



Country Opinion Surveys

FY 2026 **Albania**

Country Opinion Survey Report

Acknowledgements

Albania Country Opinion Survey is part of the Country Opinion Survey Program series of the World Bank Group. This report was prepared by the CER Analytics team, led by José De Buerba (Senior External Affairs Officer) and Svetlana Markova (Senior External Affairs Officer). Yulia Danilina, Jessica Cameron, Qi Xue, Sofya Gubaydullina, and Irina Popova oversaw the design, reporting, and analysis of the survey results. 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 Albania perceive the WBG. The survey explored the following questions:

- 1. Overall Views of the WBG:** How familiar are stakeholders with the WBG? How much trust do stakeholders have in the WBG? What are their opinions on the WBG's effectiveness and relevance to development in Albania? Are these perceptions improving or declining?
- 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 effective have WBG-supported projects or initiatives been in creating sustainable, long-term jobs in Albania? How have these projects affected people in Albania, and how could the WBG improve its effectiveness?
- 3. WBG Instruments:** What do key stakeholders value most about the WBG's work in Albania? What are their views on the WBG's financial instruments and knowledge products? Has the WBG's advice influenced any new or existing policies in government or the private sector—particularly government policies related to employment and job creation?
- 4. The WBG's Engagement and Collaboration:** How effective is the WBG in collaborating with different stakeholder groups in Albania? Are these perceptions of the WBG's collaboration improving or declining? How effective has the WBG been in partnering with the government and the private sector to improve the business environment and support business development in Albania?
- 5. Communications:** What communication channels do stakeholders prefer for receiving information from the WBG, and do these preferences vary across stakeholder groups? To what extent do stakeholders recall WBG messaging? Which key topics communicated by the WBG are most recalled by stakeholders? What types of information are stakeholders seeking from the WBG?



Methodology Overview

Fielded in March – May 2026

- 680 potential participants were asked to complete the survey
- Respondents received the questionnaire in person or completed it online
- A list of names was provided by the WBG country team
- Data collection managed on the ground by independent fielding agency

219 participants (32% response rate)

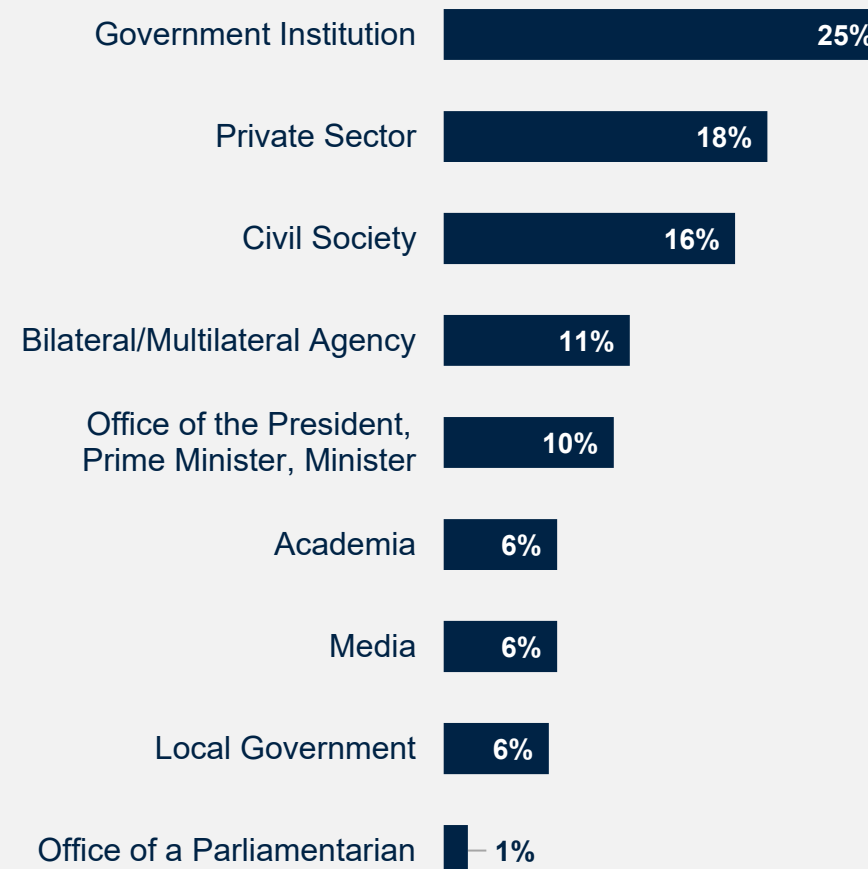
- 58% have collaborated with the WBG within the past 3 years

Compared to the FY23 Country Survey Results

- 130 participants (27% response rate)
- 65% collaborated with the WBG

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

Stakeholders in FY26 COS Sample

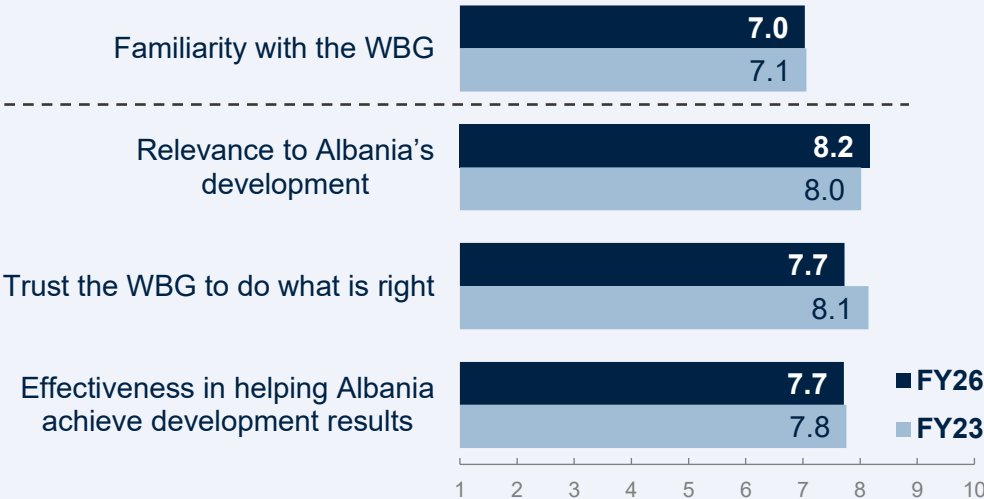


Executive Summary

1. Overall Views of the WBG:

In FY26, **familiarity** with the WBG's work in Albania remained high, with stakeholders who collaborate directly with the WBG reporting the highest levels of familiarity. In line with the FY23 survey results, the WBG remains considered the top-ranked **trusted institution** in Albania; however, this indicator declined slightly since FY23, with media and civil society respondents reporting the lowest levels of trust. The WBG is also perceived as the most **relevant** and **effective** multilateral institution in Albania (above the EBRD, IMF, and UN), with both ratings remaining strong since the FY23 survey.

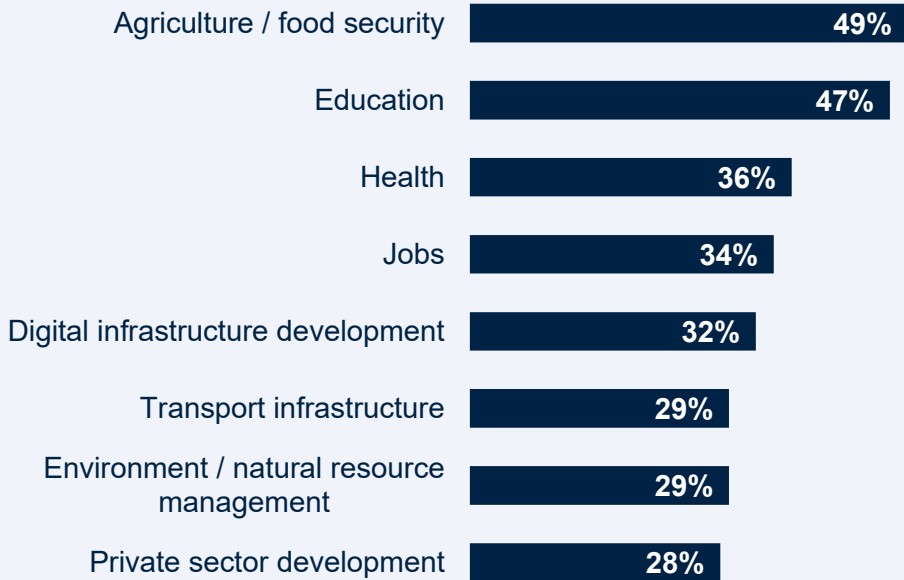
Compared to other countries, stakeholder ratings on KPIs in Albania are notably higher than the IBRD average rating and on par with the regional ratings in the Europe and Central Asia countries surveyed in FY25.



2. The WBG's Work on Development Priorities:

Agriculture/food security was selected by nearly half of respondents as the key development priority for WBG support, closely followed by **education**. Other frequently listed priorities included **health**, **jobs**, and **digital infrastructure development**.

Stakeholders were asked about the major factors slowing down economic and social reforms in Albania. Corruption was the most commonly cited obstacle, followed by inadequate government capacity, lack of accountability, and political pressures. When asked about the biggest challenges facing private sector development, respondents highlighted lack of skilled workforce availability, corruption, and the regulatory environment.



Executive Summary (continued)

2a. Creating Jobs:

Almost half of respondents agree that the WBG creates **conditions for more and better jobs**, and more than half agree that the WBG **aligns its support for job creation** with national priorities in Albania.

In their open-ended responses on the sectors with the most potential for job creation, stakeholders highlighted **tourism**, emphasizing the importance of moving beyond seasonality, diversifying the type of tourism offer, and building its capacity to generate year-round employment. **Agriculture, information technology, and digital services** were also frequently listed, mirroring the development priority areas stakeholders identified for WBG engagement.

2b. Improving Operational Effectiveness:

Stakeholders were asked what the WBG could do to increase its effectiveness in Albania. The most prominent was a call for **stronger focus on implementation and measurable results** — respondents consistently noted that the main gap lies not in policy design but in translating reforms into concrete, on-the-ground outcomes. This was closely linked to a demand for sustained **investment in institutional and human capacity**, including longer-term technical assistance channeled through local actors and institutions. Stakeholders also highlighted the need to reduce bureaucracy and accelerate operational processes, and called for **broadier collaboration** with the private sector, local government, civil society, and academia. Greater **transparency** and more proactive public communication about WBG project results were also frequently mentioned.

3. WBG Instruments:

Stakeholders highly value WBG **financial services**, sharing very positive ratings on all aspects of the Bank's financial support. Ratings are highest for **WBG financial instruments meeting Albania's needs** (mean = 8.0) and for the **timeliness** of WBG support (mean = 8.0). Fewer respondents, however, agreed that the **terms of WBG financing are competitive** with other options available on the market (mean = 7.7).

Regarding the WBG's **knowledge work**, a majority of respondents (84%) reported that they had used it in the past and rated its quality highly. Stakeholders were most likely to use WBG research, analytical reports, and data resources.

66% of respondents believe **WBG knowledge makes a significant contribution** to development results in Albania, consistent with the previous year's results. A majority (89%) agree that WBG policy advice has positively influenced existing government policy, and 68% believe the WBG has positively impacted the actions of private sector actors.

In open-ended responses on specific policies and reforms influenced by the WBG, stakeholders most frequently cited public financial management and fiscal reform, energy sector restructuring, and digital transformation through GovTech program. Other commonly mentioned areas included agriculture and rural development, social protection, urban development and tourism — with the PIUTD project named specifically — as well as private sector development, environmental policy, and disaster risk reduction.



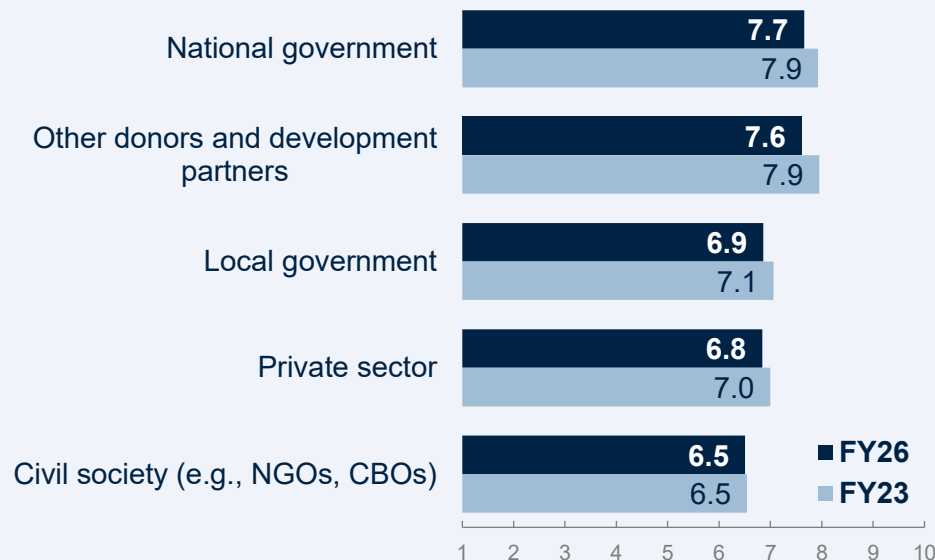
Executive Summary (continued)

4. The WBG's Engagement and Collaboration:

Stakeholders gave the highest ratings for effectiveness of the WBG's collaboration with the **national government** (mean = 7.7), followed by collaboration with **other donors and development partners** (mean = 7.6). Ratings were more moderate for the WBG's partnerships with local governments, the private sector, and civil society.

57% of respondents agreed that the WBG partners effectively with the government to improve the business environment. Agreement was somewhat lower regarding the WBG's partnership effectiveness with the private sector (47%).

Looking forward, most stakeholders would like the WBG to **collaborate more effectively with the private sector**, followed by local authorities and academia/research centers.



When asked about the **Joint Country Representation** transition, 40% of respondents were aware of it. Across all respondents, the most commonly shared expectations of the JCR structure were more integrated public and private sector solutions to better meet Albania's unique needs (60%), and improved speed and efficiency of WBG operations while maintaining necessary safeguards (50%).

5. Communications:

WBG events, conferences, and workshops (both in person and online) were respondents' preferred sources of obtaining information about the WBG. Other preferred communication channels included **direct contact** with WBG staff, particularly among local government, the Offices of the President and Prime Minister, and media respondents; and **WBG publications**, which were valued by local government, media, private sector, and civil society respondents.

56% of respondents recalled recent WBG communications, most often through events and conferences, WBG publications, media coverage, and direct contact with WBG staff. The most frequently recalled themes included WBG economic forecasts, WBG's work on climate/environment, and regional initiatives or campaigns, e.g. the Single Euro Payments Area.

To better understand the WBG's role in Albania, around half of respondents said **that information on the outcomes and results of WBG-supported projects** or initiatives would be most helpful, followed by sector-specific strategies and **impact assessments and evaluations** of WBG-supported projects.



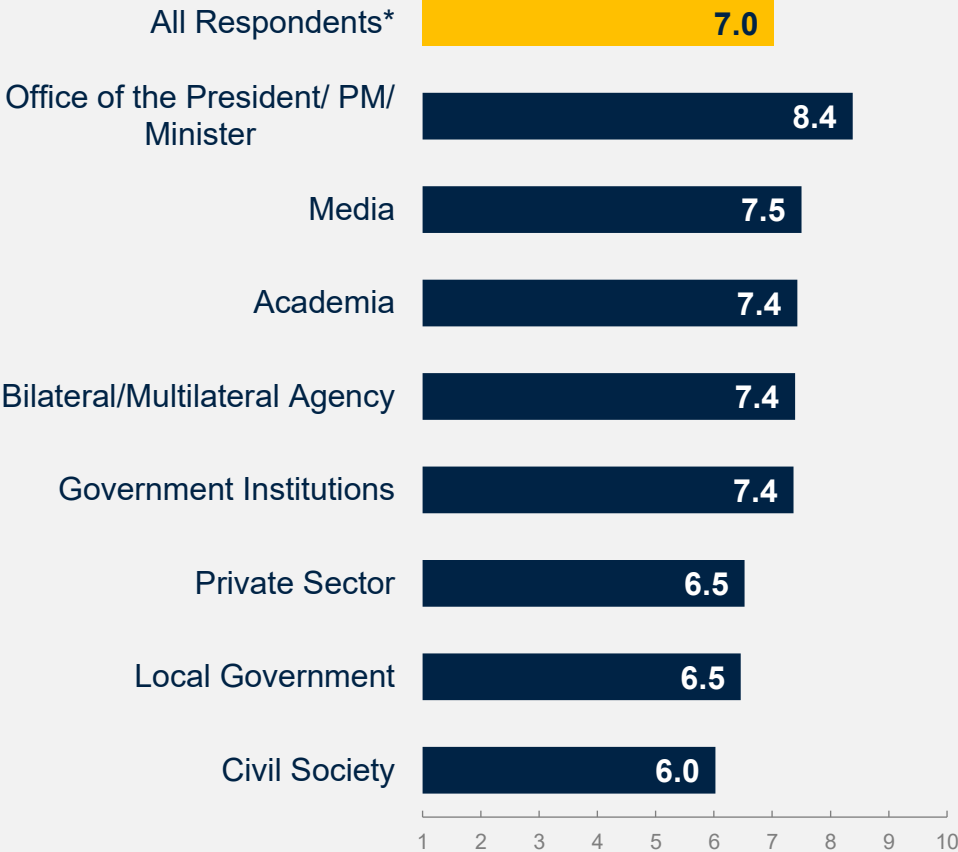
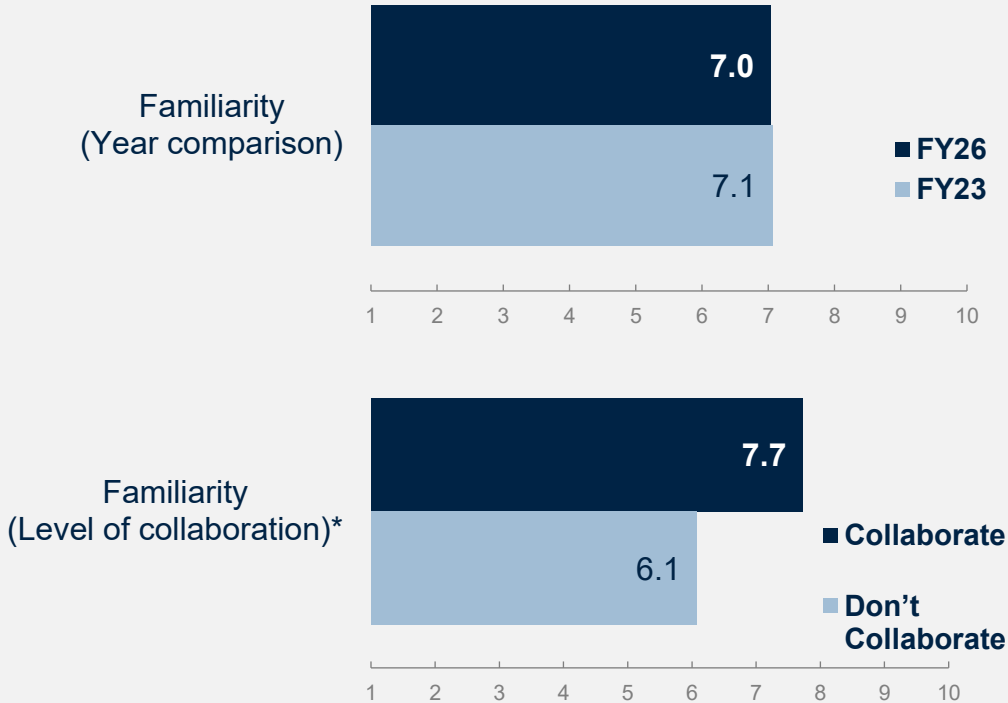
Overall Views of the World Bank Group



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Familiarity with the WBG Remains Stable; Significantly Higher Among Those Who Collaborate with the WBG

Q: How familiar are you with the World Bank Group's work in Albania?
1=Not familiar at all; 10=Very familiar (Mean is reported)

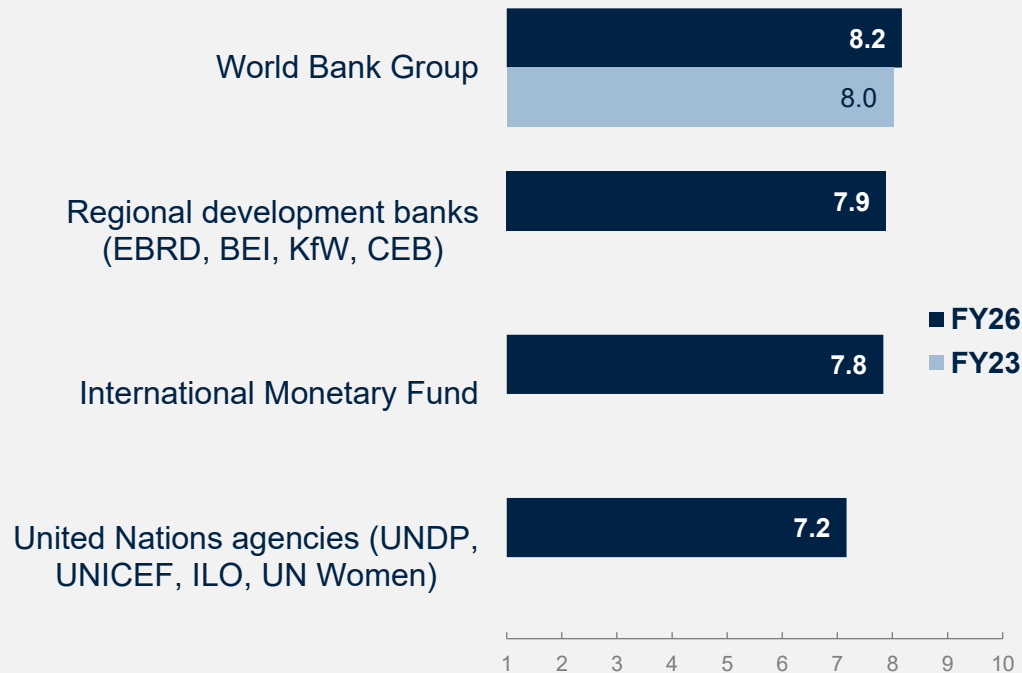


* Denotes significant differences between groups



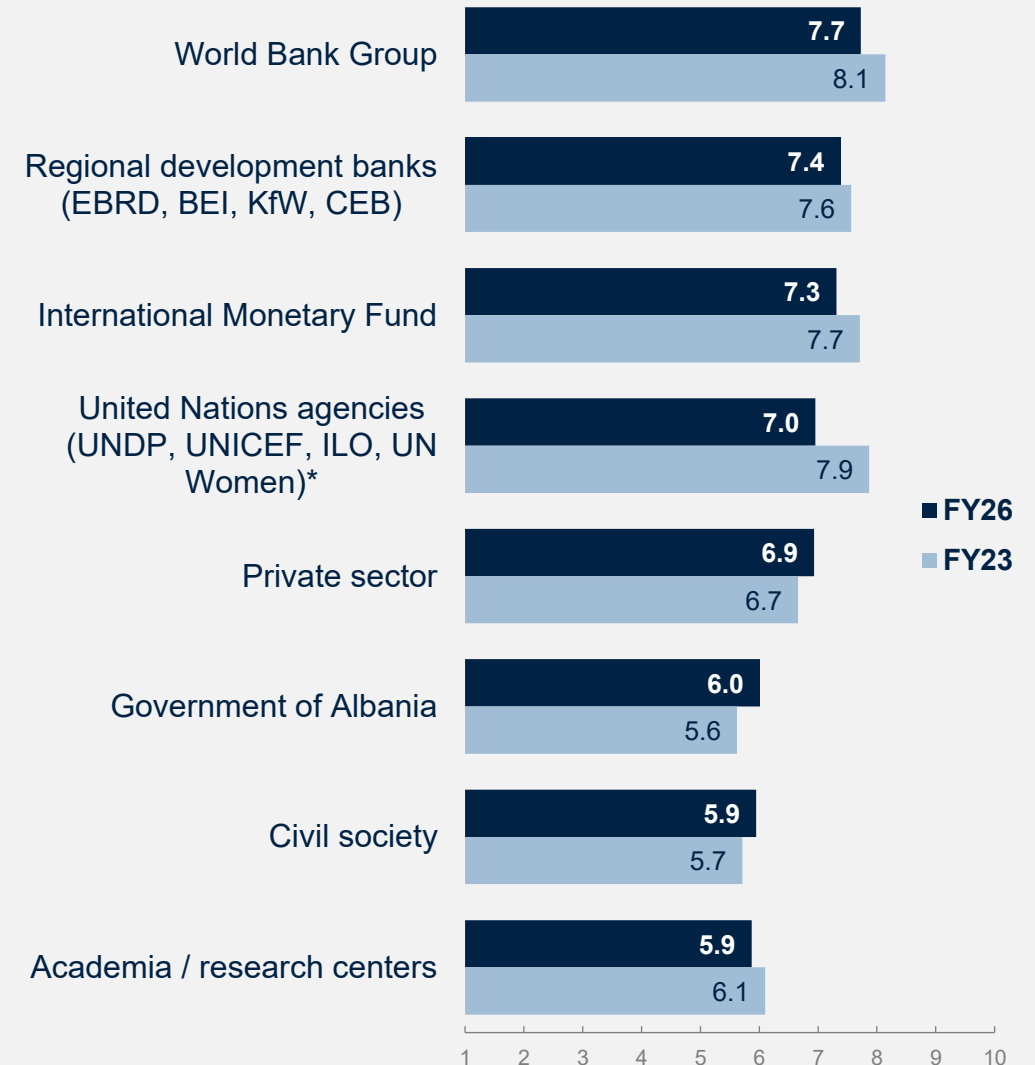
The WBG Ranks Among the Most Trusted and Relevant Institutions

Q: How *relevant* is each of the following organizations to Albania's development? 1=Not relevant at all; 10=Very relevant (Mean is reported)



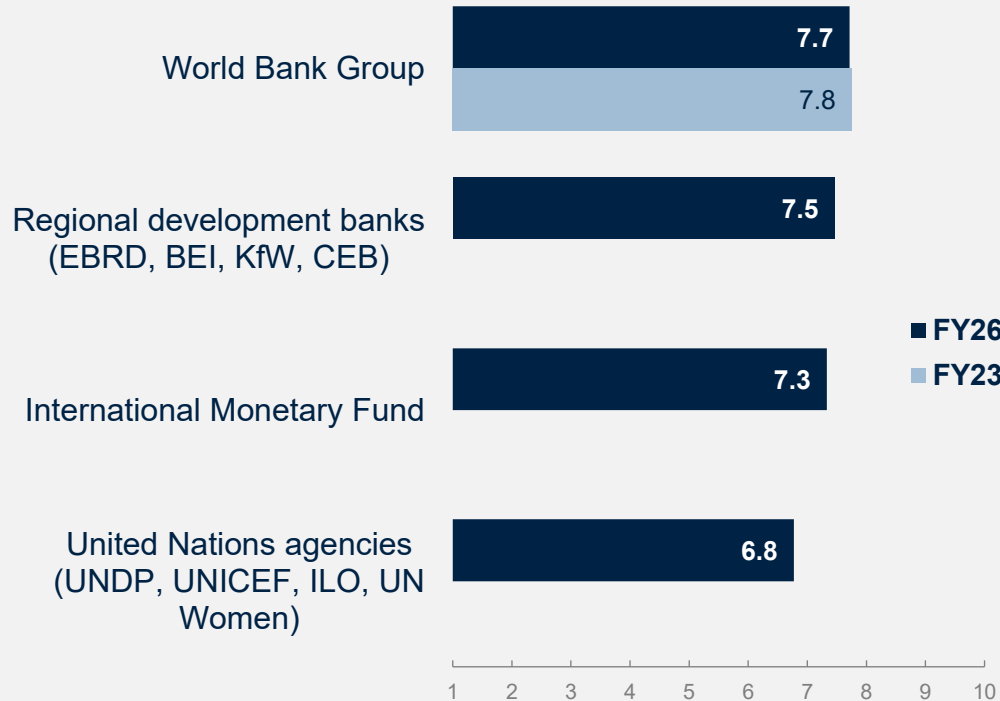
*Denotes significant differences between years

Q: How much do you *trust* each of the following institutions to do what is right for Albania? 1=No trust at all; 10=Trust very much (Mean is reported)



WBG Effectiveness Ratings Remain Strong and Broadly Stable Across KPIs

Q: How *effective* is each of the following organizations in helping Albania *achieve development results*?
1=Not effective at all; 10=Very effective (mean is reported)



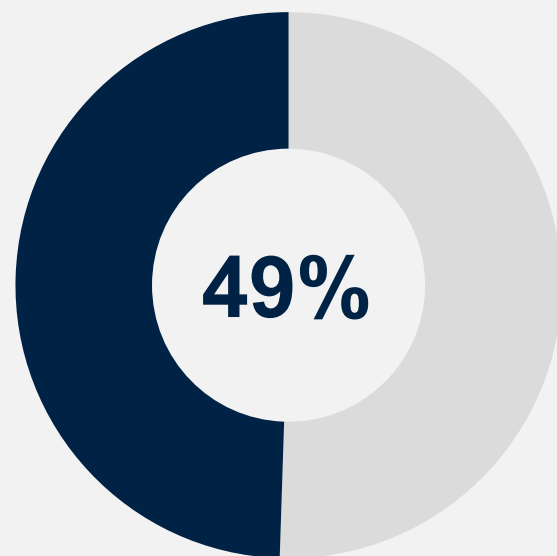
Q: How effective is the WBG in terms of the following? 1=Not effective at all; 10=Very effective (Mean is reported)



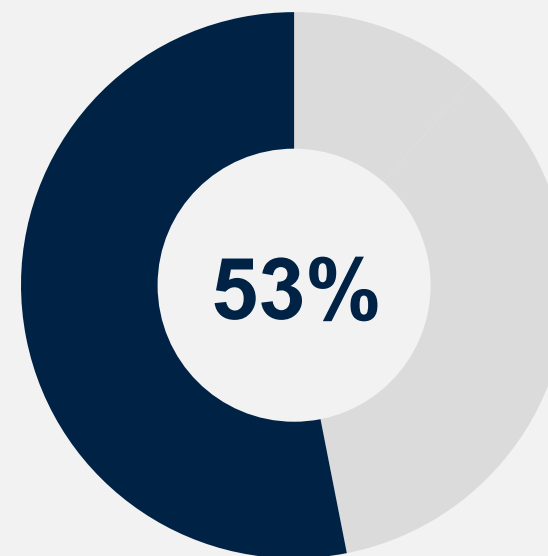
WBG's Effectiveness in Helping Create Better Jobs

Q: *Creating more and better jobs in client countries is a top priority for the WBG. **How effective** is the WBG at...*
1=Not effective at all; 10=Very effective

Creating the **conditions for more and better jobs** in Albania (% rating – 8-10 on a 10-point scale)



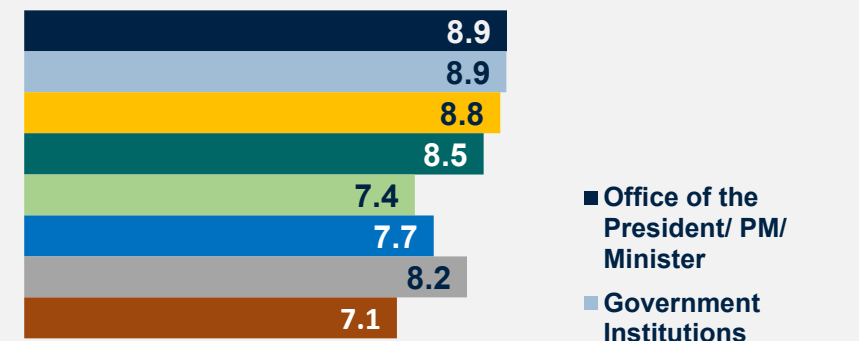
Aligning its support for job creation to the national priorities in Albania (% rating – 8-10 on a 10-point scale)



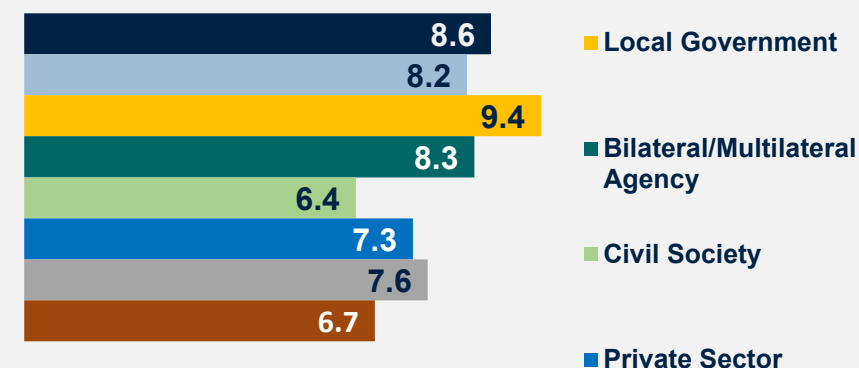
KPI Ratings Vary Significantly Across Stakeholder Groups

Local government respondents give the highest ratings on trust and effectiveness, while the Office of the President and government institutions rate the WBG's relevance most highly; civil society and media respondents report comparatively lower scores across all three KPIs.

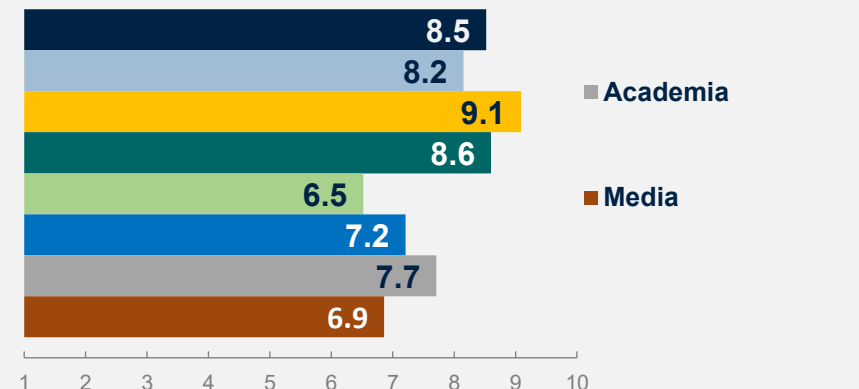
Relevant role in Albania's development*



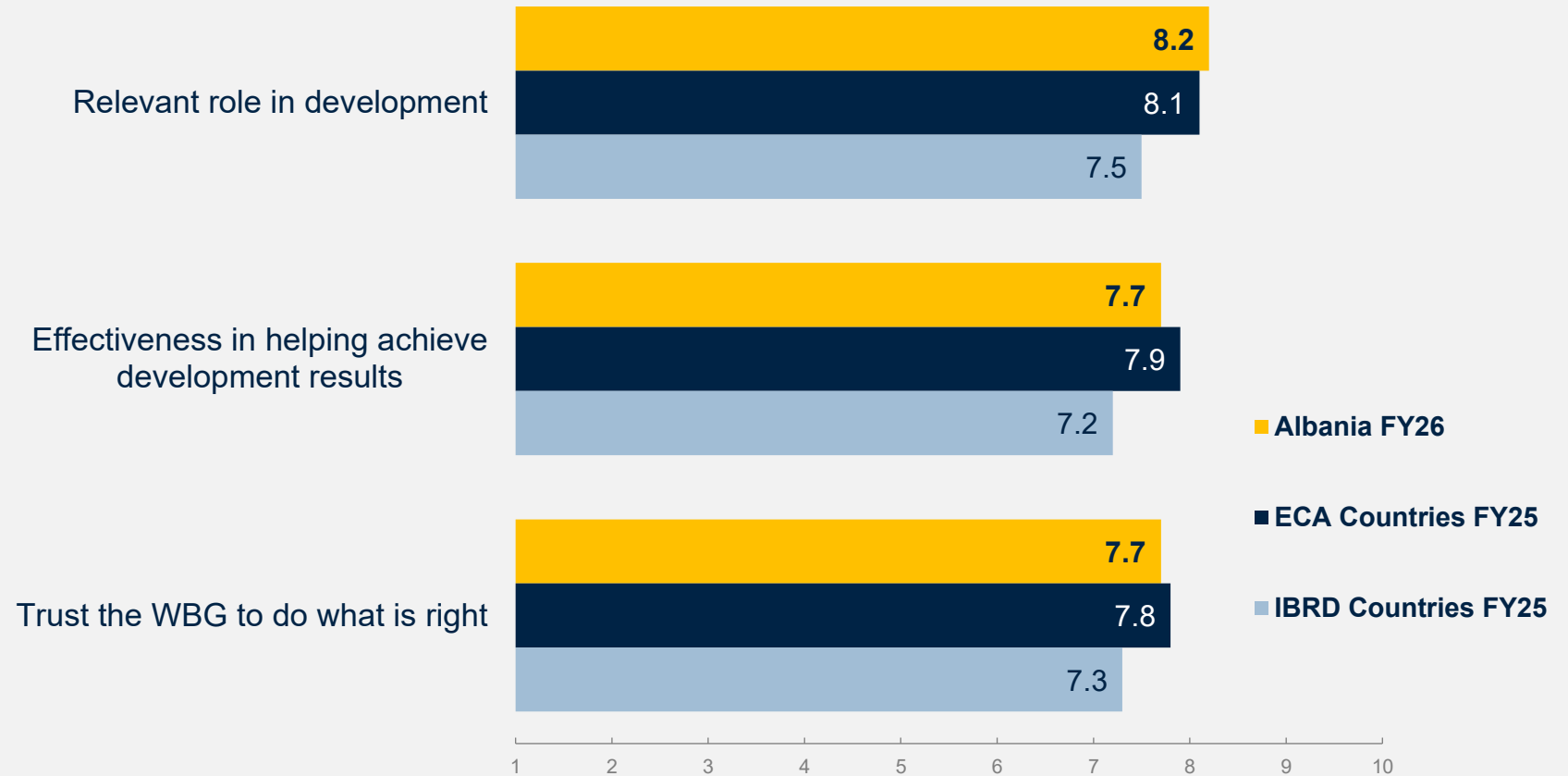
Trust the WBG to do what is right for Albania*



Effectiveness in helping Albania achieve development results*



Albania's KPI Ratings are Higher than IBRD Average Ratings and on Par with ECA Countries



The WBG's Work on Development Priorities



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Key Priority Areas

Survey respondents identify **agriculture and food security** as the highest-priority area for WBG support, followed by **education**. **Health, jobs, and digital infrastructure development** were also cited among the top priorities.

In open-ended comments, respondents identify several priority sectors for job creation in Albania:

Tourism is by far the most frequently cited sector, with many respondents emphasizing the need for diversification beyond mass summer tourism toward agritourism, cultural, historical, and adventure tourism to generate year-round employment.

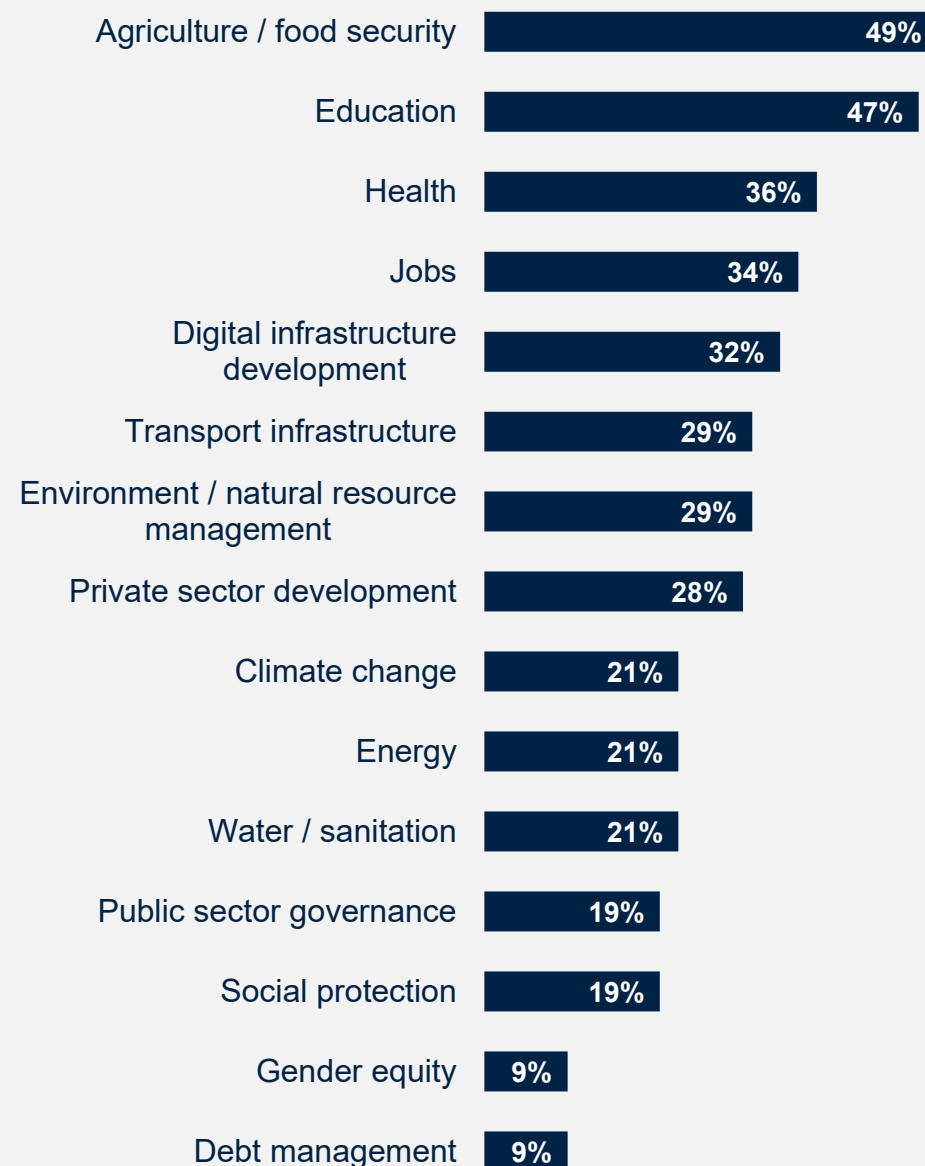
Agriculture and agro-processing rank a close second, with respondents stressing value-added processing (e.g., organic exports, cold storage, packaging) over subsistence farming as the true driver of new jobs, particularly in rural areas.

Information technology and digital services are consistently mentioned as high-potential sectors for skilled employment and export-oriented growth.

Renewable energy and green infrastructure (solar, wind, hydropower) are frequently cited as investment-attracting sectors capable of creating both construction and maintenance jobs.

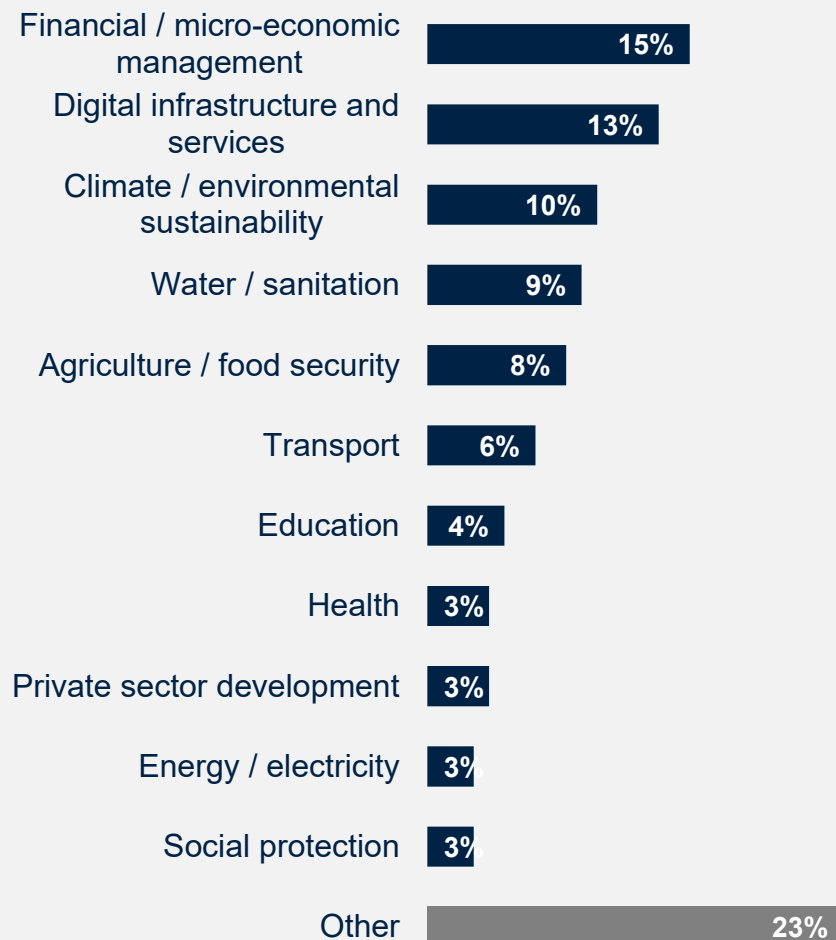
Construction, infrastructure, and light manufacturing, including road, water, and urban works alongside agro-food processing, are cited as immediate sources of employment, particularly outside Tirana.

Q: Which areas should the WBG prioritize to have the most impact on development results in Albania? Select up to 5 (%)

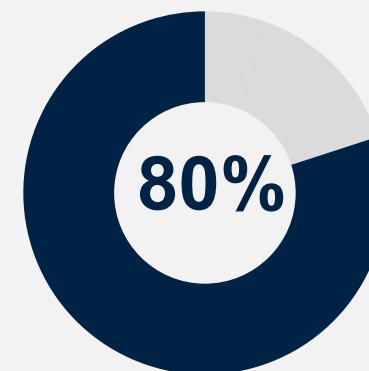


WBG is Viewed as Very Helpful in Achieving Project Goals, but Job Creation Impact Remains Moderate

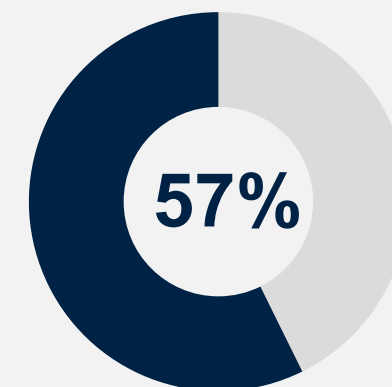
Q: Please select the development area that was the primary focus of this WBG-supported project or initiative. Select ONE only (%)



Q: How helpful was the WBG in achieving the goals of this one project or initiative?
1=Not helpful at all; 10=Very helpful (% rating – 8-10 on a 10-point scale)



Q: How effective has this WBG-supported project or initiative been at creating sustainable, long-term jobs in Albania?
1=Not effective at all; 10=Very effective (% rating – 8-10 on a 10-point scale)



Perceptions of Impact of WBG-Supported Projects in Albania

Digital Governance

“The GovTech project enabled over 3 million citizens to access 95% of public services online through the e-Albania platform, eliminating queues and bureaucracy. Certificates, documents, and administrative services that once took days are now completed in minutes from home.”

(Office of the President Respondent)

Tourism and Regional Infrastructure Development

“The Integrated Urban and Tourism Development Project (PIUTD), supported by the World Bank Group [WBG], has had a direct impact on local communities and the economic development of tourist areas in southern Albania, especially in the municipalities of Permet, Berat, Gjirokaster, Sarande, Ksamil, Borsh, and Orikum. [...]

The project has financed the rehabilitation of main boulevards, public squares, and urban roads in tourist cities. For the local community, this has been reflected in a better quality of life, more recreational spaces, and a more organized urban environment. In some areas, the project has also supported the development of tourism products based on cultural and natural heritage, creating new opportunities for local entrepreneurship. This has contributed to the better preservation of cultural and natural heritage, making tourism more sustainable. It has also helped to increase the capacities of public administration to plan and manage tourism development in a sustainable manner. [...] (Government Institution Respondent)

Education

“Speaking about the financial education component of young people aged 15-18, Greenback made an extraordinary impact on the practical education of young people on the channels of transfer of [remittances] in banking and non-banking institutions, the understanding of associated costs, elements of calculating service and transfer fees, the importance of education on the value of money, and the legal channels of its movement, etc.” (Civil Society Respondent)

Agriculture Development and Environment

“Improvement and modernization of the agricultural sector in general by focusing on adapting the market and agricultural production to national needs and focusing on integration into the European common market.

This project also integrates the management of water resources for both irrigation and drainage, making investments in this sector more sustainable against climate change and with lower operating costs for users.

Digitalization and the use of new technologies [are] one of the focuses of this project, making not only state institutions but also experts have more data to create more effective solutions in the future for a series of issues in support of agriculture” (Private Sector Respondent)

“[The Climate Resilience and Agriculture Development Project] contributed to the establishment and improvement of infrastructural capacities, technical capacities in the field of food security but also in the field of agriculture related to the requirements of the integration process!” (Government Institution Respondent)

Q: In what way did the WBG-supported project in these areas impact the people of Albania?

Key Themes from Open-Ended Responses on WBG's Operational Effectiveness

Q: What is the most important thing the WBG could do to increase its effectiveness in Albania?

Strengthen Implementation and Local Institutional Capacity

- **Increase WBG presence at the implementation stage**, providing practical and continuous support to ensure reforms translate into concrete, measurable outcomes for citizens
- **Invest in long-term technical assistance that builds local capacity**, prioritizing Albanian universities, research centers, and local experts over short-term foreign consultants
- **Strengthen the administrative and project management capacities of ministries and municipalities** so that reforms can be absorbed, implemented, and sustained beyond the life of individual projects

Broaden Engagement Beyond Central Government

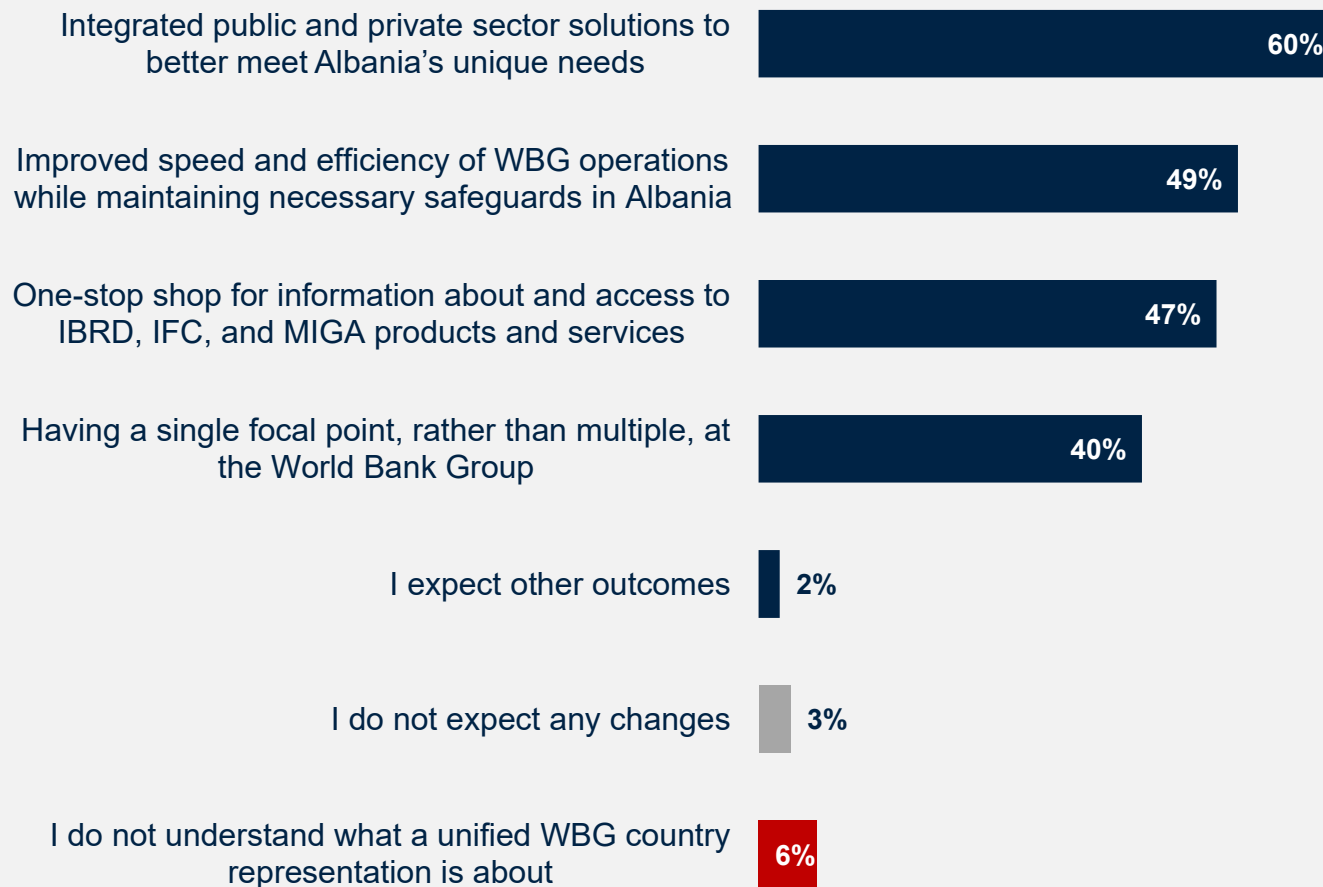
- **Engage civil society, local government, and academia as co-designers of projects**, rather than as an audience invited to validate decisions once they have already been made
- **Institutionalize regular multi-stakeholder roundtables and continuous feedback loops** that run throughout the project cycle rather than only at design and approval stages
- **Involve the private sector and Albanian universities in policy formulation** so that WBG support reflects needs beyond central ministries and large established firms

Measure, Track, and Communicate Results

- **Link financing to performance milestones and measurable KPIs** such as improved services, reduced procedure times, and job creation, rather than to process compliance alone
- **Establish clearer and more systematic monitoring and follow-up mechanisms** that track outcomes well after projects close, not only outputs at completion
- **Report results publicly and in accessible language** so that citizens and partners can see the concrete impact of WBG-supported operations

40% of Respondents are Aware of the Joint Country Representation in Albania

Q: *What outcomes do you expect from unified leadership representing the World Bank (IBRD), IFC, and MIGA in Albania? (Select all that apply)*



The WBG's Instruments



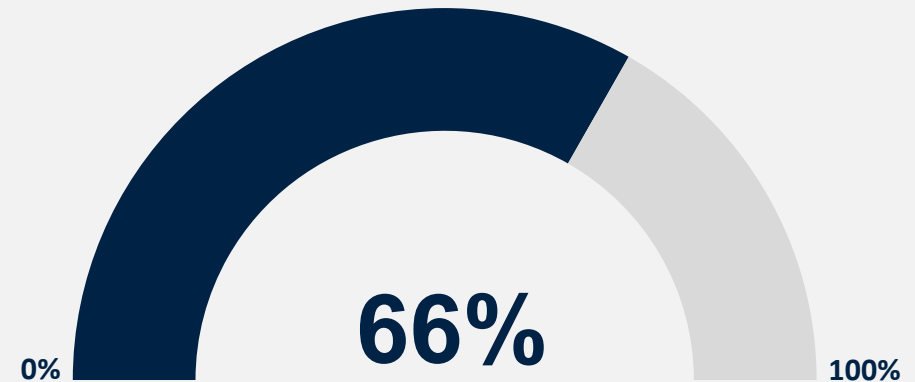
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Financial Resources Considered the WBG's Greatest Value to Albania

Q: Which WBG instruments do you VALUE the most in Albania? Select up to 2 (%)



Q: FY26: How significant a **contribution do you believe the WBG's knowledge work makes to development results in Albania? 1=Not significant at all; 10=Very significant (% rating – 8-10 on a 10-point scale)**



FY23 In FY23, 66% of stakeholders also selected 8-10 on this question



WBG Financial Support is Rated Very Positively Across Key Dimensions

Q: *To what extent do you agree with the following statements about the WBG's financial support to Albania?
1=Strongly disagree; 10=Strongly agree (Only asked of respondents in government institutions or those who indicated that they collaborate with the WBG. Mean is reported)*

The WBG's financial instruments meet the needs of Albania

8.0

The WBG provides financial support in a timely manner

8.0

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

7.9

The terms of the WBG's financing are competitive compared to other available options (e.g., other development banks, private financial institutions/ investment banks, etc.)

7.7

1 2 3 4 5 6 7 8 9 10

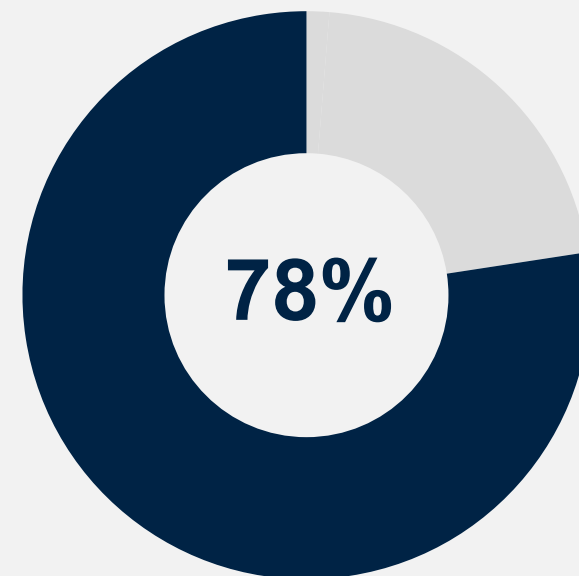


Most Respondents (84%) Used WBG's Knowledge Work; Those Who Did Report High Quality

Q: In the past 3 years, what WBG knowledge work have you used? Select all that apply (%)



Q: How would you rate the **quality** of the WBG's knowledge work (including data, research, training, policy notes, and advisory services) in Albania? 1=Very low quality; 10=Very high quality (% rating – 8-10 on a 10-point scale)



Comments on the WBG's Financial Instruments and Knowledge Work

Q: *What is the most important thing the WBG could do to increase its effectiveness in Albania? (Comments relating to financial instruments and knowledge work)*

Diversify Financing and Ground It in Local Knowledge

- Expand access to grant and direct financing for underserved actors, rural communities, local government, SMEs, and agribusinesses, supported by locally-grounded technical assistance
- Formalize collaboration with Albanian universities and research centers to generate context-specific evidence that informs both financing priorities and project design
- Complement co-financing partnerships with knowledge-sharing arrangements that build institutions' capacity to independently manage and sustain investments

Link Financing to Evidence and Measurable Results

- Condition disbursements on concrete, verifiable outcomes, such as job creation, service improvement, and reduced informality, underpinned by robust data collection and monitoring systems
- Use WBG knowledge products more systematically to guide resource allocation and identify high-impact financing priorities, rather than treating them as standalone deliverables
- Provide real-time, open data to enable Albanian institutions and other actors to independently track results and make evidence-based decisions

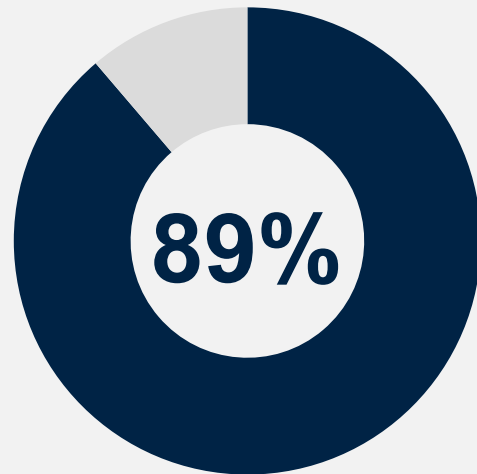
Align Instruments and Knowledge with EU Accession

- Individual respondents also raised EU accession, suggesting WBG financing modalities be aligned with EU fund management standards so institutions build the know-how needed for a transition to EU funding mechanisms
- Prioritize knowledge products in sectors critical to accession, including environmental standards, public procurement, and fiscal reform, and avoid financing investments inconsistent with green economy commitments



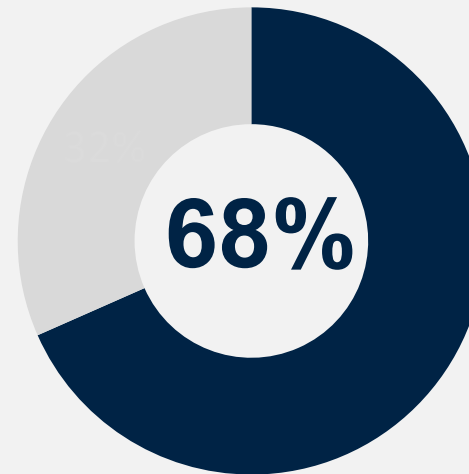
Influence of WBG Knowledge on Policy, Including Employment Policy

Influence on
government policy
(% Yes)



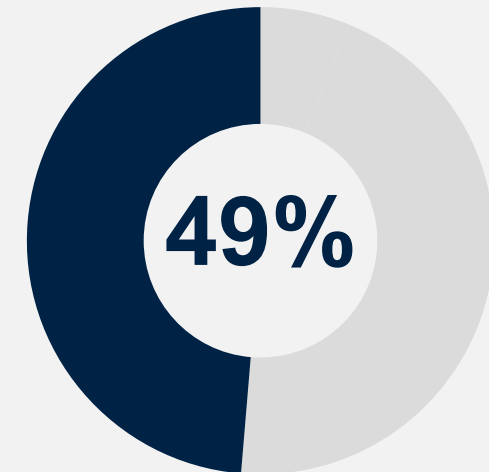
Q: In your opinion, has the WBG influenced a new or existing government policy/action in Albania?

Influence on
private sector
(% Yes)



Q: In your opinion, has the WBG influenced strategies or actions of private sector actors in Albania?

WBG support of policies
on employment and job
creation (% selected 8-10)



Q: To what extent has the WBG **influenced the government's policies** or strategies on employment and job creation in Albania?
1=Not influential at all;
10=Very influential (% rating – 8-10 on a 10-point scale)



Examples of Strategies, Policies and Reforms Supported by WBG

Q: What policy, strategy, or reform by the government and/or private sector did the WBG support, and in what way?

Tourism and Regional Development

- “The WBG’s support through the PIUTD project has contributed to: Guiding public policies toward sustainable tourism development; Improving urban planning practices and the management of tourism destinations; Promoting public investment in tourism and urban infrastructure; Creating conditions for private sector development in tourism. Through technical analyses, development plans, and institutional assistance, the project has helped integrate sustainable planning principles into national tourism strategies and policies for the development of coastal areas. At both the local and central government levels, the project has contributed to improving urban planning policies and practices, particularly in the tourism cities of southern Albania. Through the preparation of site management plans and interpretive plans for cultural monuments and tourist attractions, the project has guided public institutions toward a more structured model for tourism destination management and tourism product development. The project’s interventions have also created more favorable conditions for private sector development in tourism.”
(Government Institution Respondent)

Public Sector Governance

- “Overall, the World Bank’s impact has been realized through: technical expertise in policy design; financing of reforms and concrete projects; setting international standards in administration and governance. This impact has contributed to the modernization of public policies and their approximation to international best practices, supporting the sustainable development of the country.”
(Office of the President Respondent)

Energy and Extractives

- “Preventing the financial collapse of the energy sector, legally unbundling the companies (KESH, OST, OSHEE), and drastically reducing theft and losses in the network. The World Bank Group (WBG) developed the Energy Sector Recovery Plan together with the government. It provided a Development Policy Loan (DPL) that was disbursed in tranches, requiring the government to increase the collection of overdue electricity bills, eliminate protective tariff bands that were being abused, and establish the legal framework for opening the liberalized electricity market.”
(Academia Respondent)

Water Resource Management

- “The World Bank Group (WBG) has had an effective impact on all policies and strategies related to water, both for household consumption (drinking water) and for irrigation use. However, the WBG could continue its involvement, which has been interrupted for years, in the areas of dams and dam safety, river protection, and related sectors. The WBG has also had an impact on financial management through its projects and cooperation with the Ministry of Finance.”
(Private Sector Respondent)
- “In structural adjustments, rehabilitation of basic irrigation and drainage infrastructure, management of water and natural resources (forests and pastures), agricultural marketing, fisheries, and food security.”
(Office of the President Respondent)

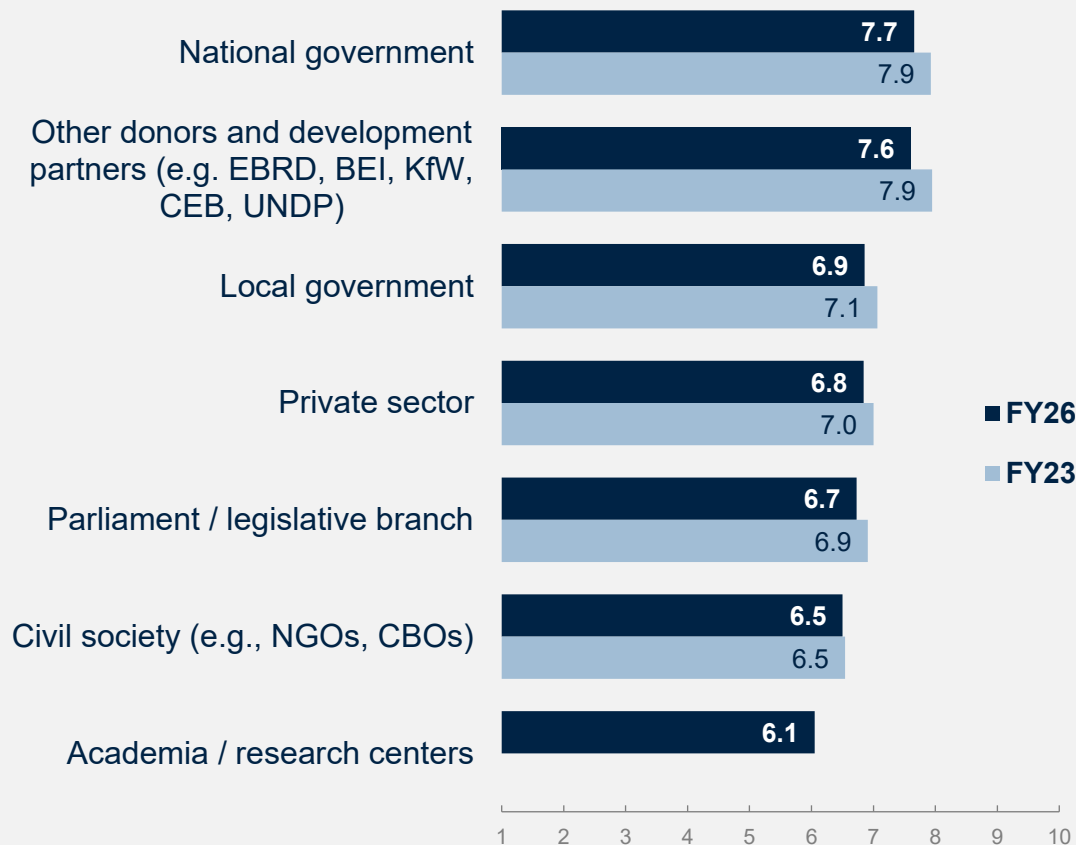
The WBG's Engagement and Collaboration



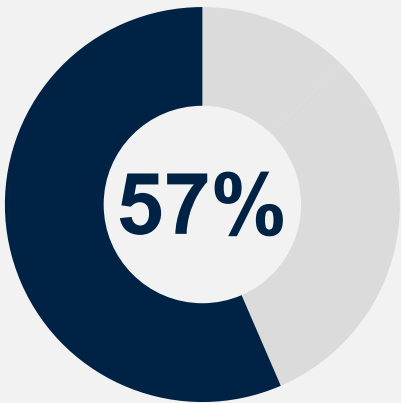
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Perceptions of WBG Collaboration Remain Positive Overall, Though Civil Society and Academia Give Lower Ratings Than Government Stakeholders

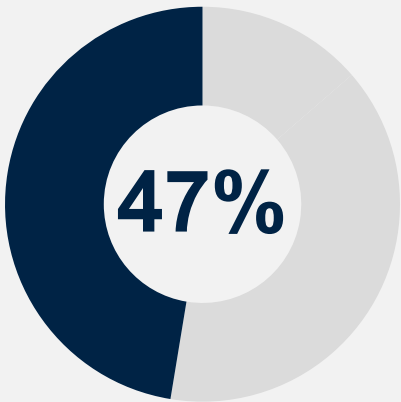
Q: How effective is the WBG at **collaborating** with the following groups in Albania? 1=Not effective at all; 10=Very effective (Mean is reported)



Q: How effective is the WBG at **partnering with the government** to improve the business environment in Albania 1=Not effective at all; 10=Very effective (% rating – 8-10 on a 10-point scale)



Q: How effective is the WBG at **partnering with the private sector** in Albania to support business development and investment 1=Not effective at all; 10=Very effective (% rating – 8-10 on a 10-point scale)



Stakeholders Want the Bank to Collaborate More With the Private Sector and Local Governments

Respondents who answered the question on WBG being more effective discussed improved collaboration as one of the areas for WBG improvement. Themes below are ordered by how frequently they were raised:

Broader Stakeholder Engagement

- For reforms to be co-designed and involve more actors
- More direct collaboration with small businesses, farmers, and marginalized communities

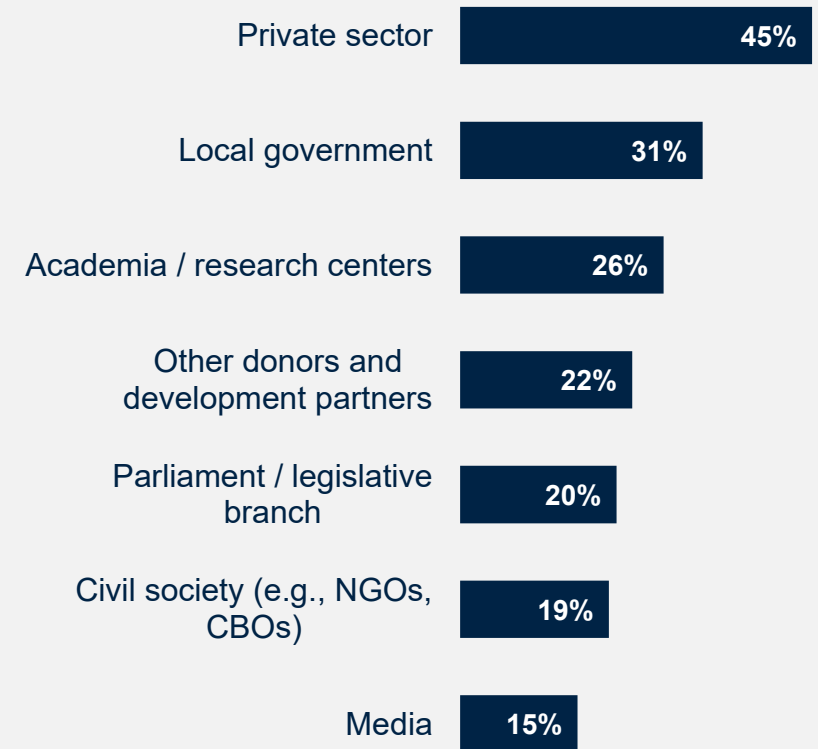
Coordination with Local and Institutional Actors

- Stronger inter-institutional coordination is needed, both among WBG entities (IBRD, IFC) and with local implementing bodies, to avoid fragmented, siloed interventions.
- Deeper collaboration with Albanian universities and research centers would ground policies in local expertise and retain human capital in-country, rather than relying on short-term foreign consultants.
- Better alignment with the EU and other donors would avoid overlap and amplify impact.

Transparency and Communication with the Public

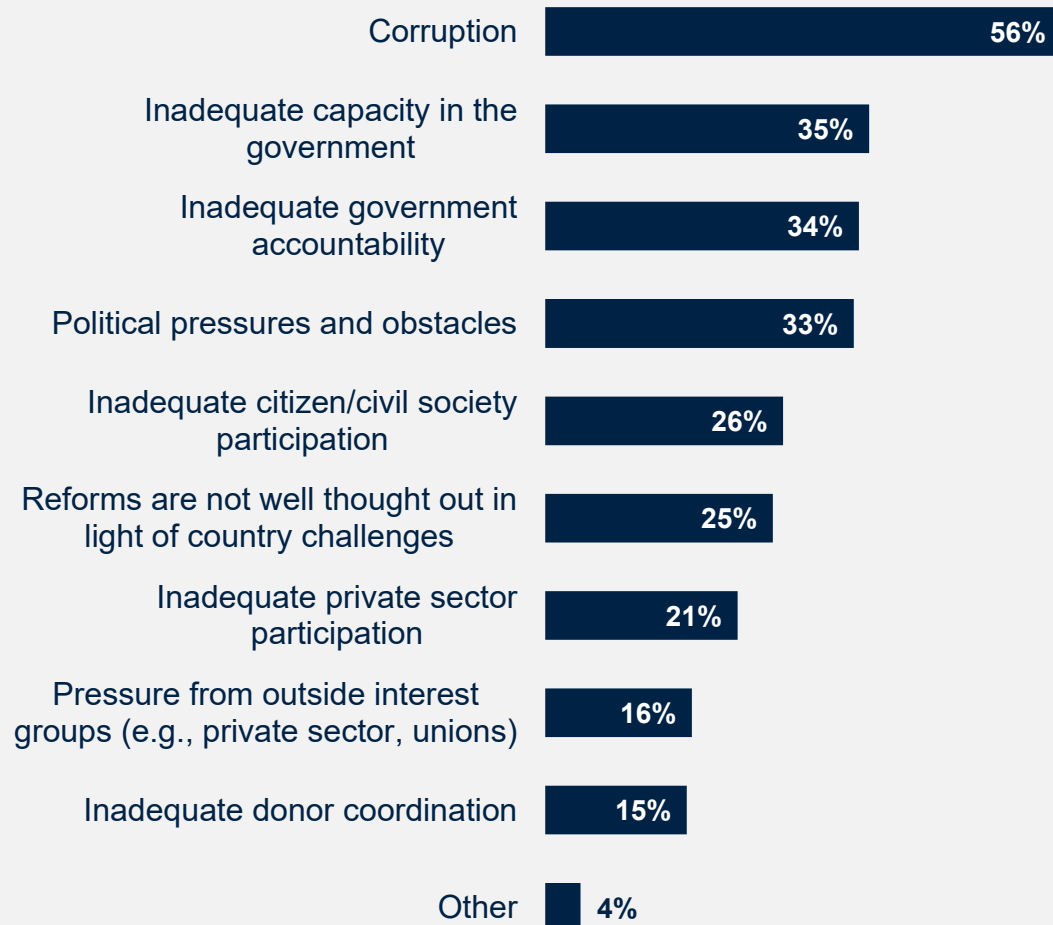
- A smaller number of respondents called for greater media engagement and open communication to increase credibility, accountability, and awareness of the WBG's activities
- Real-time, open data sharing would allow independent actors, media, civil society, and researchers to use WBG outputs as a reference and hold institutions accountable.
- Regular roundtable dialogues with diverse interest groups would help explain reports, gather feedback, and ensure reforms reach and resonate with citizens.

Q: *In addition to its partnership with the national government, which of the following should the WBG **collaborate with more** to have greater impact in Albania? Select up to 2 (%)*

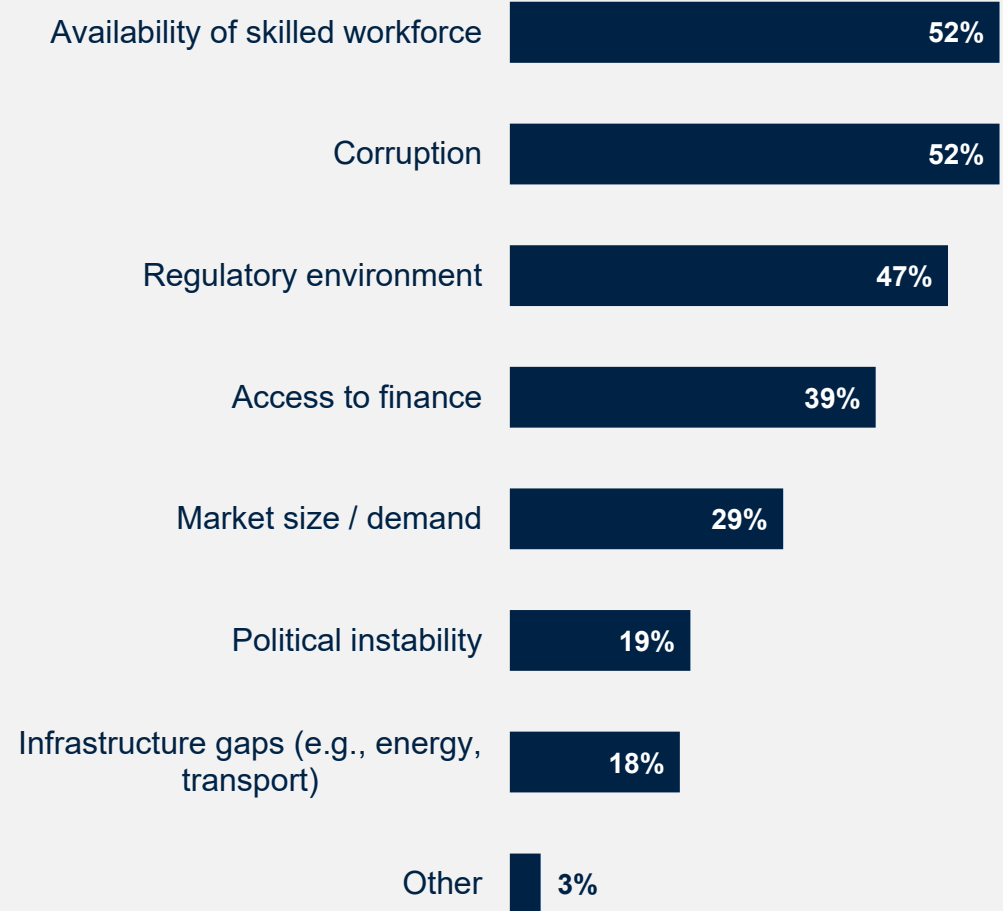


Stakeholders Identify Corruption, Inadequate Government Capacity, and Workforce Gaps as the Main Obstacles to Reform and Private Sector Growth

Q: When economic and/or social reform efforts fail or are slow to take place in Albania, which of the following would you attribute this to? Select up to 3 (%)



Q: What are the biggest challenges facing private sector development in Albania? Select up to 3 (%)



Communication and Outreach



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WBG Events, Direct Contact, and Publications are the Most Preferred Channels to Obtain Information From the Bank

	Top Two Preferred WBG Channels								
	All Respondents	Office of President, Prime Minister, Minister	Government Institutions	Local Government	Bilateral / Multilateral Agency	Civil Society	Private Sector	Academia	Media
WBG event / conference / workshop (<i>in person or online</i>)	55%	57%	67%	58%	56%	45%	48%	64%	38%
Direct contact with WBG staff (<i>e.g., in person, virtually, phone, email</i>)	44%	57%	35%	75%	44%	45%	33%	36%	46%
WBG publications	37%	29%	33%	58%	33%	39%	36%	36%	46%
WBG websites (<i>including blogs</i>)	29%	43%	30%	17%	33%	24%	27%	45%	23%
WBG e-Newsletters*	27%	14%	35%	25%	50%	21%	27%	45%	0%
WBG social media channels (<i>e.g., Facebook, LinkedIn, Instagram, Twitter/X</i>)	27%	24%	19%	8%	33%	39%	21%	36%	38%
WBG direct messaging (<i>e.g., WhatsApp</i>)	21%	14%	19%	25%	17%	12%	27%	18%	38%
WBG podcasts	7%	5%	7%	0%	6%	15%	9%	0%	8%



How would you prefer to obtain information from the WBG? (Select up to 3)

*Denotes significant differences between stakeholder groups



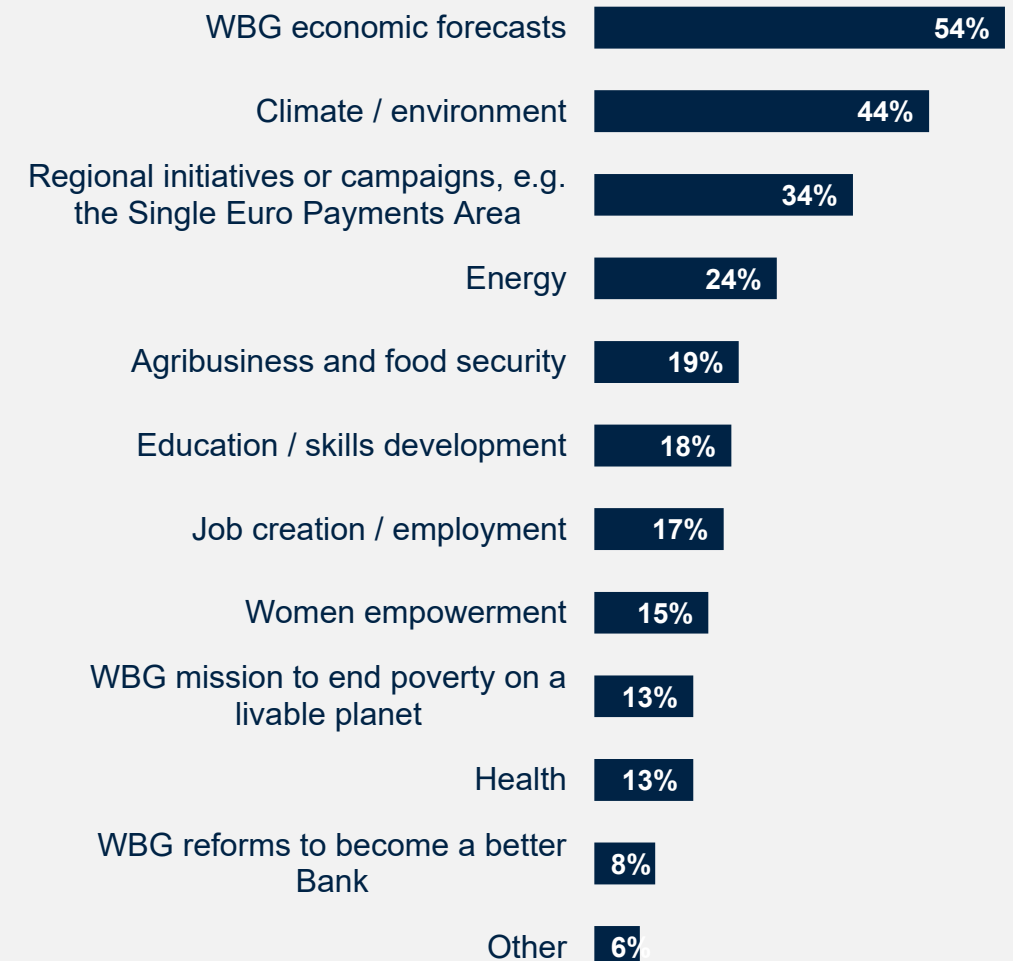
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56% of Respondents Recalled Recent WBG Information, Most Often Through Events and Publications

Q: Where do you recall seeing or hearing this information? Select all that apply (%)



Q: What do you recall seeing or hearing about the WBG? Select all that apply (%)



Stakeholders Want More Information About the Outcomes and Sector-Specific Strategies

Key differences across stakeholder groups should be considered when designing targeted outreach. For example, respondents from the local government strongly prefer information on an overview of WBG financial products and services.

Top Two Types of Preferred Information About the WBG

	All Respondents	Office of President, Prime Minister, Minister	Government Institution	Local Government	Bilateral / Multilateral Agency	Civil Society	Private Sector	Academia	Media
Outcomes / results of WBG-supported projects or initiatives	49%	52%	60%	25%	42%	48%	47%	60%	38%
WBG sector-specific strategies	46%	48%	48%	42%	58%	45%	44%	50%	38%
Impact assessments and evaluations of WBG-supported projects	44%	48%	40%	25%	47%	64%	44%	30%	23%
WBG research and knowledge*	31%	19%	24%	8%	42%	42%	22%	70%	46%
Overview of WBG financial products and services*	29%	38%	33%	75%	16%	15%	28%	10%	31%
Regular updates on WBG activities	26%	24%	29%	25%	37%	18%	38%	10%	15%
Information on how to work / partner with WBG	26%	19%	21%	42%	37%	36%	16%	10%	38%



What information would be most helpful to you in understanding the WBG's role in Albania? (Select up to 3)

*Denotes significant differences between stakeholder groups



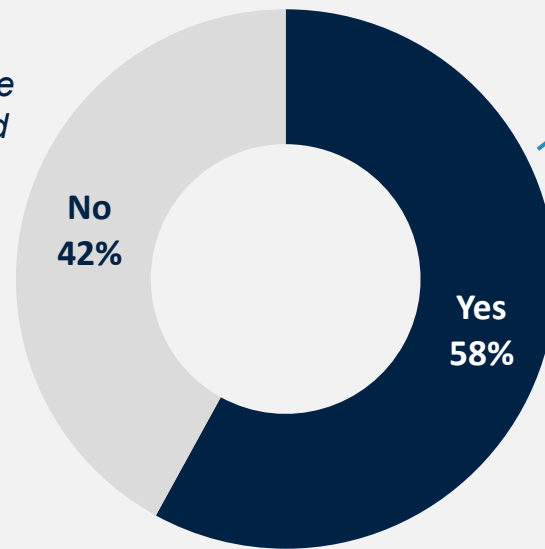
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Sample Demographics and Detailed Methodology

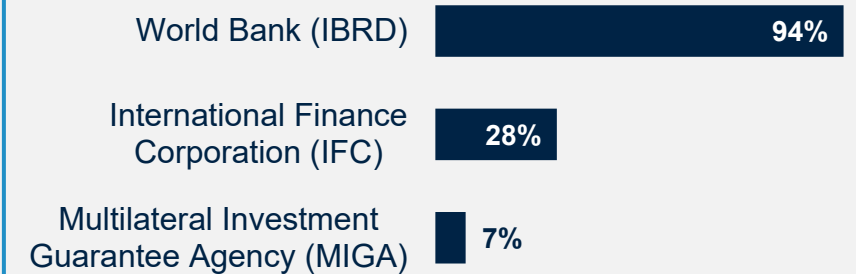


Sample Demographics

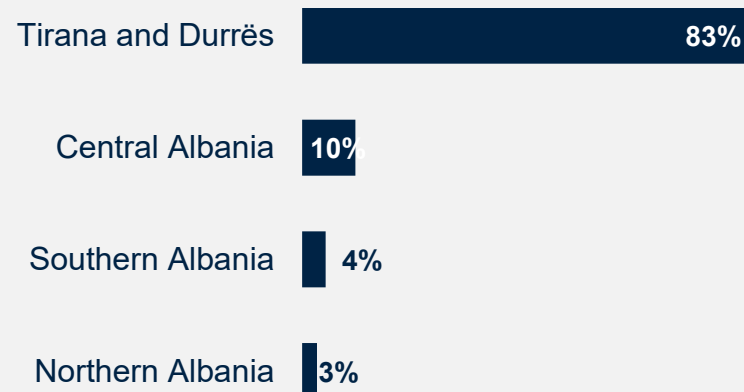
Q: In the past 3 years, have you worked or collaborated with the WBG in Albania?
(N=219)



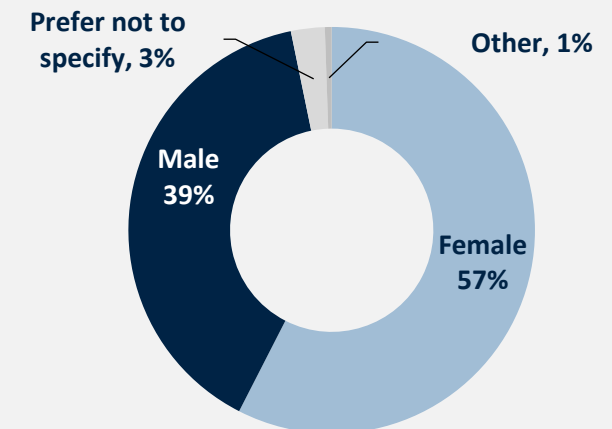
Q: Which of the following WBG agencies have you worked or collaborated with in Albania?
(N=127)



Q: Which best represents your geographic location? (N=185)

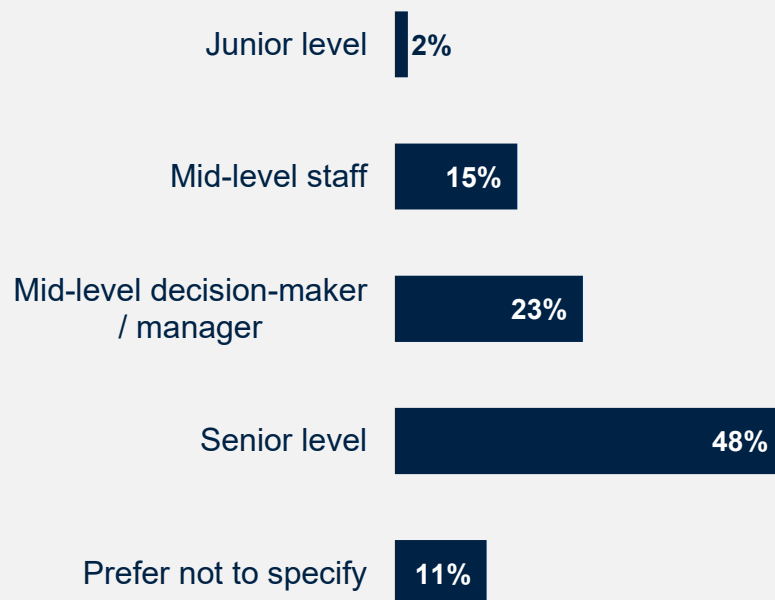


Q: What is your gender? (N=186)

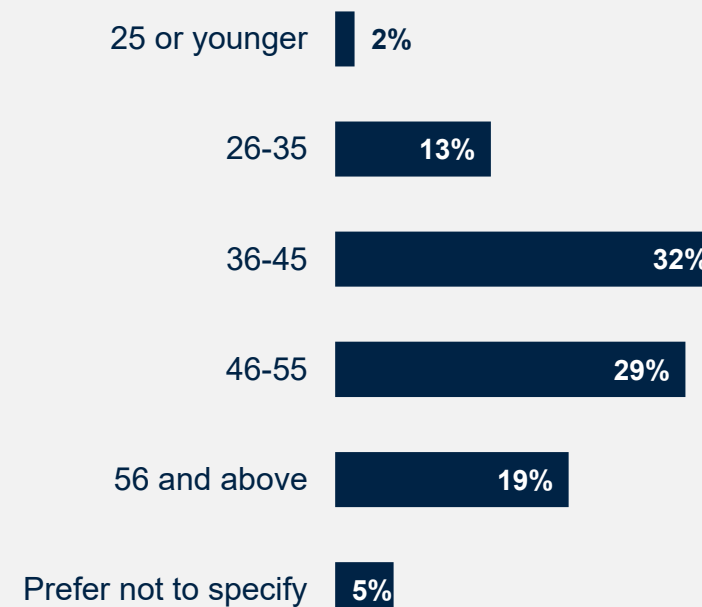


Sample Demographics (continued)

**Q: Within your organization,
would you describe yourself as...**
(N=184)



Q: What's your age?
(N=186)



Detailed Methodology

From **March to May 2026**, a total of **680** stakeholders in Albania 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, bilateral or multilateral agencies, civil society organizations, the private sector, academia and research centers, and the media.

Of these stakeholders, **219 participated in the survey (32% response rate)**. Respondents received the questionnaire in person, delivered by the courier, or completed it online.

This year’s survey results were compared to the FY23 Country Opinion Survey, which had a response rate of 27% (N=130).

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. However, differences in stakeholder composition across the two survey years should be taken into account when interpreting these comparisons.

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

Percentage of Respondents	FY 2023	FY 2026
Government Principals: Office of the President, Prime Minister, Minister, Parliamentarian	15%	11%
Government Institutions: Employee of a Ministry, Department, Project Implementation Unit, Independent Government Institution, Judiciary, State-Owned Enterprise	22%	25%
Local Government	2%	6%
Bilateral/Multilateral Agency: Embassy, Development Organization, Development Bank, UN Agency	12%	11%
Civil Society Organization: Local and regional NGO, Community-Based Organization, Private Foundation, Philanthropy, Professional/Trade Association, Faith-Based Group, Youth Group	14%	16%
Private Sector: Private Company, Financial Sector Organization, Private Bank	15%	18%
Academia / Research Center	12%	6%
Media	7%	6%
Other	1%	0%
Total Number of Respondents	130	219

Detailed Methodology (continued)

Breakdowns for individual questions by stakeholder group and by year can be found in the “Albania COS FY26 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 FY26. 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 FY23 means shown in this report are based only on the subset of respondents who received the same questions in FY26, rather than the full FY23 sample. As a result, these means may differ from those published in the original FY23 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 Mai, the World Bank Group’s AI-powered, secure tool, and reviewed by the Bank staff for accuracy.



Country Opinion Surveys

Thank you

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

countrysurveys@worldbankgroup.org

