



Country Opinion Surveys

FY 2024 Georgia

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 Georgia 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 regarding its effectiveness, relevance, alignment with Georgia'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 Georgia? Are opinions improving or declining?
- 5. Financial Instruments and Knowledge Work:** What do key stakeholders value the most regarding the WBG's work in Georgia? What opinion do key stakeholders have of WBG financial instruments and knowledge products? Are opinions improving or declining? What are stakeholders' suggestions for improving WBG's effectiveness?
- 6. Communication and Outreach:** What are the preferred communication channels? Are there differences among stakeholder groups in terms of preferred channels?
- 7. Message Recall:** What key topics that the WBG communicates do stakeholders recall? Is there a relationship between message recall and views of the WBG's work?



Methodology Overview

■ Fielded November 2023 – January 2024

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

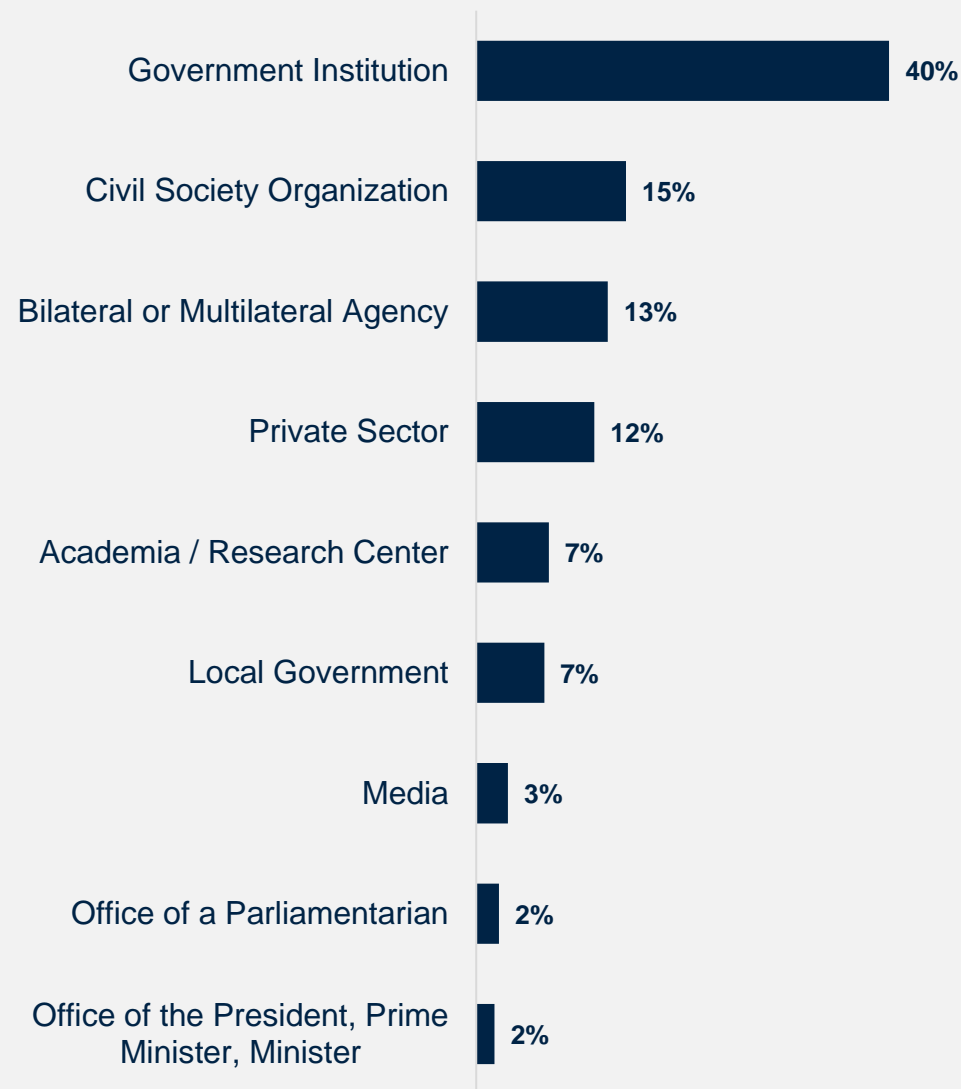
■ 226 participants (26% response rate)

- 91% from Tbilisi
- 64% currently collaborate with the WBG

■ Compared to FY21 Country Survey

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

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



Which of the following best describes your current affiliation?
(Select only 1 response) (Percentage of Respondents, N=226)



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Overall Context

“The World Bank Group can significantly improve its effectiveness in Georgia by prioritizing sustained engagement with local communities, fostering stronger collaboration among stakeholders, and developing solutions tailored to country-specific needs.” (Government Institution Respondent)

“Support in policy development on central, regional, and local levels; effective monitoring system; support to civil society development; support in the education sector.” (Other Respondent)



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In your opinion, what is the most important thing the WBG could do to increase its effectiveness in Georgia? (N=97)

Increased Familiarity with the World Bank

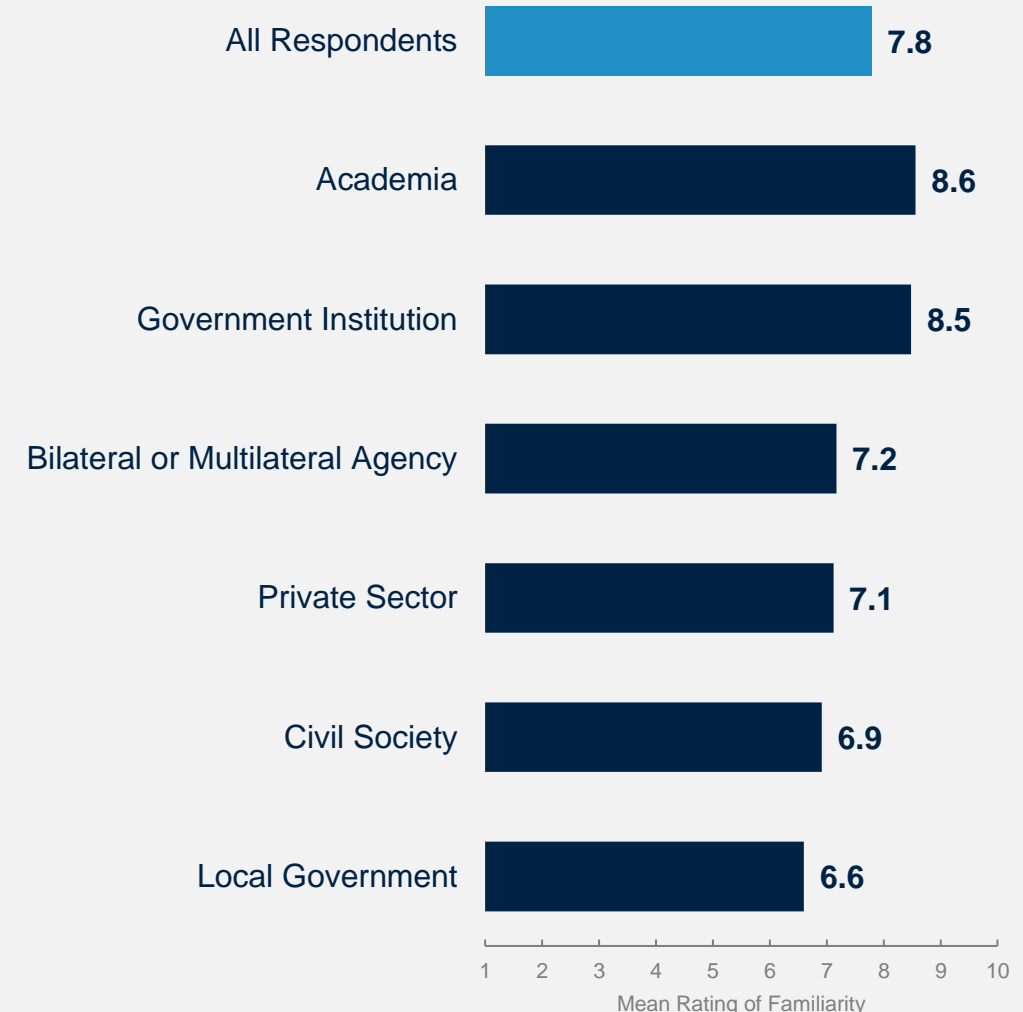
- **Year comparison:** Respondents in this year's Country Survey reported significantly higher levels of familiarity with the World Bank compared to respondents in the FY21 Survey:

Mean familiarity: **FY24 = 7.8**
 FY21 = 6.9

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

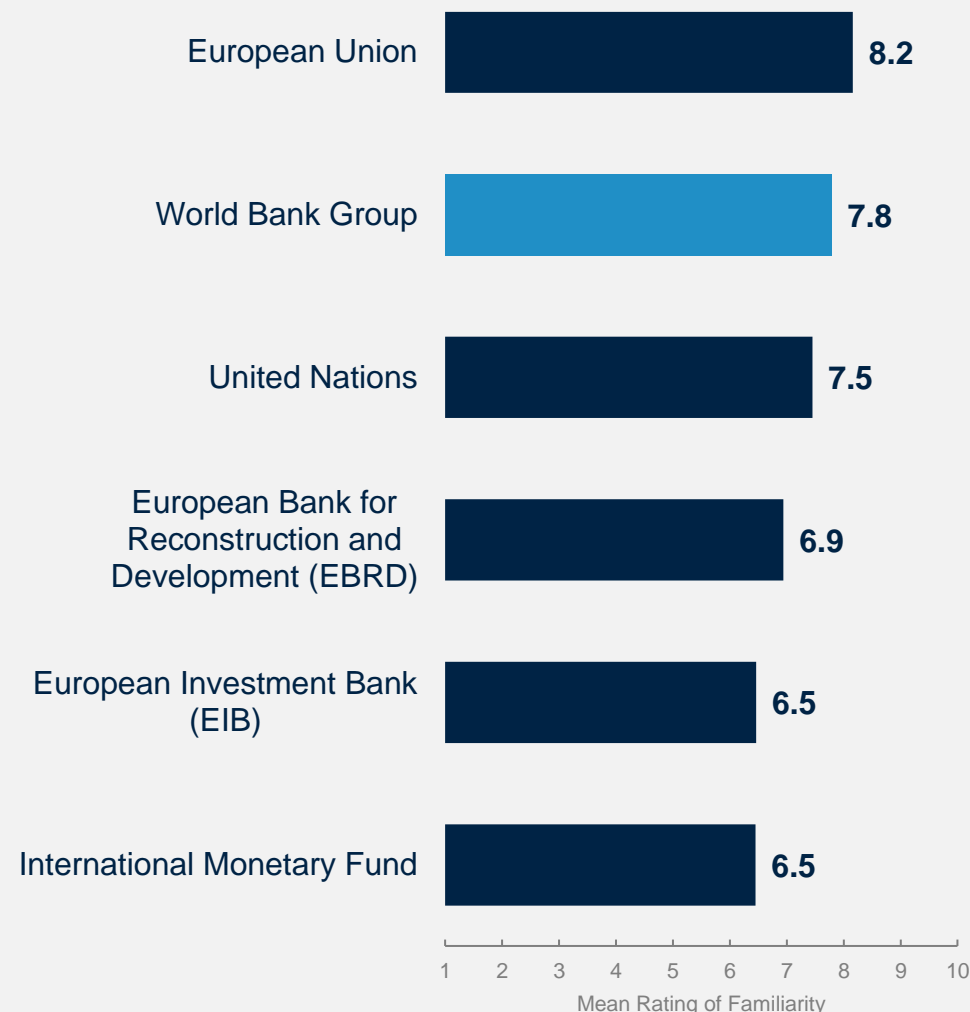
Mean familiarity: **Collaborate with WBG = 8.6**
 Do not collaborate = 6.3

- **Stakeholders:** Respondents from academia/research centers and government institutions (including those from the offices of the President/Prime Minister/Minister) indicated significantly higher levels of familiarity with the WBG compared to respondents from other stakeholder groups, especially those from local government who reported the lowest levels of familiarity with the work of the WBG.



Stakeholders Most Familiar with the EU, WBG, and UN

- 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 Georgia indicated the highest levels of familiarity with the work of the EU, followed by the WBG and the UN. Respondents were least familiar with the work of the EIB and IMF in Georgia.



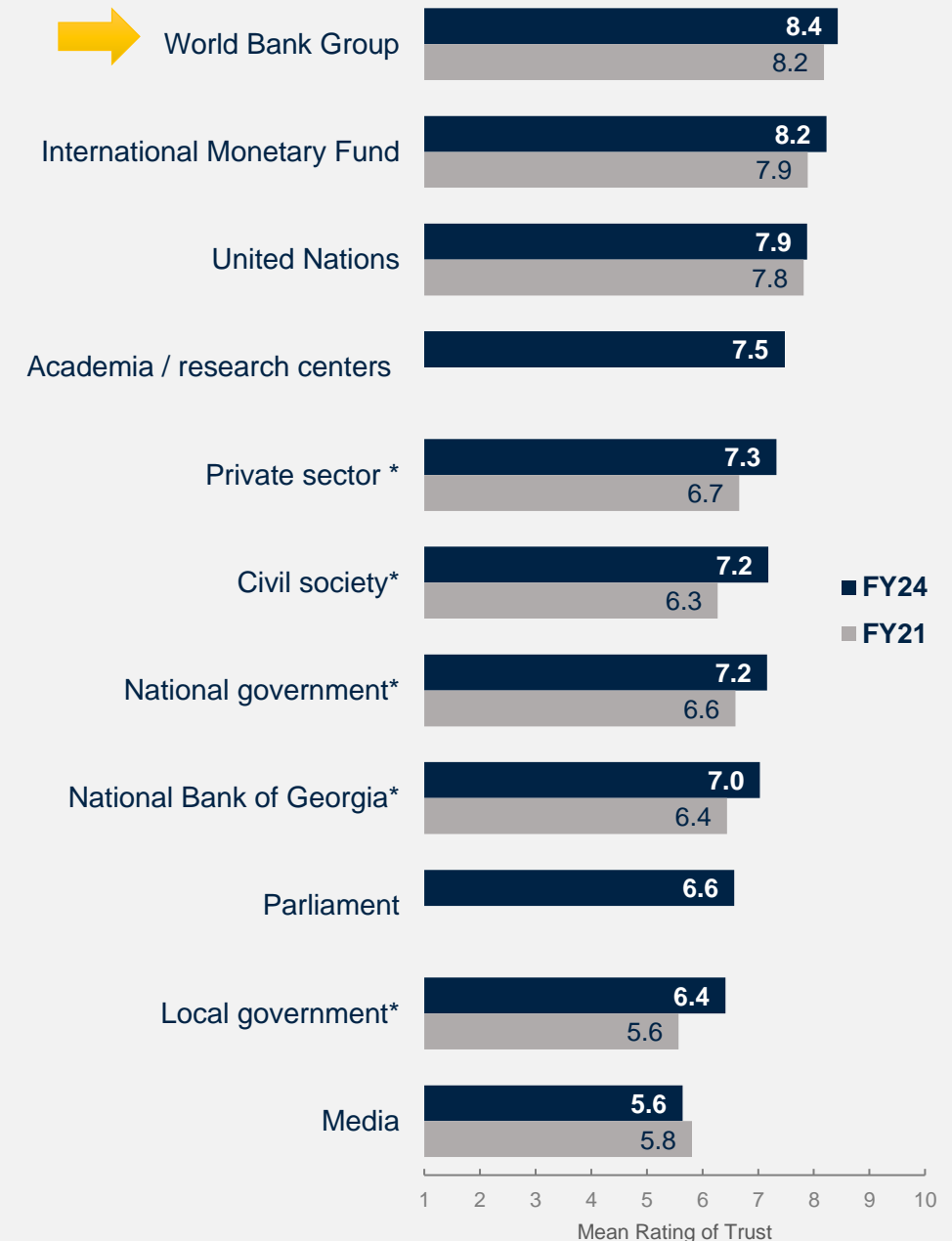
The WBG is the Most Trusted Institution in Georgia

Respondents in Georgia gave the **highest ratings of trust for the World Bank Group, IMF, and the UN**. Ratings of trust were also high for academia and significantly improved in FY24 for the private sector and civil society compared to the FY21 survey.

Despite having significantly improved ratings compared to the FY21 survey, **government institutions in Georgia were among the least trusted** among the institutions studied, including the national government, the National Bank of Georgia, the Parliament, and the local government.

As in FY21, the **media** in Georgia **was the least trusted** institution according to respondents this year.

- Of note, respondents from local government, government institutions, and bilateral/multilateral agencies had the highest ratings of trust in the WBG (means = 9.6, 8.6, and 8.4, respectively) whereas respondents from the private sector had significantly lower ratings of trust (mean = 7.7).



Overall Attitudes toward the World Bank Group

“In my opinion, the most important thing is to share knowledge and experience, and in this way, the emergence of appropriate competence cadres in various fields, which will allow the country to achieve its goals, both in terms of economic and social, as well as in terms of establishing sustainable institutions.”

(Government Institution Respondent)

“More coordinated work with partners in Georgia. It is the identification of the country's needs and more concretization of aid and credits. More development of consulting work and promotion of the development of local analytical institutions.”

(Academia Respondent)



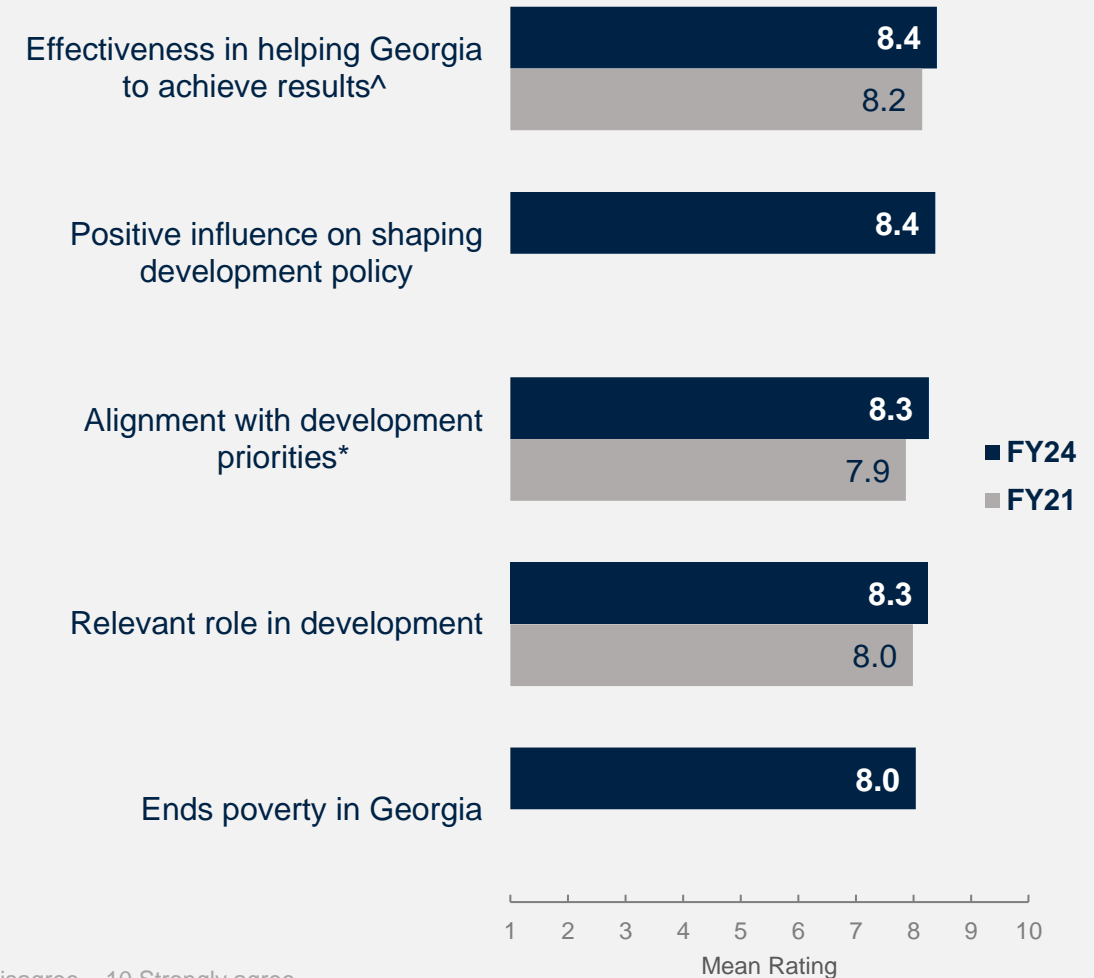
WORLD BANK GROUP



In your opinion, what is the most important thing the WBG could do to increase its effectiveness in Georgia? (N=97)

Key Performance Indicators Remain Very Positive

In FY24, respondents gave high ratings for the WBG's **effectiveness** at helping Georgia to achieve development results, its **positive influence** on shaping development policy, **alignment** with their development priorities for the country (which was significantly improved compared to FY21), the WBG's **relevance** to development in Georgia, and its work **helping to end poverty**.



The WBG currently plays a relevant role in development in Georgia. Scale: 1 Strongly disagree – 10 Strongly agree
 The WBG has a positive influence on shaping the development policy in Georgia. Scale: 1 Strongly disagree – 10 Strongly agree
 The WBG's work is aligned with what I consider the development priorities for Georgia. Scale: 1 Strongly disagree – 10 Strongly agree
 The WBG's work helps end poverty in Georgia. Scale: 1 Strongly disagree – 10 Strongly agree
 How effective is the WBG in helping Georgia 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 Georgia. Scale: 1 Not effective at all – 10 Very effective; To what extent does the WBG's work help to achieve development results in Georgia? Scale: 1 To no degree at all – 10 To a very significant degree

*Significant difference between years

Stakeholders from Government Have More Positive Perceptions of WBG

Comparisons of ratings for key performance indicators between stakeholder groups show that respondents from local government and government institutions (including those from the offices of the President/Prime Minister/Minister) had the highest ratings for the WBG across all of these KPIs whereas respondents from private sector had significantly lower ratings.



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

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

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

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

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

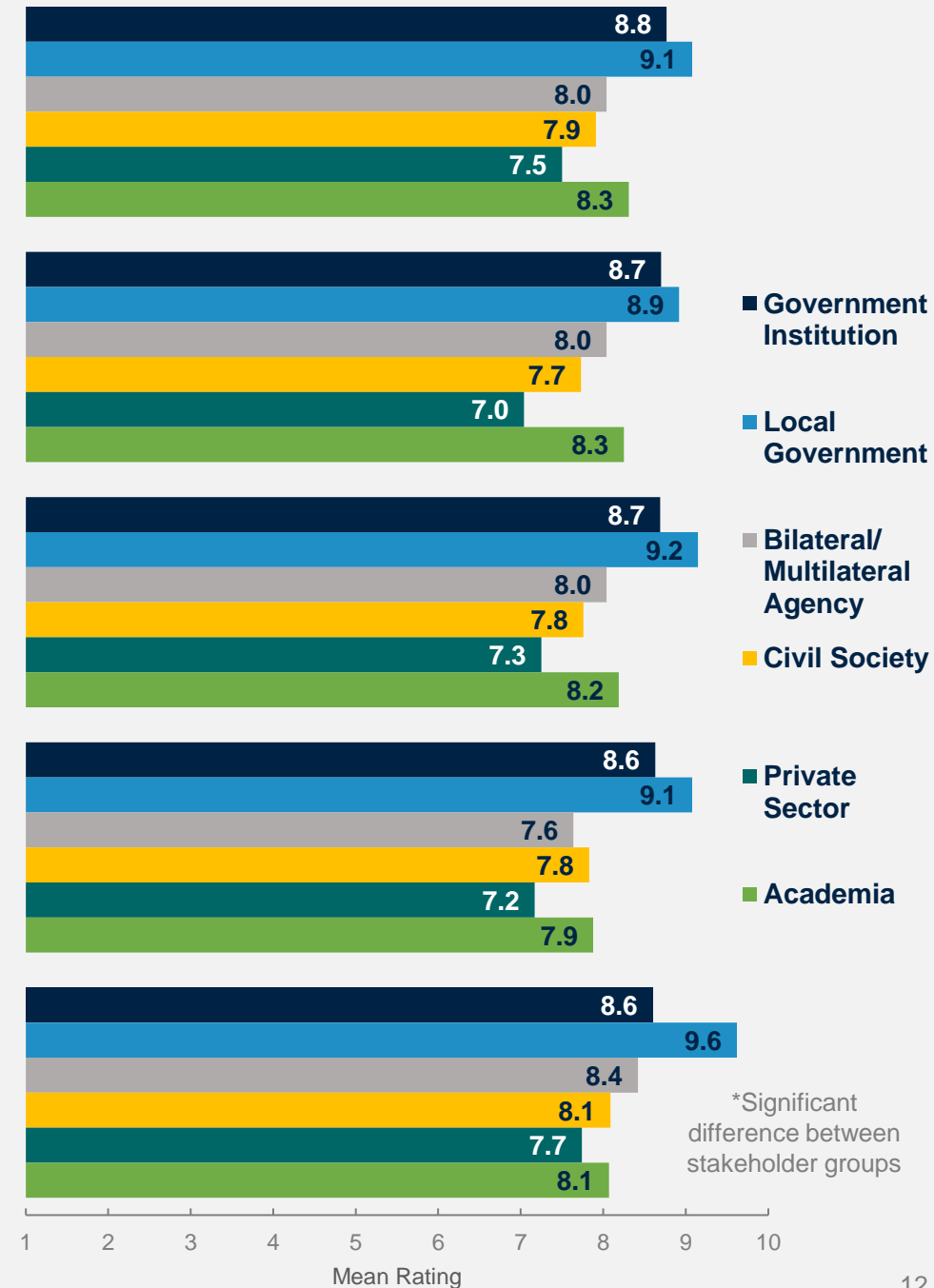
Positive influence on shaping development policy*

Relevant role in development*

Alignment with development priorities*

Effectiveness in helping Georgia achieve results*

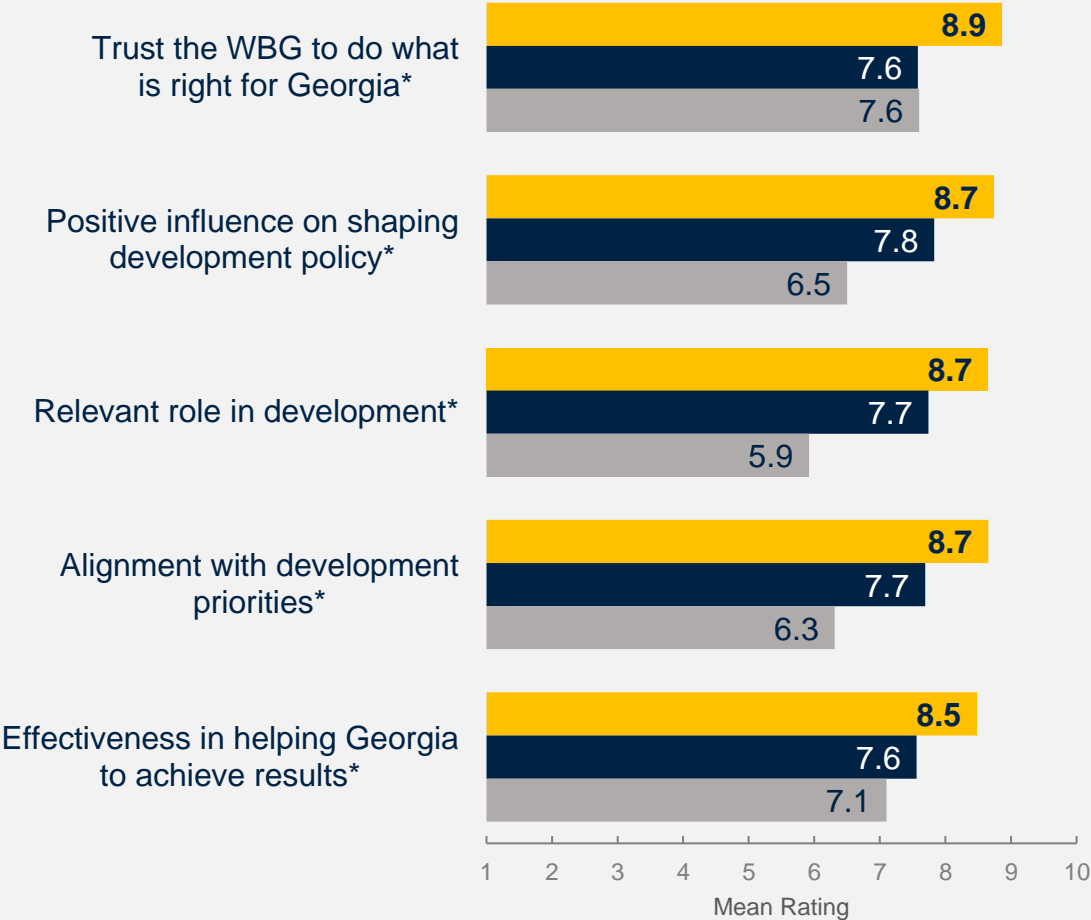
Trust the WBG to do what is right for Georgia*



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 Georgia?

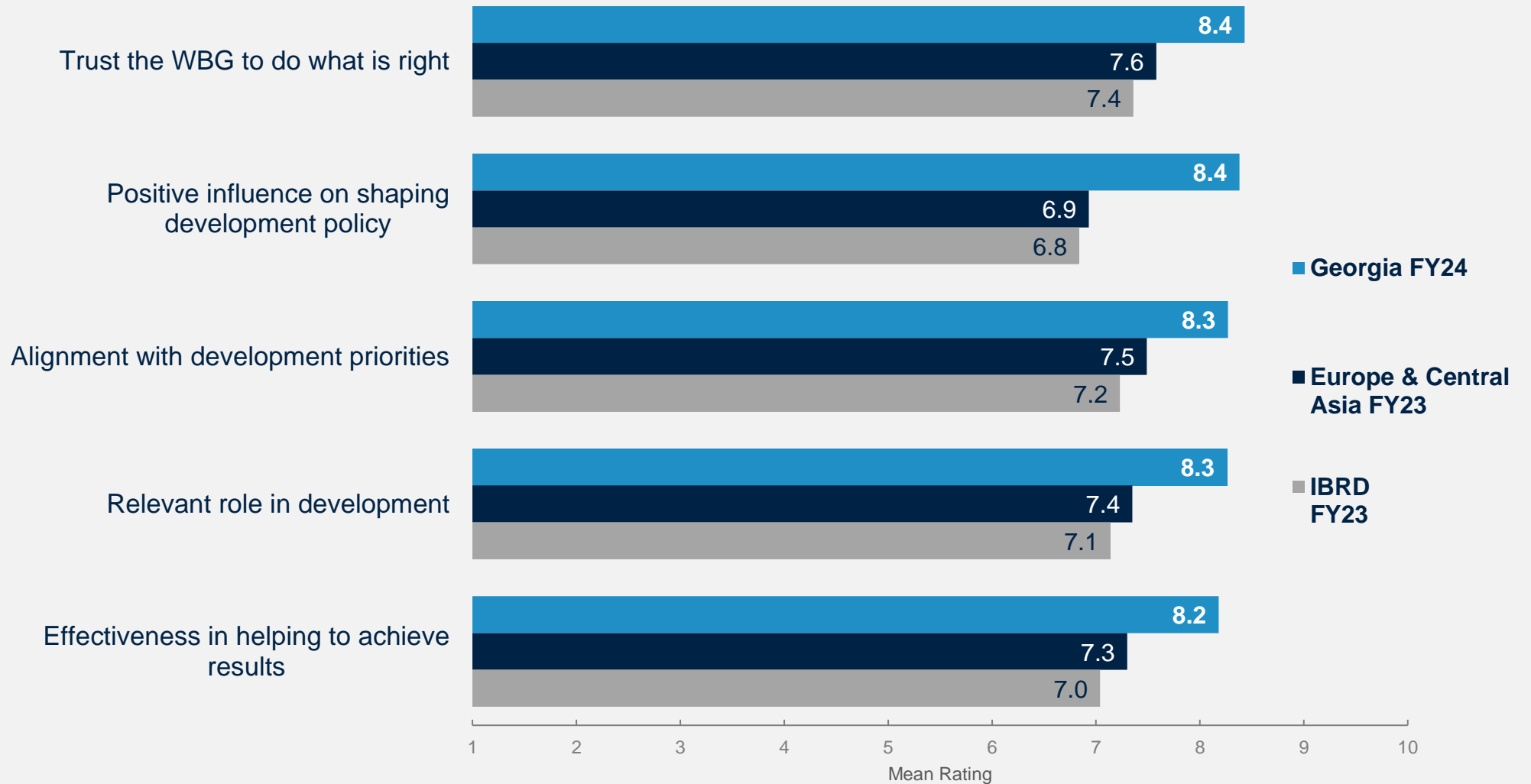
■ High Familiarity (8-10) ■ Some Familiarity (5-7) ■ Low Familiarity (1-4)



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

*Significant difference between levels of familiarity

Georgia Outperforms FY23 ECA and IBRD Countries on Key Performance Indicators

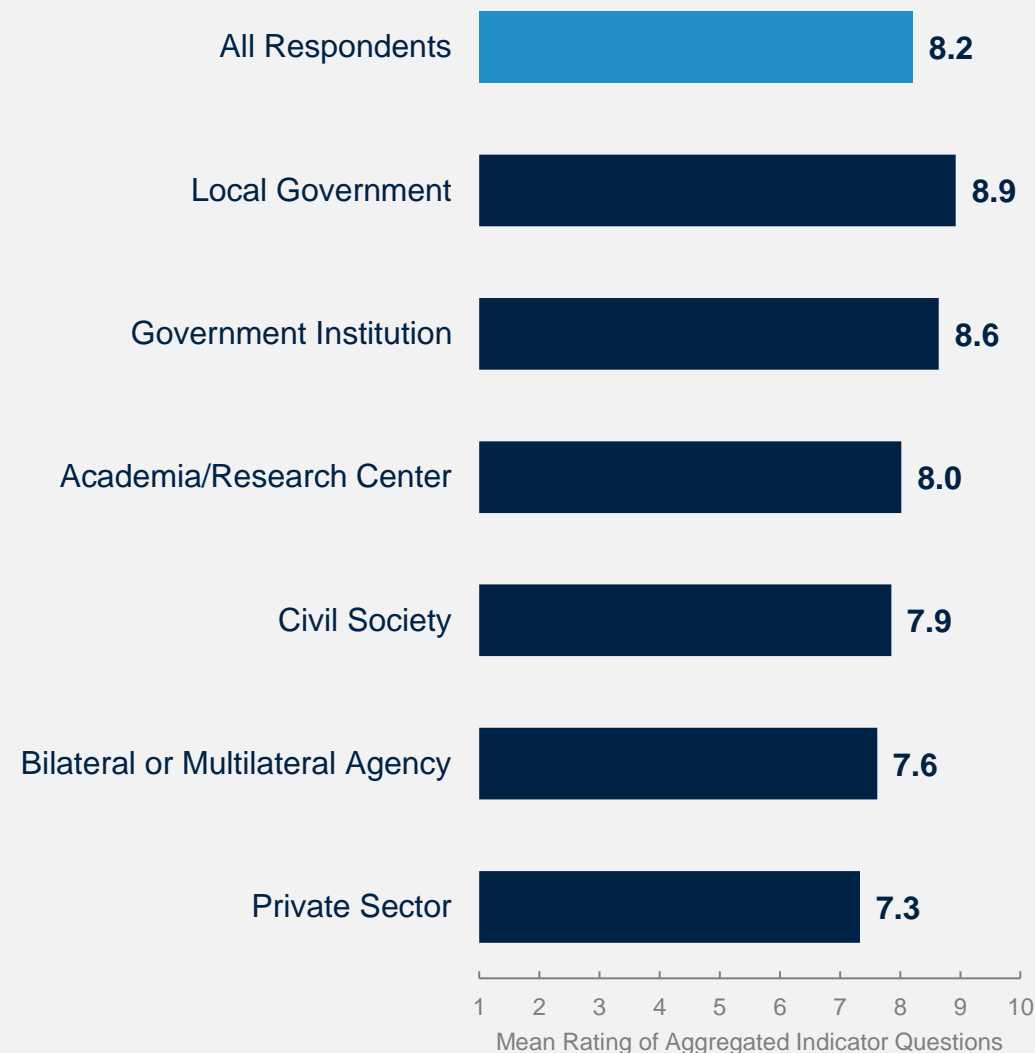


Stakeholder Trends across Performance Indicators

Respondents from local government and government institutions (including those from the offices of the President/Prime Minister/Minister) had the highest mean rating across the aggregated responses to the eighteen COS indicator questions whereas respondents from the private sector had significantly lower ratings.

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

Mean rating: **Collaborate with WBG = 8.4**
 Do not collaborate = 7.8



World Bank Group's Support for Development Areas

“Empower non-banking financial institutions, increase diversification in the financial sector, [allow] banking sector to promote innovations in the country. Focus on the education sector to improve education quality, which gives talent flow to private and government sectors, which ensures work effectiveness and productiveness of both sectors.”

(Civil Society Respondent)

“Promote the development of digital platforms, infrastructure development/creation, and significant changes in education systems, development of municipalities (education, infrastructure, local government, ... training), expert assistance in important fields, and also the discovery of Georgian experts from important successful fields in Georgia.”

(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 Georgia? (N=97)

Development Areas for WBG Focus

As in FY21, **education** was the top area in which stakeholders would like the WBG to focus its resources in FY24. **Regional development** was the #2 priority, being identified as a top priority by four times as many respondents as in FY21. **Climate change** was also of much greater priority, identified by five times as many respondents to become the #7 development priority in Georgia.

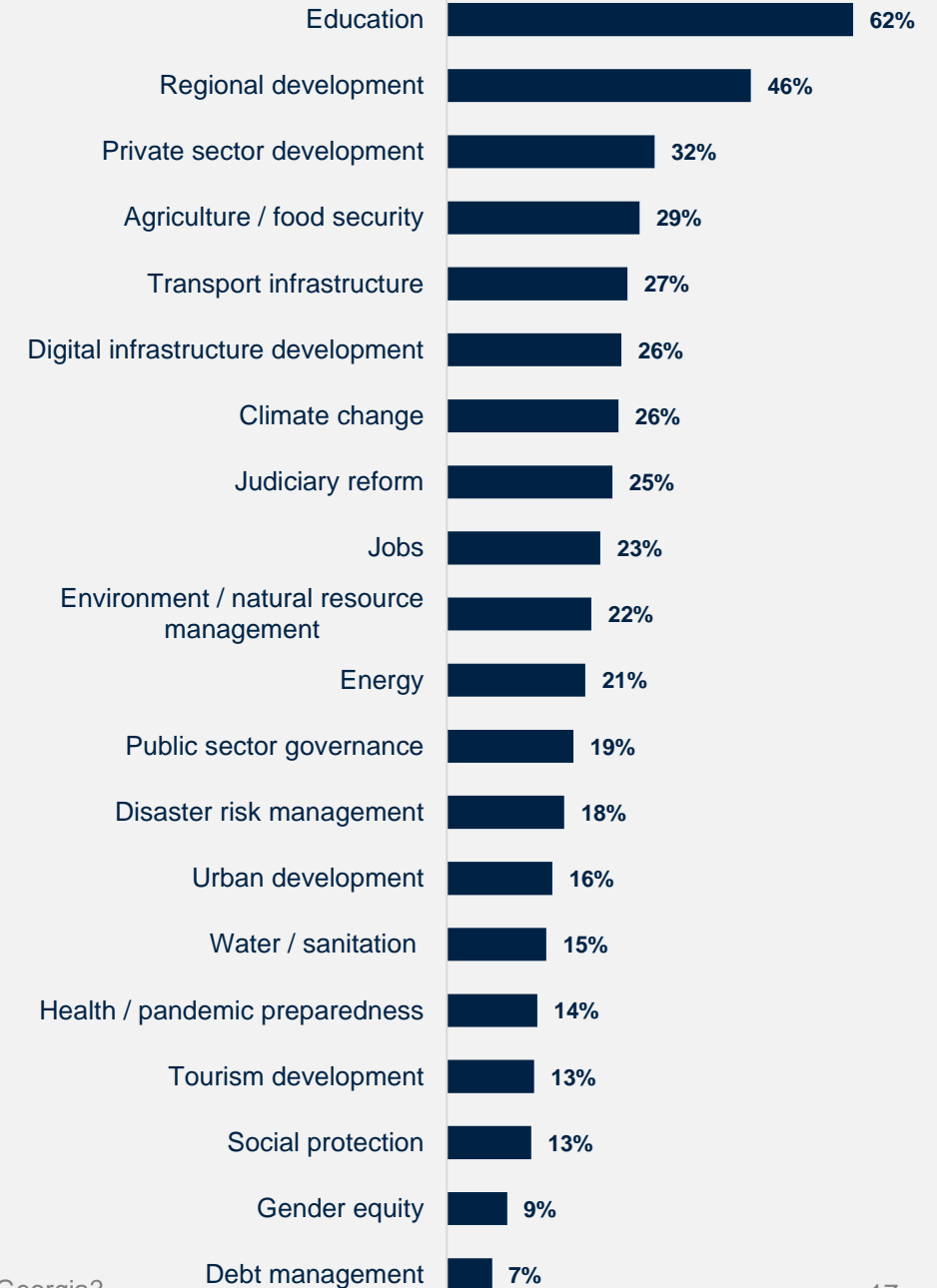
- It should be noted that private sector development (#3) was of more priority to respondents from civil society (52%), private sector (50%), and academia (44%) compared to respondents from government institutions (20%) and local government (15%).

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

"Sustainable urban and regional development. Private sector support and vocational training/schools." (Bilateral/Multilateral Respondent)

"I believe putting more emphasis on supporting private sector development, especially SMEs would be most beneficial for the Georgian economy." (Private Sector Respondent)

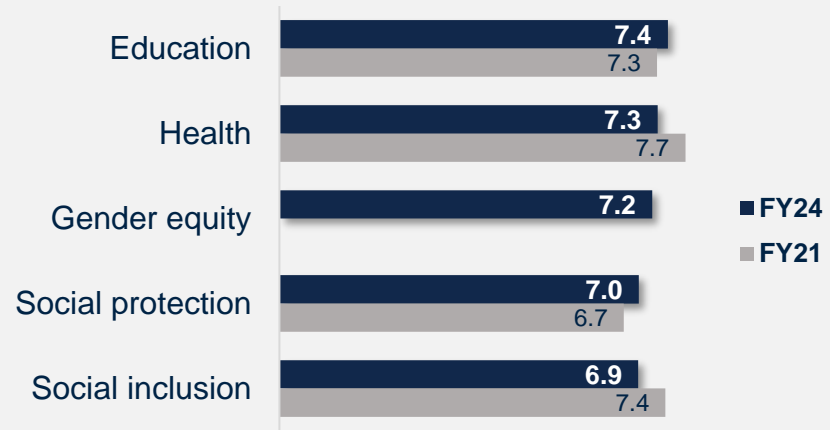
"Involvement in projects to be implemented in the local government (water supply systems, infrastructure, improvement and construction of schools and gardens, encouragement of economic development of the population, etc.)." (Local Government Respondent)



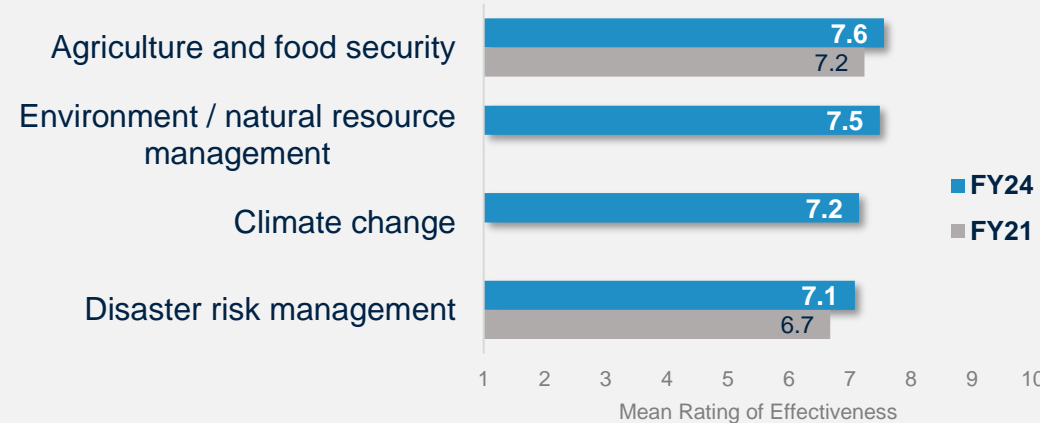
Effectiveness of WBG's Support in Sectoral Areas

The WBG's work in **macroeconomic stability** and the **transport** sector received the highest ratings of effectiveness. Of note, respondents from local government and government institutions had significantly higher mean ratings across all of these sectoral areas compared to respondents from other stakeholder groups.

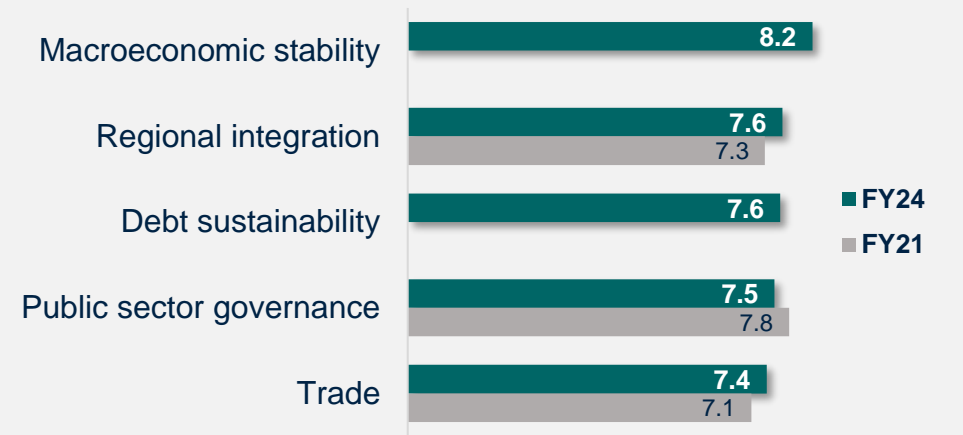
Human Development



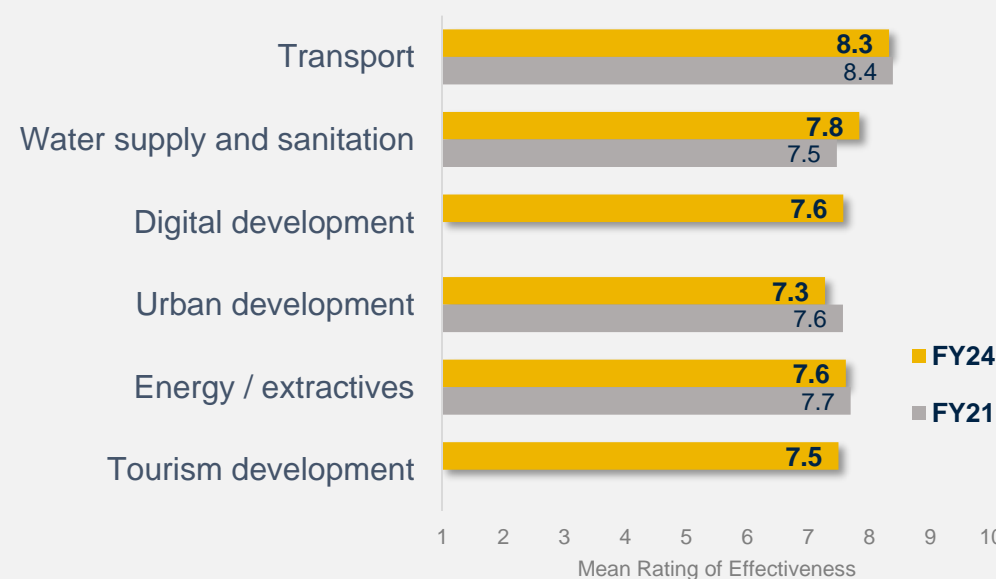
Environmental Sustainability



Finance / Institutions / Economic Growth



Infrastructure



*Significant difference between years

World Bank Group's Engagement on the Ground in Georgia

“More intensified CSO and private sector engagement in planning and project implementation.”
(Civil Society Respondent)

“WB should work more closely with Academia. Use the technical assistance already developed there.”
(Academia Respondent)



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In your opinion, what is the most important thing the WBG could do to increase its effectiveness in Georgia? (N=97)

The WBG Increasingly Seen as an Effective Partner

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

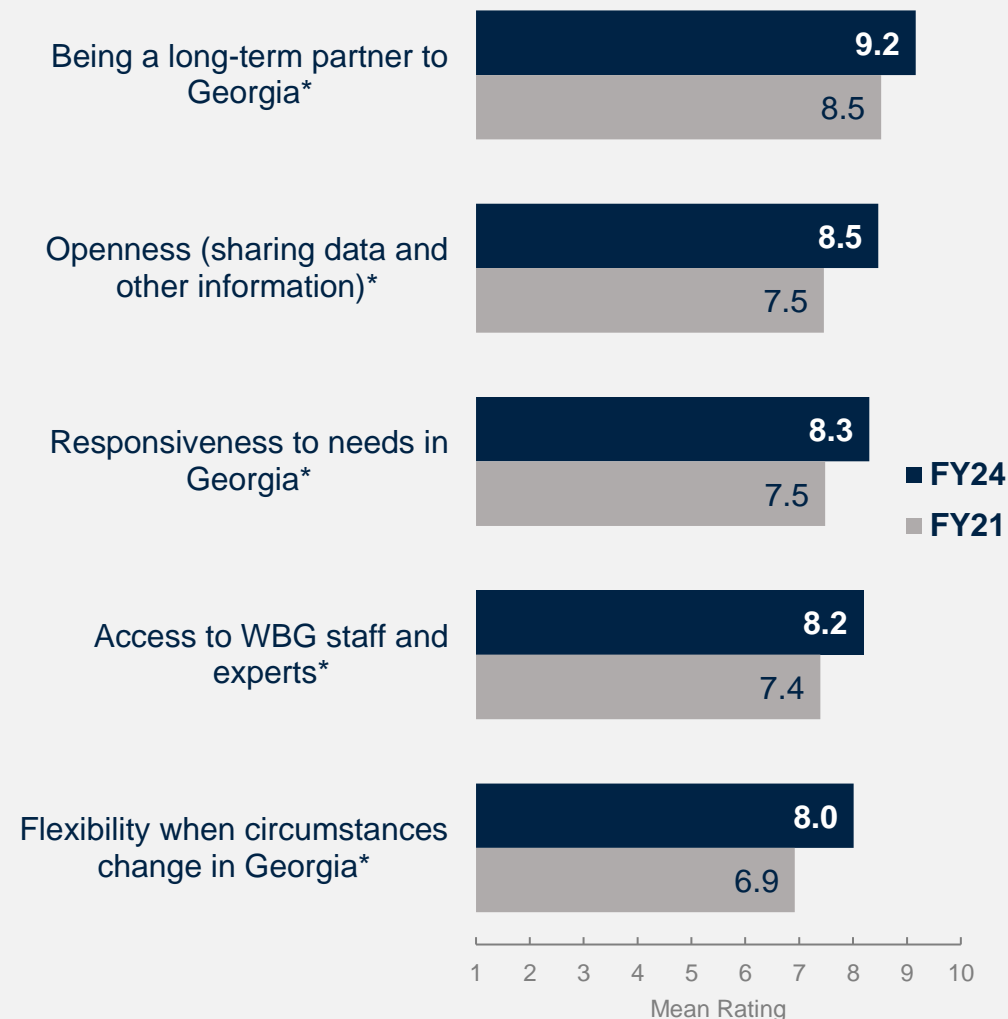
- Respondents from local government and government institutions (including those from the offices of the President/Prime Minister/Minister) had significantly higher mean ratings across these questions compared to respondents from other stakeholder groups.

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

“1. Be honest in its dealings with government. 2. Be honest in reporting the real status of the country to the Headquarters. 3. Work closely with business organizations and be open to criticism.”
(Private Sector Respondent)

“More flexibility in taking into account the country's interests. Also, more openness and more contacts with academic circles.”
(Academia Respondent)

“Taking into account the specifics of the existing local context (social, economic, legislative, technological, and political) when planning projects and defining relevant goals, at the level of the state and sectoral and implementing organizations.”
(Academia Respondent)



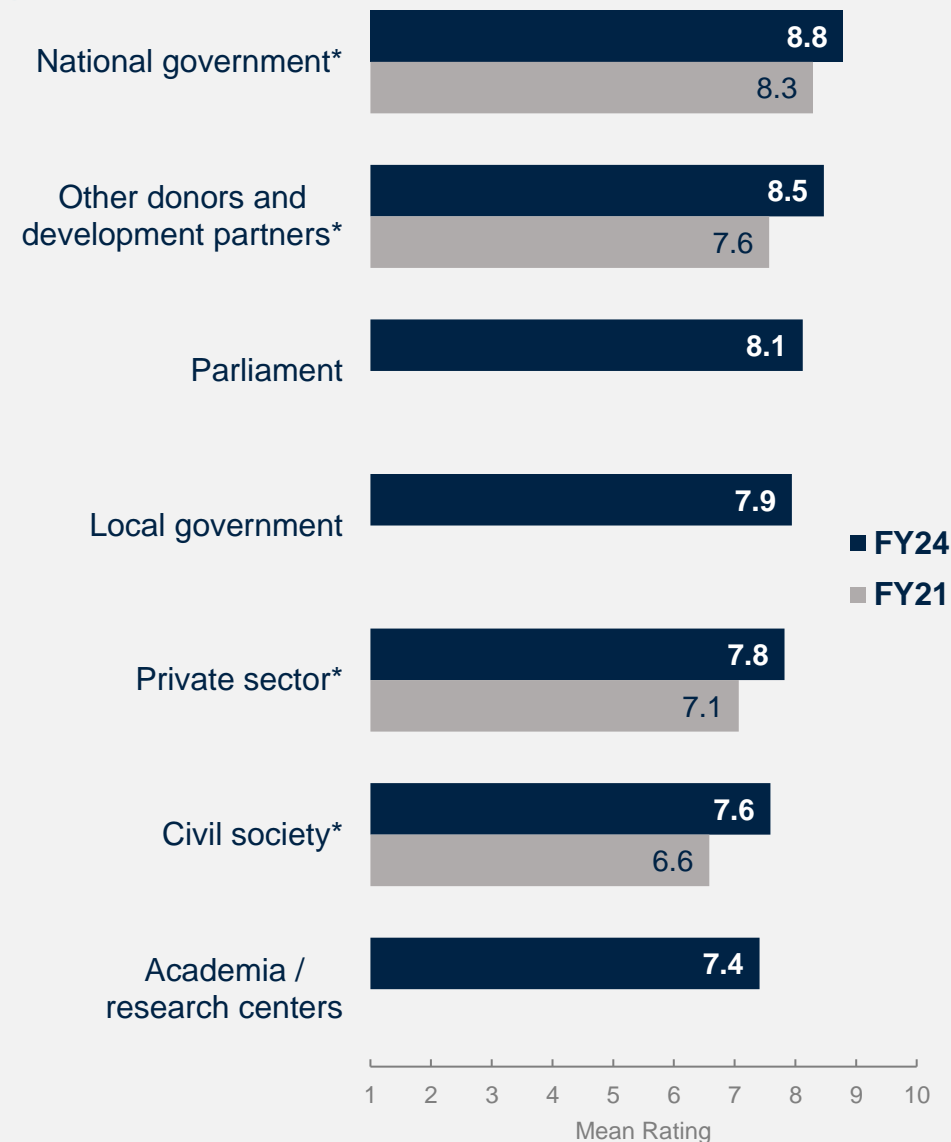
The WBG is Increasingly Being Recognized for Effectively Collaborating with Stakeholders

In FY24, respondents perceived the WBG as collaborating significantly more with the **national government**, **other donors/development partners**, the **private sector**, and **civil society** compared to FY21. Of note, compared to other stakeholder groups:

- Respondents from the private sector had significantly lower ratings for the Bank's collaboration with the national government, local government, Parliament, and private sector.
- Respondents from civil society and bilateral/multilateral agencies had significantly lower ratings for the Bank's collaboration with civil society.
- Respondents from bilateral/multilateral agencies had significantly lower ratings for the Bank's collaboration with other donors compared to other stakeholder groups.
- Respondents from civil society, private sector, and academia had significantly lower ratings for the Bank's collaboration with academia compared to other stakeholder groups.

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

"I think the World Bank could be more effective in coordinating with other donors as well as other international funding institutions so as not to duplicate efforts and also be more visible with a wider range of stakeholders in terms of what it is actually doing/achieving in Georgia." (Other Respondent)



Nearly Half of All Stakeholders want the Bank to Collaborate More with Private Sector

Respondents in this year's survey indicated that, in addition to its partnership with the national government, the WBG should collaborate more with the **private sector**, **civil society**, and **local government**.

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

"Strengthening of private-public cooperation. Consulting for the government and the private sector, mainly SMEs, to strengthen and increase the sustainability of their activities."

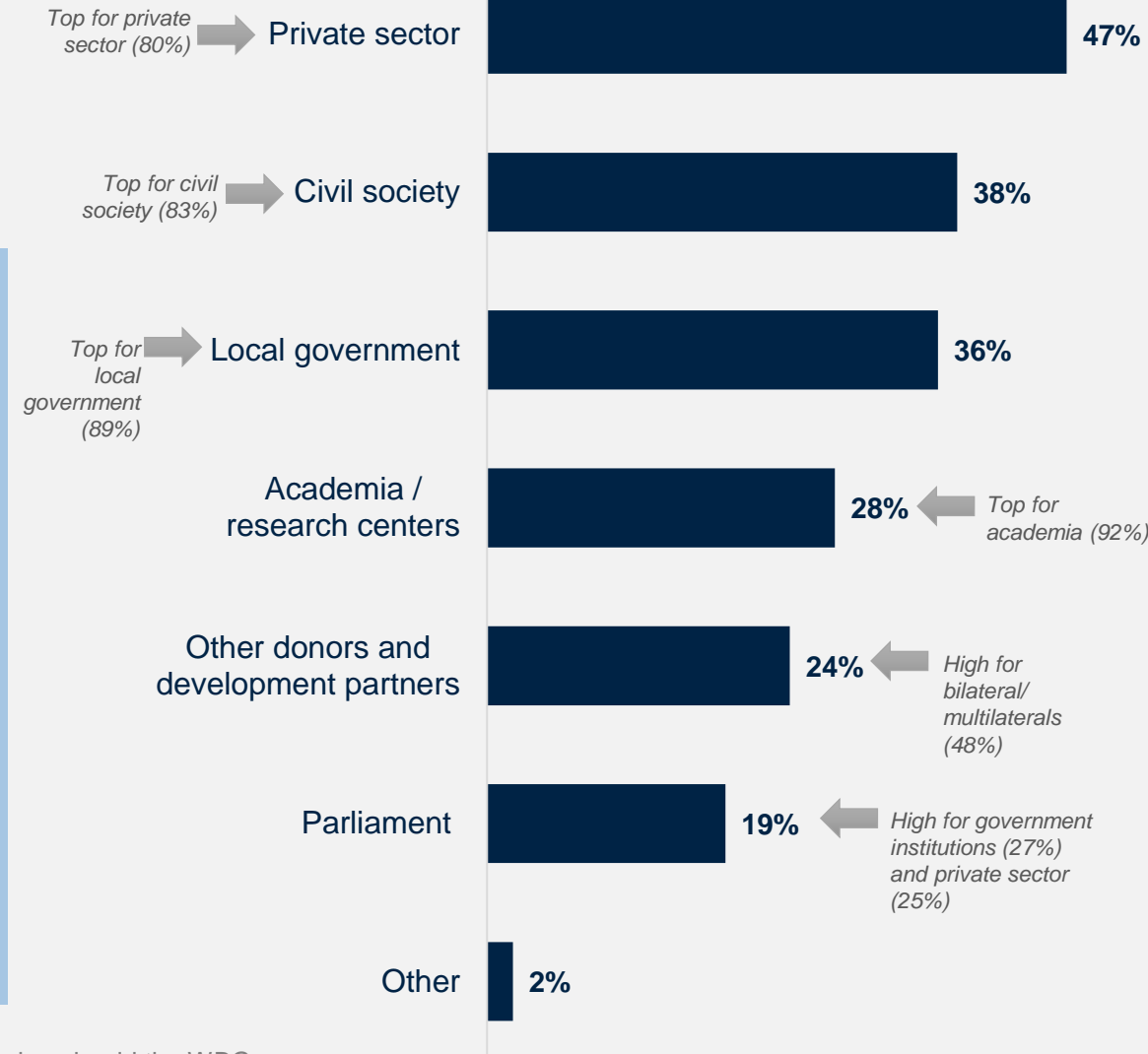
(Government Institution Respondent)

"Improving communication with the Parliament as the controlling body of the executive power. I think the views of Parliamentarians are especially important in the process of determining the strategic direction of the country's development and further support policy (financial or human capital) from the World Bank."

(Government Institution Respondent)

"More involvement and active communication with local government and its strengthening, since it is the link closest to the people, and it is through their strengthening that results are achieved, which is the basis of the country's development."

(Local Government Respondent)



World Bank Group's Financial Instruments and Knowledge Work

“The most important thing is the detailed study of the specifics of Georgia in all areas where the World Bank carries out its activities and the adjustment of global projects to these specifics, as a necessary component of increasing the efficiency of the projects.”

(Government Institution Respondent)

- “1. Support the creation of sustainable policies and monitor implementation.*
- 2. Develop regulations to protect stakeholder interests.*
- 3. Monitor key performance indicators.”*

(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 Georgia? (N=97)

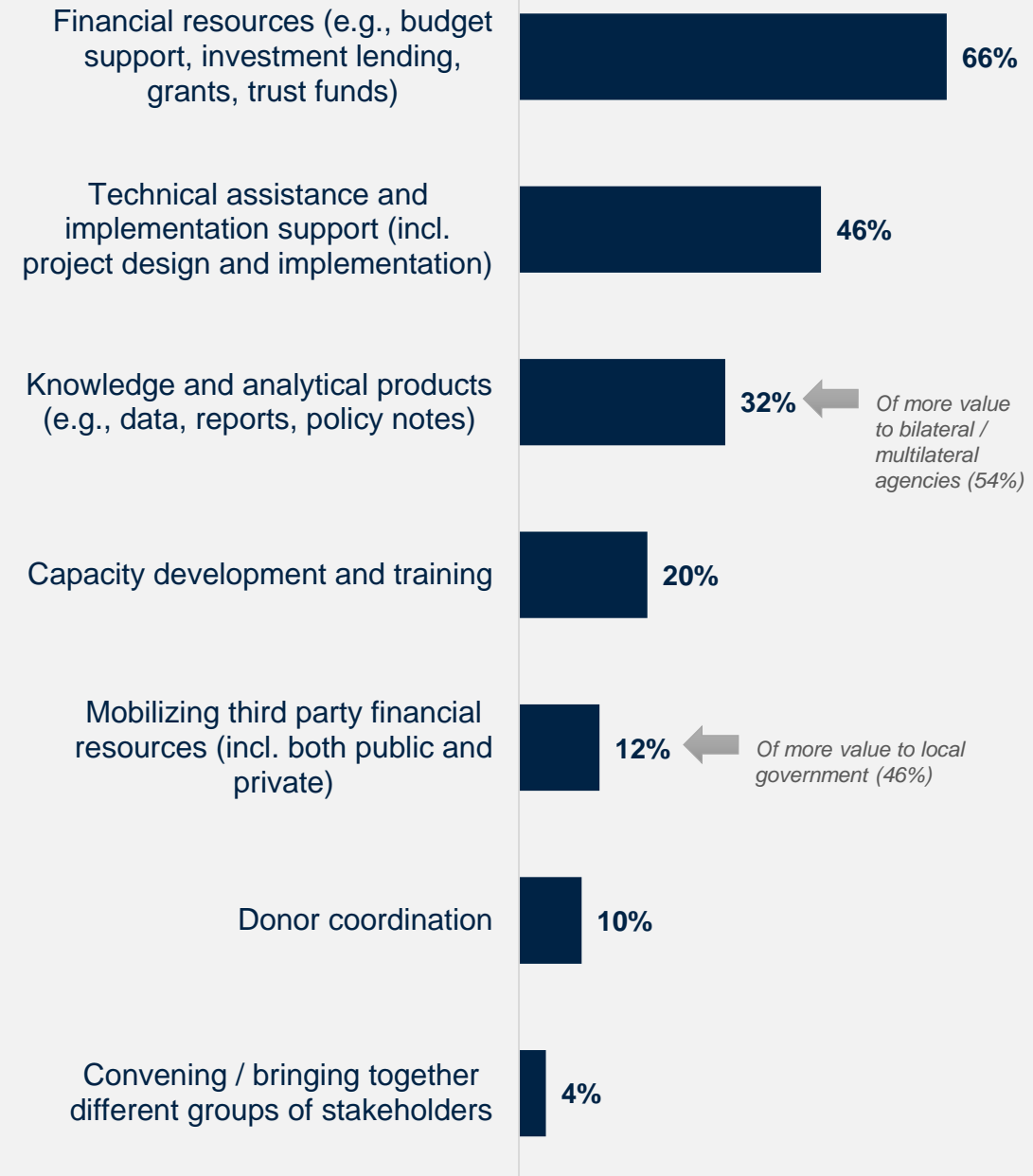
Financial Resources and Technical Assistance/ Implementation Support considered the Bank's Greatest Values

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

"Raising awareness, introducing promotion mechanisms, focusing more on modern technologies, raising the qualification of personnel resources (on a large scale), mobilizing even more investment funds." (Government Principal Respondent)

"Helping to share and implement practice-based experiences." (Academia Respondent)

"The engagement with the private sector should be enhanced. The cross-functional working groups and knowledge sharing is another important area. Furthermore, technical support for the financial sector in implementing best international practices and innovative services will be beneficial for the institutions, as well as their customers (businesses, economic sectors which are financed, etc.)." (Private Sector Respondent)



The WBG's Lending Is Increasingly Seen as More Positive, especially in Meeting Georgia's Needs

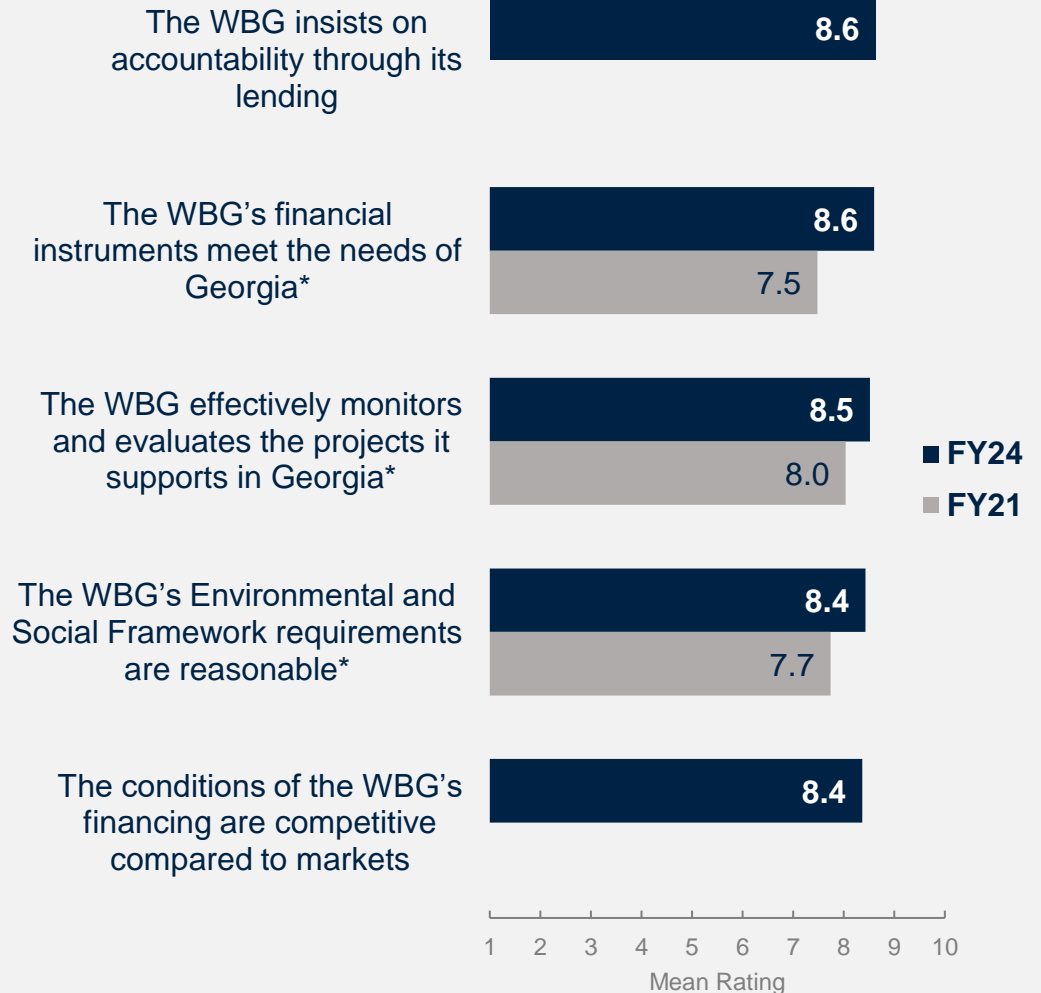
In terms of the WBG's financial instruments, respondents had the highest levels of agreement that the WBG **insists on accountability through its lending** and that the WBG's financial instruments **meet Georgia's needs**. In addition, respondents had significantly higher levels of agreement that the Bank meets Georgia's needs, that it effectively monitors and evaluates its projects, and that its Environmental and Social Framework requirements are reasonable compared to respondents in FY21.

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

"I believe the WBG can be more consistent, categoric, and offer the national government clearer and firmer preconditions for granting loans. This prerequisite should be tied to achieving specific results, which should be monitored more intensively through clearly defined indicators. The Bank has to be transparent in its decision-making processes and engage with civil society and other stakeholders in its operations." (Civil Society Respondent)

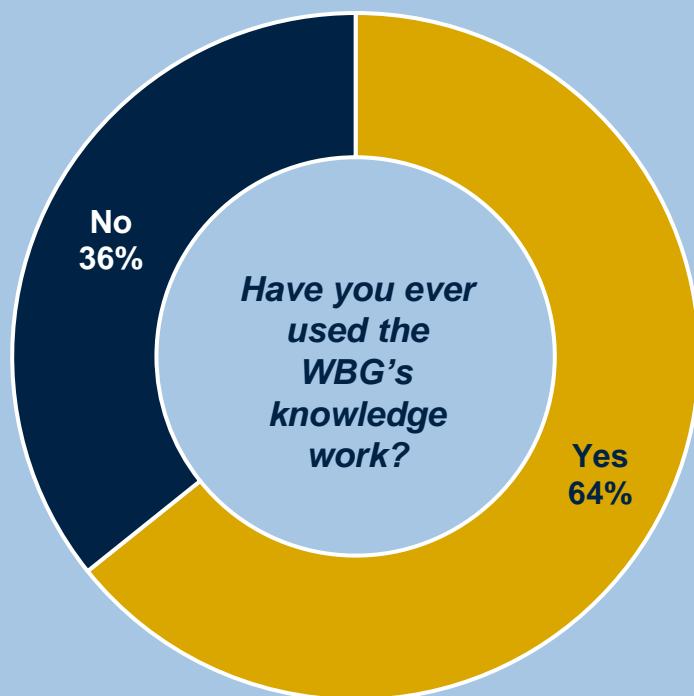
"Require more accountability from the National Government and be strict when it comes to meeting the KPIs it sets for the National Government." (Private Sector Respondent)

"Carry out further evaluation of the funded projects." (Media Respondent)



64% of Respondents Reported Using the WBG's Knowledge Work; Those Who Did, were Highly Satisfied with the Global Expertise that Helped Boost Institutional Capacity

Six in ten respondents reported that they had used the WBG's knowledge work in the past.



The WBG brings global expertise to Georgia as part of its knowledge work*



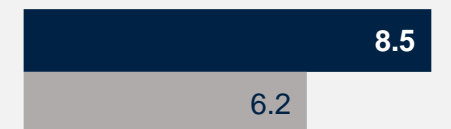
Working with the WBG increases Georgia's institutional capacity*



I am satisfied with the quality of the WBG's knowledge work in Georgia*



When I need to consult the WBG's knowledge work, I know how to find it*



The WBG's knowledge work is tailored to Georgia's context



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

Have you ever used the WBG's knowledge work?

■ Yes
■ No



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Have you ever used the WBG's knowledge work, including participating in workshops or training programs? (Percentage of Respondents, N=193)
To what extent do you agree with the following statements? Scale: 1 Strongly disagree – 10 Strongly agree *Significant difference between usage

WBG Knowledge Work Increasingly Perceived as Bringing Global Expertise to Georgia

Respondents had the highest levels of agreement that the WBG **brings global expertise** to Georgia as part of its knowledge work, which was also significantly improved compared to respondents in FY21. Of note, compared to other stakeholder groups:

- Respondents from private sector had significantly lower levels of agreement that they are satisfied with the quality of the WBG's knowledge work and had especially low levels of agreement that they know how to find it when they need it (mean=4.9).
- Respondents from civil society and the private sector had significantly lower levels of agreement that the Bank's knowledge work increases institutional capacity, brings global expertise, and is tailored to Georgia's context.

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

"Use more local expertise to better adjust WB's knowledge and experience to the country's specific needs."
(Academia Respondent)

The WBG brings global expertise to Georgia as part of its knowledge work^{^*}

9.1

7.8

Working with the WBG increases Georgia's institutional capacity

8.9

I am satisfied with the quality of the WBG's knowledge work in Georgia

8.7

Significance of knowledge work contribution to development results in Georgia

8.4

8.2

The WBG's knowledge work is tailored to Georgia's context

8.4

When I need to consult the WBG's knowledge work, I know how to find it

8.1

■ FY24

■ FY21

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

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 make to development results in Georgia?

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

*Significant difference between years



The Future Role of the World Bank Group in Georgia

“In my opinion, the WBG could enhance its effectiveness in Georgia by prioritizing targeted investments in key sectors such as energy, agriculture, transport, etc., fostering sustainable development, and collaborating closely with local stakeholders. Strengthening capacity-building initiatives and promoting inclusive, community-driven projects would also contribute to the Bank's overall impact in Georgia.”

(Bilateral/Multilateral Respondent)

“1. To obtain the degree of trustworthiness of the organization, provide more information to the citizens of Georgia about the projects financed by the World Bank and their activities in the country, in general. 2. Expand activities with the private sector and support the adjustment of public policies according to their needs. 3. It is also necessary to take into account the development of policy documents or other types of documents adapted to the reality of Georgia within the framework of advisory (intellectual) assistance, in order to implement these documents in the real process and not remain only accepted and/or issued acts.”

(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 Georgia? (N=97)

What the WBG could do to Increase its Effectiveness in Georgia

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

Categories of responses



Focus Areas: Respondents consistently mentioned **education, infrastructure, private sector development, and regional coordination** as focus areas for the WBG in Georgia.

“More funded projects in the education system and infrastructure development.” (Local Government Respondent)

“Work on education and skills development issues. Expand activities on e-governance and digitalization.” (Civil Society Respondent)

“Improving the quality of education (increasing the quality of teachers) - at the pre-school and school levels; financing of infrastructure projects.” (Civil Society Respondent)

“1. Support of projects adjusted to the priorities determined by the government; 2. Expansion of small and medium business support programs/projects, promoting the increase of awareness of the involved/interested parties about them at the local level.” (Government Institution Respondent)

“Promotion of Regional Cooperation and cross-border dialogue.” (Bilateral/Multilateral Respondent)

International Finance Corporation

“Promotion of regional development, promotion of independence and development of the private sector.” (Government Institution Respondent)

“In development programs make focus on environment protection, climate and consult local stakeholders.” (Civil Society Respondent)

However, respondents also discussed the need to make sure priorities and goals are created in **partnership with the local community**.

“To focus on strategic goals based on the needs of local communities.” (Bilateral/Multilateral Respondent)

“Studying the needs of different sectors of the Georgian economy, taking into account local needs and more feedback with local partners.” (Government Institution Respondent)

What the WBG could do to Increase its Effectiveness in Georgia (continued)

Operations: Respondents highlighted the need for the WBG to **incorporate more accountability and transparency** in how WBG funds are used to ensure their appropriate disbursement and effective results.

“Demand more accountability and transparency from the Government (Ministries) on how they utilize the loans and how they tender the projects.” (Academia Respondent)

“Projects should be implemented with the involvement of civil society and support the strengthening of civil control mechanisms of projects, increasing the accountability of the government.” (Civil Society Respondent)

“Maintain a critical eye in regards to its main partners in the public sector.” (Media Respondent)

Some respondents discussed the need for **more preparation/coordination** prior to project design/implementation.

“Before starting the research, check whether the research on the mentioned topic has already been carried out. Before agreeing on a program, ask for the views of the various parties involved in the reform, not just the central government. Better coordinate and agree with local partners on any changes that are made.” (Government Institution Respondent)

“Take into account lessons learned from past mistakes/challenges.” (Bilateral/Multilateral Respondent)

Some respondents also discussed the need to **coordinate and partner more with other donors and development partners**.

“Partnering with other donors.” (Local Government Respondent)

“Increase co-financings.” (Bilateral/Multilateral Respondent)

Collaboration: Respondents discussed the need for **more effective collaboration with various stakeholders outside of the Bank’s main government counterparts**, including civil society, private sector, local government, and Parliament to ensure the WBG is meeting the needs of Georgia’s people.

“More close collaboration with CSOs and SMEs.” (Bilateral/Multilateral Respondent)

“More active involvement of the Parliament as a legislative and supervisory institution in setting priorities.” (Parliamentarian Respondent)

“Needs are mainly determined by agreement with the government - more consultation with the private sector is needed.” (Private Sector Respondent)

“Direct communication with local governments.” (Local Government Respondent)

Communication: Respondents discussed the importance of **sharing more information with the public** to build awareness and trust.

“Share more widely it’s knowledge products and information about their work.” (Bilateral/Multilateral Respondent)

“Bringing information to ordinary citizens in terms of teaching them the principles of working and living in a modern free economy, so that they can correctly assess their capabilities and have the right expectations.” (Government Institution Respondent)

“First of all, it is necessary to inform the society more about the implemented projects.” (Media Respondent)



In your opinion, what is the most important thing the WBG could do to increase its effectiveness in Georgia? (N=97)

Communication and Outreach

“Promote activities and increase access to resources.”

(Parliamentarian Respondent)

“Increase the level of communication about World Bank work and opportunities to stakeholders.”

(Civil Society Respondent)

“Evaluation publicity related to projects implemented independently by the state and in partnership with the World Bank. More openness and more information should be available to as many citizens as possible. The taxpayer must see the contribution of WB and the expected effect of the project in the wider picture. He must know what the taxes are spent on, what they will be spent on in the case of a loan, and for what result the relevant funds are spent.”

(Media Respondent)



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In your opinion, what is the most important thing the WBG could do to increase its effectiveness in Georgia? (N=97)

Events and Direct Contact were Most Preferred for Receiving WBG Communication

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

	Preferred WBG Source						
	All Respondents	Government Institution	Local Government	Bilateral / Multilateral Agency	Civil Society	Private Sector	Academia
Event / conference / seminar / workshop (in person or online)	69%	73%	75%	58%	76%	70%	54%
Direct contact with staff (e.g., in person, virtually, phone, email)	54%	53%	50%	65%	66%	50%	23%
e-Newsletters	34%	31%	38%	31%	17%	45%	46%
Social media (e.g., Facebook, Twitter)	16%	16%	0%	15%	24%	20%	0%
Direct messaging (e.g., WhatsApp, Telegram, Viber)	12%	12%	25%	12%	7%	5%	31%
Other	1%	0%	0%	0%	3%	0%	0%



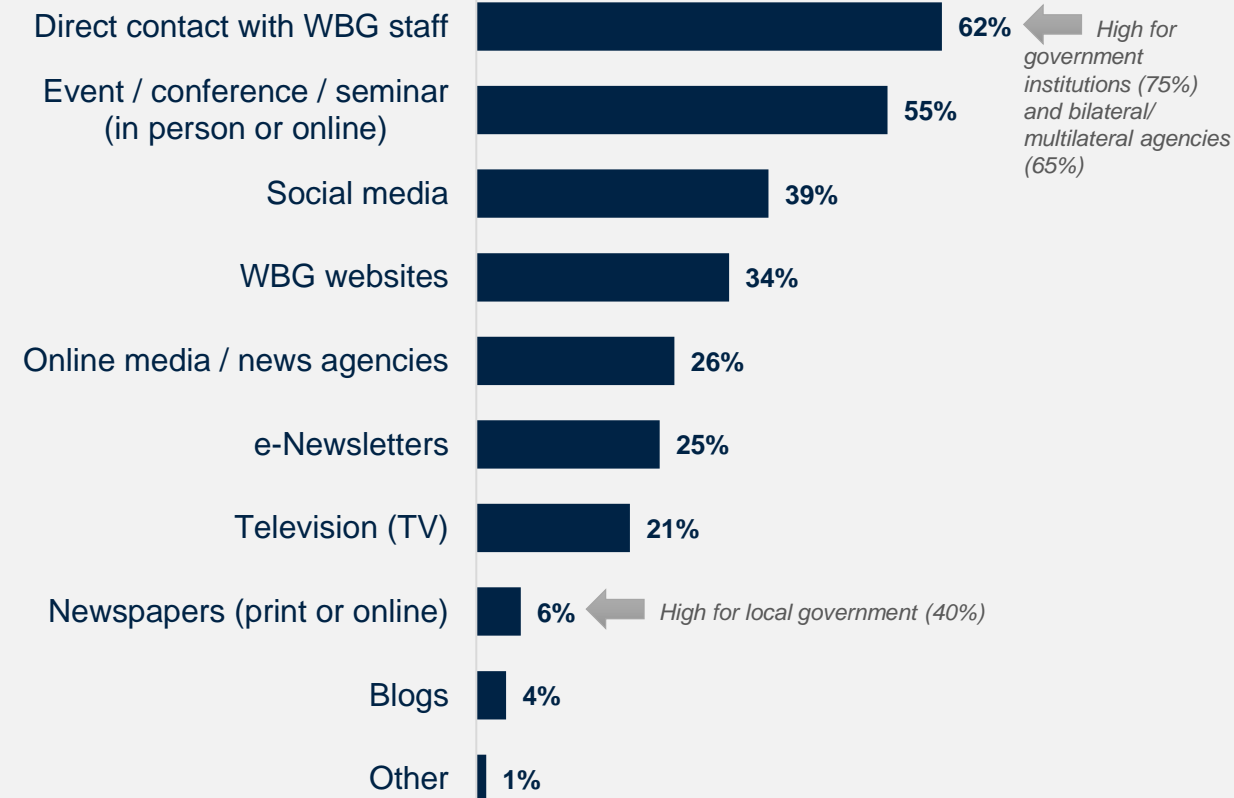
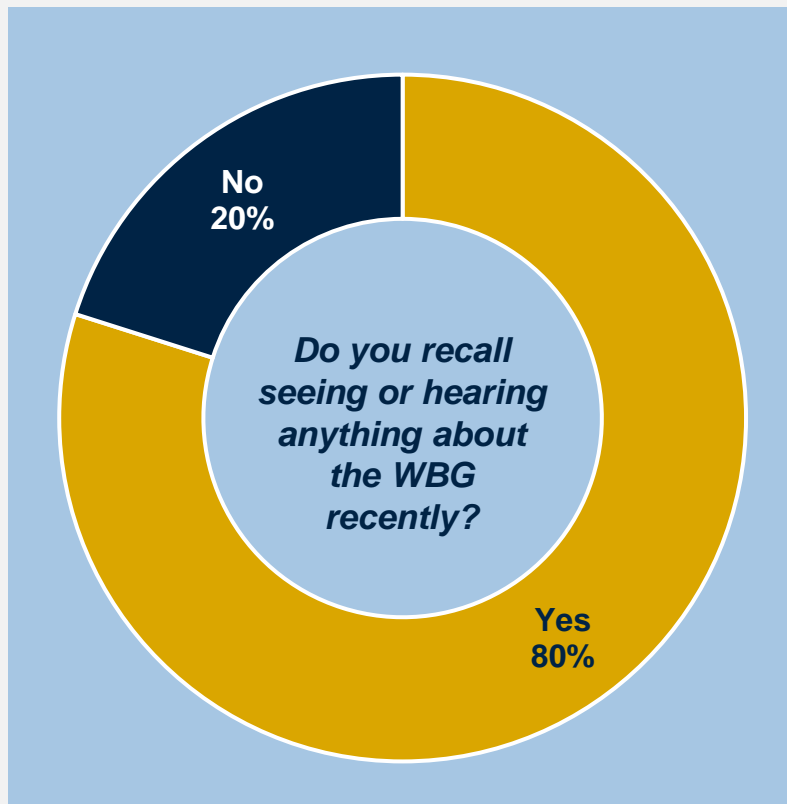
How would you prefer to receive communication from the WBG? (Select up to 2)
(Percentage of Respondents, N=275)



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

80% of respondents recalled hearing or seeing something about the WBG recently. Respondents from government institutions and academia were significantly more likely to recall something (93% and 92%, respectively) whereas respondents from the private sector were the least likely (50%). Respondents most often reported seeing/hearing about the WBG through **direct contact** and **events/conferences/seminars** (in person or online).



WBG Work on Economic Forecasts and Climate Change were the Most Commonly Recalled Topics

Respondents most frequently recalled WBG work or research on **economic forecasts** and **climate change**.

- Respondents from bilateral/multilateral agencies were significantly more likely to recall WBG work on economic forecasts (80%) compared to respondents from other stakeholder groups.
- Respondents from local government were significantly more likely to recall WBG's work on women empowerment (60%) compared to respondents from other stakeholder groups.

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

"Raise the awareness of members of the Georgian government, i.e., working to make decision-makers understand the benefits of sharing the experience of other, more successful countries, especially in the field of education."

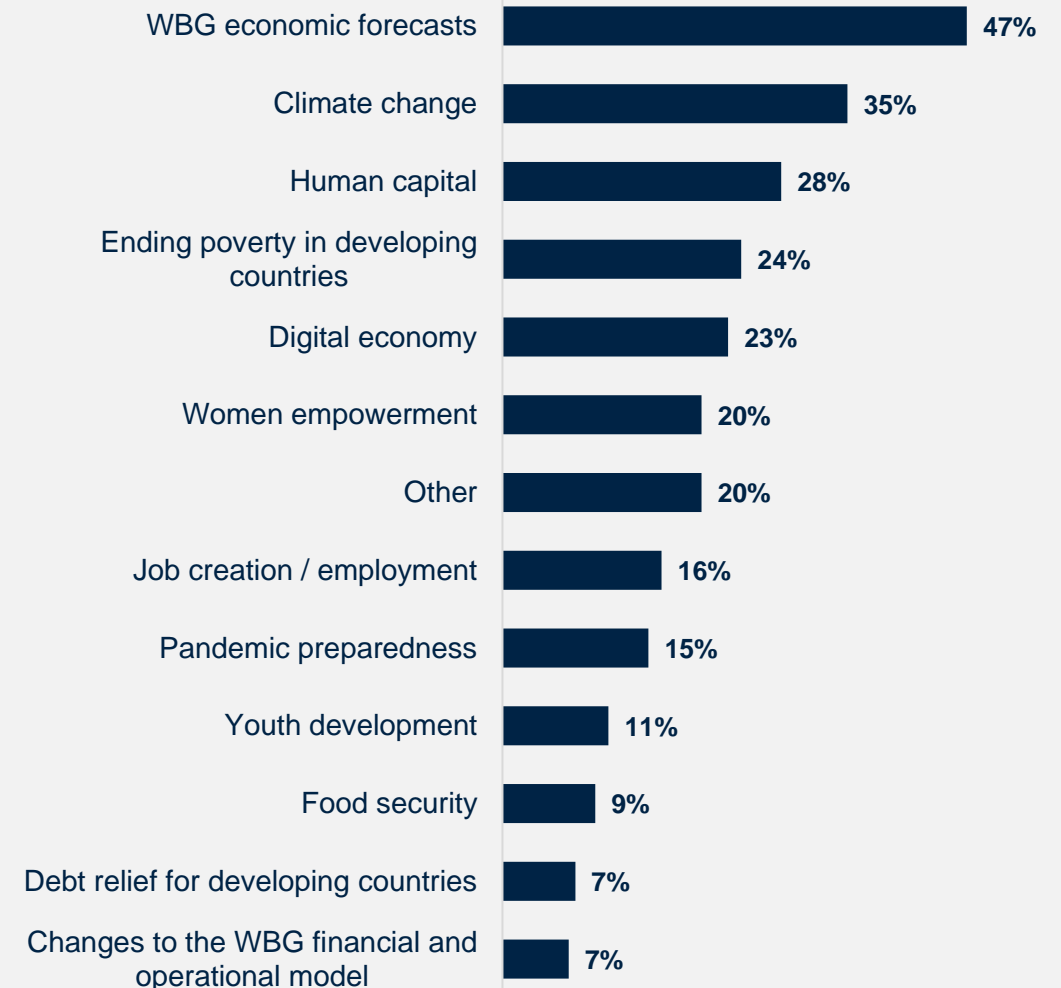
(Government Institution Respondent)

"Information about activities should be more accessible."

(Bilateral/Multilateral Respondent)

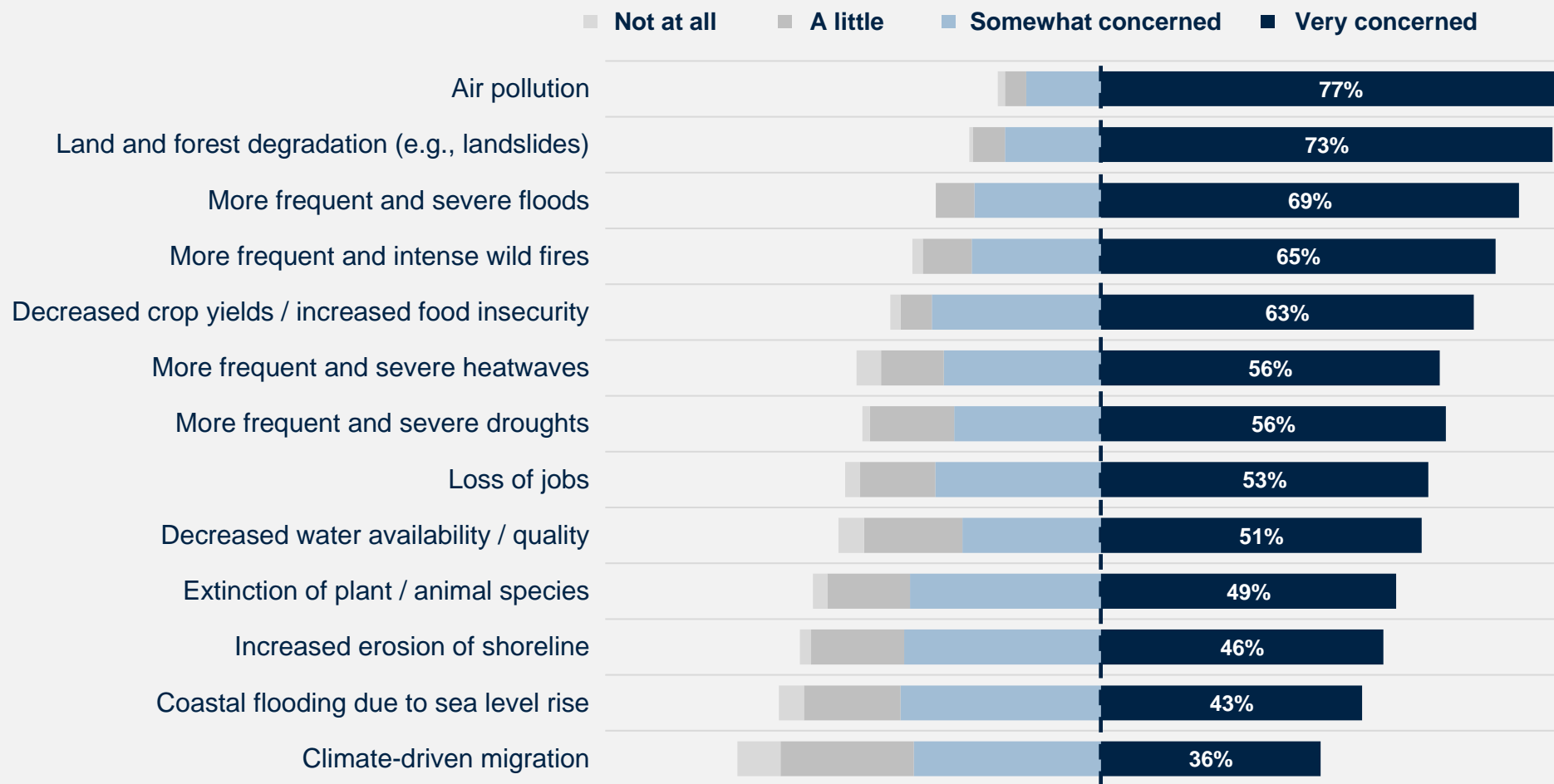
"Simplified communication with the target audience."

(Civil Society Respondent)

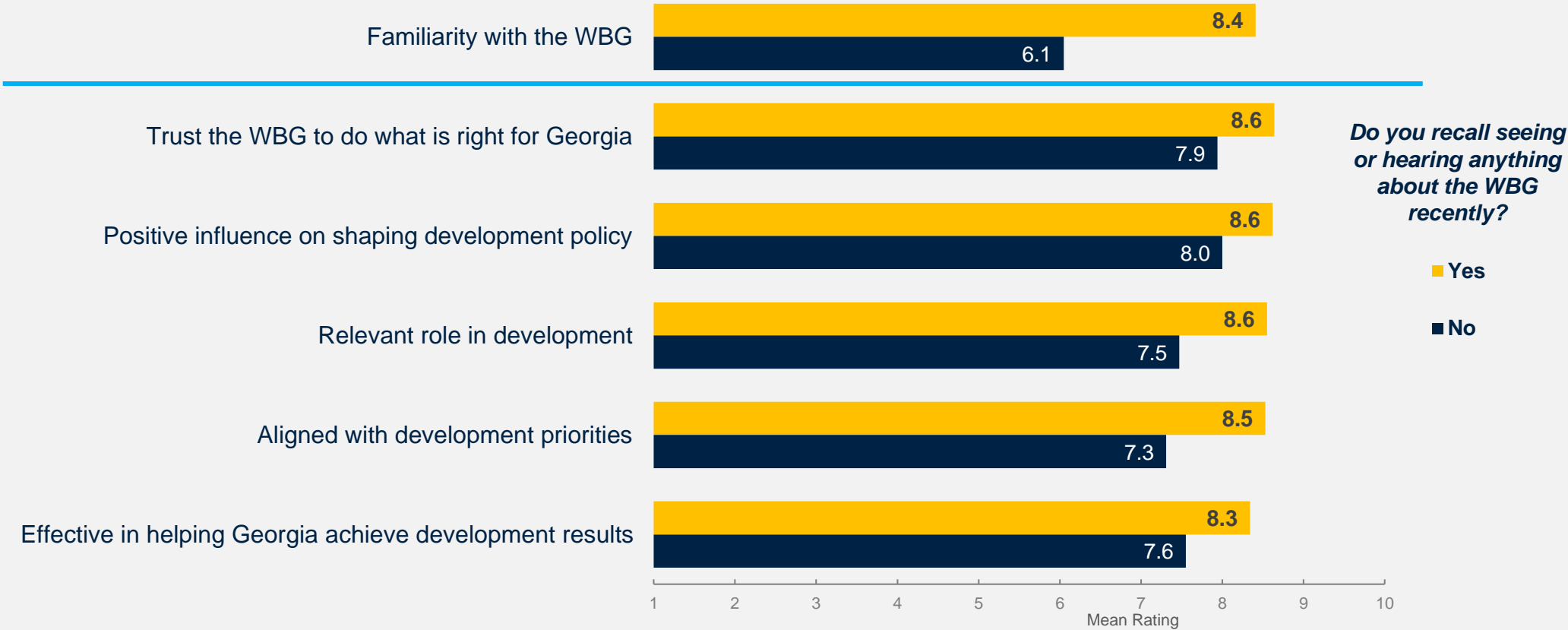


Climate Change Communications can be More Impactful when Related to Stakeholders' Top Concern: Air Pollution

Nearly 8 in 10 respondents were very concerned about **air pollution** when it comes to the potential impacts of climate change in Georgia. **Land/forest degradation** and **more frequent/severe floods** 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.

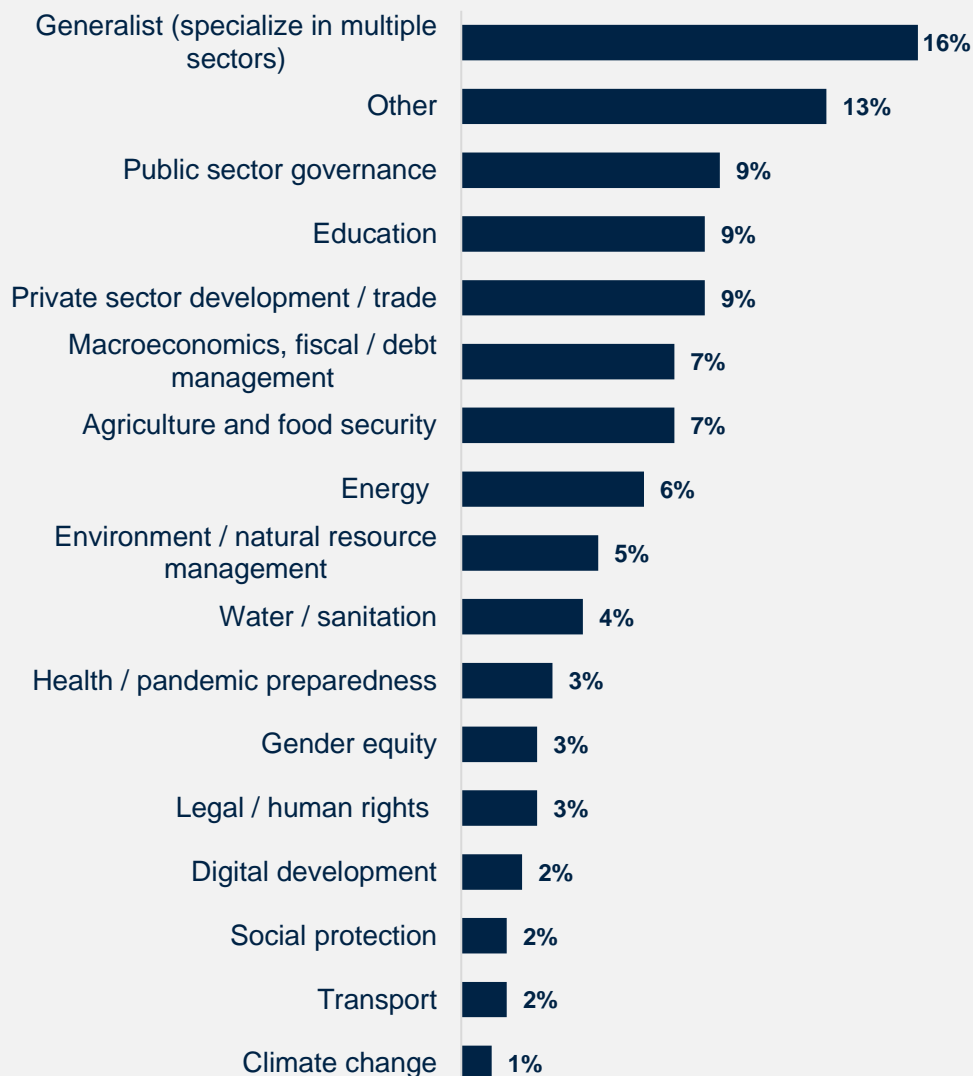
How familiar are you with the work of the World Bank Group in Georgia? Scale: 1 Not familiar at all – 10 Extremely familiar
How much do you trust the WBG to do what is right for Georgia? Scale: 1 Not at all – 10 Very much
Scale: 1 Strongly disagree – 10 Strongly agree: The WBG currently plays a relevant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

Sample Demographics and Detailed Methodology



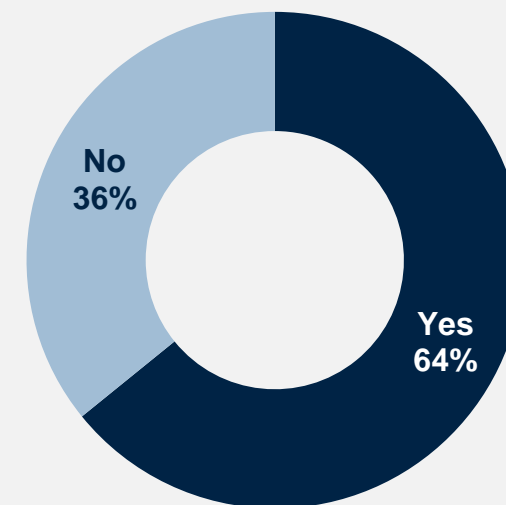
Demographics of the Sample

What is the primary specialization of your work? (N=188)

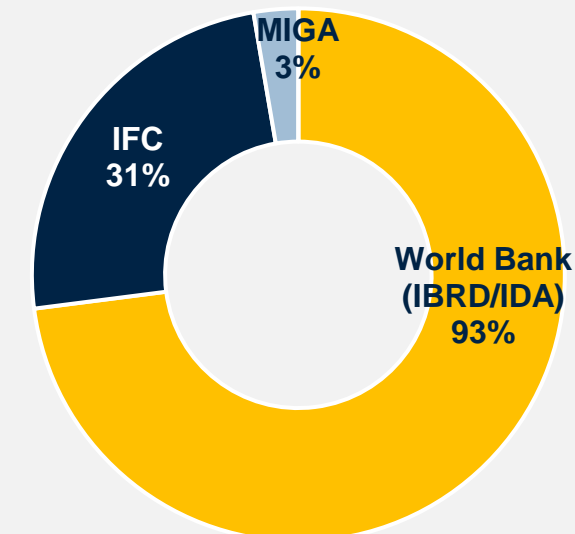


Do you collaborate/work with the World Bank Group (WBG) in Georgia? (N=226)

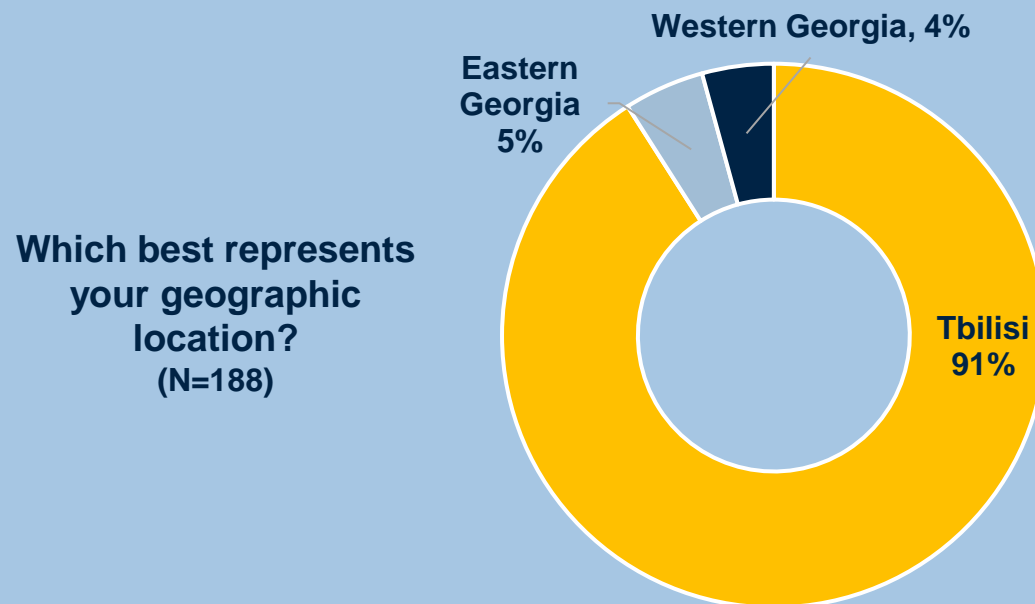
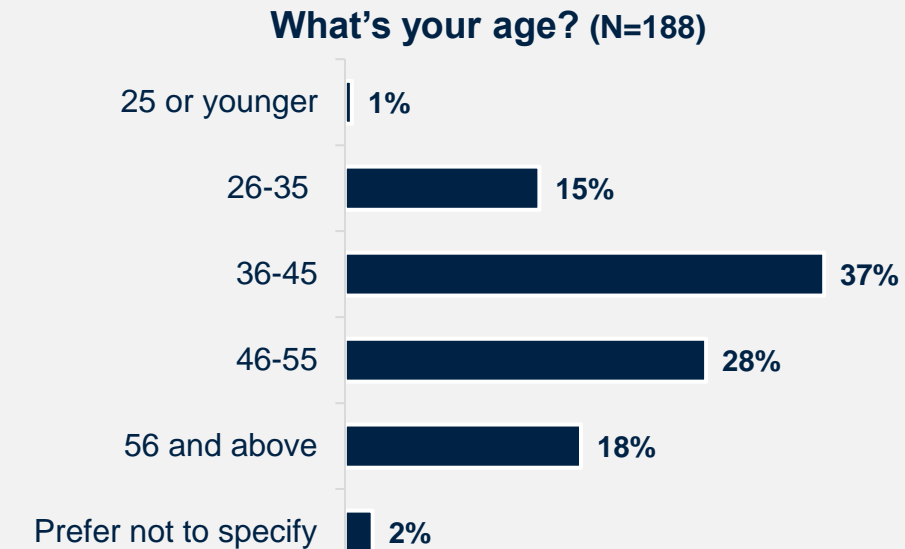
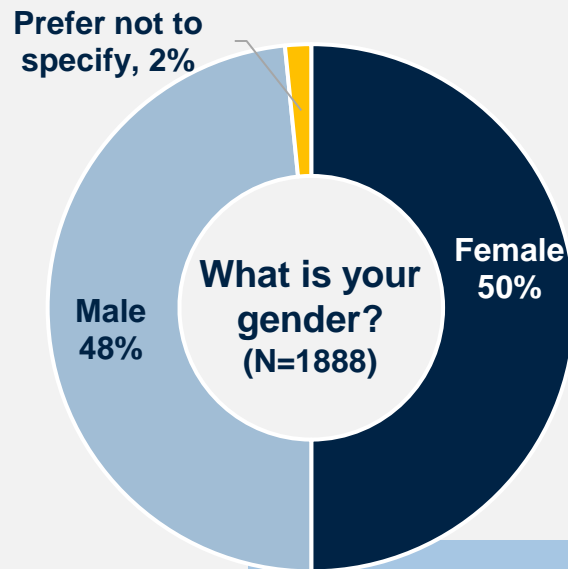
Respondents from government institutions and bilateral/multilateral agencies were significantly more likely to indicate that they collaborate with the WBG (80% and 69%, respectively) compared to respondents from other stakeholder groups.



Which of the following WBG agencies do you collaborate/work with in Georgia? (N=145)



Demographics of the Sample (continued)



Detailed Methodology

From **November 2023 to January 2024**, a total of 855 stakeholders in Georgia 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 Office 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, **226 participated in the survey (26% response rate)**. Respondents completed the questionnaire via an online platform.

The results of this year’s survey were compared to the FY21 Survey with a response rate of 40% (N=332).

Comparing responses across Country Surveys reflects changes in attitudes over time as well as 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 greater outreach to and/or response from government institutions but a decrease from local governments. These differences in stakeholder composition between the two years should be considered when interpreting the results of the past-year comparison analyses.

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

Breakdowns for individual questions by stakeholder group can be found in the “Georgia 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	8%	4%
Government Institutions: Employee of a Ministry, Department, Project Implementation Unit, Independent Government Institution, Judiciary, State-Owned Enterprise	22%	40%
Local Government	19%	7%
Bilateral/Multilateral Agency: Embassy, Development Organization, Development Bank, UN Agency	9%	13%
Civil Society Organization: Local and regional NGOs, Community-Based Organization, Private Foundation, Professional/Trade Association, Faith-Based Group, Youth Group	12%	15%
Private Sector: Private Company, Financial Sector Organization, Private Bank	12%	12%
Academia/Research Center	7%	7%
Media	10%	3%
Other	2%	0%
Total Number of Respondents	324	226

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 Georgia? Scale: 1 Not at all – 10 Very much

A2. How effective is the World Bank Group in helping Georgia 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 Georgia?
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 Georgia.

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

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

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

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 Georgia

C1_2. Access to WBG staff and experts

C1_3. Flexibility when circumstances change in Georgia

C1_5. Being a long-term partner to Georgia

To what extent is the WBG an effective development partner in Georgia, 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 donor and 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., budget support, loans, grants, trust funds) meet the needs of Georgia.

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

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





Country Opinion Surveys

Thank you

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

countrysurveys@worldbankgroup.org

