



## World Bank Group Country Survey FY 2026 – Serbia

The World Bank Group (WBG) seeks your insights regarding our engagement and activities in Serbia. You have been identified as an integral partner, leader, or decision-maker in Serbia, so **your perspective is invaluable**. Your honest feedback will not only shape the future of our work in Serbia but also foster better development outcomes for the country.

To maintain the integrity and confidentiality of this process, we have engaged CeSID, a reputable local firm, to manage the survey logistics. **Your responses will remain anonymous**, and no feedback will be linked to any specific individual.

**PLEASE NOTE:** If a question asks for a specific number of responses, please do not choose more than the requested number. If more responses are chosen, the data cannot be included in the analysis.

If you have any questions or concerns about this survey, please contact:  
[countriesurveys@worldbankgroup.org](mailto:countriesurveys@worldbankgroup.org)

|                                                                                           |                                                                                                                                                                                                                                             |
|-------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Q1. What is your <b>primary professional affiliation?</b> <i>(Select only 1 response)</i> |                                                                                                                                                                                                                                             |
| 1                                                                                         | <b>Office of the President, Prime Minister, Minister</b>                                                                                                                                                                                    |
| 2                                                                                         | <b>Office of a Parliamentarian</b> (National Assembly, Legislative Body)                                                                                                                                                                    |
| 3                                                                                         | <b>Government Institution:</b> Employee of a Ministry / Ministerial Department / Project Implementation Unit / Independent Government Institution (e.g., Central Bank, Regulatory or Oversight Agency) / Judiciary / State-Owned Enterprise |
| 4                                                                                         | <b>Local Government</b> Office or Staff                                                                                                                                                                                                     |
| 5                                                                                         | <b>Bilateral or Multilateral Agency</b> (e.g., embassy, development organization, development bank, UN Agency)                                                                                                                              |
| 6                                                                                         | <b>Civil Society Organization:</b> local and regional (NGO; Community-Based Organization; Private Foundation; Professional / Trade Association, Faith-Based Group, Youth Group)                                                             |
| 7                                                                                         | <b>Private Sector:</b> Private Company / Financial Sector Organization / Private Bank                                                                                                                                                       |
| 8                                                                                         | <b>Academia / Research Centers</b>                                                                                                                                                                                                          |
| 9                                                                                         | <b>Media</b>                                                                                                                                                                                                                                |
| 10                                                                                        | <b>Other</b> (please specify): _____                                                                                                                                                                                                        |

|                                                                             |   |   |   |   |   |   |   |                      |    |
|-----------------------------------------------------------------------------|---|---|---|---|---|---|---|----------------------|----|
| Q2. How <b>familiar</b> are you with the World Bank Group's work in Serbia? |   |   |   |   |   |   |   |                      |    |
| 1                                                                           | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9                    | 10 |
| <b>Not familiar at all</b>                                                  |   |   |   |   |   |   |   | <b>Very familiar</b> |    |

|                                                                                                                   |     |
|-------------------------------------------------------------------------------------------------------------------|-----|
| Q3. In the past 3 years, have you <b>worked</b> or <b>collaborated</b> with the World Bank Group (WBG) in Serbia? |     |
| 1                                                                                                                 | Yes |
| 2                                                                                                                 | No  |

|                                                                                                                                                                  |                                                 |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------|
| Q4. <u>If you answered Yes above</u> , which of the following <b>WBG agencies</b> have you worked or collaborated with in Serbia? <i>(Select all that apply)</i> |                                                 |
| 1                                                                                                                                                                | World Bank (IBRD)                               |
| 2                                                                                                                                                                | International Finance Corporation (IFC)         |
| 3                                                                                                                                                                | Multilateral Investment Guarantee Agency (MIGA) |

## SECTION A: OVERALL ATTITUDES TOWARD THE WORLD BANK GROUP

| A1. How much do you <b>trust</b> each of the following institutions to do what is right for Serbia? |                                             |                 |   |   |   |   |   |   |   |   |    |                          |  |            |
|-----------------------------------------------------------------------------------------------------|---------------------------------------------|-----------------|---|---|---|---|---|---|---|---|----|--------------------------|--|------------|
|                                                                                                     |                                             | No trust at all |   |   |   |   |   |   |   |   |    | Trust very much          |  | Don't know |
|                                                                                                     |                                             | 1               | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |                          |  |            |
| 1                                                                                                   | Government of Serbia                        | 1               | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | <input type="checkbox"/> |  |            |
| 2                                                                                                   | World Bank Group                            | 1               | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | <input type="checkbox"/> |  |            |
| 3                                                                                                   | International Monetary Fund                 | 1               | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | <input type="checkbox"/> |  |            |
| 4                                                                                                   | United Nations agencies (e.g. UNDP, UNICEF) | 1               | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | <input type="checkbox"/> |  |            |
| 5                                                                                                   | Regional development bank (EBRD)            | 1               | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | <input type="checkbox"/> |  |            |
| 6                                                                                                   | Private sector                              | 1               | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | <input type="checkbox"/> |  |            |
| 7                                                                                                   | Civil society                               | 1               | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | <input type="checkbox"/> |  |            |
| 8                                                                                                   | Academia / research centers                 | 1               | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | <input type="checkbox"/> |  |            |

| A2. How <b>relevant</b> is each of the following organizations to Serbia's development? |                                             |                     |   |   |   |   |   |   |   |   |    |                          |  |            |
|-----------------------------------------------------------------------------------------|---------------------------------------------|---------------------|---|---|---|---|---|---|---|---|----|--------------------------|--|------------|
|                                                                                         |                                             | Not relevant at all |   |   |   |   |   |   |   |   |    | Very relevant            |  | Don't know |
|                                                                                         |                                             | 1                   | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |                          |  |            |
| 1                                                                                       | World Bank Group                            | 1                   | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | <input type="checkbox"/> |  |            |
| 2                                                                                       | International Monetary Fund                 | 1                   | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | <input type="checkbox"/> |  |            |
| 3                                                                                       | Regional development bank (EBRD)            | 1                   | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | <input type="checkbox"/> |  |            |
| 4                                                                                       | United Nations agencies (e.g. UNDP, UNICEF) | 1                   | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | <input type="checkbox"/> |  |            |

| A3. How <b>effective</b> is each of the following organizations in helping Serbia achieve development results? |                                             |                      |   |   |   |   |   |   |   |   |    |                          |  |            |
|----------------------------------------------------------------------------------------------------------------|---------------------------------------------|----------------------|---|---|---|---|---|---|---|---|----|--------------------------|--|------------|
|                                                                                                                |                                             | Not effective at all |   |   |   |   |   |   |   |   |    | Very effective           |  | Don't know |
|                                                                                                                |                                             | 1                    | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |                          |  |            |
| 1                                                                                                              | World Bank Group                            | 1                    | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | <input type="checkbox"/> |  |            |
| 2                                                                                                              | International Monetary Fund                 | 1                    | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | <input type="checkbox"/> |  |            |
| 3                                                                                                              | Regional development bank (EBRD)            | 1                    | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | <input type="checkbox"/> |  |            |
| 4                                                                                                              | United Nations agencies (e.g. UNDP, UNICEF) | 1                    | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | <input type="checkbox"/> |  |            |

A4. How **effective** is the WBG in terms of the following?

|   |                                                             | Not effective<br>at all |   |   |   |   |   |   |   |   |    | Very<br>effective | Don't<br>know            |
|---|-------------------------------------------------------------|-------------------------|---|---|---|---|---|---|---|---|----|-------------------|--------------------------|
| 1 | Being a <b>long-term partner</b> to Serbia                  | 1                       | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |                   | <input type="checkbox"/> |
| 2 | Being <b>easy to work with</b> (i.e., simple WBG processes) | 1                       | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |                   | <input type="checkbox"/> |
| 3 | Increasing <b>institutional capacity</b> in Serbia          | 1                       | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |                   | <input type="checkbox"/> |
| 4 | <b>Responsiveness</b> to needs in Serbia                    | 1                       | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |                   | <input type="checkbox"/> |
| 5 | <b>Access</b> to WBG staff and experts                      | 1                       | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |                   | <input type="checkbox"/> |
| 6 | The <b>speed</b> of WBG project approval                    | 1                       | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |                   | <input type="checkbox"/> |
| 7 | The WBG's expertise being tailored to Serbia's context      | 1                       | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |                   | <input type="checkbox"/> |

A5. Creating more and better jobs in client countries is a top priority for the WBG. How **effective** is the WBG at...

|   |                                                                                   | Not effective<br>at all |   |   |   |   |   |   |   |   |    | Very<br>effective | Don't<br>know            |
|---|-----------------------------------------------------------------------------------|-------------------------|---|---|---|---|---|---|---|---|----|-------------------|--------------------------|
| 1 | Helping create the <b>conditions</b> for more and better jobs in Serbia           | 1                       | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |                   | <input type="checkbox"/> |
| 2 | <b>Aligning</b> its support for job creation to the national priorities in Serbia | 1                       | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |                   | <input type="checkbox"/> |

## SECTION B: THE WBG'S OPERATIONS

Please think about **ONE** WBG-supported project or initiative that you are most familiar with.

B1. If you recall, what was the **name** of this one WBG-supported project or initiative?

B2. Please select the **development area** that was the primary focus of this WBG-supported project or initiative. (Select ONE only)

|   |                                        |    |                               |
|---|----------------------------------------|----|-------------------------------|
| 1 | Agriculture / food security            | 7  | Health                        |
| 2 | Climate / environmental sustainability | 8  | Private sector development    |
| 3 | Digital infrastructure and services    | 9  | Social protection             |
| 4 | Education                              | 10 | Transport                     |
| 5 | Energy / electricity                   | 11 | Water / sanitation            |
| 6 | Financial / micro-economic management  | 12 | Other (please specify): _____ |

B3. How **helpful** was the WBG in achieving the goals of this one project or initiative?

|                    |   |   |   |   |   |   |   |   |              |                          |
|--------------------|---|---|---|---|---|---|---|---|--------------|--------------------------|
| 1                  | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10           | <input type="checkbox"/> |
| Not helpful at all |   |   |   |   |   |   |   |   | Very helpful | Don't know               |

B4. In what way, if any, did this WBG-supported project or initiative **impact the people of Serbia**? *(Please be specific)*

B5. How **effective** has this WBG-supported project or initiative been at creating sustainable, long-term jobs in Serbia?

|                      |   |   |   |   |   |   |   |   |                |                          |
|----------------------|---|---|---|---|---|---|---|---|----------------|--------------------------|
| 1                    | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10             | <input type="checkbox"/> |
| Not effective at all |   |   |   |   |   |   |   |   | Very effective | Don't know               |

## SECTION C: THE WBG'S COLLABORATION AND PARTNERSHIPS

| C1. How effective is the WBG at <b>collaborating</b> with the following groups in Serbia? |                                                                 |                      |   |   |   |   |   |   |   |   |    |                          |            |
|-------------------------------------------------------------------------------------------|-----------------------------------------------------------------|----------------------|---|---|---|---|---|---|---|---|----|--------------------------|------------|
|                                                                                           |                                                                 | Not effective at all |   |   |   |   |   |   |   |   |    | Very effective           | Don't know |
|                                                                                           |                                                                 | 1                    | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |                          |            |
| 1                                                                                         | National government                                             |                      |   |   |   |   |   |   |   |   |    | <input type="checkbox"/> |            |
| 2                                                                                         | Local government                                                |                      |   |   |   |   |   |   |   |   |    | <input type="checkbox"/> |            |
| 3                                                                                         | Parliament / legislative branch                                 |                      |   |   |   |   |   |   |   |   |    | <input type="checkbox"/> |            |
| 4                                                                                         | Private sector                                                  |                      |   |   |   |   |   |   |   |   |    | <input type="checkbox"/> |            |
| 5                                                                                         | Civil society (e.g., NGOs, CBOs)                                |                      |   |   |   |   |   |   |   |   |    | <input type="checkbox"/> |            |
| 6                                                                                         | Other donors and development partners (IMF, EBRD, UNDP, UNICEF) |                      |   |   |   |   |   |   |   |   |    | <input type="checkbox"/> |            |
| 7                                                                                         | Academia / research centers                                     |                      |   |   |   |   |   |   |   |   |    | <input type="checkbox"/> |            |

| C2. How effective is the WBG at <b>partnering</b> in terms of the following... |                                                                                                    |                      |   |   |   |   |   |   |   |   |    |                          |            |
|--------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------|----------------------|---|---|---|---|---|---|---|---|----|--------------------------|------------|
|                                                                                |                                                                                                    | Not effective at all |   |   |   |   |   |   |   |   |    | Very effective           | Don't know |
|                                                                                |                                                                                                    | 1                    | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |                          |            |
| 1                                                                              | Partnering with the <b>government</b> to improve the business environment in Serbia                |                      |   |   |   |   |   |   |   |   |    | <input type="checkbox"/> |            |
| 2                                                                              | Partnering with the <b>private sector</b> in Serbia to support business development and investment |                      |   |   |   |   |   |   |   |   |    | <input type="checkbox"/> |            |

| C3. In addition to its partnership with the national government, which of the following should the WBG <b>collaborate with more</b> to have greater impact in Serbia?<br>(Select up to 2) |                                  |   |                                                                 |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------|---|-----------------------------------------------------------------|
| 1                                                                                                                                                                                         | Local government                 | 5 | Other donors and development partners (IMF, EBRD, UNDP, UNICEF) |
| 2                                                                                                                                                                                         | Parliament / legislative branch  | 6 | Academia / research centers                                     |
| 3                                                                                                                                                                                         | Private sector                   | 7 | Media                                                           |
| 4                                                                                                                                                                                         | Civil society (e.g., NGOs, CBOs) | 8 | Other (please specify) _____                                    |

The WBG supports the Government of Serbia’s **engagement with civil society** (including citizens, community-based organizations, and CSOs) in development policy dialogue and implementation (including the design, preparation, implementation, and oversight of WBG-supported operations).

C4. How **effective** is the WBG in facilitating civil society participation in development policy dialogue and implementation in Serbia?

*If you are not familiar with this area of the WBG’s work, please select “Don’t know”*

|                             |   |   |   |   |   |   |   |   |    |                          |            |
|-----------------------------|---|---|---|---|---|---|---|---|----|--------------------------|------------|
| 1                           | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | <input type="checkbox"/> |            |
| <b>Not effective at all</b> |   |   |   |   |   |   |   |   |    | <b>Very effective</b>    | Don't know |

C5. Please share examples, if any, of the WBG’s **facilitation of civil society participation** in development policy dialogue and implementation. In what ways could the WBG be **more effective** in facilitating civil society participation? *(Please be specific)*

## SECTION D: THE WBG'S INSTRUMENTS

|                                                                                       |                                                                                                                                                                     |
|---------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| D1. Which WBG instruments do you <b>value the most</b> in Serbia?<br>(Select up to 2) |                                                                                                                                                                     |
| 1                                                                                     | <b>Convening power</b> (e.g., bringing together different stakeholder groups, donor / development partner coordination, mobilizing third party financial resources) |
| 2                                                                                     | <b>Advisory services</b> (e.g., capacity building and training, policy advice, technical assistance)                                                                |
| 3                                                                                     | <b>Financial resources</b> (e.g., budget support, investment lending, grants, trust funds)                                                                          |
| 4                                                                                     | <b>Data and research</b> (e.g., statistics, reports, research on global development issues)                                                                         |
| 5                                                                                     | <b>Other</b> (please specify): _____                                                                                                                                |

|                                                                                                                                                                                                                        |                                                                                                                                                                                     |                          |   |   |   |   |   |   |   |   |    |                          |  |            |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------|---|---|---|---|---|---|---|---|----|--------------------------|--|------------|
| D2. To what extent do you agree with the following statements about the WBG's <b>financial support</b> to Serbia?<br>(If you have NO exposure to, or experience with the WBG's financing, please respond "Don't know") |                                                                                                                                                                                     |                          |   |   |   |   |   |   |   |   |    |                          |  |            |
|                                                                                                                                                                                                                        |                                                                                                                                                                                     | <b>Strongly disagree</b> |   |   |   |   |   |   |   |   |    | <b>Strongly agree</b>    |  | Don't know |
| 1                                                                                                                                                                                                                      | The WBG's financial instruments (i.e., budget support, loans, grants, trust funds) <b>meet the needs</b> of Serbia                                                                  | 1                        | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | <input type="checkbox"/> |  |            |
| 2                                                                                                                                                                                                                      | The terms of the WBG's financing are <b>competitive</b> compared to other available options (e.g., other development banks, private financial institutions/ investment banks, etc.) | 1                        | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | <input type="checkbox"/> |  |            |
| 3                                                                                                                                                                                                                      | The standards and requirements for the WBG's financing are <b>reasonable</b>                                                                                                        | 1                        | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | <input type="checkbox"/> |  |            |
| 4                                                                                                                                                                                                                      | The WBG provides financial support in a <b>timely</b> manner                                                                                                                        | 1                        | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | <input type="checkbox"/> |  |            |

The following questions ask about the WBG's **knowledge work, including data, research, training, policy notes, and advisory services**, in Serbia.

|                                                                                                                           |   |   |   |   |   |   |   |   |                         |                          |            |
|---------------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|-------------------------|--------------------------|------------|
| D3. How significant a <b>contribution</b> do you believe the WBG's knowledge work makes to development results in Serbia? |   |   |   |   |   |   |   |   |                         |                          |            |
| 1                                                                                                                         | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10                      | <input type="checkbox"/> |            |
| <b>Not significant at all</b>                                                                                             |   |   |   |   |   |   |   |   | <b>Very significant</b> |                          | Don't know |

D4. In the past 3 years, what WBG knowledge work **have you used**?

(Select all that apply)

|   |                                 |   |                                                     |
|---|---------------------------------|---|-----------------------------------------------------|
| 1 | Data resources                  | 5 | Online collaboration platforms                      |
| 2 | Research and analytical reports | 6 | Workshops or training courses (in-person or online) |
| 3 | Policy notes                    | 7 | Other (please specify) _____                        |
| 4 | Advisory services               | 8 | I have not used WBG knowledge work                  |

Please answer the following questions **ONLY if you used WBG's knowledge work** (options 1 through 7 above)

D5. How would you rate the **quality** of the WBG's knowledge work (*including data, research, training, policy notes, and advisory services*) in Serbia?

|                         |   |   |   |   |                          |   |   |   |    |                          |
|-------------------------|---|---|---|---|--------------------------|---|---|---|----|--------------------------|
| 1                       | 2 | 3 | 4 | 5 | 6                        | 7 | 8 | 9 | 10 | <input type="checkbox"/> |
| <b>Very low quality</b> |   |   |   |   | <b>Very high quality</b> |   |   |   |    | Don't know               |

D6. In your opinion, has the WBG influenced a new or existing **government policy/action** in Serbia?

|   |     |
|---|-----|
| 1 | Yes |
| 2 | No  |

D7. In your opinion, has the WBG influenced strategies or actions of **private sector** actors in Serbia?

|   |     |
|---|-----|
| 1 | Yes |
| 2 | No  |

D8. If you answered "Yes" to either D6 or D7 above, **what policy, strategy, or action** by the government and/or private sector did the WBG influence, and **in what way**? (*Please be specific*)

|  |
|--|
|  |
|--|

D9. If you answered "Yes" to D6 above, to what extent has the WBG influenced the government's **policies or strategies on employment and job creation** in Serbia?

|                               |   |   |   |   |                         |   |   |   |    |                          |
|-------------------------------|---|---|---|---|-------------------------|---|---|---|----|--------------------------|
| 1                             | 2 | 3 | 4 | 5 | 6                       | 7 | 8 | 9 | 10 | <input type="checkbox"/> |
| <b>Not influential at all</b> |   |   |   |   | <b>Very influential</b> |   |   |   |    | Don't know               |

## SECTION E: LOOKING FORWARD

E1. What is the **most important thing** the WBG could do **to increase its effectiveness** in Serbia? *(Please be specific)*

E2. **Which areas should the WBG prioritize** to have the most impact on development results in Serbia? *(Select up to 5)*

|   |                             |    |                                           |
|---|-----------------------------|----|-------------------------------------------|
| 1 | Gender equity               | 9  | Climate change                            |
| 2 | Water / sanitation          | 10 | Digital infrastructure development        |
| 3 | Health                      | 11 | Private sector development                |
| 4 | Transport infrastructure    | 12 | Environment / natural resource management |
| 5 | Energy                      | 13 | Social protection                         |
| 6 | Public sector governance    | 14 | Jobs                                      |
| 7 | Agriculture / food security | 15 | Debt management                           |
| 8 | Education                   | 16 | Other (please specify): _____             |

The WBG is proposing to transition to a unified WBG country representation for the International Bank for Reconstruction and Development (IBRD), the International Development Association (IDA), the International Finance Corporation (IFC), and the Multilateral Investment Guarantee Agency (MIGA). The introduction of joint country offices is part of building a stronger WBG.

|                                                                                                                                                                |                                                                                                  |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------|
| E3. What <b>outcomes</b> do you expect from unified leadership representing the World Bank (IBRD/IDA), IFC, and MIGA in Serbia? <i>(Select all that apply)</i> |                                                                                                  |
| 1                                                                                                                                                              | One-stop shop for information about and access to IBRD/IDA, IFC, and MIGA products and services  |
| 2                                                                                                                                                              | Having a single focal point, rather than multiple, at the World Bank Group                       |
| 3                                                                                                                                                              | Integrated public and private sector solutions to better meet Serbia's unique needs              |
| 4                                                                                                                                                              | Improved speed and efficiency of WBG operations while maintaining necessary safeguards in Serbia |
| 5                                                                                                                                                              | I do not understand what a unified WBG country representation is                                 |
| 6                                                                                                                                                              | I do not expect any changes                                                                      |
| 7                                                                                                                                                              | I expect other outcomes (please specify): _____                                                  |

## SECTION F: WBG COMMUNICATIONS

|                                                                                      |                                                                             |   |                                |
|--------------------------------------------------------------------------------------|-----------------------------------------------------------------------------|---|--------------------------------|
| F1. How would you prefer to obtain information from the WBG? <i>(Select up to 3)</i> |                                                                             |   |                                |
| 1                                                                                    | WBG e-Newsletters                                                           | 6 | WBG websites (including blogs) |
| 2                                                                                    | Direct contact with WBG staff<br>(e.g., in person, virtually, phone, email) | 7 | WBG podcasts                   |
| 3                                                                                    | WBG social media channels (e.g., Facebook, LinkedIn, Instagram, Twitter/X)  | 8 | WBG publications               |
| 4                                                                                    | WBG direct messaging (e.g., WhatsApp)                                       | 9 | Other (please specify): _____  |
| 5                                                                                    | WBG event / conference / workshop<br>(in person or online)                  |   |                                |

|                                                                             |     |
|-----------------------------------------------------------------------------|-----|
| F2. Do you recall <b>seeing or hearing anything about the WBG recently?</b> |     |
| 1                                                                           | Yes |
| 2                                                                           | No  |

|                                                                                                                              |                                                        |    |                                   |
|------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------|----|-----------------------------------|
| F3. If you answered Yes above, <b>where do you recall</b> seeing or hearing this information? <i>(Select all that apply)</i> |                                                        |    |                                   |
| 1                                                                                                                            | Media (television, radio, newspapers)                  | 6  | Podcast                           |
| 2                                                                                                                            | Event / conference / workshop<br>(in person or online) | 7  | Direct messaging (e.g., WhatsApp) |
| 3                                                                                                                            | WBG websites (including blogs)                         | 8  | e-Newsletter                      |
| 4                                                                                                                            | Social media                                           | 9  | WBG publications                  |
| 5                                                                                                                            | Direct contact with WBG staff                          | 10 | Other (please specify): _____     |

|                                                                                                                          |                                                |    |                                   |
|--------------------------------------------------------------------------------------------------------------------------|------------------------------------------------|----|-----------------------------------|
| F4. If you answered Yes above, <b>what do you recall</b> seeing or hearing about the WBG? <i>(Select all that apply)</i> |                                                |    |                                   |
| 1                                                                                                                        | WBG economic forecasts                         | 7  | Agribusiness and food security    |
| 2                                                                                                                        | WBG reforms to become a better Bank            | 8  | Women empowerment                 |
| 3                                                                                                                        | WBG mission to end poverty on a livable planet | 9  | Health                            |
| 4                                                                                                                        | Climate / environment                          | 10 | Energy                            |
| 5                                                                                                                        | Job creation / employment                      | 11 | Regional initiatives or campaigns |
| 6                                                                                                                        | Education / skills development                 | 12 | Other (please specify): _____     |

|                                                                                                                             |                                                              |   |                                               |
|-----------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------|---|-----------------------------------------------|
| F5. What information would be most helpful to you in <b>understanding the WBG's role in Serbia?</b> <i>(Select up to 3)</i> |                                                              |   |                                               |
| 1                                                                                                                           | Outcomes / results of WBG-supported projects or initiatives  | 5 | Information on how to work / partner with WBG |
| 2                                                                                                                           | Impact assessments and evaluations of WBG-supported projects | 6 | Regular updates on WBG activities             |
| 3                                                                                                                           | WBG sector-specific strategies                               | 7 | WBG research and knowledge                    |
| 4                                                                                                                           | Overview of WBG financial products and services              | 8 | Other (please specify): _____                 |

## SECTION G: COUNTRY CONTEXT

The next three questions ask about challenges to development in Serbia.

|                                                                                                                                                                             |                                       |    |                                                                      |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------|----|----------------------------------------------------------------------|
| G1. When <b>economic and/or social reform efforts fail</b> or are slow to take place in Serbia, which of the following would you attribute this to? <i>(Select up to 3)</i> |                                       |    |                                                                      |
| 1                                                                                                                                                                           | Inadequate government accountability  | 6  | Inadequate private sector participation                              |
| 2                                                                                                                                                                           | Inadequate donor coordination         | 7  | Reforms are not well thought out in light of country challenges      |
| 3                                                                                                                                                                           | Inadequate capacity in the government | 8  | Inadequate citizen/civil society participation                       |
| 4                                                                                                                                                                           | Political pressures and obstacles     | 9  | Pressure from outside interest groups (e.g., private sector, unions) |
| 5                                                                                                                                                                           | Corruption                            | 10 | Other (please specify): _____                                        |

|                                                                                                                 |                                               |   |                               |
|-----------------------------------------------------------------------------------------------------------------|-----------------------------------------------|---|-------------------------------|
| G2. What are the <b>biggest challenges facing private sector</b> development in Serbia? <i>(Select up to 3)</i> |                                               |   |                               |
| 1                                                                                                               | Access to finance                             | 5 | Political instability         |
| 2                                                                                                               | Regulatory environment                        | 6 | Corruption                    |
| 3                                                                                                               | Infrastructure gaps (e.g., energy, transport) | 7 | Market size / demand          |
| 4                                                                                                               | Availability of skilled workforce             | 8 | Other (please specify): _____ |

|                                                                                                                 |  |  |  |
|-----------------------------------------------------------------------------------------------------------------|--|--|--|
| G3. Which sectors hold the greatest promise to <b>drive job creation</b> in Serbia? <i>(Please be specific)</i> |  |  |  |
|                                                                                                                 |  |  |  |

## SECTION H: ADDITIONAL INFORMATION

|                                  |                       |
|----------------------------------|-----------------------|
| H1. What is your <b>gender</b> ? |                       |
| 1                                | Female                |
| 2                                | Male                  |
| 3                                | Other                 |
| 4                                | Prefer not to specify |

|                               |                       |
|-------------------------------|-----------------------|
| H2. What is your <b>age</b> ? |                       |
| 1                             | 25 or younger         |
| 2                             | 26-35                 |
| 3                             | 36-45                 |
| 4                             | 46-55                 |
| 5                             | 56 and above          |
| 6                             | Prefer not to specify |

|                                                                         |                                    |
|-------------------------------------------------------------------------|------------------------------------|
| H3. <b>Within your organization</b> , would you describe yourself as... |                                    |
| 1                                                                       | Junior level                       |
| 2                                                                       | Mid-level staff                    |
| 3                                                                       | Mid-level decision-maker / manager |
| 4                                                                       | Senior level                       |
| 5                                                                       | Prefer not to specify              |

**Thank you for completing this survey!**