority by more than three times as many respondents in FY24 as in FY21.

In your opinion, what is the most important thing the WBG could do to help increase its effectiveness in PNG?

"WBG should consider direct involvement in areas of growth through rural development, women and youth empowerment, infrastructure, transport, energy sector, etc. in consultation with the government but avoid government influencing its areas of support."

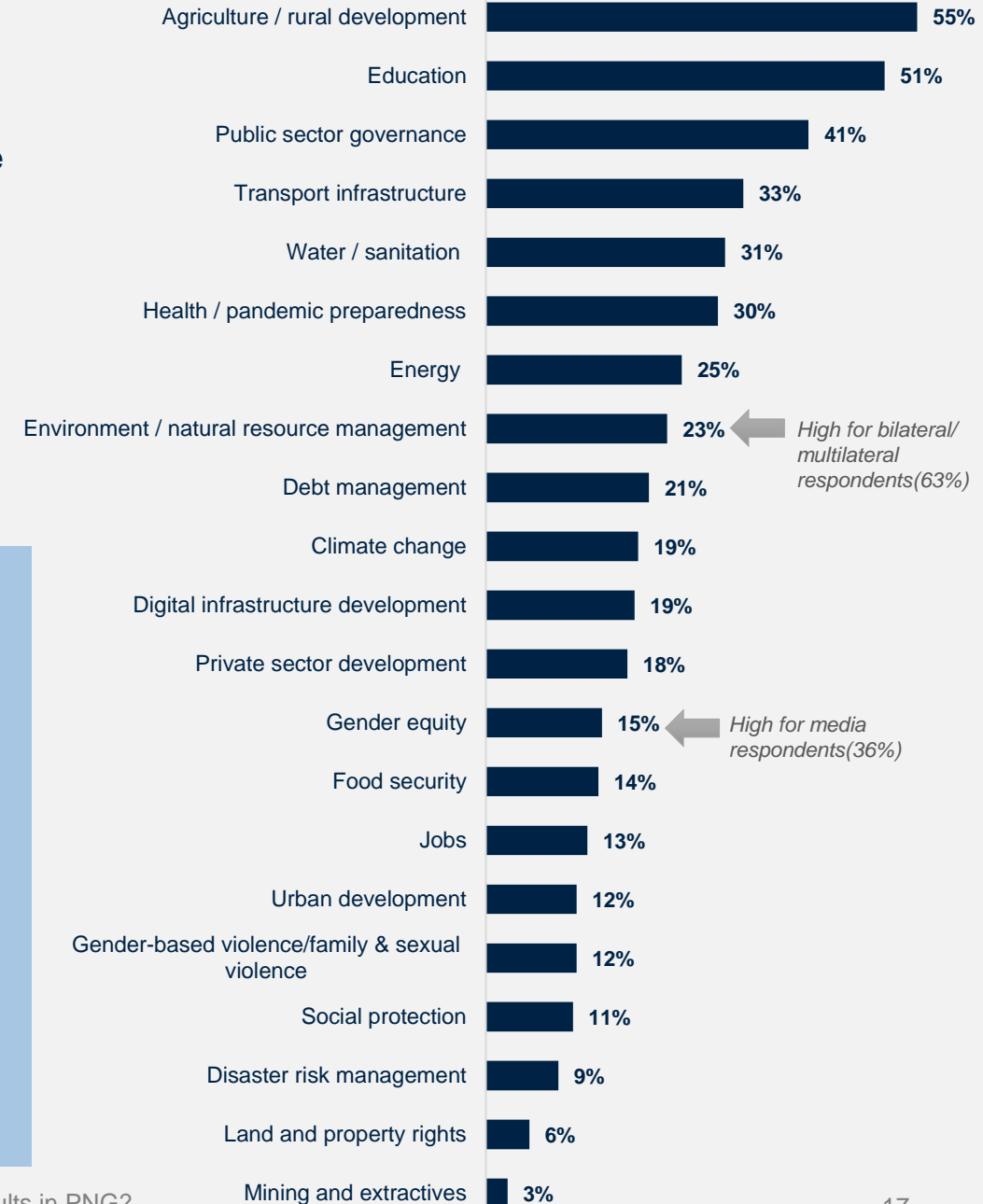
(Government Institution Respondent)

"Enforce the importance of accountability and impartiality at all Government levels."

(Media Respondent)

"Strengthen the Public sector to do their obligation properly in a timely manner through DPL."

(Bilateral/Multilateral Respondent)

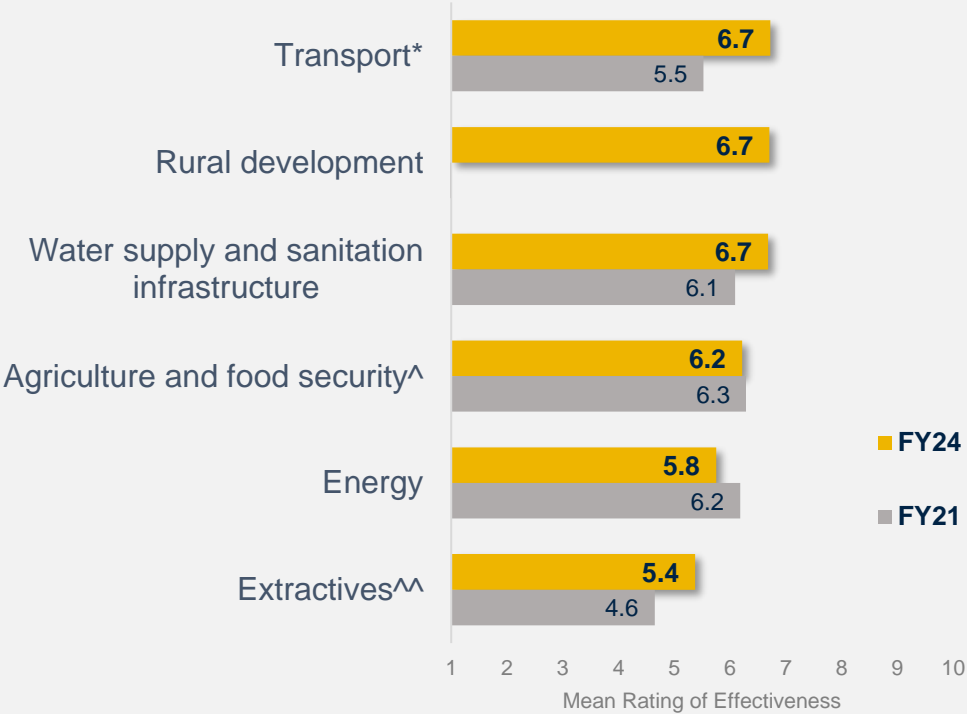


Which areas should the WBG prioritize to have the most impact on development results in PNG? (Select up to 5) (Percentage of Respondents, N=216)

Effectiveness of WBG's Sectoral Support

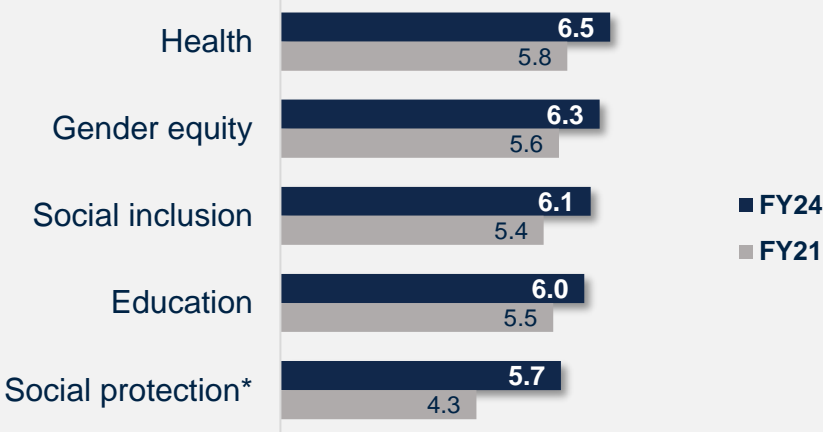
The WBG's work in **transport, rural development, and water supply and sanitation infrastructure** received the highest effectiveness ratings. Of note, respondents in this year's survey rated the WBG's work in social protection significantly *higher* than in FY21.

Infrastructure / Environmental Sustainability



*Significant difference between years

Human Development



Finance / Institutions / Economic Growth



World Bank Group's Engagement on the Ground in PNG

“Engage actively with stakeholders as an authentic partner. Increase transparency so that stakeholders know what your plans are. Try to share as much as you extract. Stakeholders often feel that the relationship is one-way. Be sensitive to the use of terms that can be offensive culturally.”

(Bilateral/Multilateral Respondent)

“To collaborate with local institutions in conducting research to inform decisions that WBG wishes to make. Seeking views from local communities through research and stakeholder consultations will help increase the acceptance of proposals and minimize potential rejection offers to help.”

(Academia Respondent)



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In your opinion, what is the most important thing the WBG could do to help increase its effectiveness in PNG? (N=167)

The WBG is Increasingly Perceived as an Effective Partner

In FY24, respondents view the WBG more as a **long-term partner** that is responsive, open, accessible, and flexible.

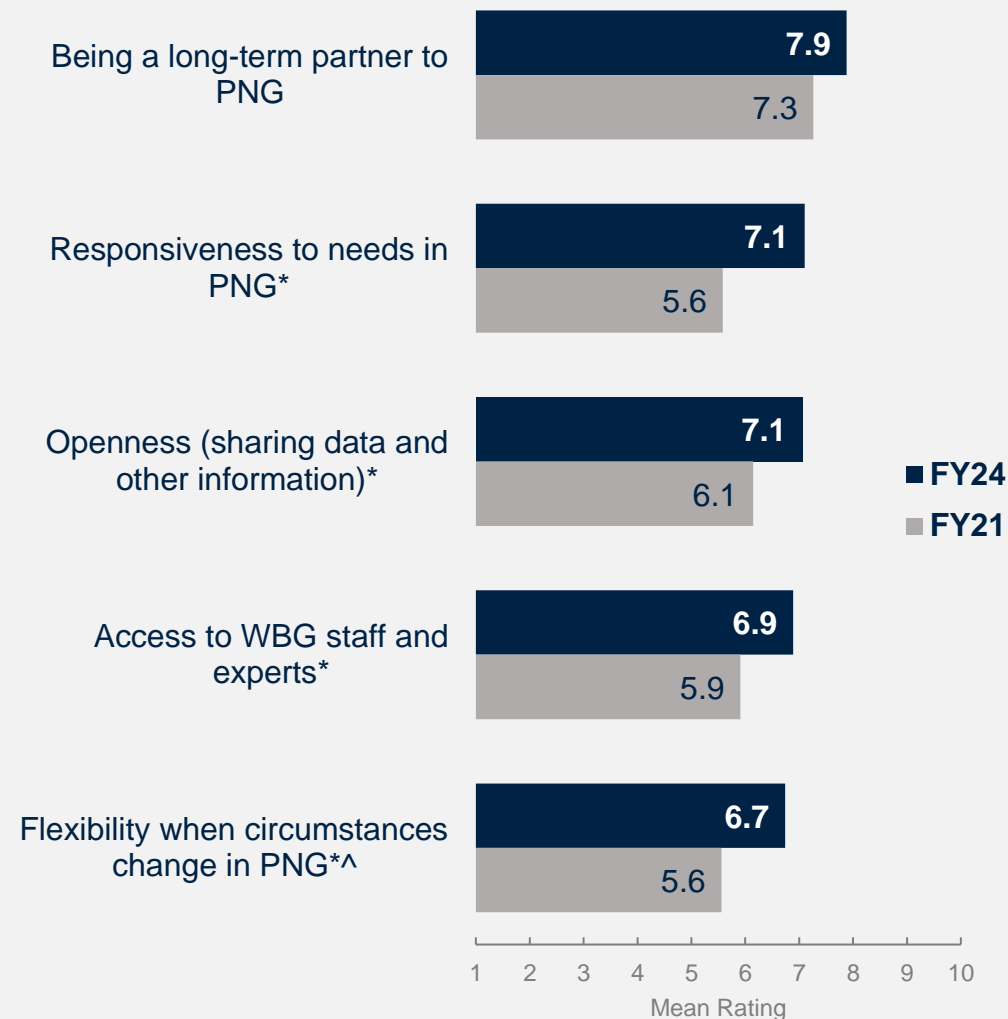
In your opinion, what is the most important thing the WBG could do to help increase its effectiveness in PNG?

“The WBG should establish a strong collaboration with key government and church agencies to bring its effectiveness in PNG.”
(Civil Society Respondent)

“Work more closely with the development partners, Districts, and NGOs/CBOs.”
(Private Sector Respondent)

“Partner with the local government in all Provinces, implementing the community-driven development approach. By doing so, the rural communities will take full ownership and responsibility of beneficial projects implemented in their communities.”

(Government Institution Respondent)



*Significant difference between years

To what extent is the WBG an effective development partner in terms of the following?

Scale: 1 To no degree at all – 10 To a very significant degree

^Compared to the mean of institutional flexibility and flexibility to changes in country context asked in FY21.



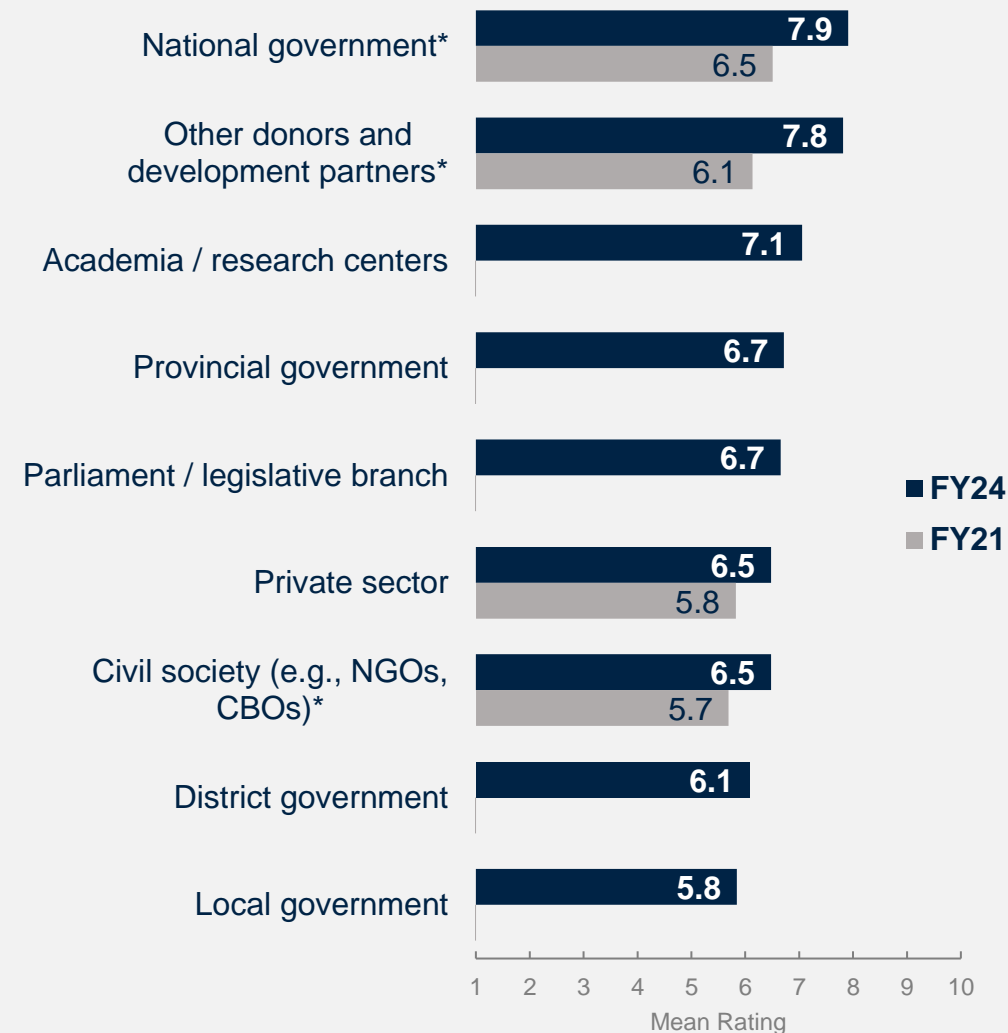
The WBG's Collaboration Effectiveness

In FY24, respondents perceived that the WBG collaborated significantly more effectively with the **national government**, **other development partners**, and **civil society** than in FY21. Though not statistically significant, the ratings of the WBG as an effective partner collaborating with **the private sector** also increased.

In your opinion, what is the most important thing the WBG could do to help increase its effectiveness in PNG?

"Intensive consultation with all relevant stakeholders is required before a financing agreement is entered into. It is also important to assess the risks to implementation and to ensure the issue of ownership and sustainable to captured well with the implementing agency as well as the relevant stakeholders."

(Government Institution Respondent)



*Significant difference between years



Stakeholders Want the Bank to Collaborate More with the Private Sector

Respondents in this year's survey indicated that, besides its partnership with the national government, the WBG should collaborate more with **local government, bilateral organizations, academia, and the private sector.**

In your opinion, what is the most important thing the WBG could do to help increase its effectiveness in PNG?

"Diversify its partners, switching its focus towards the private sector and multilateral agencies."

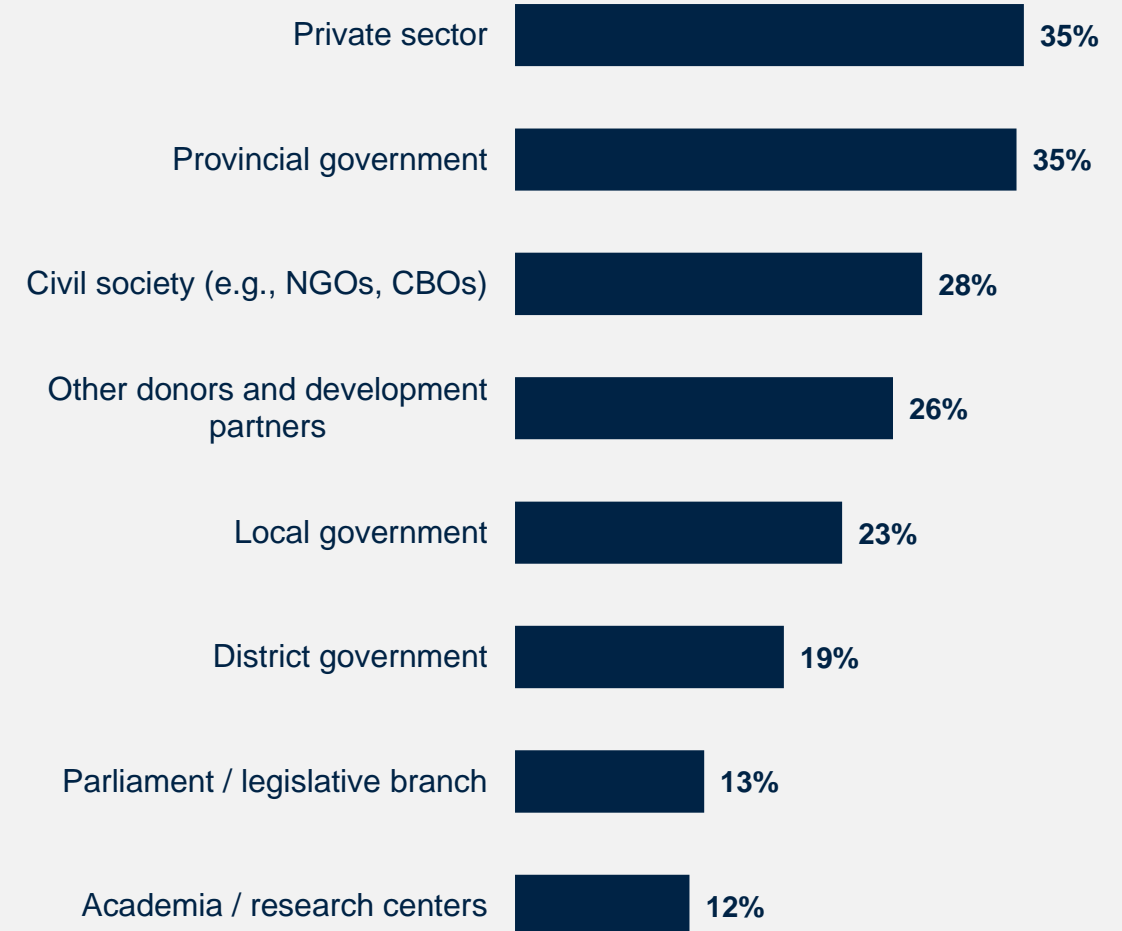
(Bilateral/Multilateral Agency Respondent)

"Get on the ground. Engage with local, reputable PNG organizations to develop real-need programs with measurable and sustainable goal."

(Civil Society Respondent)

"Liaise with NGO and the churches on development. Also work with Good reputation private companies to increase WBG goals in PNG."

(Private Sector Respondent)



World Bank Group's Financial Instruments and Knowledge Work

“To get more funding and support the PNG. This is one of its kind and very effective in terms of services which help the community and as all in the country.”

(Local Government Respondent)

“In my considered view, the World must be able to listen and work with the National Government to fund high impact investments in Transport, Energy, Agriculture, Education and water and sanitation. I would like to see World Bank increase its IDA resource envelope and be able to fund impact projects that will transform our economy instead of funding small and less impact projects.”

(Government Institution Respondent)



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In your opinion, what is the most important thing the WBG could do to help increase its effectiveness in PNG? (N=167)

Financial Resources Considered the WBG's Greatest Value

In your opinion, what is the most important thing the WBG could do to help increase its effectiveness in PNG?

"Increase funding for marketing access. Rural roads, bridges, footbridges, rural airstrip rehabilitation. Productive Partnerships in Agriculture Projects and Matching Grant Components to support thriving SMEs in the Agriculture space."

(Government Institution Respondent)

"Increase its portfolio in health as the health burden in the country has increased and the gains are high impact programs."

(Government Institution Respondent)

"WBG can provide soft loan facilities and link borrowers to markets and supply chains and innovative ways to repay loans"

(Government Institution Respondent)

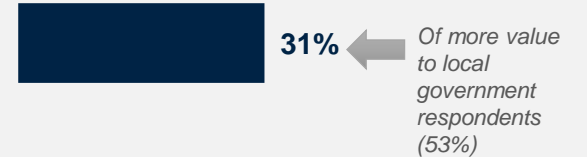
Financial resources (e.g., budget support, investment lending, grants, trust funds)



Technical assistance and implementation support (incl. project design and implementation)



Capacity development and training



Knowledge and analytical products (e.g., data, reports, policy notes)



Development partner coordination



Convening / bringing together different groups of stakeholders



Mobilizing third party financial resources (incl. both public and private)



The WBG is Perceived as Insisting on Accountability through Its Lending

Regarding the WBG’s financial instruments, respondents had the highest levels of agreement that the WBG insists on accountability through its lending. The ratings of the WBG **effectively monitor and evaluate** its projects, and the WBG’s **Environmental and Social Framework requirements are reasonable** and have been significantly improved since FY21.

Of note, respondents from local government had significantly higher levels of agreement across all of the statements.

In your opinion, what is the most important thing the WBG could do to help increase its effectiveness in PNG?

“If possible, I would like the World Bank to have an independent audit unit that can audit and participate in all critical activities of government projects that use World Bank grants/funds, especially activities related to procurement/purchasing and construction of infrastructure to ensure that PNG, as well as the Lao people, are benefited effectively and appropriately with the money invested, in order to ensure the transparency and avoid the creation of additional debt and benefit a specific group of people.”

(Government Institution Respondent)

The WBG insists on accountability through its lending (e.g., performance-based financing, resources tied to results)

8.2

The WBG effectively monitors and evaluates the projects it supports in PNG*

8.0

7.0

The WBG’s Environmental and Social Framework requirements are reasonable*

7.9

6.4

The WBG’s financial instruments (i.e., budget support, loans, grants, trust funds) meet the needs of PNG*

7.2

6.4

The conditions of the WBG’s financing are reasonable compared to markets

7.0

6.5

■ FY24
■ FY21

1 2 3 4 5 6 7 8 9 10
Mean Rating

*Significant difference between years²⁵



68% of Respondents Used the WBG's Knowledge Work; WBG Knowledge is Increasingly Perceived Positively

Respondents had the highest levels of agreement that the WBG **brings global expertise** to PNG. They are satisfied with the quality of the WBG's knowledge work in PNG and increasingly perceive that working with the WBG increases PNG's institutional capacity, that the WBG's knowledge work makes a significant contribution to development results in PNG, and that the WBG's knowledge work is tailored and disseminated adequately. Overall, the views of WBG's knowledge work in PNG have improved significantly compared to FY21.

In your opinion, what is the most important thing the WBG could do to help increase its effectiveness in PNG?

*"Provide capacity and education support to WBG projects implementation team in key areas of expertise."
(Local Government Respondent)*

*"Organize more combined trainings/workshops for the representatives of different organizations who are responsible for the specific area (e.g., safeguard) to share their experiences with regard to the bank's funded projects."
(Government Institution Respondent)*

^The WBG brings global expertise to PNG as part of its knowledge work^^

I am satisfied with the quality of the WBG's knowledge work in PNG

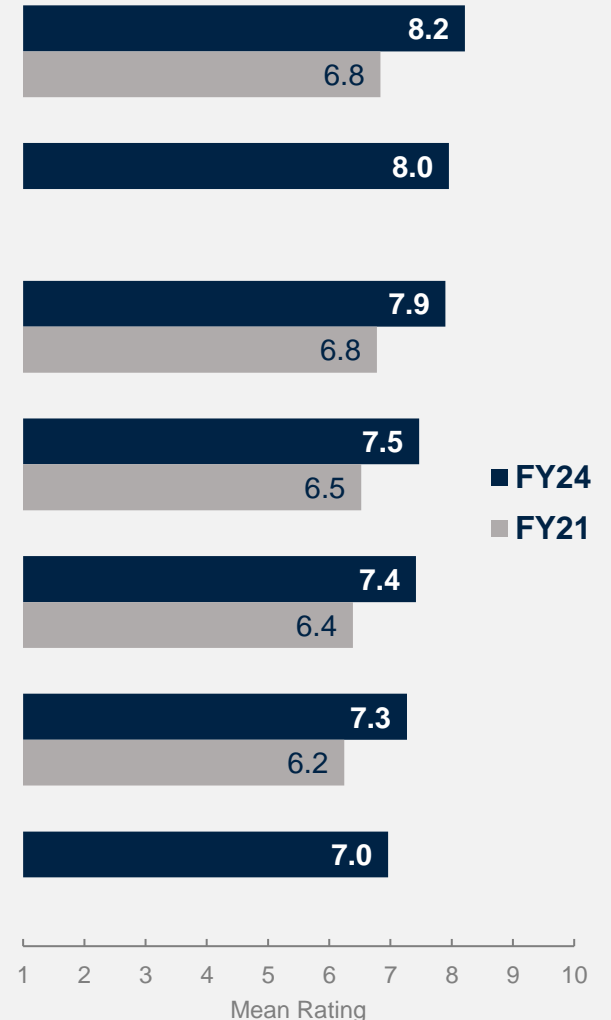
Working with the WBG increases PNG's institutional capacity *

The WBG's knowledge work make a significant contribution to development results in PNG.*

The WBG's knowledge work is tailored to PNG's context^^

The WBG's publications are adequately disseminated*

When I need to consult the WBG's knowledge work, I know how to find it



Have you ever used the WBG's knowledge work, including participating in workshops or training programs? (N=195)

To what extent do you agree with the following statements? Scale: 1 Strongly disagree – 10 Strongly agree

How significant a contribution do you believe the WBG's knowledge work makes to development results in PNG?

Scale: 1 Not significant at all – 10 Very significant ^Compared to "Are a source of relevant information on global good practices" asked in FY21.

^^Compared to "Are adaptable to PNG's specific development challenges and country circumstances" in FY21

The Future Role of the World Bank Group in PNG

“It is critical to work with the government closely to make a positive and sustainable impact in PNG.”
(Bilateral / Multilateral Agency Respondent)

“Being clearer about the 1 or 2 things that the Government must do to advance the economic development and prosperity of the nation. These can be short-medium term goals which the Government is measured against and performance reported against. Similar to the IMF work and associated benchmarks but much more focused.”

(Private Sector Respondent)



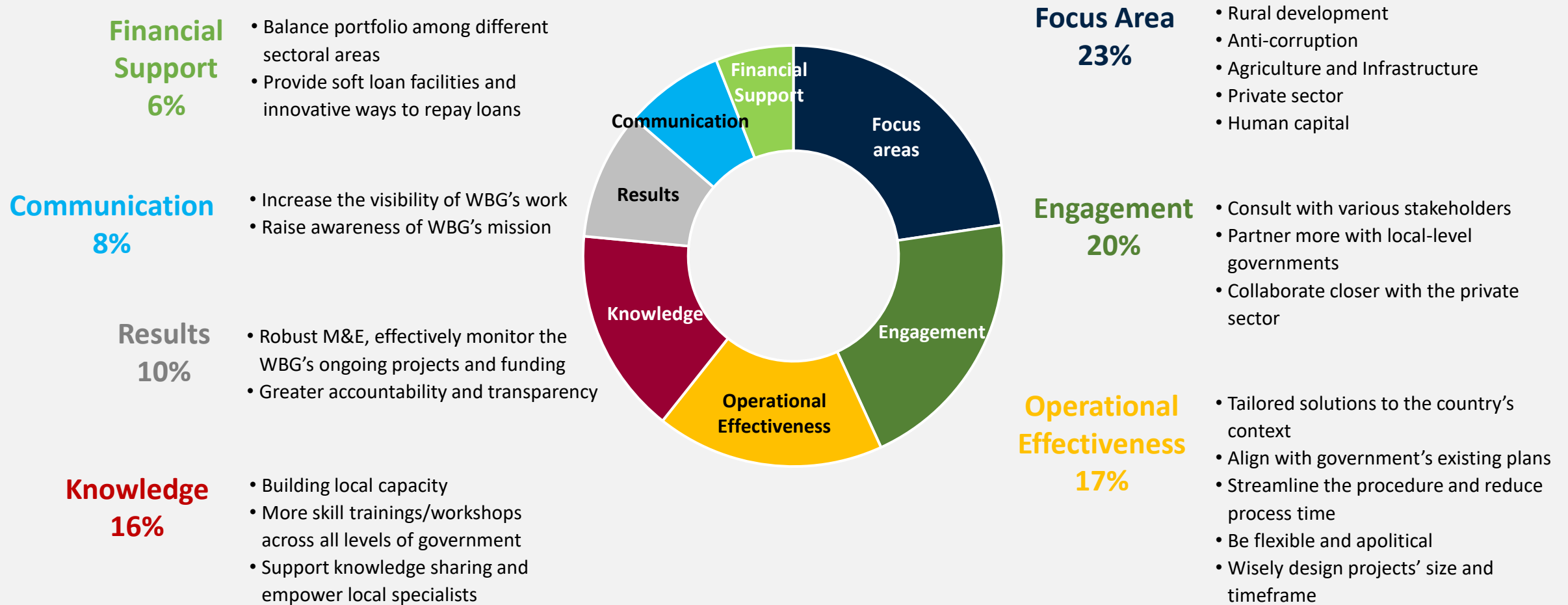
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In your opinion, what is the most important thing the WBG could do to help increase its effectiveness in PNG? (N=167)

How can the Bank increase its effectiveness? Open-Ended Responses

Focus on rural development, build local capacity, collaborate closely with the government, and better align with PNG's needs.



In your opinion, what is the most important thing the WBG could do to help increase its effectiveness in PNG? (N=167)



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How can the Bank increase its effectiveness? Open-Ended Responses

Focus Area

"1. Assist the government revamp a meaningful and effective education system. 2. Develop a more effective framework to develop the private sector to assist PNG become self reliant in producing domestic goods and services to create broad based economic development, fostering economic growth and employment opportunities."

(Government Institution Respondent)

"Improve coordination between the Health Unit and Agriculture Unit of WB in PNG. Unfortunately, it seems agriculture is not given priority as compared to health. In addition, the Health Unit is dominating the major decisions without coordinating with the Agriculture Unit."

(Bilateral/Multilateral Agency Respondent)

"Focus more on rural development impact projects such as Health, Water Supply, Education, and promoting the empowerment of SMEs especially women in business"

(Local Government Respondent)

Knowledge

"From the onset of a project run a workshop on what specifically needs to be reported on. Especially when it comes to semi-annual or annual reports. Give a template and go through the contents, so the vendors know what they need to be reporting on, and how to collect the data. Ongoing training and collaboration with the project team is needed for the success of the project. "

(Government Institution Respondent)

"Do more awareness and provide more training in terms of workshops and other capacity building programs."

(Academia Respondent)

"Engage more capacity building trainings for wards on how to access Donor funds as this is an essential tool anybody may learn and develop its community."

(Local Government Respondent)

Engagement

"More collaboration with the stakeholders is needed to understand the country's conditions better and ensure the programs/projects implemented are sustainable and can function after the WB completes the project."

(Government Institution Respondent)

"In my opinion, improved coordination with the sub-national, districts and LLGs and private sector, effective coordination of development partner efforts, and more collaboration with other development partners in the development space could increase WBG's effectiveness in PNG."

(Bilateral/Multilateral Agency Respondent)

"Having a larger presence on the ground in PNG to support continuity of relationships and more regular field monitoring and evaluation of projects."

(Bilateral/Multilateral Agency Respondent)



In your opinion, what is the most important thing the WBG could do to help increase its effectiveness in PNG? (N=167)



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How can the Bank increase its effectiveness? Open-Ended Responses

Operation Effectiveness

"Direct fund project to Local level government councilor and private sectors for effective service delivery..."
(Private Sector Respondent)

"There has been an increasing trend in WB operations in PNG of sourcing and utilizing highly qualified and experienced national experts in a variety of sectors. This has demonstrated the 'fit for purpose' approach and willingness of the WB to contextualize and strive for excellence in its potential for impact. I strongly encourage the WB to continue to elevate this approach and utilize these experts as mentors for international consultants to ensure appropriate inputs into strategies, plans, and implementation frameworks."
(Bilateral/Multilateral Agency Respondent)

"WBG should work more with rural areas communities than the National Government and the Provincial Governments in PNG. WBG will need to fund where the need is and not where funds are put for people to misuse. Projects should be created to train people in the rural communities to administer and build projects needed by the people."
(Government Institution Respondent)

Communication

"Do press releases in the local media on how the WBG is involved in the country."

(Government Institution Respondent)

"While the World Bank works closely with the Government of the day, the citizens are not aware of the great work that the World Bank is doing. Information awareness among citizens will be a good start. Set up a corner within the libraries and the universities will provide readily available to the students who can be able to know how the World Bank is supporting development efforts in PNG and can be able to question the government of the day how this support can translate into development effectiveness"
(Civil Society Respondent)

Financial Support

"Integrate reform advocacy and conditionalities into loan agreements"

(Bilateral/Multilateral Agency Respondent)

"In infrastructure development, World Bank is doing great and I cant comment much on that. Just that World Bank needs to raise its standard and support PNG like ADB is doing. While ADB is supporting huge investment projects in the Highlands Region, it is seen that such projects lacks in the coastal region where most of World Bank Programs are based in. Thus World Bank needs to raise its bar and compete with ADB."
(Government Institution Respondent)

Results

"Demand accountability and transparency on loans afforded to PNG government and public office institutions."
(Private Sector Respondent)

"Involve more in promoting and enhancing PNG's governance regimes so that development assistance from development partners such as WBG are transparent and deliver results."
(Government Principal Respondent)



In your opinion, what is the most important thing the WBG could do to help increase its effectiveness in PNG? (N=167)

Communication and Outreach

“WBG to carry out awareness and let people know of its aims and objectives and type of activities carried out in PNG. Majority of people, especially in the rural population have no knowledge about WBG.”
(Media Respondent)

“Be visible in all its projects and programs so the GoPNG and its people can see and appreciate the good work of the Bank in PNG.”
(Government Institution Respondent)



WORLD BANK GROUP



In your opinion, what is the most important thing the WBG could do to help increase its effectiveness in PNG? (N=167)

Direct Contact, e-Newsletters, and Events were Most Preferred Methods for Receiving WBG Communication

Respondents prefer to receive communications from the WBG through **direct contact with staff**, **e-newsletters**, and **events**. Broader civil society and the private sector respondents preferred events/conferences/seminars/workshops (in person or online) more than the other groups. Local government respondents also preferred direct messaging significantly more than the other groups.

	Preferred WBG Channel					
	All Respondents	Government Institution	Local Government	Bilateral / Multilateral Agency	Broader Civil Society	Private Sector
Direct contact with staff (e.g., in person, virtually, phone, email)	54.9%	54.0%	70.6%	65.9%	30.0%	50.0%
e-Newsletters	47.7%	46.0%	17.6%	53.7%	60.0%	50.0%
Event / conference / seminar / workshop (in person or online)	46.6%	49.4%	29.4%	34.1%	65.0%	53.8%
Direct messaging (e.g., WhatsApp, Telegram, Viber)*	16.1%	19.5%	47.1%	7.3%	10.0%	3.8%
Social media (e.g., Facebook, Twitter)	15.0%	14.9%	23.5%	9.8%	20.0%	15.4%
Other	0.5%	0.0%	0.0%	0.0%	5.0%	0.0%



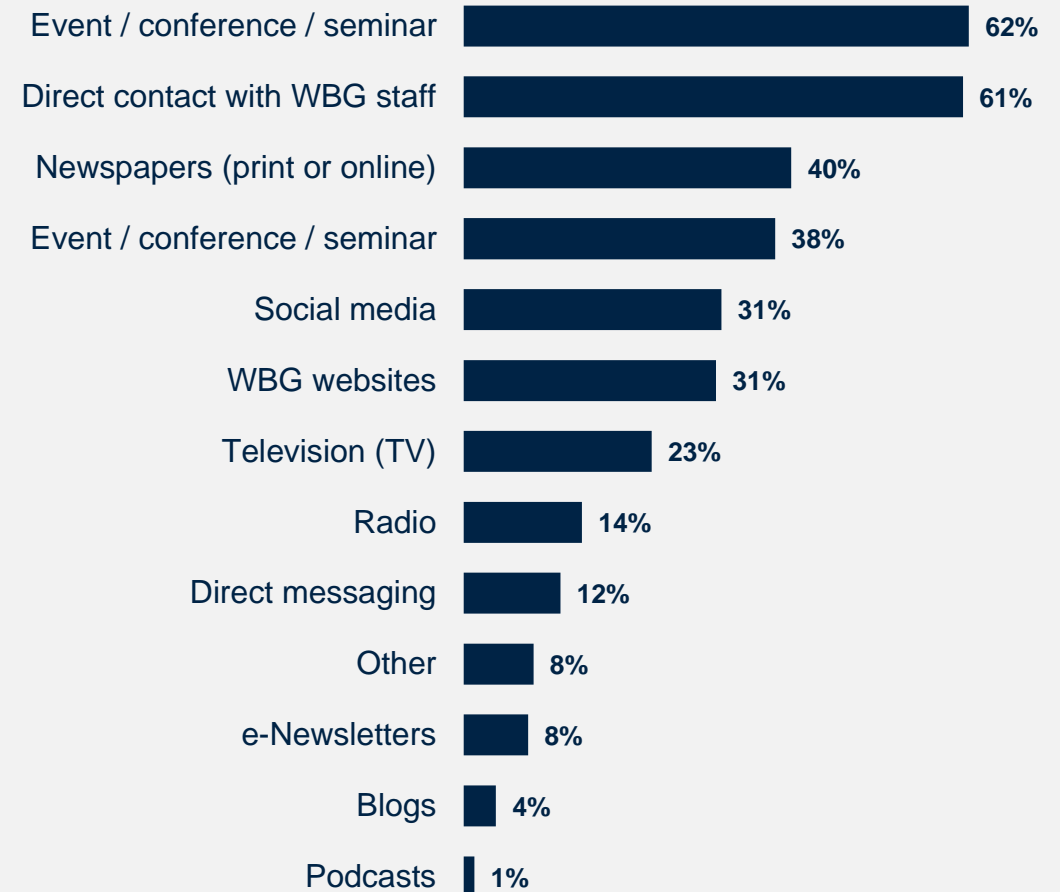
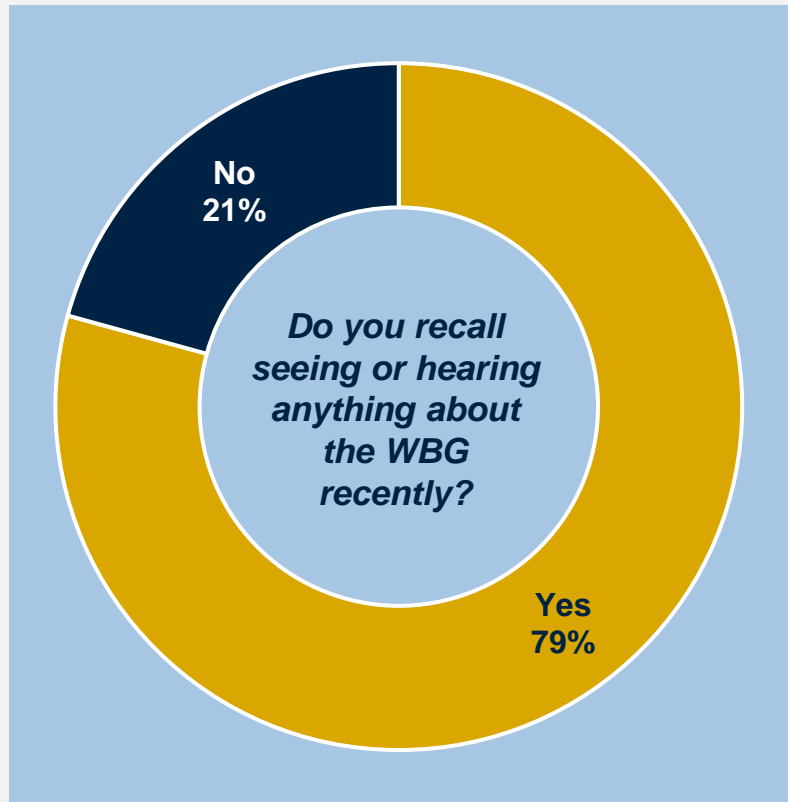
How would you prefer to receive communication from the WBG? (Select up to 2)
(Percentage of Respondents, N=193) *Significant difference between stakeholder groups



WORLD BANK GROUP

8 in 10 Recalled Information about the WBG Recently, most often through Events or Direct Contact

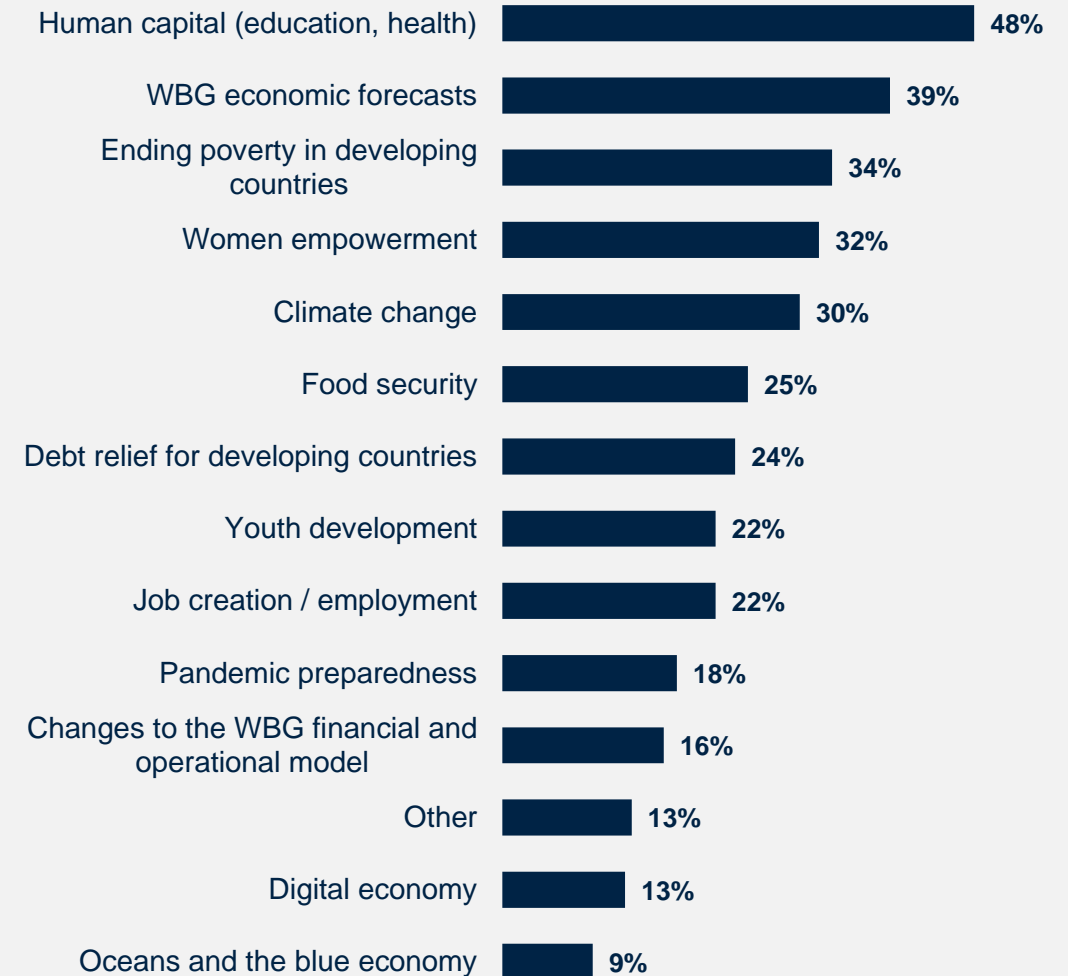
79% of respondents recalled hearing or seeing something about the WBG recently. Respondents most often reported seeing/hearing about the WBG through **events/conferences/seminars** (in person or online) and **direct contact**.



WBG's Work on Human Capital and Its Economic Forecasts were the Most Commonly Recalled Topics

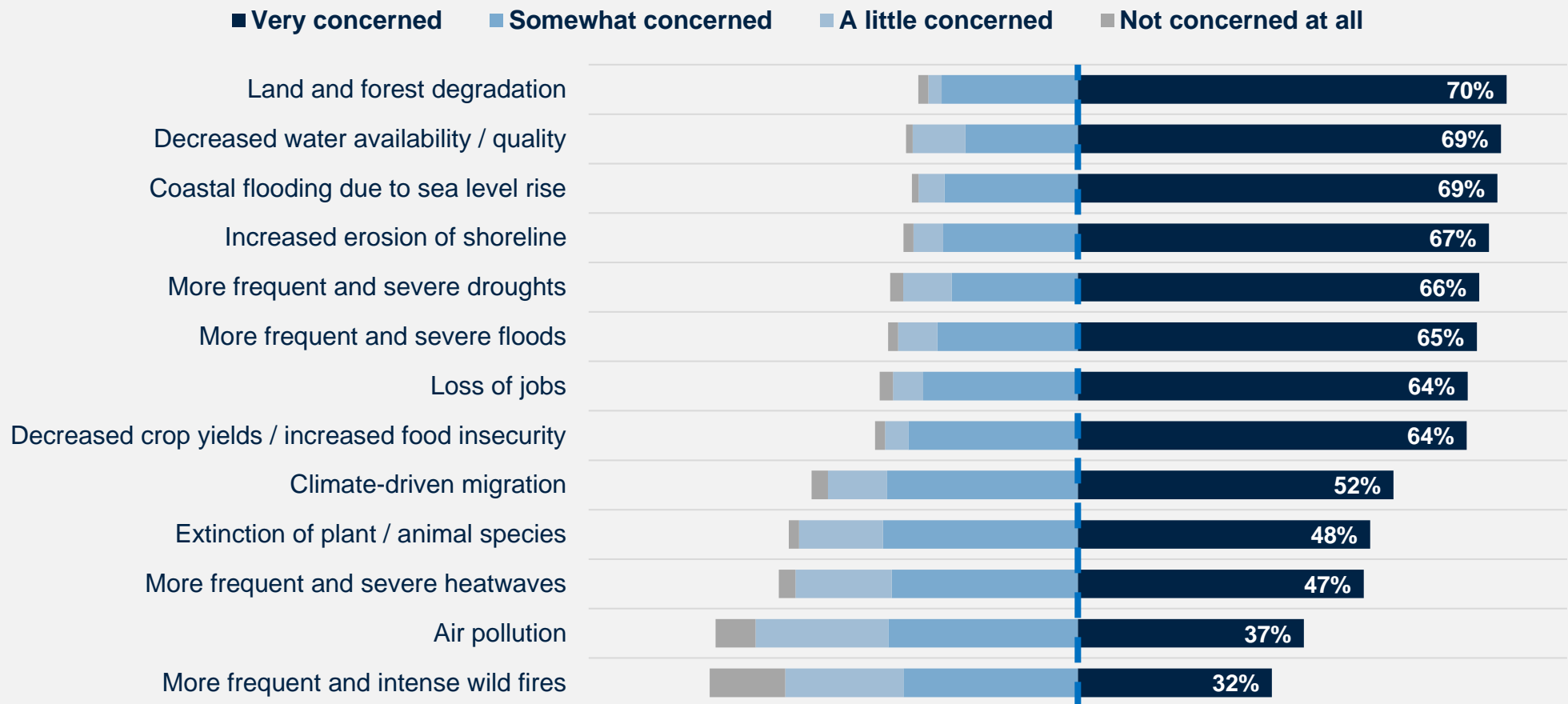
Respondents most frequently recalled WBG work or research on **human capital** and its **economic forecasts**, followed by **ending poverty in** developing countries and **women empowerment**.

- Respondents from local government are significantly more likely to recall WBG's work on women empowerment (57%) than respondents from other stakeholder groups.
- Respondents from the private sector were the most likely to recall WBG's work on job creation/employment (41%), whereas respondents from bilateral/multilateral agencies were significantly *less* likely (3%).
- Respondents from government institutions and the private sector were significantly more likely to recall WBG's work on climate change (40% and 35%, respectively) than respondents from other stakeholder groups.

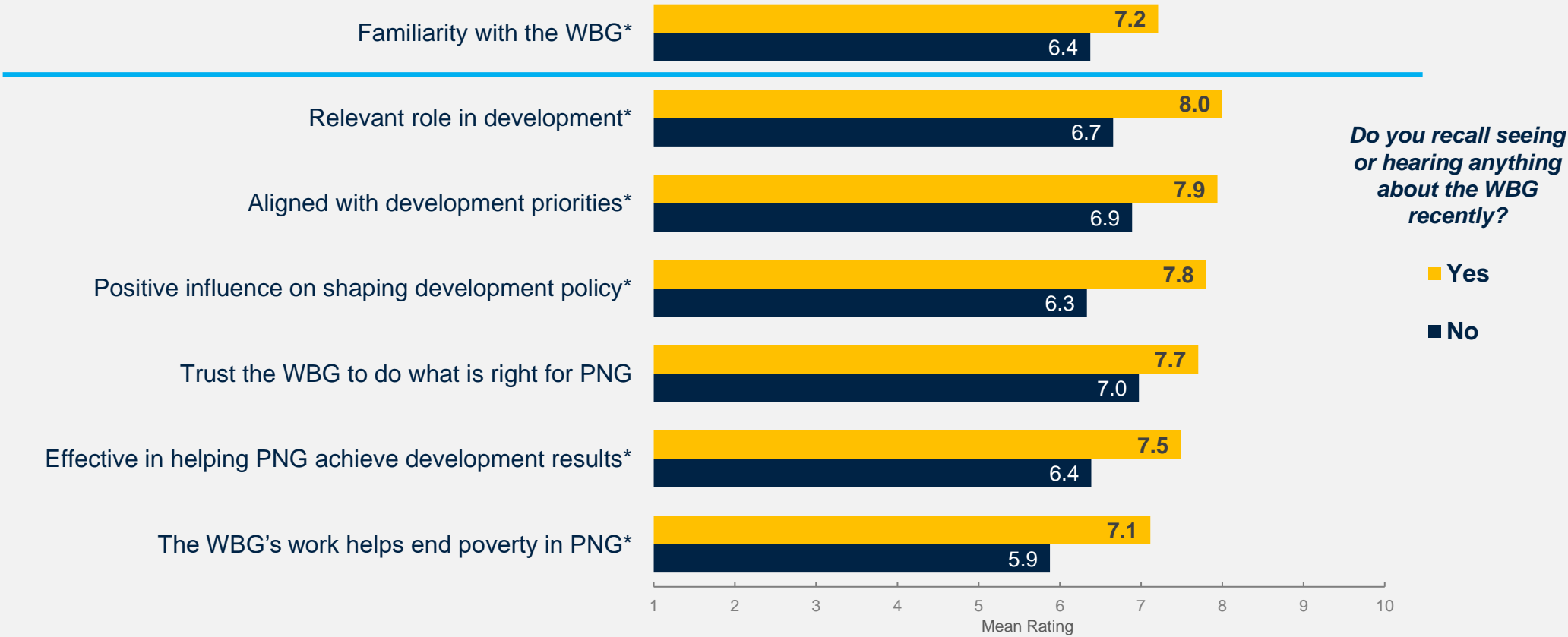


Climate Change Communications can be More Impactful when Related to Stakeholders' Top Concerns: Land Degradation, Water Availability, and Coastal Flooding

The majority of respondents were **very concerned** about **land and forest degradation** in relation to the potential impacts of climate change in PNG. **Decreased water availability** and **coastal flooding** were also of great concern to respondents. These key areas of concern should be considered to make communications about climate change more impactful.



Message Recall Increases Familiarity and Leads to More Positive Perceptions of the WBG and its Work



These findings suggest that respondents who are more frequently exposed to information about the WBG or who actively engage with WBG staff and knowledge work (read research papers, etc.) are also more likely to hold more positive views about the WBG’s work.

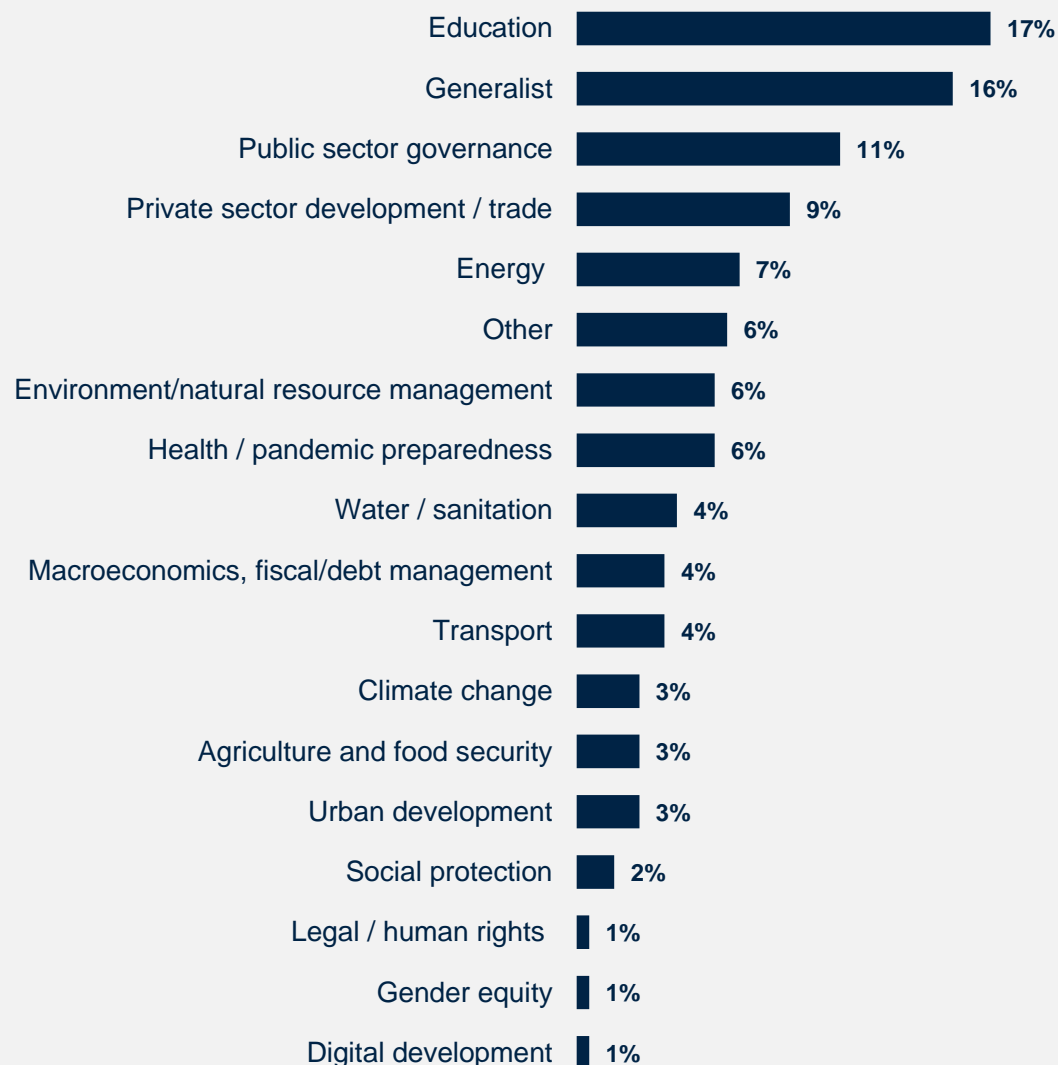
How familiar are you with the work of the World Bank Group in PNG? Scale: 1 Not familiar at all – 10 Extremely familiar
How much do you trust the WBG to do what is right for PNG? Scale: 1 Not at all – 10 Very much
Scale: 1 Strongly disagree – 10 Strongly agree: The WBG currently plays a relevant role in development in PNG. The WBG has a positive influence on shaping the development policy in PNG. The WBG’s work is aligned with what I consider the development priorities for PNG.
How effective is the WBG in helping PNG achieve development results? Scale: 1 Not effective at all – 10 Very effective

Sample Demographics and Detailed Methodology

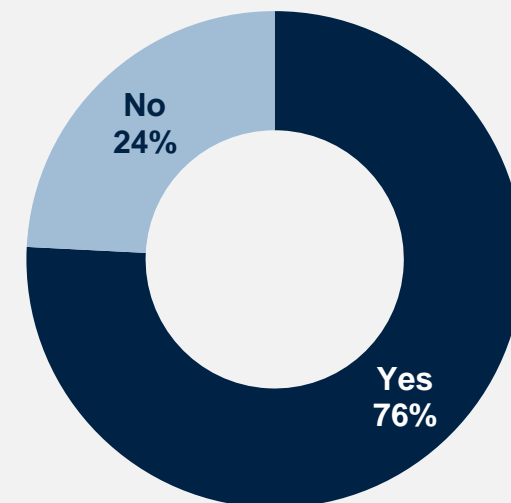


Sample Demographics

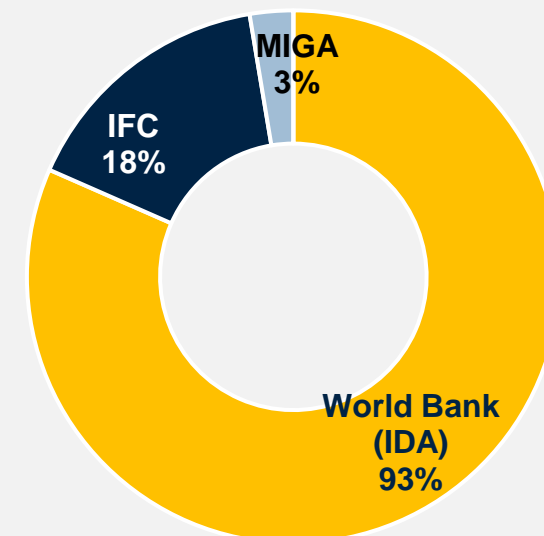
What is the primary specialization of your work? (N=191)



Do you collaborate/work with the World Bank Group (WBG) in PNG? (N=219)



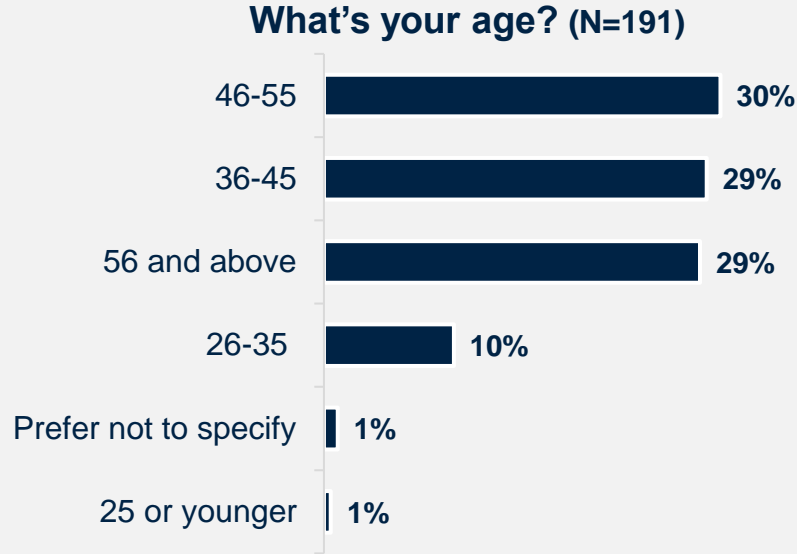
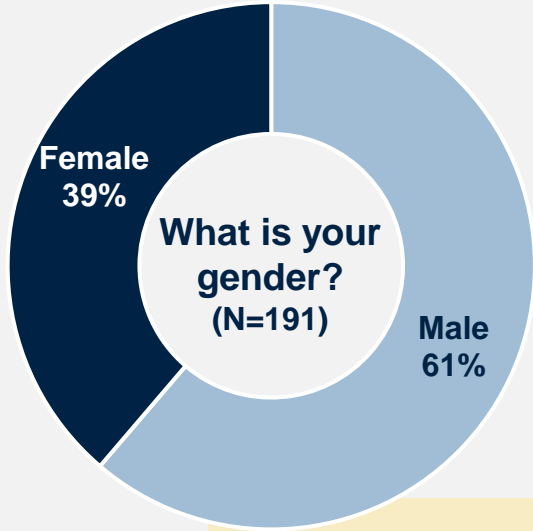
Which of the following WBG agencies do you collaborate/work with in PNG? (N=166)



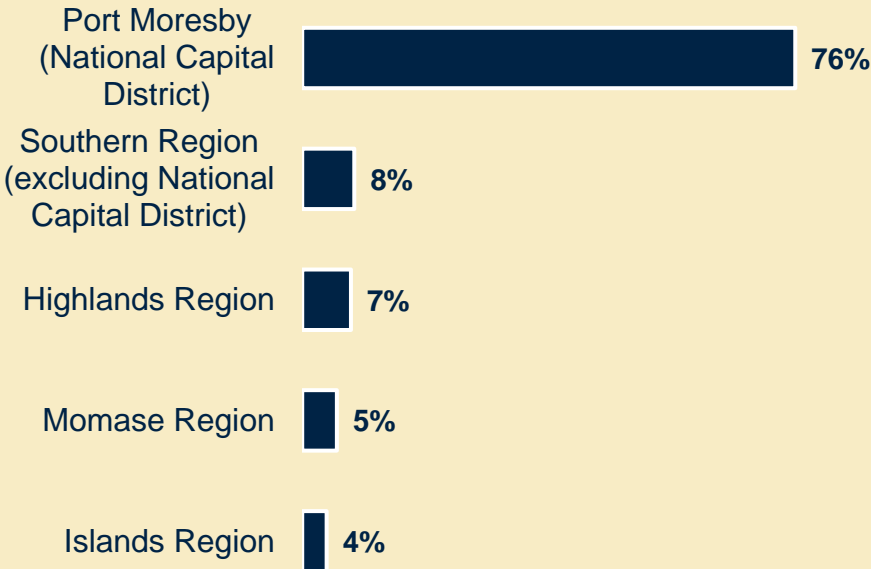
Percentages equal more than 100% because respondents could choose multiple agencies within the WBG.



Sample Demographics (continued)



Which best represents your geographic location? (N=188)



Detailed Methodology

From **June to July 2024**, a total of 632 stakeholders in PNG were invited to provide their opinions on the WBG’s work by participating in a Country Opinion Survey (COS). A list of potential participants was compiled by the WBG country team and the field agency. Participants were drawn from the Offices of the Prime Minister, Minister, and Parliament, government institutions, local governments, bilateral or multilateral agencies, the private sector, civil society, academia, and the media.

Of these stakeholders, **219 participated in the survey (35% response rate)**. Respondents completed the questionnaire via an online platform.

The results of this year’s survey were compared to the FY21 Survey, which had a response rate of 53% (N=65).

Comparing responses across Country Surveys reflects changes in attitudes over time as well as changes in respondent samples, changes in methodology, and changes to the survey instrument itself. To reduce the influence of the latter factor, only those questions with similar response scales/options were analyzed. These differences in stakeholder composition between the two years should be considered when interpreting the results of the past-year comparison analyses.

Key statistically significant findings (tested at the research standard of $p < .05$) are noted throughout the report.

Breakdowns for individual questions by stakeholder group can be found in the “PNG COS FY24 Appendices with data breakdowns.xlsx” file published in the WBG Microdata Library, along with the survey microdata and this report.

Percentage of Respondents	FY 2021	FY 2024
Government Principals: Office of the Prime Minister, Minister, Parliamentarian	2%	1%
Government Institutions: Employee of a Ministry, Department, Project Implementation Unit, Independent Government Institution, Judiciary, State-Owned Enterprise	49%	45%
Local Government	0%	9%
Bilateral/Multilateral Agency: Embassy, Development Organization, Development Bank, UN Agency	17%	21%
Civil Society Organization: Local and regional NGOs, Community-Based Organization, Private Foundation, Professional/Trade Association, Faith-Based Group, Youth Group	2%	6%
Private Sector: Private Company, Financial Sector Organization, Private Bank	22%	14%
Academia / Research Center	3%	2%
Media	5%	2%
Total Number of Respondents	63	219

Indicator Questions

Every country that engages in the Country Opinion Survey (COS) must include specific indicator questions, several of which are aggregated for the World Bank Group's annual Corporate Scorecard and are highlighted in **red** below.

A1_6. How much do you trust the World Bank Group to do what is right for PNG? Scale: 1 Not at all – 10 Very much

A2. How effective is the World Bank Group in helping PNG achieve development results? Scale: 1 Not effective at all – 10 Very effective

A3. How significant a contribution do you believe the WBG's knowledge work make to development results in PNG?
Scale: 1 Not significant at all – 10 Very significant

To what extent do you agree with the following statements? Scale: 1 Strongly disagree – 10 Strongly agree

A4. The WBG currently plays a relevant role in development in PNG.

A5. The WBG's work is aligned with what I consider the development priorities for PNG.

A6. The WBG has a positive influence on shaping development policy in PNG.

A7. The WBG's work helps end poverty in PNG

To what extent is the WBG an effective development partner in terms of each of the following? Scale: 1 To no degree at all – 10 To a very significant degree

C1_1. Responsiveness to needs in PNG

C1_2. Access to WBG staff and experts

C1_3. Flexibility when circumstances change in PNG

C1_5. Being a long-term partner to PNG

To what extent is the WBG an effective development partner in PNG, in terms of collaborating with the following groups?

Scale: 1 To no degree at all – 10 To a very significant degree

C2_1. National government

C2_6. Private sector

C2_7. Civil society

C2_8. Other development partners

To what extent do you agree with the following statements? Scale: 1 Strongly disagree – 10 Strongly agree

C4_1. The WBG's financial instruments (i.e., loans, credits, grants, trust funds) meet the needs of PNG.

C6_1. I am satisfied with the quality of the WBG's knowledge work in PNG.

C6_4. The WBG's knowledge work is tailored to PNG's context.





Country Opinion Surveys

Thank you

*For more information about this report
or the Country Opinion Survey program,
please contact:*

countrysurveys@worldbankgroup.org

