



Country Opinion Surveys

FY 2024 **Lesotho**

Country Opinion Survey Report

Acknowledgements

The Lesotho Country Opinion Survey is part of the County Opinion Survey Program series of the World Bank Group. This report was prepared by the Business Intelligence (BI) team, led by José De Buerba (Senior External Affairs Officer) and Svetlana Markova (Senior External Affairs Officer). Yulia Danilina, Jessica Cameron, Nan Lin, and Sofya Gubaydullina oversaw the design, reporting, and analysis of the survey results. Noreen Wambui and Irina Popova provided data support.

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Objectives

This survey was designed to assist the World Bank Group (WBG) in gaining a better understanding of how stakeholders in Lesotho perceive the WBG. The survey explored the following questions:

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



Methodology Overview

■ Fielded January – February 2024

- 437 potential participants were asked to complete a mostly quantitative survey
- Respondents completed the questionnaire online or in face-to-face interviews with fielding agency representatives
- List of names provided by the WBG country team and supplemented by the fielding agency
- Process managed on the ground by the fielding agency

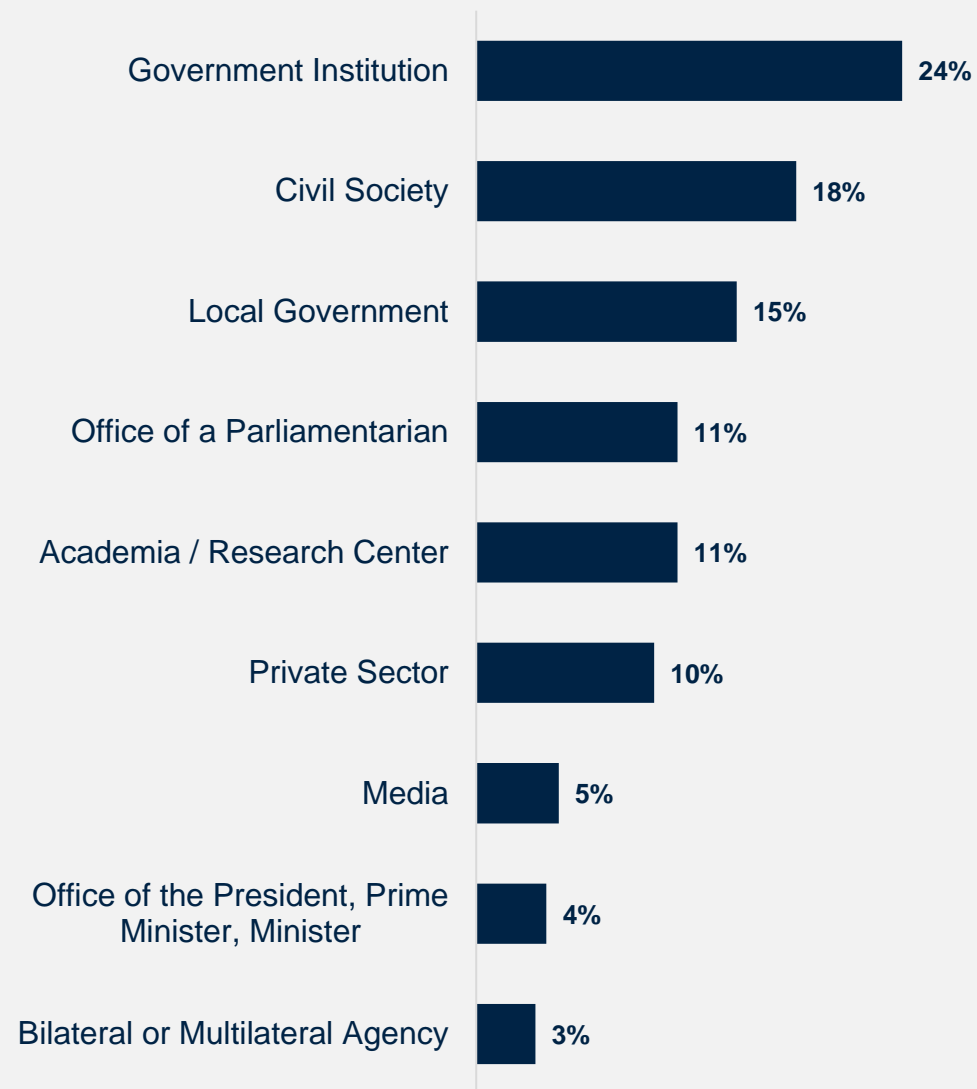
■ 152 participants (26% response rate)

- 51% from Maseru
- 55% currently collaborate with the WBG

■ Compared to FY21 Country Survey

- 109 participants (40% response rate)
- Respondents completed the questionnaire online
- 55% collaborated with the WBG

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



Overall Context

“1. Align with National priorities and appreciate the local context 2. Limit bringing fully developed projects that are not suitable for the Lesotho context. 3. Strengthen Government accountability on project implementation. It is not sufficient that the WBG will produce reports highlighting critical gaps in project implementation without holding the government accountable. 4. Engage with local government authorities, Academia, and CSOs/NGOs.”
(Academia Respondent)

“One of the most important things the World Bank Group (WBG) could do to increase its effectiveness in Lesotho is to prioritize capacity building and local ownership in its development projects. By empowering local institutions, fostering skill development among local professionals, and involving communities in decision-making processes, the WBG can ensure that its interventions are sustainable, contextually relevant, and have a lasting impact on the country's development.”
(Government Institution Respondent)



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In your opinion, what is the most important thing the WBG could do to increase its effectiveness in Lesotho?(N=118)

Consistent Familiarity with the World Bank

- **Year comparison:** Respondents in this year's Country Survey reported higher, but statistically similar, levels of familiarity with the World Bank compared to respondents in the FY21 Survey:

Mean familiarity: **FY24 = 7.0**

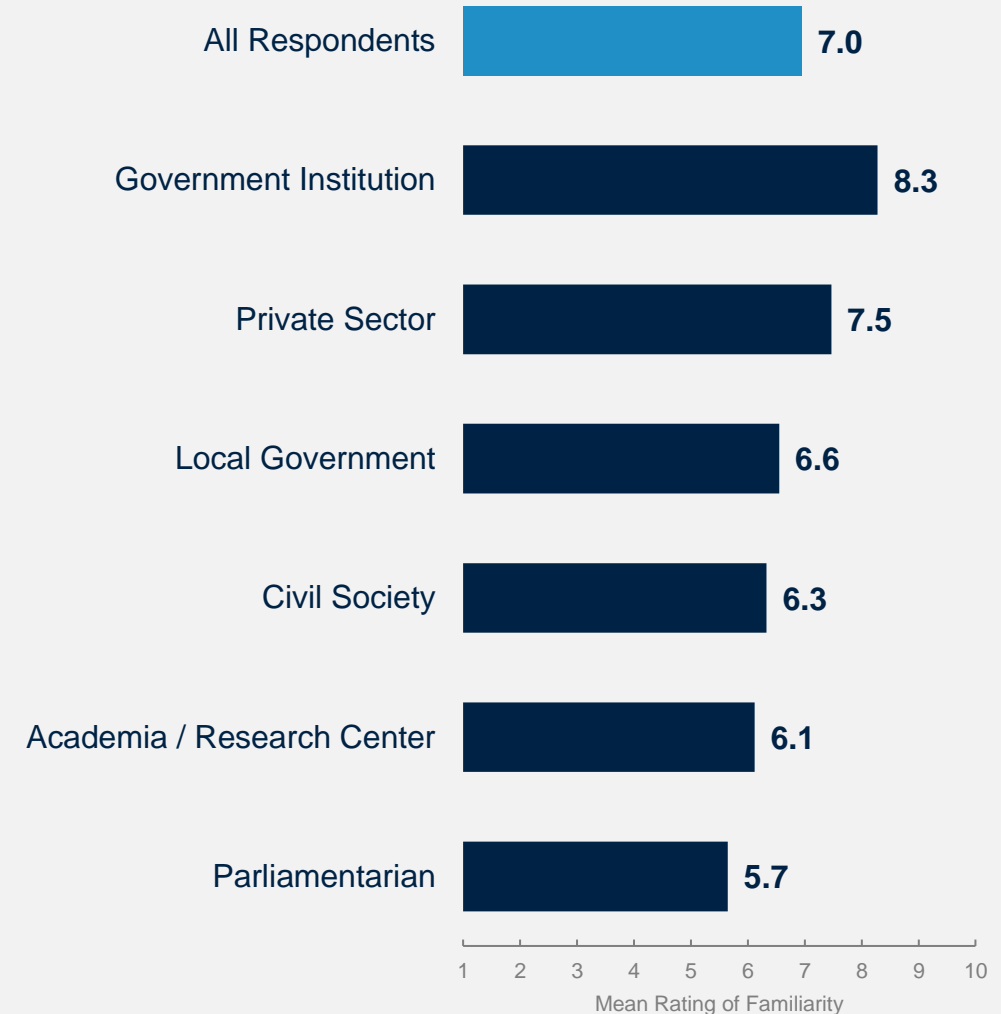
FY21 = 6.4

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

Mean familiarity: **Collaborate with WBG = 7.9**

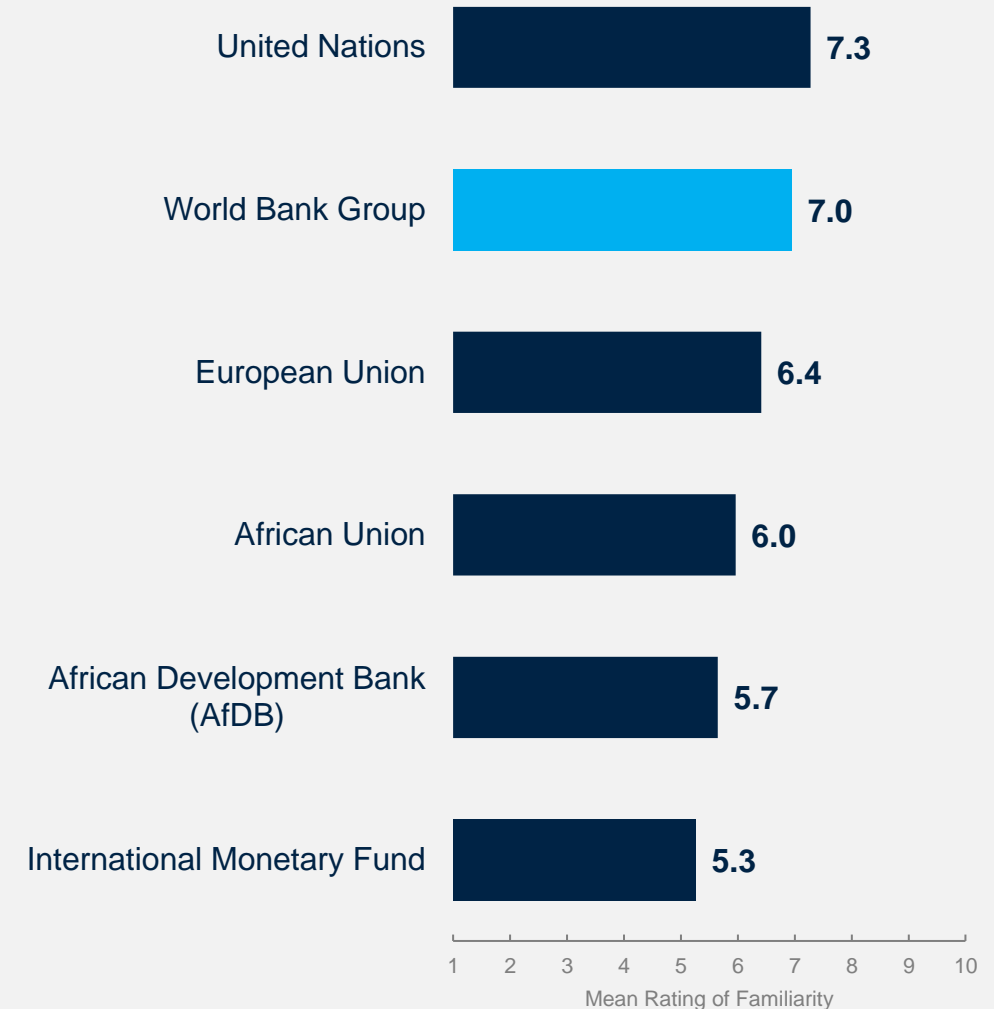
Do not collaborate = 5.8

- **Stakeholders:** Respondents from government institutions indicated the highest levels of familiarity with the WBG, followed by respondents from private sector, whereas respondents from Parliament reported significantly lower levels of familiarity with the work of the WBG.



Stakeholders Most Familiar with the UN and WBG

- Respondents in this year's Country Survey were asked to indicate their familiarity with the work of several international organizations in addition to the World Bank Group. Of these organizations, respondents in Lesotho indicated the highest levels of familiarity with the work of the UN, followed by the WBG. Respondents were least familiar with the work of the AfDB and IMF in Lesotho.

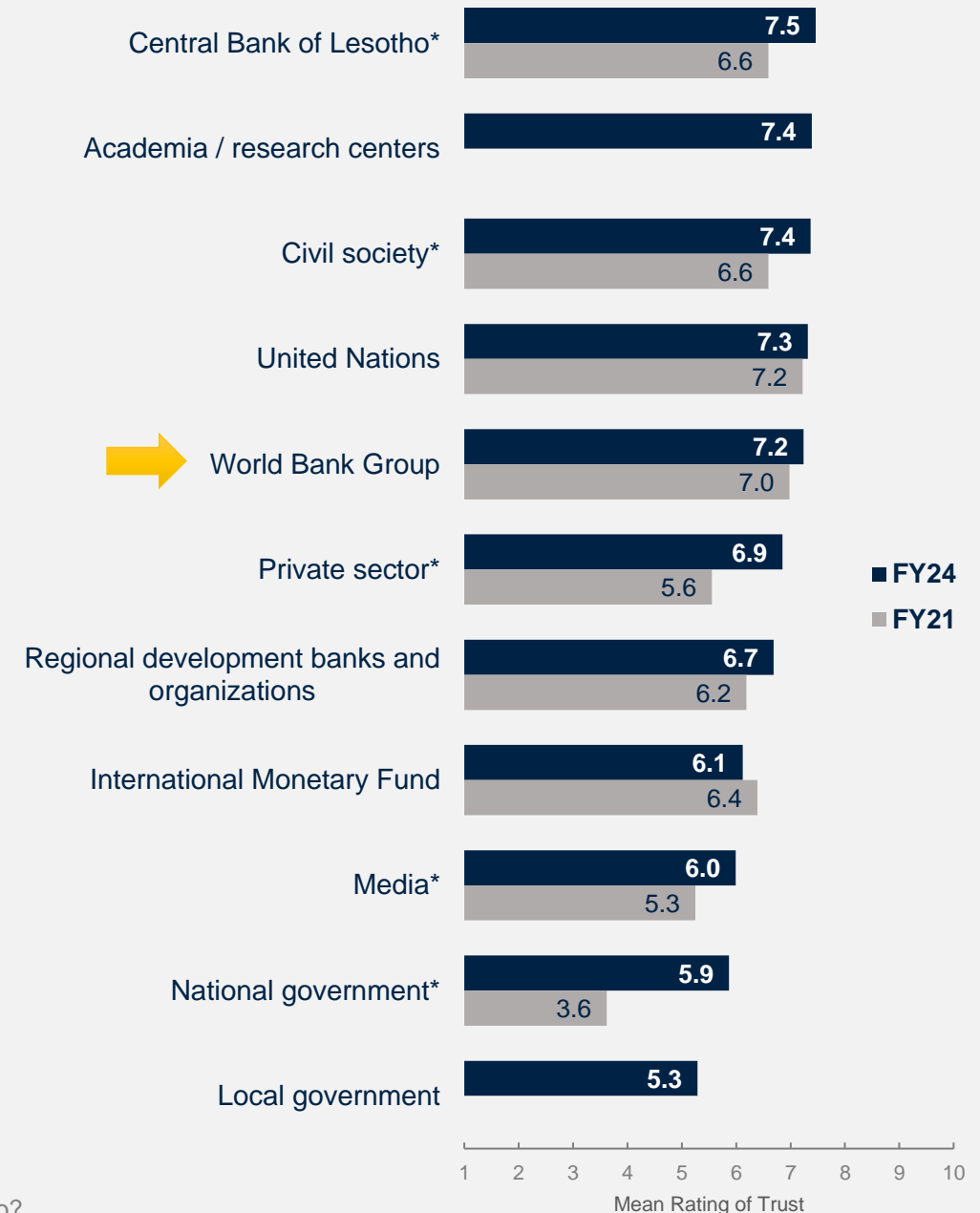


The WBG among the Top 5 Most Trusted Institutions

Respondents in Lesotho gave the **highest ratings of trust for the Central Bank, academia, civil society, the UN, and the World Bank Group**. Of note is that ratings of trust for the Central Bank and civil society significantly improved in FY24 compared to the FY21 survey, as were ratings of trust in the private sector.

Despite having significantly improved ratings compared to the FY21 survey, the **media, and national government were among the least trusted** of the institutions studied. Local government was the least trusted institution.

- In terms of trust in the WBG, respondents from the local government had the highest ratings of trust in the WBG (mean = 8.3) whereas respondents from private sector and Parliamentarians had significantly lower ratings of trust (means = 5.8 and 5.9, respectively).



How much do you trust each of the following institutions to do what is right for Lesotho?
Scale: 1 Not at all – 10 Very much *Significant difference between years

Overall Attitudes toward the World Bank Group

“1. Timely assistance in terms of resources / disbursements. 2. Capacity building in project management and public sector governance.” (Government Principal Respondent)

“Improve on accountability, evaluation, and monitoring of funded projects. Projects seem active during the financial support and often collapse at a later stage, so considering sustainability measures and training beneficiaries on continuity are essential.” (Private Sector Respondent)



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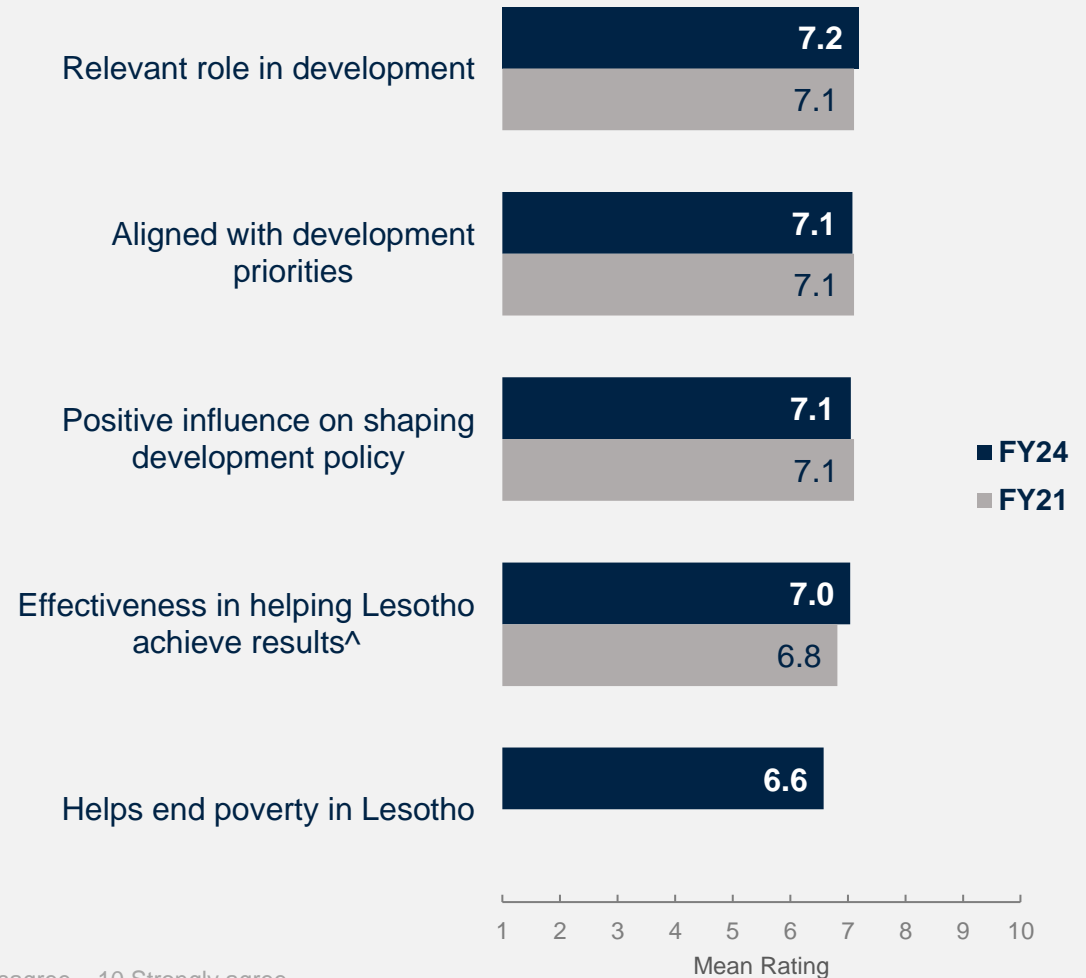


In your opinion, what is the most important thing the WBG could do to increase its effectiveness in Lesotho?(N=118)

Key Performance Indicators Remain Positive

In FY24, respondents gave high ratings for the WBG's **relevance** to development in Lesotho, **alignment** with their development priorities for the country, its **positive influence** on shaping development policy, and the WBG's **effectiveness** in helping Lesotho to achieve development results.

- Of note, respondents across all stakeholder groups gave statistically similar ratings for these key indicators of the WBG's performance.



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

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

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

The WBG's work helps end poverty in Lesotho. Scale: 1 Strongly disagree – 10 Strongly agree

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

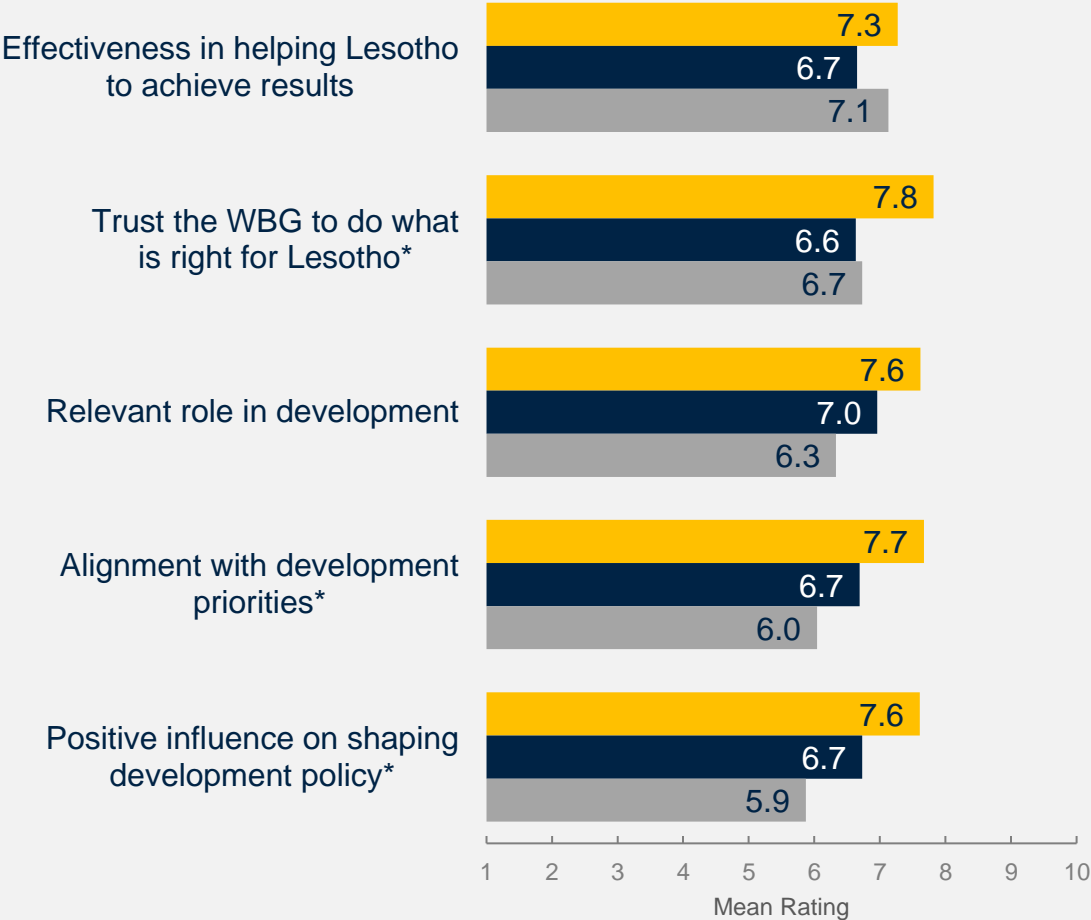
[^]Compared to a mean score of the two questions asked in FY21: "Overall, please rate your impression of the WBG's effectiveness in Lesotho. Scale: 1 Not effective at all – 10 Very effective; To what extent does the WBG's work help to achieve development results in Lesotho? Scale: 1 To no degree at all – 10 To a very significant degree



Familiarity Leads to More Positive Perceptions

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

Meaningful engagement and outreach can continue to increase positive perceptions.



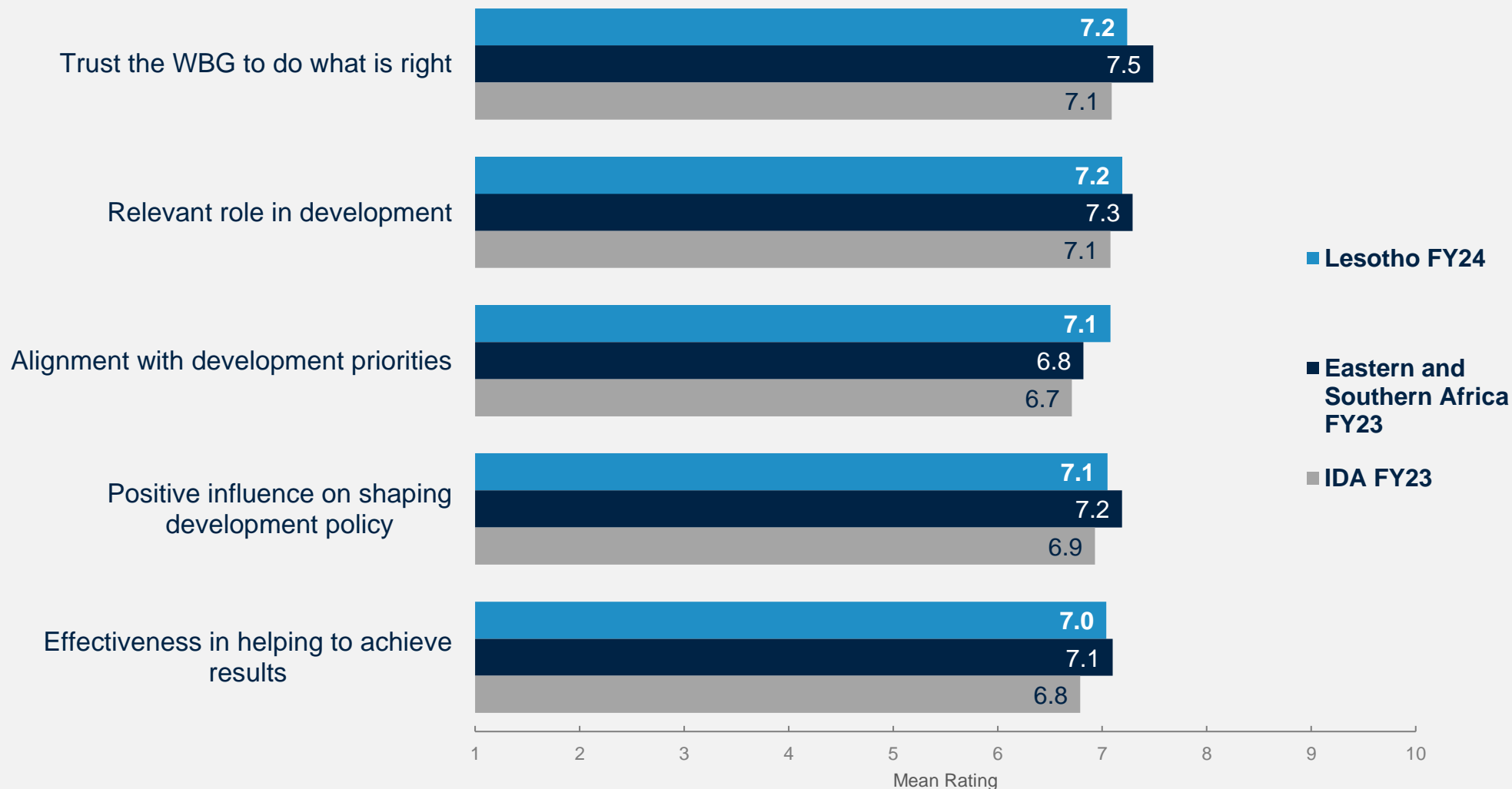
How familiar are you with the work of the WBG in Lesotho?
■ High Familiarity (8-10) ■ Some Familiarity (5-7) ■ Low Familiarity (1-4)

*Significantly different between levels of familiarity



How much do you trust the WBG to do what is right for Lesotho? Scale: 1 Not at all – 10 Very much
The WBG has a positive influence on shaping the development policy in Lesotho. Scale: 1 Strongly disagree – 10 Strongly agree
The WBG currently plays a relevant role in development in Lesotho. Scale: 1 Strongly disagree – 10 Strongly agree
The WBG’s work is aligned with what I consider the development priorities for Lesotho. Scale: 1 Strongly disagree – 10 Strongly agree
How effective is the WBG in helping Lesotho achieve development results? Scale: 1 Not effective at all – 10 Very effective

Lesotho On Par with FY23 Eastern and Southern Africa and IDA Countries on Key Performance Indicators

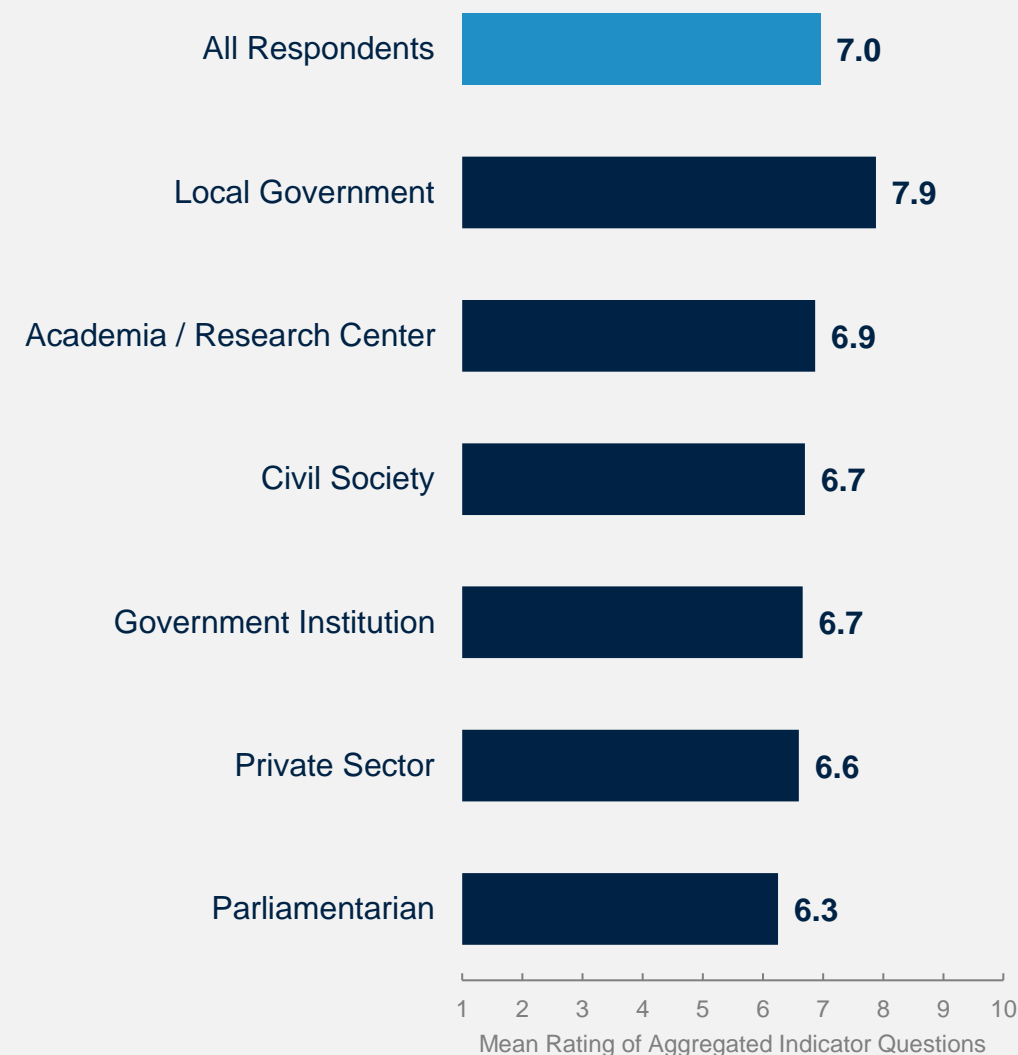


Stakeholder Trends across Performance Indicators

Respondents from local government had the highest mean rating across the aggregated responses to the eighteen COS indicator questions, whereas Parliamentarians had the lowest ratings; however, this difference did not reach statistical significance.

- **Collaboration with the WBG:** Respondents who indicated that they collaborate with the WBG gave higher ratings across the aggregated indicator questions compared to respondents who did not collaborate with the WBG; however, this difference did not reach statistical significance :

Mean rating: **Collaborate with WBG = 7.1**
 Do not collaborate = 6.7



World Bank Group's Support in Development Areas

“The World Bank in Lesotho should be targeted and address the needs of the Country. There should be the right loans for the right programmes.” (Parliamentarian Respondent)

“The most important thing is to develop projects and programmes that are demand-driven and not influenced by the interest of the World Bank.” (Government Institution Respondent)



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In your opinion, what is the most important thing the WBG could do to increase its effectiveness in Lesotho? (N=118)

Development Areas for WBG Focus

As in FY21, **agriculture / food security**, **private sector development**, and **jobs** were among the top areas in which stakeholders would like the WBG to focus its resources in FY24. **Youth development** was the #2 priority in FY24. **Education** was of much greater priority in FY24, identified by more than four times as many respondents compared to FY21, becoming the #4 development priority in Lesotho.

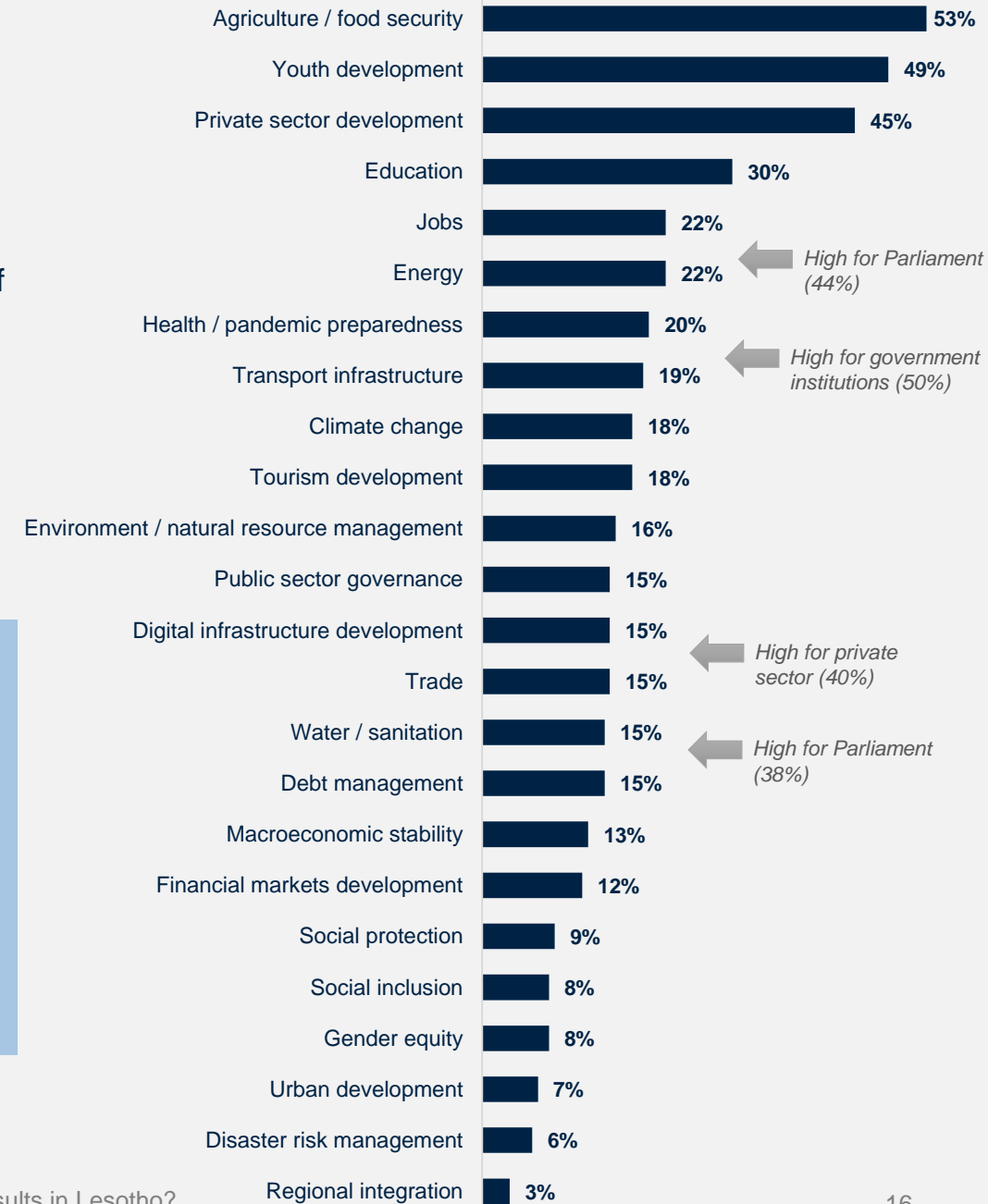
Energy and **climate change** were also of much greater priority, identified as a top priority by three times as many respondents in FY24 as in FY21.

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

“Facilitate the development of private sector and infrastructure, and food security projects.”
(Academia Respondent)

“Support areas focusing on youth and women development.”
(Parliamentarian Respondent)

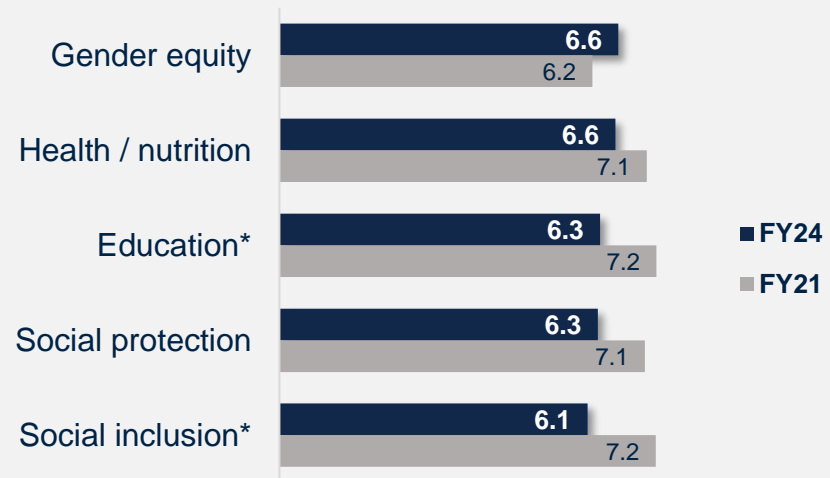
“Intensify investment in agriculture, provide more funding for climate resilience infrastructure. Put more into health facilities.”
(Government Institution Respondent)



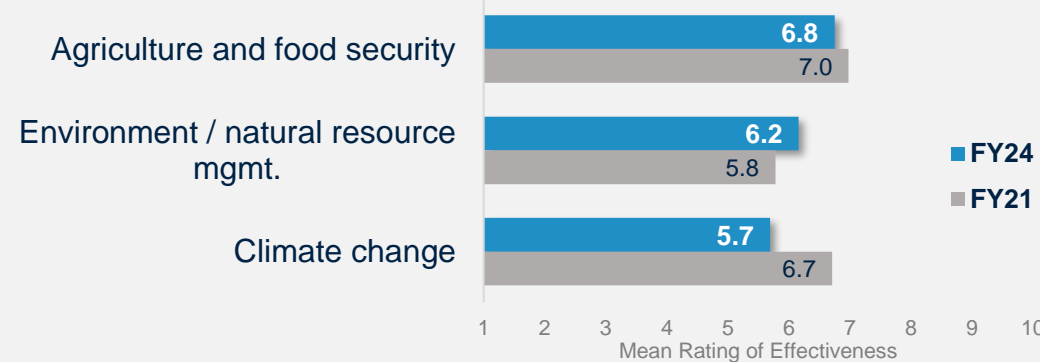
Effectiveness of WBG's Support in Sectoral Areas

The WBG's work in **agriculture and food security** received the highest effectiveness ratings. Of note, respondents in this year's survey rated the WBG's work in education, social inclusion, regional integration, energy, and water/sanitation significantly *lower* than in FY21.

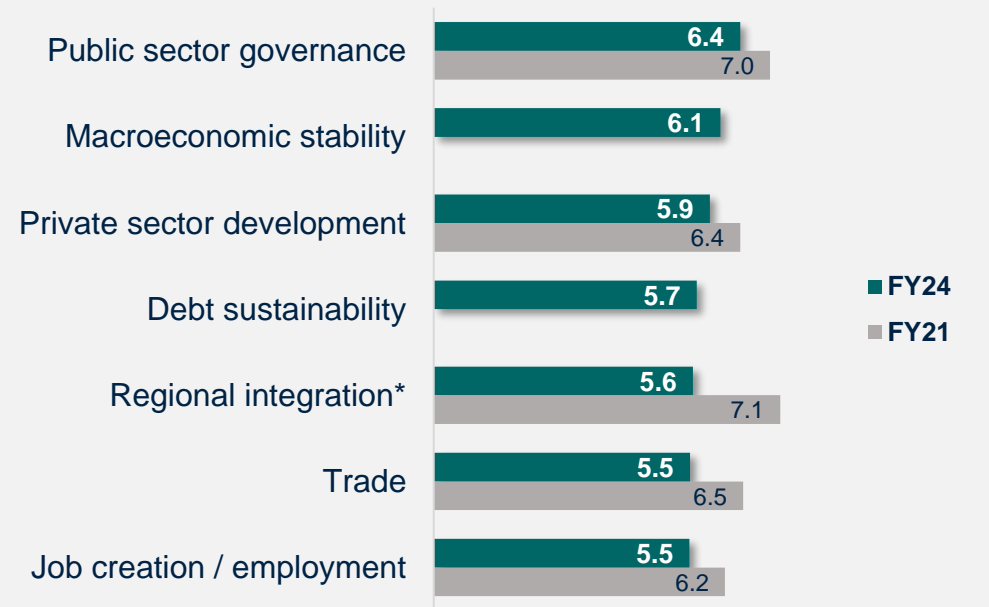
Human Development



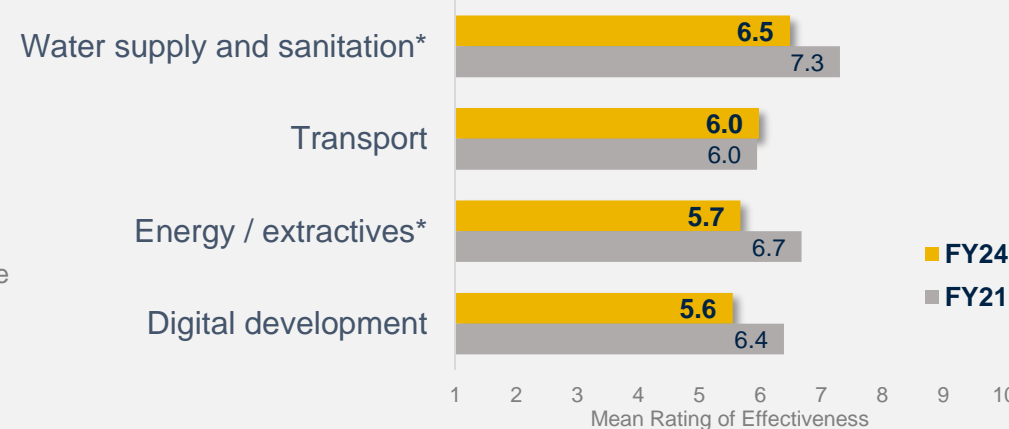
Environmental Sustainability



Finance / Institutions / Economic Growth



Infrastructure



*Significant difference between years

World Bank Group's Engagement on the Ground in Lesotho

“WBG could work more closely with other development partners, including bilateral donors and multilateral agencies, to improve coordination and alignment of development assistance in Lesotho. This would help avoid duplication of efforts and ensure that development assistance is more effectively targeted to address the country's most pressing needs.”

(Local Government Respondent)

“Not to impose projects but develop projects that address priorities of the country... In developing the projects/programmes, the Bank should work with relevant ministries to develop projects/programmes.”

(Government Institution Respondent)



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In your opinion, what is the most important thing the WBG could do to increase its effectiveness in Lesotho?(N=1118)

The WBG Increasingly Seen as an Effective Partner

In FY24, respondents perceived the WBG more as a **long-term partner**, that is **open and responsive**, and significantly more **accessible** than in FY21.

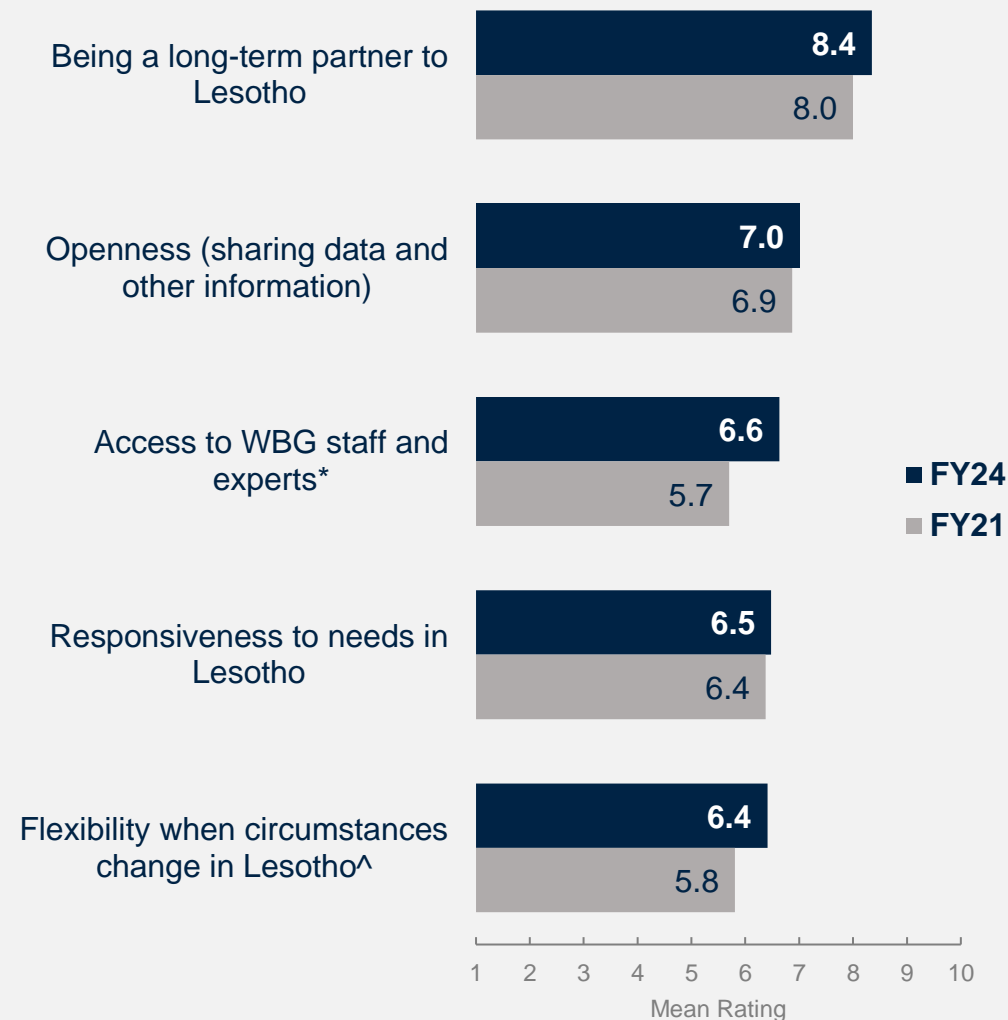
In your opinion, what is the most important thing the WBG could do to increase its effectiveness in Lesotho?

“Effective communication with stakeholders and constant monitoring of projects.” (Local Government Respondent)

“Provide more support in ensuring that the findings and data in the knowledge is put into practice where necessary, especially policies.” (Academia Respondent)

“Less use of consultants but more capacitation of local government officials and non-interference of operations of WBG financed projects.” (Government Institution Respondent)

“Work more with local partners, especially the CSO and CBOs, for locally grown solutions and ownership of initiatives and always check progress and monitor investments through interacting with beneficiaries at the local level and local CBOs.” (Civil Society Respondent)



The WBG Increasingly Seen as Effectively Collaborating with Stakeholders

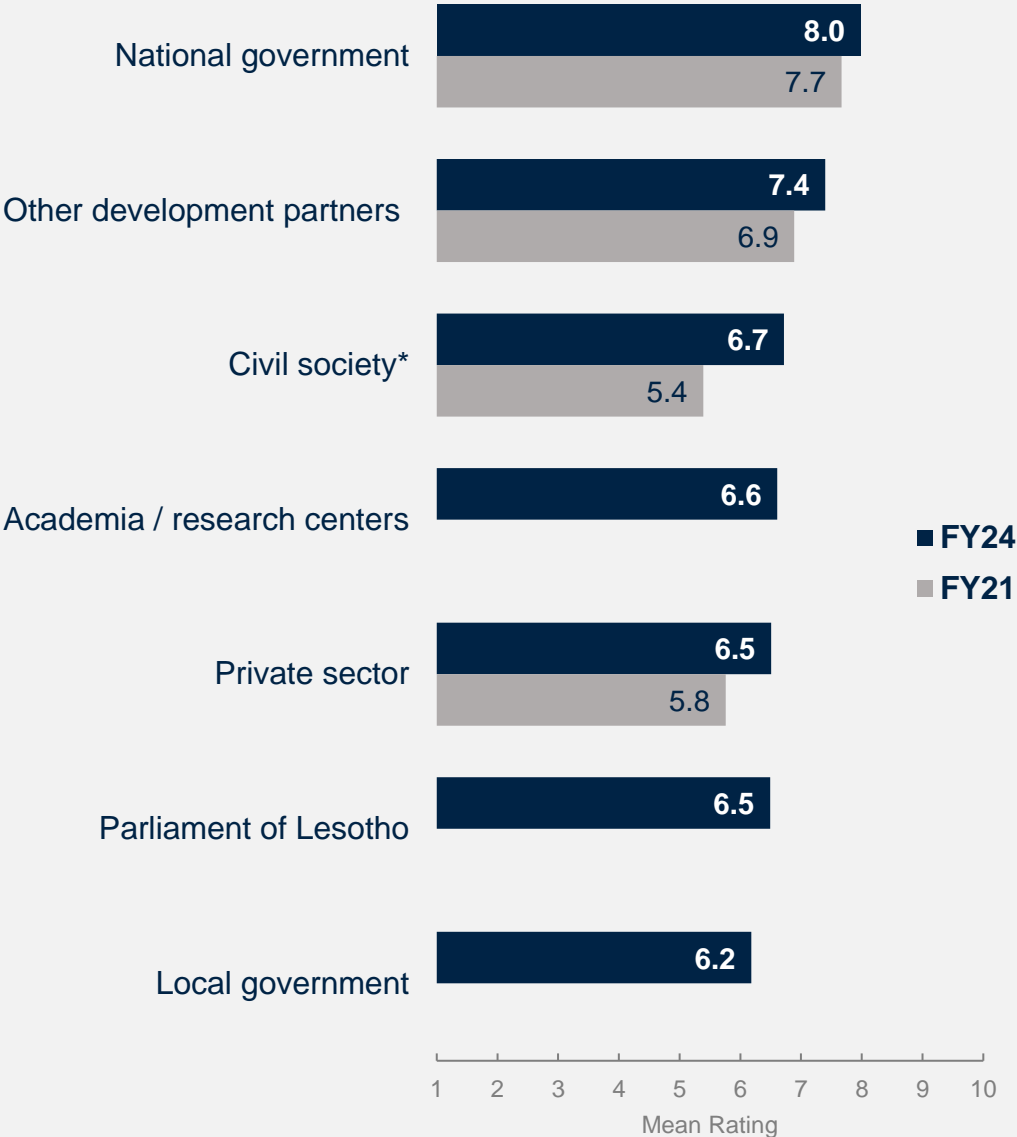
In FY24, respondents perceived the WBG as collaborating more with the **National government**, **other development partners**, the **private sector**, and significantly more with **civil society** compared to FY21.

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

“The World Bank should have [the] ability to listen instead of imposing programmes and always influencing politicians to follow their ideas.”
(Bilateral/Multilateral Respondent)

“Work DIRECTLY with academia and private sector in the area of innovation .”
(Academia Respondent)

“Collaborate more with the government ministries in terms of the governance of the WB projects so that the projects are tailor-made to meet [the] specific needs of Basotho because they are isolated as of now. They work and plan with the project staff, not considering the ministry, and create tension. This results in the project not performing according to the required standards, hence, why the projects collapse after the World Bank exits.”
(Government Principal Respondent)



Stakeholders want the Bank to Collaborate More with Private Sector and Youth Organizations

Respondents in this year's survey indicated that, in addition to its partnership with the National government, the WBG should collaborate more with **private sector** and **youth organizations**.

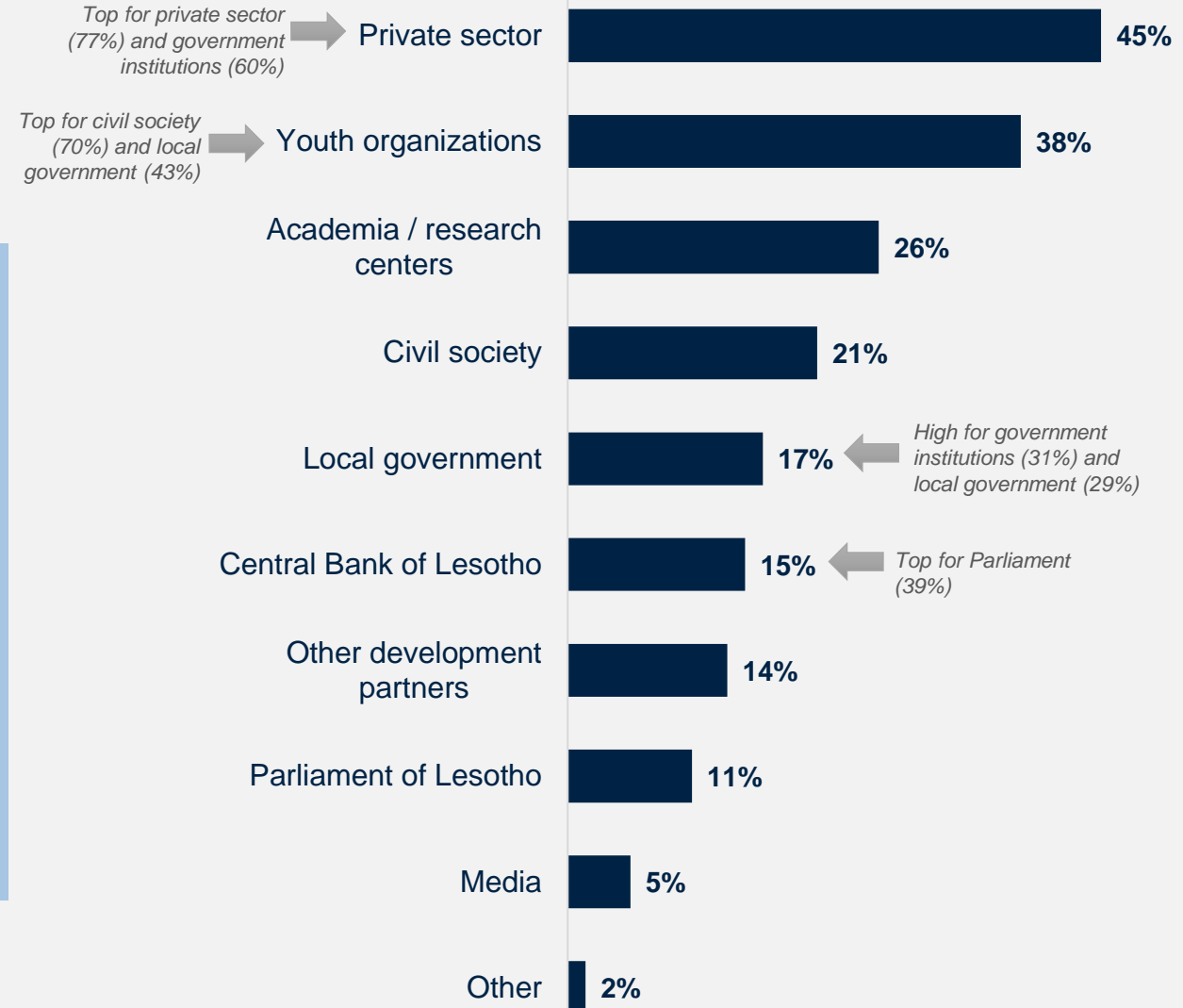
In your opinion, what is the most important thing the WBG could do to increase its effectiveness in Lesotho?

"Intensify collaboration and capacitation of the local government for better execution and implementation of projects. Engage more NGOs for their knowledge work for sustainable community projects. Private sector engagement improved and capacitated to offload the already bloated public sector."

(Civil Society Respondent)

"Partner with youth organizations in the most critical aspects that will create employment for new graduates... Decentralize World Bank community projects for better improvement, on an equal basis countrywide, inclusive of all relevant genders."

(Academia Respondent)



World Bank Group's Financial Instruments and Knowledge Work

“Tailor its work and assistance to Lesotho's context in relation to culture and customs, education, economic, and political landscape.”
(Parliamentarian Respondent)

“Include all relevant stakeholders on a district level when having a particular program/project in that specific district. Try to disseminate timely information on its digital platforms and hold frequent meetings to share more knowledge.”
(Local Government Respondent)



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In your opinion, what is the most important thing the WBG could do to increase its effectiveness in Lesotho? (N=118)

Financial Resources considered the Bank's Greatest Value

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

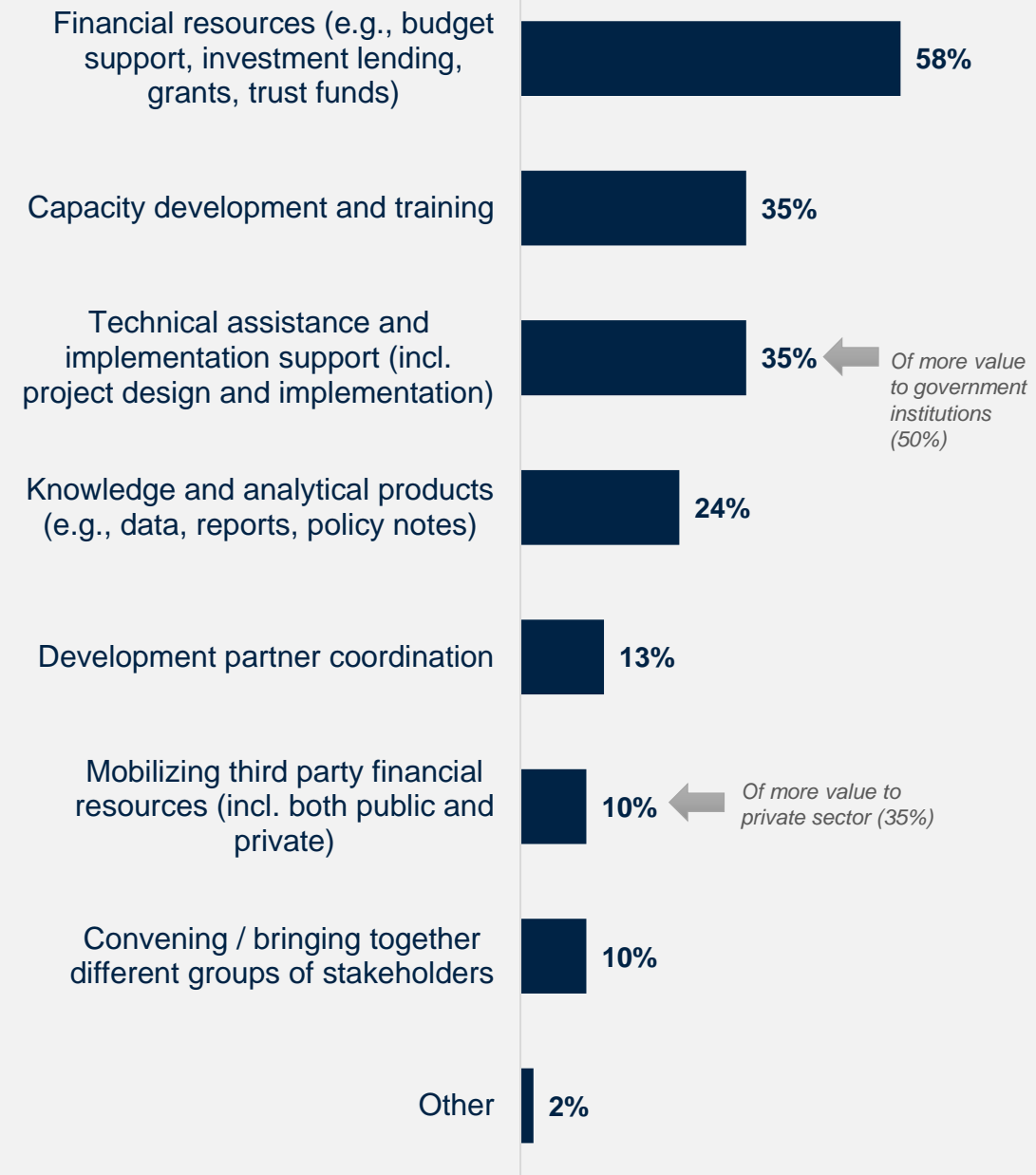
"WBG could also improve its effectiveness by focusing on capacity building, particularly in the areas of governance, public financial management, and service delivery. This could help improve the effectiveness and sustainability of development projects and programs in the long-term."

(Local Government Respondent)

"More policy monitoring and implementation capacity building project management capacity building in Government."

(Government Institution Respondent)

"Provide short-term budget support to the Government of Lesotho to support public investment, initiatives aimed at turning the economy around, and expanding our tax base. The support should be aimed at enabling/capacitating the private sector to lead the growth in real terms, even if it means technical support to amend laws for the private sector to lead the economic transformation, so be it. In that way, the WBG would have added value." (Government Institution Respondent)



WBG Seen as Insisting on Accountability, Effectively Monitoring/Evaluating Projects, and Increasingly More Timely in its Lending

In terms of the WBG's financial instruments, respondents had the highest levels of agreement that the WBG **insists on accountability through its lending**, that the WBG **effectively monitors and evaluates** its projects, and that the WBG provides financial support in a **timely manner** (significantly improved since FY21).

- Of note, Parliamentarians and respondents from civil society had significantly lower levels of agreement that the conditions of the WBG's financing are competitive compared to respondents from other stakeholder groups (means = 5.3 and 5.1, respectively).

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

*"More policy monitoring and implementation capacity building
Project management capacity building in Government."
(Government Institution Respondent)*

*"Accountability in projects and project implementation in line with
the needs of Basotho."
(Civil Society Respondent)*

*"Effective communication with stakeholders and constant
monitoring of projects."
(Local Government Respondent)*

The WBG insists on accountability through its lending

7.4

The WBG effectively monitors and evaluates the projects it supports in Lesotho

7.3

7.5

The WBG provides financial support in a timely manner^{^*}

7.2

6.1

The WBG's Environmental and Social Framework requirements are reasonable

7.0

6.9

The conditions of the WBG's financing are competitive compared to markets

6.6

The WBG's financial instruments meet the needs of Lesotho

6.1

6.0

The WBG's conditions on its lending are reasonable

6.1

6.2

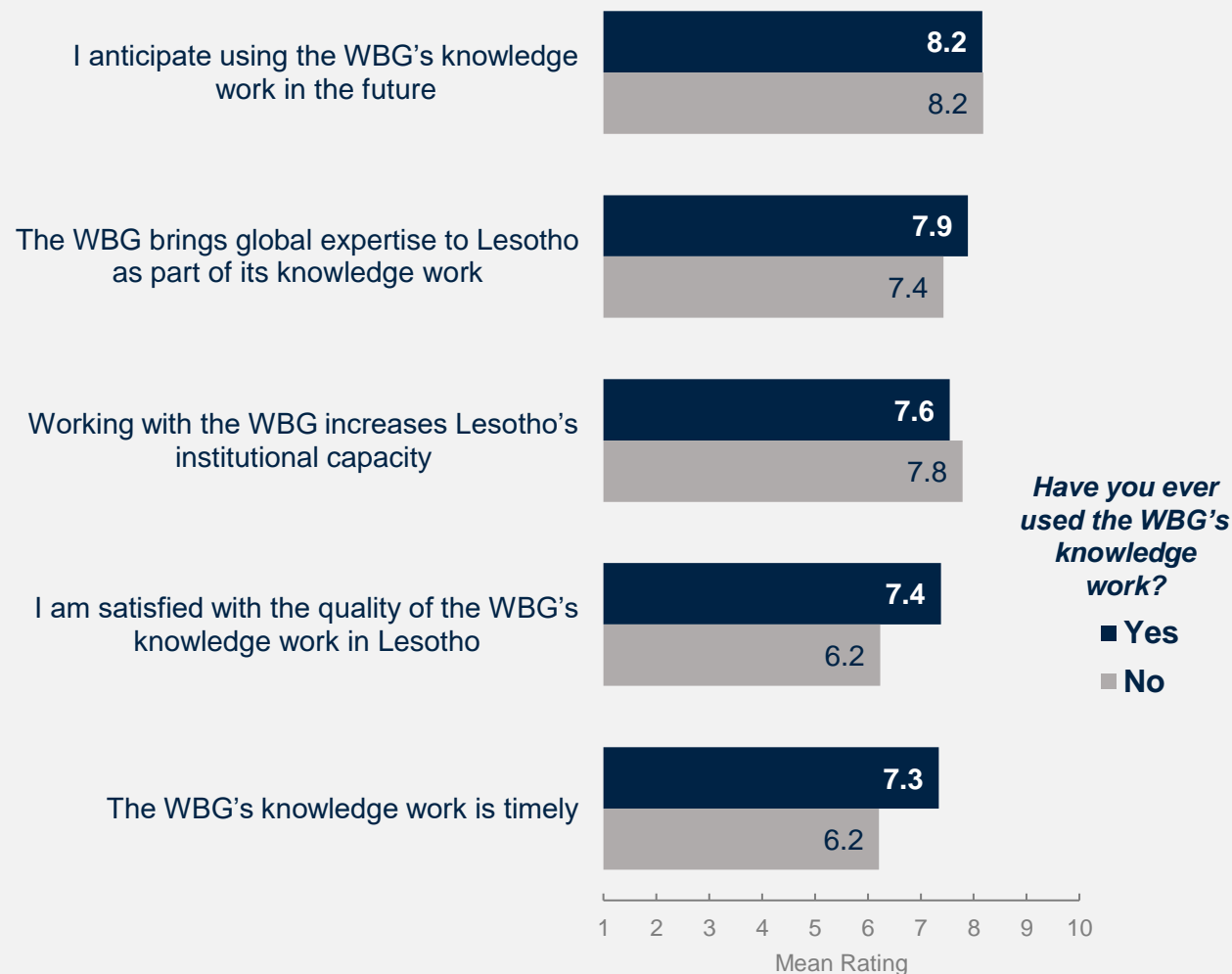
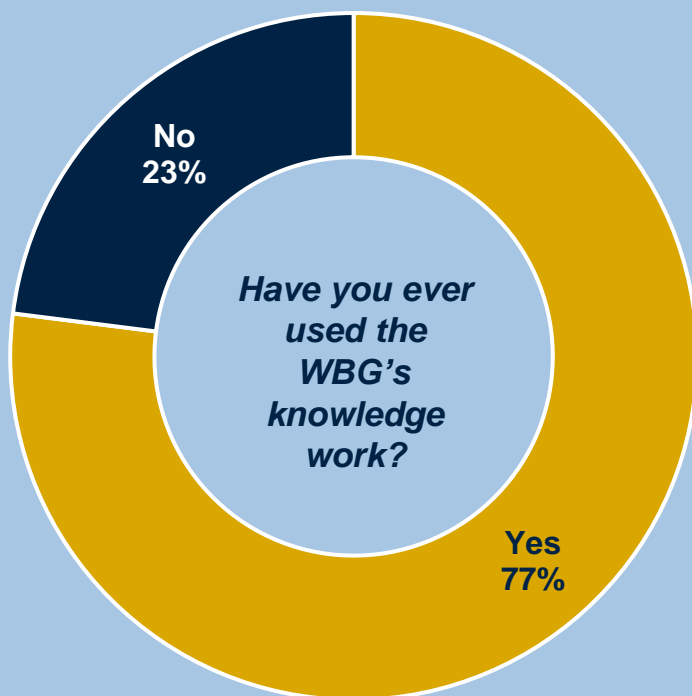
■ FY24
■ FY21

1 2 3 4 5 6 7 8 9 10
Mean Rating



77% of Respondents Have Used the WBG's Knowledge Work; Those Who Did were More Satisfied with the Quality and its Timeliness

Nearly 8 in 10 respondents reported having used the WBG's knowledge work in the past.



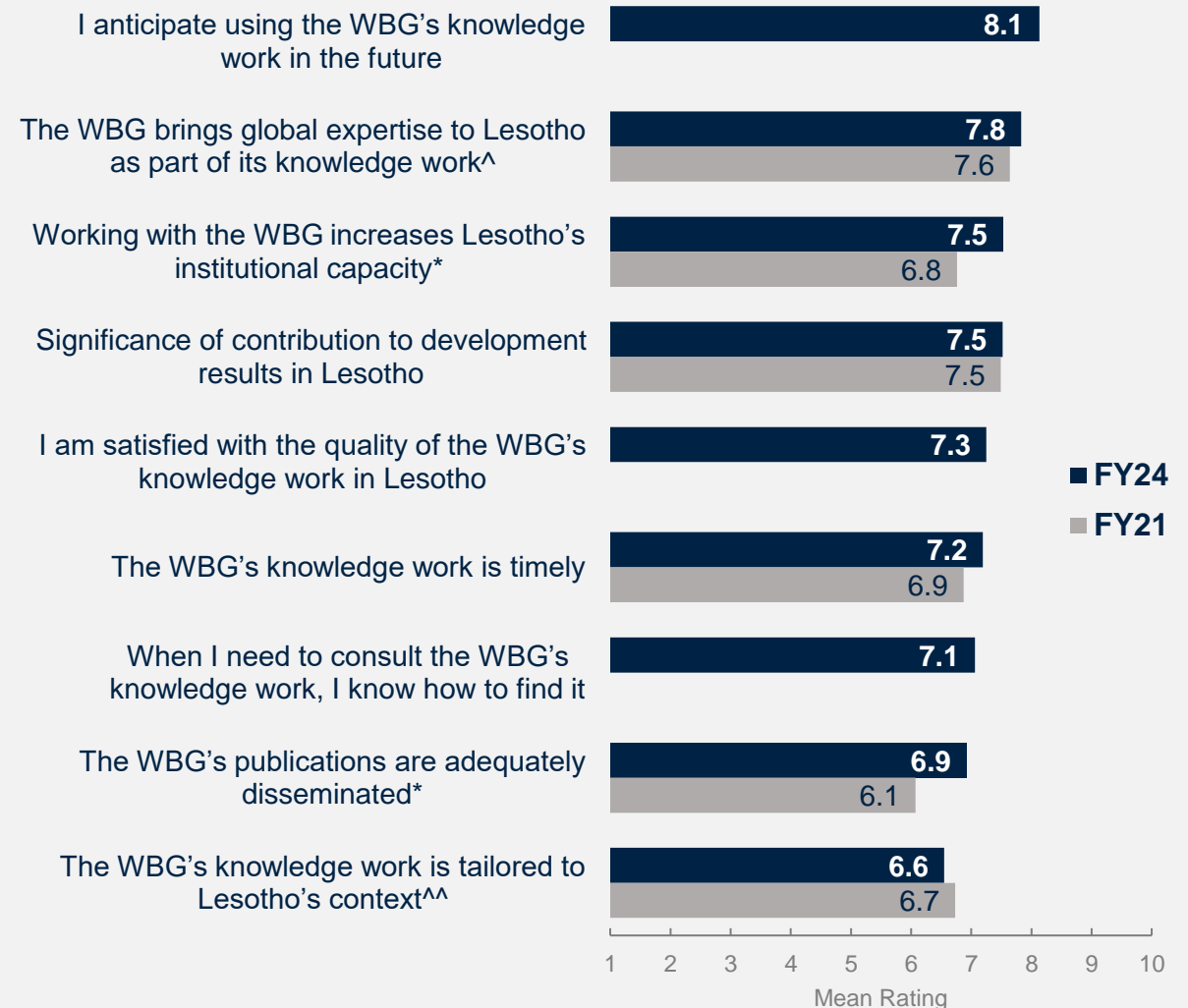
WBG Knowledge Work Perceived More Positively, especially at Increasing Institutional Capacity

Respondents had the highest levels of agreement that they **anticipate using WBG knowledge work** in the future. In addition, respondents this year had higher levels of agreement that the WBG **brings global expertise** to Lesotho, that working with the WBG **increases Lesotho's institutional capacity** (significantly improved), and that the WBG's knowledge work is **timely** compared to respondents in FY21.

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

"In-depth country needs and options analysis, working closely with technocrats and policymakers. Do not give loans to the government that do not or may not have an economic impact. Improve in the area of consultations."
(Government Institution Respondent)

"To make a close follow-up on any advice given to the National government of Lesotho for implementation and the guideline."
(Parliamentarian Respondent)



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

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

Scale: 1 Not significant at all – 10 Very significant [^]Compared to "Source of relevant information on global good practices" asked in FY21.

^{^^}Compared to "Adaptable to Lesotho's specific development challenges and country circumstances" in FY21 *Significant difference between years



The Future Role of the World Bank Group in Lesotho

“By helping entrepreneurs and making sure that the money is used based on interests of the nation. And to do follow-ups where money was issued.”
(Civil Society Respondent)

“The WBG should improve its engagement with stakeholders, particularly government officials, when initiating and proposing projects for the government. More often than not, the WBG comes up with ready-made project proposals without adequately engaging the officers of the Ministries for which the Bank wants to provide technical and financial assistance. The Bank prefers to work with the Project Management Unit/Project Implementation Unit staff without engaging the officers of the Ministries and so this does not help to impart knowledge to the government officials.”
(Government Institution Respondent)



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In your opinion, what is the most important thing the WBG could do to increase its effectiveness in Lesotho?(N=118)

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

Engage with more non-government stakeholders, build capacity, and better align with Lesotho's needs, context, and capacity.

Engagement 31%

Collaborate with stakeholders outside of the government, especially youth, private sector, and local government

Better tailor its assistance to Lesotho

Improve coordination and alignment of assistance with other development partners

Focus Areas 26%

Should be demand-driven

Youth development

Jobs

Human development

Infrastructure

Knowledge 10%

Build local capacity among youth, private sector, and local government

Ensure WBG projects are building capacity within ministries



Operational Effectiveness 10%

Increase government accountability in the success of WBG projects

Ensure sustainability of WBG projects

More alignment with Lesotho's context, policies, and capacity

Communication 10%

Create greater awareness of the WBG's work and engagement opportunities

Results 10%

More monitoring and evaluation of projects; hold government accountable

Align WBG projects to Lesotho's needs

Local context matters – adapt solutions and best practices

Financial Support 4%

More financial support for private sector and start-ups

More grants instead of loans



In your opinion, what is the most important thing the WBG could do to increase its effectiveness in Lesotho? (N=118)



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

Engage with more non-government stakeholders, build capacity, and better align with Lesotho's needs, context, and capacity.

Engagement

- "Consultation with key stakeholders and be responsive to the views of stakeholders; engage more local consultants who understand local context."*
(Government Institution Respondent)
- "It shouldn't only engage with the government."*
(Private Sector Respondent)
- "Include as many stakeholders as possible."*
(Local Government Respondent)
- "Focus on capacitating youth and private sector."*
(Government Principal Respondent)
- "Use and capacitate local experts."*
(Academia Respondent)
- "Put field officers in remote areas for extended periods of time so that they have a fundamental grasp of conditions on the ground. Global institutions are top heavy and irrelevant because they are detached and aloof."*
(Private Sector Respondent)

Focus Area

- "It is imperative for the WBG to find out more of what Basotho needs and try to help out by prioritizing those needs before they assist. For example, youth unemployment, job creation, etc."*
(Local Government Respondent)
- "The WBG could help to reduce poverty and improve its human development by investing in education, health, and social promotion programs."*
(Civil Society Respondent)
- "Ask those who are receiving support, what their needs are. We were allocated money and told what to do; we could have used it for more pressing needs."*
(Academia Respondent)
- "One of the most important steps the WBG could take to increase its effectiveness in Lesotho is to prioritize investments in infrastructure that directly benefit the population and contribute to long-term development goals."*
(Local Government Respondent)

Knowledge

- "Work with existing government systems and should not create own parallel systems. The PIUs have not benefited the country. Planners and economists in the ministries are not capacitated as the WB hires its own staff, which does not interact with the Planning Units daily; hence, no knowledge transfer."*
(Government Institution Respondent)
- "1. Bring in a participative Task Team Leader, not the PIU's critique. 2. Bring in the PIU at the design stage, not during the implementation stage. 3. Stick to the principle of hiring professionals at PIU, not politically appointed staff. 4. The Task Team Leader should not be a leader during the missions. 5. The WBG should host regular Implementation Support sessions. 6. Because of changing environments everywhere and some practices becoming obsolete, the WBG should insist on capacity building that is relevant to individual Ministries and/or countries."*
(Government Institution Respondent)



In your opinion, what is the most important thing the WBG could do to increase its effectiveness in Lesotho?(N=118)



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

Engage with more non-government stakeholders, build capacity, and better align with Lesotho's needs, context, and capacity.

Operation Effectiveness

"The WBG can increase its effectiveness in Lesotho if it assists all three arms of government, namely Executive, Legislature and Judiciary, to adopt and implement accountability and ethical standards expected of such institutions. Otherwise, corruption and white-collar crime will continue crippling the country's economy, effectively nullifying the efforts of WBG and other development partners." (Government Institution Respondent)

"Stop giving the government money without follow-ups. Give money to youth organizations for greater development but make follow-ups." (Civil Society Respondent)

"Ensure sustainability of projects where possible, e.g, for construction, the government should have a clear maintenance plan, and for soft projects, the government should have a take-over strategy." (Government Institution Respondent)

"Align with the government policies and procedures." (Government Institution Respondent)

"Tailor its policies to Lesotho's context. i.e., legislation and policies during the implementation of projects, more often than not, its policy guidelines are tailored towards the developed worlds [with little] recognition given to developing worlds like Lesotho." (Government Institution Respondent)

"I would highly recommend that the World Bank group tone down the pace it applies when assisting Lesotho in developing projects. Most of the time, we amend projects as we move along because they were rushed for approval while the preparations were not ready." (Government Institution Respondent)

Communication

"Dissemination of research results to reach people who need that information, e.g., as part of the implementation, they could design 'post-research' programs that enable transmission of information to relevant stakeholders." (Civil Society Respondent)

"Teach / familiarize its different programs to Basotho so that many citizens can understand and even participate in WBG's different initiatives." (Local Government Respondent)

Results

"Work more with local partners, especially the CSO and CBOs , for locally grown solutions and ownership of initiatives and always check progress and monitor investments through interacting with beneficiaries at the local level and local CBOs." (Civil Society Respondent)

"If I had enough power I would say WBG should run its project without the governance interference." (Local Government Respondent)

Financial Support

"The WB should consider giving more grants as opposed to loans. The Bank should help Lesotho come out of its miry clay and help stabilize the economy." (Government Institution Respondent)

"WBG can create a high-quality with Lesotho start-ups or scale-ups by supporting Venture Capitalists, accelerators and incubators." (Private Sector Respondent)



In your opinion, what is the most important thing the WBG could do to increase its effectiveness in Lesotho?(N=118)



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Communication and Outreach

“Promote activities and increase access to resources.”

(Parliamentarian Respondent)

“There should be dissemination of information on different platforms for people to access information easily.”

(Local Government Respondent)

“WGB should, as a priority, engage in a communication & visibility campaign, i.e., most of us just know there is a World Bank, besides seeing a newspaper advert of a project seeking tenders for a World Bank funded project, we don't know what it does.”

(Civil Society Respondent)

“Dissemination of its mandate and available products / opportunities to key stakeholders in Lesotho.”

(Academia Respondent)



WORLD BANK GROUP



In your opinion, what is the most important thing the WBG could do to increase its effectiveness in Lesotho?(N=118)

Direct Contact and Events were Most Preferred for Receiving WBG Communication

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

	Preferred WBG Source						
	All Respondents	Parliamentarian	Government Institution	Local Government	Civil Society	Private Sector	Academia / Research Center
Direct contact with staff (e.g., in person, virtually, phone, email)*	65%	64%	57%	90%	57%	69%	36%
Event / conference / seminar / workshop (in person or online)	50%	36%	40%	53%	61%	62%	71%
e-Newsletters*	35%	36%	60%	11%	17%	23%	57%
Direct messaging (e.g., WhatsApp, Telegram, Viber)	18%	14%	9%	37%	26%	23%	7%
Social media (e.g., Facebook, Twitter)	17%	14%	20%	5%	26%	8%	21%



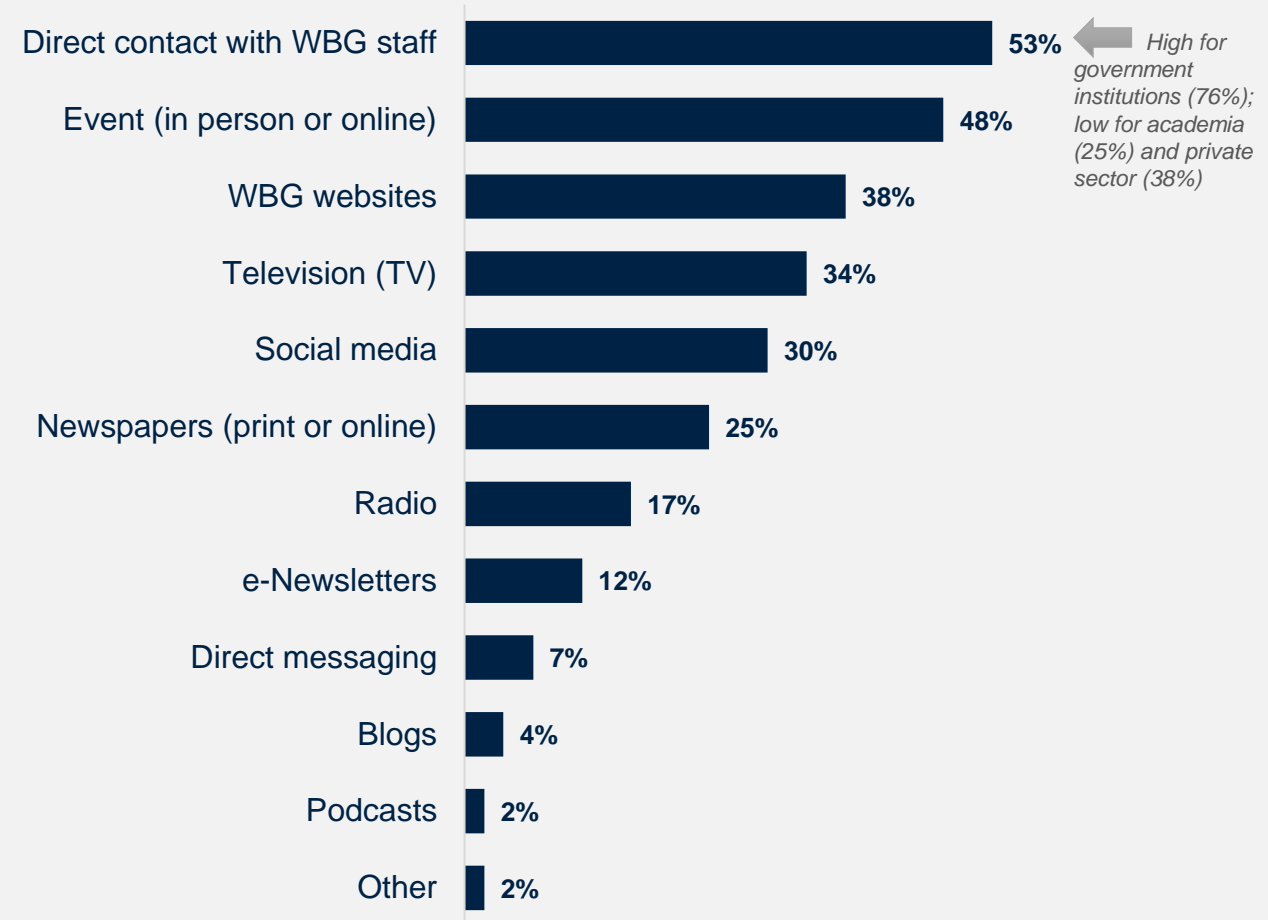
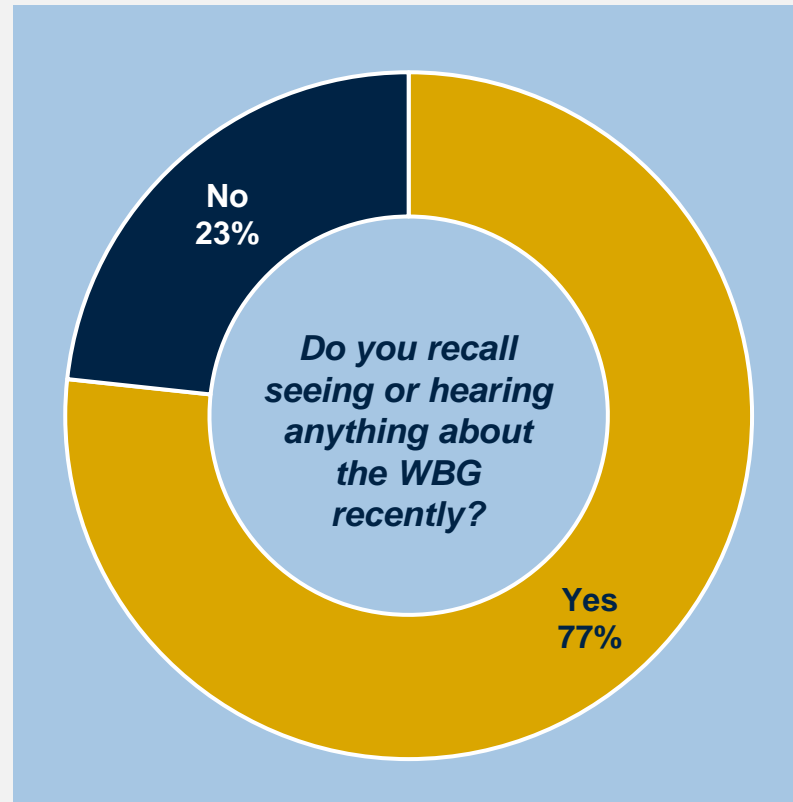
How would you prefer to receive communication from the WBG? (Select up to 2)
(Percentage of Respondents, N=131) *Significantly different between stakeholder groups



WORLD BANK GROUP

Nearly 8 in 10 Engaged with the WBG Recently, most often through Direct Contact or Events

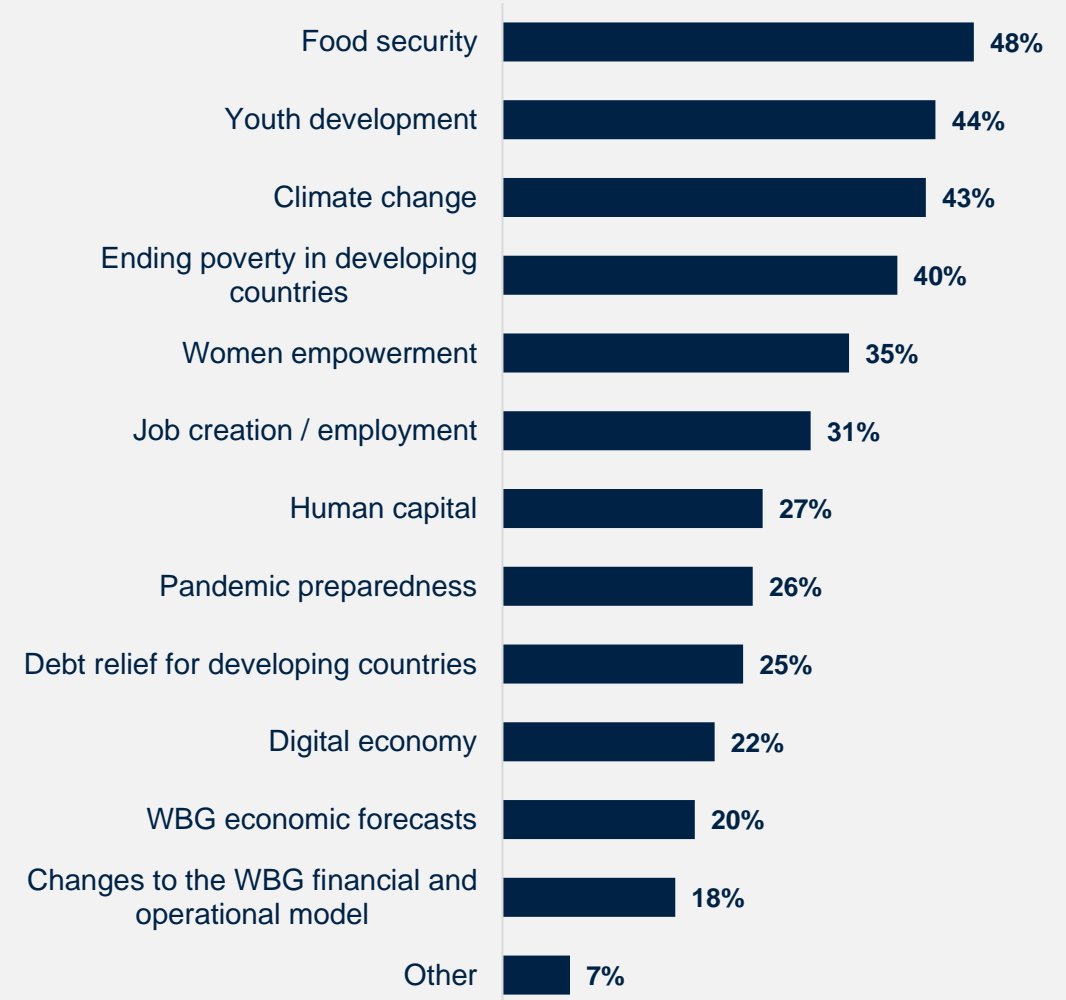
77% of respondents recalled hearing or seeing something about the WBG recently. Respondents most often reported seeing/hearing about the WBG through **direct contact** and **events/conferences/seminars** (in person or online).



WBG Work on Food Security, Youth, and Climate Change were the Most Commonly Recalled Topics

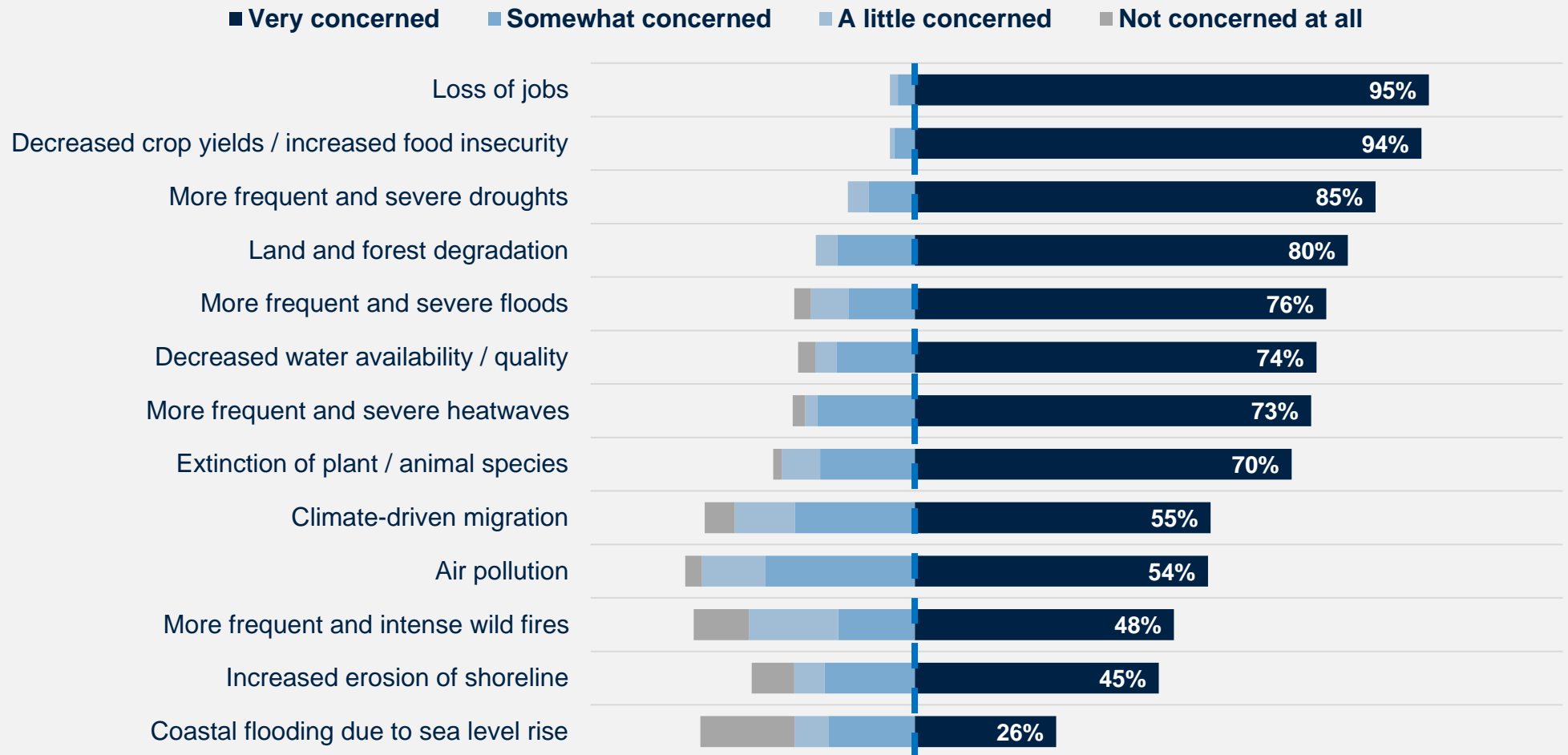
Respondents most frequently recalled WBG work or research on **food security**, **youth development**, and **climate change**, followed by **ending poverty** in developing countries.

- Respondents from civil society and academia were significantly *less* likely to recall WBG work on food security (24% and 17%, respectively) compared to respondents from other stakeholder groups.
- Respondents from the private sector were the most likely to recall WBG work on youth development (75%) whereas respondents from government institutions and academia were significantly *less* likely (21% and 25%, respectively).
- Parliamentarians and respondents from the private sector were the most likely to recall WBG work on climate change (70% and 75%, respectively), whereas respondents from civil society and academia were significantly *less* likely (12% and 25%, respectively).
- Parliamentarians were significantly more likely to recall WBG work on pandemic preparedness (70%), whereas respondents from civil society were significantly *less* likely (6%).

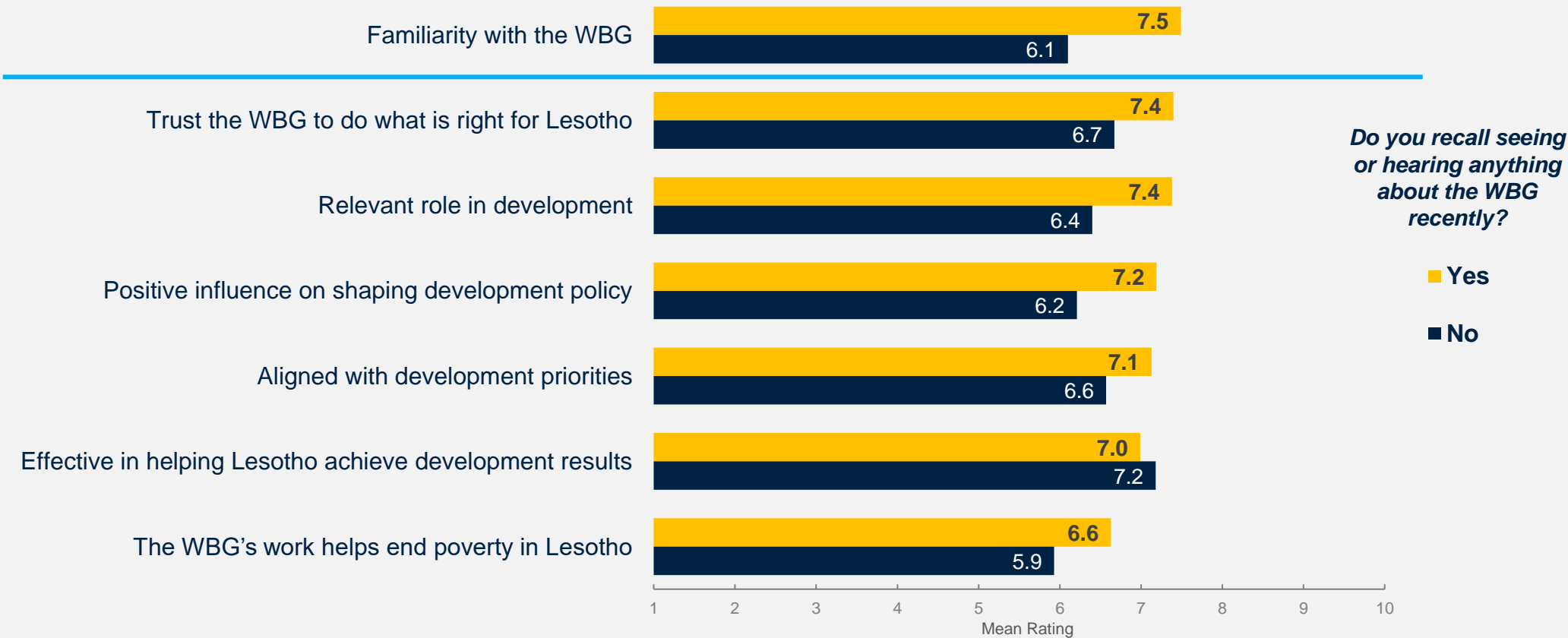


Climate Change Communications can be More Impactful when Related to Stakeholders' Top Concerns: Jobs and Food Security

Nearly all respondents were **very concerned** about the **loss of jobs** and **decreased crop yields / increased food insecurity** when it comes to the potential impacts of climate change in Lesotho. **More frequent and severe droughts** and **land and forest degradation** were also of great concern to respondents. These key areas of concern should be taken into consideration to make communications about climate change more impactful.



Message Recall Increases Familiarity and Leads to More Positive Perceptions of the WBG and its Work



These findings suggest that respondents who are more frequently exposed to information about the WBG or who actively engage with WBG staff and knowledge work (read research papers, etc.) are also more likely to hold more positive views about the WBG’s work.

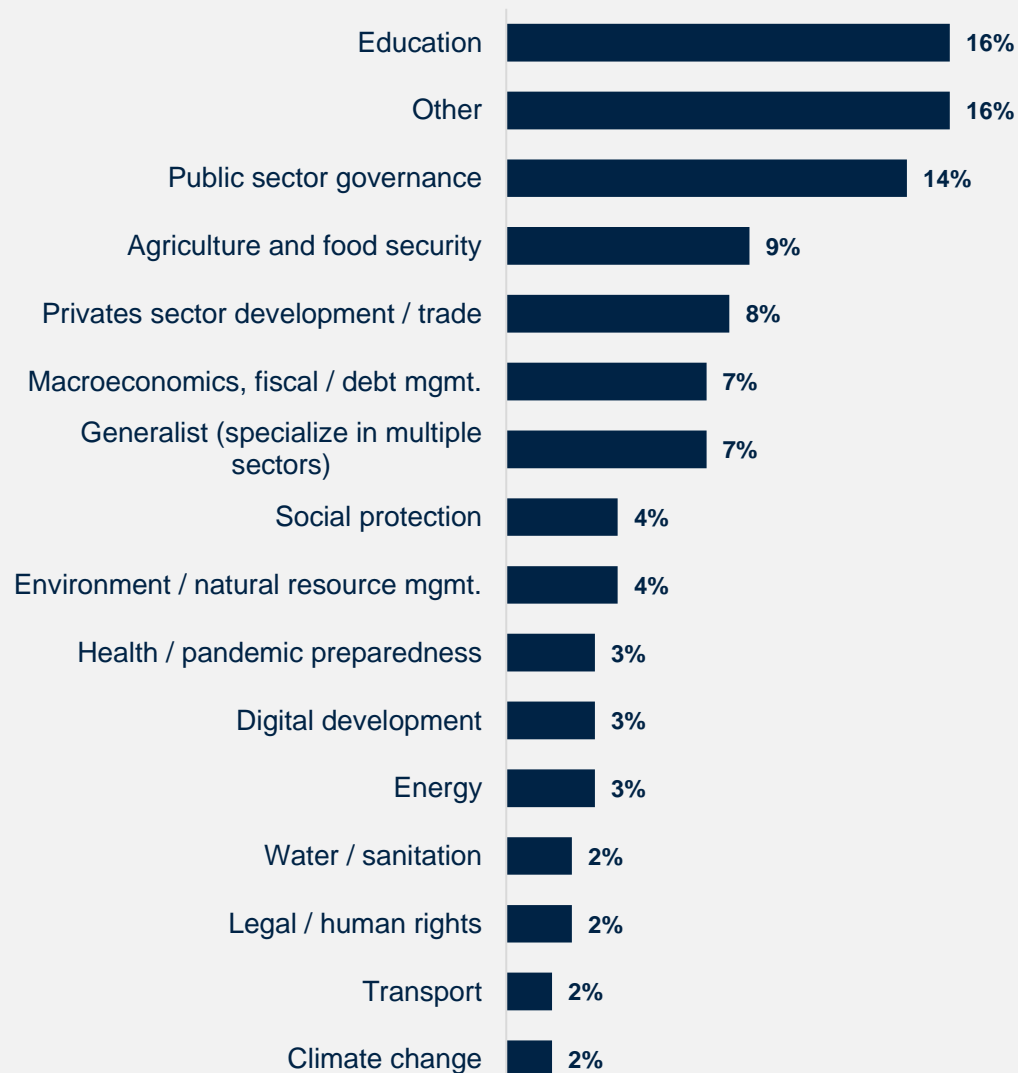
How familiar are you with the work of the World Bank Group in Lesotho? Scale: 1 Not familiar at all – 10 Extremely familiar
How much do you trust the WBG to do what is right for Lesotho? Scale: 1 Not at all – 10 Very much
Scale: 1 Strongly disagree – 10 Strongly agree: The WBG currently plays a relevant role in development in Lesotho. The WBG has a positive influence on shaping the development policy in Lesotho. The WBG’s work is aligned with what I consider the development priorities for Lesotho.
How effective is the WBG in helping Lesotho achieve development results? Scale: 1 Not effective at all – 10 Very effective

Demographics of the Sample and Detailed Methodology



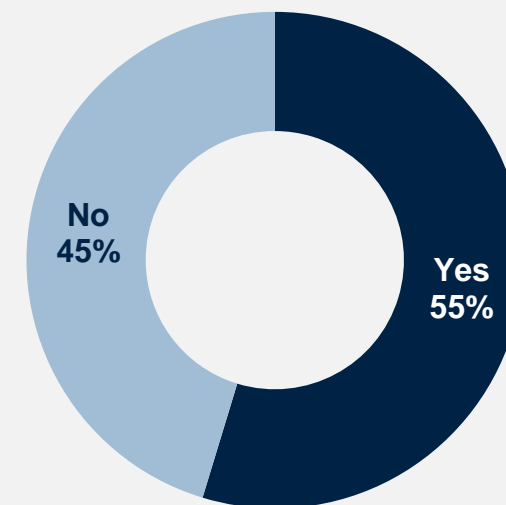
Demographics of the Sample

What is the primary specialization of your work? (N=129)



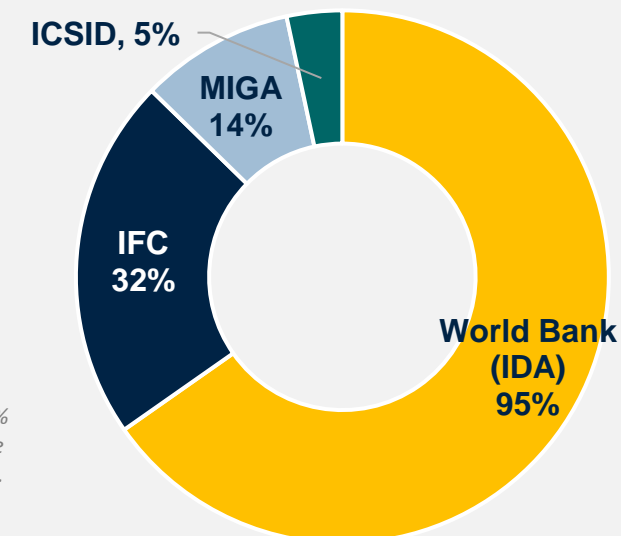
Do you collaborate/work with the World Bank Group (WBG) in Lesotho? (N=150)

Respondents from government institutions were significantly more likely to indicate that they collaborate with the WBG (92%) whereas respondents from civil society and the private sector were significantly less likely to collaborate with the WBG (26% and 27%, respectively).

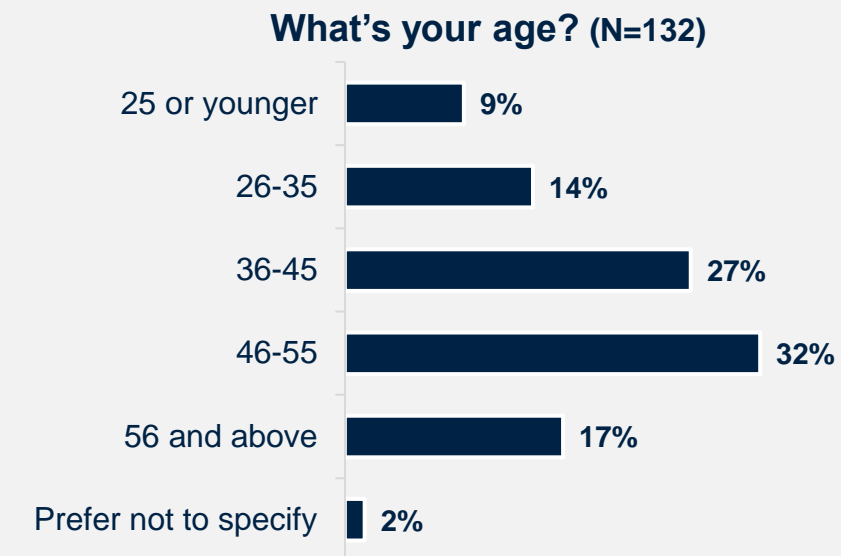
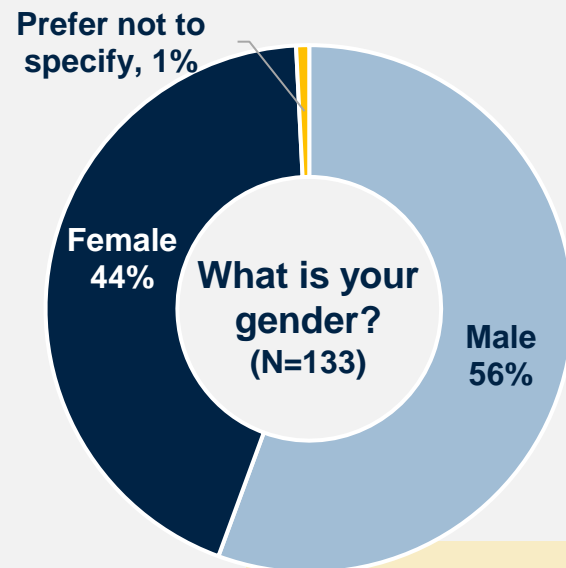


Which of the following WBG agencies do you collaborate/work with in Lesotho? (N=81)

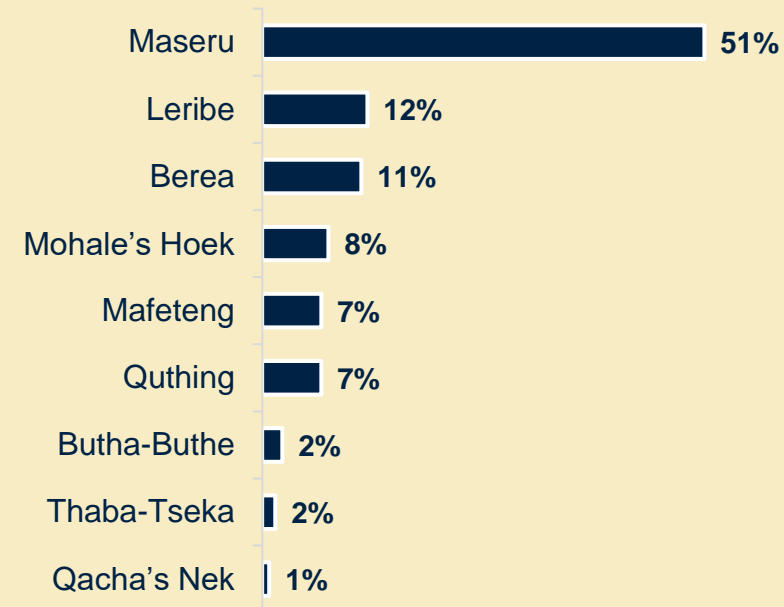
Percentages equal more than 100% because respondents could choose multiple agencies within the WBG.



Demographics of the Sample (continued)



Which best represents your geographic location? (N=132)



Detailed Methodology

From **January to February 2024**, a total of 437 stakeholders in Lesotho 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 fielding agency. Participants were drawn from the Offices of the President, Prime Minister, Minister, and Parliament, government institutions, local governments, bilateral or multilateral agencies, the private sector, civil society, academia, and the media.

Of these stakeholders, **152 participated in the survey (26% response rate)**. Respondents completed the questionnaire via an online platform or during face-to-face interviews with fielding agency representatives.

The results of this year's survey were compared to the FY21 Survey with a response rate of 40% (N=109).

Comparing responses across Country Surveys reflects changes in attitudes over time, but also changes in respondent samples, changes in methodology, and changes to the survey instrument itself. To reduce the influence of the latter factor, only those questions with similar response scales/options were analyzed. This year's survey saw a much better distribution of respondents across stakeholder groups with greater outreach to and/or response from local governments and academia but a decrease from government institutions. These differences in stakeholder composition between the two years should be taken into consideration when interpreting the results of the past-year comparison analyses.

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

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

Percentage of Respondents	FY 2021	FY 2024
Government Principals: Office of the President, Prime Minister, Minister, Parliamentarian	5%	4%
Government Institutions: Employee of a Ministry, Department, Project Implementation Unit, Independent Government Institution, Judiciary, State-Owned Enterprise	40%	24%
Local Government	0%	14%
Bilateral/Multilateral Agency: Embassy, Development Organization, Development Bank, UN Agency	9%	3%
Civil Society Organization: Local and regional NGOs, Community-Based Organization, Private Foundation, Professional/Trade Association, Faith-Based Group, Youth Group	19%	18%
Private Sector: Private Company, Financial Sector Organization, Private Bank	18%	10%
Academia / Research Center	3%	11%
Media	6%	5%
Total Number of Respondents	108	152

Indicator Questions

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

A1_5. How much do you trust the World Bank Group to do what is right for Lesotho? Scale: 1 Not at all – 10 Very much

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

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

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

A4. The WBG currently plays a relevant role in development in Lesotho.

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

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

A7. The WBG's work helps end poverty in Lesotho

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

C1_1. Responsiveness to needs in Lesotho

C1_2. Access to WBG staff and experts

C1_3. Flexibility when circumstances change in Lesotho

C1_5. Being a long-term partner to Lesotho

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

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

C2_1. National government

C2_4. Private sector

C2_5. Civil society

C2_6. Other development partners

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

C4_1. The WBG's financial instruments (i.e., loans, credits, grants, trust funds) meet the needs of Lesotho.

C6_1. I am satisfied with the quality of the WBG's knowledge work in Lesotho.

C6_4. The WBG's knowledge work is tailored to Lesotho's context.





Country Opinion Surveys

Thank you

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

countrysurveys@worldbankgroup.org

