



Country Opinion Surveys

FY 2026 **Serbia**

Country Opinion Survey Report

Acknowledgements

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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 Serbia 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 Serbia? 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 Serbia? How have these projects affected people in Serbia, and how could the WBG improve its effectiveness?
- 3. WBG Instruments:** What do key stakeholders value most about the WBG's work in Serbia? 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 Serbia? 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 Serbia?
- 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 January – April 2026

- 489 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 an independent field agency

182 participants (37% response rate)

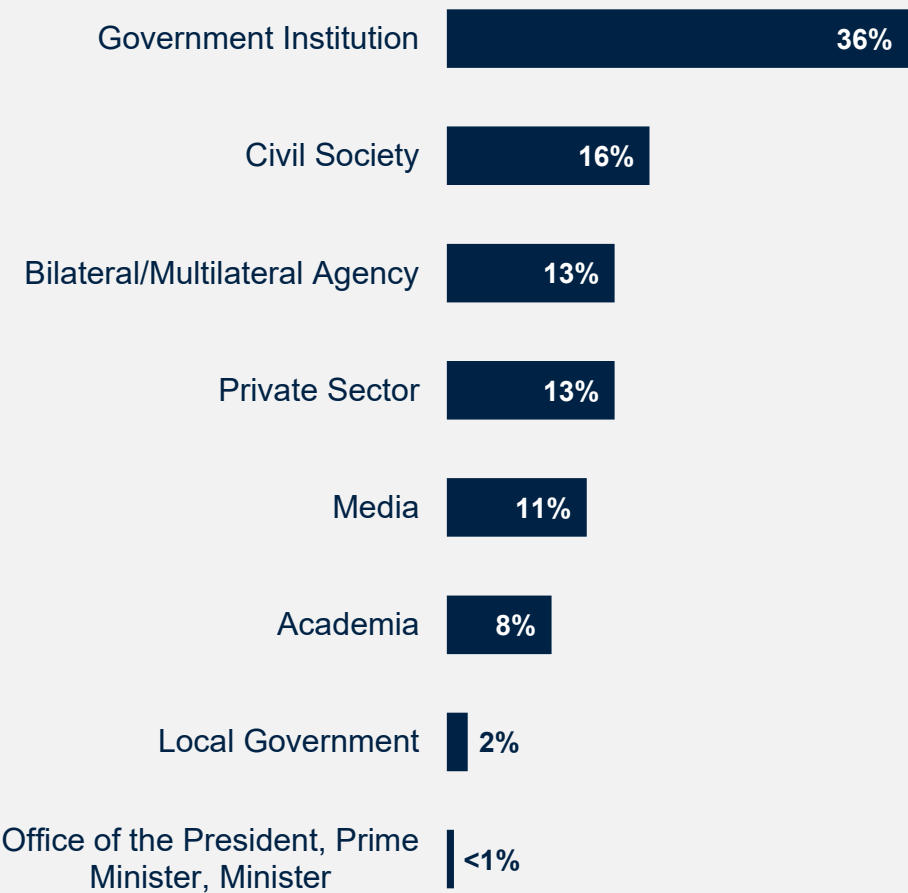
- 63% have collaborated with the WBG within the past 3 years

Compared to FY23 Country Survey Results

- 90 participants (37% response rate)
- 34% collaborated with the WBG

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

Stakeholders in FY26 COS Sample

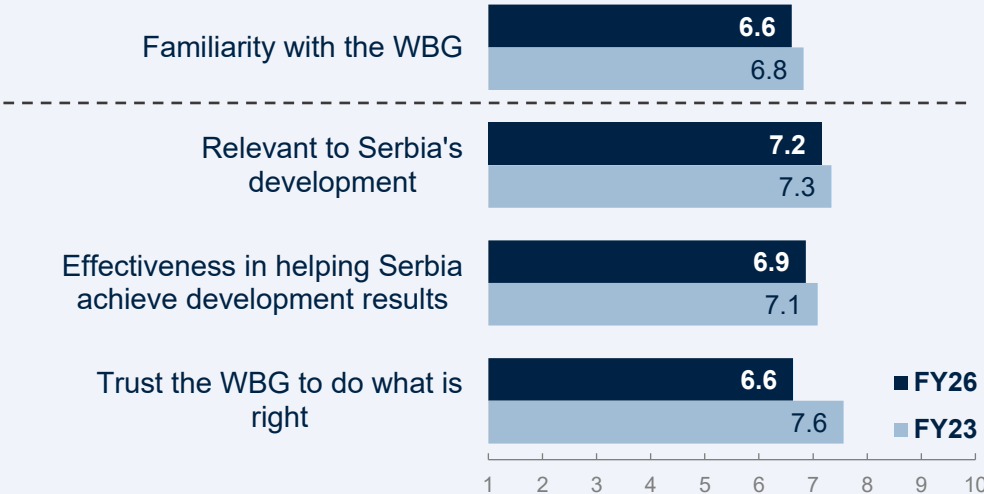


Executive Summary

1. Overall Views of the WBG:

In FY26, stakeholder levels of **familiarity** with the WBG's work in Serbia were slightly lower than in the FY23 Country Survey, with a mean score of 6.6. **Trust** in the WBG to do what is right for Serbia declined significantly since the last survey cycle, with the private sector and media respondents expressing the lowest levels of trust among all stakeholder groups.

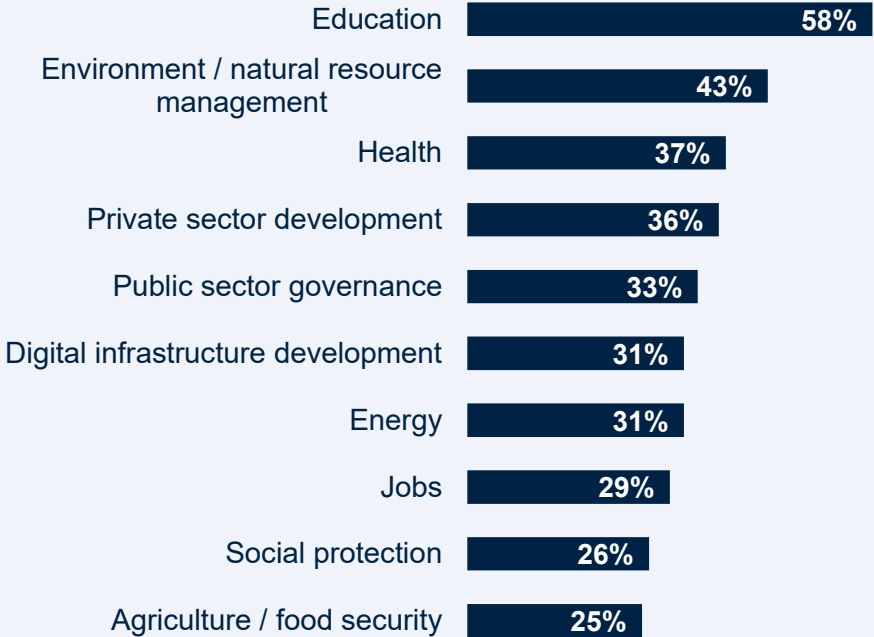
Stakeholder perceptions of the WBG's **relevance** to Serbia's development and the WBG's **effectiveness** in helping the country achieve results remained moderately positive, though ratings on all four key performance indicators — familiarity, trust, relevance, and effectiveness — fell below the averages recorded for other Europe and Central Asia countries and IBRD countries surveyed in FY25.



2. The WBG's Work on Development Priorities:

Education, environment and natural resource management, health, and private sector development emerged as the top areas where stakeholders believe the WBG should prioritize its resources and engagement in Serbia.

When asked about the factors potentially slowing down reforms in the country, respondents most frequently cited corruption as the primary obstacle, closely followed by political pressures. Corruption was also identified as the major challenge to private sector development in Serbia, along with the limited availability of skilled workforce cited as the second most significant barrier.



Executive Summary (continued)

2a. Creating Jobs:

When asked about the WBG's effectiveness in creating the **conditions for more and better jobs**, only 31% of respondents expressed high agreement with the statement. Similarly, 33% agreed that the WBG's support for job creation is well-aligned with Serbia's national priorities.

In their open-ended responses on the most promising areas for driving job creation, stakeholders most frequently cited **IT and digital** services, closely followed by **energy and green transition** — with respondents explicitly noting that EU policy requirements are a significant driver of demand in both areas.

2b. Improving WBG Operational Effectiveness

In their open-ended responses, stakeholders identified three overarching themes for improving the WBG's operational effectiveness in Serbia. First, respondents called for **more inclusive project design** — with early and meaningful involvement of civil society, local communities, and independent experts — alongside stronger oversight of implementation and procurement procedures. Second, stakeholders emphasized the need for the WBG to take a **firmer stance on corruption, fiscal transparency, and the rule of law**, and to apply its own standards more consistently. Third, many respondents felt that the WBG's public presence in Serbia is not proportional to the scale of its engagement, calling for greater media visibility, **clearer communication with citizens, and broader collaboration** beyond the government — with the private sector, academia, and civil society.

3. WBG Instruments:

Financial resources were identified by respondents as the WBG's most valued instrument in Serbia. Ratings of the financial instruments themselves were positive overall, with respondents giving the highest agreement to the statement that the **WBG's standards and requirements for financing are reasonable** (mean=7.6). However, fewer respondents agreed that the WBG's **financial instruments adequately meet Serbia's specific needs** (mean=7.1), signaling room to better tailor products to the country context.

When it comes to the **knowledge work**, respondents reported strong engagement with WBG knowledge products, most commonly through **research and analytical reports** (50%) and **data resources** (44%). 78% of respondents agreed that the quality of WBG knowledge work is very high. 79% of respondents indicated that the **WBG's policy advice** had positively influenced an existing government policy or strategy, while 64% agreed that it had influenced the strategies or actions of private sector actors. When asked specifically about the WBG's influence on government employment and job creation policies, only 40% expressed agreement.

In their open-ended comments, respondents cited concrete examples of WBG knowledge engagement in Serbia, most frequently mentioning energy efficiency and rehabilitation. They also referenced WBG contributions to social protection, public sector governance (including the GeoSrbija data portal), and private sector development.

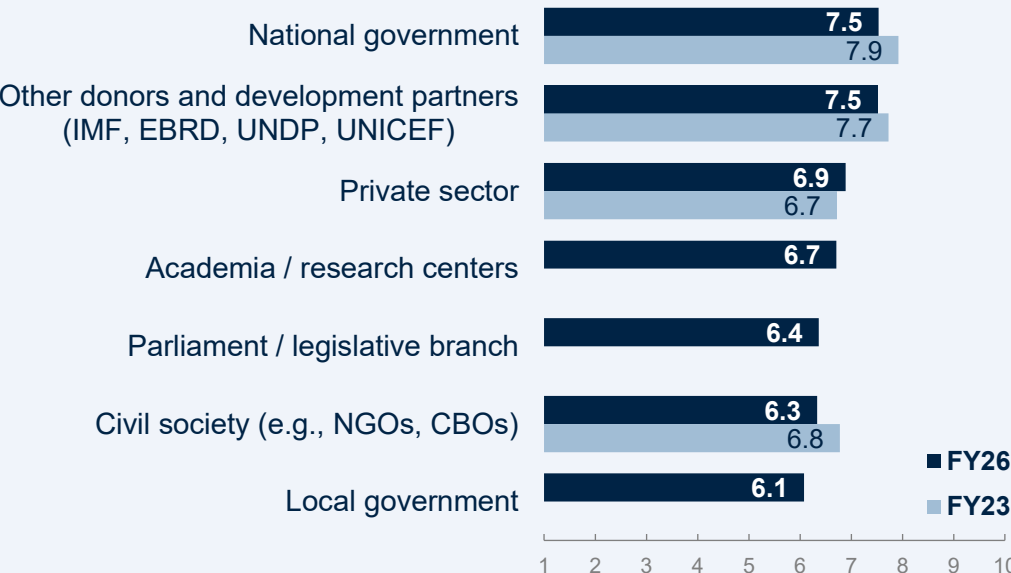


Executive Summary (continued)

4. The WBG's Engagement and Collaboration:

The WBG is perceived as **collaborating effectively with the national government** and with other development partners and donors (both means = 7.5), though these ratings somewhat declined as compared to the previous survey. The WBG's collaboration with local authorities and civil society in Serbia received the lowest effectiveness ratings across all stakeholder groups.

At the same time, stakeholders indicated **local government** (39%) as the key group for the WBG's greater engagement and partnership for achieving better results and development impact in the country. Respondents also wanted the WBG to engage more effectively with the **private sector** (36%), **academia/research centers** (34%), and civil society (30%).



When asked about their awareness of the **WBG joint country office** representation in Serbia, stakeholders expected the JCR structure to create a one-stop shop for information about and access to all WBG products/services and to improve speed and efficiency of WBG operations.

5. Communications:

Direct contact with WBG staff was identified as the most preferred communication channel in Serbia, particularly among government, bilateral/multilateral, and media respondents. This is followed by **WBG events (in-person and online)**, conferences, and workshops, and WBG websites.

Around half of respondents (49%) reported recently seeing or hearing about the WBG, most often about the Bank's **economic forecasts**. When asked what types of information would be most useful for understanding the WBG's role in Serbia, stakeholders expressed the strongest interest in outcomes and results of WBG-supported projects or initiatives (54%) and WBG research and knowledge products (49%).



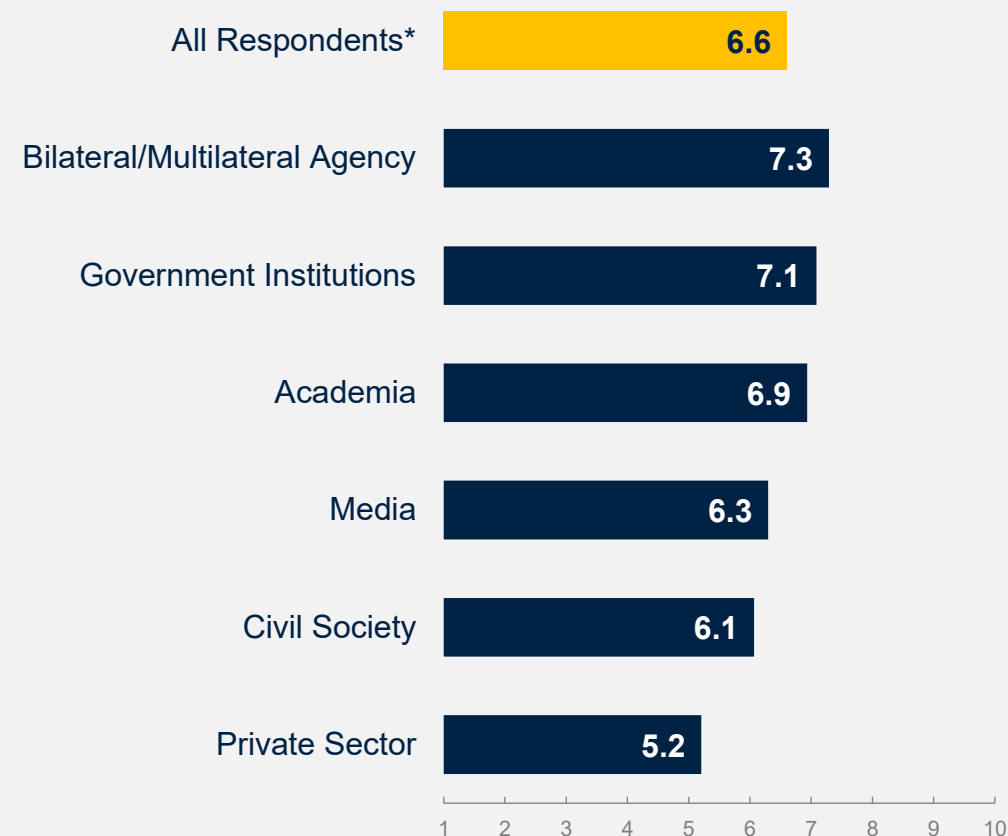
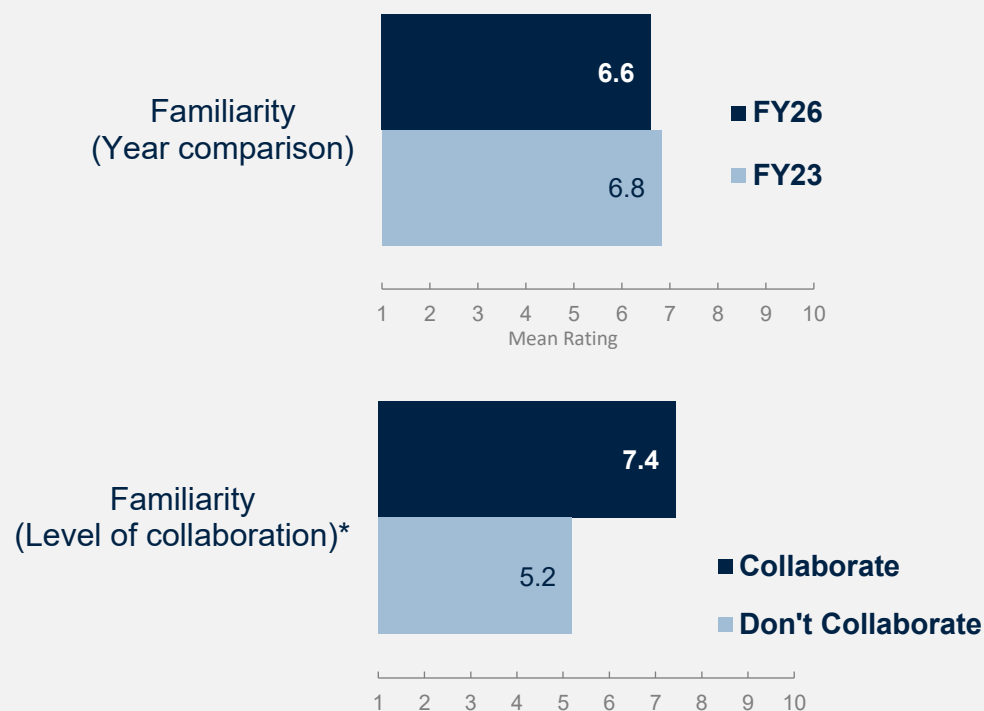
Overall Views of the World Bank Group



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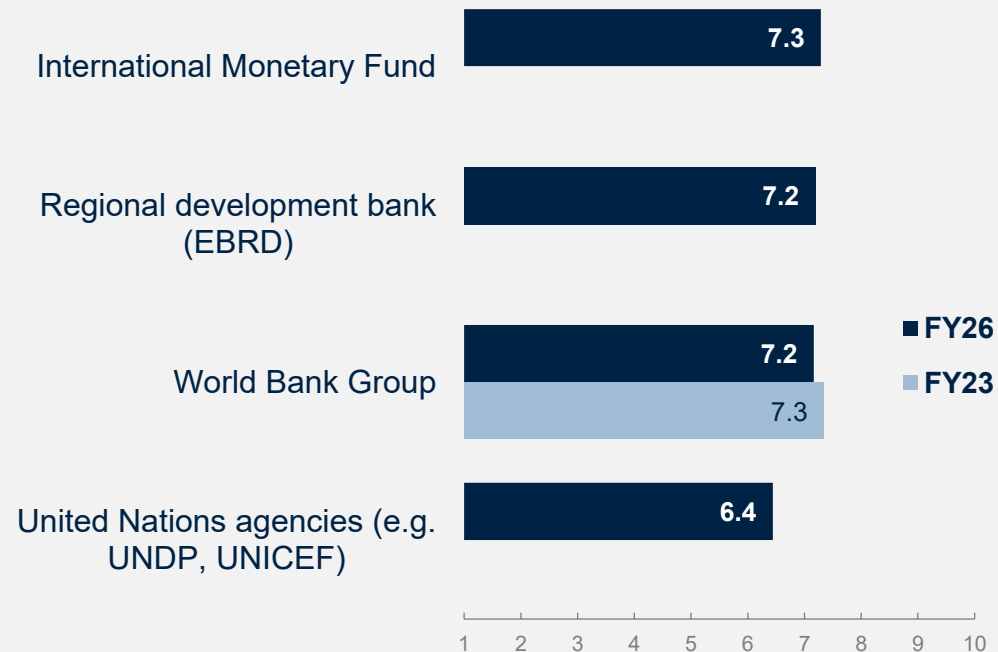
Familiarity with the World Bank Group Remains Steady Overall and Significantly Higher Among Collaborators

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

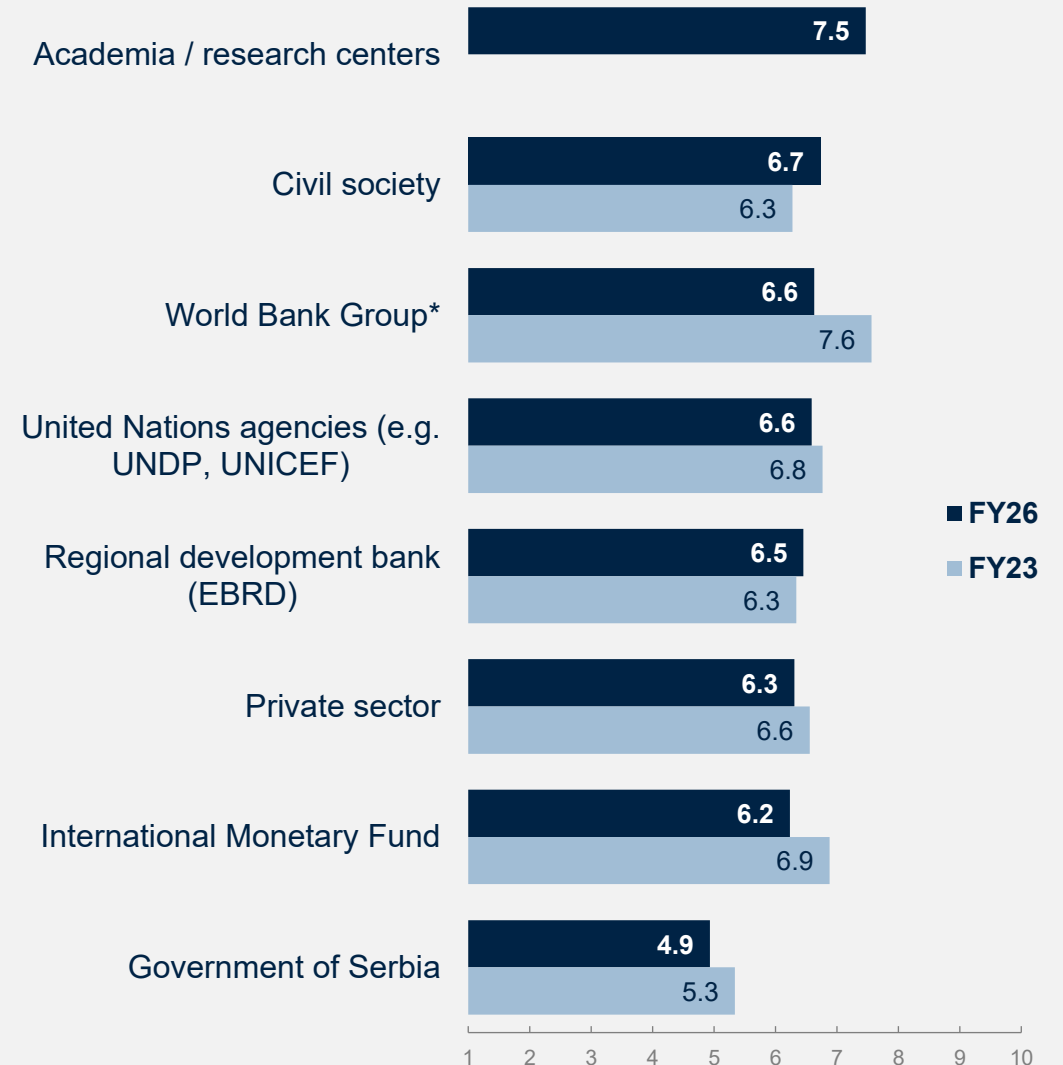


Trust in the World Bank Group Has Declined Since FY23

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



Q: How much do you *trust* each of the following institutions to do what is right for Serbia? 1=Not at all; 10=Very much (Mean is reported)

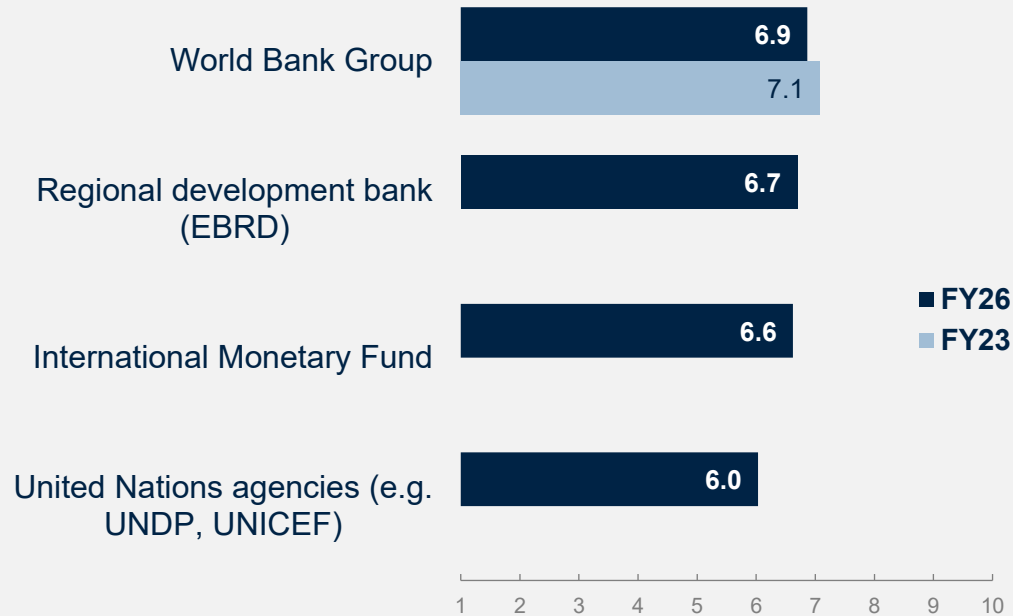


*Denotes significant differences between years

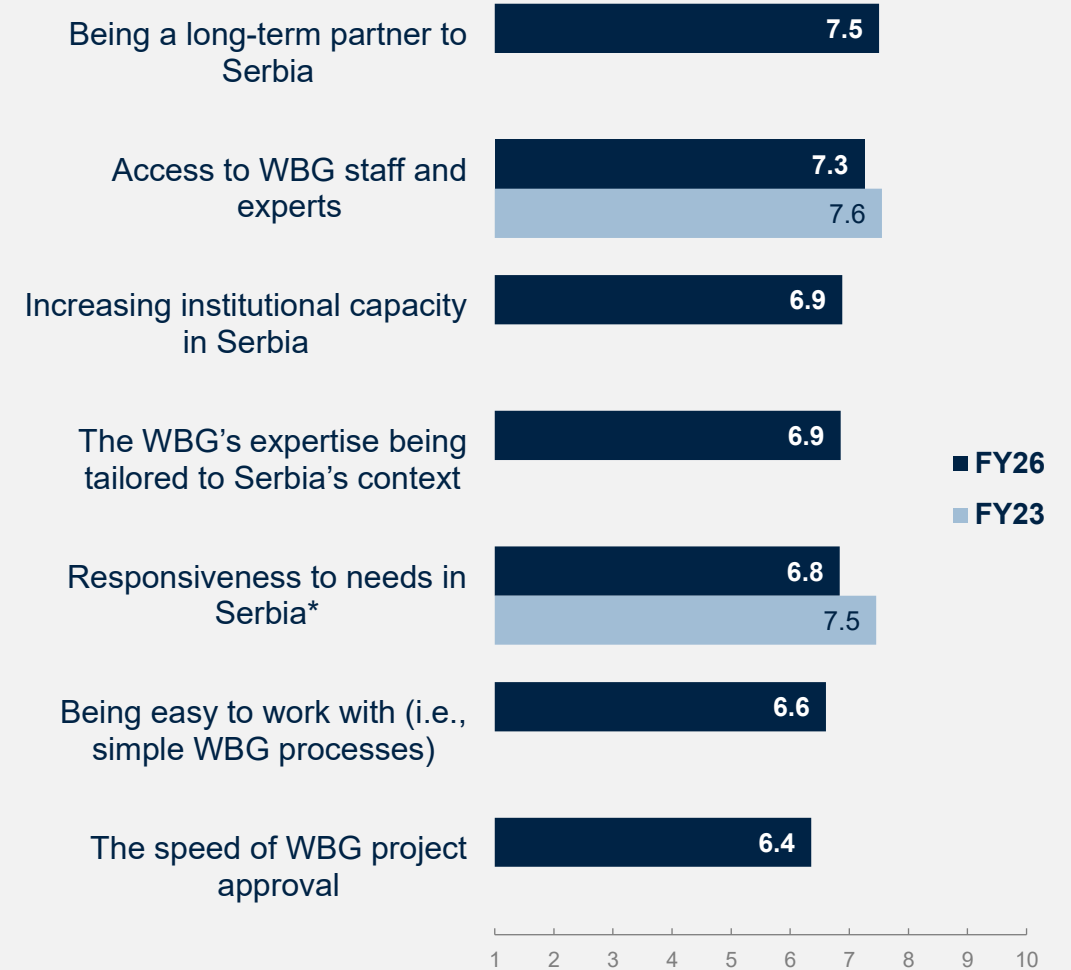


WBG Effectiveness Rating is Moderate but Highest Among Peers, with Declining Responsiveness

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

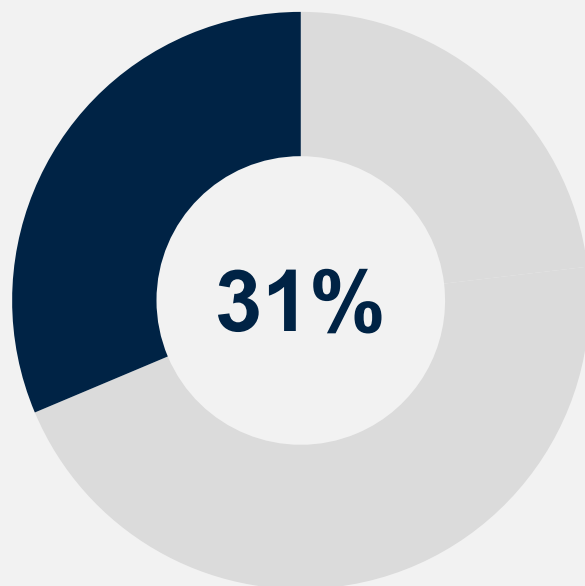


*Denotes significant differences between years

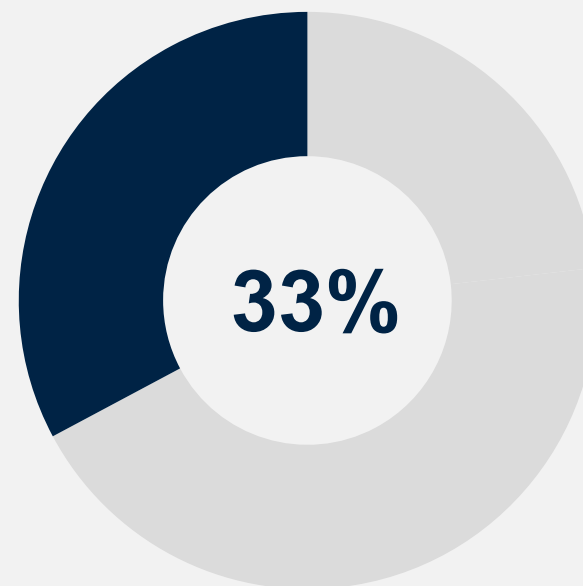
WBG's Effectiveness in Helping Serbia Create Better Jobs

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 Serbia (% rating – 8-10 on a 10-point scale)

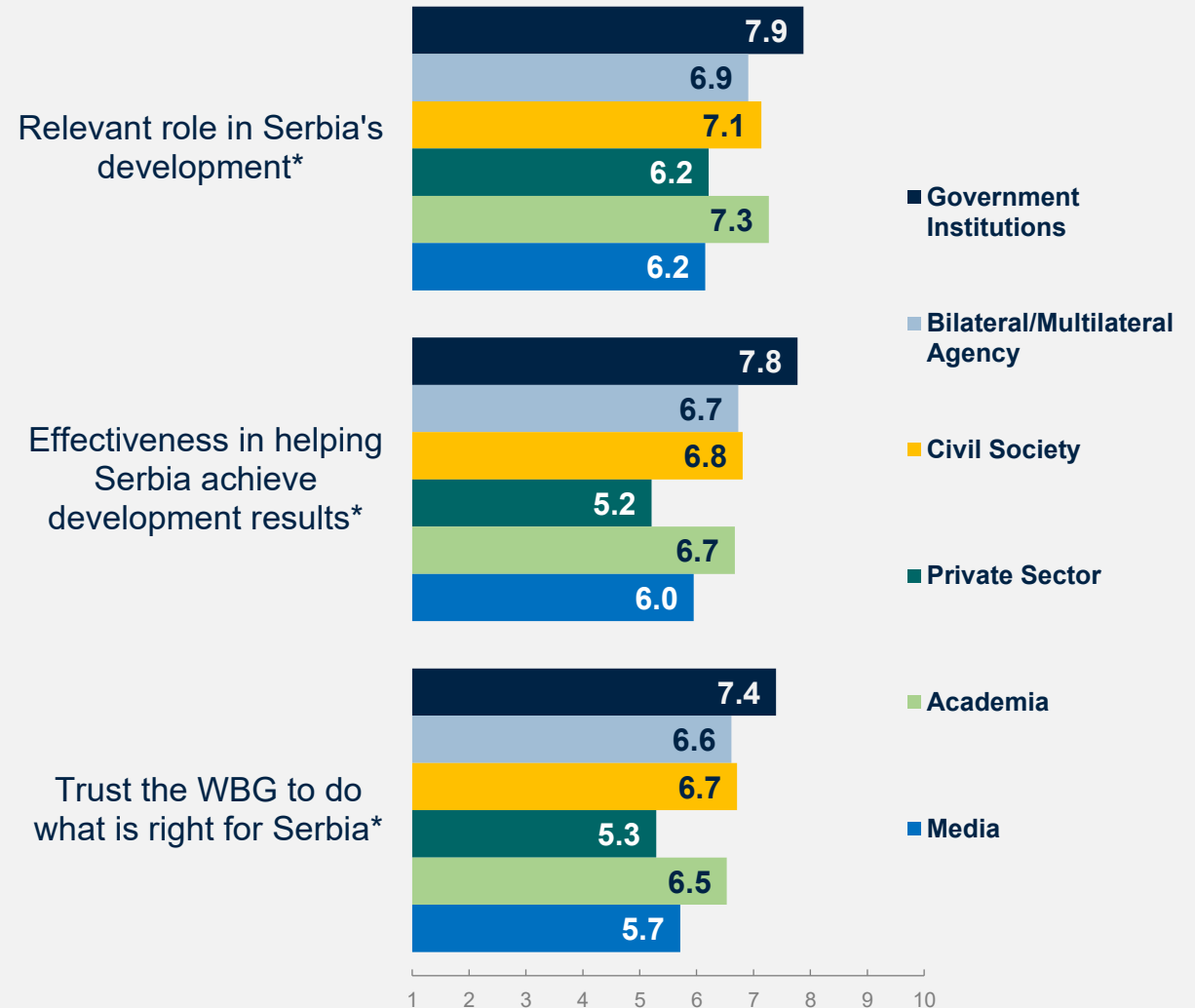


Aligning its support for job creation with the national priorities in Serbia (% rating – 8-10 on a 10-point scale)



Stakeholder Perspectives on KPIs Vary Significantly, with Government Respondents Providing the Highest Ratings

Comparisons of ratings for trust, relevance, and effectiveness across stakeholder groups show that respondents from **government institutions** gave the highest ratings, while respondents from the **private sector** and **media** gave significantly lower ratings.

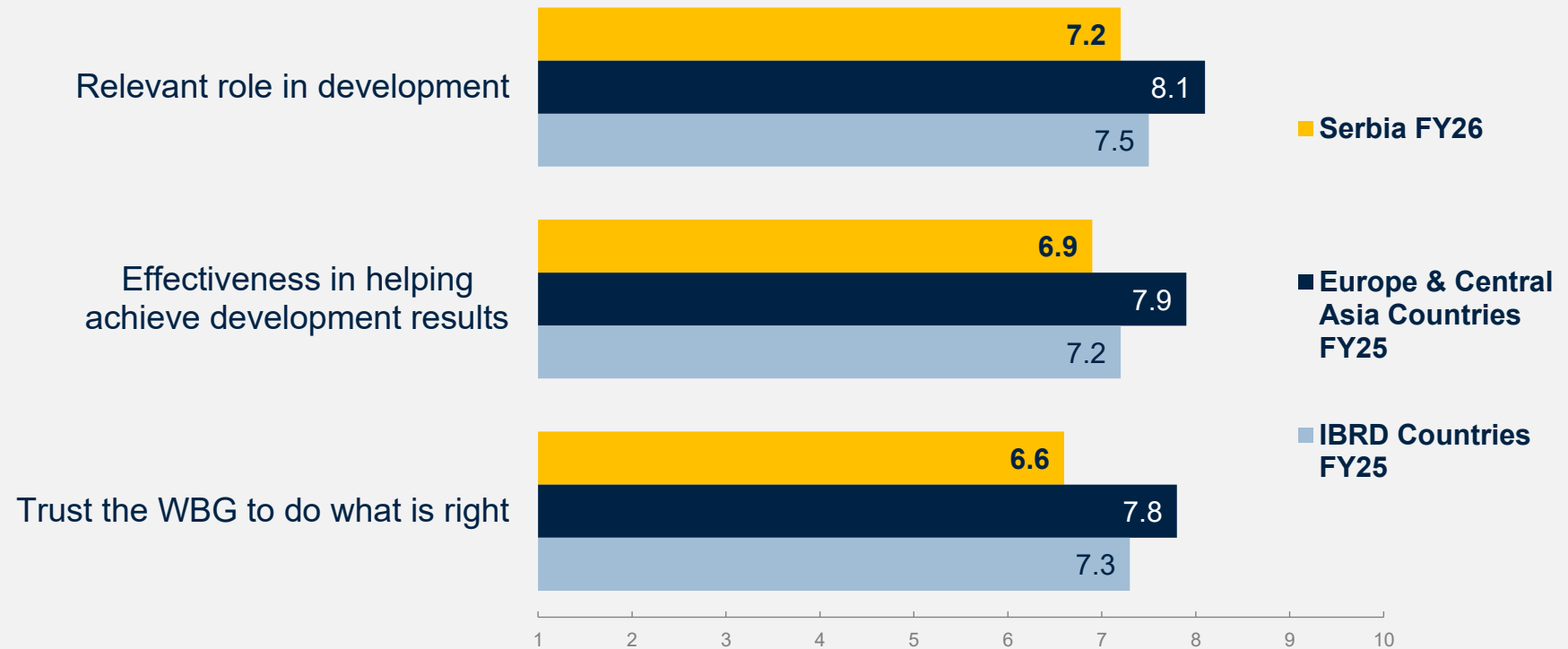


For question wording and scales, please see the previous slides.

*Denotes significant differences between stakeholder groups.



Serbia's KPI Ratings Are Lower Than Those of Regional and IBRD Countries Surveyed in FY25



Europe & Central Asia FY25 Countries included: Kazakhstan, Kosovo, Tajikistan

IBRD FY25 countries included: Angola, Argentina, Bolivia, Botswana, China, Colombia, Ecuador, Gabon, Guatemala, India, Indonesia, Iraq, Jordan, Kazakhstan, Mauritius, Mexico, Panama, Peru, the Philippines, Thailand



The WBG's Work on Development Priorities



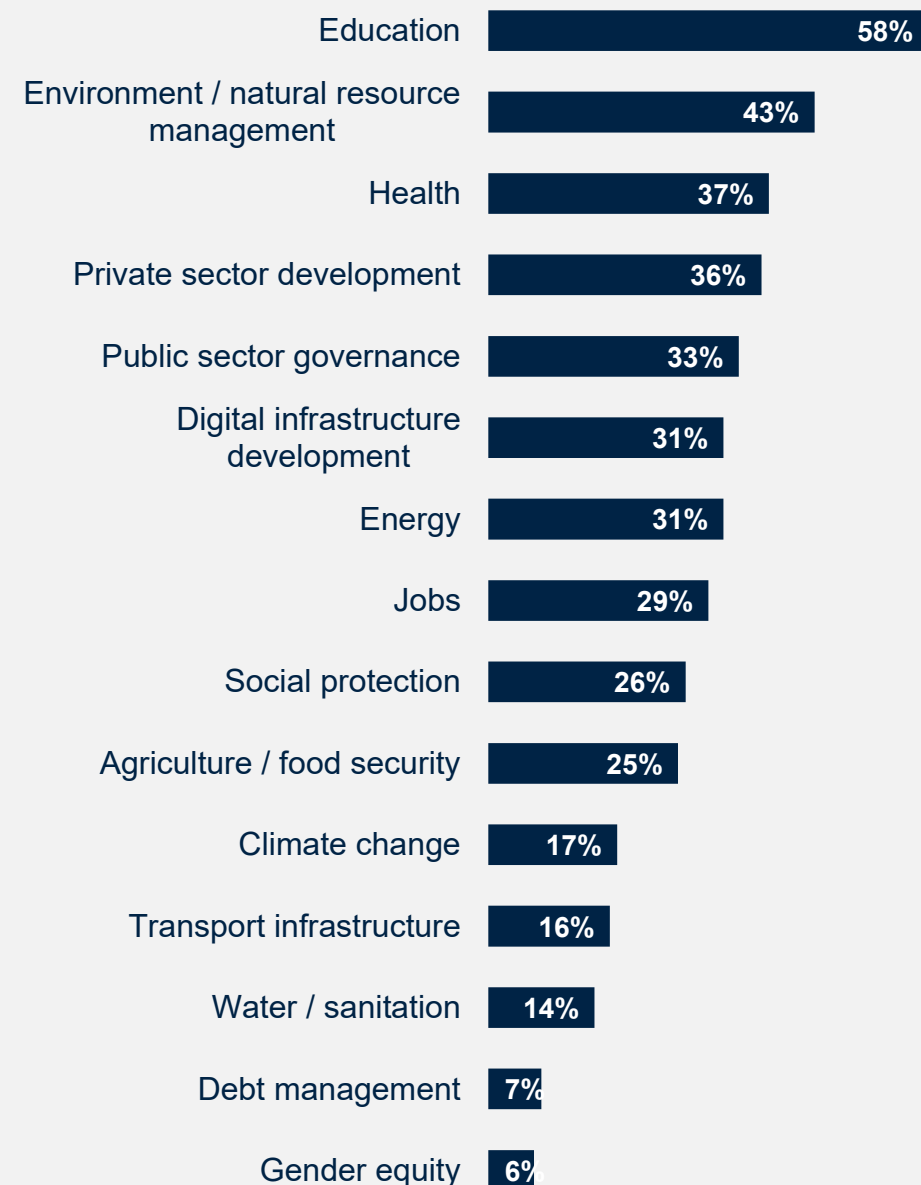
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WBG: Focal Development Areas

Survey respondents identify **education** as the highest-priority area for WBG support, followed by **environment and natural resource management**.

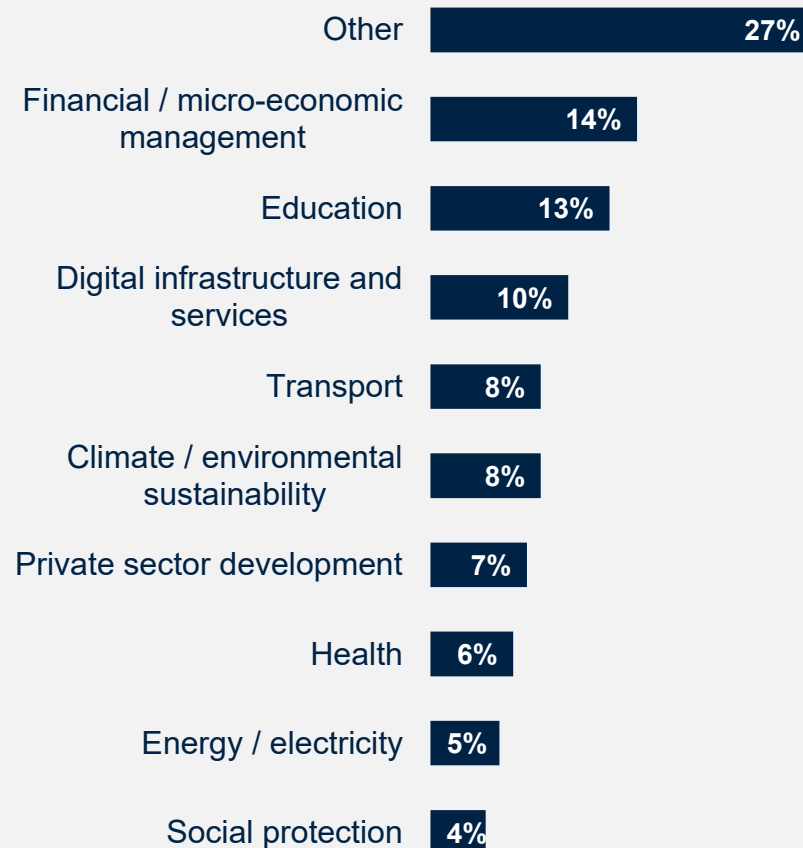
In open-ended comments, on the question about their views on the most promising sectors for job creation in Serbia, **IT and digital services** (including software, AI, data, and ICT) were the most frequently cited sector. Respondents highlighted the value of the sector for its export potential, ability to attract young talent, and strong growth trajectory. Another frequently mentioned area was **energy and green transition**, particularly renewable energy sources, energy efficiency, and waste management, seen as a major driver of employment across skill levels and regions, and aligned with EU policy requirements. Some stakeholders saw the value in **agriculture and agribusiness, healthcare and social services** and **construction, infrastructure, and transport**.

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

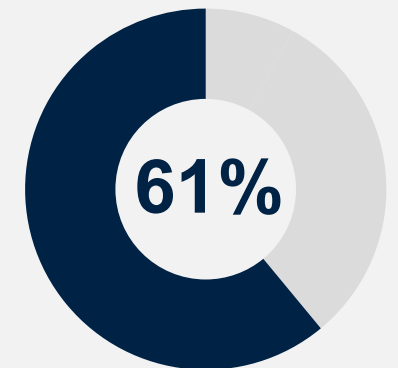


61% of WBG Clients in Serbia Rate WBG as Helpful in Achieving Project Goals

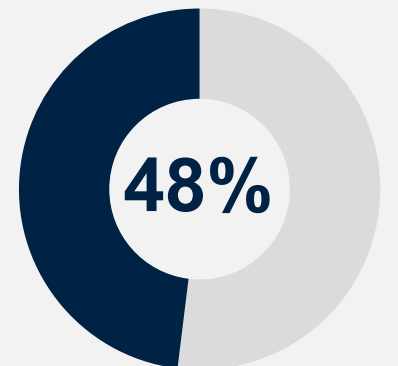
Q: Please select the development area that was the primary focus of this WBG-supported project or initiative. Select ONE only (%)



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 Serbia?
1=Not effective at all; 10=Very effective (% rating 8-10 on a 10-point scale)



Perceptions of Impact of WBG-Supported Projects in Serbia

Human Services

“It directly affected the lives of over 300 victims of human trafficking and over 200 children and other members of their families. It helped preserve Atina's programs even during the most difficult times. This is an example of how long-term support for associations (civil society) [...] creates concrete, tangible changes at both the individual and broader social levels.”

(Civil Society Respondent)

Education

“Massively increased preschool enrollment rates (3-5.5 years old) from 52% to 68% and from 19% to 52.2% in eligible municipalities.”

(Bilateral / Multilateral Agency Respondent)

“It influenced the way that citizens from small towns and remote rural areas got certain knowledge about why education and upbringing at the earliest preschool age is important. Moreover, the project contributed to facilitating the availability of preschool services to citizens from sensitive social groups (children with developmental disabilities, children from the Roma population, children from rural areas), through the renovation, conversion, and equipping of various spaces in public property for the needs of preschool programs [...]”

(Government Institution Respondent)

“The number of places in preschool institutions in selected municipalities has increased; all employees in preschool institutions are trained to work according to modern methods; places were found in kindergartens for children from vulnerable social groups [...]”

(Government Institution Respondent)

Digitalization

“Very easy and simple access to tax obligations of citizens and fulfillment of those obligations.”

(Media Respondent)

“1) Drastically faster registration of changes in the cadastral system- before the project, registering ownership changes (e.g., purchases/sales) took an average of 48 days. After the reform, the average dropped to around 4 days. This means that citizens get legal security over their property much faster and can engage in legal transactions - records are kept more modernly, and there are fewer bureaucratic delays. 2) Improving access to credit, especially for vulnerable groups, and greater transparency and quality of ownership data enable banks and financial institutions to more accurately assess risk. Special attention in the project was devoted to property owned by women so that they could more easily access credit and participate in the market economy.”

(Government Institution Respondent)

Health Services

“Greater equipping of publicly owned health institutions with medical equipment, improving the capacity of health institutions, and thus increasing the availability and quality of health services for citizens, and improving conditions for treating patients.”

(Government Institution Respondent)

“It influenced the availability of modern technologies for the treatment of malignant diseases, diagnostics with MRI scanners, the expansion of emergency medical assistance across Serbia, the reconstruction of key Clinical Centers, improved radiation treatment, etc.”

(Government Institution Respondent)

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

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 Serbia?*

Inclusive Project Design and Accountability

- **Mandate early and meaningful CSO participation:** Involve civil society organizations, independent researchers, and local governments from the problem identification phase — not only at public consultations when projects are already finalized.
- **Expand beyond government as primary partner:** Reduce over-reliance on the public sector and systematically engage the academic community, private sector, and youth-led initiatives as co-designers and monitors of reforms.
- **Establish permanent consultation mechanisms:** Create structured, transparent feedback loops that document what input was received, what was accepted, and why — building accountability and public trust.

Improve Governance, Oversight, and Implementation Quality

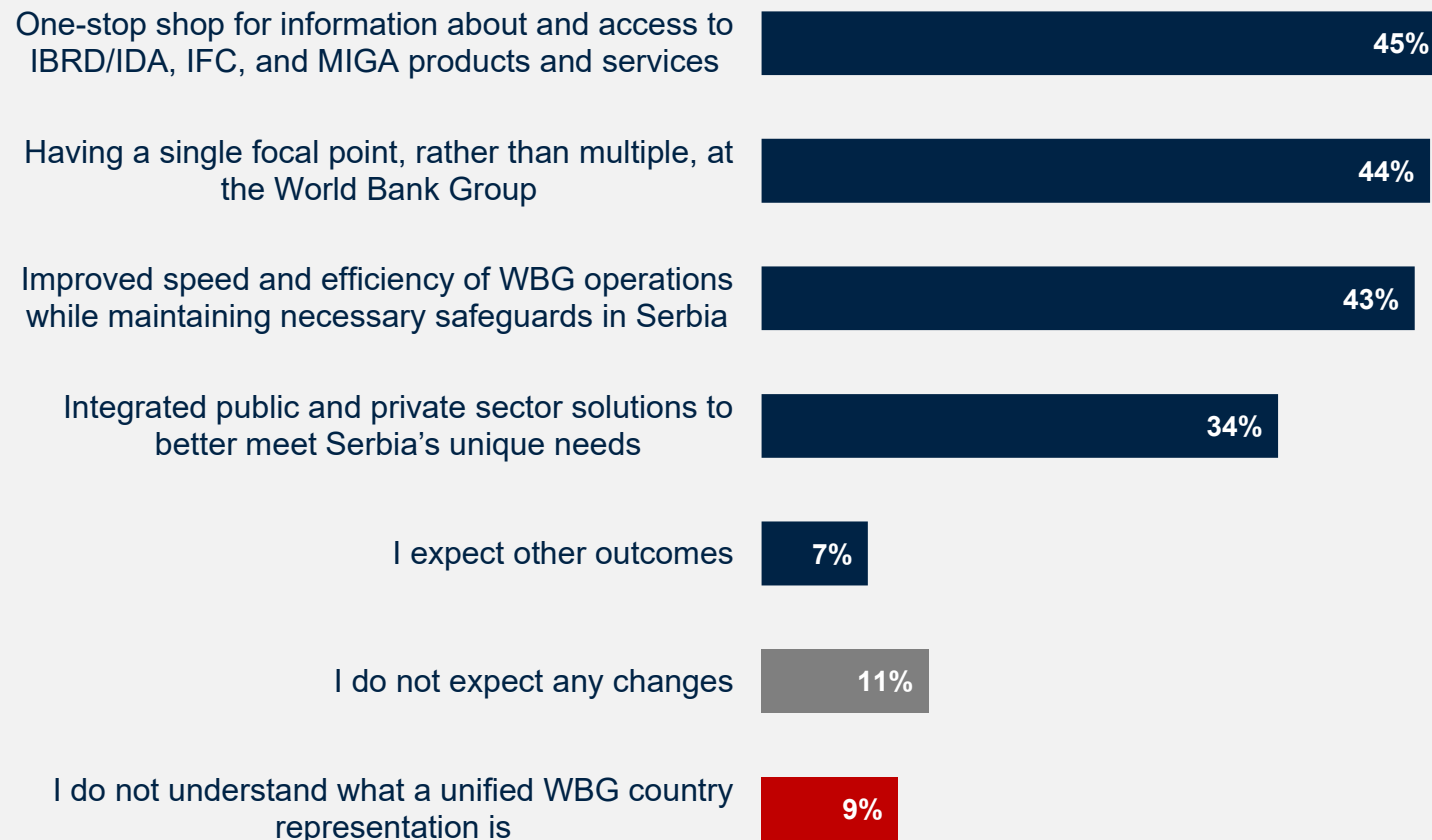
- **Insist on genuine institutional ownership:** Link continued WBG support to demonstrated political commitment to implementation, not just formal compliance — citing the judiciary reform and transparency initiatives as cases where outputs existed but impact was negligible.
- **Strengthen oversight of WBG's own staff and procurement:** Improve supervision of Task Team Leaders, ensure domestic legal frameworks are respected during project implementation, and enforce WBG Procurement Regulations consistently.
- **Use analytical leverage more assertively:** Apply the WBG's credibility on macroeconomic and fiscal issues to push back on governance distortions — including politically connected procurement, weak institutional accountability, and opacity in public spending.

Enhance Visibility, Communication, and Local Adaptation

- **Close the public awareness gap:** Citizens are largely unaware of what WBG finances and what it expects from authorities — proactive, plain-language communication about project results and standards is needed.
- **Adapt project frameworks to local realities:** Move from a control-oriented approach to a problem-solving one; reduce administrative burden without compromising standards; incorporate realistic assessments of institutional capacity into project design.
- **Expand the local expert network:** Reduce over-reliance on foreign consultants with limited local context; bring in a wider, more diverse pool of Serbian researchers, practitioners, and CSO experts to improve design quality and public legitimacy.

Stakeholders Expect Improved Coordination and Efficiency from Unified WBG Leadership

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



The WBG's Instruments



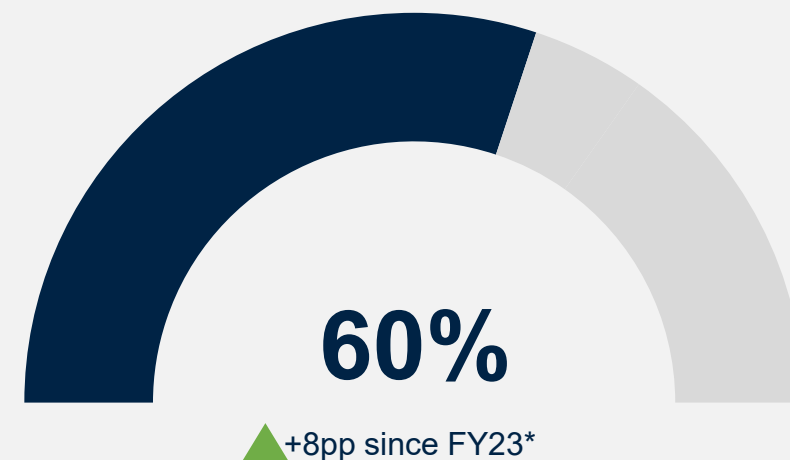
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Financial Resources Considered the WBG's Greatest Value to Serbia

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



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



In FY23, 52% of stakeholders selected 8-10, answering this question

*Denotes significant differences between years



WBG Financial Support to Serbia Is Viewed Positively

Q: *To what extent do you agree with the following statements about the WBG's financial support to Serbia?
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 standards and requirements for the WBG's
financing are reasonable

7.6

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.)

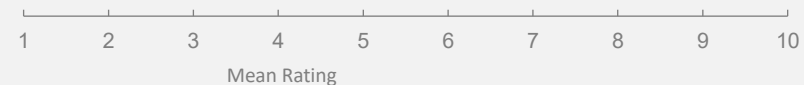
7.5

The WBG provides financial support in a timely
manner

7.4

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

7.1

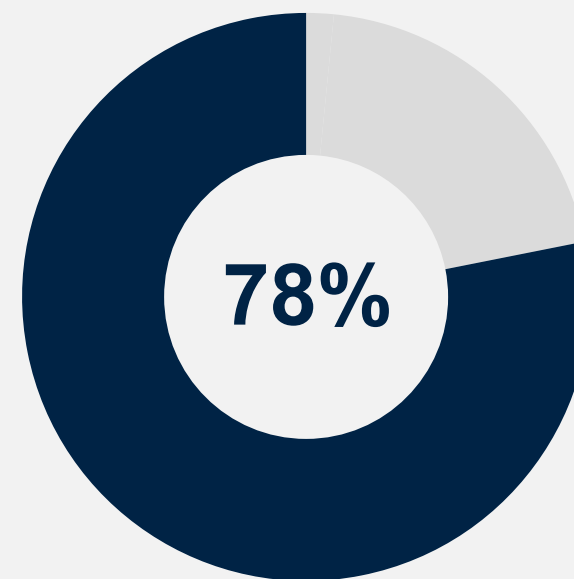


Respondents Report High Use and Strong Ratings of WBG Knowledge

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 Serbia?
1=Very low quality; 10=Very high quality (% rating – 8-10 on a 10-point scale)



Comments on Financial Instruments and Knowledge: Summary of Comments

Q: *What is the most important thing the WBG could do to increase its effectiveness in these priority areas in Serbia?*

Diversify and Flex Financial Instruments

- Shift from loan-only financing toward blended instruments to reduce the state's debt burden and improve access for local governments and smaller actors.
- Expand direct financing for SMEs and domestic private companies through lending, equity instruments, and export support, reducing reliance on the central government as the sole channel.

Anchor Financing to Accountability and Market Realities

- Move toward results-based financing tied to demonstrated market demand, not government-stated priorities alone.
- Communicate fiscal risks from large infrastructure projects more clearly and publicly, including where debt servicing is unlikely.
- Align reform priorities with IMF conditionality to increase government follow-through on shared objectives.

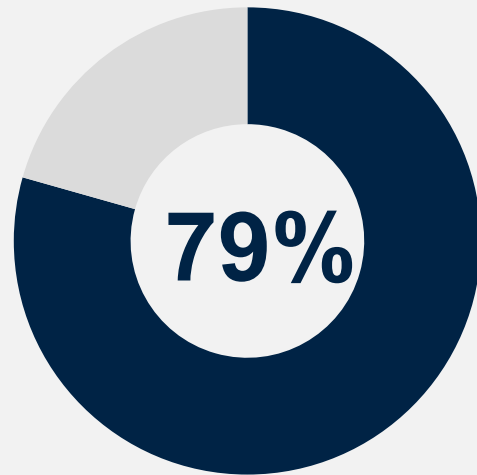
Strengthen Knowledge Production and Policy Dialogue

- Go beyond high-level diagnostics to deliver specific, actionable recommendations on long-term priorities, even when politically inconvenient.
- Support data infrastructure and analytics capacity in public institutions as a foundation for evidence-based reform.
- Respondents call for greater use of local researchers who understand the context, and for the WBG to transfer knowledge from comparable countries through substantive, applied exchange — moving away from study visits and language training.



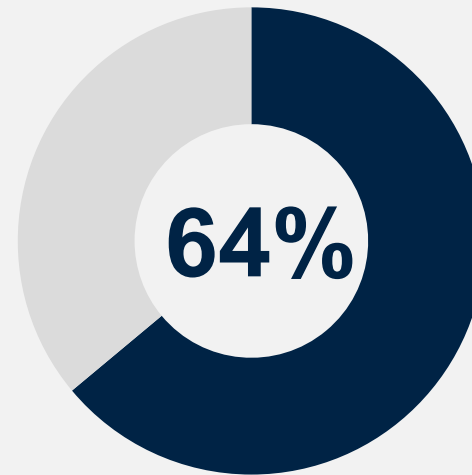
Influence of WBG Knowledge on Government and Employment Policies

Influence on
government policy
(% Yes)



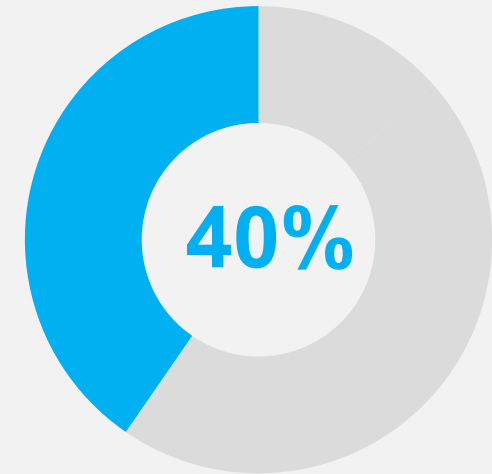
Q: In your opinion, has the WBG influenced a new or existing government policy/action in Serbia?

Influence on
private sector
(% Yes)



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

WBG's influence on
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 Serbia?
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

Energy

“Energy efficiency in the building sector through subsidies to citizens and the participation of private suppliers. Support for green transport and urban infrastructure through assistance in the identification and implementation of projects in local self-government units.” (Civil Society Respondent)

“As my field of work is energy rehabilitation of both publicly used buildings (schools, kindergartens, cultural institutions, etc.) and family houses and apartments, the WBG has greatly contributed to increasing subsidies in this area as well as raising citizens' awareness of the importance of investing in energy rehabilitation measures.” (Local Government Respondent)

“Improvement of legislation in the energy and environmental sectors.” (Bilateral or Multilateral Agency Respondent)

Social Protection

“The WBG supported the reform of the social protection system through the introduction of a single register of social benefits, the result of which is a centralized register of beneficiaries, reducing the possibility of abuses and better targeting of aid, which increased the effectiveness and fairness of social protection.” (Civil Society Respondent)

“The WB has had the greatest influence on poverty reduction in Serbia through its reports and activities, which, after being presented to the public, prompted the political authorities to address these problems to some extent.” (Media Respondent)

Public Sector Governance

“1) Legislation and regulatory framework for property rights, valuation, and data — the project was a catalyst for the adoption of key laws and bylaws that modernize the domestic real estate rights system. Specifically: new rules on licensing and standards for real estate valuation, in line with international and European standards; an amendment to the Law on the Procedure of Registration in the Cadastre enabling electronic submission and linking of databases (cadastre–notaries–taxes–courts); the adoption of the Law on the National Spatial Data Infrastructure (NSDI) and the launch of the GeoSrbija portal for interoperable data. 2) Building permit issuance process — the reform also affected the state service for the planning and construction process, through the introduction of a single 'one-stop-shop' system for issuing building permits (reduced bureaucracy). This concretely optimized the interaction of the private sector (investors, developers, construction companies) with state authorities, accelerated procedures, and eliminated duplication of requirements.” (Government Institution Respondent)

Private Sector Development

“The WBG has influenced the policies that encompass the business environment, leading businesses to change their behavior, practices, and business strategies in line with those changes.” (Civil Society Respondent)

“Through financing and advisory support to private companies, the WBG has contributed to harmonizing business practices with international labor, environmental, and human rights standards, as well as to the development of the renewable energy sector and inclusive financing.” (Civil Society Respondent)

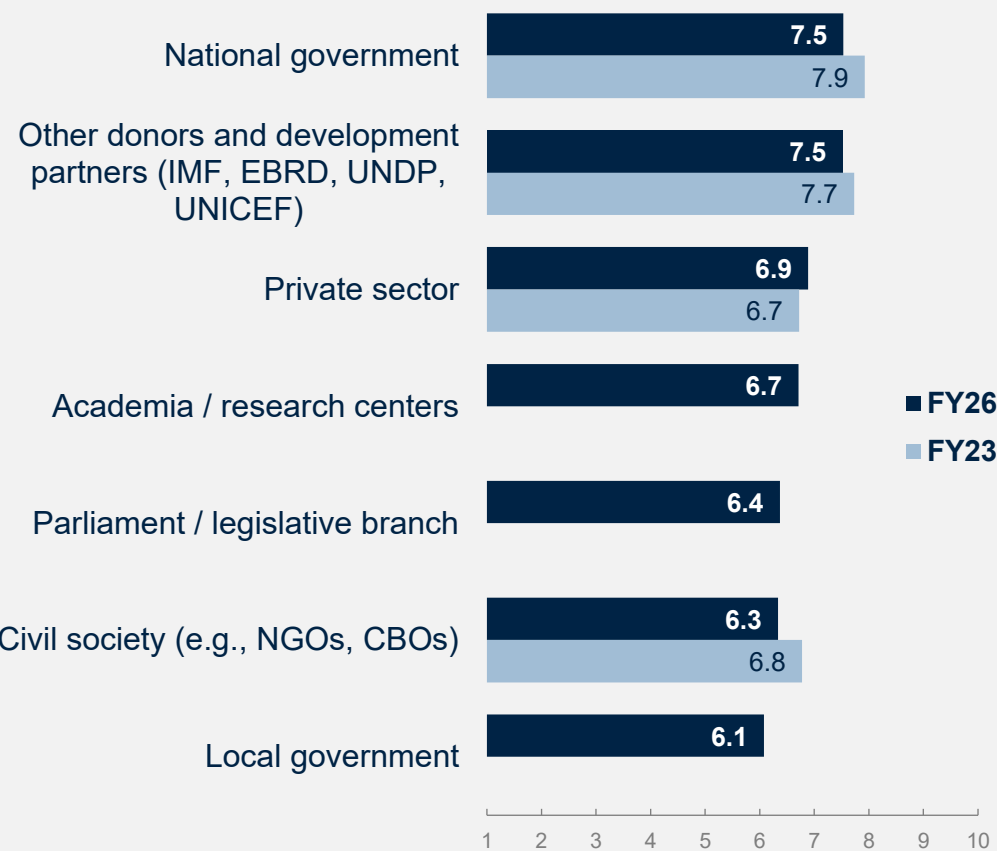
The WBG's Engagement and Collaboration



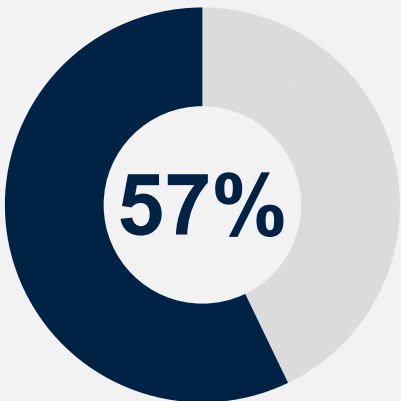
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Perceptions of WBG Collaboration Are Positive, Strongest with Government and Development Partners

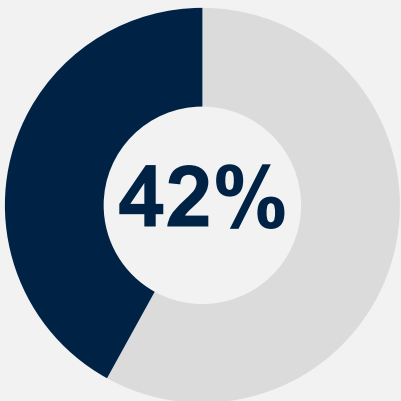
Q: How effective is the WBG at **collaborating** with the following groups in Serbia? 1=Not effective at all; 10=Very effective (Mean is reported)



Q: How effective is the WBG at **partnering with the government** to improve the business environment in Serbia? 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 Serbia 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 Local Government, the Private Sector, and Academia

Respondents who answered the question on WBG being more effective discussed improved collaboration as one of the areas for WBG improvement:

Engage Civil Society, Academia, and Local Government

- Shift away from public sector dominance by structuring meaningful partnerships with CSOs, local governments, and academic institutions.
- Involve CSOs and local initiatives from the outset, with clear mechanisms for incorporating their feedback into project design.
- Enable civil servants and independent researchers to contribute directly to analytical work and policy recommendations.

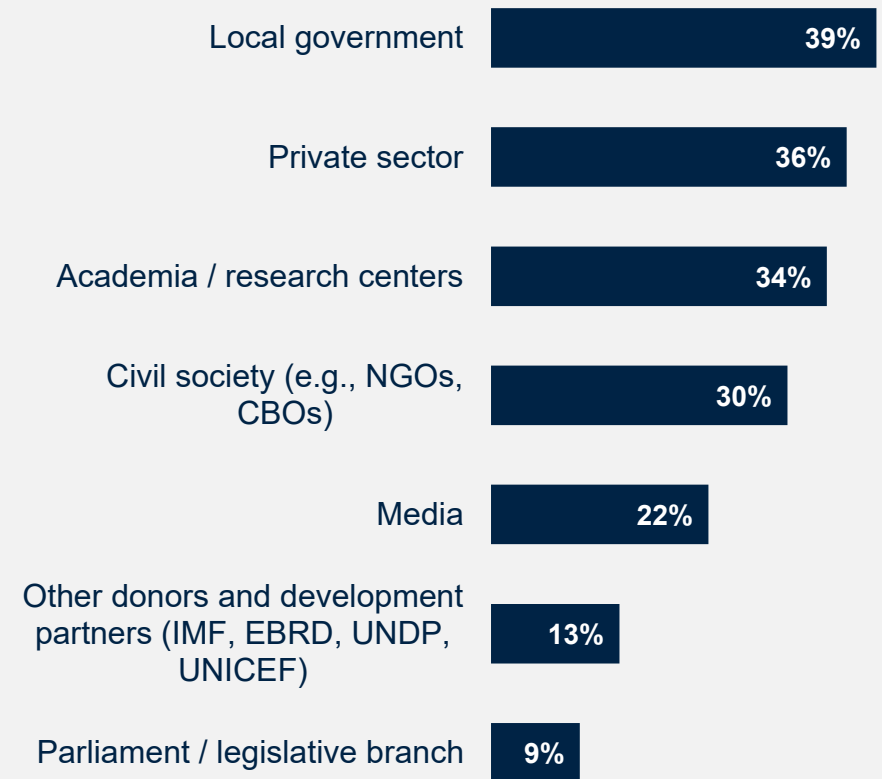
Strengthen Partnerships with the Private Sector

- Expand engagement with the private sector and SMEs, including direct support for domestic companies and their export activities.
- Broaden the external collaborator network beyond the current narrow pool to include private sector, academic, and civil society expertise.
- Promote public-private partnerships, especially in infrastructure and transport, drawing on best practices from comparable countries.

Collaborate with International Institutions and Development Partners

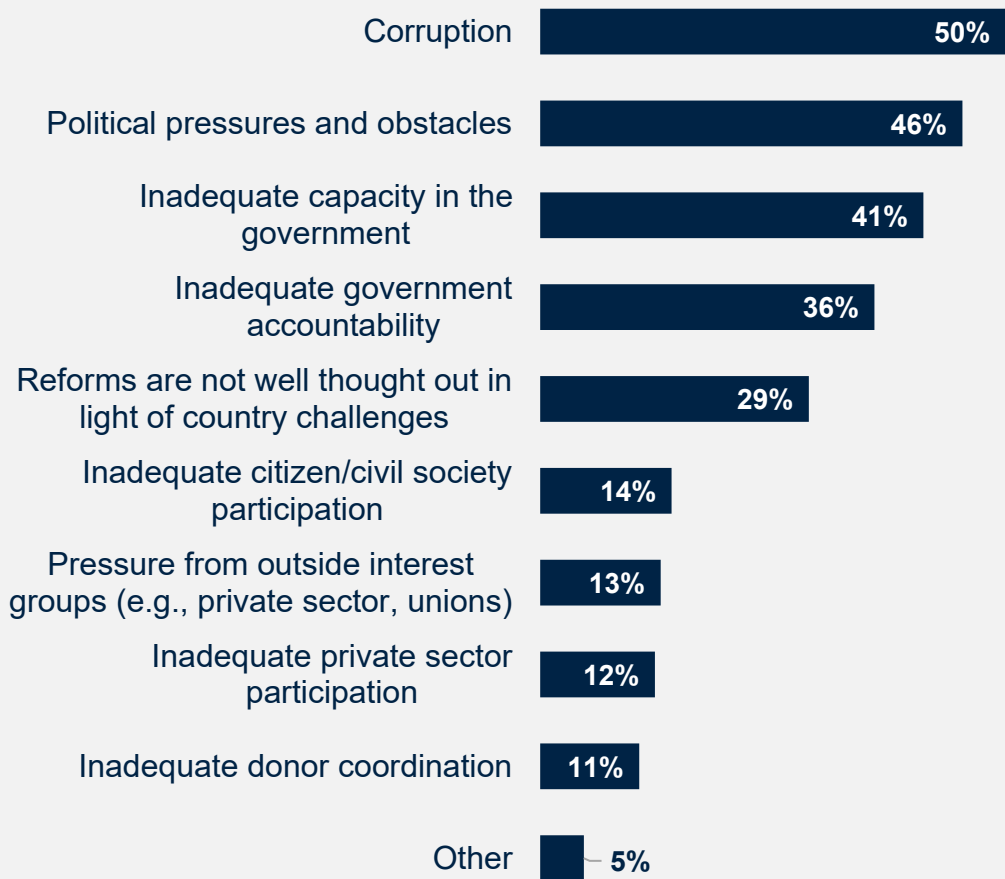
- Establish a permanent coordination platform with the UN, EU, EIB, EBRD, and bilateral donors for joint decision-making on large projects before they are agreed and contracted.
- Align WBG reform priorities with IMF program conditionality to increase government follow-through.

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 Serbia? Select up to 2 (%)*

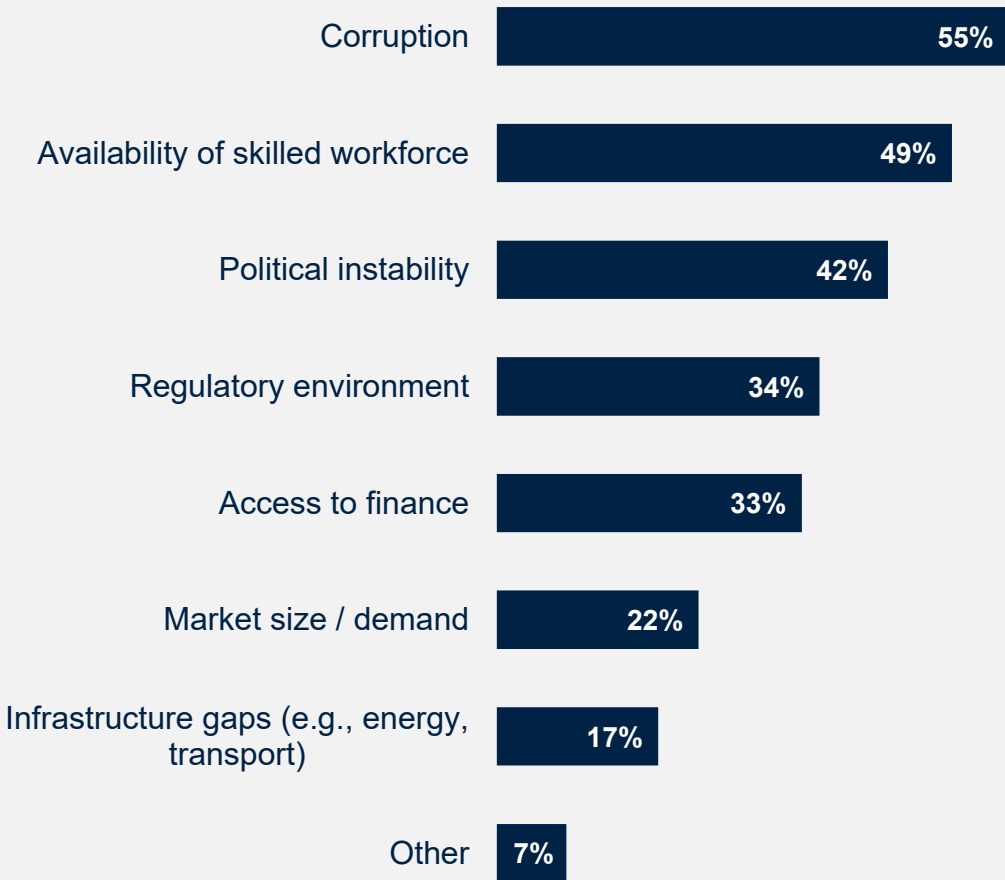


Stakeholders Cite Corruption as a Major Barrier to Reform and Private Sector Development

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



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



Communication and Outreach



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Direct Contact, WBG Events, and Websites Are the Most Preferred Channels to Obtain Information From the WBG

Top Two Preferred WBG Channels

	All Respondents	Government Institution	Bilateral / Multilateral Agency	Civil Society	Private Sector	Academia	Media
Direct contact with WBG staff (e.g., in person, virtually, phone, email)*	45%	57%	67%	31%	13%	21%	58%
WBG event / conference / workshop (in person or online)*	40%	51%	43%	35%	17%	57%	21%
WBG websites (including blogs)	40%	42%	24%	58%	35%	29%	42%
WBG e-Newsletters	31%	21%	38%	35%	22%	43%	53%
WBG publications	27%	19%	29%	42%	26%	43%	21%
WBG direct messaging (e.g., WhatsApp)	21%	21%	10%	23%	30%	0%	37%
WBG social media channels (e.g., Facebook, LinkedIn, Instagram, Twitter/X)	21%	15%	19%	19%	35%	29%	21%
WBG podcasts	11%	13%	10%	4%	22%	0%	11%



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

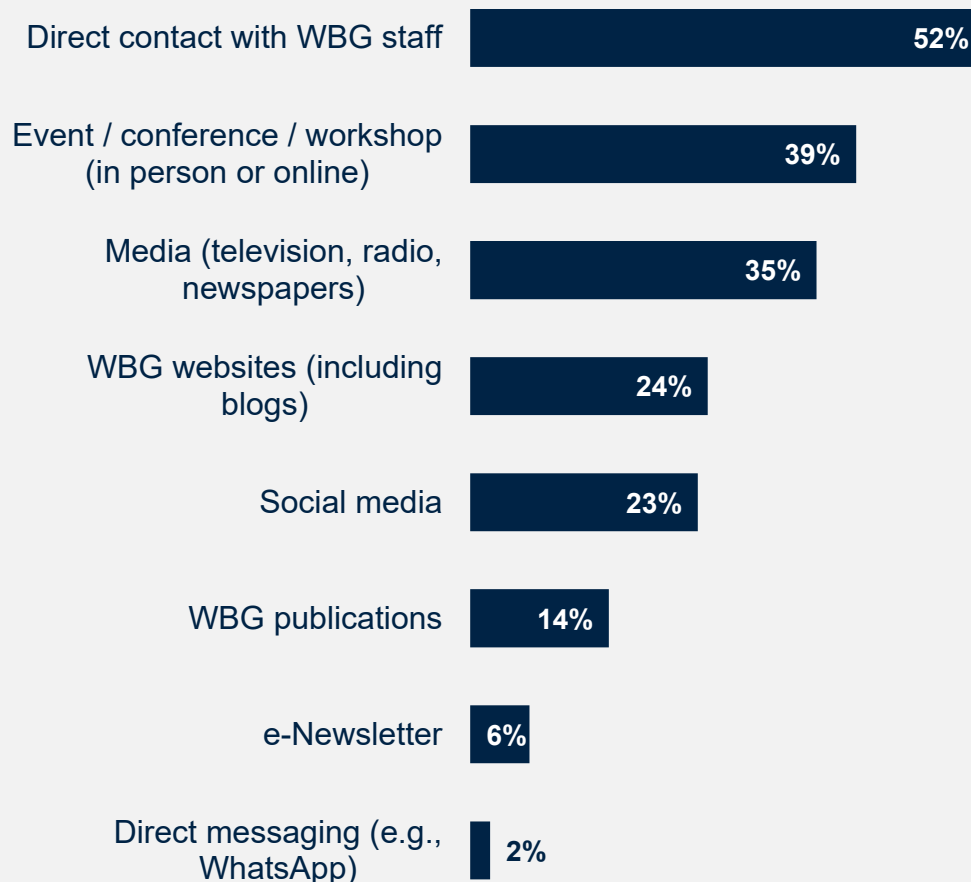
*Denotes significant differences between stakeholder groups



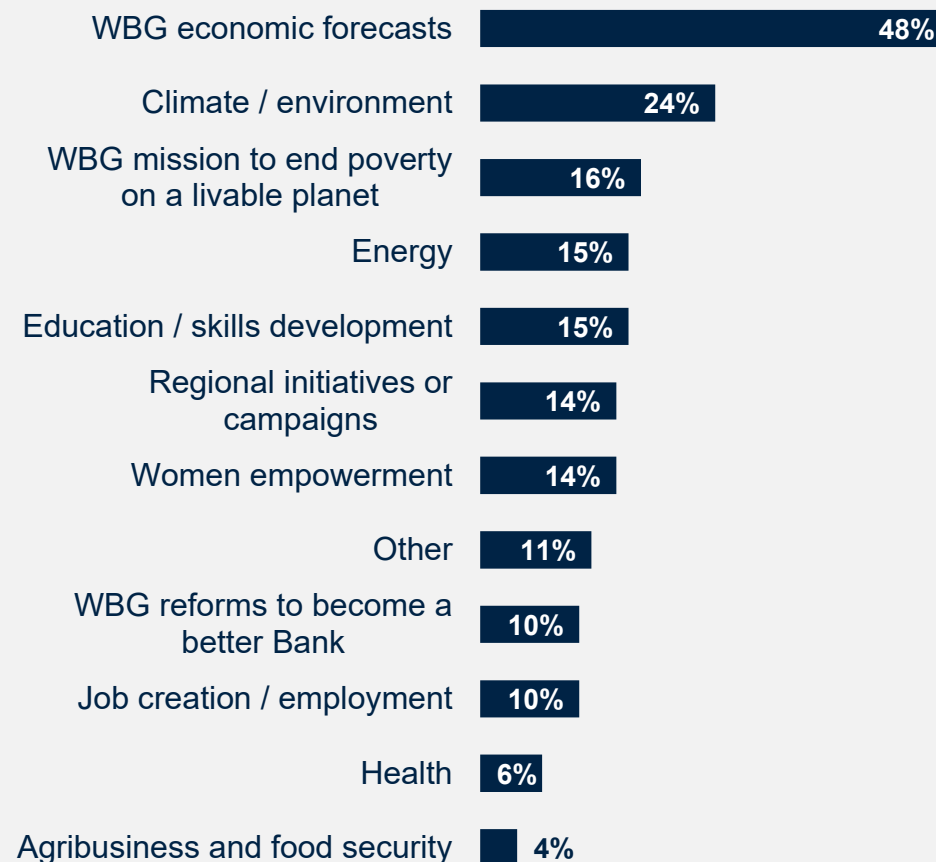
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49% of Respondents Recalled Seeing or Hearing About the WBG Recently, Most Often Through Direct Contact

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 Information About the Outcomes and Results of WBG-Supported Initiatives

Key differences across stakeholder groups should be considered when designing targeted outreach. For example, respondents from bilateral and multilateral agencies, as well as the private sector, prefer information on WBG sector-specific strategies.

Top Two Types of Preferred Information About the WBG

	All Respondents	Government Institution	Bilateral / Multilateral Agency	Civil Society	Private Sector	Academia	Media
Outcomes / results of WBG-supported projects or initiatives*	54%	61%	29%	50%	43%	71%	68%
WBG research and knowledge	49%	42%	52%	58%	35%	57%	68%
Impact assessments and evaluations of WBG-supported projects	40%	45%	24%	42%	30%	50%	42%
Regular updates on WBG activities	33%	32%	48%	23%	43%	21%	32%
WBG sector-specific strategies	25%	29%	24%	27%	17%	14%	26%
Information on how to work / partner with WBG	24%	23%	24%	38%	17%	29%	11%
Overview of WBG financial products and services*	20%	18%	33%	8%	35%	0%	26%



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

*Denotes significant differences between stakeholder groups



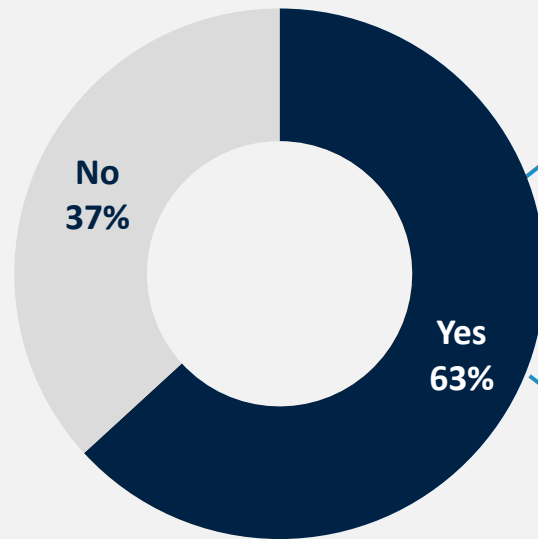
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Sample Demographics and Detailed Methodology

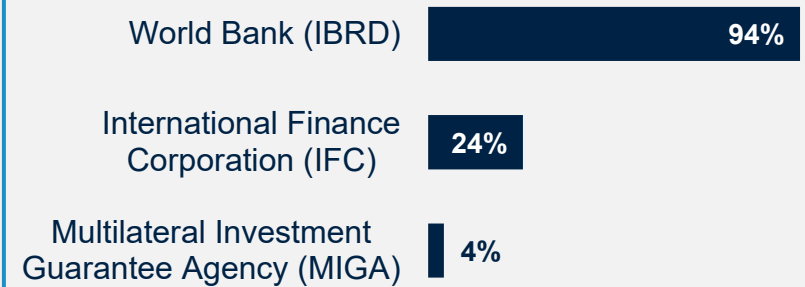


Sample Demographics

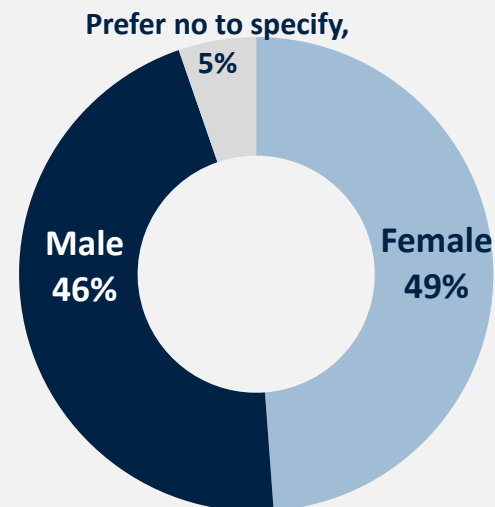
Q: In the past 3 years, have you worked or collaborated with the WBG in Serbia?
(N=182)



Q: Which of the following WBG agencies have you worked or collaborated with in Serbia?
(N=115)

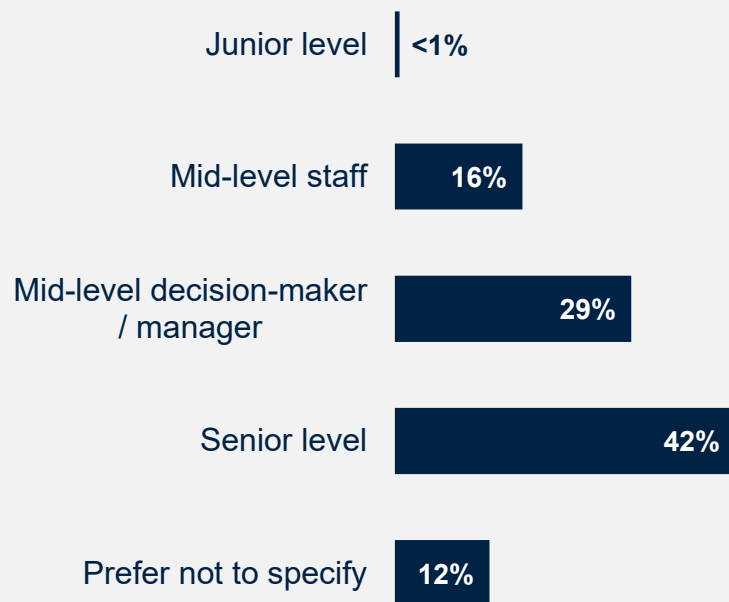


Q: What is your gender?
(N=170)

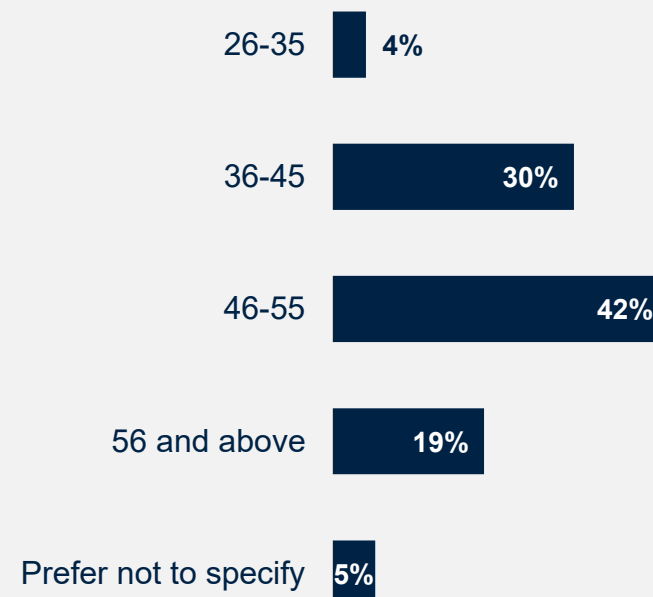


Sample Demographics (continued)

**Q: Within your organization,
would you describe yourself as...**
(N=170)



Q: What's your age?
(N=170)



Detailed Methodology

From **January to April 2026**, a total of **489** stakeholders in Serbia 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, **182 participated in the survey (37% response rate)**. Respondents received the questionnaire in person or completed it online.

This year's survey results were compared to the FY23 Country Opinion Survey, which had a response rate of 37% (N=90).

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 considered 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	1%	1%
Government Institutions: Employee of a Ministry, Department, Project Implementation Unit, Independent Government Institution, Judiciary, State-Owned Enterprise	30%	36%
Local Government	13%	2%
Bilateral/Multilateral Agency: Embassy, Development Organization, Development Bank, UN Agency	10%	13%
Civil Society Organization: Local and regional NGO, Community-Based Organization, Private Foundation, Philanthropy, Professional/Trade Association, Faith-Based Group, Youth Group	16%	16%
Private Sector: Private Company, Financial Sector Organization, Private Bank	7%	13%
Academia / Research Center	8%	8%
Media	16%	11%
Total Number of Respondents	90	182

Detailed Methodology (continued)

Breakdowns for individual questions by stakeholder group and by year can be found in the “Serbia 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:*

countriesurveys@worldbankgroup.org

