



CountryOpinionSurveys

FY 2025 Eswatini Country Opinion Survey Report

Acknowledgements

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

- 1. Overall Views of the WBG:** How familiar are stakeholders with the WBG? How much do they trust the WBG? What opinions do stakeholders have of the WBG regarding its effectiveness and relevance to development in Eswatini? Are these perceptions improving or declining? Do stakeholders feel that the WBG has changed for the better or the worse in the last year?
- 2. The WBG's Work on Development Priorities:** What areas of development are perceived to be the most important? Has the WBG been helpful in helping to achieve the goals of its projects in these areas? How did these projects impact the people of Eswatini and how could the WBG been more helpful?
- 3. WBG Instruments:** What do key stakeholders value the most regarding the WBG's work in Eswatini? What opinion do key stakeholders have of WBG financial instruments and knowledge products? How are stakeholders using WBG knowledge work and has it influenced government policy in Eswatini?
- 4. The WBG's Engagement and Collaboration:** How is the WBG perceived as a development partner in Eswatini? Are opinions improving or declining? How effective has the WBG in facilitating the Government's engagement with civil society?
- 5. Communications:** What are the preferred communication channels, and do they differ between stakeholder groups? Do stakeholders recall any WBG messaging? What key topics that the WBG communicates do stakeholders recall? What information do stakeholders want from the WBG?



Methodology Overview

Fielded in February – April 2025

- 517 potential participants were asked to complete the survey
- Respondents completed the questionnaire online or completed the questionnaire with a representative of the field agency
- List of names provided by the WBG country team and supplemented by the field agency
- Data collection managed on the ground by the field agency

420 participants (81% response rate)

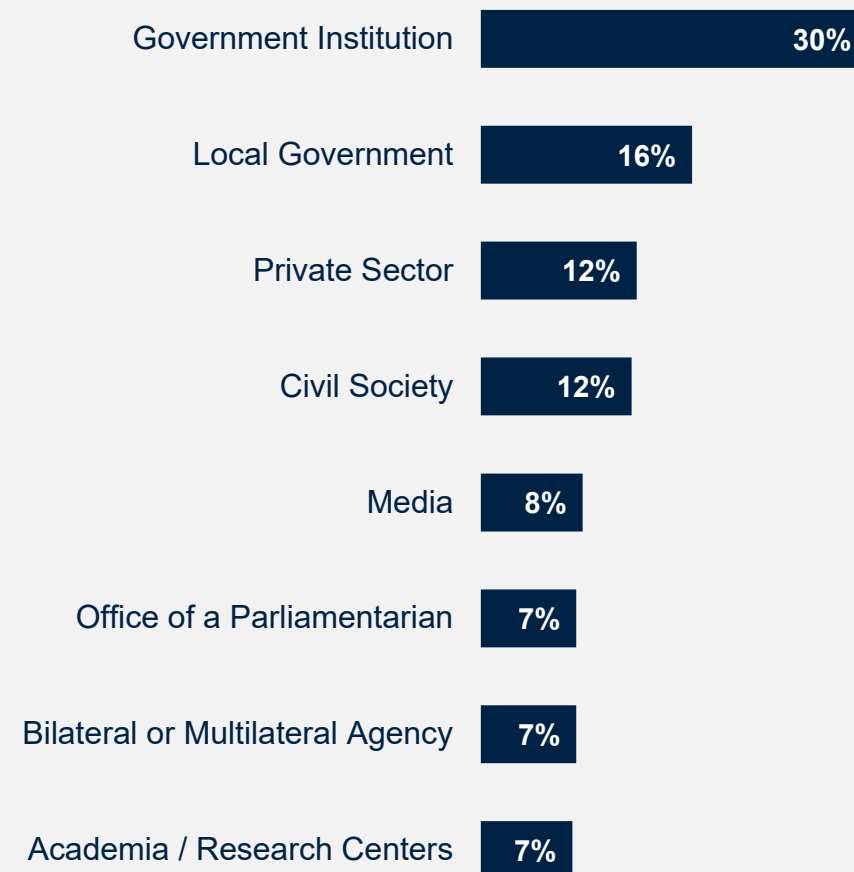
- 51% from Mbabane
- 32% have collaborated with the WBG within the past 3 years

Compared to the FY21 Country Survey Results

- 226 participants (65% response rate)
- 22% collaborated with the WBG
- Differences in stakeholder compositions for both survey years should be considered when interpreting these comparisons

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

Stakeholders in FY25 COS Sample



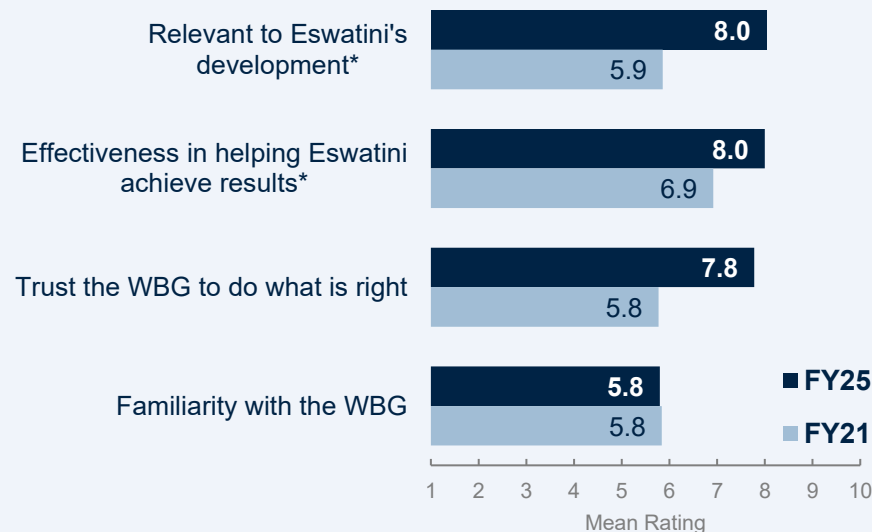
What is your primary professional affiliation? (Select only 1 response)
(Percentage of Respondents, N=420)

Executive Summary

1. Overall Views of the WBG:

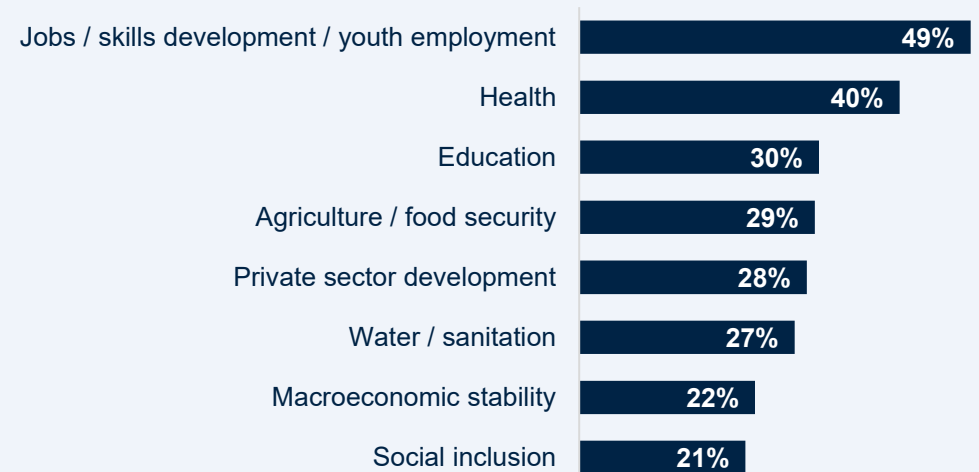
In FY25, stakeholders reported similar levels of familiarity with the WBG as those in the FY21 Country Survey, but gave **significantly higher ratings of trust** in the WBG. The WBG was considered one of the most trusted institutions in Eswatini and rated similarly to the UN in effectiveness and relevance. Ratings for **the WBG’s effectiveness and relevance in Eswatini have significantly improved since FY21**. Compared to Eastern and Southern African and IDA countries surveyed in FY24-FY25, respondents in Eswatini perceived the WBG as more relevant, effective, and trustworthy.

In terms of the Bank’s reform efforts in the past two years, **respondents saw the most improvement in the Bank** improving people’s lives in Eswatini (78% somewhat/significantly better), improving the technical quality of its projects (77%), and working across institutions as one WBG (76%).



2. The WBG’s Work on Development Priorities:

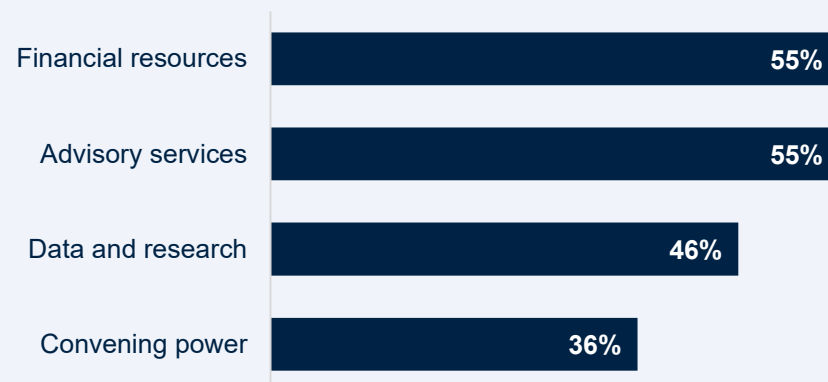
Jobs and **health** were indicated as the top priorities for the WBG’s support in FY25. Respondents considered **private sector** development, **water/sanitation**, **social inclusion**, disaster risk management, climate change, digital development, and debt management much more of a priority than in FY21. **When asked how helpful the WBG was in achieving project goals, 99% said the Bank was helpful**, with 57% of respondents saying, “Very Helpful”. In their qualitative comments regarding how to make the WBG more effective in Eswatini, respondents consistently discussed **key development areas**, such as youth skills development/employment, health, and education. In addition, respondents discussed that projects need to be **adapted to local needs and context**, and that **capacity building** is essential to make WBG-supported projects efficient, effective, and sustainable. More robust **monitoring and evaluation** to verify that WBG-supported projects are properly implemented and to allow for adaptation as needed, and increased **transparency** and **accountability** were also discussed.



Executive Summary (continued)

3. WBG Instruments:

Stakeholders considered the WBG's **advisory services** and **financial resources** to be its greatest values to Eswatini. When asked about the WBG's financial instruments, respondents had the highest levels of agreement that the WBG's **financial instruments meet Eswatini's needs** (mean=8.0, significantly improved compared to FY21), that the standards and requirements for WBG financing are **reasonable** (mean=7.6, significantly improved), and that the WBG provides **timely financial support** (mean=7.6, significantly improved). In their qualitative comments regarding how to make the WBG more effective in Eswatini, respondents discussed ways for the WBG to **increase its financial support**, including more core financing, more blended funding, collaborating with other development partners, and even directly supporting SMEs. However, respondents reiterated that **capacity building** and **technical support** should always accompany WBG funding to ensure project effectiveness and sustainability, and that any WBG financial support should have appropriate **government endorsement** and **mechanisms for accountability**.



Stakeholders in Eswatini also highly valued the WBG's advisory services. When asked about their use of the WBG's knowledge work, **respondents most often reported using the WBG's workshops or trainings (38%) and research/analytical reports (37%)** in the past three years; just 30% of respondents said that they had not used the WBG's knowledge work. Respondents used WBG knowledge products for strategic planning, policy-related work, personal or institutional capacity building, project design or review, and improvement initiatives based on WBG best practices.

Moreover, 62% of respondents said that **WBG policy advice had influenced government policy** in Eswatini. Respondents had quite positive perceptions of the WBG's knowledge work; specifically, that **working with the WBG increases Eswatini's institutional capacity** (mean=8.2, significantly improved compared to FY21), that they are **satisfied with the technical quality** of the WBG's knowledge work (mean=7.9), and that the WBG's knowledge work makes a **significant contribution to development results** in Eswatini (mean=7.3).

In their open-ended responses, stakeholders discussed the need for **more capacity building, technical assistance, and implementation support**. They stressed the importance of continued **research-based policy advice**, using international best practices to inform national strategies, and **more inclusivity** with stakeholders to ensure its accuracy. **Greater dissemination** and communication strategies were suggested to enhance awareness, access, and understanding of the WBG's knowledge work.



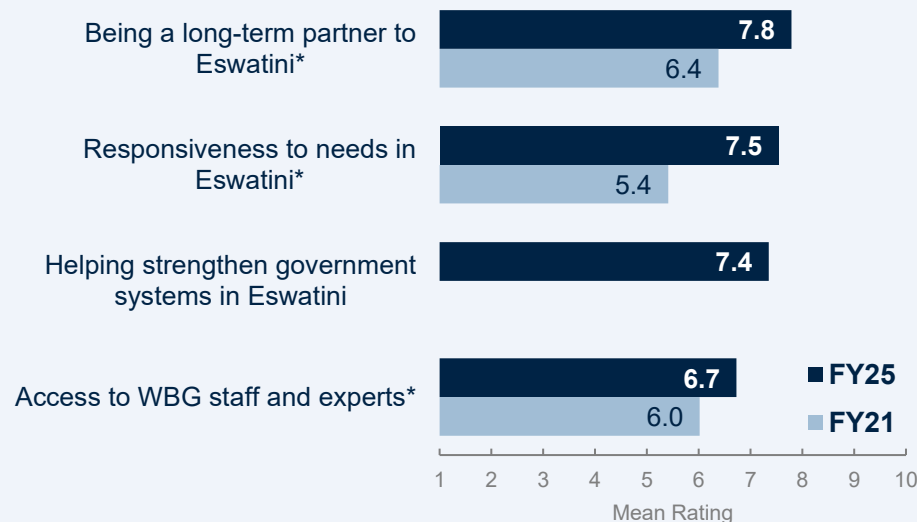
Executive Summary (continued)

4. The WBG's Engagement and Collaboration:

In FY25, stakeholders had significantly more positive perceptions of the WBG as a development partner compared to the FY21 survey, especially regarding its responsiveness to Eswatini's needs and its long-term partnership.

The WBG received the highest ratings for the effectiveness of its **collaboration with civil society** (mean=7.6, significantly improved compared to FY21), **academia** (mean=7.5), **other donors and development partners** (mean=7.5, significantly improved), **private sector** (mean=7.4, significantly improved), and **the national government** (mean=7.4, significantly improved).

In addition to its partnership with the national government, respondents would like the WBG to **collaborate more with local governments** (42%), **civil society** (34%), and **Parliament** (32%).



Stakeholders gave rather moderate ratings for the WBG's effectiveness at **facilitating civil society participation in policy dialogue and implementation** in Eswatini (mean=6.5). While respondents shared many examples of the WBG's engagement with civil society, some respondents suggested more monitoring to ensure dialogue is inclusive and transparent, a more structured engagement platform to promote consistent dialogue, increasing support for capacity-building and peer-learning networks, and greater promotion of the WBG's engagement and inclusion of civil society across Eswatini.

In terms of the WBG **working with the private sector**, 71% of respondents felt the WBG was at least somewhat better at creating investment opportunities in Eswatini. The main challenges to private sector development identified by respondents were corruption (82%), access to finance (59%), and market size/demand (49%). To make the WBG more effective in its work with the private sector, respondents discussed youth skills development programs, more WBG engagement, good governance, investment-friendly policies, and infrastructure and road development.

5. Communications:

WBG **events/workshops** (48%), **direct contact** with WBG staff (45%), **publications** (44%), and **social media** (43%) were considered the most preferred WBG communication channels. Regular **updates on the WBG's activities** (51%) and **case studies** of WBG projects (48%) were the preferred information types sought by stakeholders.

Over half of all respondents recalled seeing or hearing about the WBG recently (58%), most often at events/workshops (57%) or in the media (51%), and most often regarding the WBG's work on water/sanitation (38%) and support to vulnerable orphan children (35%).



Overall Views of the World Bank Group



Familiarity With the WBG is Similar to FY21, Highest Among Those From Bilateral/Multilateral Agencies

- Comparison of FY21 and FY25:** Respondents reported statistically similar levels of familiarity with the WBG compared to respondents in FY21:

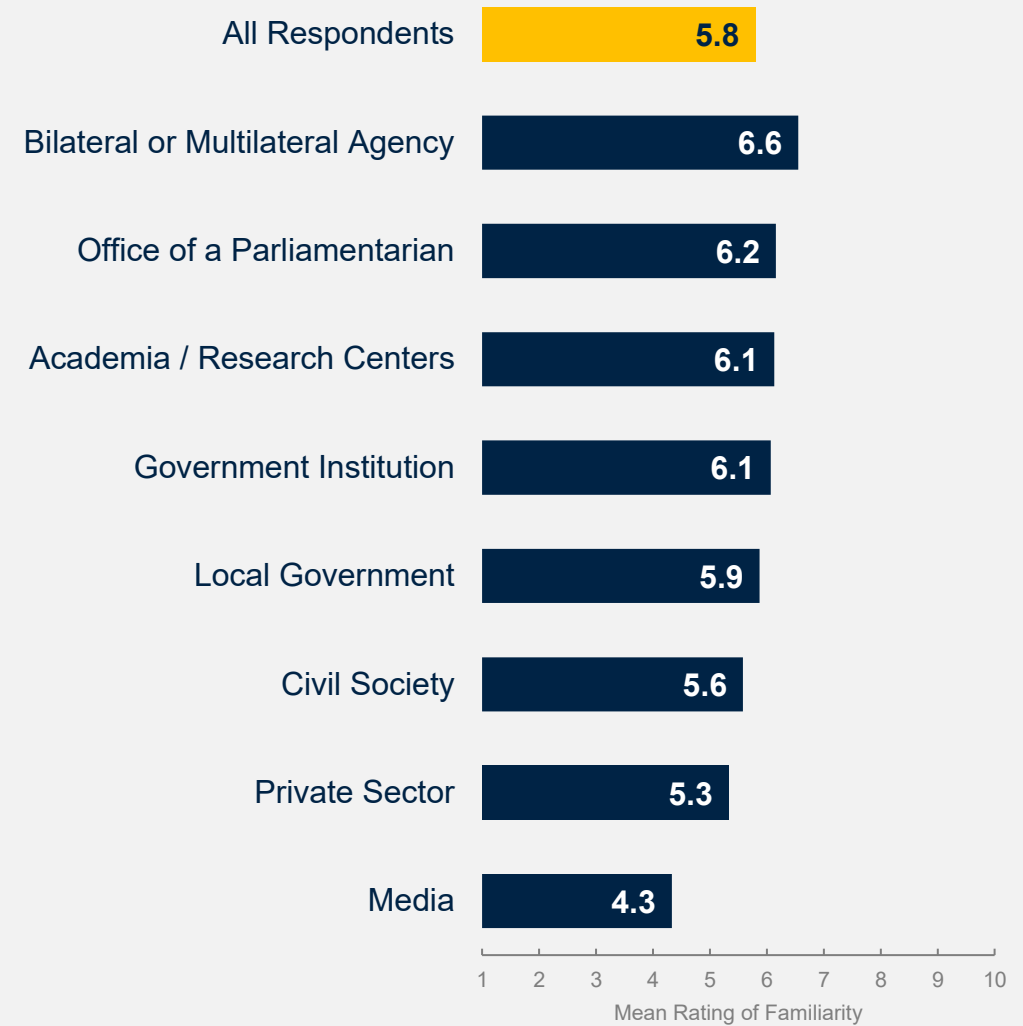
Mean familiarity: **FY25 = 5.8**

FY21 = 5.8

- 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 = 6.6**

Do not collaborate = 5.4



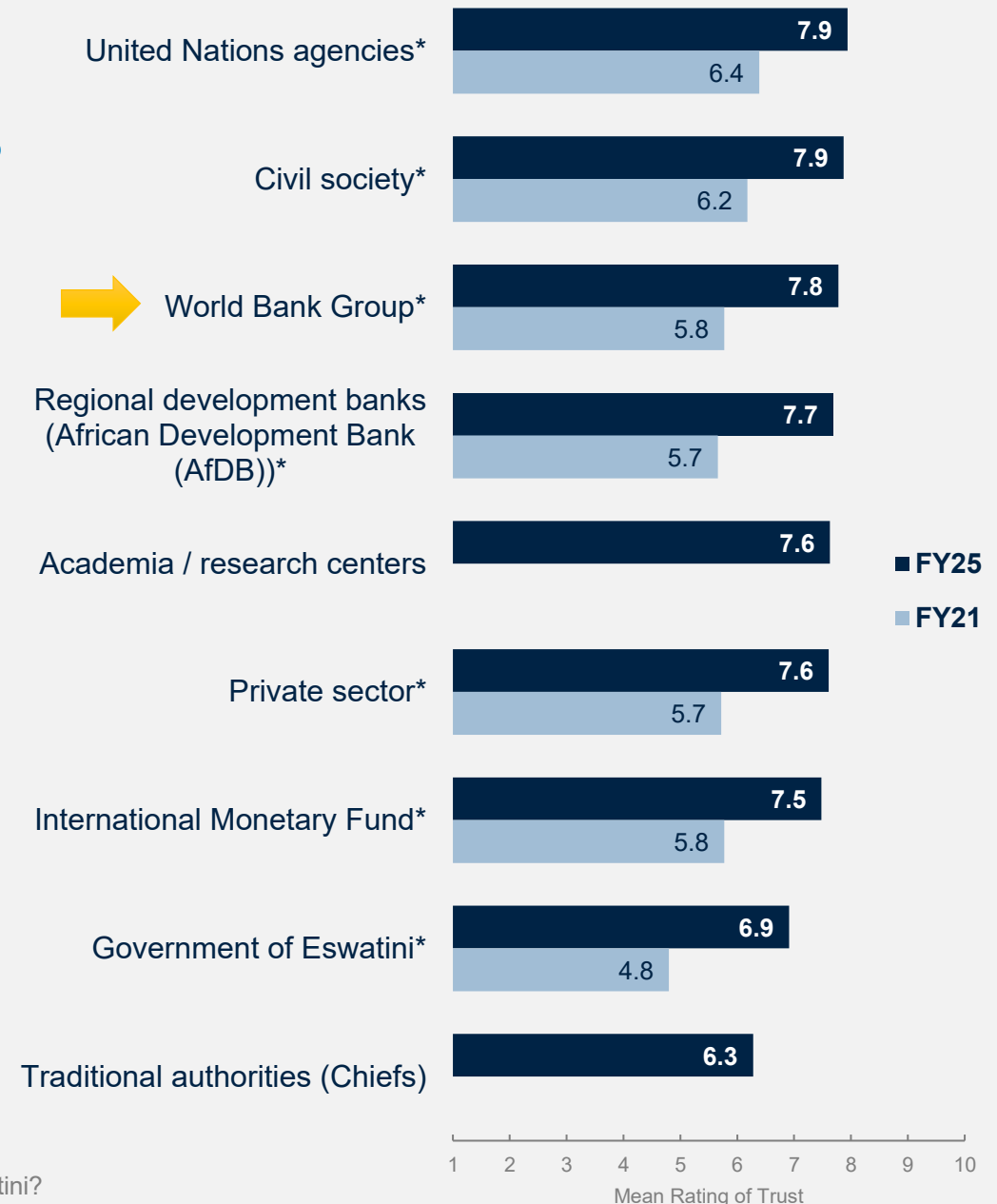
Significant difference in familiarity ratings between stakeholder groups



UN Agencies, Civil Society, and the WBG Rated the Most Trustworthy Institutions in Eswatini

Many institutions received significantly **higher ratings of trust in FY25 compared to FY21**, especially the Eswatini government, regional development banks, and the WBG.

- Significant stakeholder group differences were found in the trust ratings for all institutions. Results of this analysis can be found in the “Eswatini COS FY25 Appendices.xlsx” file.



How much do you trust each of the following institutions to do what is right for Eswatini?

Scale: 1 Not at all – 10 Very much

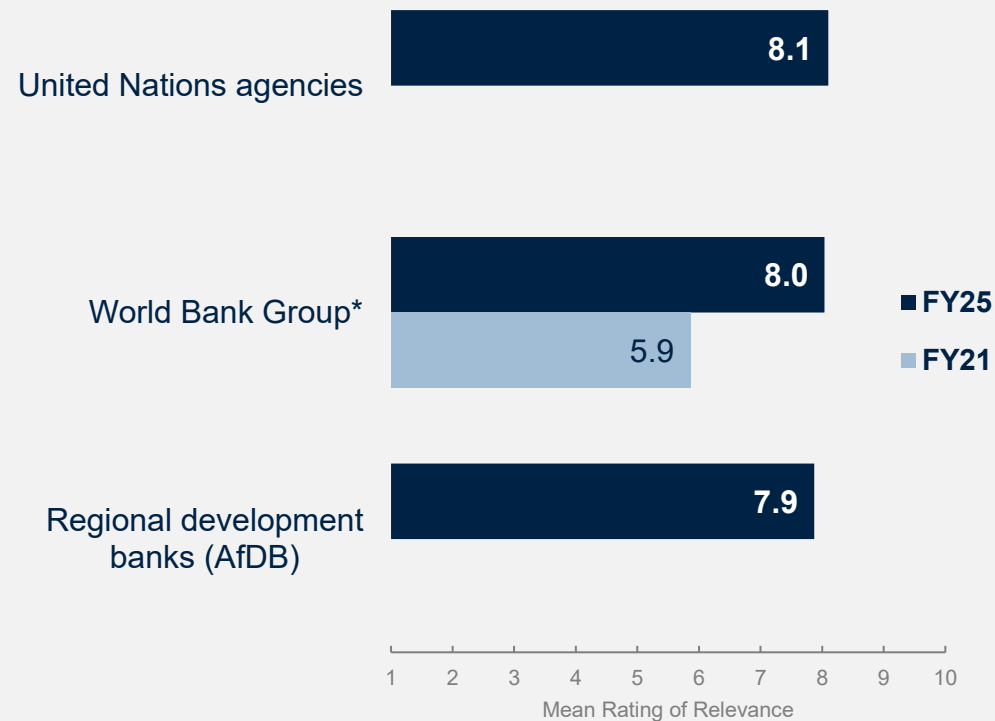
The WBG was rated significantly lower than UN agencies, but significantly higher than private sector.

*Significant difference between years

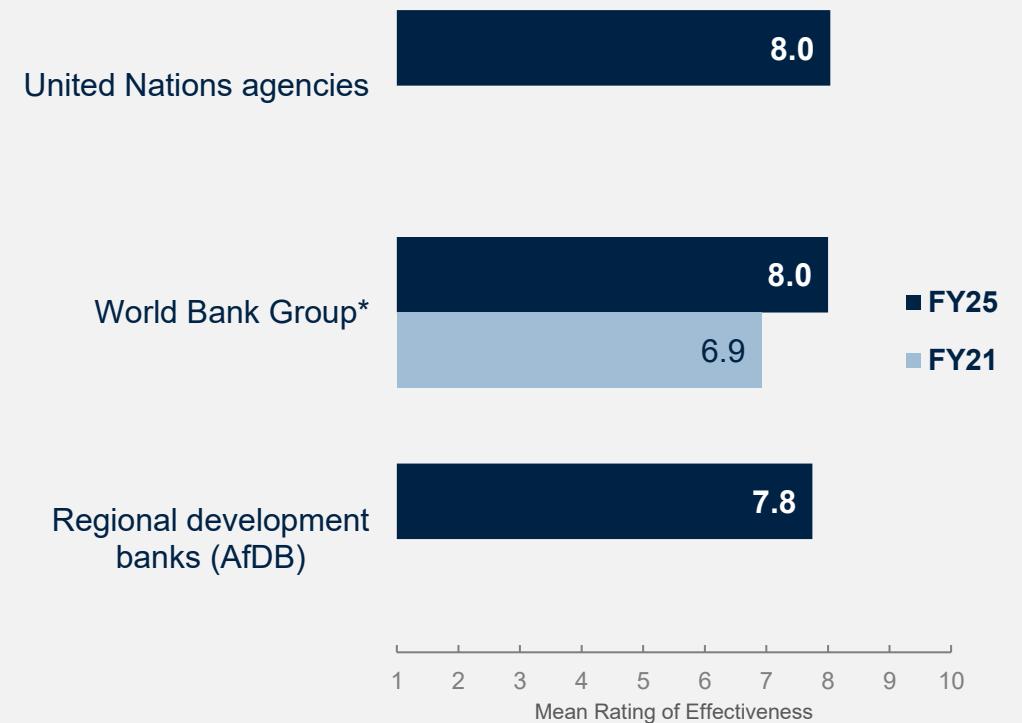
WBG Effectiveness and Relevance in Comparative Context

Respondents rated UN agencies and the WBG similarly **relevant** to development in Eswatini and **effective** in helping Eswatini achieve development results. Compared to the FY21 COS, respondents this year rated the WBG significantly more positive in terms of its relevance and effectiveness in achieving results.

RELEVANCE to Eswatini's development



EFFECTIVENESS in achieving development results

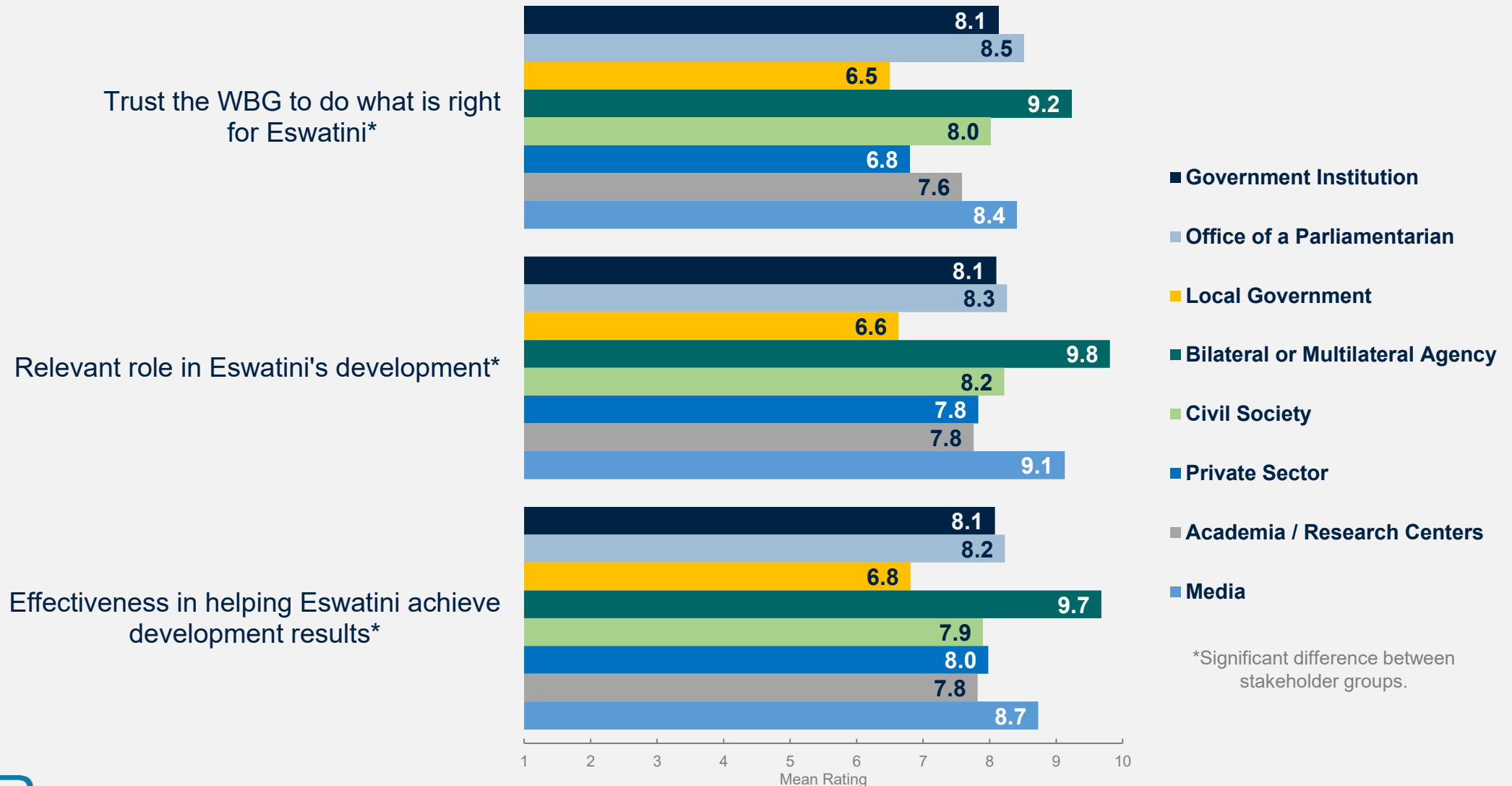


*Significant difference between years

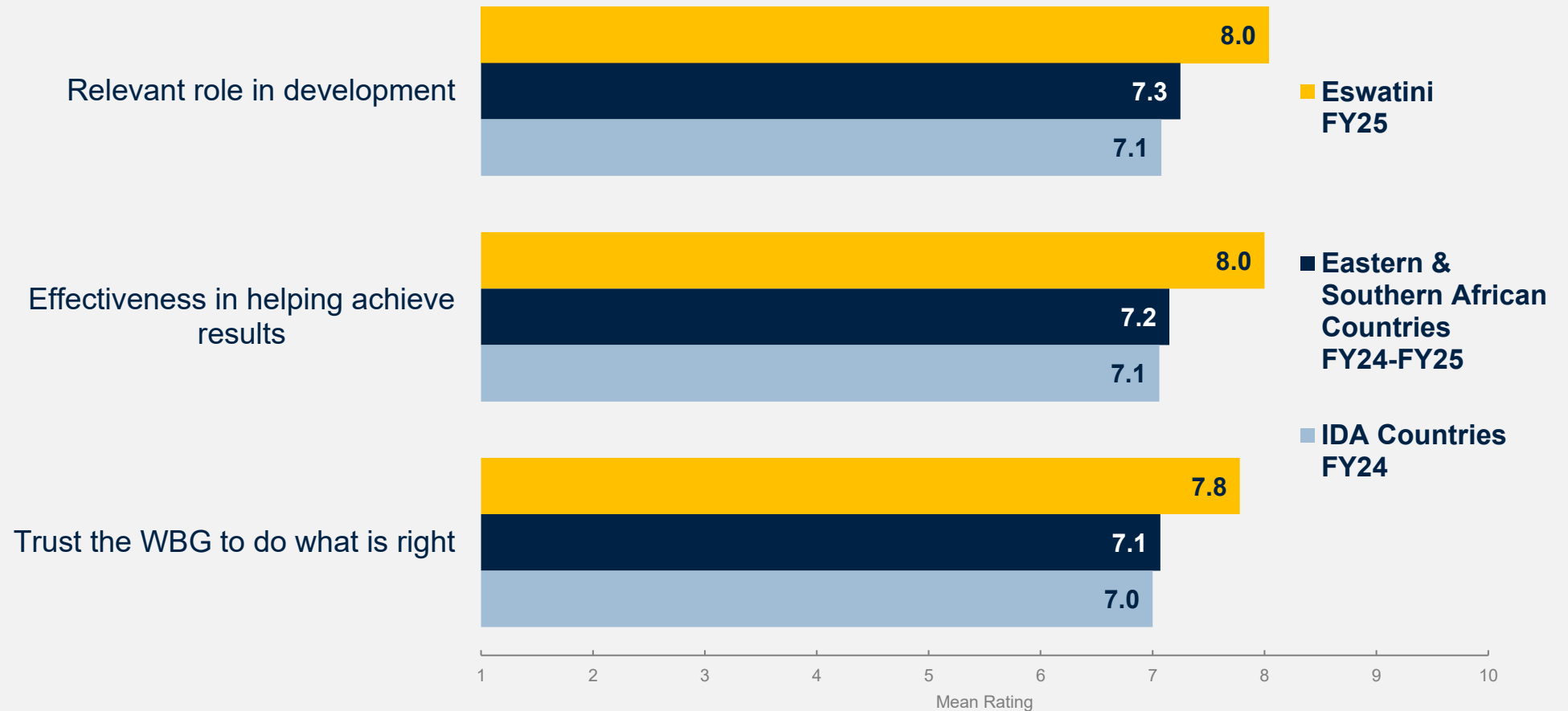


How relevant is each of the following organizations to Eswatini's development? Scale: 1 Not at all – 10 Very much
 How effective is each of the following organizations in helping Eswatini achieve development results? Scale: 1 Not at all – 10 Very much
 The WBG was rated significantly higher than AfDB and statistically similar to the UN for both relevance and effectiveness.

Across Key Indicators, Stakeholders From Bilateral/Multilateral Agencies Were Most Positive About the WBG, Those From Local Government Were Least Positive

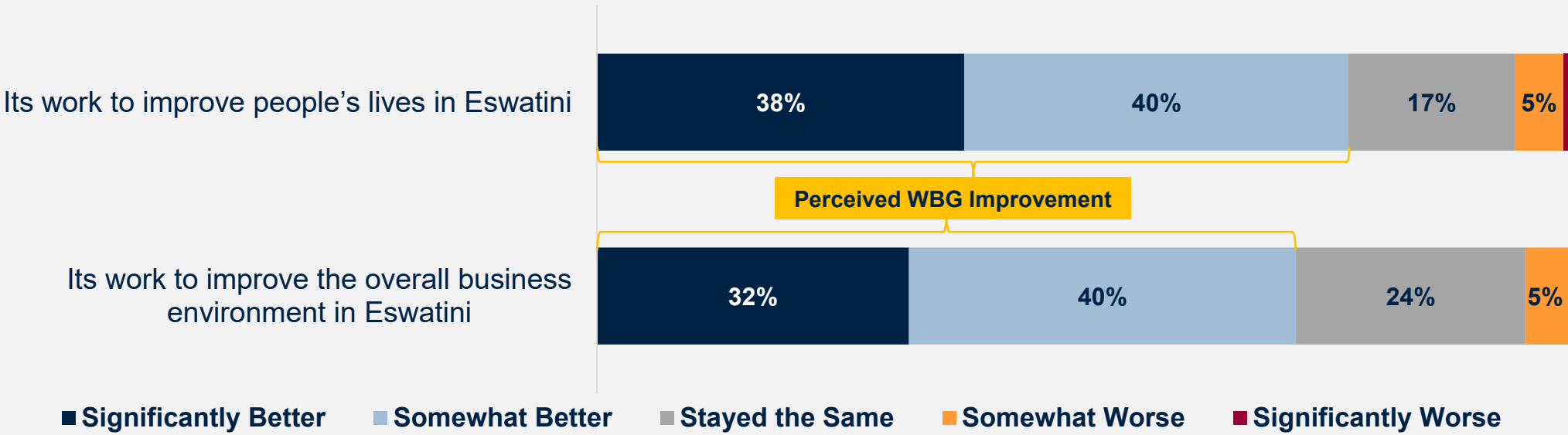


Stakeholders in Eswatini Rated Their Trust in the WBG and its Relevance and Effectiveness Higher Than in Other Eastern & Southern African and IDA Countries



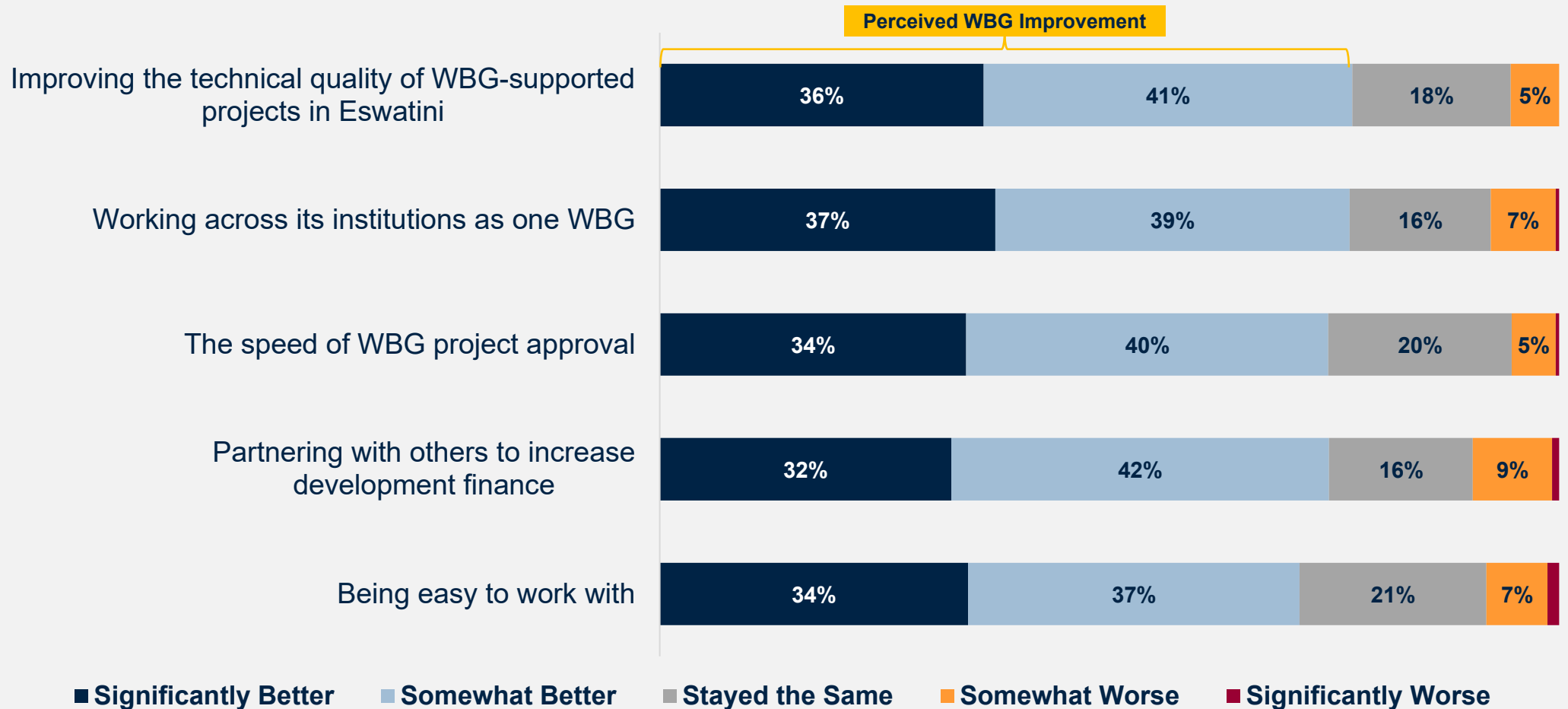
More than 7 in 10 Stakeholders Said the Bank Has Gotten Better at Improving People's Lives and the Business Environment in Eswatini Over the Past Two Years

Based on your experience, in the past two years, how has the WBG changed in terms of...



More than 7 in 10 Stakeholders Saw Improvement Across All Aspects of the WBG Over the Past Two Years

Based on your experience, in the past two years, how has the WBG changed in terms of...



The WBG's Work on Development Priorities



Jobs and Health Were Stakeholders' Top Development Areas for WBG Focus

In respondents' comments answering the question of how the WBG can be more effective in Eswatini[^] they discussed key development areas and the need for the WBG's focus to be aligned with these areas.

- Respondents consistently mentioned key development areas – youth skills development/ employment, health, education, climate change resiliency, agriculture, and private sector development.
- Respondents discussed that, in addition to projects being adapted to the local needs and context, capacity building is essential to truly make WBG-supported projects efficient, effective, and sustainable.
- More robust monitoring and evaluation was discussed to verify that WBG-supported projects are properly implemented and to allow for adaptation as needed to ensure positive results.
- Increased transparency and government accountability were discussed to ensure WBG funds are being appropriately utilized on the ground.



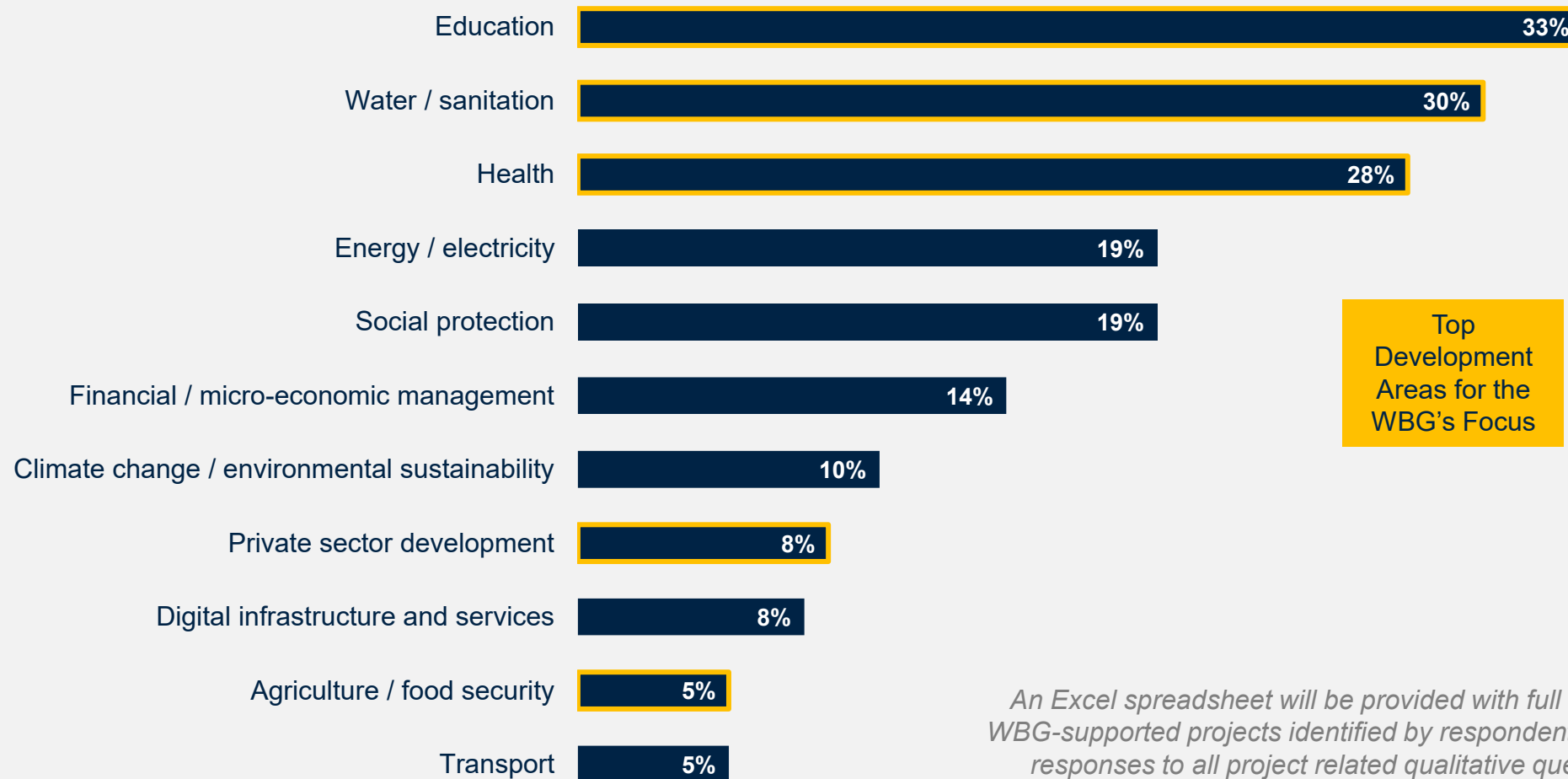
Which areas should the WBG prioritize to have the most impact on development results in Eswatini? (Select up to 5) (Top 16 of 22 Shown)
(Percentage of Respondents, N=408)

[^]What is the most important thing the WBG could do to increase its effectiveness in these priority areas in Eswatini? (N=193) The full text of the qualitative comments can be found in the "Eswatini COS FY25 Appendices.xlsx" file.



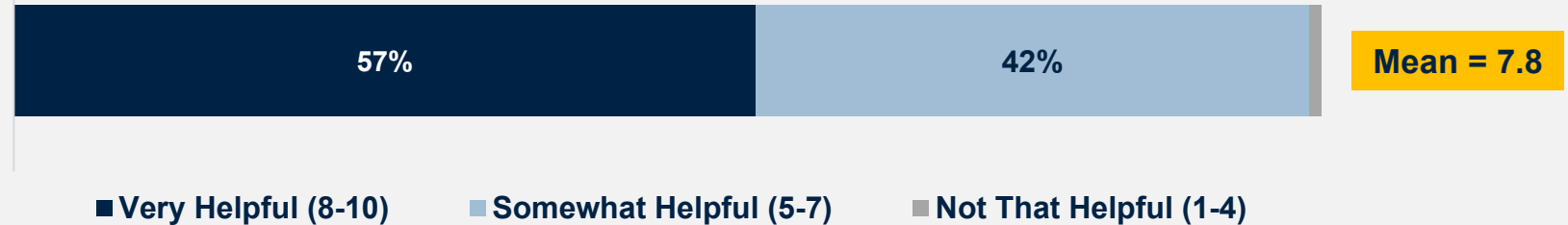
WBG Clients Indicated They Were Most Familiar With a Project Involving Education, Water, or Health

While most respondents identified just one development area that the project supported (64%), just over a third of respondents identified cross-cutting projects involving two or more development areas (36%).



99% of WBG Clients Said the WBG Was Helpful in Achieving Project Goals, With Nearly 6 in 10 Saying “Very Helpful”

How helpful was the WBG in achieving the goals of this project or initiative?



In Open-Ended Comments, Clients Discussed the Impact the WBG-Supported Project Had on the People of Eswatini

“Increasing access to electricity in rural areas and this has increased electricity coverage to 90%.” (Local Government Respondent discussing **Rural Electrification** project)

“Strengthening the skills of health care workers which resulted in improved health outcomes in the country. Indicators on child mortality and NCDs has improved over the years.” (Government Institution Respondent discussing **Health System Strengthening** project)

“Made it easier and more efficient to move goods across the border.” (Privates Sector Respondent discussing **Southern African Trade Facilitation Program**)

“The WBG Support was able to sustain a stable economic recovery regime by ensuring that lost jobs were recovered, and more job opportunities were availed across various industry sectors, including Tourism and Hospitality which suffered major losses during the COVID-19 Pandemic.” (Government Institution Respondent discussing **Eswatini Economic Recovery Development Policy Loan II**)

“Improved school attendance and provision of PSS for vulnerable children hoping to improve educational outcomes.” (Government Institution Respondent discussing **Early Childhood Development** project)

The WBG's Instruments



Advisory Services and Financial Resources Considered the WBG's Greatest Values to Eswatini

Advisory services
(e.g., capacity building and training,
policy advice, technical assistance)



← More valued among private sector (74%) and local government (65%)

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



← More valued among Parliamentarians (77%)

Data and research
(e.g., statistics, reports, research
on global development issues)



← More valued among bilateral/multilateral agencies (74%) and academia (69%)

Convening power
(e.g., bringing together different stakeholder
groups, donor / development partner coordination,
mobilizing 3rd party financial resources)



← More valued among Parliamentarians (45%), academia (45%), government institutions (42%), and media (42%)

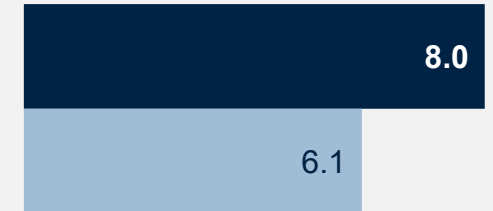


Perceptions of the WBG's Financial Instruments in Eswatini Have Greatly Improved

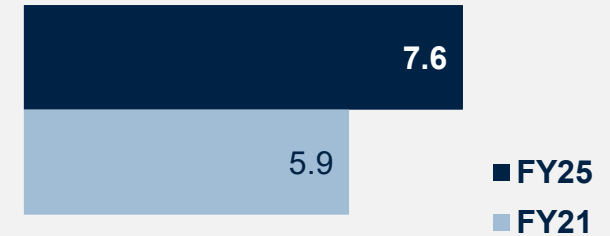
In respondents' comments answering the question of how the WBG can be more effective in Eswatini^ they discussed ways in which the WBG could increase its funding to Eswatini and make it more impactful.

- Respondents discussed a number of ways for the WBG to increase its financial support to Eswatini, including more core financing, more blended funding, and collaborating with other development partners.
- The possibility of the WBG directly providing funding or incentives to SMEs was also discussed.
- It was agreed that capacity building and technical support should always accompany WBG funding to ensure project effectiveness and sustainability.
- It was also important that any WBG financial support have appropriate government endorsement and mechanisms for accountability.

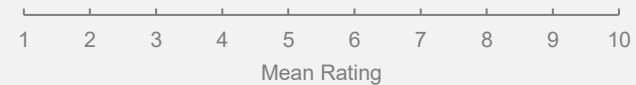
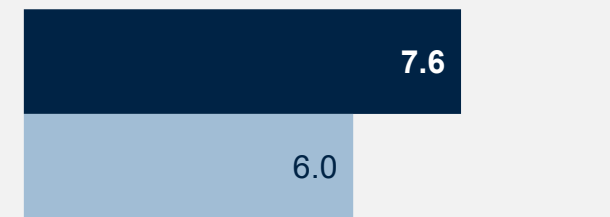
The WBG's financial instruments (i.e., budget support, loans, grants, trust funds) meet the needs of Eswatini*



The standards and requirements for the WBG's financing are reasonable*



The WBG provides financial support in a timely manner*



*Significant difference between years



To what extent do you agree with the following statements about the WBG's financial support to Eswatini? Scale: 1 Strongly disagree – 10 Strongly agree

(Only asked to those in government institutions or who said that they collaborate with the WBG, FY25 N=~178, FY21 N=~68)

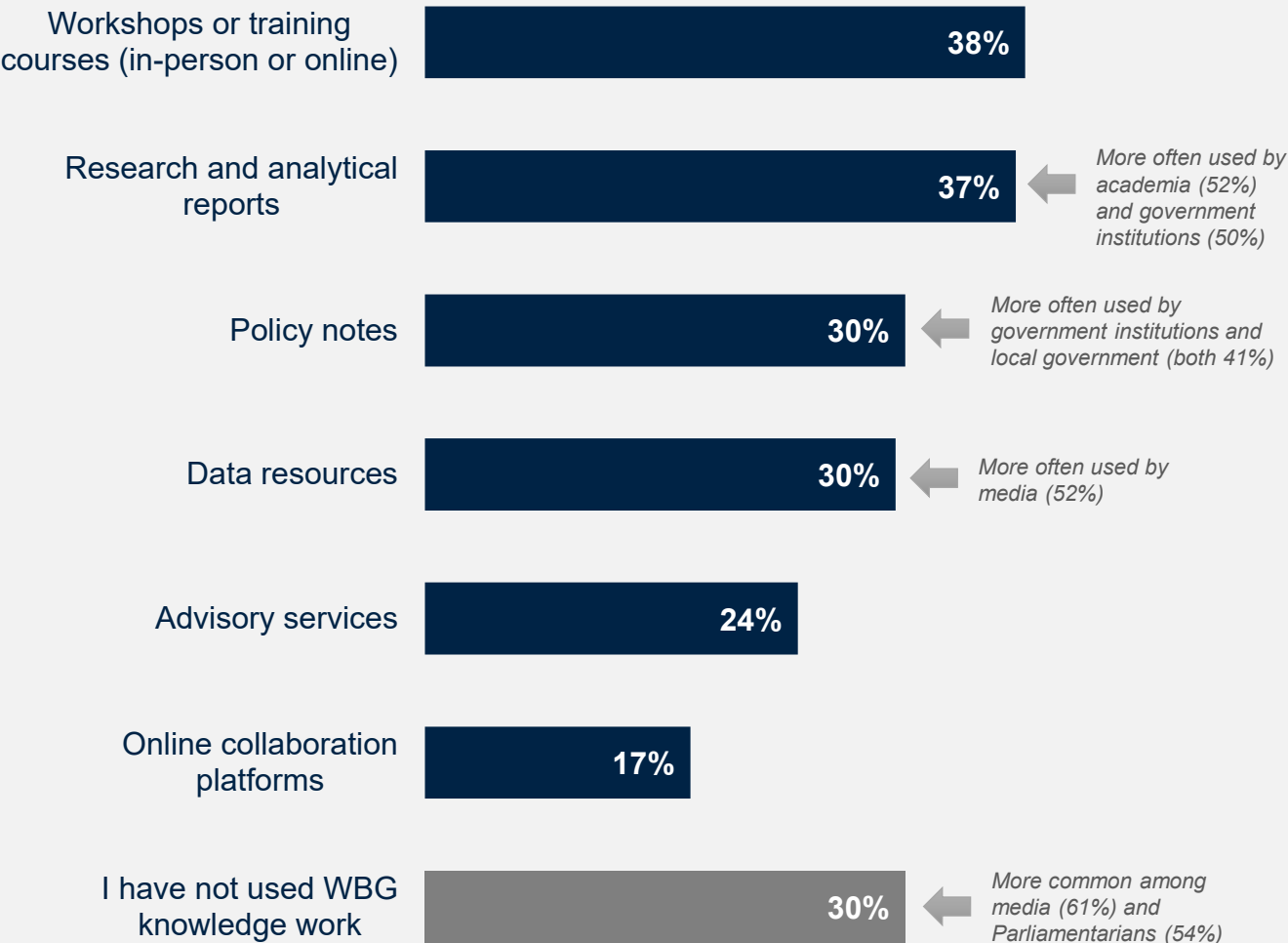
^What is the most important thing the WBG could do to increase its effectiveness in these priority areas in Eswatini? (N=193)

The full text of the qualitative comments can be found in the "Eswatini COS FY25 Appendices.xlsx" file.

70% of Respondents Said That They Had Used WBG Knowledge Work in the Past 3 Years, Mostly Workshops or Training and Research Reports

Respondents discussed a number of ways in which they utilized WBG knowledge work:

- For strategic planning, project design or review, investment analysis, and empowerment initiatives.
- Policy-related work, particularly in human development and gender equality.
- Inputs into national strategies such as climate adaptation, urban development, agriculture, and human development.
- Academic research and institutional learning to raise awareness, build capacity, inform public-sector debates, or develop papers or strategy.
- Research-based uses, such as project evaluations, technical and sector reports.
- Enhancing digital strategies, business models, and economic practices by utilizing WBG-determined best practices.



An Excel spreadsheet will be provided with full details of knowledge products identified by respondents and their responses to all knowledge related qualitative questions.



In the past 3 years, what WBG knowledge work have you used? (Select all that apply) (Percentage of Respondents, N=382)
 For what purpose did you use this WBG knowledge activity/analytical work? (Please be specific) (N=132)

62% of Respondents Said WBG Policy Advice Influenced Government Policy, and Discussed Its Impact in Key Areas, Including Youth, Human Capital, Energy, Water, Gender, and Climate Change

- *“WB has shaped our **fiscal management**, our **economic development**, **gender and youth empowerment**.”* (Office of a Parliamentarian Respondent)
- *“National **youth** policy.”* (Private Sector Respondent)
- *“**Health** system strengthening and TB guidelines.”* (Government Institution Respondent)
- *“The policy for free primary **education**.”* (Academia Respondent)
- *“**Human capital** development – support to the education sector to enhance quality of education at pre-primary and general education levels.”* (Civil Society Respondent)
- *“The national **electricity** tariff system.”* (Local Government Respondent)
- *“The **gender** policy – there have been meetings with women, MPs and ministry of justice, and deliberations were made on the recently ended gender policy, so some of the sections that were gender insensitive such as the marriage bill were revised.”* (Civil Society Respondent)
- *“The WB work has influenced **water supply and sanitation** in a number of communities, and this was as a result in policy change.”* (Local Government Respondent)
- *“The **water** access regulations and policies. The **gender and social protection** legislations.”* (Office of a Parliamentarian Respondent)
- *“**Financial management** regulation and the **banking system**.”* (Private Sector Respondent)
- *“I might not be sure at government level but at city level we have increased the scope of social services and community engagement to include **climate change**; an issue we thought was for rural areas.”* (Local Government Respondent)
- *“Government is in the process of reviewing the Urban Act and the town planning schemes now include **climate change** and green cities.”* (Local Government Respondent)
- *“**Collaborating with civil society** and having a **clear sustainability plan**.”* (Bilateral or Multilateral Agency Respondent)



In your opinion, has the WBG’s policy advice influenced a new or previous government policy in Eswatini? (Percentage of Respondents, N=258)
What government policy or action did the WBG’s advice influence and in what way? (N=103) Select comments are shown here.

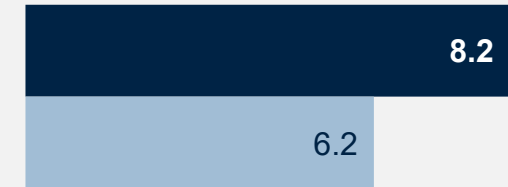
Stakeholders Were Increasingly Positive About the WBG's Knowledge Work Building Institutional Capacity

Of note, respondents who used WBG knowledge work in the past 3 years had significantly higher ratings for its contribution (mean = 7.8) than those respondents who had not used WBG knowledge work (mean = 6.0).

Respondents' comments answering the question of how the WBG (and specifically its knowledge work) can be more effective in Eswatini^ discussed:

- The need for more capacity building, technical assistance, and implementation support to ensure WBG project effectiveness and sustainability.
- Continued research-based policy advice using international best practices to inform national strategies for Eswatini.
- Greater dissemination and communication strategies to enhance the awareness and understanding of the WBG's knowledge work.
- More inclusivity with various stakeholder groups to ensure the accuracy of and access to the WBG's knowledge work.

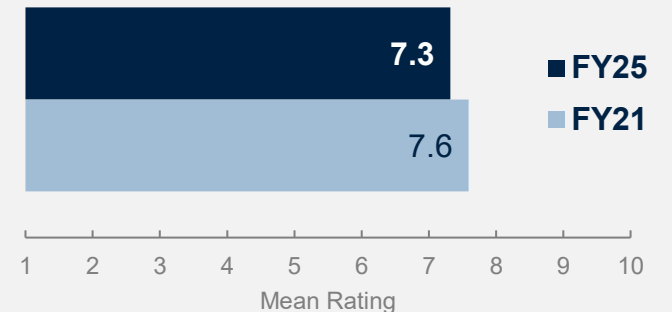
Working with the WBG increases Eswatini's institutional capacity^*



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



WBG's knowledge work makes a significant contribution to development results



*Significant difference between years

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

^Only asked to those who indicated that they had used WBG knowledge work in the past 3 years (N=243)

If you rated the quality of the WBG's knowledge work between 1-4, how could the WBG improve the quality of its knowledge work in Eswatini? (N=10)

What is the most important thing the WBG could do to increase its effectiveness in these priority areas in Eswatini? (Please be specific) (N=193)

The full text of the qualitative comments can be found in the "Eswatini COS FY25 Appendices.xlsx" file.



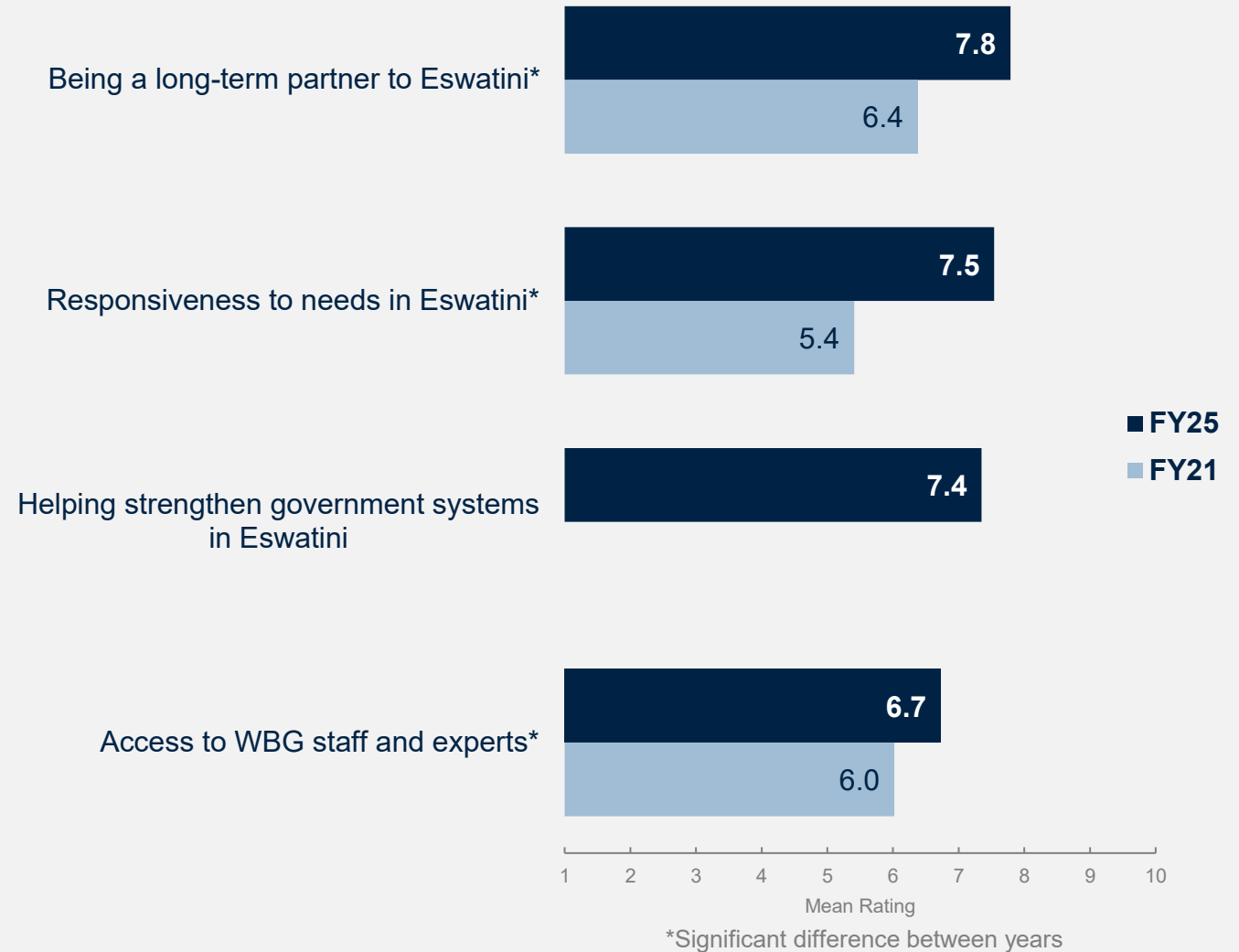
The WBG's Engagement and Collaboration



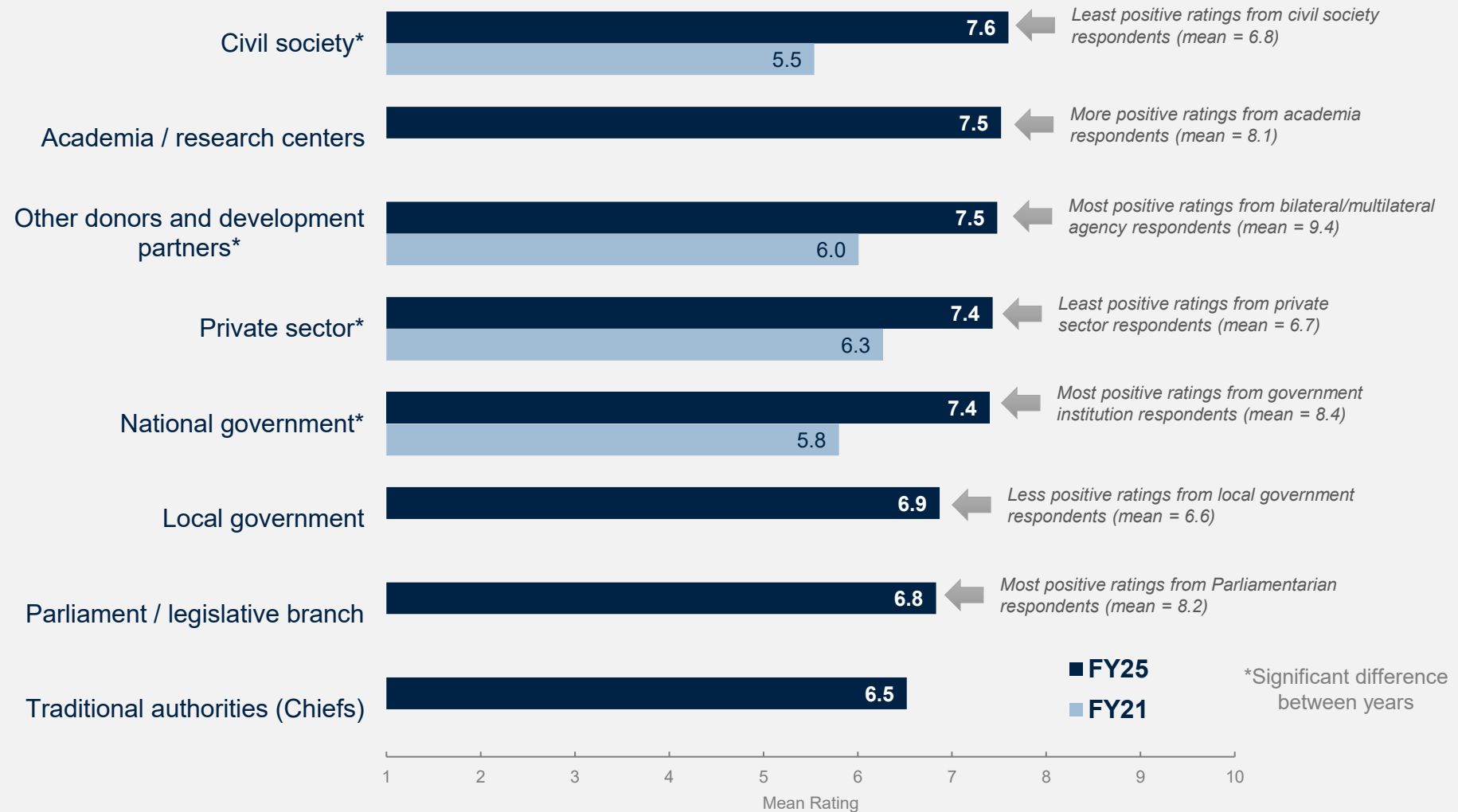
Perceptions of the WBG as a Long-Term, Responsive, Accessible Partner Have Improved in Eswatini

Respondents from civil society, private sector, and the media tend to give lower ratings for these aspects of the WBG as a development partner, of note, respondents from private sector and the media gave particularly low ratings for access to WBG staff (means = 5.5 and 3.7, respectively).

- Further details of this analysis can be found in the “Eswatini COS FY25 Appendices.xlsx” file.



Perceptions of WBG Collaboration with Civil Society, Other Donors/Partners, Private Sector, and National Government in Eswatini Have Improved

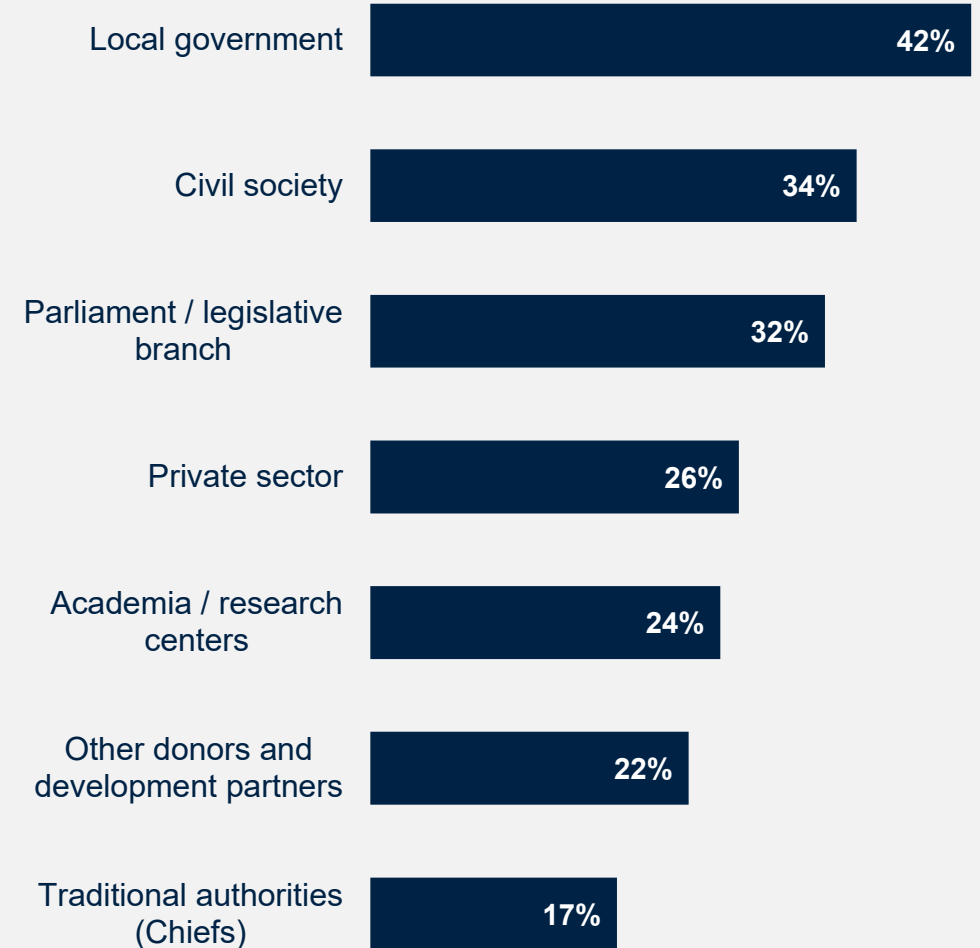


Stakeholders Want the Bank to Collaborate More With Local Government, Civil Society, and Parliament

Outreach to local government is additionally recommended because this stakeholder group had some of the most critical views of the WBG and its work. Outreach to civil society is also recommended as this stakeholder group is highly trusted, suggesting they would be reliable partners.

Respondents' comments answering the question of how the WBG can be more effective in Eswatini[^] discussed the need for the WBG to increase engagement and collaboration with stakeholders. Respondents discussed that more collaboration could:

- Increase awareness of local needs, context, and capacities to better align WBG support and implementation;
- Ensure WBG projects are culturally relevant, inclusive, and are a coordinated effort;
- Build awareness and buy-in of WBG initiatives;
- Increase transparency to allow for more accountability in WBG-supported programs and initiatives;
- Foster greater capacity-building for implementation and sustainability of projects;
- Create a feedback loop between the WBG and stakeholders to solve challenges quickly and enhance the effectiveness and efficiency of the WBG's projects.



In addition to its partnership with the national government, which of the following should the WBG collaborate with more to have greater impact in Eswatini? (Select up to 2) (Percentage of Respondents, N=401)

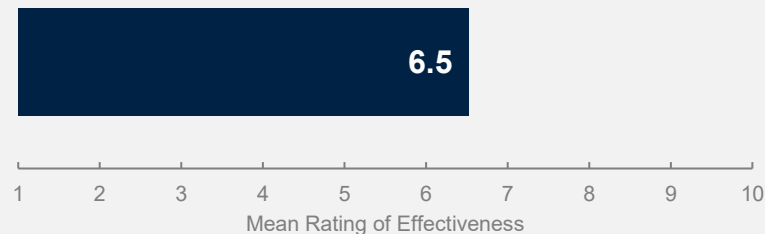
[^]What is the most important thing the WBG could do to increase its effectiveness in these priority areas in Eswatini? (N=193)

The full text of the qualitative comments can be found in the "Eswatini COS FY25 Appendices.xlsx" file.



WBG Effectiveness in Facilitating Civil Society Participation

All Respondents



Although there were significant stakeholder group differences, respondents from government and civil society gave statistically similar ratings for the WBG’s effectiveness at facilitating **civil society participation in development policy dialogue and implementation** in Eswatini. Just 7% of respondents rated the WBG’s effectiveness below average (1-4). These respondents suggested the following to help the WBG be more effective:

- More monitoring of government’s engagement to ensure dialogue is inclusive and transparent;
- Create a more structured engagement platform to promote consistent, continuous dialogue;
- Increase WBG access and support for capacity-building and peer-learning networks among civil society organizations, possibly leveraging more digital tools for greater reach; and
- Especially those in local government would like to see greater promotion of the WBG’s engagement with and inclusion of civil society organizations across Eswatini.

Some Examples of the WBG’s Effective Facilitation of Civil Society Participation

*“I have seen **gender inclusion initiatives** that combined the municipalities and civil society.”* (Local Government Respondent)

*“The **law reform dialogue** that was held by Parliamentarians and Civil society organizations.”* (Office of Parliamentarian Respondent)

*“The WBG collaborated with local CSOs to enhance **healthcare services** in Eswatini. Through the involvement of these organizations, the WBG made sure that health initiatives were customized to meet the unique needs of communities, which resulted in the delivery of healthcare that was more efficient and easily accessible.”* (Academia Respondent)

*“The WBG promoted **sustainable agricultural practices** by collaborating with rural CSOs and farming cooperatives. The WBG made sure that agricultural policies were in line with the realities faced by local farmers by including these groups in policy discussions, which raised productivity and improved food security.”* (Academia Respondent)

*“Through **consultative meetings** and seating on **project steering committees**.”* (Civil Society Respondent)

How effective is the WBG in facilitating civil society participation in development policy dialogue and implementation in Eswatini?

Scale: 1 Not effective at all – 10 Very effective



[If effectiveness rating < 5] How could the WBG be more effective in facilitating civil society participation in development policy dialogue and implementation? (Please be specific) (N=13) [If effectiveness rating > 4] Please share examples of the WBG’s effective facilitation of civil society participation in development policy dialogue and implementation. (Please be specific) (N=62)

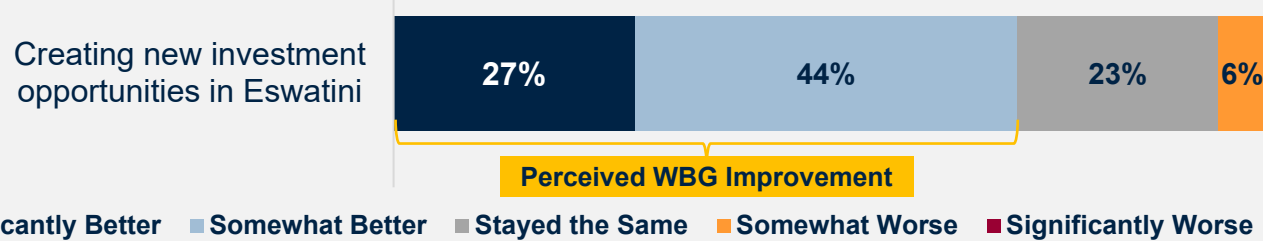
The full text of the qualitative comments can be found in the “Eswatini COS FY25 Appendices.xlsx” file.



The WBG Working With the Private Sector

More than 7 in 10 respondents (71%) felt the WBG had gotten better at creating investment opportunities in Eswatini in the past two years

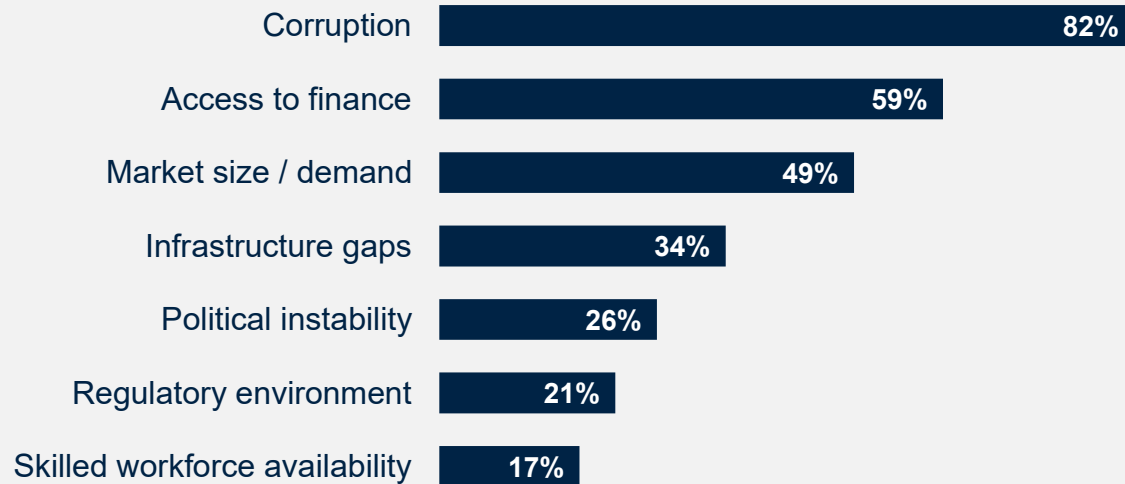
Based on your experience, in the past two years, how has the WBG changed in terms of:



To Make the WBG More Effective in Private Sector Development[^], Respondents Discussed:

- **Youth skills development programs**, such as Technical and Vocational Education and Training (TVET) to help youth better prepare for jobs and entrepreneurship
- **More WBG engagement with the private sector**, such as financial support to MSMEs, promotion of public-private partnerships, and capacity-building and training
- **Good governance** including increased transparency and accountability, and robust monitoring and evaluation of WBG-funded projects
- **Investment-friendly policies**, including increased access to credit and regulatory reforms
- **Infrastructure and road development** to improve speed and access when taking goods to market

Corruption Overwhelmingly Considered the Biggest Challenges facing Private Sector Development in Eswatini



Based on your experience, in the past two years, how has the WBG changed in terms of... (Percentage of Government & Private Sector Respondents, N=237, excludes 9% of respondents who selected "Don't know")

What are the biggest challenges facing private sector development in Eswatini? (Select up to 3) (Percentage of Government & Private Sector Respondents, N=285)

[^]What is the most important thing the WBG could do to increase its effectiveness in these priority areas in Eswatini? (Please be specific) (N=193)

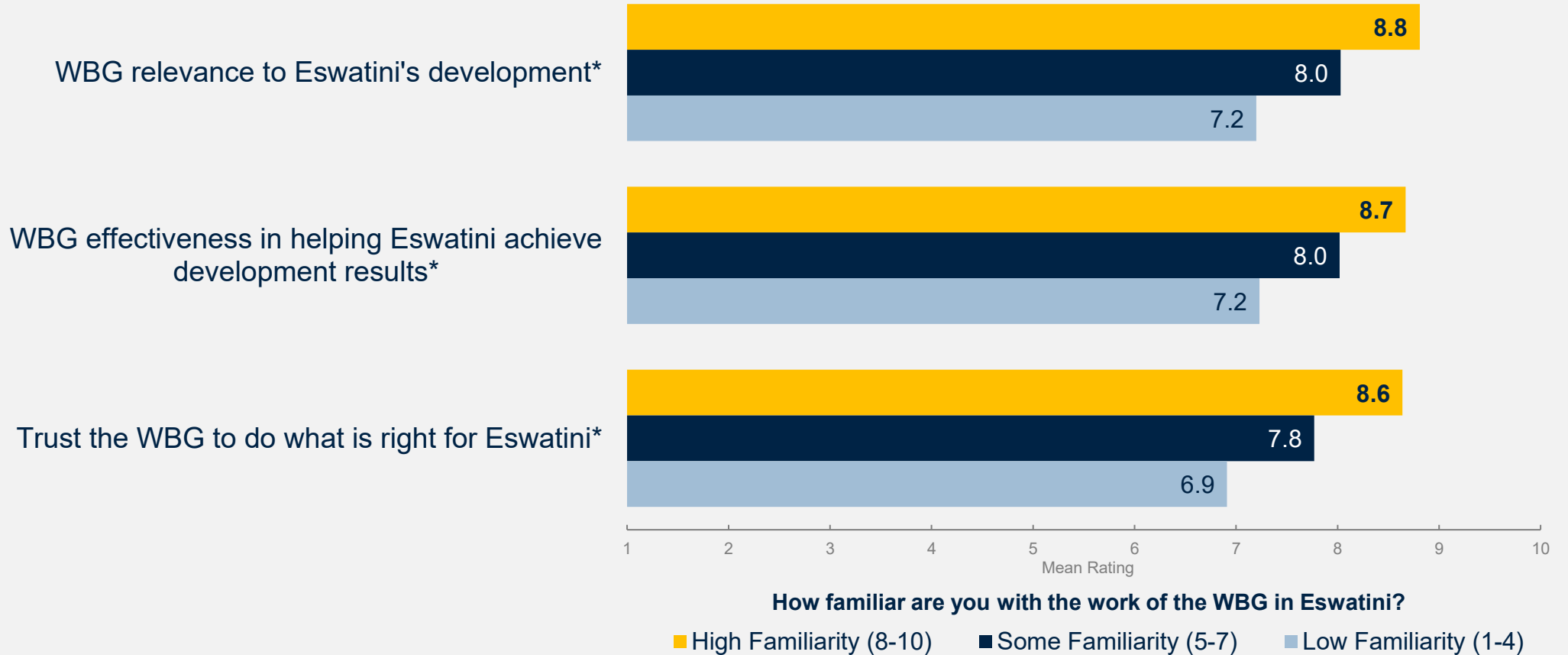
The full text of the qualitative comments can be found in the "Eswatini COS FY25 Appendices.xlsx" file.

Communication and Outreach



Outreach and Engagement Is Important Because Familiarity Leads to More Positive Perceptions

In addition to respondents indicating a desire for more engagement with the WBG, such engagement can engender more positive perceptions of the WBG.



*Significant difference between levels of familiarity

How familiar are you with the World Bank Group's work in Eswatini? Scale: 1 Not familiar at all – 10 Very familiar
 How much do you trust each of the following institutions to do what is right for Eswatini? Scale: 1 Not at all – 10 Very much
 How relevant is each of the following organizations to Eswatini's development? Scale: 1 Not at all – 10 Very much
 How effective is each of the following organizations in helping Eswatini achieve development results? Scale: 1 Not at all – 10 Very much



Events/Workshops, Direct Contact, Publications, and Social Media Were the Most Preferred WBG Channels for Stakeholders to Obtain Information From the Bank

Key differences between stakeholder groups should be considered for targeted outreach (e.g., local government, civil society, and academia respondents were the most likely to prefer social media).

Top Two Preferred WBG Channels

	All Respondents	Government Institution	Office of a Parliamentarian	Local Government	Bilateral or Multilateral Agency	Civil Society	Private Sector	Academia / Research Center	Media
WBG event / conference / workshop* (in person or online)	48%	40%	74%	55%	45%	52%	44%	38%	55%
Direct contact with WBG staff (e.g., in person, virtually, phone, email)	45%	43%	52%	35%	52%	54%	50%	31%	55%
WBG publications	44%	43%	48%	41%	48%	30%	50%	55%	49%
WBG social media channels (e.g., Facebook, LinkedIn, Instagram, Twitter)	43%	40%	42%	55%	32%	52%	36%	52%	27%
WBG website (including blogs)	31%	30%	36%	30%	32%	37%	22%	31%	39%
WBG direct messaging* (e.g., WhatsApp)	29%	38%	29%	22%	29%	20%	38%	10%	27%
WBG e-Newsletters*	23%	24%	19%	10%	39%	22%	24%	45%	21%
WBG podcasts*	20%	37%	0%	15%	19%	15%	14%	17%	12%



How would you prefer to obtain information from the WBG? (Select up to 3) (Percentage of Respondents, N=411)

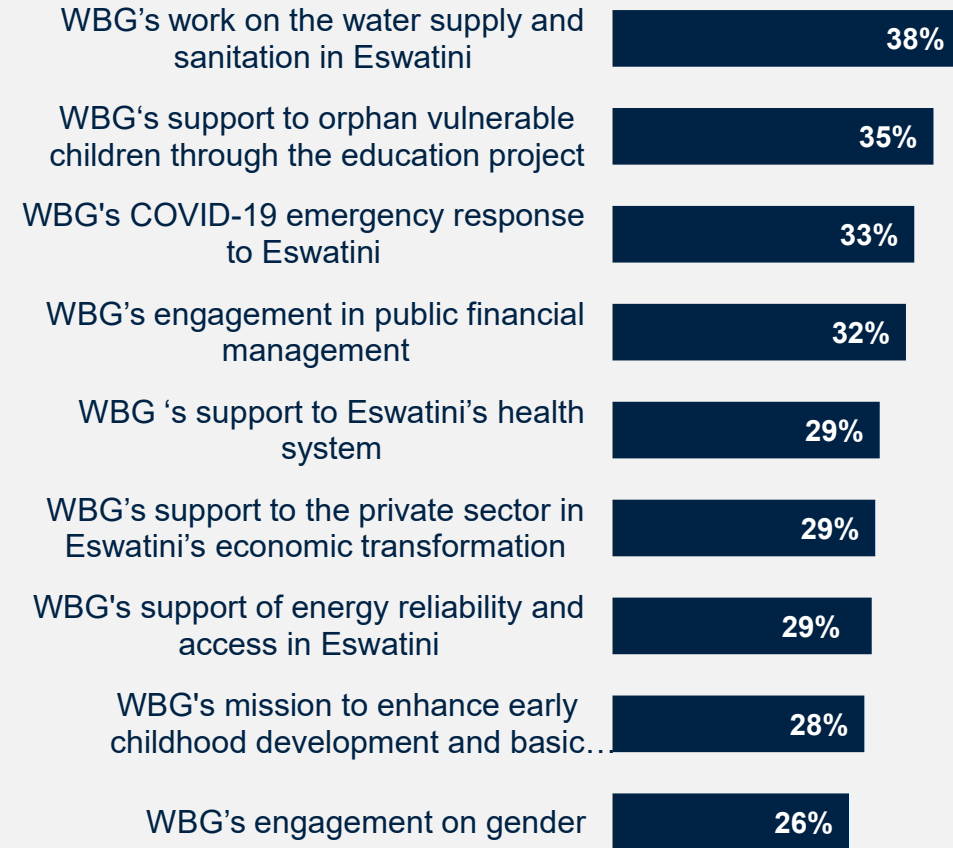
*Significant difference between stakeholder groups

58% of Respondents Recalled Seeing/Hearing About the WBG Recently, Most Often at Events or in the Media, Most Often About its Work on Water, Vulnerable Children, COVID-19 Response, and Public Financial Management

Where did they see/hear it?



What did they see/hear about?



Do you recall seeing or hearing anything about the WBG recently? (N=408)

If you answered "Yes", where do you recall seeing or hearing this information? (Select all that apply) (Percentage of Respondents, N=235)

If you answered "Yes", what do you recall seeing or hearing about the WBG? (Select all that apply) (Top 10 of 18 shown) (Percentage of Respondents, N=235)



Stakeholders Want Regular Updates on the WBG's Activities and Case Studies of WBG Projects

Key differences between stakeholder groups should be taken into consideration for targeted engagement (e.g., Parliamentarians and private sector respondents want regular updates on WBG activities; civil society, academia, and the media want information on how to partner with the WBG).

Top Two Types of Preferred Information About the WBG

	All Respondents	Government Institution	Office of a Parliamentarian	Local Government	Bilateral or Multilateral Agency	Civil Society	Private Sector	Academia / Research Center	Media
Regular updates on WBG activities*	51%	54%	68%	58%	45%	47%	55%	17%	42%
Case studies of WBG projects*	48%	55%	45%	72%	39%	26%	39%	35%	42%
Impact assessments and evaluations	44%	53%	32%	30%	52%	37%	45%	48%	46%
Sector-specific strategies	41%	42%	39%	39%	42%	42%	49%	31%	36%
Information on how to work / partner with WBG	41%	41%	42%	30%	36%	56%	35%	55%	42%
WBG research and knowledge*	32%	23%	29%	33%	48%	37%	20%	66%	30%
Overview of WBG financial products and services*	27%	27%	45%	9%	39%	28%	29%	31%	24%



What information would be most helpful to you in understanding the WBG's role in Eswatini? (Select up to 3)
(Percentage of Respondents, N=399) *Significant difference between stakeholder groups

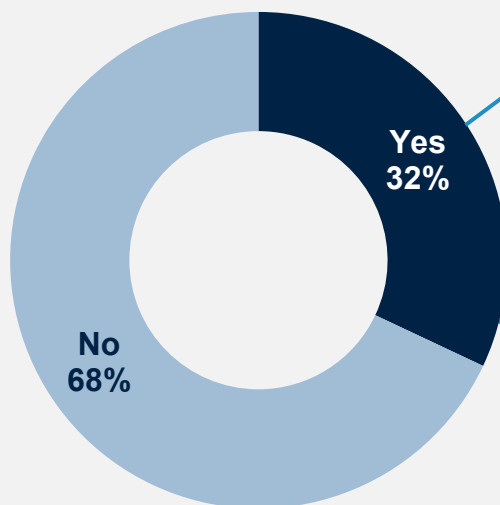
Sample Demographics and Detailed Methodology



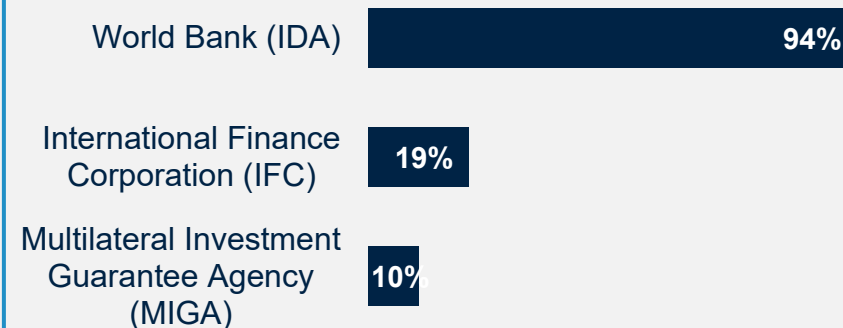
Sample Demographics

In the past 3 years, have you worked or collaborated with the WBG in Eswatini?
(N=419)

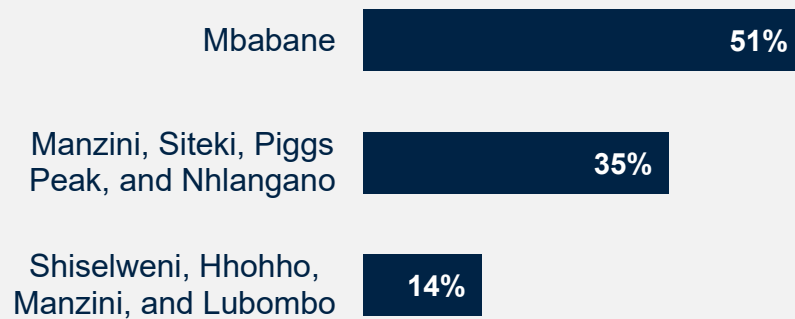
Respondents from government institutions were significantly more likely to collaborate with the WBG (72%) than all other stakeholder groups (15%).



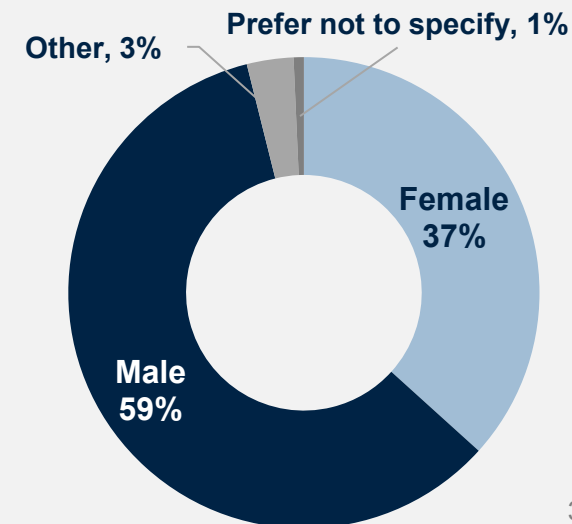
Which of the following WBG agencies have you worked or collaborated with in Eswatini?
(N=134)



Which best represents your geographic location?
(N=402)

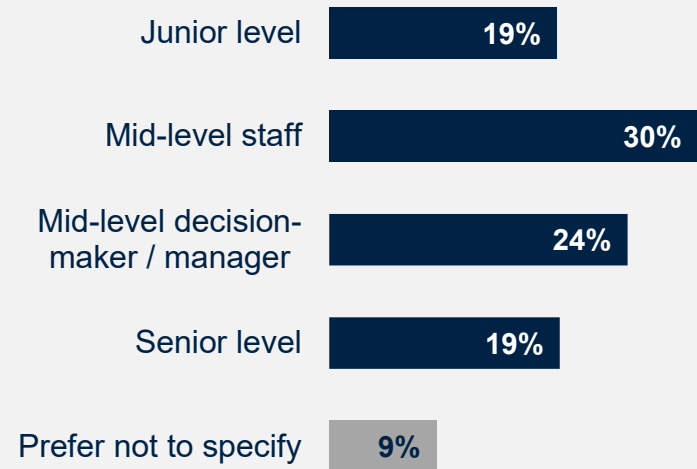


What is your gender?
(N=409)

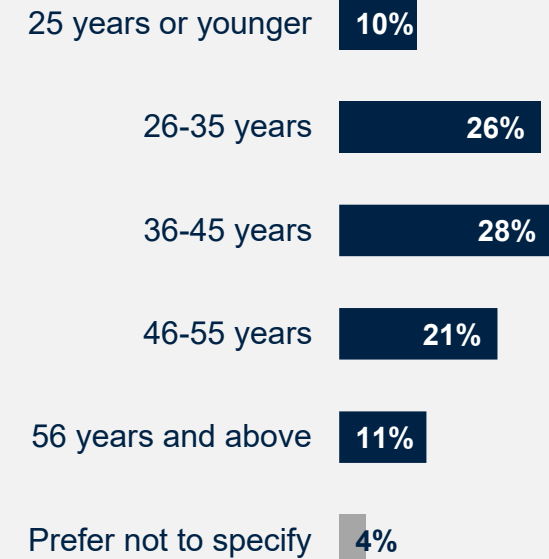


Sample Demographics (continued)

Within your organization,
would you describe yourself as...
(N=401)



What's your age?
(N=405)



Detailed Methodology

From **February to April 2025**, a total of 517 stakeholders in Eswatini 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 government institutions, the offices of Parliamentarians, local government, bilateral or multilateral agencies, civil society organizations, the private sector, academia/research centers, and the media.

Of these stakeholders, **420 participated in the survey (81% response rate)**.

Respondents completed the questionnaire via an online platform or with a representative of the field agency.

This year’s survey results were compared to the FY21 Country Opinion Survey, which had a response rate of 65% (N=226).

Comparing responses across Country Opinion Surveys reflects changes in attitudes over time, as well as changes in respondent samples, methodology, and the survey instrument itself. To reduce the influence of the latter factor, only those questions with similar response scales/options were analyzed. However, the stakeholder compositions for both survey years should be taken into consideration when interpreting these comparisons, as there were three times as many civil society respondents and half as many government institution respondents in FY21 as in FY25.

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 “Eswatini COS FY25 Appendices.xlsx” file published in the WBG Microdata Library, along with the survey microdata and this report.

Percentage of Respondents	FY 2021	FY 2025
Government Institutions: Offices of the Prime Minister or a Minister, Employee of a Ministry or Ministerial Department, Project Implementation Unit, Independent Government Institution (e.g., Central Bank, Regulatory or Oversight Agency), Judiciary, State-Owned Enterprise	15%	30%
Office of a Parliamentarian (Legislative Body)	3%	7%
Local Government	12%	16%
Bilateral/Multilateral Agency: Embassy, Development Organization, Development Bank, UN Agency	12%	7%
Civil Society Organization: Local and regional NGO, Community-Based Organization, Private Foundation, Philanthropy, Professional/Trade Association, Faith-Based Group, Youth Group	35%	12%
Private Sector: Private Company, Financial Sector Organization, Private Bank	6%	12%
Academia / Research Center	4%	7%
Media	10%	8%
Other/Did Not Answer	4%	0%
Total Number of Respondents	226	420



CountryOpinionSurveys

Thank you

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

countrysurveys@worldbankgroup.org

