



CountryOpinionSurveys

# FY 2024 **Namibia**

## Country Opinion Survey Report

# Acknowledgements

The Namibia Country Opinion Survey is part of the Country Opinion Survey (COS) 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 better understanding how Namibia stakeholders perceive the WBG. The survey explored the following questions:

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



# Methodology Overview

## ■ Fielded March – May 2024

- 819 potential participants were asked to complete a mostly quantitative survey
- Respondents completed the questionnaire online
- List of names provided by the WBG country team
- Fieldwork managed by the BI team and the independent consultant

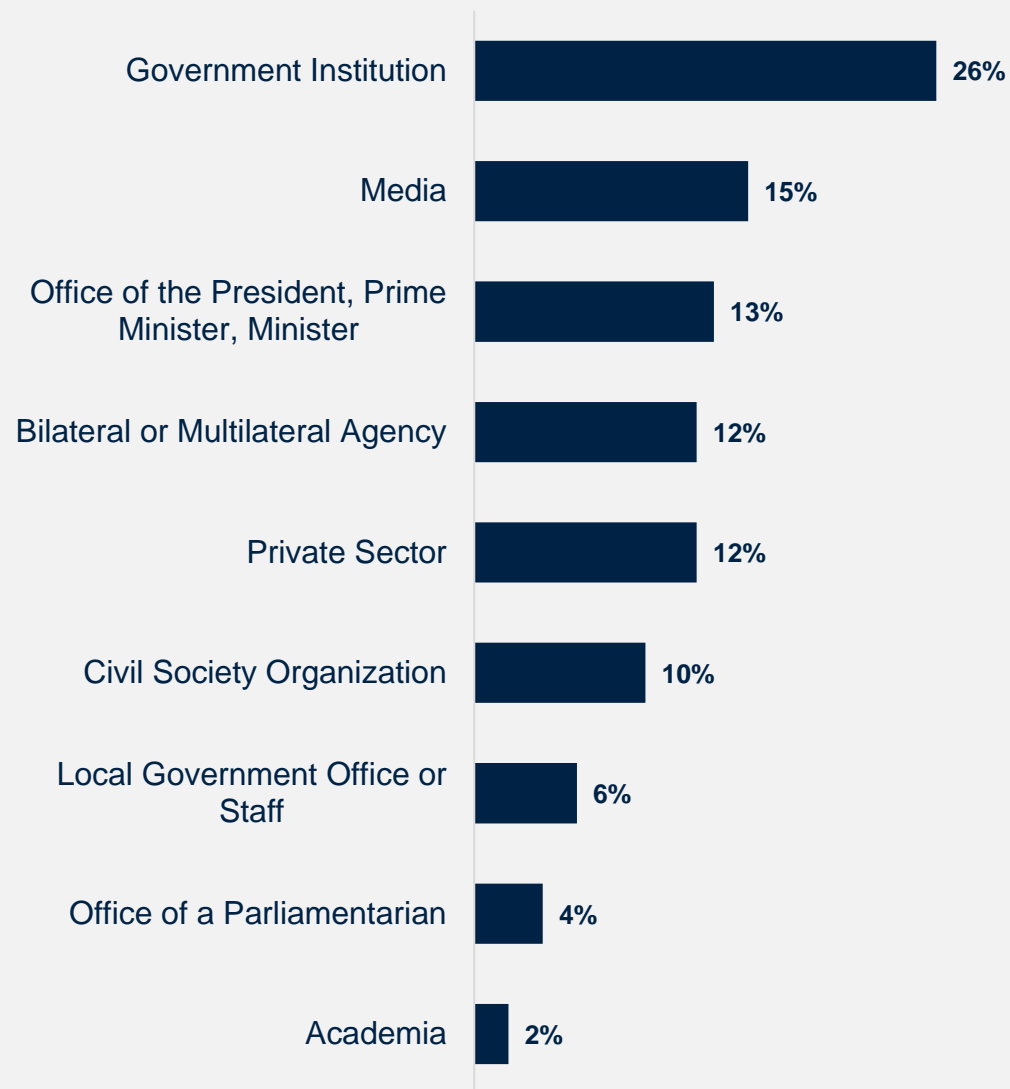
## ■ 105 participants (13% response rate)

- 85% from Windhoek
- 35% currently collaborate with the WBG

## ■ Compared to FY18 Country Survey

- 125 participants (41% response rate)
- Respondents completed the questionnaire online or on paper
- 8% collaborated with the WBG

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



What is your primary professional affiliation? (Select only 1 response)  
(Percentage of Respondents, N=105)

# Overall Context

*“The WBG needs to support Namibia more effectively so that Namibia can achieve its SDGs and support them financially.”*

(Civil Society Respondent)

*“Recognize that there are gross inequalities and used this information to facilitate increased donor support to the country, despite its upper middle-income status.”*

(Bilateral/Multilateral Agency Respondent)

*“Awareness creation is critical. Hence, you need to sensitize the Namibians first.”*

(Respondent from the office of the President/Prime Minister/Minister)



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*In your opinion, what is the most important thing the WBG could do to increase its effectiveness in Namibia? (N=72)*

# Familiarity with the World Bank

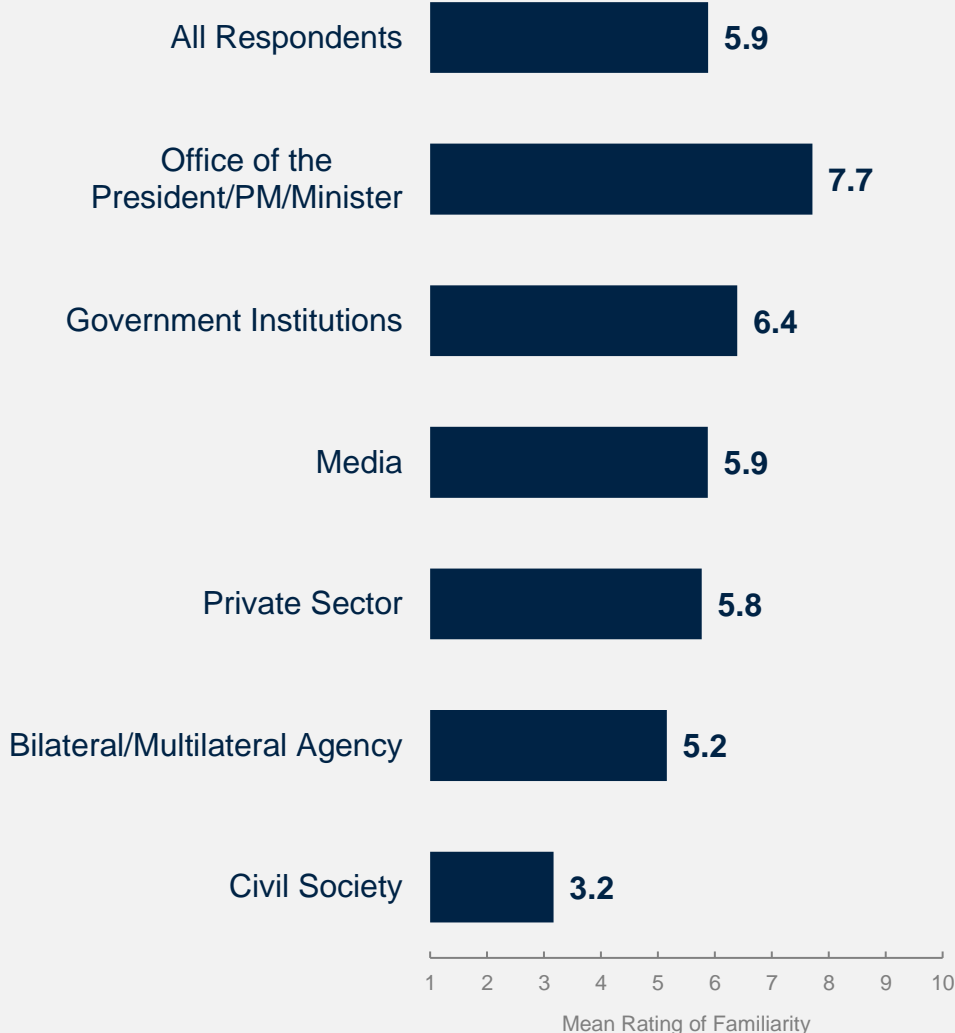
- Comparison of FY18 and FY24:** Respondents in this year’s Country Survey reported significantly higher levels of familiarity with the World Bank Group compared to the FY18 Survey:

Mean familiarity: **FY24 = 5.9**  
**FY18 = 3.1**

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

Mean familiarity: **Collaborate with WBG = 7.6**  
**Do not collaborate = 5.0**

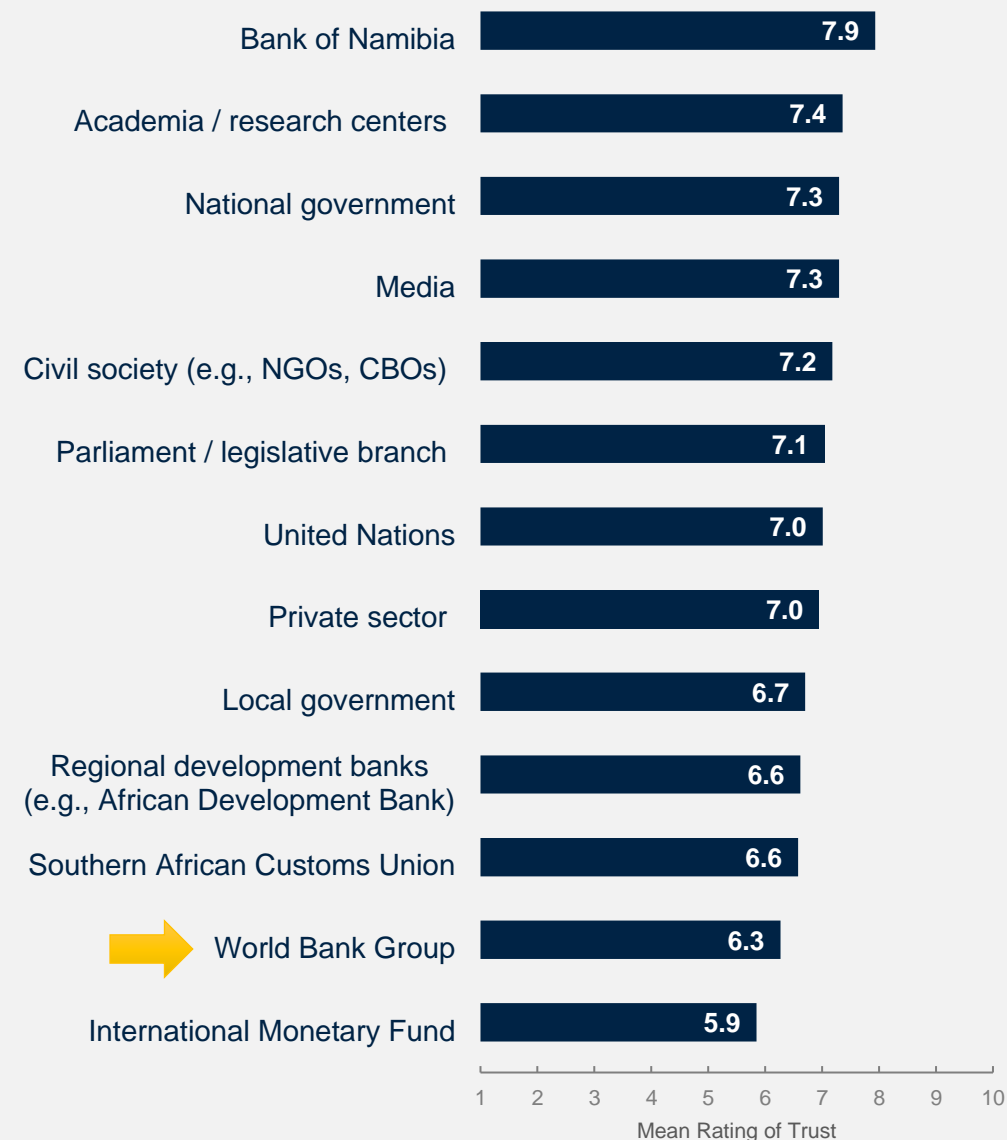
- Stakeholders:** Respondents from the office of the President, Prime Minister, or Minister indicated the highest levels of familiarity with the WBG, whereas respondents from civil society reported significantly lower familiarity with the WBG’s work.



# Trust in the World Bank Group: Significant Variations Across Stakeholders

Respondents in Namibia gave the **highest trust ratings for the Bank of Namibia, academia, the national government, and the media.**

- In terms of trust in the WBG, **respondents who collaborate** with the WBG reported **significantly higher levels of trust** in the institution (mean=7.8) compared to those respondents who do not collaborate with the WBG (mean=5.4).
- Respondents from the **office of the President, Prime Minister, or minister** had the highest trust ratings in the WBG (mean = 7.9). In contrast, respondents from **civil society** and **media** reported significantly lower trust ratings (means = 3.7 and 5.4, respectively).



# *Overall Attitudes toward the World Bank Group*

*“In order to be effective, [you must] understand Namibia's socio-economic situation. Understanding what worked in Morocco does not mean it will work in Namibia.”*

(Government Institution Respondent)

*“Be a development partner that is human-centric and has the care of the Namibian in all the projects it's pursuing. Provide global expertise on how we can better execute the policies we have.”*

(Media Respondent)



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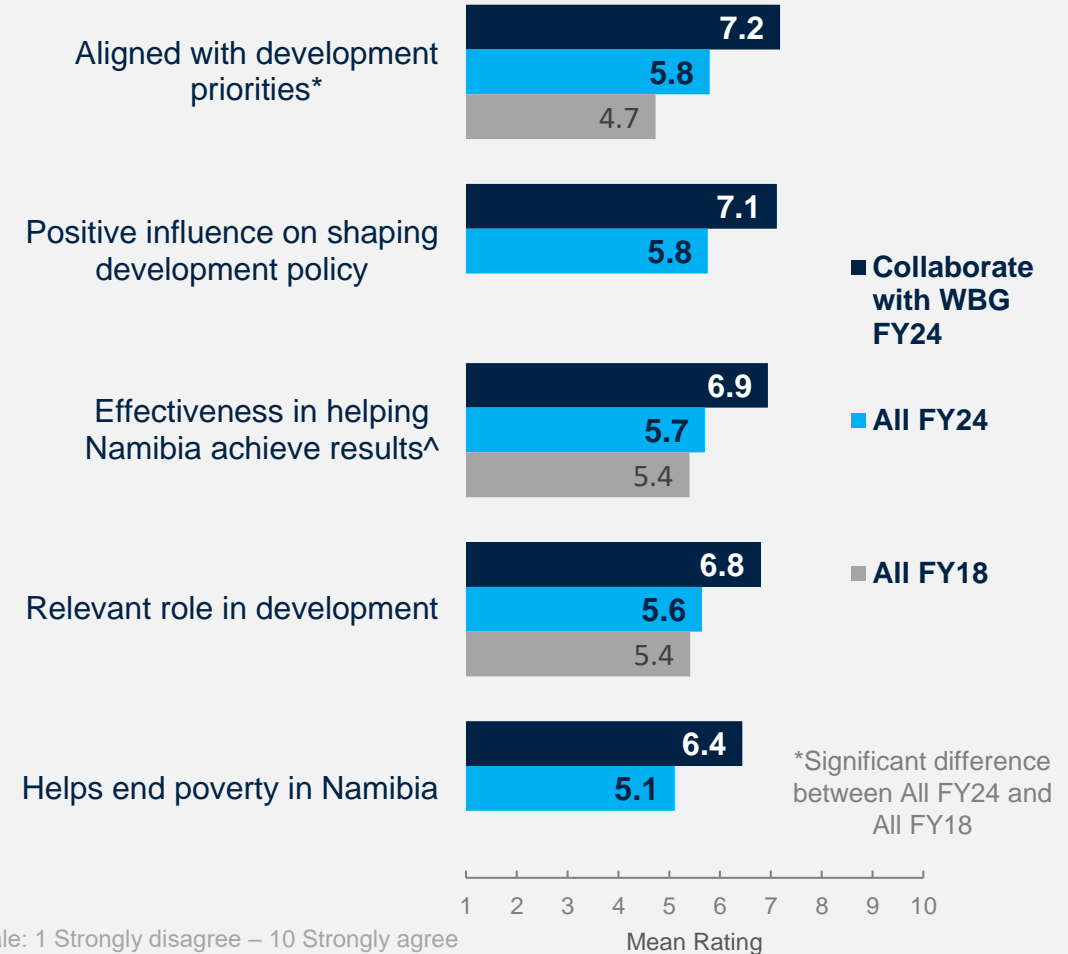
*In your opinion, what is the most important thing the WBG could do to increase its effectiveness in Namibia? (N=72)*

# Key Performance Indicators Improved but Remain Moderate

## Respondents who Collaborate with the WBG are Significantly more Positive

In FY24, respondents' ratings of the WBG's **alignment** with the country's priorities were significantly higher, although most ratings remained relatively moderate (below 6 on a 10-point scale).

- Respondents who collaborated with the WBG were significantly more positive about its work across all indicators.
- Respondents from **civil society** and **media** gave the lowest mean ratings across all these indicators. Notably, respondents from civil society were the least familiar with the WBG work compared to other stakeholder groups.



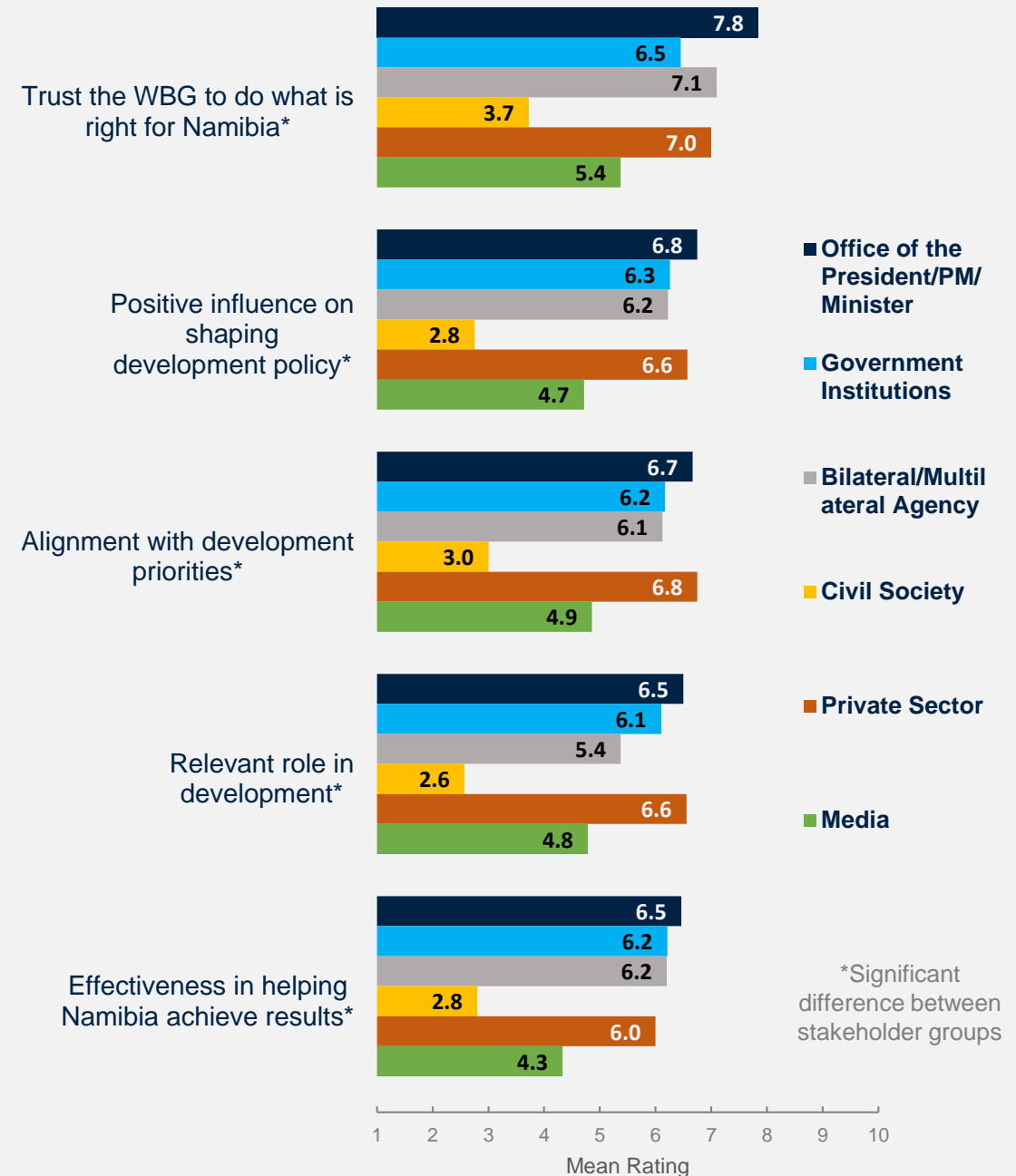
The WBG's work is aligned with what I consider the development priorities for Namibia. Scale: 1 Strongly disagree – 10 Strongly agree  
 The WBG has a positive influence on shaping the development policy in Namibia. Scale: 1 Strongly disagree – 10 Strongly agree  
 How effective is the WBG in helping Namibia achieve development results? Scale: 1 Not effective at all – 10 Very effective  
 The WBG currently plays a relevant role in development in Namibia. Scale: 1 Strongly disagree – 10 Strongly agree  
 The WBG's work helps end poverty in Namibia. Scale: 1 Strongly disagree – 10 Strongly agree

^Compared to a mean score of the two questions in FY18: "Overall, please rate your impression of the WBG's effectiveness in Namibia. Scale: 1 Not effective at all – 10 Very effective; To what extent does the WBG's work help to achieve development results in Namibia? Scale: 1 To no degree at all – 10 To a very significant degree"



# Stakeholders from the office of the President/Prime Minister/Minister Have More Positive Perceptions of the WBG

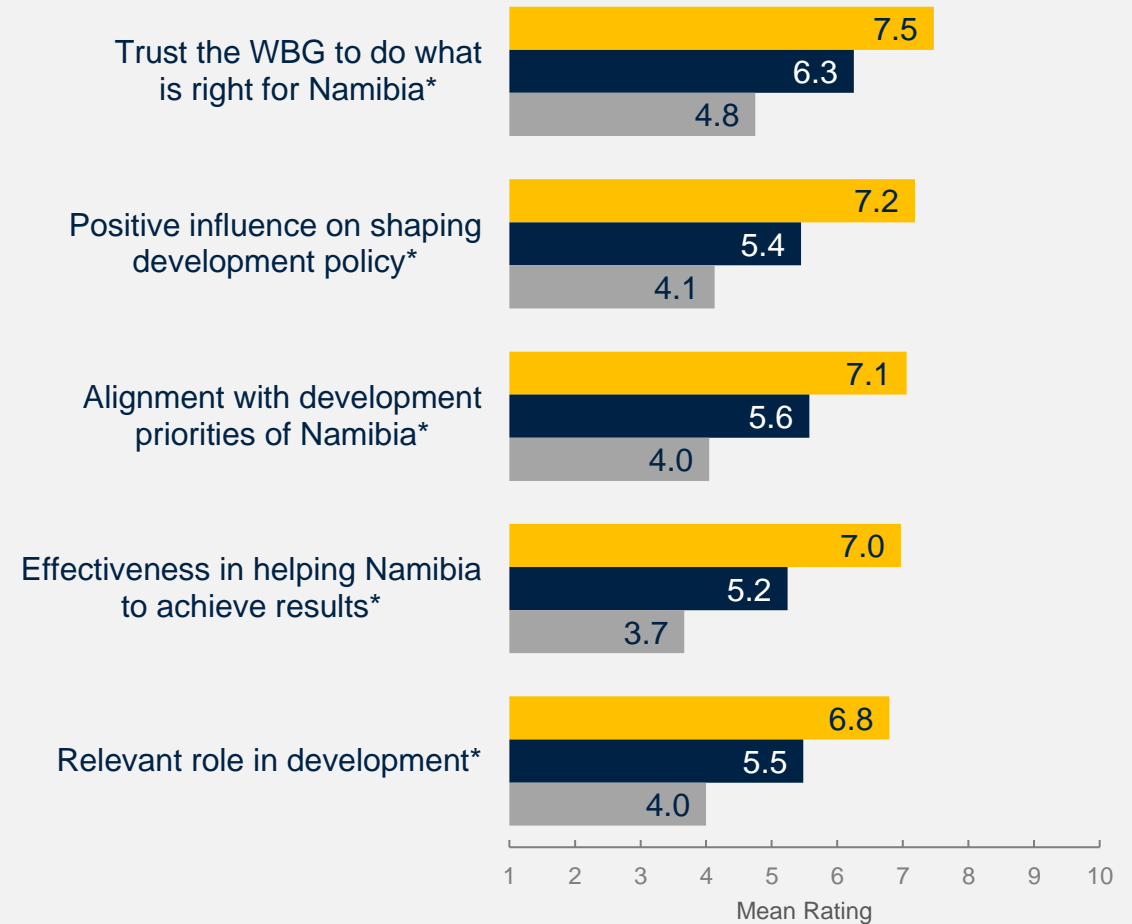
Comparisons of ratings for key performance indicators between stakeholder groups show that respondents from the office of the **President/ Prime Minister/Minister** have the highest ratings for the WBG work across all KPIs. In contrast, **civil society** and **media** respondents had significantly lower ratings.



# Familiarity Leads to More Positive Perceptions

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

**Meaningful engagement and outreach can continue to increase positive perceptions.**



*How familiar are you with the work of the WBG in Namibia?*

■ High Familiarity (8-10) ■ Some Familiarity (5-7) ■ Low Familiarity (1-4)



How much do you trust the WBG to do what is right for Namibia? Scale: 1 Not at all – 10 Very much

The WBG has a positive influence on shaping the development policy in Namibia. Scale: 1 Strongly disagree – 10 Strongly agree

The WBG's work is aligned with what I consider the development priorities for Namibia. Scale: 1 Strongly disagree – 10 Strongly agree

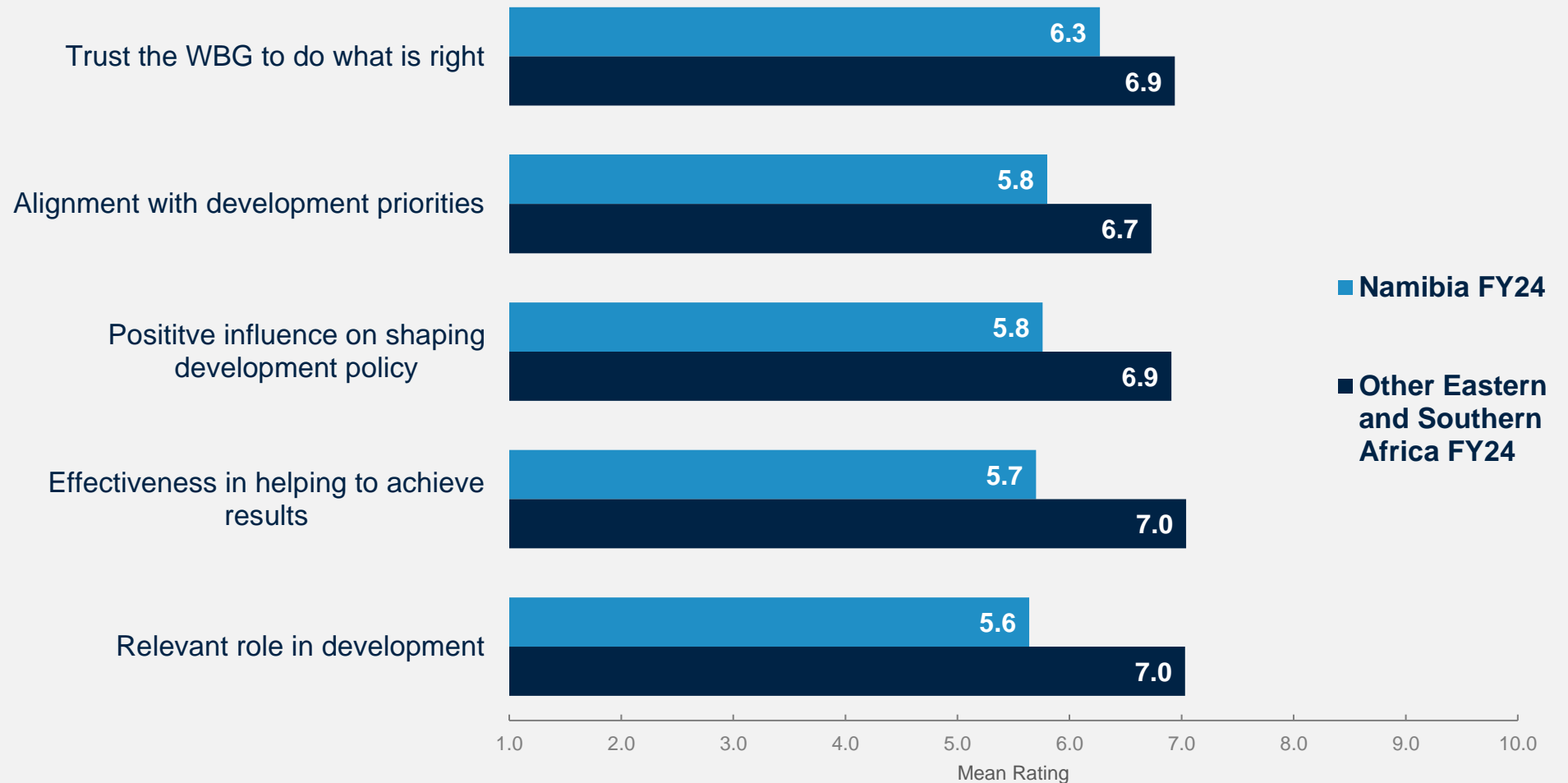
How effective is the WBG in helping Namibia achieve development results? Scale: 1 Not effective at all – 10 Very effective

The WBG currently plays a relevant role in development in Namibia. Scale: 1 Strongly disagree – 10 Strongly agree

\*Significant difference between levels of familiarity



# Namibia's Key Performance Indicators are Lower than those of Other Countries in Eastern and Southern Africa Surveyed in FY24

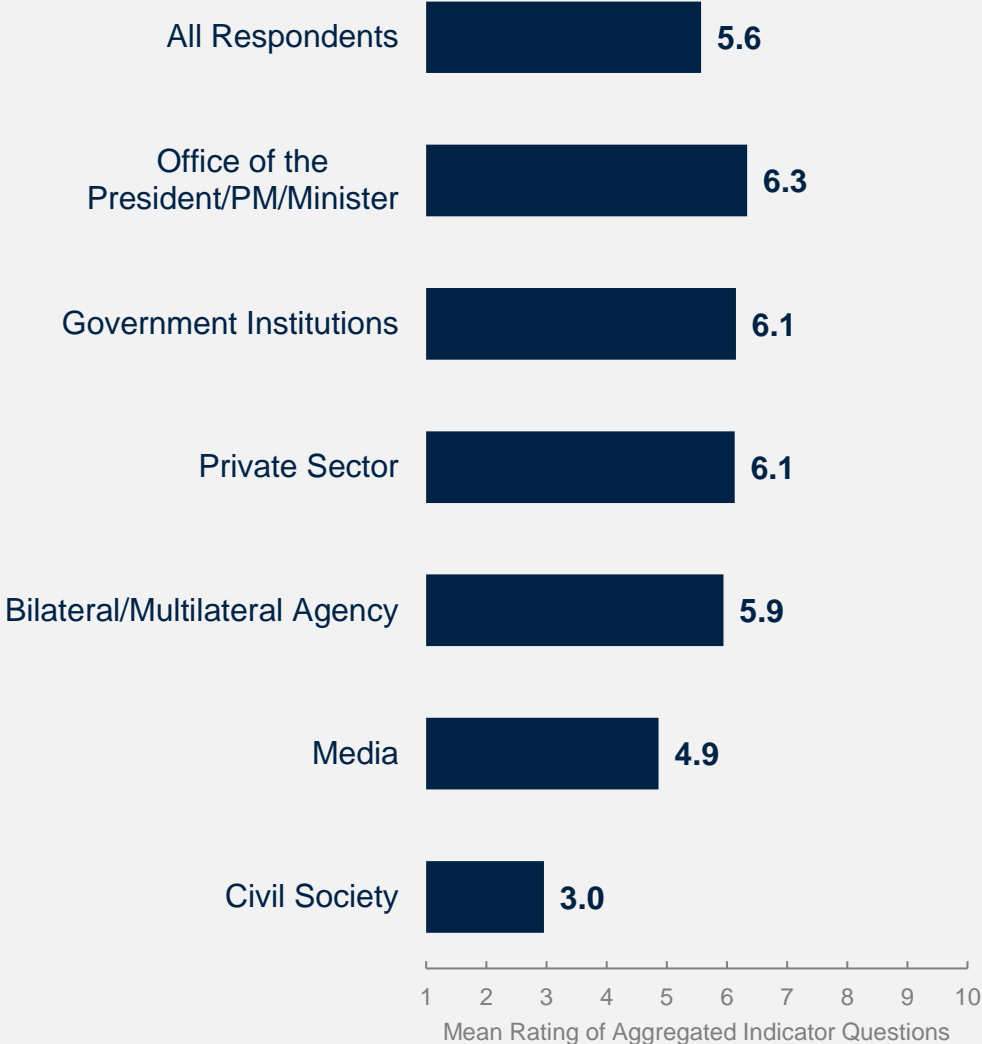


# Stakeholder Trends Across Performance Indicators

Respondents from the office of the President/ Prime Minister/Minister had the highest mean rating across the aggregated responses to the **nineteen COS indicator questions**. In contrast, respondents from **civil society** had the lowest mean rating, suggesting a more critical perspective on the same set of indicators.

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

Mean rating:      **Collaborate with WBG = 6.9**  
                         **Do not collaborate = 4.8**



# ***World Bank Group's Support for Development Areas***

*“The WBG should fit their target timelines to the target timelines of Namibia and not just push to have Namibia conduct activities as per the WBG timelines.*

*Now, there is just a rush for activities to be done so that they fit in with set dates as per the WBG approval dates.*

*This results in less focus on proper planning and strategizing by the various Namibian entities, just because they rush to avoid missing the dates and miss out on the WBG funds and opportunities.”*

(Government Institution Respondent)



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*In your opinion, what is the most important thing the WBG could do to increase its effectiveness in Namibia? (N=72)*

# Development Areas for WBG Focus

In FY24, stakeholders want the WBG to focus its resources on **agriculture/food security, education, energy, water/sanitation, and jobs**. Respondents in this year's survey considered energy and climate change a much greater priority than in the FY18 survey (6% and 4%, respectively).

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

*“Forge public-private-social partnerships and support the emergence of blended finance schemes, especially for rural small-holder farmers and agripreneurs given the lack of funding to this sector and the large number of livelihoods dependent on the sector.”*

(Private Sector Respondent)

*“Support education and private sector to create jobs for the youth.”*

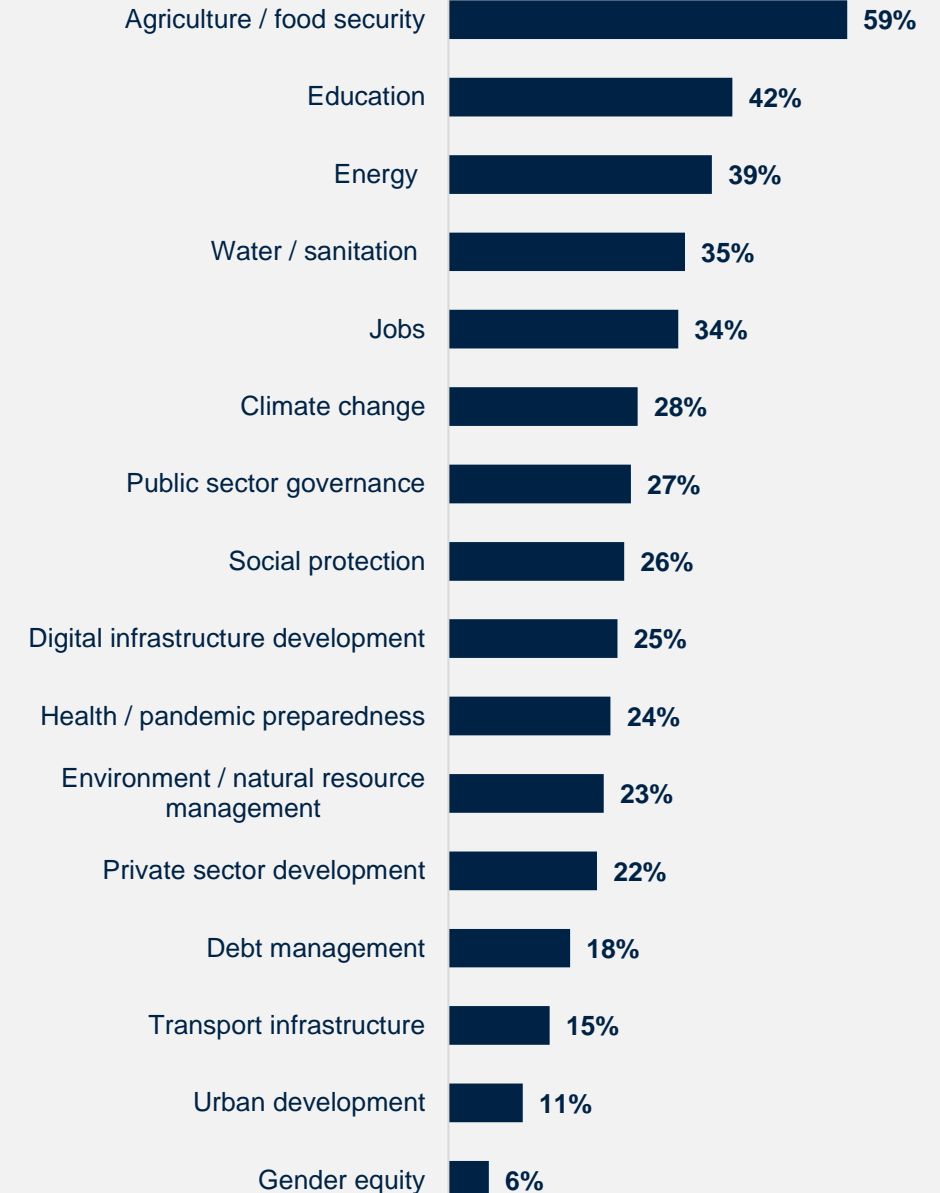
(Civil Society Respondent)

*“Help transform the education and training system.”*

(Bilateral/Multilateral Agency Respondent)

*“Direct investment with grassroots organisations, such as agricultural cooperatives, community morning groups, and community conservancies, because implanting organs on behalf of grassroots organizations in terms of grants, investments take huge amounts for admin purposes, and less goes to the people for implements and equipment to be used by a specific group.”*

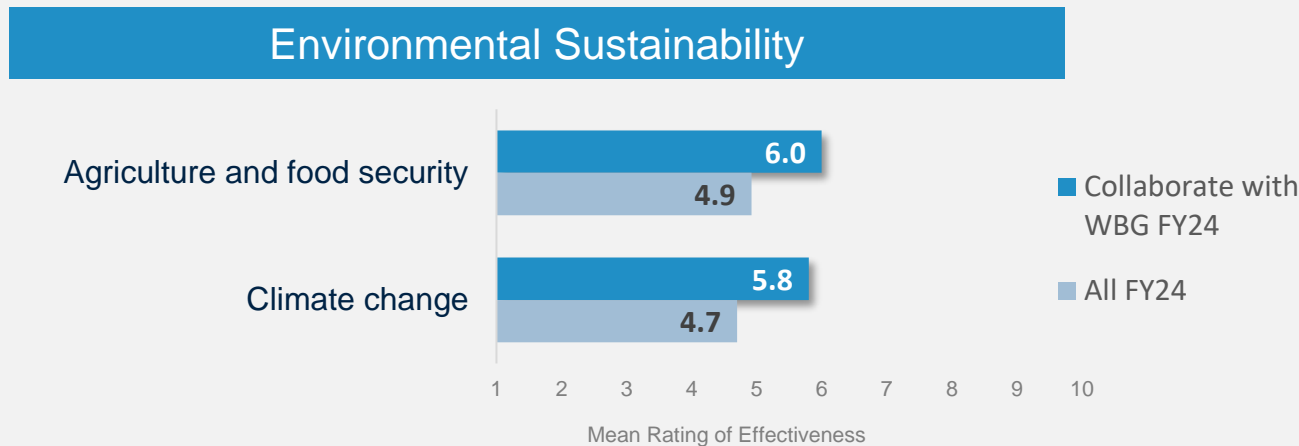
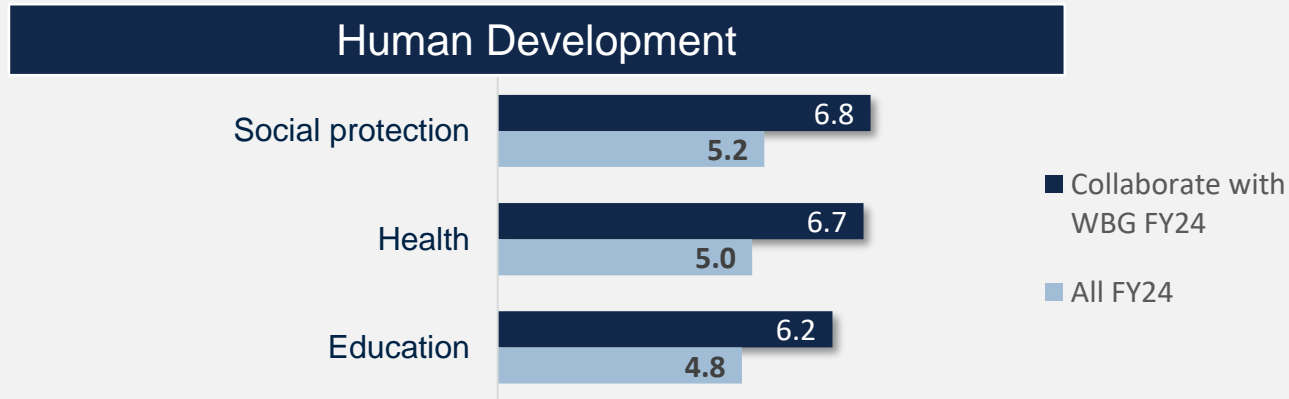
(Civil Society Respondent)



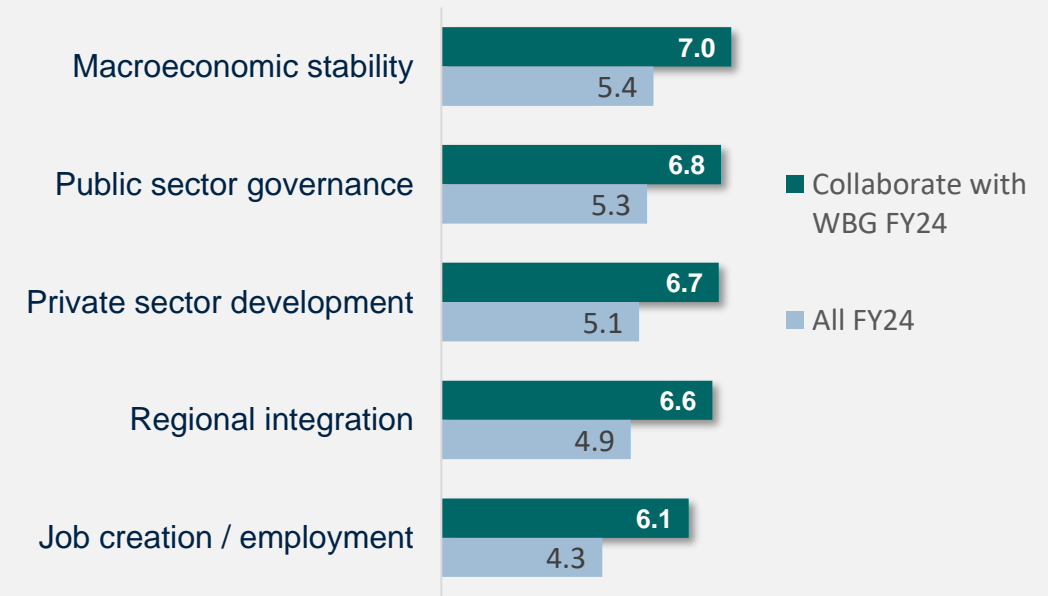
Which areas should the WBG prioritize to have the most impact on development results in Namibia? (Select up to 5) (Percentage of Respondents, N=100)

# Effectiveness of WBG's Support in Sectoral Areas

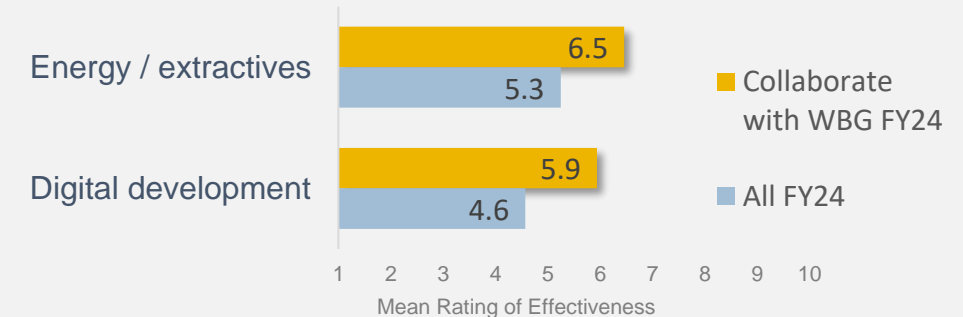
Ratings of the WBG's effectiveness in sectoral areas were generally moderate to low across all sectors. **Respondents who collaborated** with the WBG were significantly more positive about its work in all sectoral areas. Furthermore, respondents from the **office of the President/Prime Minister/Minister** were most positive about the WBG's work, particularly in macroeconomic stability and social protection (mean=6.6 in both sectors).



## Finance / Institutions / Economic Growth



## Infrastructure



# *World Bank Group's Engagement on the Ground in Namibia*

*"Listen more to the needs on the ground and not use an international formula to respond to local challenges."*

(Media Respondent)



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*In your opinion, what is the most important thing the WBG could do to increase its effectiveness in Namibia? (N=72)*

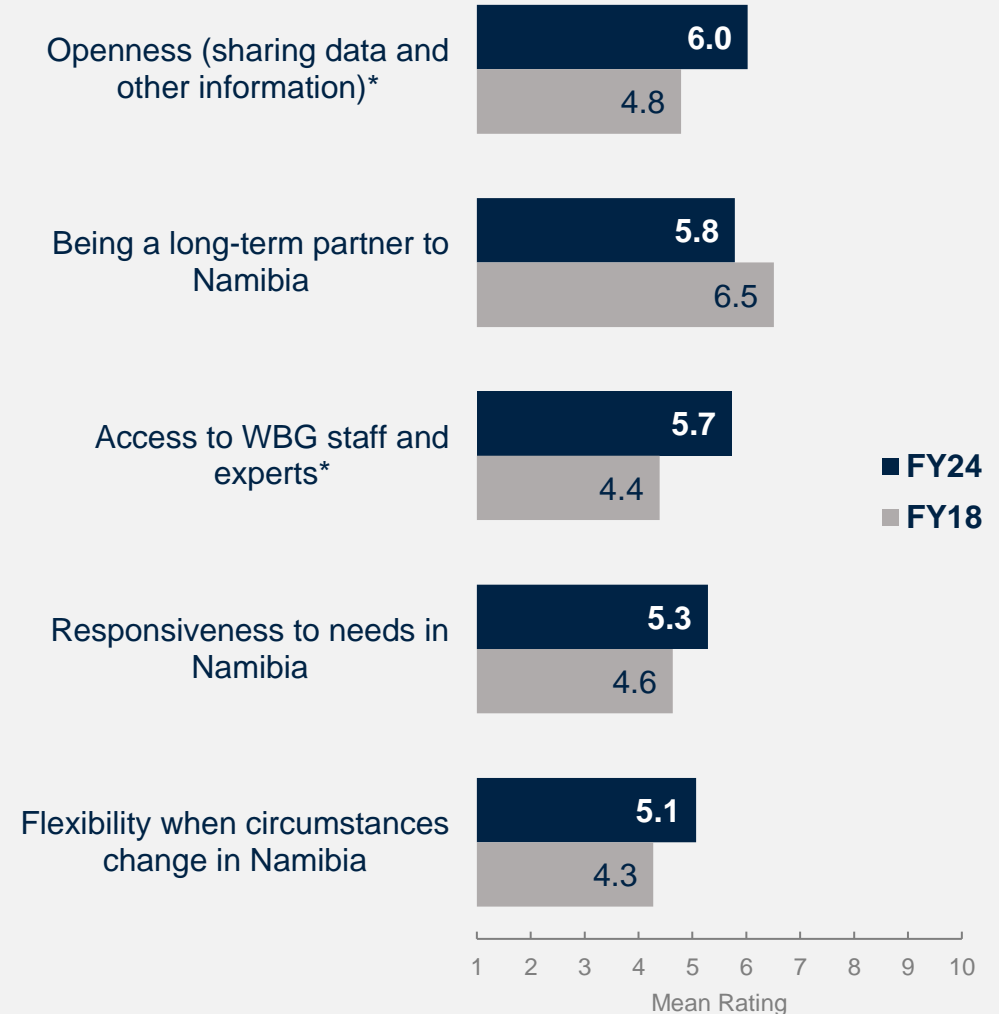
# Improvements in WBG Openness and Accessibility, but Perceptions of Long-Term Partnership are Divided

In FY24, respondents gave significantly higher ratings for the WBG’s openness and staff accessibility; ratings for responsiveness and flexibility have also improved. Despite the increase, these ratings remain moderate, most below 6.0 on a 10-point scale.

The lower rating for the WBG being a long-term partner to Namibia was primarily driven by respondents from civil society, bilateral/multilateral agencies, and the media, who tended to give low ratings to this question. At the same time, respondents who stated that they collaborated with the WBG gave significantly higher ratings (mean=7.1).

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

*“The WBG needs to reform the governance system to make it possible to respond to the needs of countries other than the few countries.”* (Bilateral/Multilateral Institution Respondent)



To what extent is the WBG an effective development partner in terms of the following?  
 Scale: 1 To no degree at all – 10 To a very significant degree ^Compared to the mean of institutional flexibility and flexibility to changes in the country context asked in FY18. \*Significant difference between years

# Mixed Perceptions of WBG Collaboration with Stakeholders and Government in FY24

In FY24, while perceptions of the WBG’s collaboration with various stakeholder groups have shown marginal improvement, there have been no statistically significant shifts. Respondents’ ratings of the WBG’s collaboration with local governments were the lowest.

The lower rating of the WBG's collaboration with the national government was largely influenced by civil society respondents, who consistently assigned low scores across all collaboration groups. Conversely, respondents with direct collaboration experience with the WBG provided significantly higher ratings for the WBG's collaboration with the national government (mean=7.5).

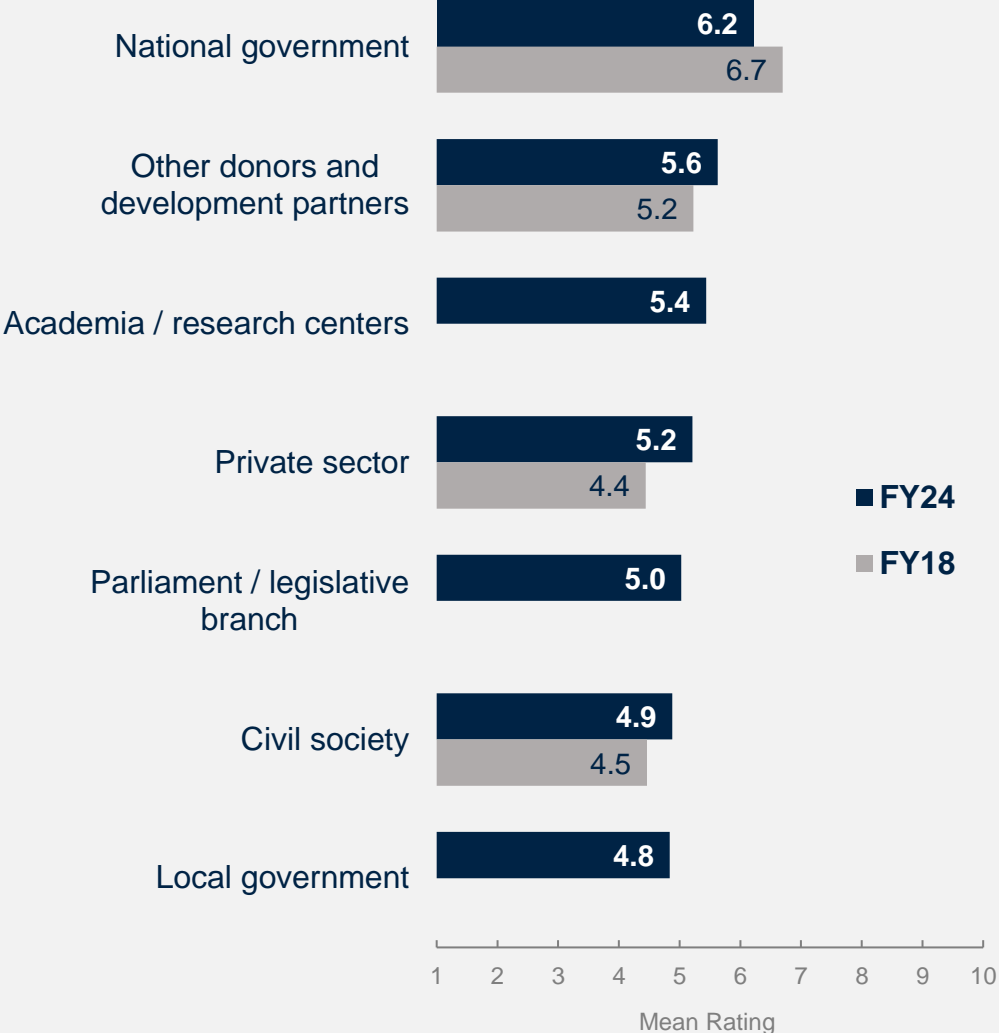
***In your opinion, what is the most important thing the WBG could do to increase its effectiveness in Namibia?***

*“...Enter the local government space by working with local authorities and academia through partnerships to get in touch with local realities and localized solutions. Increase knowledge base through reach and development.”*

(Local Government Respondent)

*“Prioritizing projects that address the country's most pressing development needs by fostering stronger partnerships with local communities...”*

(Media Respondent)



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

# Stakeholders Want the Bank to Collaborate More with the Private Sector, Local Government, CSOs, Academia

Respondents in this year’s survey indicated that the WBG should collaborate more with the **private sector** in addition to its partnership with the national government. Almost a third of respondents welcomed more collaboration with **local government, civil society, and academia**.

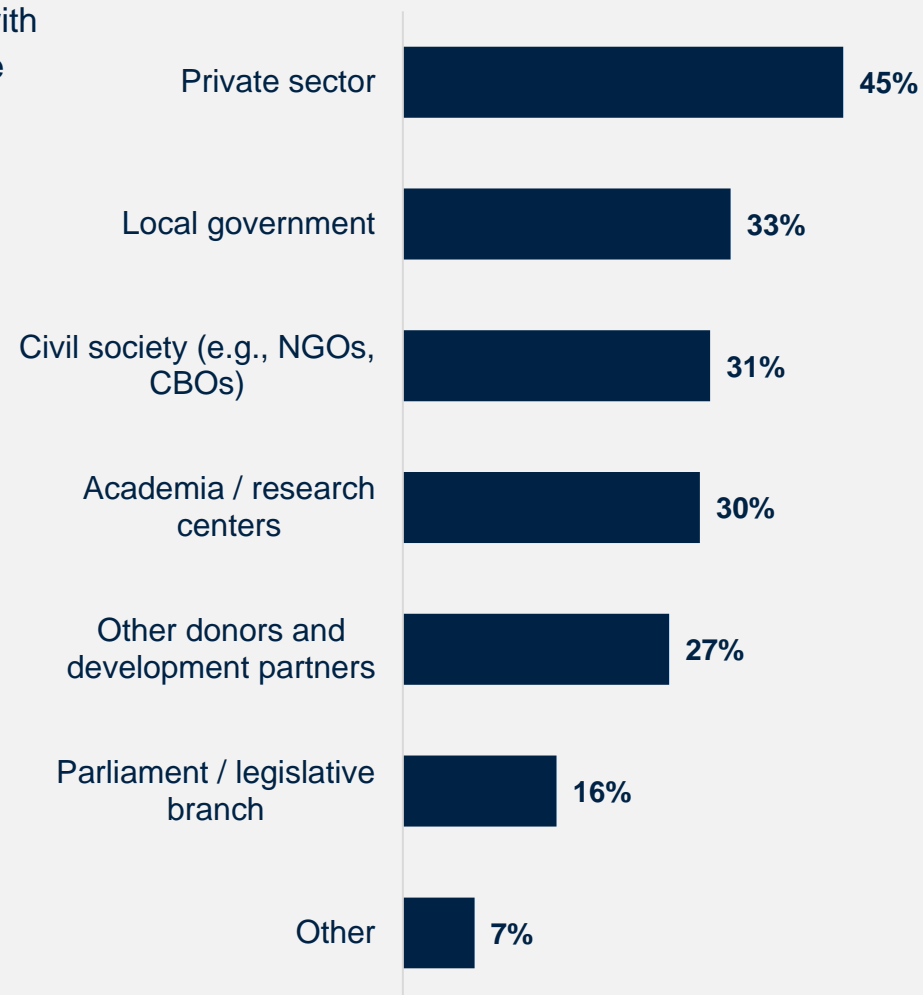
## *In your opinion, what is the most important thing the WBG could do to increase its effectiveness in Namibia?*

*“Support programmes channeled through the private sector that have a wealth and job creation aim.”* (Private Sector Respondent)

*“The effectiveness of the World Bank Group in Namibia could be increased through a multi-faceted approach, including devising tailor-made interventions to address the specific needs and challenges of the country. This could include:*

- 1. Comprehensive consultations with local communities, government officials, and other stakeholders to ensure that projects are relevant and sustainable.*
- 2. The WBG may also consider investing in building local capacity within Namibia to effectively implement and sustain projects over the long term. This could involve training programs, knowledge-sharing initiatives, and strengthening institutions to better manage resources and execute development projects.*
- 3. Collaborating with the private sector to leverage resources, expertise, and networks is also key. ...”*

(Government Institution Respondent)



# *World Bank Group's Financial Instruments and Knowledge Work*

*“Engage with lawmakers and local government. Most research that the WBG does needs to be shared with those responsible for making laws and policies.”*

(Civil Society Respondent)

*“Lend funds at 2% Interest rate. Mobilize more grant funding than loans. Invest in Infrastructure.”*

(Local Government Respondent)

*“Expand their training programs to the private sector.”*

(Government Institution Respondent)



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*In your opinion, what is the most important thing the WBG could do to increase its effectiveness in Namibia? (N=72)*

# Financial Resources Considered the Bank's Greatest Value

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

*“Understanding Namibian needs and developing suitable instruments and capacity building to meet it. Providing grants for development needs that increase access to social protection, health and energy and other developmental needs.”*  
(Government Institution Respondent)

*“Be more visible, e.g., reaching out to other institutions besides the traditional financial institutions. Since capacity building is very important, it would be appreciated if courses, workshops, etc., are made known to relevant public and private sector institutions.”*  
(Government Institution Respondent)

*“Removal of conditionalities.”*  
(Media Respondent)



# WBG Seen as Insisting on Accountability by Some Respondents; Other Perceptions of WBG Financing are Moderate

Regarding the WBG's financial instruments, respondents expressed the highest levels of agreement on the WBG's emphasis on accountability in its lending practices. This sentiment was particularly strong among collaborators (mean=7.1). In contrast, other ratings related to financial instruments were generally moderate, even among those who collaborate with the WBG. In qualitative comments, respondents suggest that Namibia's classification as an upper-middle-income country does not reflect reality and prevents the country from benefiting from the WBG financing.

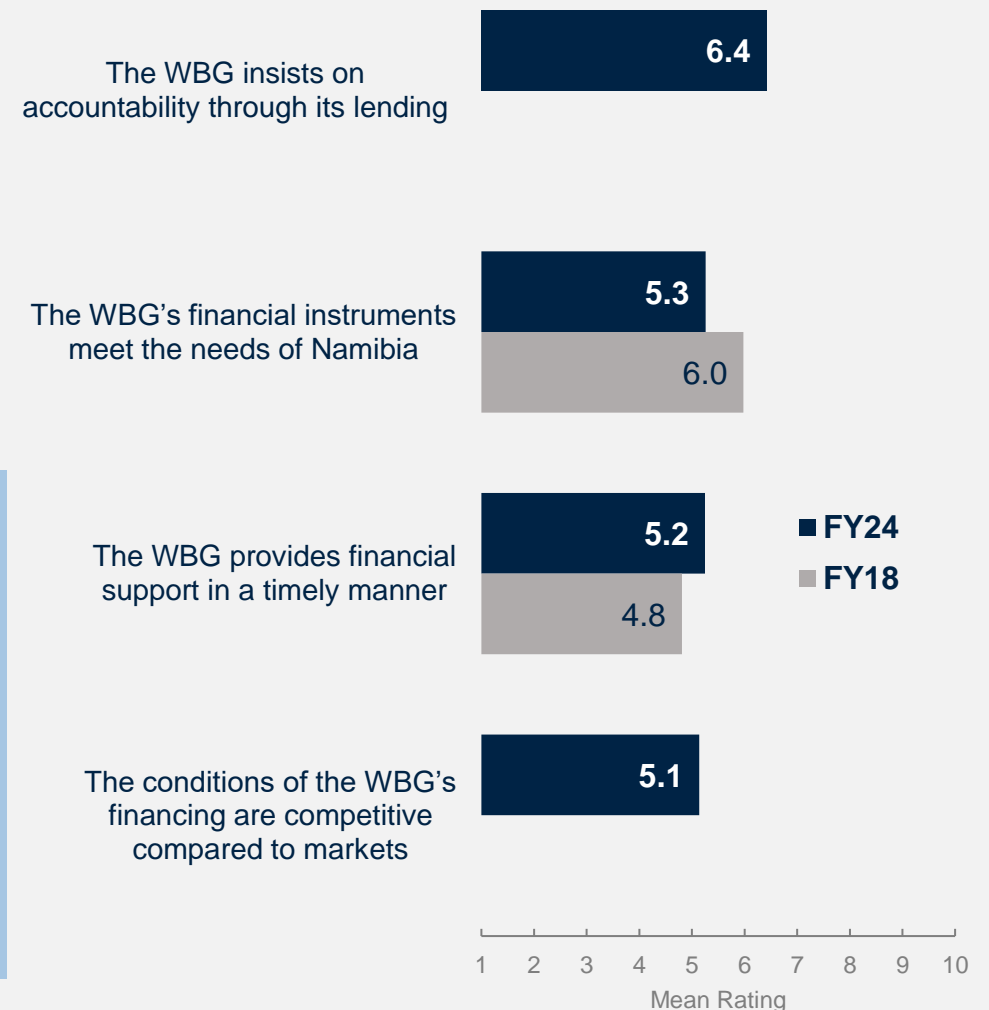
## ***In your opinion, what is the most important thing the WBG could do to increase its effectiveness in Namibia?***

*“To consider Namibia as a low middle-income country or underdeveloped country for Namibia to benefit from the World Bank Funding without too many restrictions. To raise awareness about WBG support”*

(Government Institution Respondent)

*“...Regional and Local Government is in particular constrained in its economic and development objectives: appropriate funding instruments, knowledge proliferation, and economic leadership support are lacking in a dire way in many instances...”*

(Respondent from the Office of the President/PM/Minister)



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

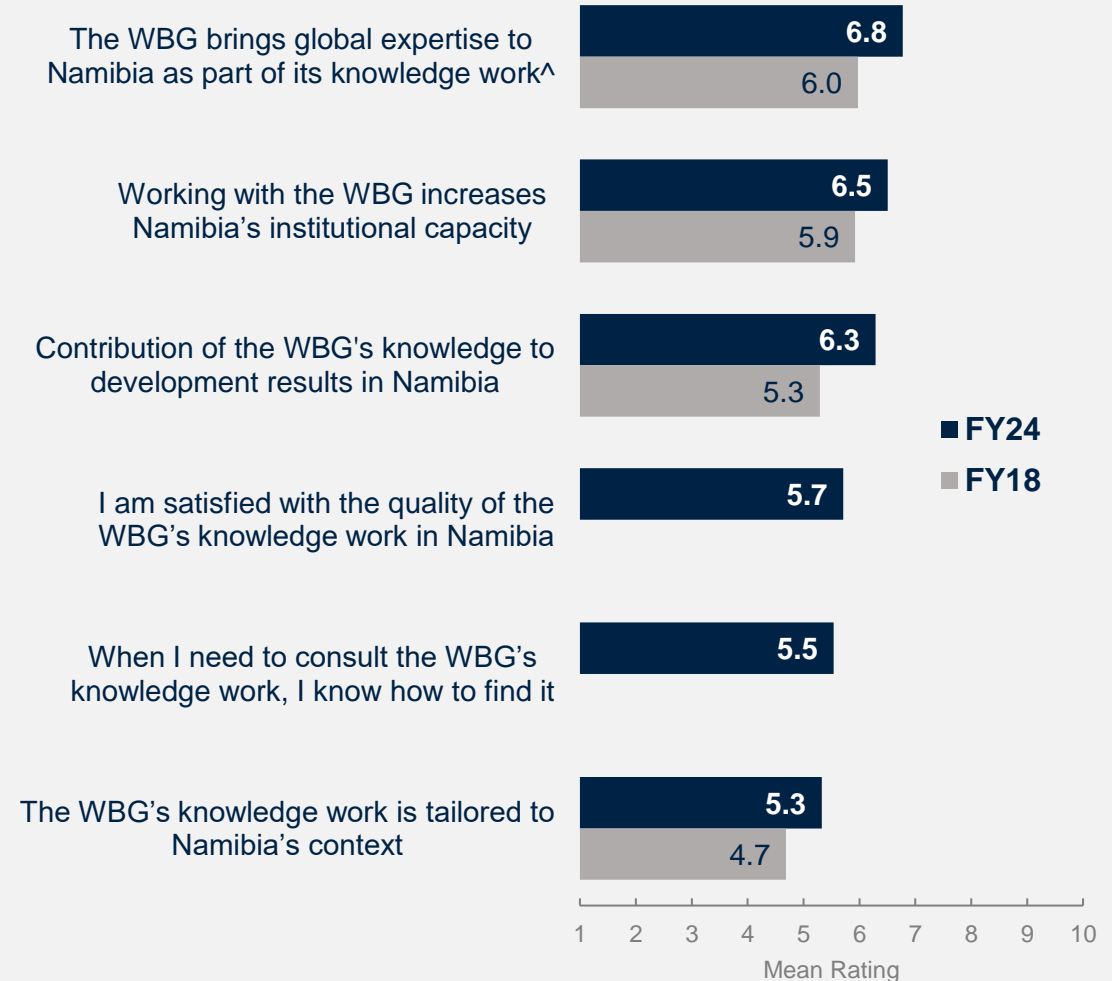
# 38% of Respondents Used the WBG's Knowledge Work; Perceptions of WBG Knowledge Improved

Respondents reported the highest levels of agreement regarding the WBG's contribution to bringing **global expertise** to Namibia and enhancing the country's **institutional capacity**, with both ratings showing slight improvement. However, fewer respondents indicated familiarity with **accessing** WBG's knowledge products or perceived them as **tailored** to Namibia's specific needs.

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

*"Its important that the WBG engage the local content, whether it be researchers as they bring solutions to the Namibian market."*  
(Private Sector Respondent)

*"Holding the government accountable for its spending while approaching it in a manner tailored to the Namibia government. Conducting more research in Namibia for Namibians to use the data and information to bridge barriers and build capacity within local governments."*  
(Media Respondent)



Have you ever used the WBG's knowledge work, including participating in workshops or training programs? (Percentage of Respondents, N=95)

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

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

Scale: 1 Not significant at all – 10 Very significant <sup>^</sup>Compared to "Source of relevant information on global good practices" asked in FY18.

# *The Future Role of the World Bank Group in Namibia*

*“Raise awareness of the support available.”*

(Private Sector Respondent)

*“Sharing knowledge and skills.”*

(Government Institution Respondent)

*“WBG needs to take a serious look at the country's development indices and evolving needs. Its categorization of Namibia as a UMIC has actually been detrimental to inclusive growth in Namibia.”*

(Bilateral/Multilateral Sector Respondent)



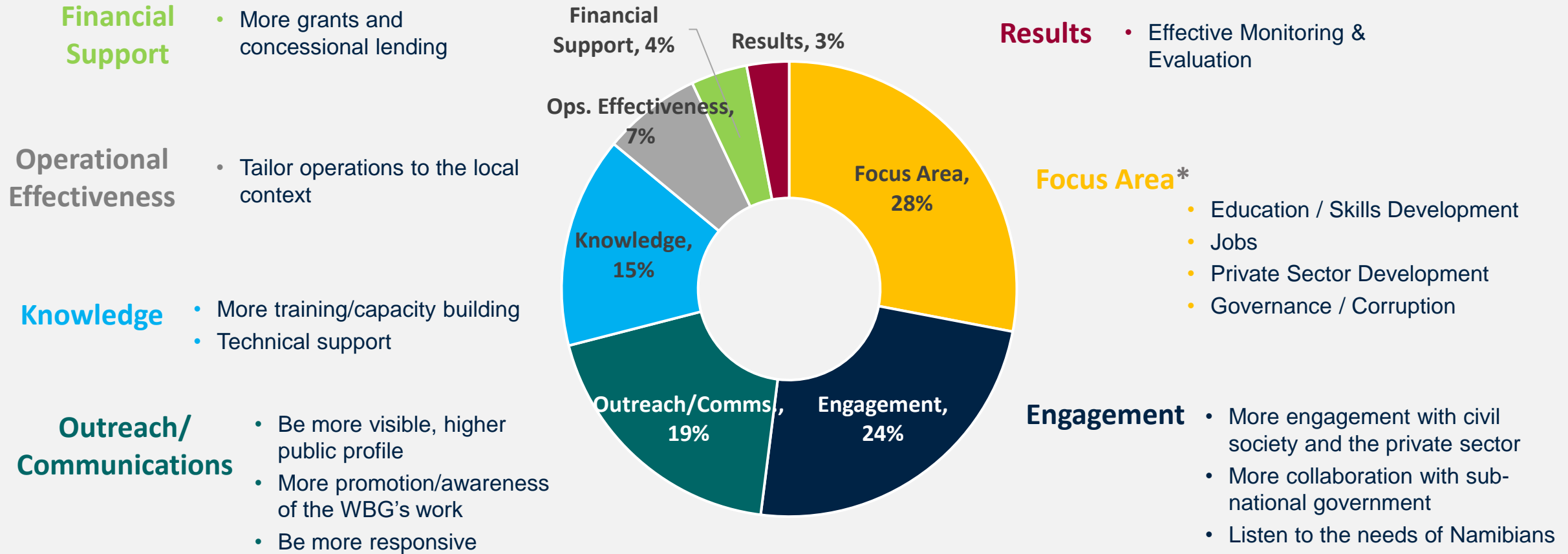
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*In your opinion, what is the most important thing the WBG could do to increase its effectiveness in Namibia? (N=72)*

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

*Increased visibility and local engagement, tailored support for economic and social development, capacity building, and knowledge sharing*



In your opinion, what is the most important thing the World Bank Group could do to increase its effectiveness in Namibia? (N=72)

\*All percentages are counted based on the total number of topics mentioned by the respondents; individual comments could be counted multiple times depending on the number of topics they cover.

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

## Focus Area

*“Financial inclusion and access to financing are major problems hampering Namibia's ability to leverage the productivity of its small three million citizen population. ...The World Bank Group could do much more to establish the infrastructure that would allow more Namibians to participate and benefit from the country financial system.”* (Media Respondent)

*“Capacity building in Human resources. 2. Focus on priority areas that would reduce unemployment.”* (Respondent from the office of the President/PM/Minister)

*“Cancel all debt. Review structural inequalities so pervasive in fiscal and legal frameworks”* (Local Government Respondent)

*“Assist with National Climate Risk Assessment”* (Government Institution Respondent)

## Knowledge

*“Expand their training programs to the private sector.”* (Government Institution Respondent)

*“Get in involve in policy analysis 1. agriculture, livestock and meat 2. industries”* (Government Institution Respondent)

*“Provide technical capacity in various field more especially to the unemployed youth invest more on collecting data to inform decision.”* (Government Institution Respondent)

## Engagement

*“Work more effectively with civil society and local governments, focusing mostly on the needs of the most vulnerable people in society, in order to reduce poverty in Namibia. Be more visible and responsive.”* (Civil Society Respondent)

*“Firstly, the World Bank is not known in Namibia ... To cement its position in Namibia, the World Bank needs to be visible. Secondly, they also need to support civil society, which resonates and closely works with communities in the country. ...”* (Government Institution Respondent)

*“Its important that the WBG engage the local content, whether it be researchers as they bring solutions to the Namibian market.”* (Private Sector Respondent)

## Results

*“To conduct monitoring and evaluation to assess if all their supports have created impact.”* (Respondent from the office of the President/PM/Minister)

*“Prioritizing projects that address the country's most pressing development needs by fostering stronger partnerships with local communities. Monitoring and evaluating project performance, as well as accountability, is critical.”* (Media Respondent)



*In your opinion, what is the most important thing the WBG could do to increase its effectiveness in Namibia?(N=72)*

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

## Communication

*“Awareness creation is critical, hence, you need to sensitize the Namibians first.”*  
(Respondent from the office of the President/PM/Minister)

*“Raise awareness in the Karas and Hardap regions.”*  
(Government Institution Respondent)

*“The World Bank must engage more with other stakeholders to sensitize them about the value of the financial products and capacity building that the World Bank brings to the table.”*  
(Government Institution Respondent)

*“Create awareness among the local and regional governments and advocate for transparency in information sharing. Most funding done is not reflected in a nation, and most people don’t know about these programmes and funding assistance and skill transfer.”*  
(Local Government Respondent)

*“They need to organize stakeholders' symposiums or meet-ups. They need to put calls in the local newspapers.”*  
(Academia Respondent)

*“First of all, the WBG is not visible in Namibia. They should be visible with their work in Namibia.”*  
(Media Respondent)

## Financial Support

*“Lend funds at 2% Interest rate. Mobilize more grant funding than loans. Invest in Infrastructure.”*  
(Local Government Respondent)

*“The WBG needs to support Namibia more effectively so that Namibia can achieve its SDGs and support them financially.”*  
(Civil Society Respondent)

*“Providing grants for development needs that increase access to social protection, health and energy and other developmental needs.”*  
(Government Institution Respondent)

## Operation Effectiveness

*“The WBG should fit their target timelines to the target timelines of Namibia and not just push to have Namibia conduct activities as per the WBG timelines. Because now there is a just a rush for activities to be done so that it fits in with set dates as per the WBG approval dates. This results in less focus for proper planning and strategizing by the various Namibian entities, just because they rush so they do not miss the dates and end up missing on the WBG funds and opportunities.”*  
(Government Institution Respondent)

*“WBG needs to take a serious look at the country's development indices and evolving needs. Its categorization of Namibia as a UMIC has actually been detrimental to inclusive growth in Namibia.”*  
(Bilateral/Multilateral Agency Respondent)

*“To consider Namibia as a low middle-income country or under-developed country for Namibia to benefit from the World Bank funding without too many restrictions. To raise awareness about WBG support.”*  
(Government Institution Respondent)



In your opinion, what is the most important thing the WBG could do to increase its effectiveness in Namibia?(N=72)

# Communication and Outreach

*“Communicate more effectively on its work. Increase visibility.”*

(Private Sector Respondent)

*“The bank needs to enhance awareness of their programs to state institutions such as Parliament.”*

(Respondent from the Office of a Parliamentarian)

*“To have more engagement with the local community so that people are more educated about World Bank Group. Have social involvement to raise the interest of the students in professions that the World Bank requires.”*

(Respondent from the office of the President/PM/Minister)



WORLD BANK GROUP



In your opinion, what is the most important thing the WBG could do to increase its effectiveness in Namibia? (N=72)

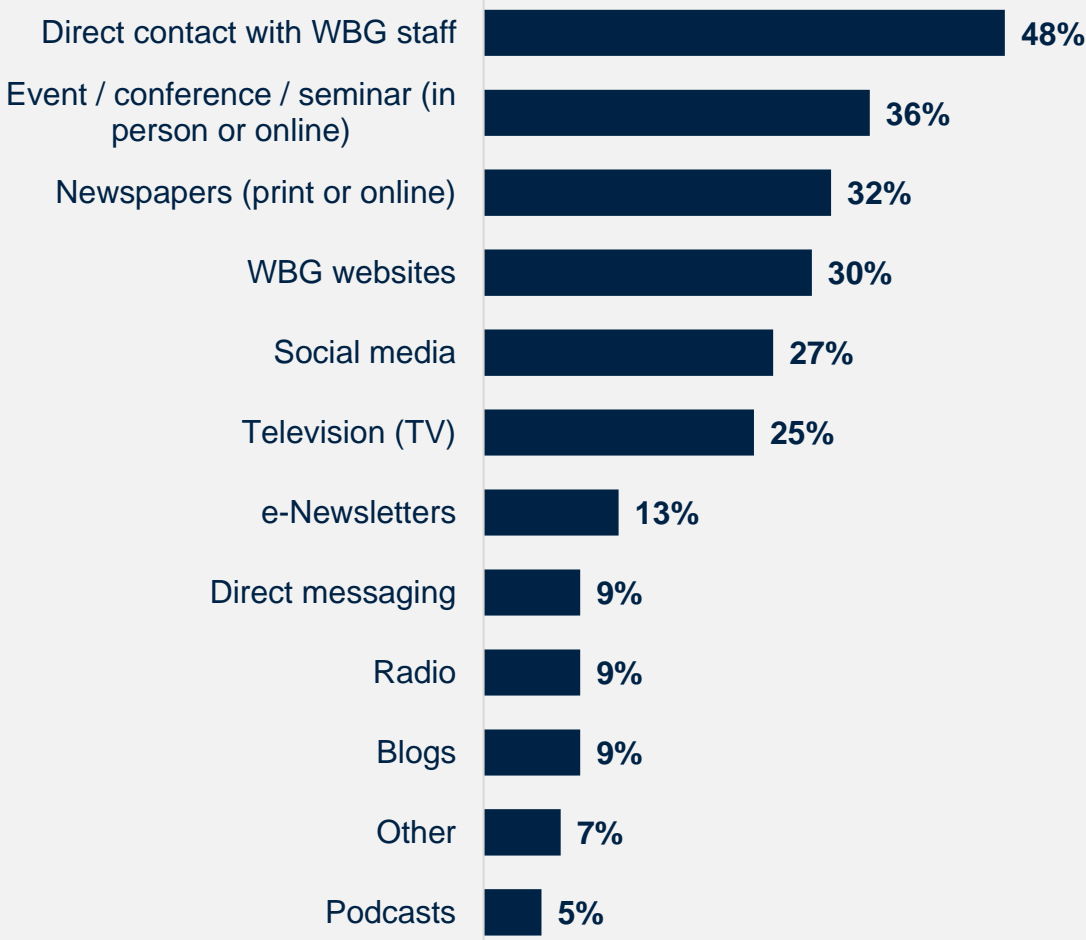
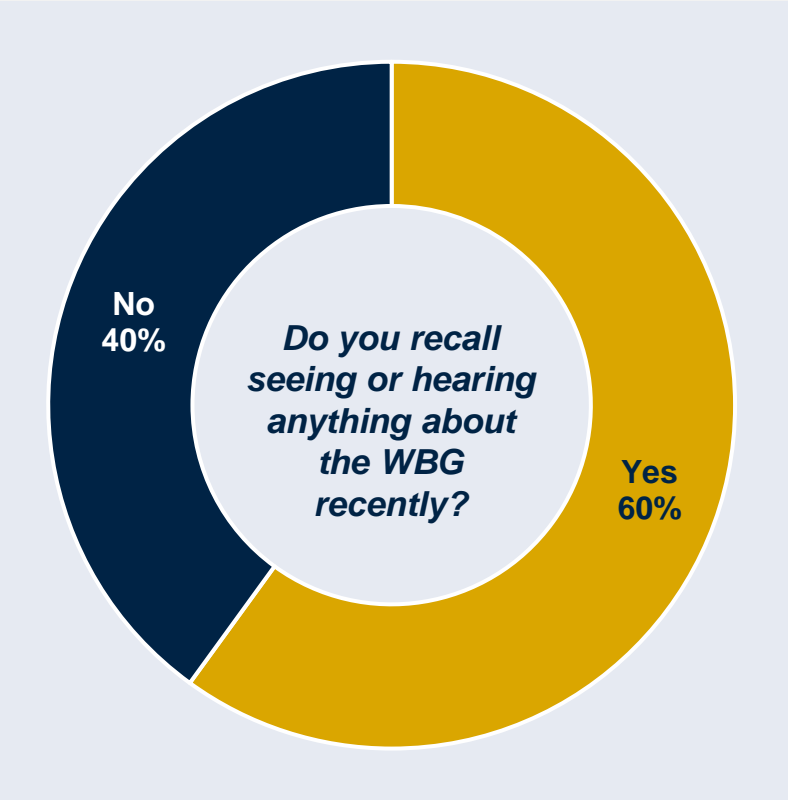
# Direct Contact and Events were the Most Preferred for Receiving WBG Communication

Respondents most preferred to receive the Bank communications through **direct contact** and **events/conferences/seminars/workshops** (in person or online), followed by **e-newsletters**.

	Preferred WBG Source						
	All Respondents	Office of the President/PM/Minister	Government Institutions	Bilateral/Multilateral Agency	Civil Society	Private Sector	Media
Direct contact with staff (e.g., in person, virtually, phone, email)	63.4%	58.3%	67.7%	58.3%	63.6%	66.7%	69.2%
Event / conference / seminar / workshop (in person or online)	50.5%	41.7%	45.2%	66.7%	45.5%	66.7%	46.2%
e-Newsletters	35.5%	41.7%	38.7%	33.3%	18.2%	25.0%	38.5%
Direct messaging (e.g., WhatsApp, Telegram, Viber)	17.2%	25.0%	19.4%	0.0%	9.1%	16.7%	30.8%
Social media (e.g., Facebook, Twitter)	10.8%	25.0%	6.5%	8.3%	9.1%	16.7%	0.0%

# 6 in 10 Recalled Hearing About the WBG Recently; Most Often Through Direct Contact and Events

60% of respondents recalled hearing or seeing something about the WBG recently. Respondents most often reported seeing/hearing about the WBG through direct contact with WBG staff, social media, and the WBG websites.

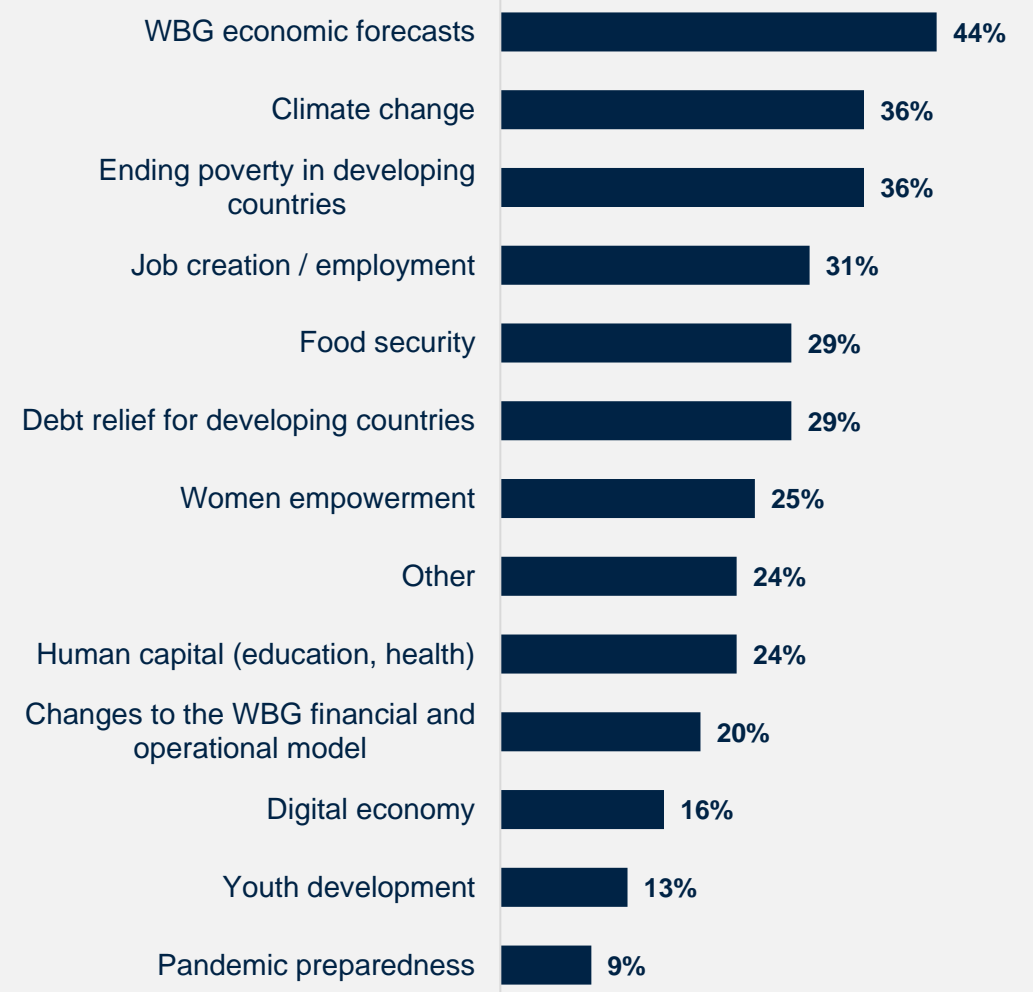


Do you recall seeing or hearing anything about the WBG recently? (N=94)  
 Where do you recall seeing or hearing this information? (Select all that apply) (Percentage of Respondents, N=56)

# WBG Economic Forecasts, its Work on Climate Change, and Ending Poverty were the Most Commonly Recalled Topics

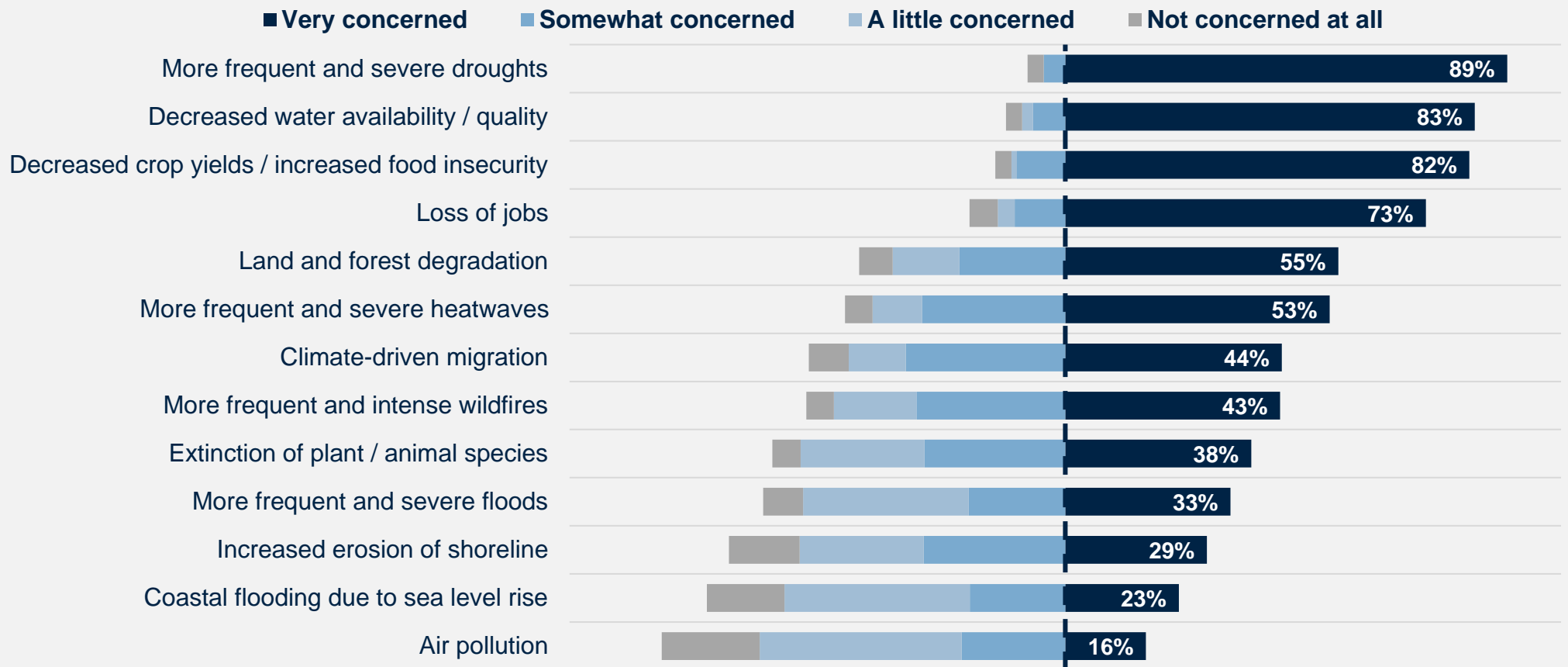
Respondents most frequently recalled WBG's economic forecasts, work on climate change, and work on ending poverty in developing countries.

In qualitative comments, respondents stressed that the WBG needs to improve its visibility through publicity campaigns and better media engagement to raise awareness about its work and support in Namibia.



# Climate Change Communications can be More Impactful when Related to Stakeholders' Top Concerns: More Frequent and Severe Droughts

Nearly all respondents were **very concerned** about **more frequent and severe droughts** as potential impacts of climate change in Namibia. Decreased water availability/quality and **decreased crop yields/increased food insecurity** were also of great concern to respondents. These key areas of concern should be considered to make communications about climate change more impactful.

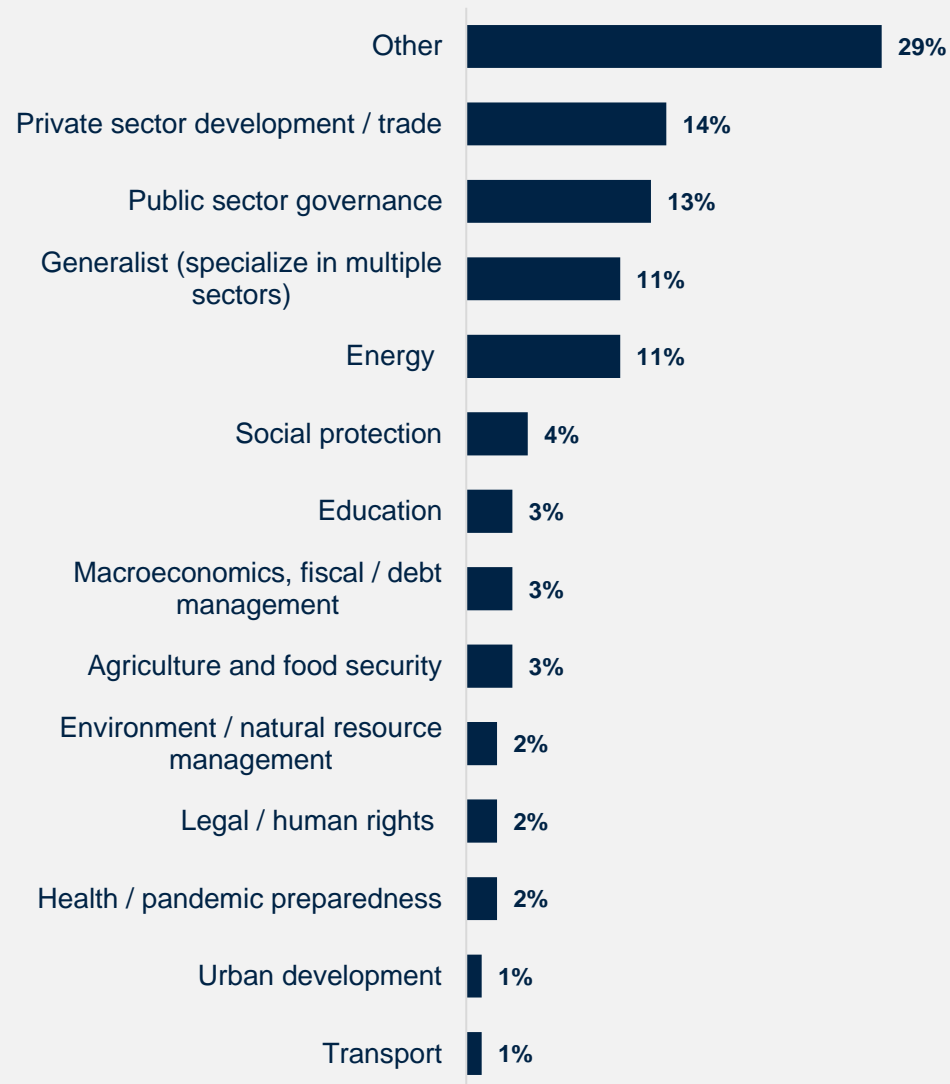


# ***Sample Demographics and Detailed Methodology***

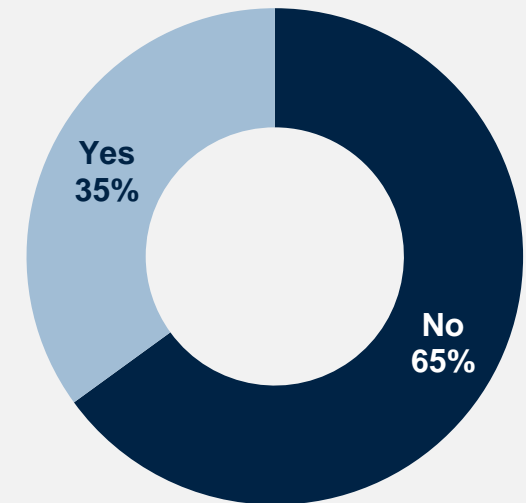


# Sample Demographics

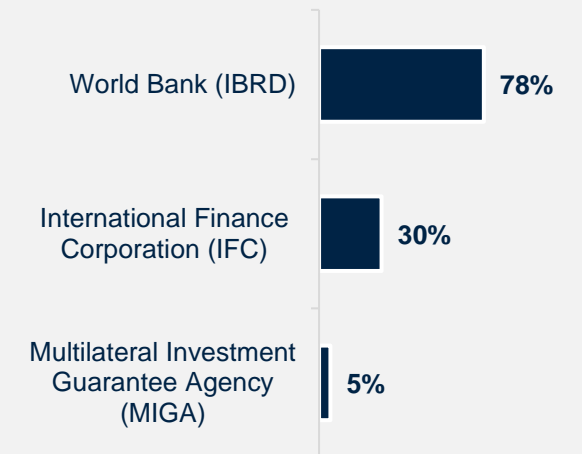
What is the primary specialization of your work? (N=93)



Do you collaborate/work with the World Bank Group (WBG) in Namibia? (N=105)

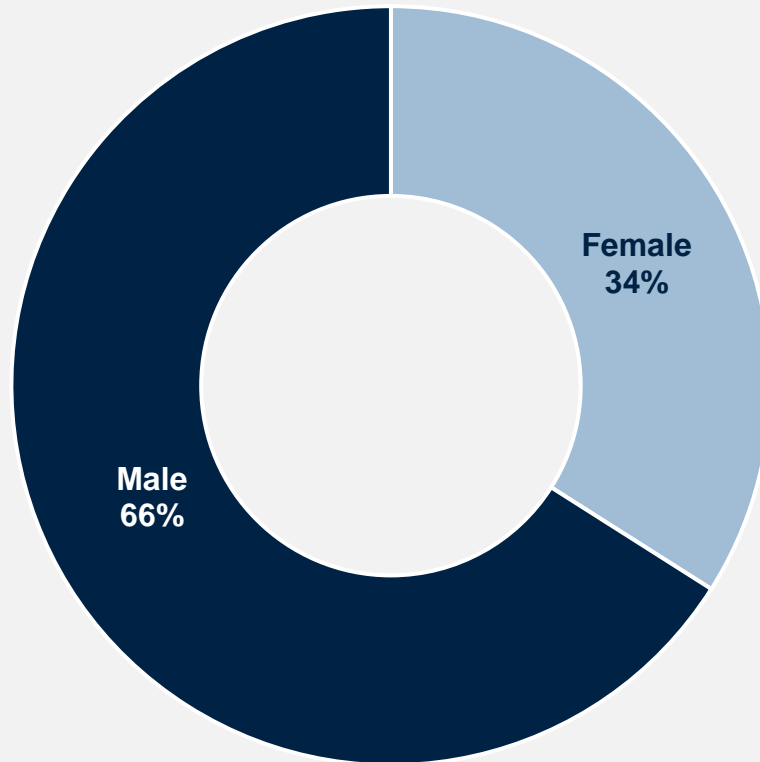


Which of the following WBG agencies do you collaborate/work with in Namibia? (N=37)

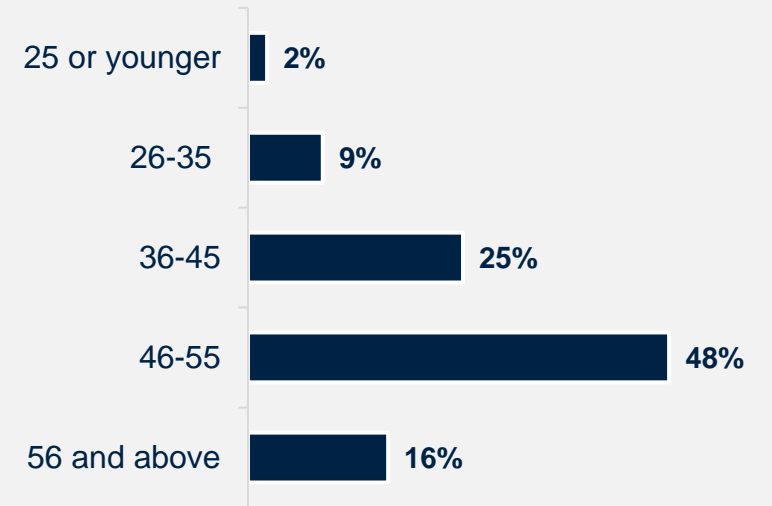


# Sample Demographics (continued)

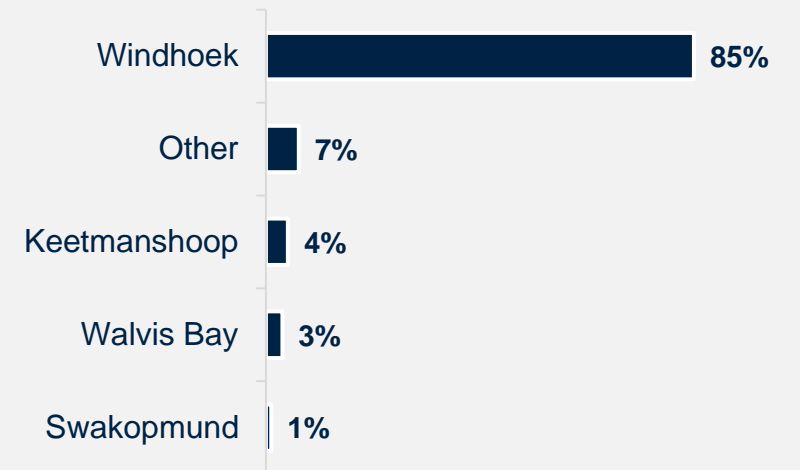
What is your gender?  
(N=93)



What's your age? (N=93)



Which best represents your geographic location? (N=92)



# Detailed Methodology

From **March to May 2024**, a total of 819 stakeholders in Namibia were invited to provide their opinions on the WBG’s work by participating in a Country Opinion Survey. The WBG country team compiled a list of potential participants. Participants were drawn from the office of the President, Prime Minister, office of a minister or parliamentarian, government institutions, local governments, bilateral or multilateral agencies, the private sector, civil society, academia, and the media.

Of these stakeholders, 105 participated in the survey (13% response rate). Respondents completed the questionnaire via an online platform.

This year’s survey results were compared to the FY18 Survey, which had a response rate of 41% (N=125).

Comparing responses across Country 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. This year's survey achieved greater outreach and received more responses from government principals, government institutions, and the media. However, there was a decline in participation from civil society and the private sector. These differences in stakeholder composition between the two years should be considered when interpreting the results of the past-year comparison analyses.

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

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

Percentage of Respondents	FY 2018	FY 2024
<b>Government Principals:</b> Office of the President, Prime Minister, Minister, Parliamentarian	4%	17%
<b>Government Institutions:</b> Employee of a Ministry, Department, Project Implementation Unit, Independent Government Institution, Judiciary, State-Owned Enterprise	19%	26%
<b>Local Government</b>	17%	6%
<b>Bilateral/Multilateral Agency:</b> Embassy, Development Organization, Development Bank, UN Agency	4%	12%
<b>Civil Society Organization:</b> Local and regional NGOs, Community-Based Organization, Private Foundation, Professional/Trade Association, Faith-Based Group, Youth Group	25%	10%
<b>Private Sector:</b> Private Company, Financial Sector Organization, Private Bank	20%	12%
<b>Academia / Research Center</b>	6%	2%
<b>Media</b>	2%	15%
<b>Other</b>	3%	0%
<b>Total Number of Respondents</b>	<b>107*</b>	<b>105</b>

\*Not all respondents provided information about their professional affiliation; hence the difference from the total N. The total N was 125.

# Indicator Questions

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

**A1\_5.** How much do you trust the World Bank Group to do what is right for Namibia? Scale: 1 Not at all – 10 Very much

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

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

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

**A4.** The WBG currently plays a relevant role in development in Namibia.

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

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

**A7.** The WBG's work helps end poverty in Namibia

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

**C1\_1.** Responsiveness to needs in Namibia

**C1\_2.** Access to WBG staff and experts

**C1\_3.** Flexibility when circumstances change in Namibia

**C1\_5.** Being a long-term partner to Namibia

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

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

**C2\_1.** National government

**C2\_4.** Private sector

**C2\_5.** Civil society

**C2\_6.** Other development partners

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

**C4\_1.** The WBG's financial instruments (i.e., loans, grants, trust funds) meet the needs of Namibia

**C4\_3.** The WBG provides financial support in a timely manner

**C6\_1.** I am satisfied with the quality of the WBG's knowledge work in Namibia.

**C6\_4.** The WBG's knowledge work is tailored to Namibia's context.





CountryOpinionSurveys

# Thank you

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

[countrysurveys@worldbankgroup.org](mailto:countrysurveys@worldbankgroup.org)

