



CountryOpinionSurveys

FY 2025

Democratic Republic of Congo

Country Opinion Survey Report

Acknowledgements

The Democratic Republic of Congo (DRC) 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, Sofya Gubaydullina, and Qi Xue oversaw the design, reporting, and analysis of the survey results. Irina Popova and Noreen Wambui 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 the DRC 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 the DRC? Are these perceptions improving or declining? Do stakeholders feel that the WBG has changed for the better or the worse in the last two years?
- 2. The WBG's Work on Development Priorities:** What areas of development are perceived to be the most important? Has the WBG helped achieve the goals of its projects in these areas? How did these projects impact the people of the DRC, and how could the WBG have been more helpful?
- 3. WBG Instruments:** What do key stakeholders value the most regarding the WBG's work in the DRC? What are the key stakeholders' opinions of WBG's financial instruments and knowledge products? How are stakeholders using WBG knowledge work, and has it influenced government policy in the DRC?
- 4. The WBG's Engagement and Collaboration:** How is the WBG perceived as a development partner in the DRC? How do respondents perceive its operational effectiveness? Are opinions improving or declining? How effectively has the WBG facilitated 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 do stakeholders recall? What information do stakeholders want from the WBG?



Methodology Overview

Fielded in April – June 2025

- 815 potential participants were asked to complete the survey
- Respondents completed the questionnaire online, via phone interview, received it via courier, or completed it with a representative from the field firm
- List of names provided by the WBG country team and supplemented by the field consultant
- Data collection conducted by an independent field firm

354 participants (43% response rate)

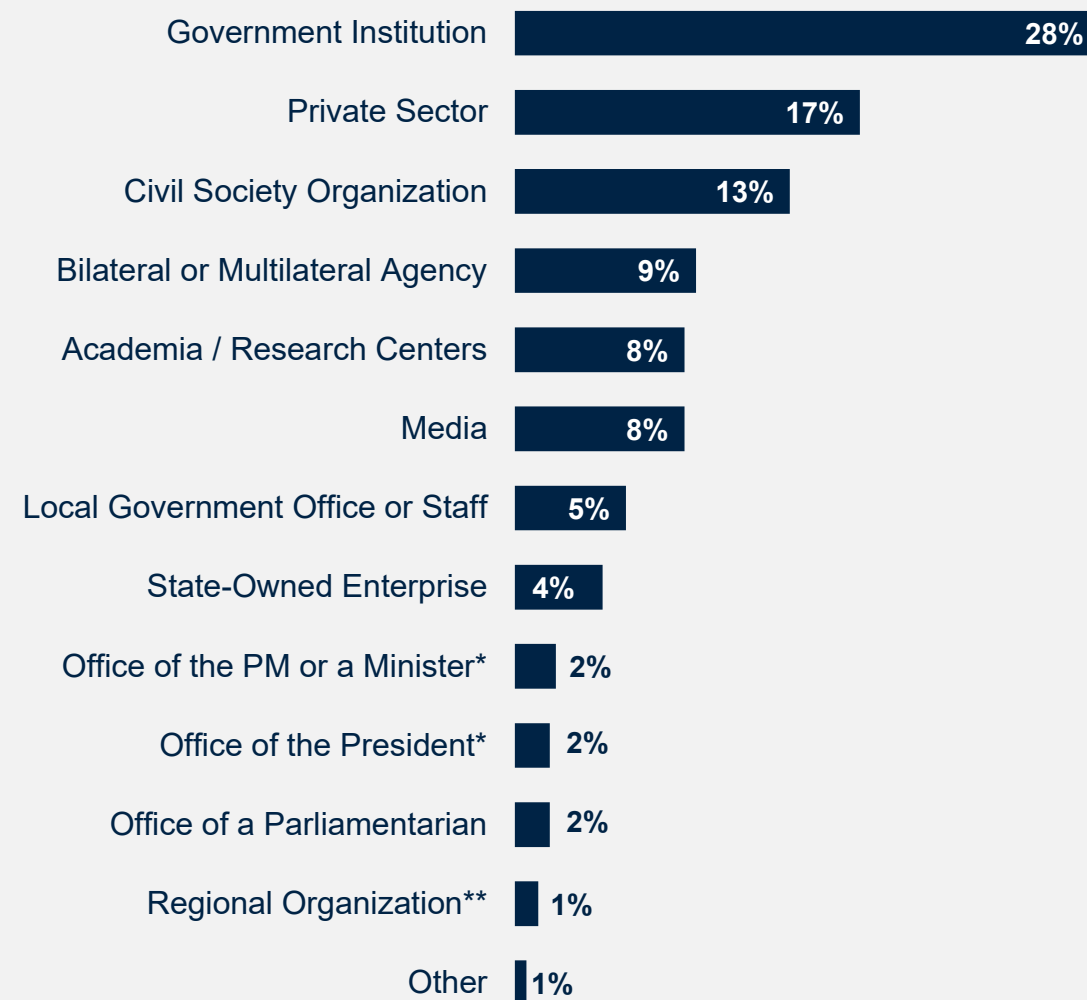
- 59% from Kinshasa
- 60% have collaborated with the WBG within the past 3 years

Compared to the FY19 Country Survey Results

- 478 participants (96% response rate)
- 77% from Kinshasa
- 43% collaborated with the WBG

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=354)

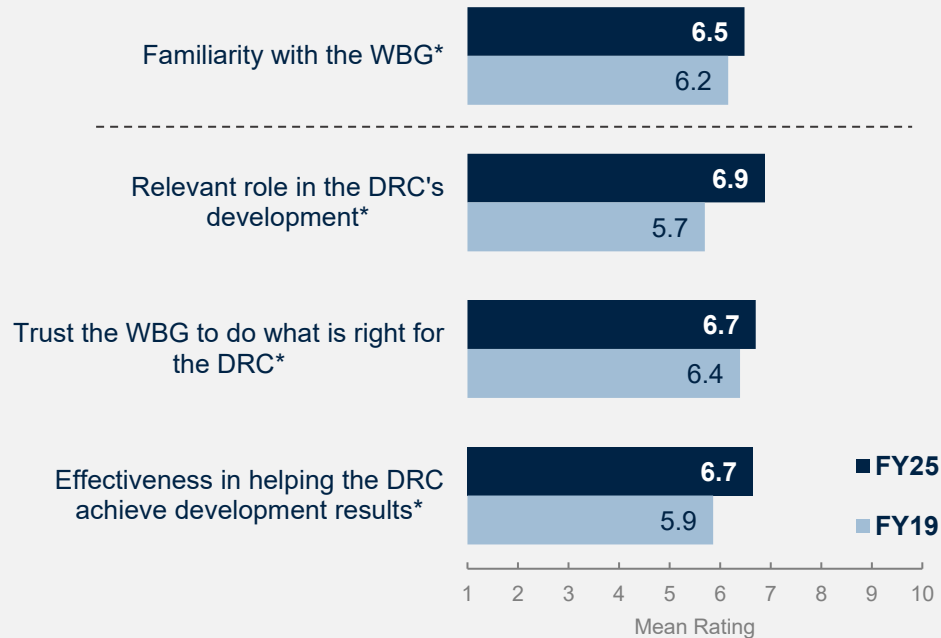
* For further analysis, these groups were included in the Government Institution category

** For further analysis, this group was included in the Bilateral/Multilateral Agency group

Executive Summary

1. Overall Views of the WBG:

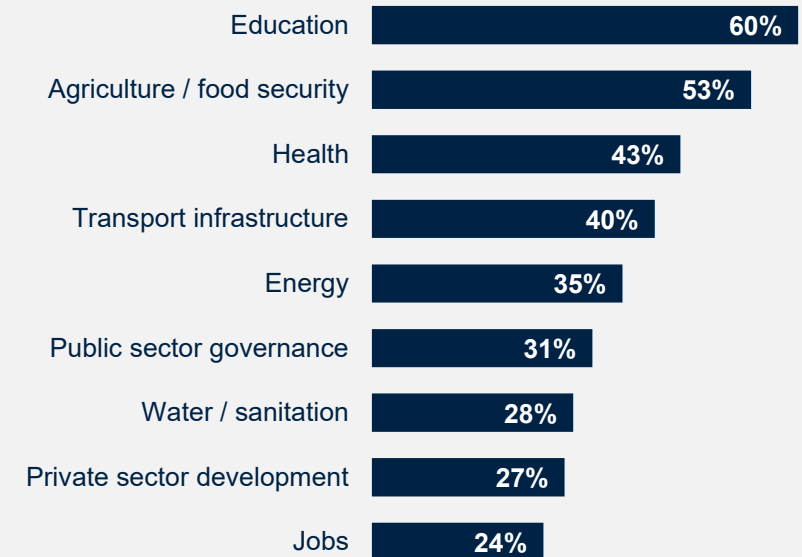
This year, stakeholders reported significantly higher levels of **familiarity** with the WBG’s work than in the FY19 Country Survey and considered the Bank **among the most trusted institutions in the DRC**, on par with the United Nations and academia. Stakeholder ratings for the WBG’s **relevance** to the DRC’s development and **effectiveness** in helping the country achieve results have also improved significantly since FY19, although they remain moderately positive. Compared with other Eastern and Southern African countries and IDA countries surveyed in FY24, respondents in the DRC rated the WBG slightly lower in both relevance and effectiveness.



2. The WBG’s Work on Development Priorities:

Education, agriculture/food security, health, transport infrastructure, and energy were indicated as the top priorities for the WBG’s support going forward. In FY25, respondents placed significantly greater emphasis on education and agriculture/food security, with more than half identifying them as priority areas.

In their qualitative comments regarding how to make the WBG more effective in the DRC, respondents emphasized the need for the WBG to focus on **infrastructure development** (particularly roads, transport, and energy), to improve connectivity and productivity. In addition, many called for stronger efforts in **governance and anti-corruption** measures and urged the WBG to play a more prominent role in supporting the **private sector and creating jobs** to stimulate inclusive economic growth.



Executive Summary (continued)

When asked how helpful the WBG was in achieving project goals, 93% said the Bank was helpful, with 54% of respondents rating it as very helpful.

3. WBG's Operational Effectiveness:

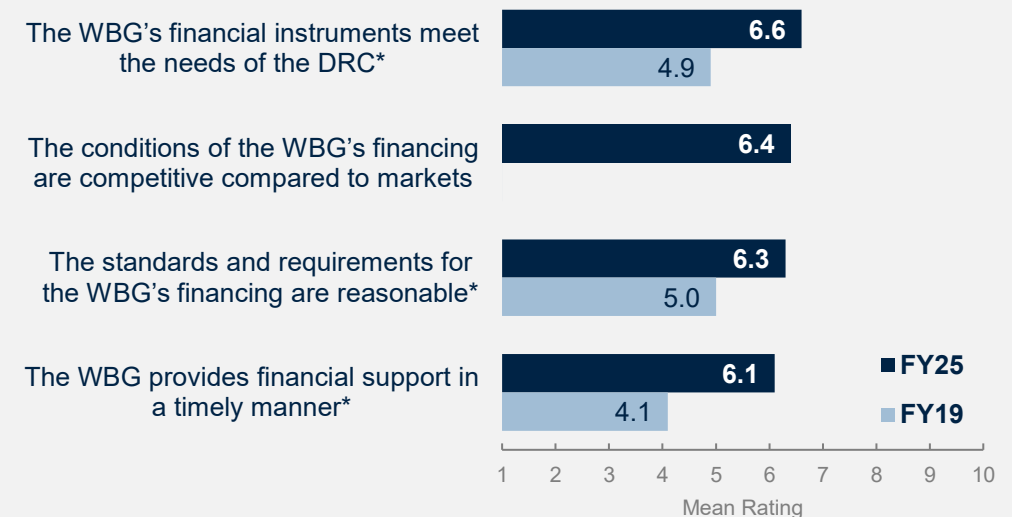
Over the past two years, WBG clients and partners identified the most notable **reform-related improvement** in the **technical quality** of WBG-supported projects, with 60% of respondents recognizing progress in this area. At the same time, 53% observed that the WBG had become significantly or somewhat better at **partnering with others to mobilize development finance**, while 50% reported progress in collaboration across WBG institutions and in making the institution **easier to work with**. Perceptions of the speed of project approval were somewhat more moderate but still favorable overall, with 47% of clients reporting improvements.

In their written comments, respondents emphasized that strengthening the WBG's effectiveness and integrity requires embedding rigorous **monitoring and evaluation** across all projects, backed by robust fund management and internal control systems to ensure resources reach intended beneficiaries. They highlighted the importance of involving civil society, local communities, and NGOs directly in oversight to **enhance transparency and trust**. Respondents also pointed to the need for streamlining procurement and administrative procedures to accelerate delivery. Finally, they stressed that aligning projects with actual needs—through thorough **consultations and needs assessments**—would make interventions more relevant and effective, while stronger coordination with other donors would help reduce duplication and maximize impact.

4. WBG Instruments:

Stakeholders viewed the WBG's **financial resources** as its greatest value to the DRC. In FY25, respondents expressed stronger agreement that the WBG's financial instruments meet the country's needs and that its **financial support is provided in a timely manner**. Mean scores for these areas (6.6 and 6.1, respectively) were significantly more positive than in the FY19 survey, though still moderate overall.

When asked about their use of the WBG's knowledge work, respondents most frequently cited participation in **workshops and training courses** (45%), while only about 27% reported not using the WBG's knowledge products at all. **74% indicated that WBG policy advice had influenced government policy** in the DRC, contributing to the adoption of a new finance law, reforms in the education sector, and updates to mining regulations.

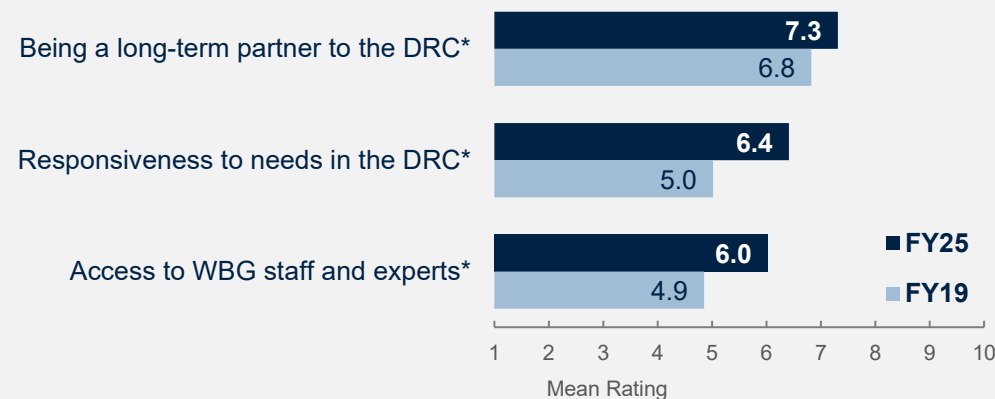


Executive Summary (continued)

In their written comments, respondents called for **strengthening training and capacity building** through practical programs and expanded vocational training, while investing in institutions to sustain projects beyond WBG support. They highlighted the need for **more analytical and advisory work**, including tailored research and governance support, as well as promoting knowledge transfer by involving local stakeholders, fostering peer learning, and building the capacity of experts to ensure ownership and accountability.

5. The WBG's Engagement and Collaboration:

In FY25, stakeholders had significantly more positive views of the WBG as a **long-term development partner** to the DRC, and perceptions of staff accessibility and responsiveness were also significantly more positive. The WBG received high ratings for the effectiveness of its partnerships with the **national government** and **other development partners** (means=7.1 and 6.8, respectively), and perceptions of the WBG's collaboration with the **private sector and civil society** have improved (mean=6.0). In addition to its partnership with the national government, respondents would like



the WBG to increase collaboration with **the private sector** (45%), **civil society** (39%), **academia** (38%), and **local government** (33%).

Stakeholders felt the WBG was moderately effective at **facilitating civil society participation in policy dialogue and implementation** in the DRC (mean=6.1). Respondents suggested that the WBG should institutionalize **transparent consultation mechanisms for continuous civil society participation**, provide dedicated financing and institutional support to strengthen CSOs, and ensure effective access to clear project information to promote meaningful engagement.

Most stakeholders (just under 60%) identified **corruption** and **lack of access to finance** as the main challenges to private sector development in the country. To strengthen its impact on private sector development, the WBG should boost SME finance, foster a supportive business environment, invest in skills and youth entrepreneurship, and strengthen market integration to enhance competitiveness.

6. Communications:

Over half of all respondents (58%) reported recently seeing or hearing about the WBG, and 46% of them recalled information about the WBG's **work on access to water and its efforts to support governance reforms in the DRC**. Stakeholders preferred to obtain communication from the WBG via direct contact with staff, at WBG events, or via WBG social media channels. Respondents identified impact assessments and information on how to work/partner with the WBG as the most helpful types of information for expanding their understanding of the Bank's role in the DRC.



Overall Views of the World Bank Group



WORLD BANK GROUP

Familiarity with the WBG has Increased since FY19, Divide Exists in Familiarity Between Central and Local Government

Comparison of FY19 and FY25

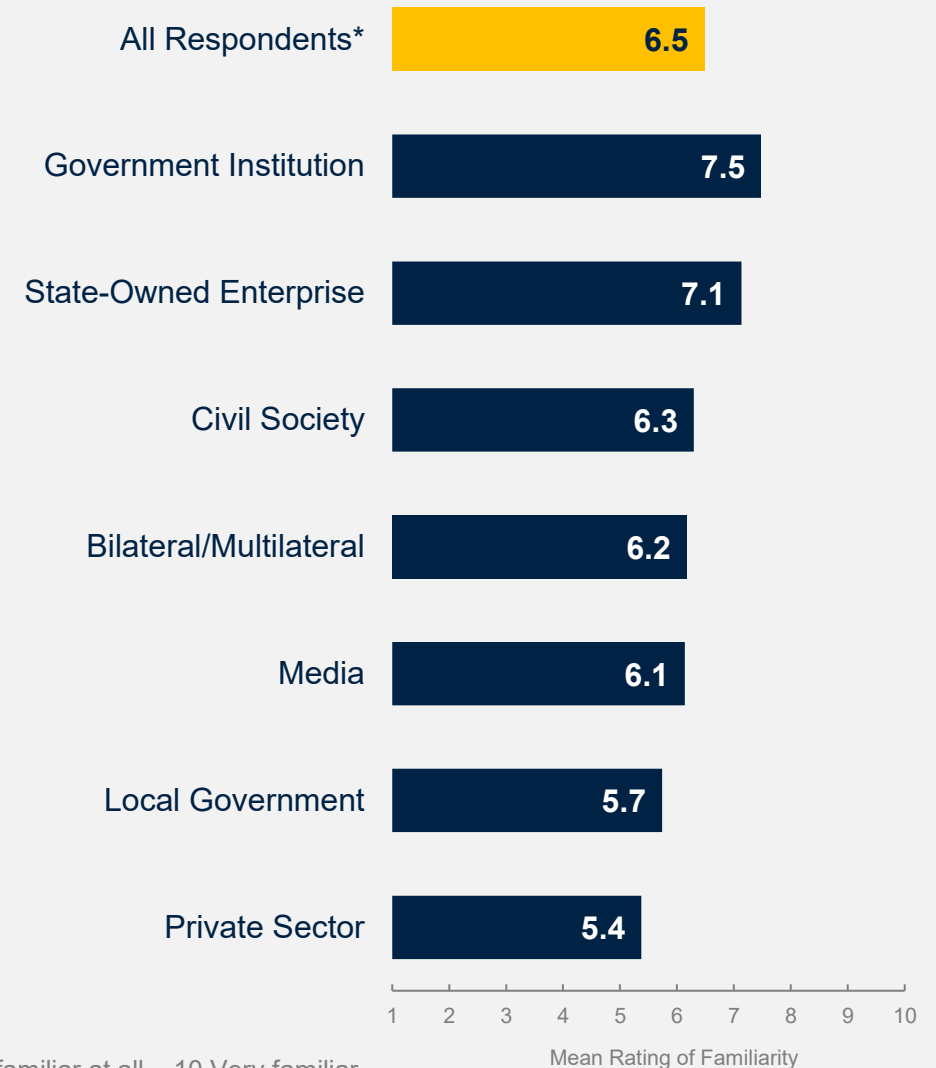
Mean familiarity: **FY25 = 6.5***
FY19 = 6.2

Collaboration with the WBG

Mean familiarity: **Collaborate with WBG = 7.4***
Do not collaborate = 5.1

Stakeholder groups

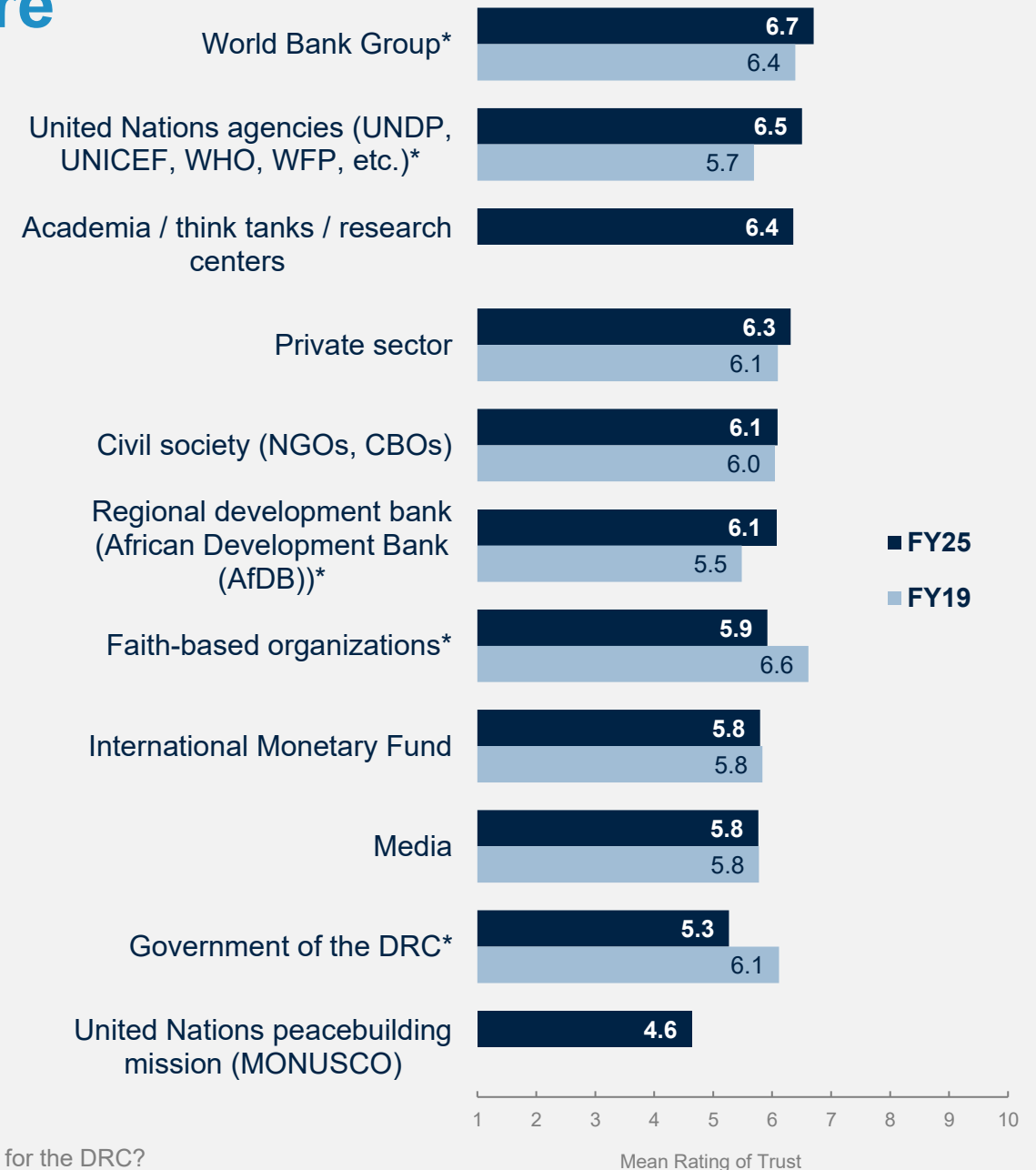
Respondents from government institutions and state-owned enterprises were most familiar with the WBG, whereas local government and the private sector respondents were significantly less familiar.



WBG and UN Agencies were among the Most Trusted

Respondents from **government institutions** reported the highest levels of trust in the WBG, with average ratings exceeding 7.0. In contrast, **media**, the **private sector**, and **civil society** stakeholders expressed significantly lower trust, averaging 6.3 or below.

Since the last survey effort in FY19, stakeholders have reported significantly lower levels of trust in faith-based organizations and the Government of the DRC.

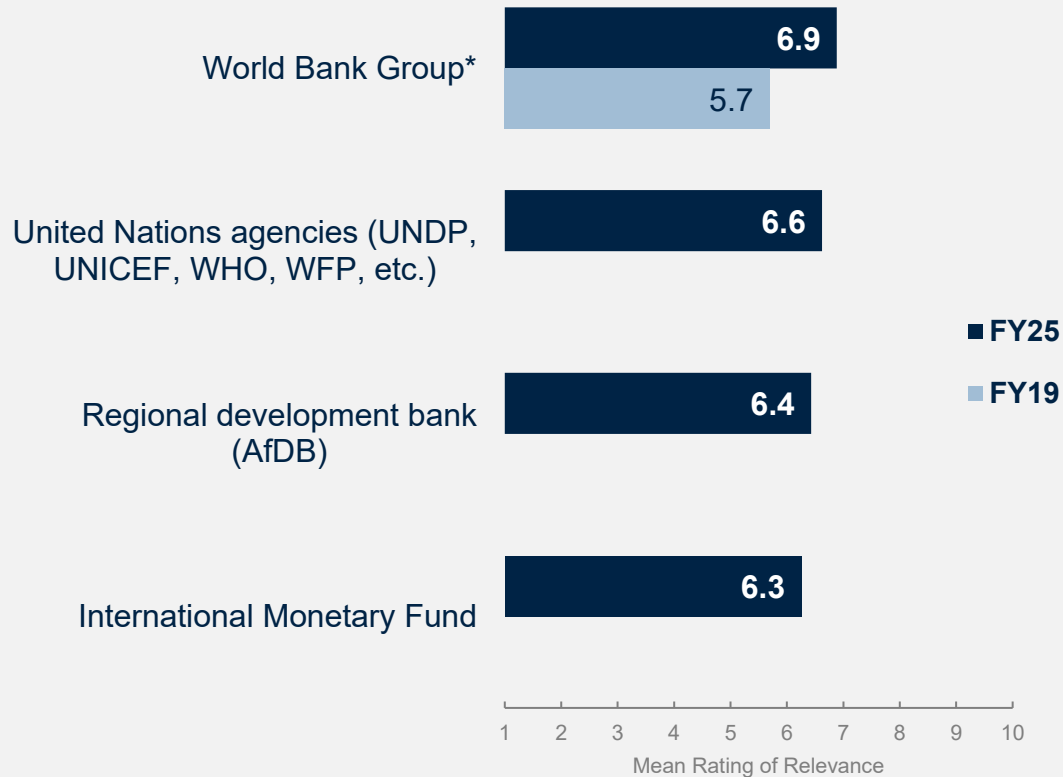


*Denotes significant difference between years

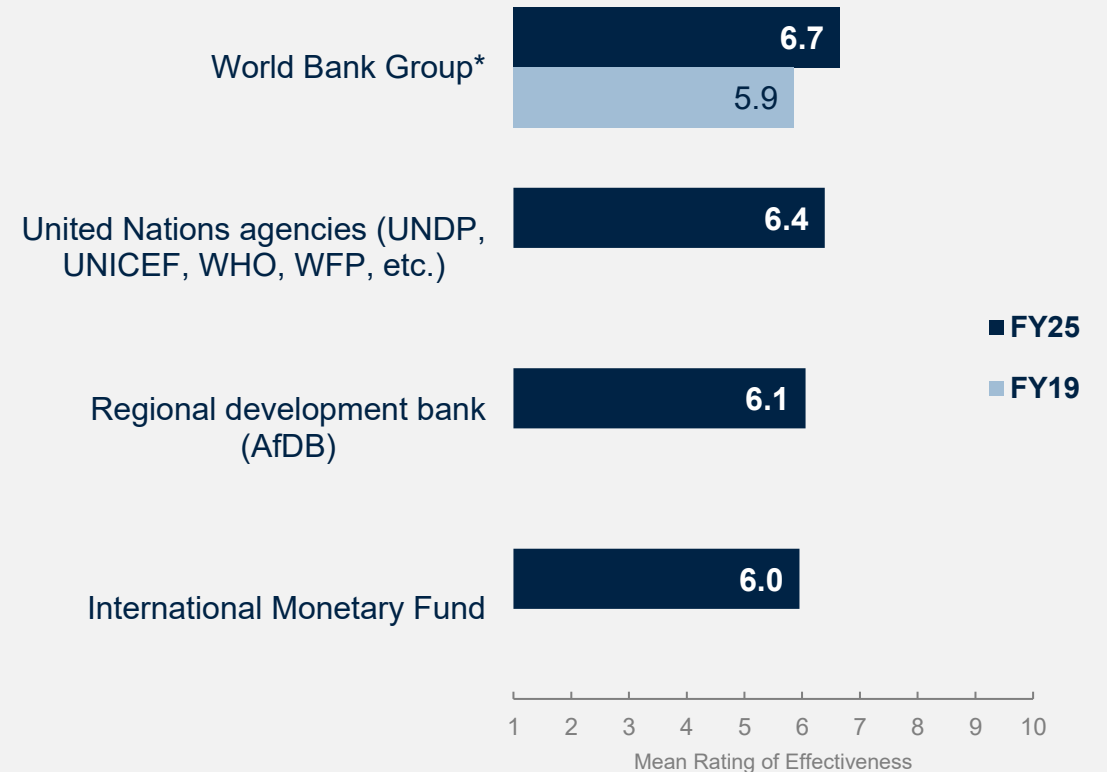


Perceptions of WBG Relevance and Effectiveness Significantly Increased

RELEVANCE to the DRC's development

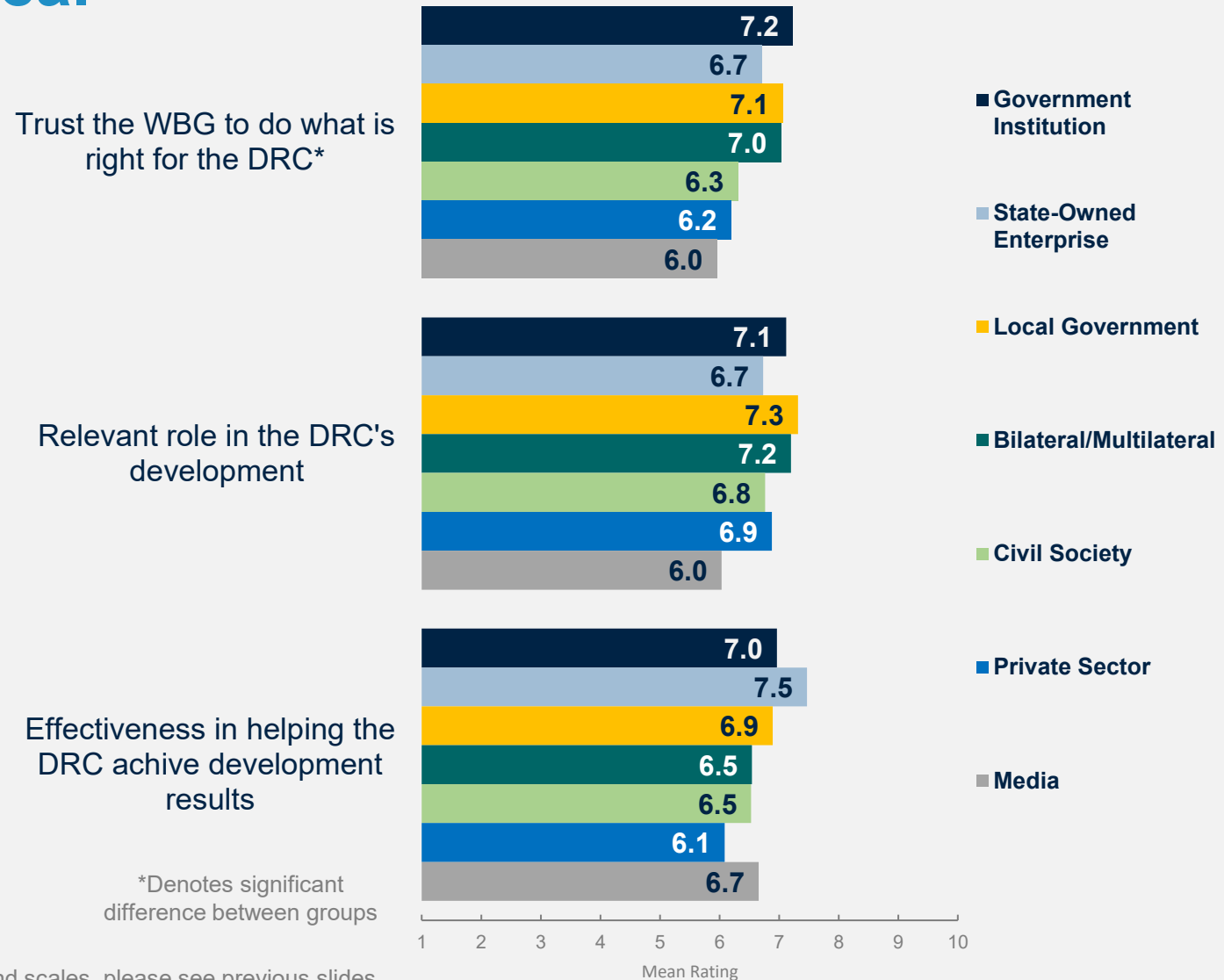


EFFECTIVENESS in achieving development results

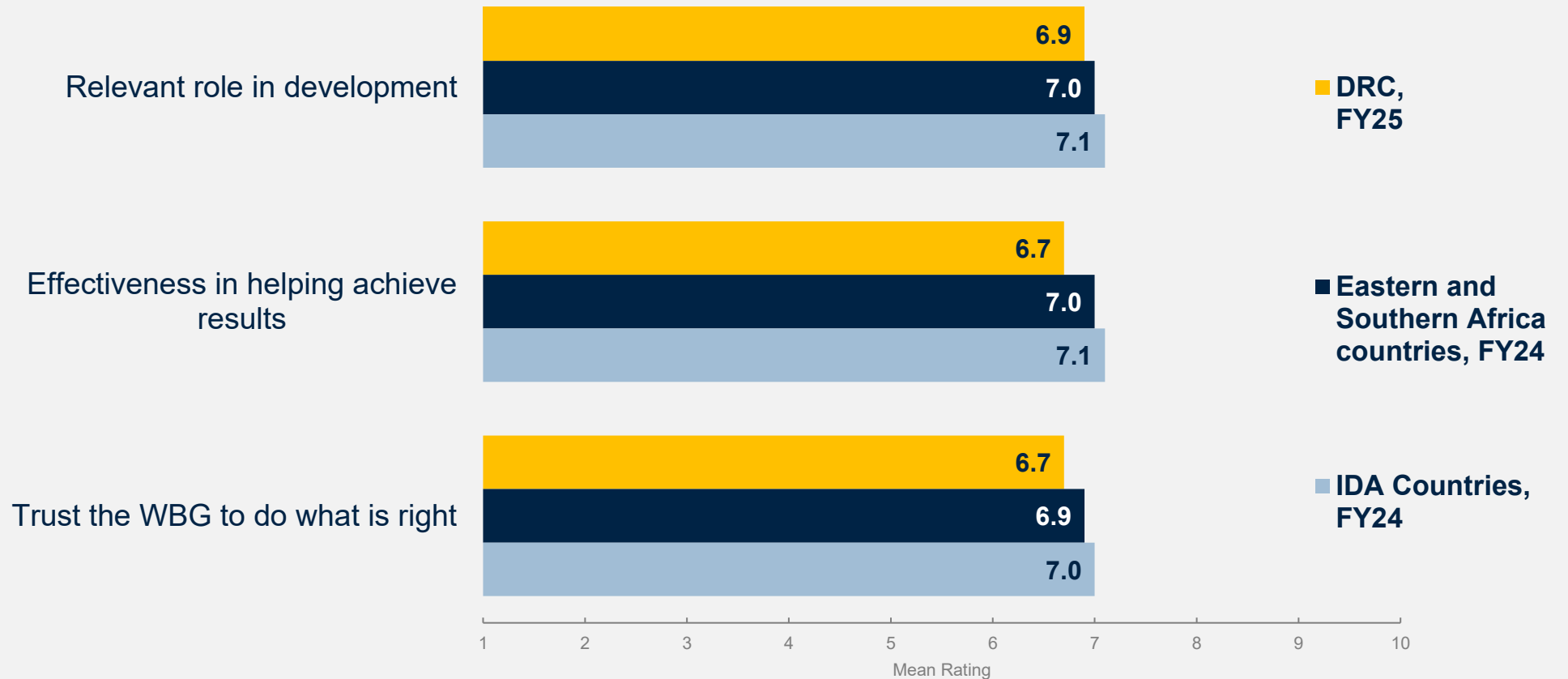


How relevant is each of the following organizations to the DRC's development? Scale: 1 Not at all – 10 Very much
 How effective is each of the following organizations in helping the DRC achieve development results? Scale: 1 Not at all – 10 Very much
 *Denotes significant difference between groups

Stakeholders from Government Institutions Viewed the WBG More Positively, While Media Respondents Were More Critical

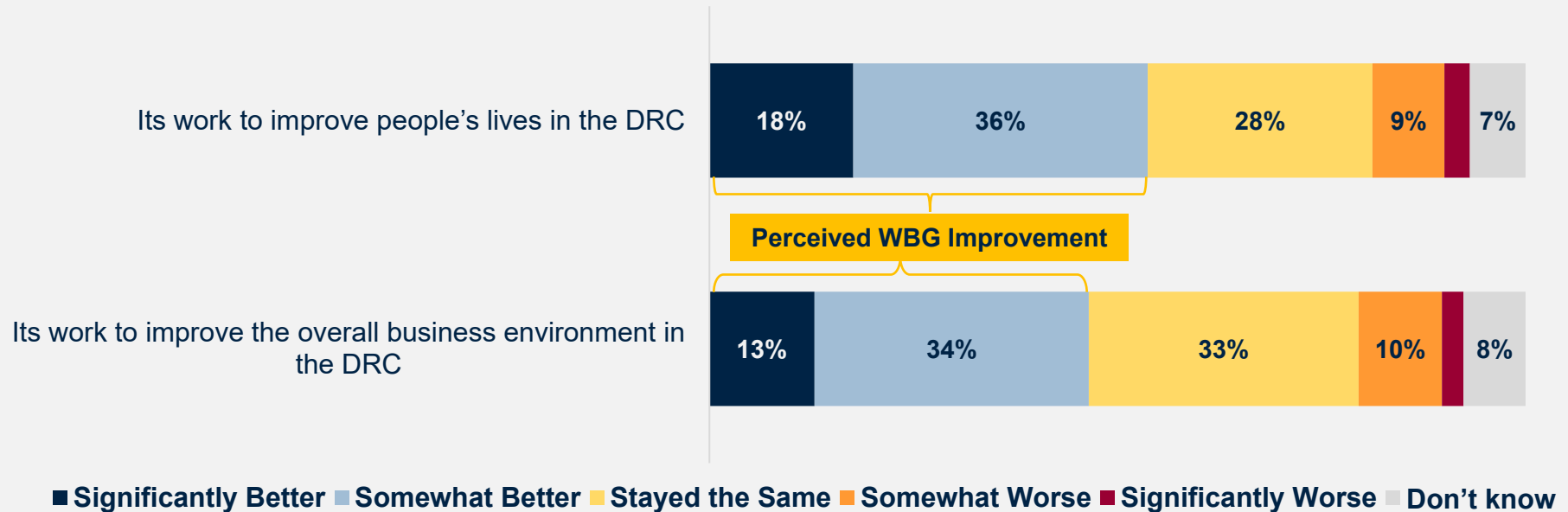


KPI Ratings in DRC are Somewhat Lower than Those in Other Eastern and Southern African Countries, and the IDA Average in FY24



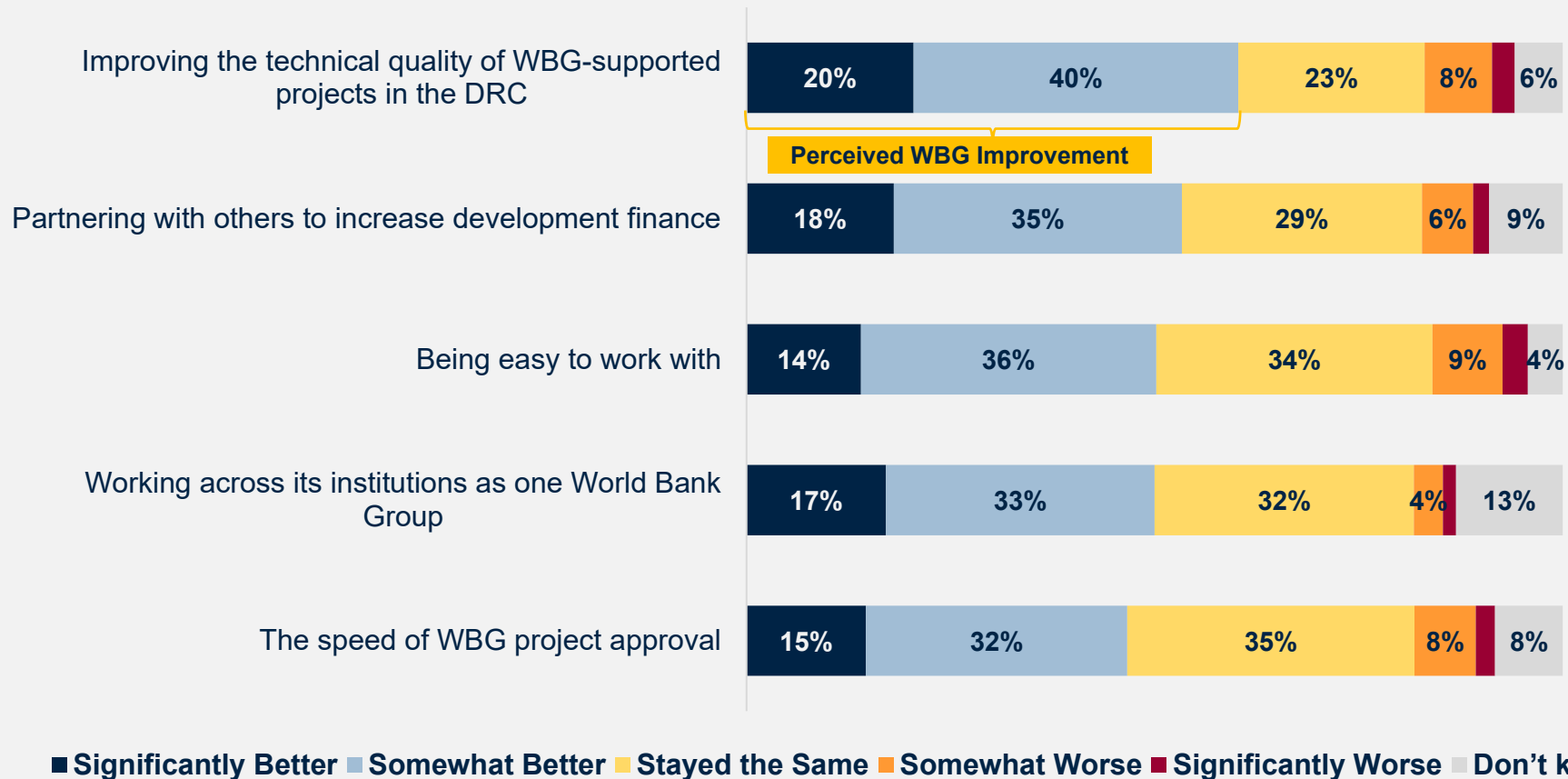
Roughly Half of Stakeholders Indicated the WBG Performed Better at Enhancing People's Lives and Strengthening the Business Environment in DRC in the Past Two Years

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



WBG Clients and Partners Observed Improvements in WBG's Operations Over the Past 2 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

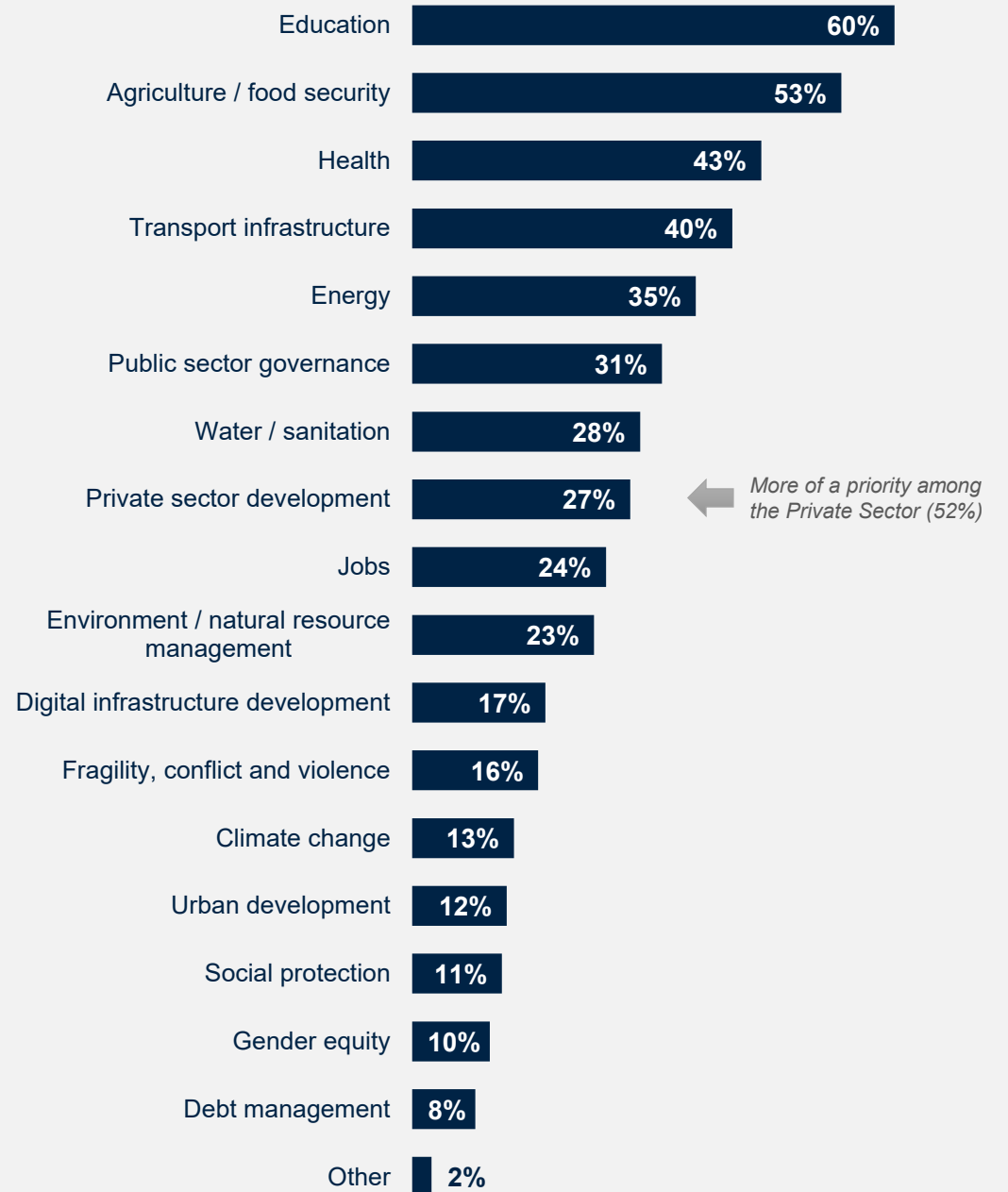


WBG: Focal Development Areas

This year, **education** emerged as a significantly higher priority for respondents (60%), marking a notable shift from FY19, when job creation / employment was the top priority (63%). In addition, many more respondents highlighted **agriculture / food security** as highly important.

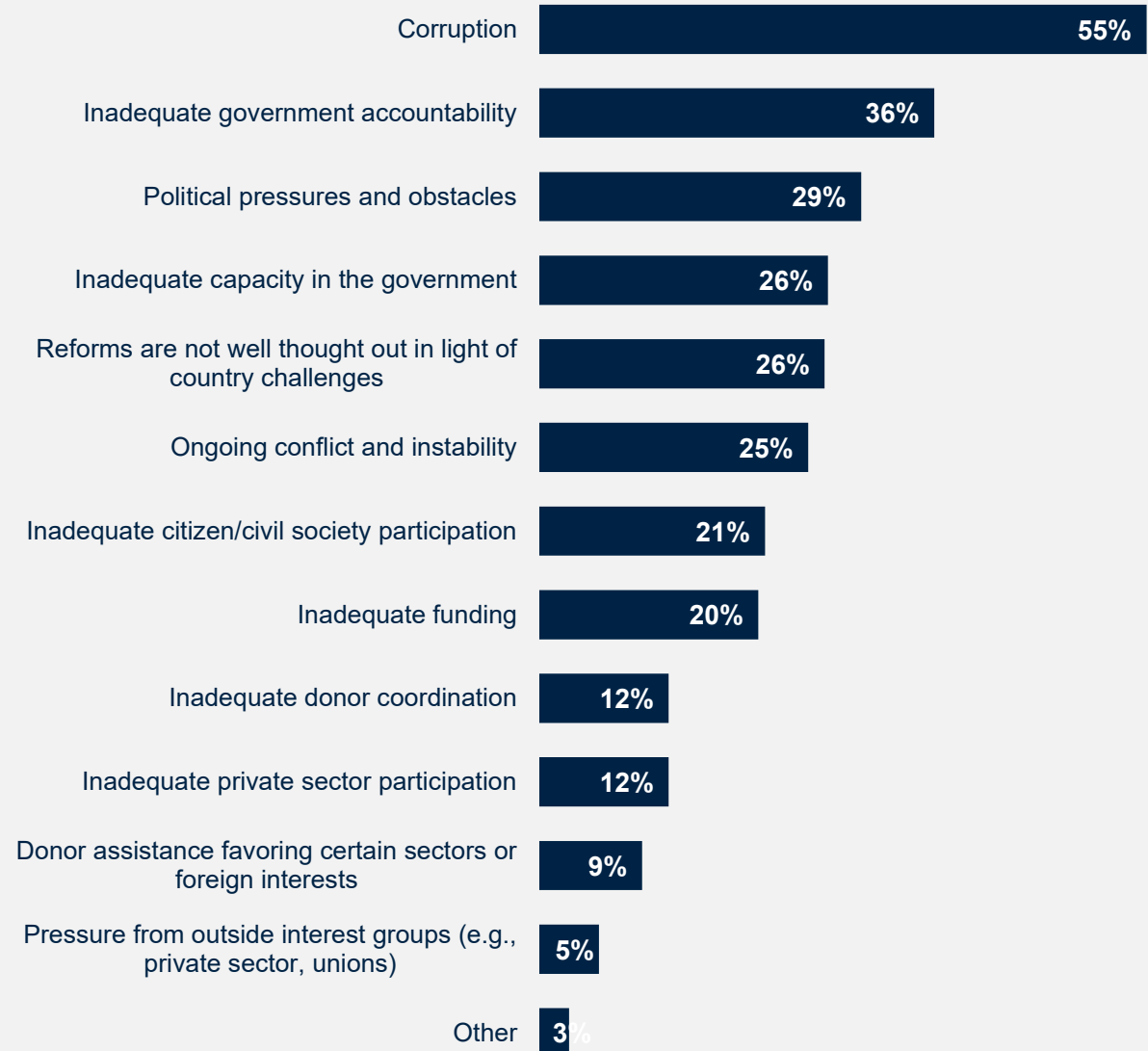
When asked how the WBG can be more effective in the DRC[^], respondents:

- Highlighted critical areas such as infrastructure (transport and energy), agriculture, and access to quality education and health services;
- Emphasized the importance of strengthening governance, fighting corruption, and building institutional capacity at both national and local levels;
- Also called for greater support to the private sector to spur job creation and inclusive economic growth.

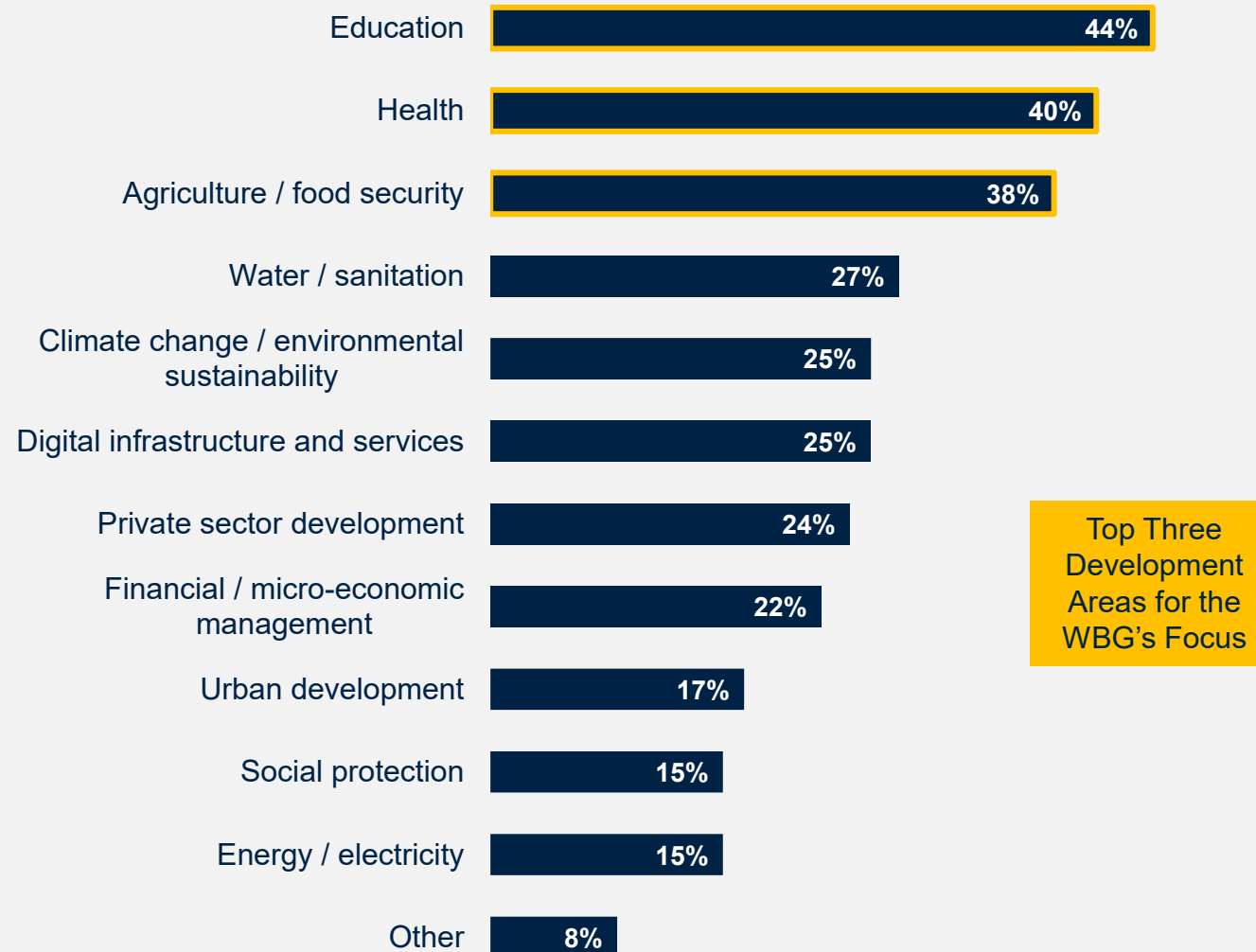


Corruption is a Major Reform Obstacle in DRC

44% of respondents from civil society also believe that **inadequate citizen/civil society participation** is one of the reform obstacles in DRC.

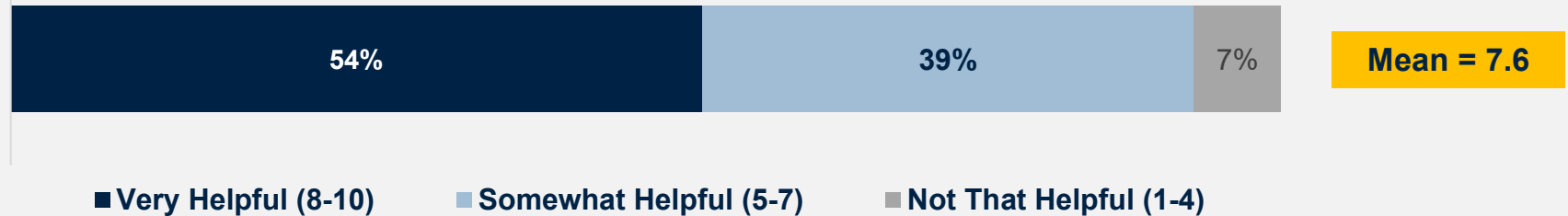


Nearly Half of All WBG Clients Indicated That They Were Most Familiar with a Project Focused on Education, Followed by Health and Agriculture



Nearly All WBG Clients Said the WBG Was Helpful in Achieving Project Goals, With Over Half 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 the DRC

“Creation of the Okapi Fund for Conservation, rehabilitation of housing for eco-guardians, and support for tourism and anti-poaching in protected parks contributed to environmental preservation and community livelihoods.” (Government Institution respondent discussing the National Parks System Rehabilitation Project – PREPN)

“The sale of carbon credits and reduction of emissions through a dedicated fund helped reduce poverty among local communities and indigenous peoples.” (Government Institution respondent discussing the Forest Investment Project in the Mai-Ndombe jurisdiction)

“The PADMPME project supported thousands of women and young entrepreneurs, boosting green SME resilience and encouraging environmentally compliant business practices.” (Government Institution respondent discussing the PADMPME and TRANSFORME/DRC Projects)

“Concrete achievements like agroforestry plantations improved incomes, though market development support remains a gap for sustainability.” (Private Sector respondent discussing the PGAPF)

Key Actions to Enhance the WBG's Operational Effectiveness in the DRC: Summary of Comments

What is the most important thing the WBG could do to increase its effectiveness in these priority areas in the DRC?

Strengthening Monitoring, Evaluation, and Accountability

- Establish permanent, independent **monitoring and evaluation units** to oversee all WBG-funded projects.
- Improve fund management and **internal control systems** to ensure resources reach intended beneficiaries.
- Use **digital tracking** tools to monitor financial flows and make spending data publicly available.
- **Involve civil society**, local communities, and NGOs directly in project oversight to increase transparency and trust.
- **Publish progress reports** and budget information in accessible formats to keep the public informed.
- Conduct real-time, **independent audits** to quickly detect and address corruption, misuse of funds, or delays.

Improving Project Design and Implementation

- **Align projects closely with actual needs** identified through consultations with both government and grassroots stakeholders.
- Conduct thorough **needs assessments** before project design to ensure interventions address real priorities.
- **Shorten procurement processes** and simplify administrative procedures to accelerate project delivery.
- **Coordinate more effectively with other donors** to avoid duplication and maximize impact.
- Include sustainable **maintenance components** in all infrastructure projects to ensure long-term benefits



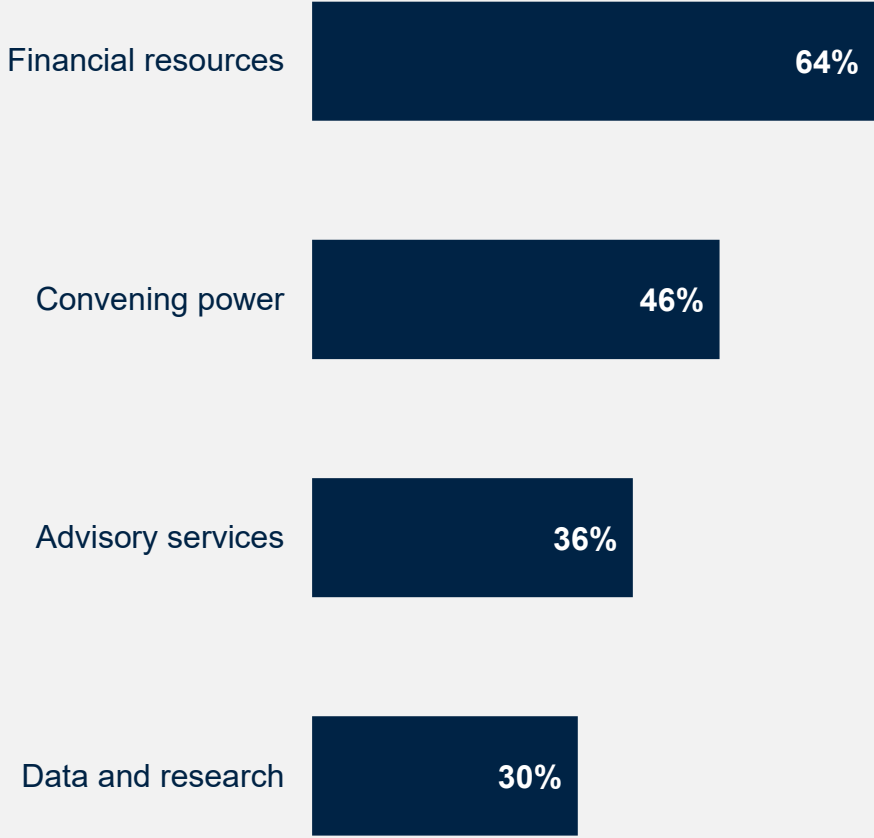
What is the most important thing the WBG could do to increase its effectiveness in these priority areas in the DRC? (Please be specific) (N=304)

The WBG's Instruments



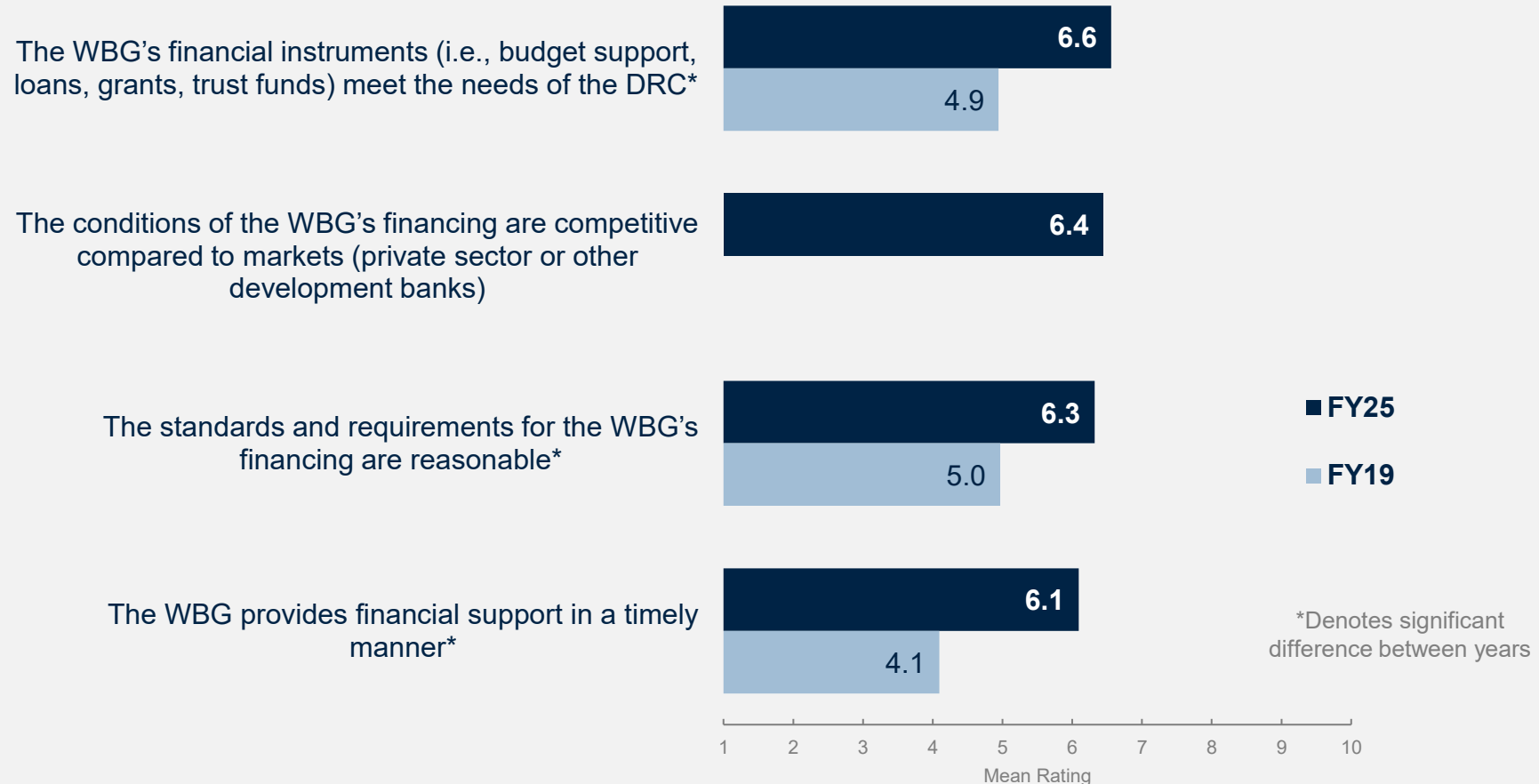
Stakeholders Most Value WBG's Financial Resources, but Convening Power and Knowledge Also Matter

Which WBG instruments do you VALUE the most in the DRC?



Stakeholders Report Improved Perception of WBG Financial Instruments and Timeliness of Support

To what extent do you agree with the following statements about the WBG's financial support to the DRC?



Key Actions to Enhance the WBG's Effectiveness via Financing: Summary of Comments

What is the most important thing the WBG could do to increase its effectiveness in these priority areas in DRC?

Scale, Access & Instruments of Finance

- Increase **funding volumes** and renew ongoing projects.
- Expand **finance for SMEs** and small businesses via microfinance.
- Provide **direct credit/grants** to communities and local organizations.
- Use **guarantees** and **PPPs** to attract private investment.
- **Ease loan conditions** and simplify access.
- Offer predictable **budget support** with strong controls.

Delivery, Oversight & Disbursement

- Link disbursements to audits, **monitoring**, and public reporting.
- Accelerate funding by **streamlining procedures**.
- Pair finance with **training and capacity-building**.
- Improve **predictability** and clarity of funding terms.
- Require sustainability plans and transparent **progress tracking**.



73% of Respondents Used WBG Knowledge Work in the Past 3 Years — Primarily Training Materials, Data, and Reports

Different stakeholder groups used different types of WBG knowledge work:

- **Workshops and training** were the most used resource overall, especially among local government (78%) and government institutions (57%), while **data resources** were in the highest demand among bilateral/multilateral respondents (50%).
- **Research and analytical reports** were most valued by academia (41%) and bilateral/multilateral partners (38%). In contrast, the private sector (40%) and media respondents (38%) had the **highest rates of non-use**, suggesting room for deeper engagement.

In the past 3 years, what WBG knowledge work have you used?



Stakeholders Used WBG Knowledge Work for a Variety of Purposes

For what purpose did you use this WBG knowledge work?

Knowledge-Driven Capacity Building and Service Delivery

WBG knowledge in the DRC was actively used to strengthen institutional and community-level capacities, enabling public servants, NGOs, and frontline workers to deliver services, apply standards, and implement development projects effectively.

- Strengthening technical expertise within public institutions
- Improving frontline service provision
- Community-level development and outreach

Policy and Reform Support for Governance and Development

- Shaping national and sectoral strategies
- Institutional diagnostics and reform planning
- Legislative and oversight functions

Project Design, Implementation, and Accountability

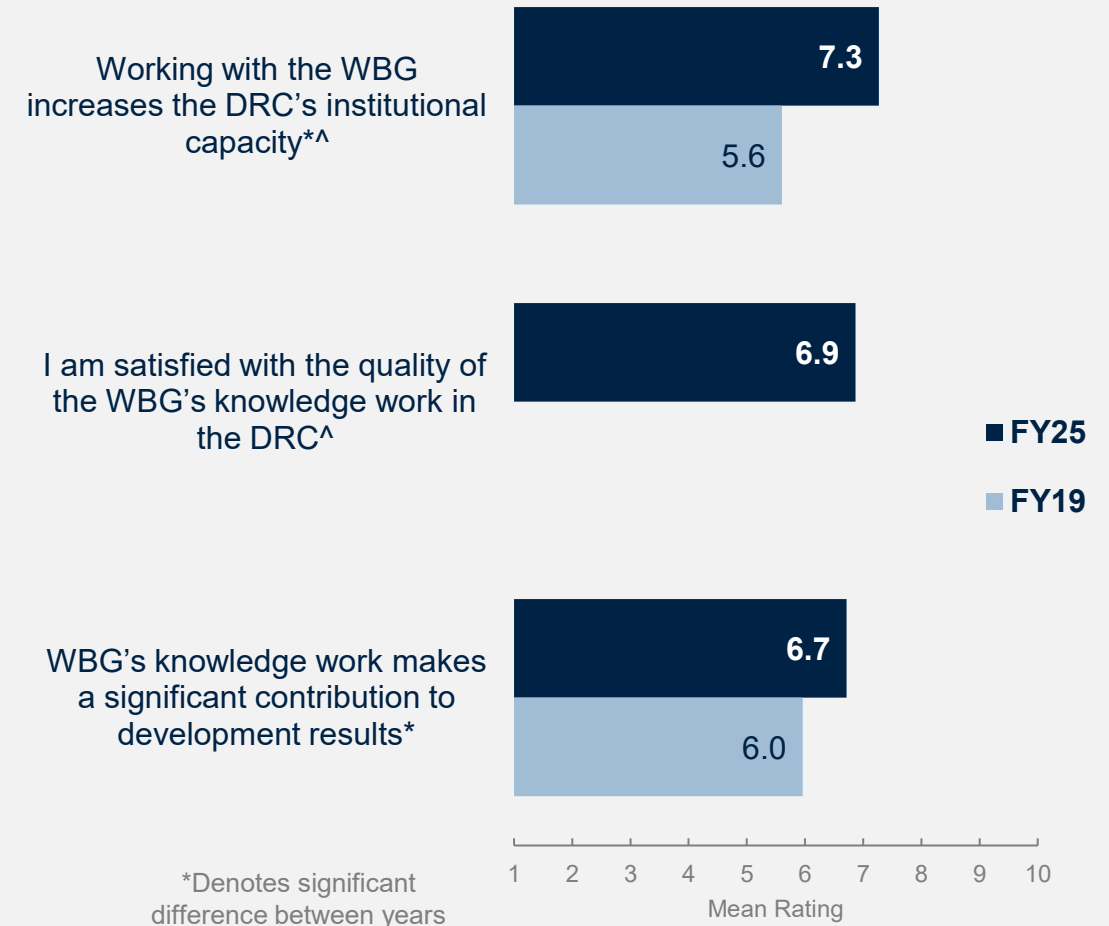
- Design and rollout of development initiatives
- Data systems and monitoring tools



Stakeholders Were Significantly More Positive About the WBG's Knowledge Work, Especially Its Impact on DRC's Institutional Capacity

In qualitative comments, respondents pointed out that the WBG could **improve communication and accessibility of knowledge by:**

- Simplify WBG messages and make them more accessible to the public.
- Organize regular outreach sessions and information campaigns, including in schools and universities, to explain WBG's role and interventions.
- Translate analytical outputs into accessible formats that can be widely disseminated, considering local internet and infrastructure limitations.



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

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 the DRC? (Please be specific)
 (N=73)

[^]Only asked those who indicated that they had used WBG knowledge work in the past 3 years

74% of Respondents Report WBG Policy Advice Shaped Government Policy and Influenced Key Development Areas

Public Sector Governance

- *“The WBG supported the implementation of various reforms of public finance, including the preparation of program budgets, the regularity of audits, and the adoption of a medium-term expenditure framework.”*
(Government Institution Respondent)
- *“Thanks to World Bank technical assistance, we adopted a new finance law that improved budget credibility, increased transparency, and provided mechanisms for quarterly expenditure reviews.”*
(Office of a Parliamentarian Respondent)

Education

- *“For initial teacher training policy in the DRC, the WBG’s advice helped modernize training modules, align them with international standards, and reinforce evaluation mechanisms.”*
(Government Institution Respondent)
- *“The policy of free basic education, through key reforms in financing and infrastructure, was significantly influenced by World Bank analysis and technical support.”*
(Government Institution Respondent)

Transport Infrastructure

- *“Through its recommendations, the WBG influenced the restructuring of road infrastructure projects to prioritize maintenance, cost-effectiveness, and rural connectivity.”*
(Government Institution Respondent)
- *“The Bank helped reorient transport investments toward provincial connectivity and advised on public-private partnership models that have accelerated construction timelines.”*
(Private Sector Respondent)

Environment / Natural Resource Management

- *“In the environmental field, especially in the mining sector, the knowledge shared allowed us to better regulate the activities of mining companies, including their impact on local communities and the environment.”*
(Civil Society Respondent)
- *“Environmental protection mechanisms, such as mandatory impact assessments and rehabilitation plans, were reinforced following the World Bank’s technical missions.”*
(Government Institution Respondent)



In your opinion, has the WBG’s policy advice influenced a new or existing government policy in the DRC? (Percentage of Respondents, N=241)
What government policy or action did the WBG’s advice influence and in what way? (N=217) Select comments corresponding to the top 4 development priorities for the WBG’s focus as identified by respondents are shown here.

Key Actions to Enhance the WBG's Effectiveness in DRC through Capacity Building, Advisory Work, and Knowledge Transfer: Summary of Comments

What is the most important thing the WBG could do to increase its effectiveness in these priority areas in DRC?

Strengthen training and capacity building

- Provide frequent and practical training programs for civil servants, project staff, inspectors, and professionals (e.g., health, education, environmental management).
- Expand vocational and technical training to better match labor market needs, especially for youth employability and entrepreneurship.
- Invest in building the long-term capacity of national institutions to manage and sustain projects after WBG support ends.

Expand analytical and advisory work

- Conduct research, social studies, and needs assessments to inform tailored interventions that align with the country context.
- Provide advisory support on natural resource management, governance, and legal/regulatory frameworks.
- Facilitate knowledge products (data, studies, surveys) that guide both government and civil society actions.

Promote knowledge transfer and local ownership

- Ensure systematic transfer of skills and innovative technologies to local stakeholders; involve Congolese actors early in project design, implementation, and evaluation.
- Develop immersion and peer-learning opportunities that go beyond supervision to ensure proactive knowledge transfer.
- Organize capacity-building for journalists, researchers, and local technical experts to spread knowledge and foster accountability.

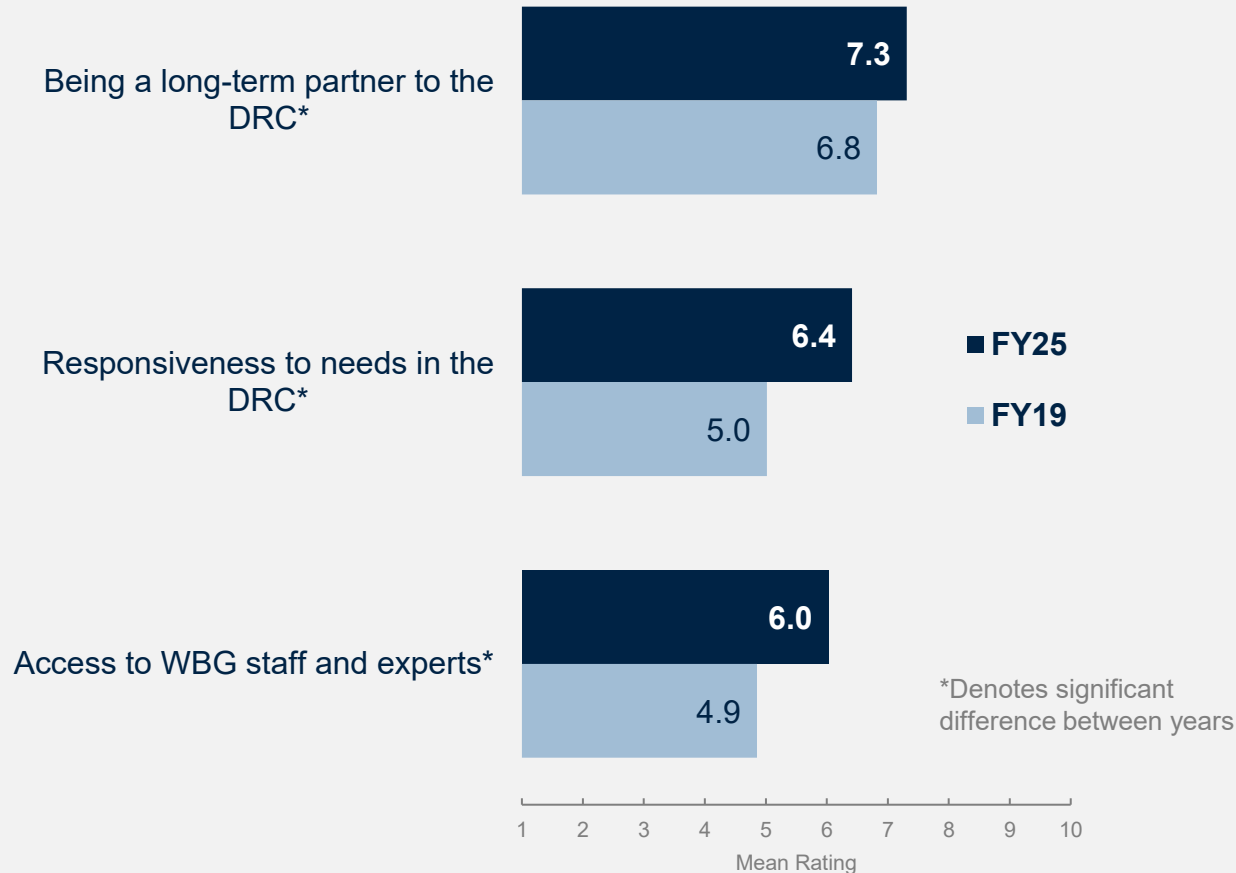


The WBG's Engagement and Collaboration



Perceptions of the WBG as a Development Partner Have Significantly Improved in DRC

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



Stakeholder opinions varied significantly. Respondents from the **private sector, media, and civil society** were significantly more critical across all three questions. They gave particularly low ratings (below 6.0) for the WBG staff accessibility.

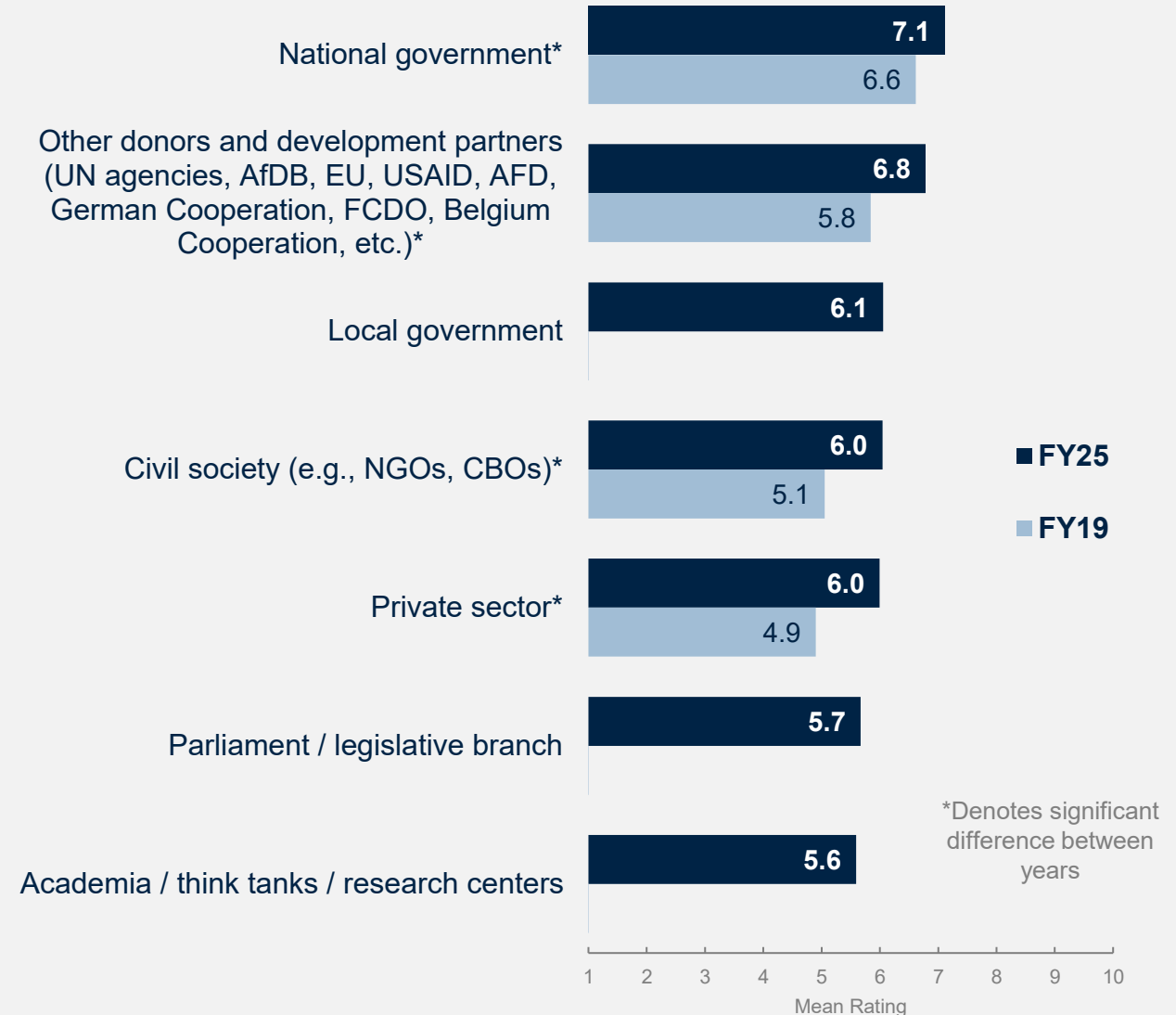
*Denotes significant difference between years



WBG Collaboration with National Government Rated Highest; Engagement with Academia Seen as Weakest

Notably, respondents from **government institutions** gave relatively high ratings for the WBG's collaboration with the national government, with average scores of 7.8.

In contrast, collaboration with **academia** was among the lowest rated across most stakeholder groups, especially by state-owned enterprises (4.9), civil society (5.0), and the private sector (5.1).

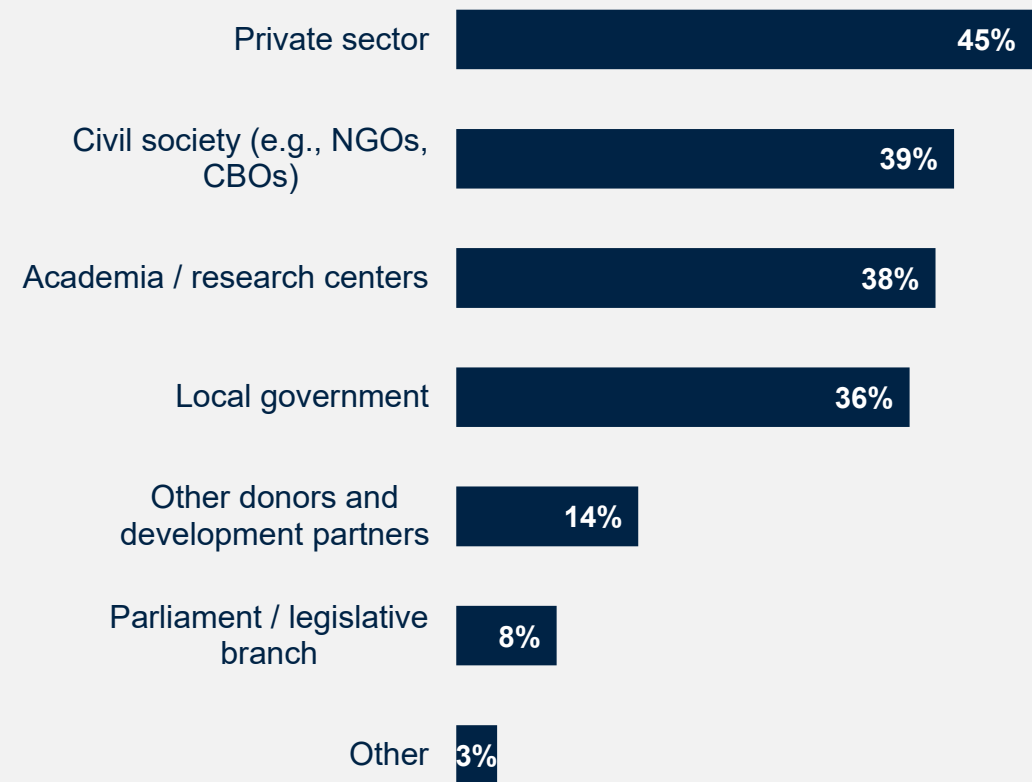


Stakeholders Want the Bank to Collaborate More With the Private Sector, Civil Society, Academia, and Local Governments

In qualitative comments[^], stakeholders emphasized the need for the WBG to strengthen collaboration with domestic actors—particularly the private sector, civil society, and academia—to ensure projects are grounded in local realities and informed by local expertise. Respondents suggested to:

- Engage local expertise by involving academia and research institutions in project design and evaluation
- Partner with civil society to ensure community needs are reflected and accountability mechanisms are in place
- Strengthen private sector collaboration to drive job creation, innovation, and locally grounded economic growth.

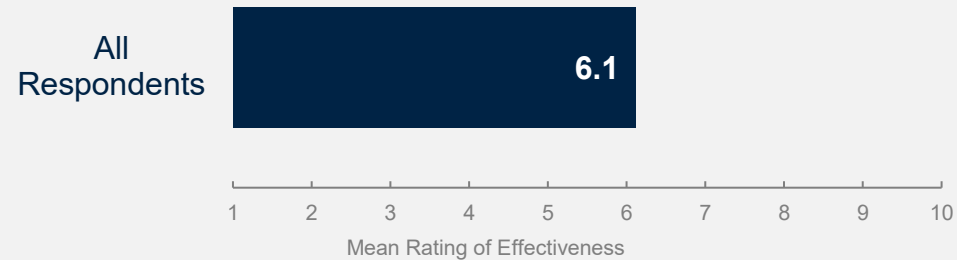
In addition to its partnership with the national government, which of the following should the WBG collaborate with more to have greater impact in the DRC?



In addition to its partnership with the national government, which of the following should the WBG collaborate with more to have greater impact in the DRC? (Select up to 2) (Percentage of Respondents, N=342)

[^]What is the most important thing the WBG could do to increase its effectiveness in these priority areas in the DRC? (N=304)

WBG Effectiveness in Facilitating Civil Society Participation



Around 22% of respondents rated the WBG's effectiveness below average (1-4). These respondents suggested the following could help to make the WBG more effective:

- The WBG should institutionalize transparent and systematic consultation mechanisms that ensure meaningful, **continuous participation of civil society throughout planning**, decision-making, and evaluation, supported by structured dialogue frameworks such as committees, workshops, and forums;
- The WBG should create **dedicated financing lines** and provide sustainable institutional support to strengthen the capacity of national and local CSOs, including decentralized community structures and development committees;
- The WBG should guarantee **effective access to clear, understandable project information** and communicate objectives, processes, and results widely to civil society in order to avoid symbolic or superficial reporting.

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

"In the Democratic Republic of Congo (DRC), civil society organizations (CSOs) were invited to participate in consultations and working groups during the development of the Country Partnership Framework. This allowed their perspectives to be taken into account in the final document."

(Private Sector Respondent)

"As part of the PAQUE project in collaboration with the Ministry of Primary, Secondary, and Technical Education, civil society, including parent committees, were involved in monitoring the construction of schools, which improved transparency and ownership at the local level."

(Government Institution Respondent)

"The World Bank has always been close to civil society, whether through sectoral reforms, regional consultations, or environmental and social safeguard missions."

(Civil Society Respondent)



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

Scale: 1 Not effective at all – 10 Very effective

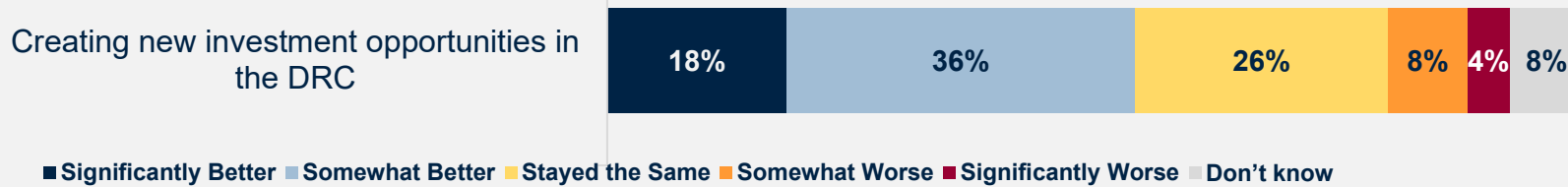
[If effectiveness rating < 5] How could the WBG be more effective in facilitating civil society participation in development policy dialogue and implementation?

(Please be specific) (N=37) [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=129)

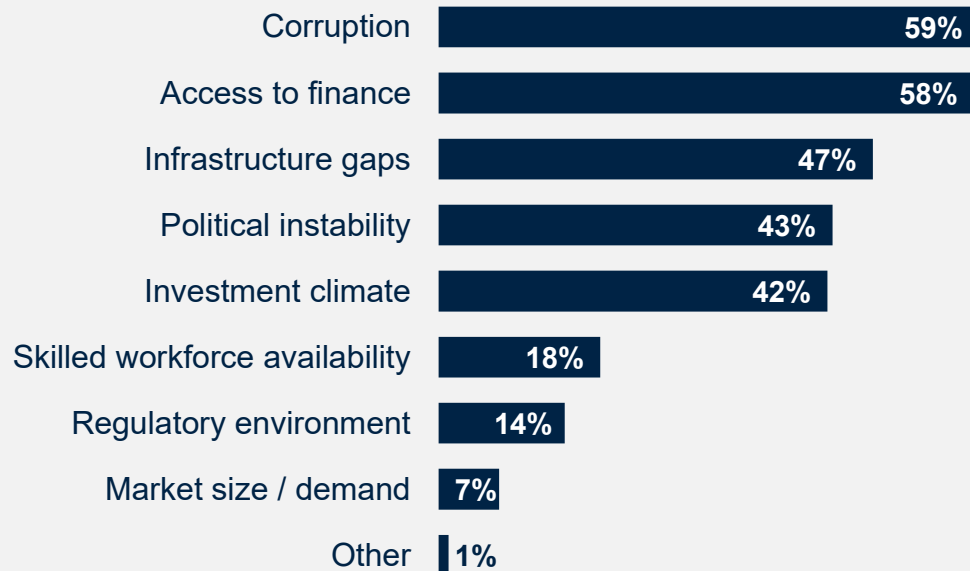


Corruption and Access to Finance are the Biggest Challenges to Private Sector Development in the DRC

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



What are the biggest challenges facing private sector development in the DRC?



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

- Improving access to finance through targeted support for SMEs, simplified lending mechanisms, and **tailored microfinance solutions** outside Kinshasa
- Creating a more supportive business environment
- Investing in skills and entrepreneurship by aligning vocational training programs with private sector needs and supporting **youth-driven enterprises**
- Strengthening market integration by helping firms meet international standards, access trade platforms, and **build competitiveness** across value chains



What are the biggest challenges facing private sector development in the DRC? (Select up to 3)
(Percentage of Government & Private Sector Respondents, N=182)

What is the most important thing the WBG could do to increase its effectiveness in these priority areas in the DRC? (Please be specific) (N=304)

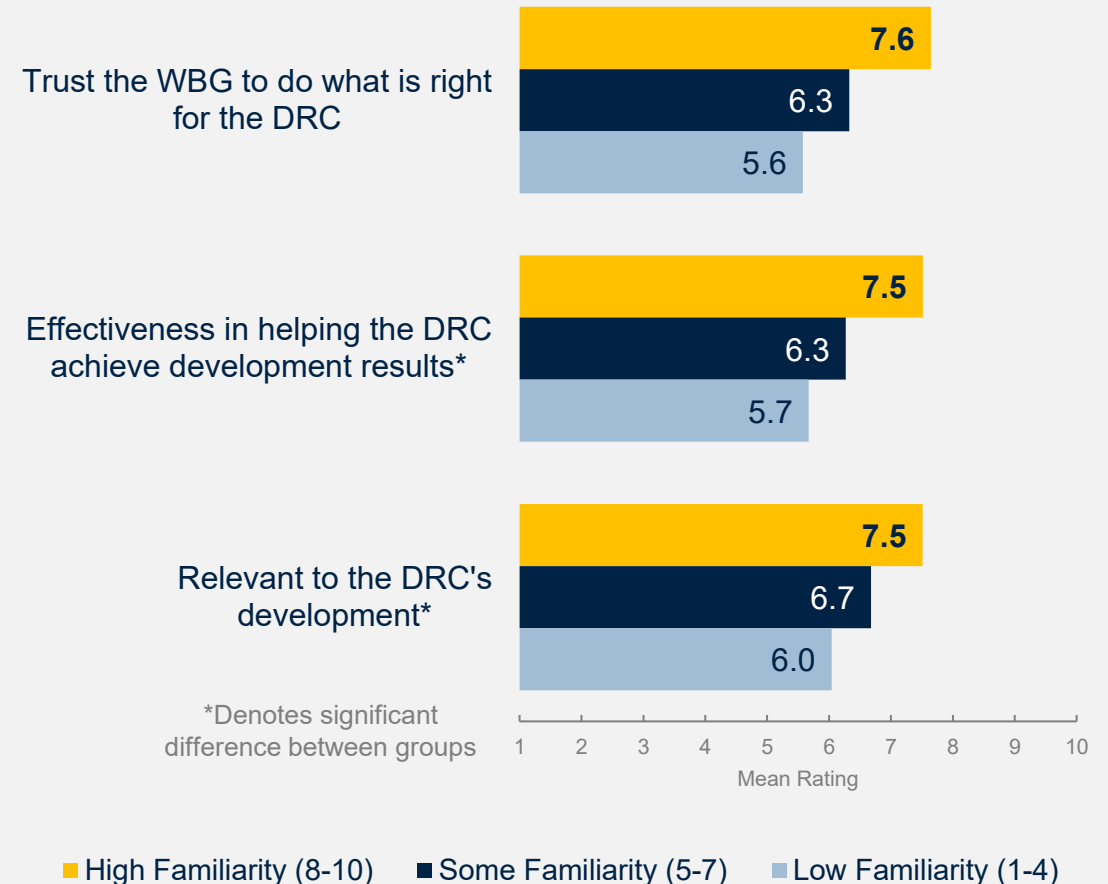
Communication and Outreach



WORLD BANK GROUP

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

Greater engagement with the WBG not only meets stakeholder demand but also fosters more positive perceptions. Stakeholders highly familiar with the WBG (ratings of 8–10) consistently rate its relevance and effectiveness higher than those with low familiarity (ratings of 1–4).



How familiar are you with the work of the WBG in the DRC?



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

Direct Contact, WBG Events, and Social Media are Stakeholders' Top Choices for Receiving Information from the Institution

Stakeholder preferences vary and should inform targeted outreach. For example, while most respondents prefer direct contact with WBG staff, stakeholders from state-owned enterprises and the media prefer social media channels.

Top Two Preferred WBG Channels

	All Respondents	Government Institution	State-Owned Enterprise	Local Government	Bilateral/Multilateral Agency	Civil Society	Private Sector	Academia	Media
Direct contact with WBG staff (e.g., in person, virtually, phone, email)	46%	43%	36%	72%	47%	43%	55%	35%	38%
WBG event / conference / workshop (in person or online)	43%	45%	43%	28%	38%	52%	42%	41%	45%
WBG social media channels (e.g., Facebook, LinkedIn, Instagram, Twitter/X)*	43%	37%	57%	50%	28%	43%	40%	45%	69%
WBG direct messaging (e.g., WhatsApp)	42%	34%	50%	67%	34%	48%	42%	28%	52%
WBG website (including blogs)	36%	45%	43%	22%	28%	21%	35%	48%	41%
WBG e-Newsletters	32%	34%	36%	22%	34%	29%	33%	52%	14%
WBG publications	22%	29%	29%	6%	34%	21%	20%	10%	10%
WBG podcasts	5%	9%	0%	0%	6%	2%	7%	0%	7%



How would you prefer to obtain information from the WBG? (Select up to 3) (Percentage of Respondents, N=330)

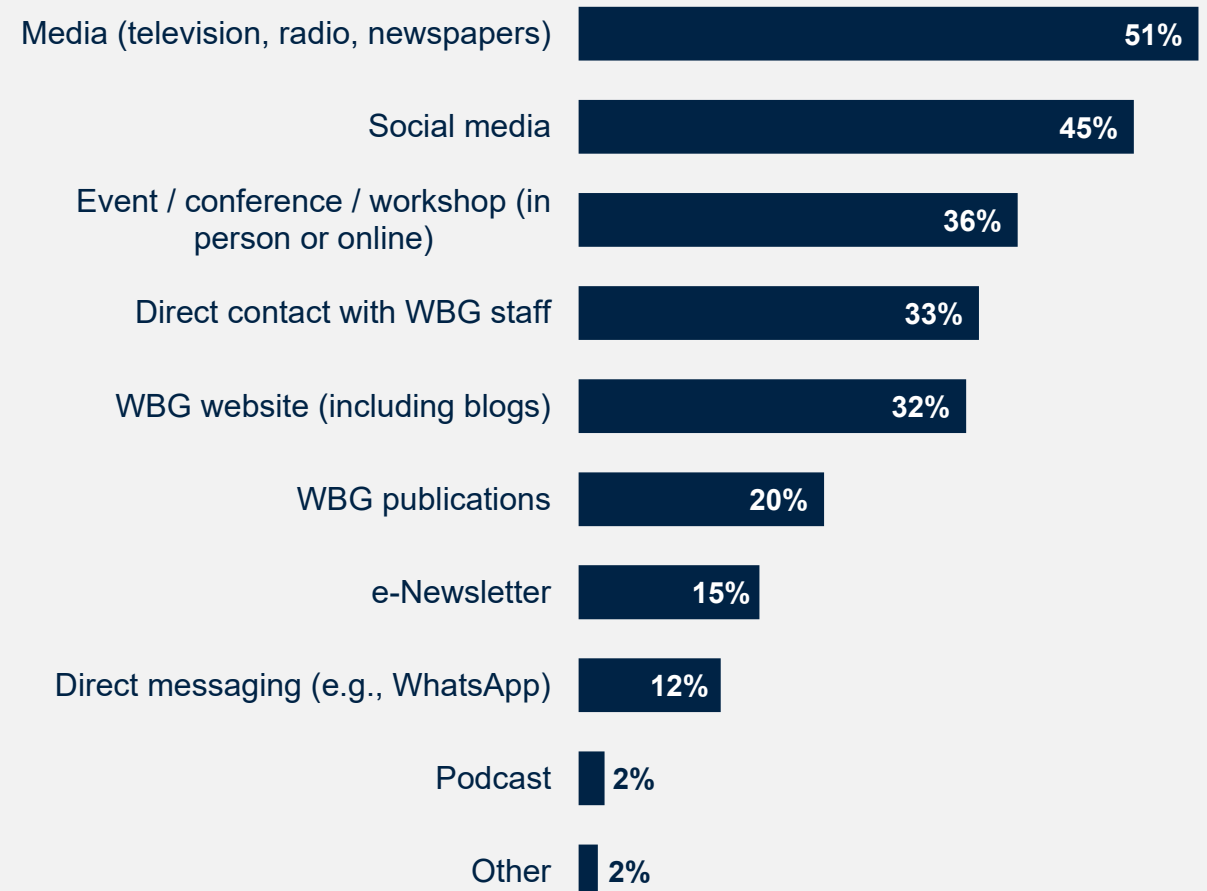
*Denotes significant difference between shareholder groups

58% the Respondents Recalled Seeing or Hearing About the WBG, Recently, Most Often through the Media, Social Media, and WBG Events

Media and social media were among the most frequently recalled sources of WBG information, with 51% and 45% of respondents selecting them, respectively.

Respondents from the media (50%) and government institutions (49%) were also more likely to use the **WBG website**.

Where do you recall seeing or hearing this information?



To Better Understand the WBG's Role in the DRC, Stakeholders Wanted to see Impact Assessments, Information on how to work with the Bank, and Regular Updates on its Activities

Key differences between stakeholder groups should be considered for targeted engagement. For example, academia respondents seek information on how to partner with the WBG, whereas respondents from civil society and local government are more interested in the case studies of WBG projects.

Top Two Types of Preferred Information About the WBG

	All Respondents	Government Institution	State-Owned Enterprise	Local Government	Bilateral/Multilateral Agency	Civil Society	Private Sector	Academia	Media
Impact assessments and evaluations	48%	49%	29%	35%	63%	24%	26%	55%	45%
Information on how to work / partner with WBG*	48%	32%	43%	41%	50%	55%	36%	62%	42%
Regular updates on WBG activities*	45%	39%	64%	53%	44%	36%	33%	35%	21%
Sector-specific strategies*	42%	55%	29%	59%	50%	21%	47%	21%	35%
Case studies of WBG projects*	40%	48%	36%	71%	22%	64%	58%	38%	59%
Overview of WBG financial products and services	35%	35%	50%	24%	34%	52%	49%	21%	59%
WBG research and knowledge*	2%	22%	14%	12%	9%	19%	22%	48%	21%



What information would be most helpful to you in understanding the WBG's role in the DRC? (Select up to 3) (Percentage of Respondents; N=328)

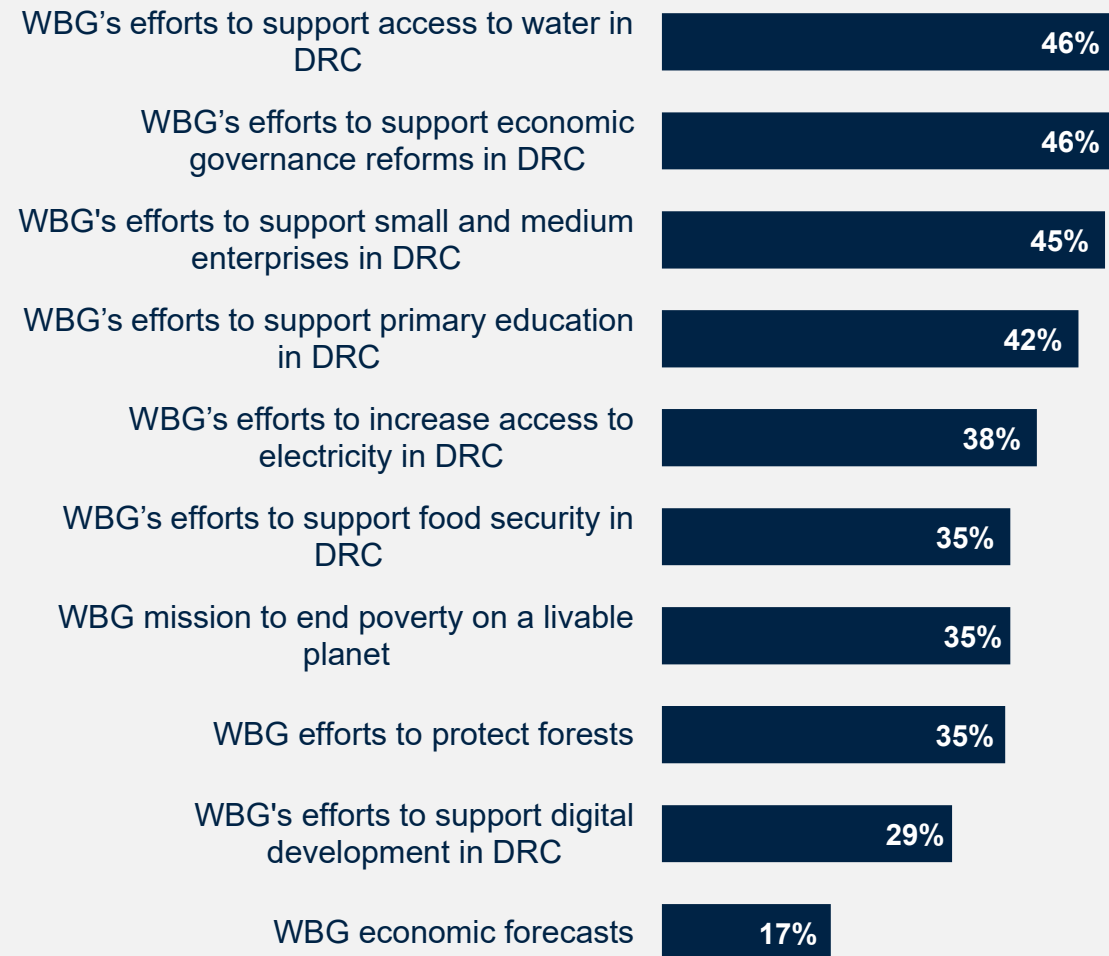
*Denotes significant difference between stakeholder groups

WBG's Support for Water Access, Governance, and Efforts to Support SMEs are the Most Recalled Topics

What do you recall seeing or hearing about the WBG?

WBG's efforts to support **access to water** and **economic governance reforms** were the most frequently recalled (46%), followed closely by support for **small and medium enterprises** (45%) and primary education (42%).

Respondents from bilateral/multilateral agencies and civil society were significantly less likely to recall WBG's efforts to support access to water in DRC, suggesting a potential communication gap.

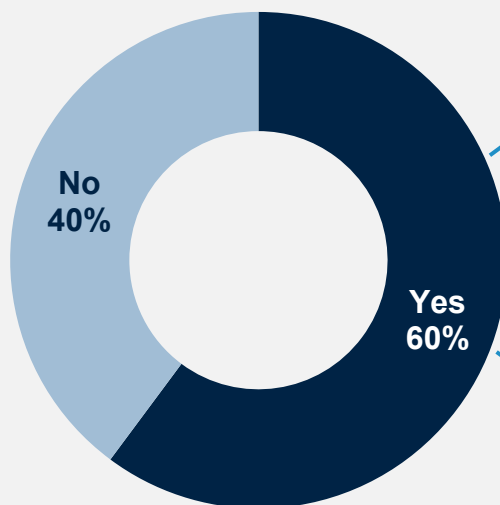


Sample Demographics and Detailed Methodology



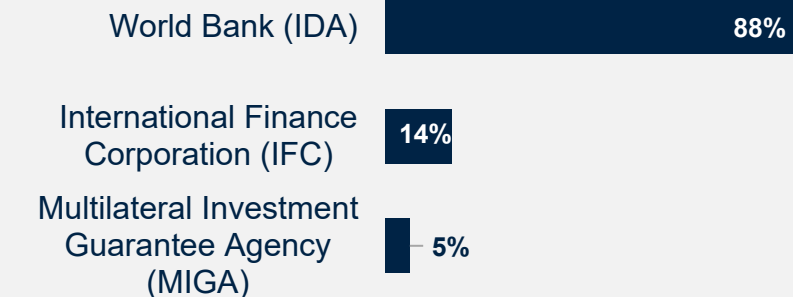
Sample Demographics

In the past 3 years, have you worked or collaborated with the WBG in the DRC?
(N=354)

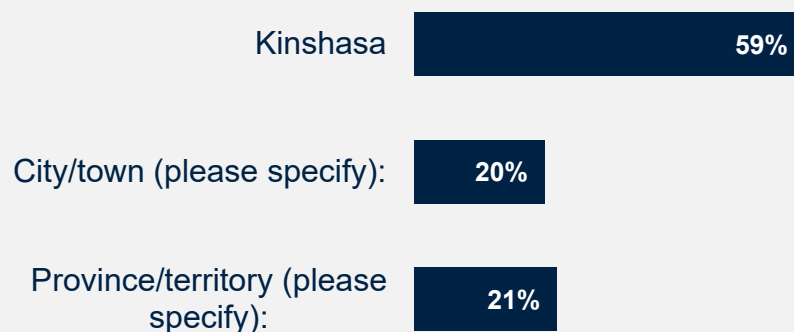


Which of the following WBG agencies have you worked or collaborated with in the DRC?

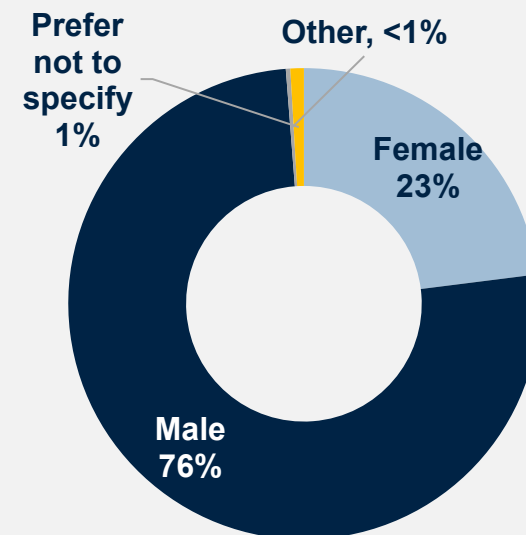
(N=213)



Which best represents your geographic location?
(N=321)

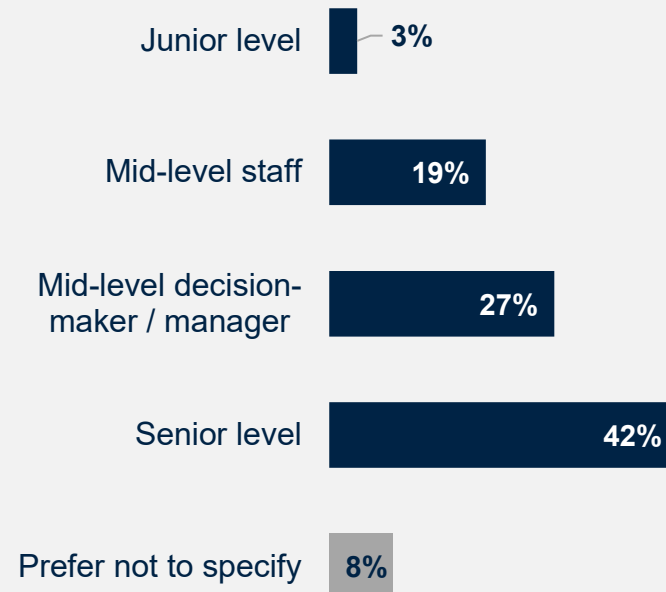


What is your gender?
(N=326)

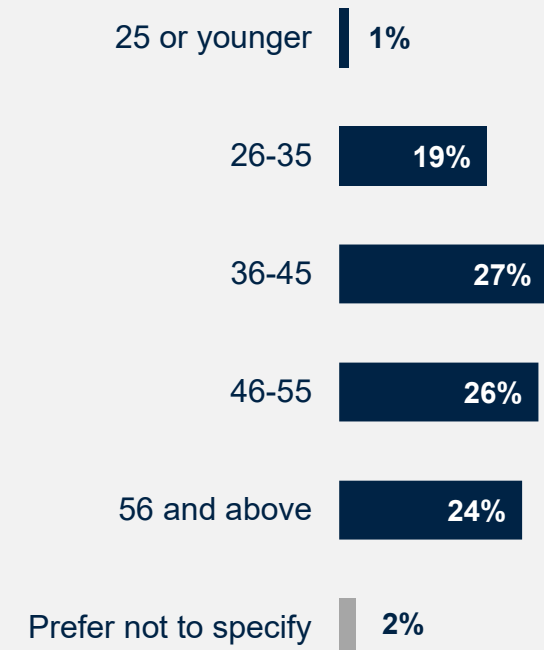


Sample Demographics (continued)

*Within your organization,
would you describe yourself as...*
(N=325)



What's your age?
(N=326)



Detailed Methodology

From **November 2024 to May 2025**, a total of 815 stakeholders in the DRC 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 consultant. Participants were drawn from government institutions, local government, bilateral or multilateral agencies, civil society organizations, the private sector, academia and research centers, and the media.

Of these stakeholders, **354 participated in the survey (43% response rate)**. Respondents received the questionnaire link via email, WhatsApp, or in person and completed it online.

This year’s survey results were compared to the FY19 Country Opinion Survey, which had a response rate of 96% (N=478).

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 considered when interpreting these comparisons. Significant differences among stakeholder groups are noted throughout the report where relevant.

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

Percentage of Respondents	FY 2019	FY 2025
Government Principals: Office of the President, Prime Minister, Minister, Parliamentarian	9%	5%
Government Institutions: Employee of a Ministry, Department, Project Implementation Unit, Independent Government Institution, Judiciary, State-Owned Enterprise	26%	33%
Local Government	9%	5%
Bilateral/Multilateral Agency: Embassy, Development Organization, Development Bank, UN Agency	5%	10%
Civil Society Organization: Local and regional NGO, Community-Based Organization, Private Foundation, Philanthropy, Professional/Trade Association, Faith-Based Group, Youth Group	20%	13%
Private Sector: Private Company, Financial Sector Organization, Private Bank	14%	17%
Academia / Research Center	10%	8%
Media	6%	8%
Other	1%	1%
Total Number of Respondents*	477	354



What is your primary professional affiliation? (Select only 1 response)

*Not all respondents provided information about their professional affiliation. Therefore, the total number of respondents listed in the table is lower than the N reported in the methodology.

Detailed Methodology (continued)

Breakdowns for individual questions by stakeholder group and by year can be found in the “DRC COS FY25 Appendices.xlsx” file published in the WBG Microdata Library, along with the survey microdata and this report.

Please note that not all questions were asked of every respondent in FY25. Some questions – particularly those requiring more in-depth knowledge of WBG projects and operations – were only presented to a subset of stakeholders. Consequently, for year-over-year comparisons, some FY19 means shown in this report are based only on the subset of respondents who received the same questions in FY25, rather than the full FY19 sample. As a result, these means may differ from those published in the original FY19 report. Please refer to the questionnaire for details on question routing. The questionnaire is published in the WBG Microdata Library, along with the survey microdata, appendices, and this report.

The open-ended comments to this survey were analyzed with ChatGPT, a generative AI tool, and reviewed by the World Bank staff for accuracy.



CountryOpinionSurveys

Thank you

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

countrysurveys@worldbankgroup.org

