



CountryOpinionSurveys

FY 2024 **Moldova**

Country Opinion Survey Report

Acknowledgements

The Moldova Country Opinion Survey is part of the Country 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.

BI acknowledges the significant contribution from the Moldova country team and independent fielding agency, Magenta Consulting. In particular, BI is grateful for the support from Boris Ciobanu (External Affairs Officer) and Ala Muntean (Executive Assistant), who coordinated the survey-related activities from Chisinau, Moldova.



Contents

Objectives

Methodology Overview

Overall Context

Overall Attitudes toward the World Bank Group

World Bank Group's Support for Development Areas

World Bank Group's Work and Engagement on the Ground in Moldova

Financial Instruments and Knowledge Work

The Future Role of the World Bank Group in Moldova

Communications and Outreach

Sample Demographics and Detailed Methodology



Objectives

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

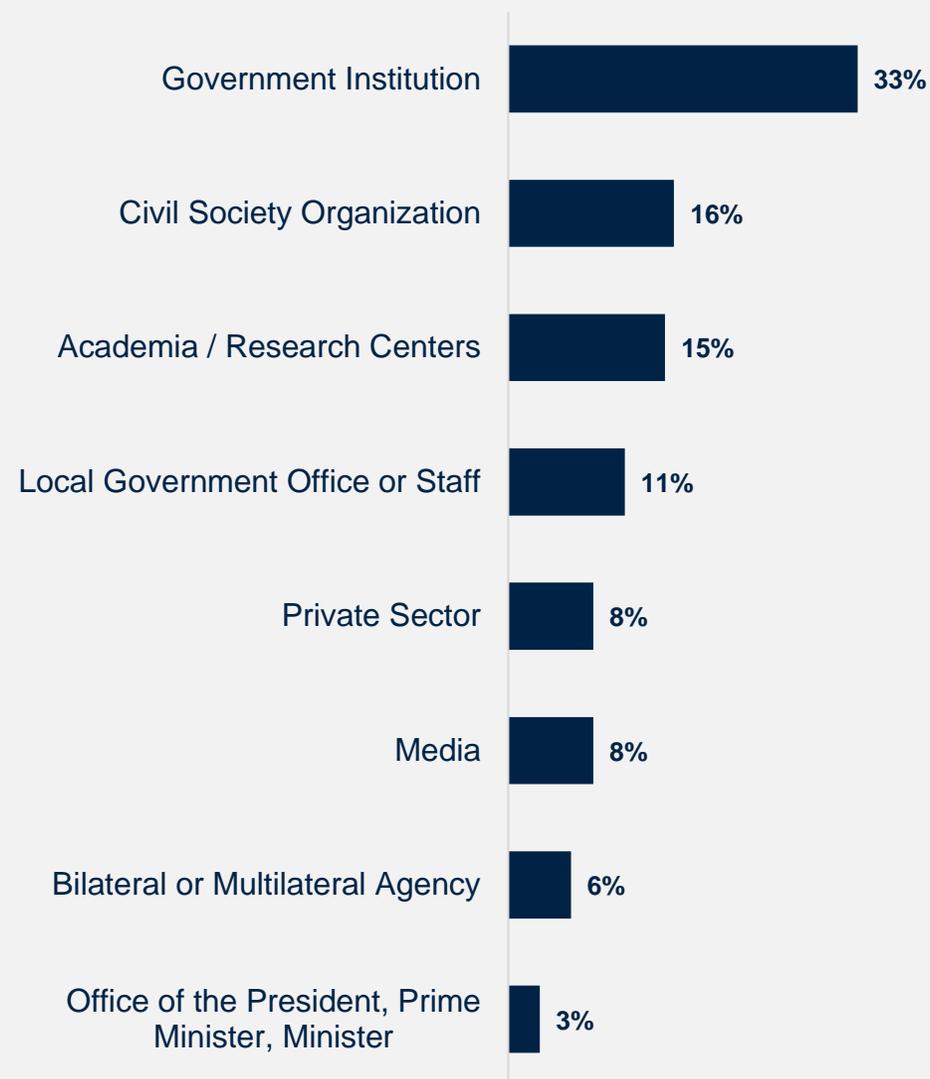
- 1. Overall Context:** How familiar are stakeholders with the WBG? How much do they trust the WBG?
- 2. Key Indicators:** What opinion do key stakeholders have of the WBG regarding its effectiveness, relevance, alignment with Moldova's development priorities, and other key indicators? Are opinions improving or declining?
- 3. Development Priorities:** What areas of development are perceived to be the most important? Have the priorities changed over the past four years? How effective is the WBG perceived to be in these areas?
- 4. Engagement and Work on the Ground:** What do key stakeholders value the most and the least about the WBG's work in Moldova? How is the WBG perceived as a development partner? Are opinions improving or declining?
- 5. Financial Instruments and Knowledge Work:** 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 December 2023 – March 2024**
 - 841 potential participants were asked to complete a mostly quantitative survey
 - Respondents completed the questionnaire online and on paper
 - List of names provided by the WBG country team and supplemented by the fielding agency
 - Process managed on the ground by the fielding agency
- **235 participants (28% response rate)**
 - 69% from the Chisinau
 - 49% currently collaborate with the WBG
- **Compared to FY19 Country Survey**
 - 204 participants (43% response rate)
 - Respondents completed the questionnaire online and on paper
 - 50% collaborated with the WBG

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



Overall Context

“Supporting the business environment to achieve high-quality products accepted by the EU market.”
(Government Institution Respondent)

“More assistance is needed, including technical assistance, possibly the donation of machinery, and the funding of sustainable, essential, and meaningful projects. Expert support is also beneficial, but the tangible results are more visible and bring more value to those who invest in them.”
(Government Institution Respondent)



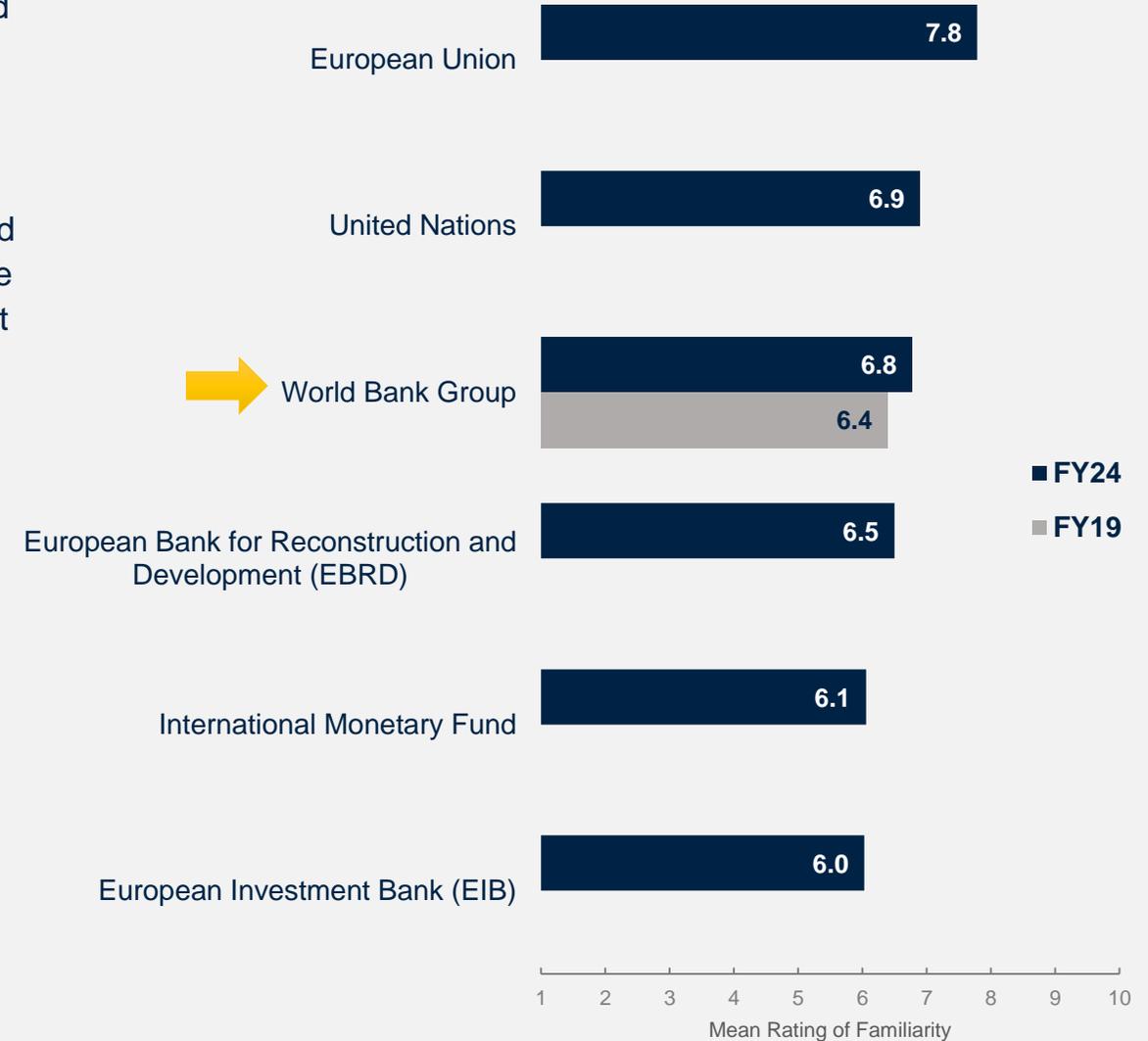
WORLD BANK GROUP



In your opinion, what is the most important thing the World Bank Group could do to increase its effectiveness in Moldova? (N=128)

Stakeholders Most Familiar with the EU, UN, and WBG

- Respondents in this year's Country Survey were asked to indicate their familiarity with the work of several international organizations and the World Bank Group (WBG). Of these organizations, respondents in Moldova indicated the highest levels of familiarity with the work of the European Union, followed by the United Nations and the World Bank Group. Respondents were least familiar with the work of the European Investment Bank and International Monetary Fund.
- Respondents' familiarity with the WBG in this year's survey was slightly higher than in FY19, although the increase was not statistically significant.



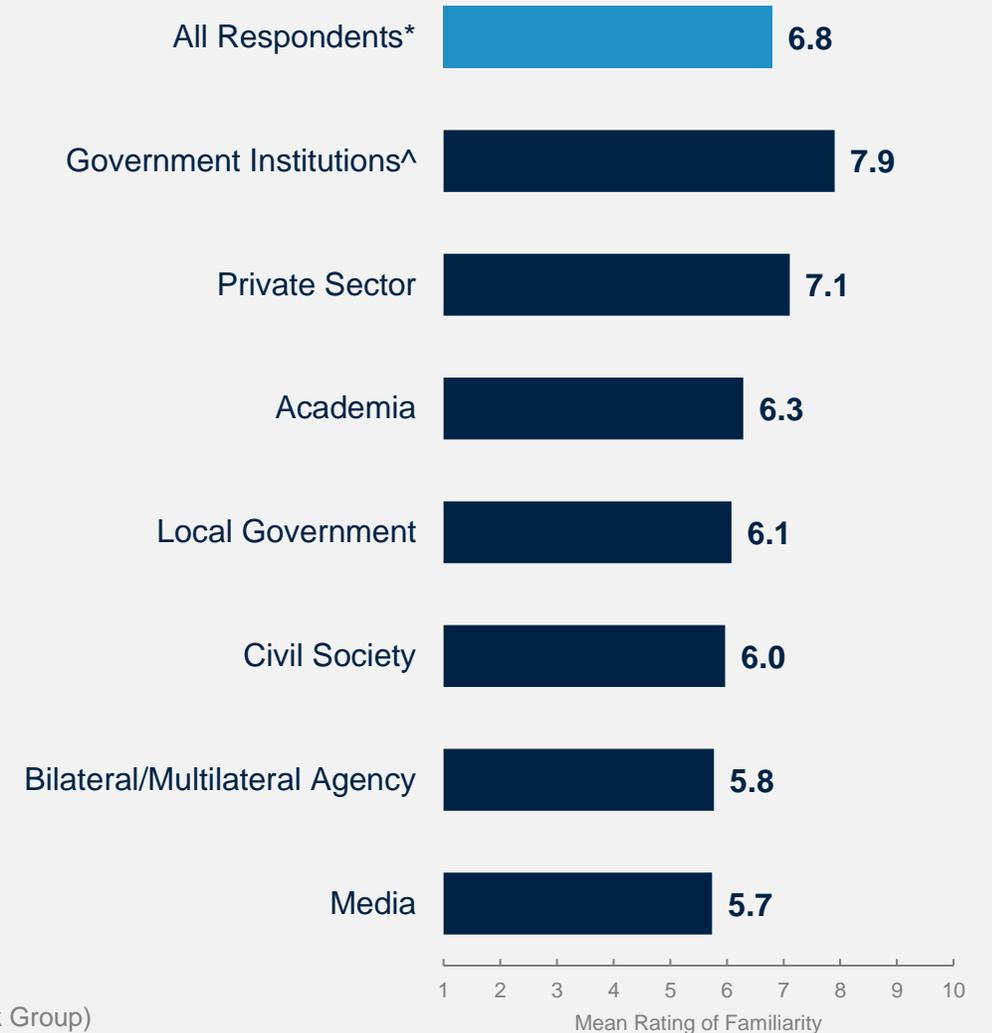
Familiarity with the World Bank Group

- **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 = 8.2**

Do not collaborate = 5.4

- **Stakeholders:** Respondents from the government institutions indicated significantly higher levels of familiarity with the WBG compared to respondents from other stakeholder groups, particularly those from the media and bilateral/multilateral agencies who reported the lowest levels of familiarity with the work of the WBG.



How familiar are you with the work of these organizations in Moldova? (World Bank Group)

Scale: 1 Not familiar at all – 10 Extremely familiar (N=234)

*Significant difference between stakeholder groups

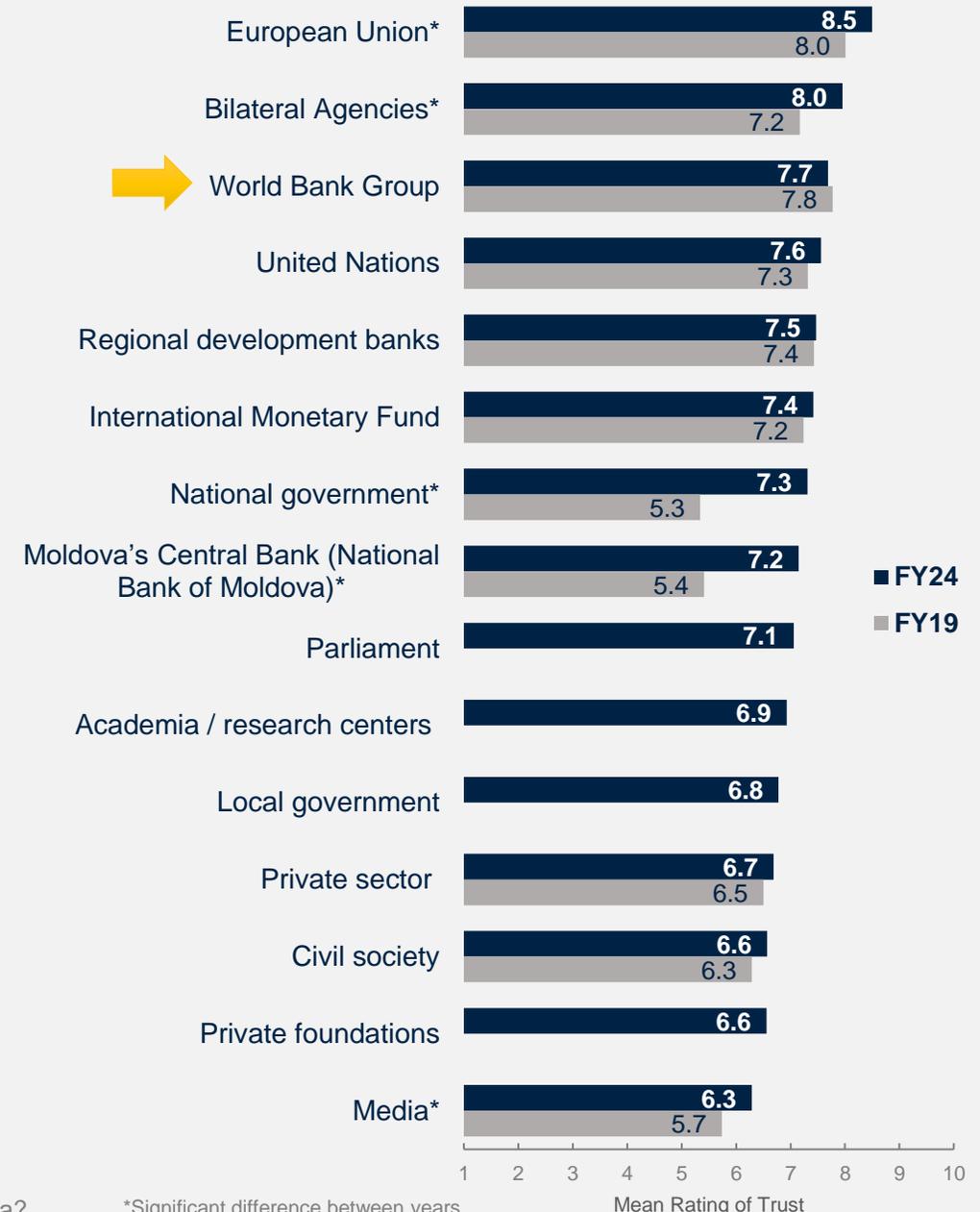
^The **Government Institutions** group includes respondents from Government Institutions and the Office of the President / Prime Minister / Minister



Trust in WBG Remains High and Stable

Respondents in Moldova gave the **highest trust ratings** for the European Union and bilateral agencies, followed by the WBG.

- Respondents from the **bilateral/multilateral agency** and **government institutions** had the highest trust ratings in the WBG (means = 8.7 and 8.3, respectively). In contrast, respondents from **the media** and **civil society** had significantly lower trust ratings in the WBG (means = 6.5 and 6.9).
- Trust ratings increased for most of the institutions studied in both years. The increase in trust in the National Bank of Moldova and the National government is especially notable.



Overall Attitudes toward the World Bank Group

“...The WBG should encourage and facilitate ongoing dialogue with the Moldovan government to identify national development priorities and ensure that WBG-funded projects are aligned with national objectives and policies. It is important to have open and transparent communication between the WBG and the Moldovan government to avoid dysfunctions and maximize the impact of projects...”

(Civil Society Respondent)



WORLD BANK GROUP



In your opinion, what is the most important thing the World Bank Group could do to increase its effectiveness in Moldova? (N=128)

Significant Improvement in Key Performance Indicators

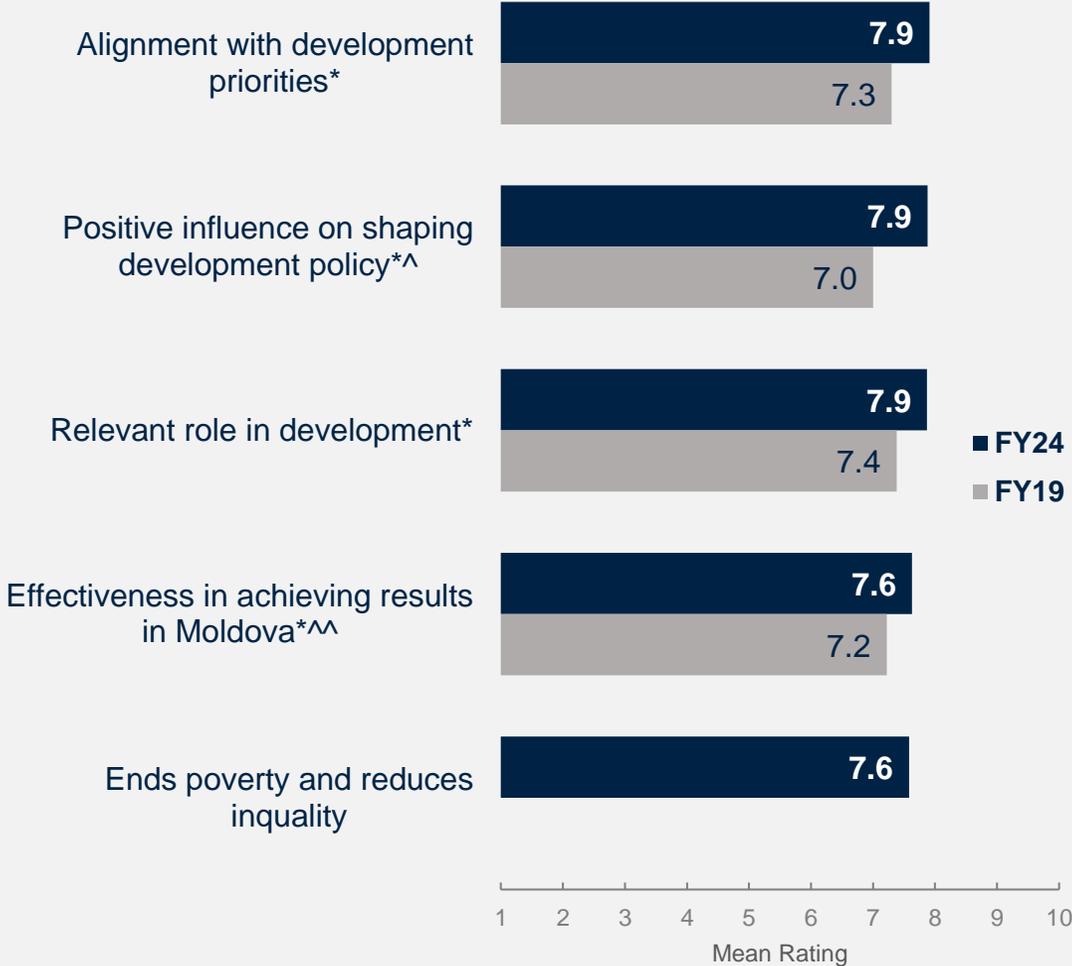
In FY24, respondents gave significantly higher ratings for the WBG’s **alignment** with Moldova’s development priorities and positive **influence** on shaping development policy in Moldova. Ratings for the institution’s **relevance** to development in the country and **effectiveness** in achieving results in Moldova were also significantly higher in FY24.



The WBG’s work is aligned with what I consider the development priorities for Moldova. Scale: 1 Strongly disagree – 10 Strongly agree
 The WBG has a positive influence on shaping development policy in Moldova. Scale: 1 To no degree at all – 10 To a very significant degree
 The WBG currently plays a relevant role in development in Moldova. Scale: 1 Strongly disagree – 10 Strongly agree
 How effective has the WBG been in achieving development results in Moldova? Scale: 1 Not effective at all – 10 Very effective
 The WBG’s work helps end poverty and reduce inequality in Moldova. Scale: 1 Strongly disagree – 10 Strongly agree

^In FY19, the question was: “To what extent does the World Bank Group influence the development agenda in Moldova? Scale: 1 To no degree at all – 10 To a very significant degree

^^Compared to a mean score of the two questions asked in FY19: “Overall, please rate your impression of the WBG’s effectiveness in Moldova. Scale: 1 Not effective at all – 10 Very effective; To what extent does the WBG’s work help to achieve development results in Moldova? Scale: 1 To no degree at all – 10 To a very significant degree

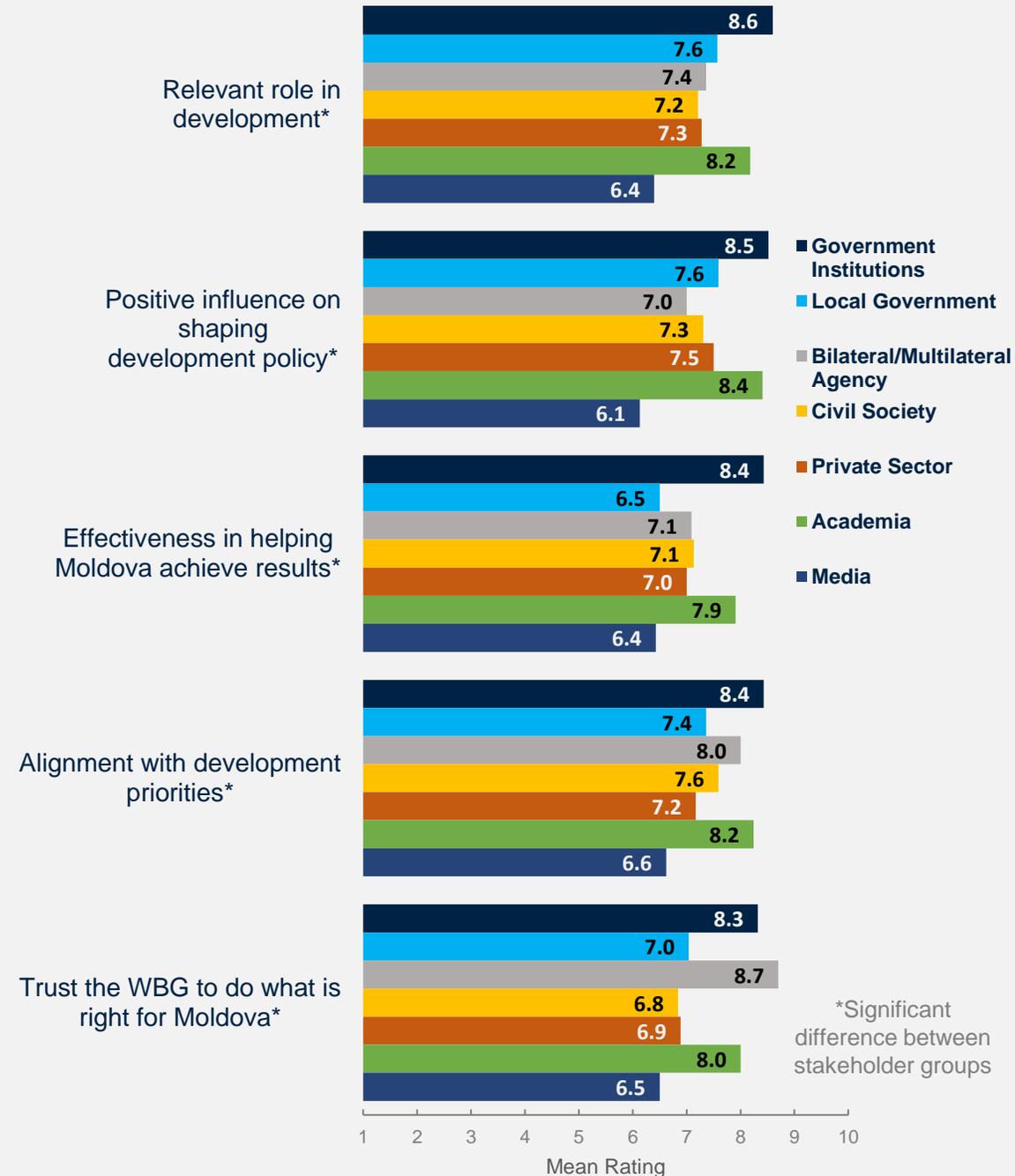


*Significant difference between years



Stakeholders from the Government Institutions and Academia Have More Positive Perceptions of the WBG

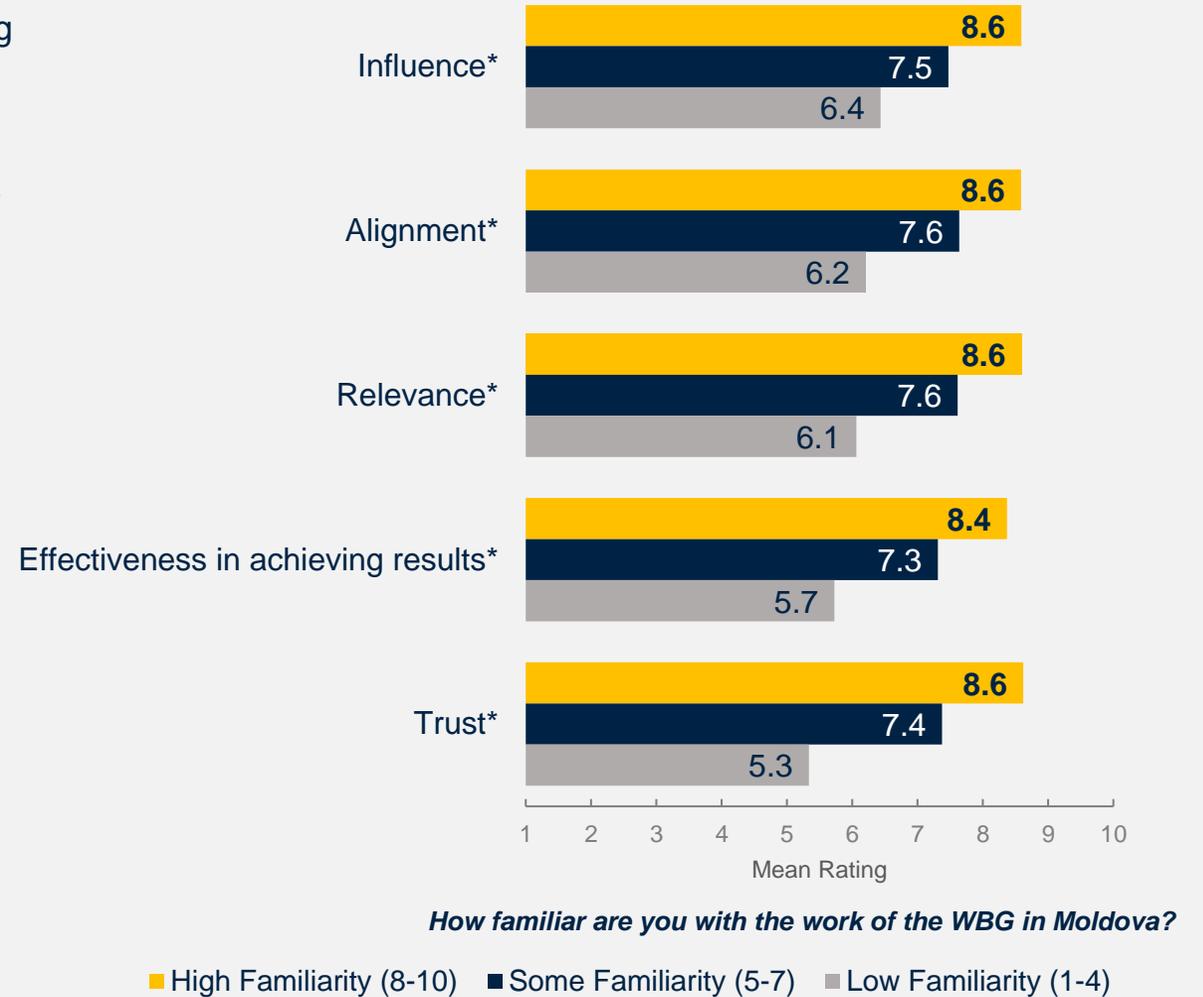
Comparisons of ratings for key performance indicators between stakeholder groups show that respondents from **government institutions** and **academia** have the highest ratings for the WBG work across all KPIs. In contrast, media respondents had significantly lower ratings. In addition, **local government** gave relatively low effectiveness ratings.



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.

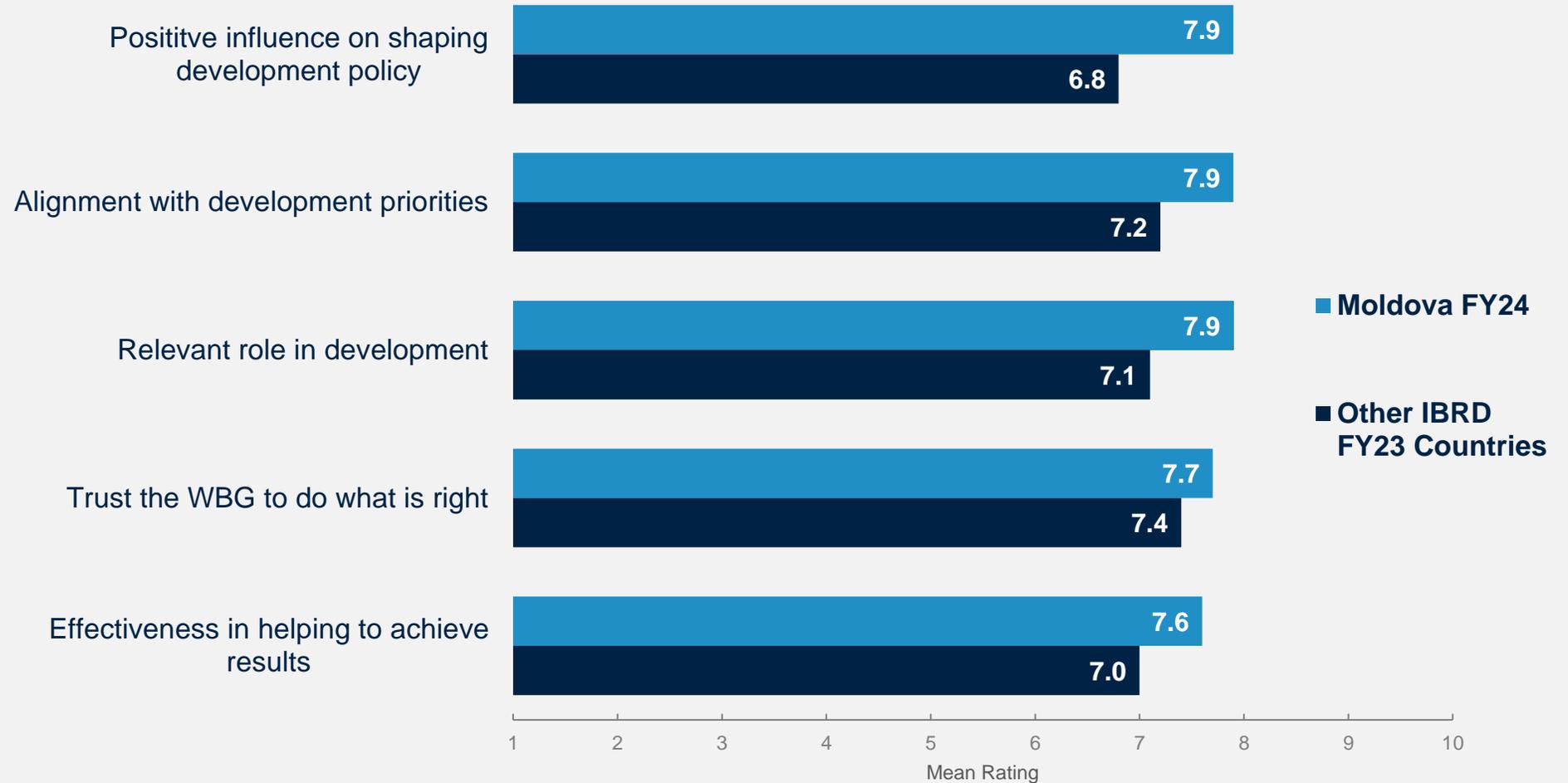
Meaningful engagement and outreach can continue to increase positive perceptions.



The WBG currently plays a relevant role in development in Moldova. Scale: 1 Strongly disagree – 10 Strongly agree
 To what extent do you trust the WBG to do what is right? Scale: 1 To no degree at all – 10 To a very significant degree
 The WBG has a positive influence on shaping development policy in Moldova? Scale: 1 To no degree at all – 10 To a very significant degree
 How effective has the WBG been in achieving development results in Moldova? Scale: 1 Not effective at all – 10 Very effective
 The WBG’s work is aligned with what I consider the development priorities for Moldova. Scale: 1 Strongly disagree – 10 Strongly agree

*Significant difference between levels of familiarity

Moldova's Key Performance Indicators are Notably Higher than those of Other IBRD Countries

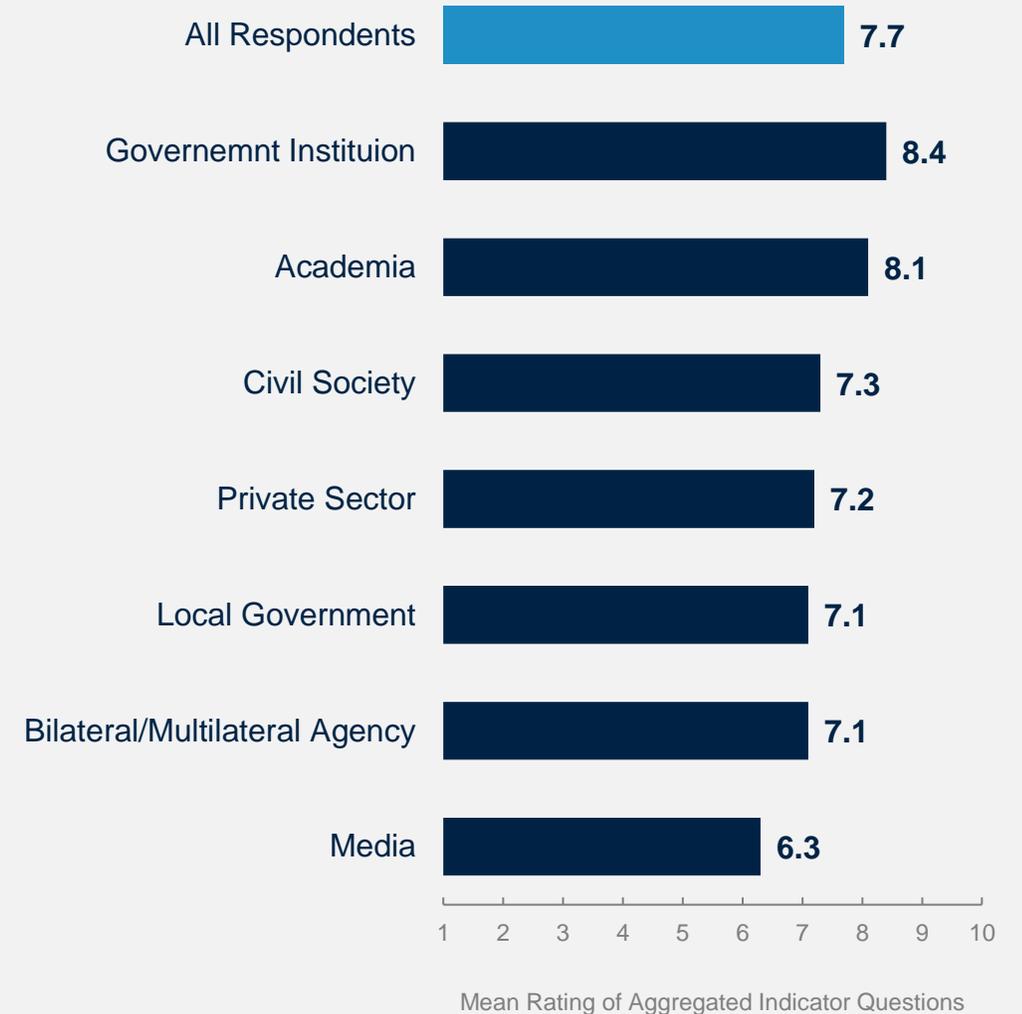


Stakeholder Trends Across Performance Indicators

Respondents from government institutions and academia had the highest mean rating across the aggregated responses to the nineteen COS indicator questions, whereas respondents from the media 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 = 8.2**
 Do not collaborate = 7.2



World Bank Group's Support for Development Areas

“Prioritize projects related to economic development, primarily infrastructure (transport, energy, digital, logistics, etc.). Streamline economic activity by simplifying and optimizing the regulatory framework.”

(Government Institution Respondent)

“...The WBG should direct its efforts and resources toward key areas that can promote sustainable development in Moldova, such as infrastructure, education, health, sustainable agriculture, and environmental protection. It is also important for the WBG to support initiatives that promote social inclusion...”

(Civil Society Respondent)



WORLD BANK GROUP



In your opinion, what is the most important thing the World Bank Group could do to increase its effectiveness in Moldova? (N=128)

Development Areas for WBG Focus

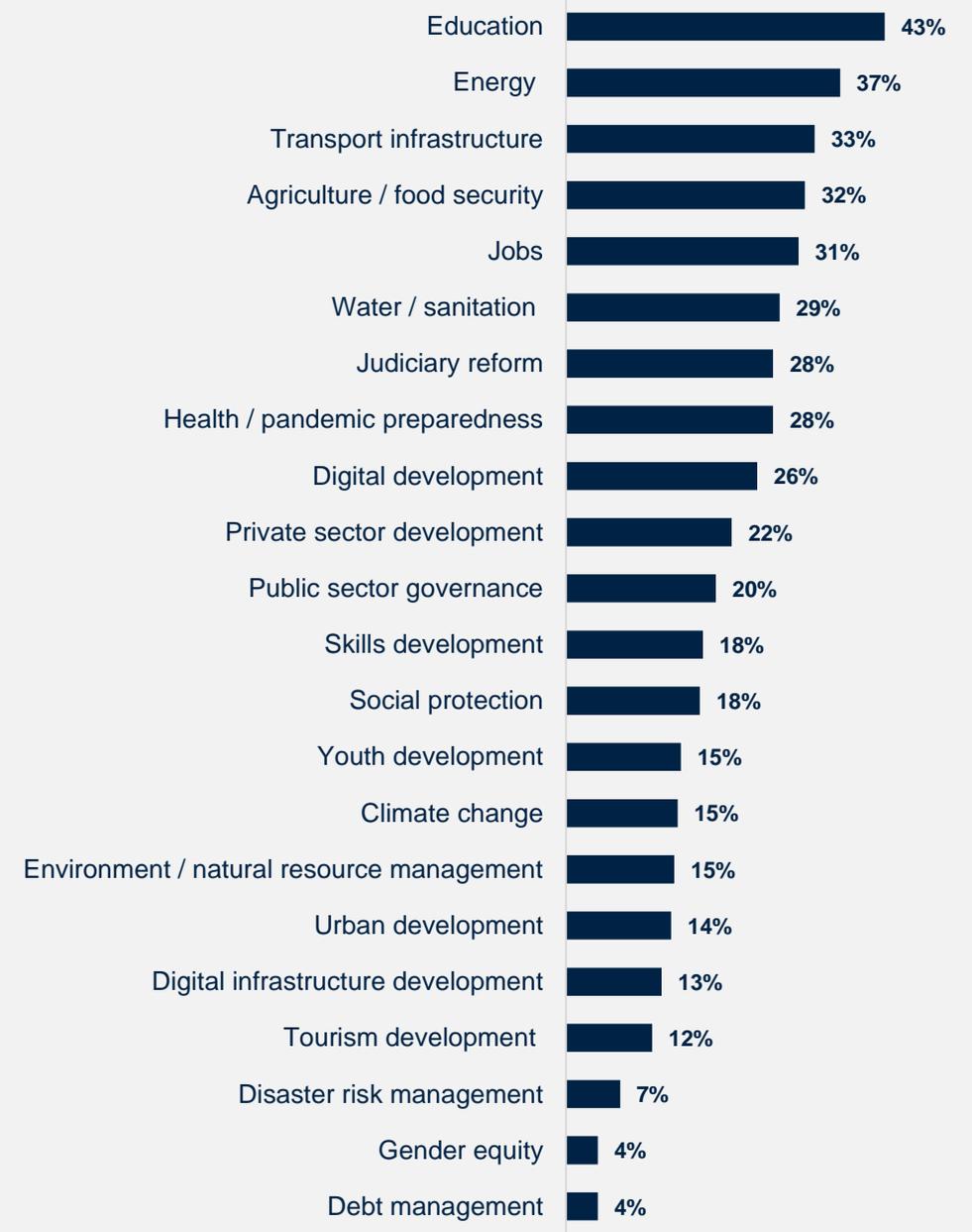
In FY24, **education, energy, transport infrastructure, agriculture/food security**, and **jobs** were the top areas where stakeholders would like the WBG to focus its resources.

- In FY24, more respondents prioritized **energy** (from 9% in FY19 to 37% in FY24) and **water/sanitation** (from 6% in FY19 to 29% in FY24).
- **Transport infrastructure** was a higher priority for bilateral/multilateral agencies and media (54% and 53%); **water/sanitation** was of more priority to respondents from local governments (54%).

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

“To prepare the way for the growth and expansion of the private sector. Support education and research. Contribute to the development of the regions..” (Academia Respondent)

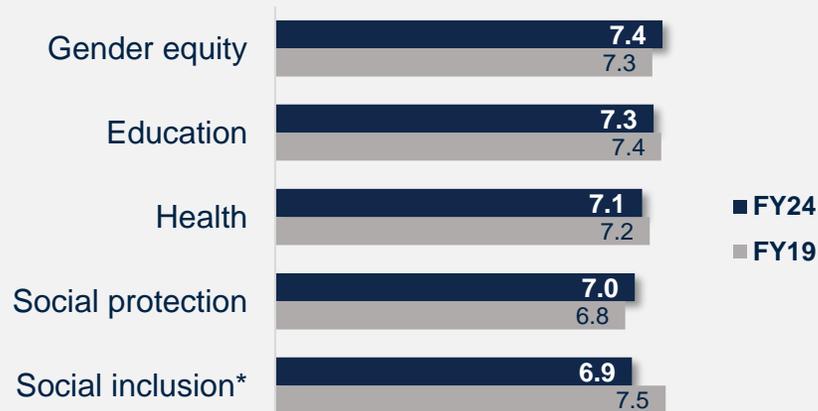
“WB should be more persistent in energy-oriented projects, internal infrastructure (good roads, local companies to be monitored for a longer period.), social projects. .” (Civil Society Respondent)



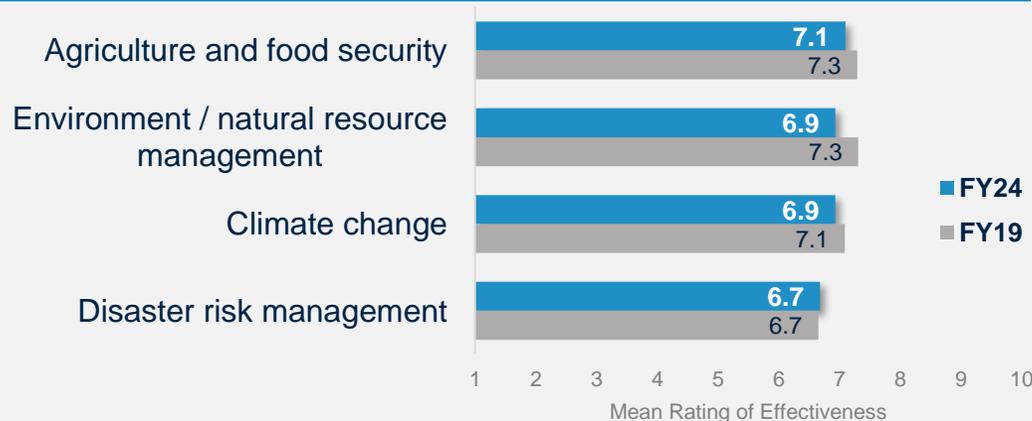
Effectiveness of WBG's Sectoral Support

The WBG's work in **digital development**, **transport**, and the **energy/extractives** sector received the highest effectiveness ratings. Respondents had significantly more positive perceptions of the WBG's support in **transport**. However, the perceptions of support in **social inclusion** declined compared to FY19.

Human Development

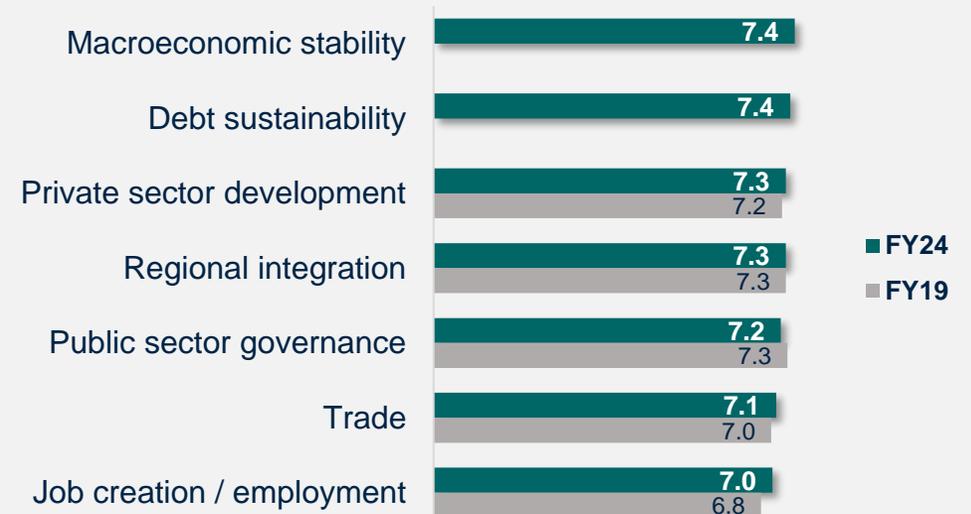


Environmental Sustainability

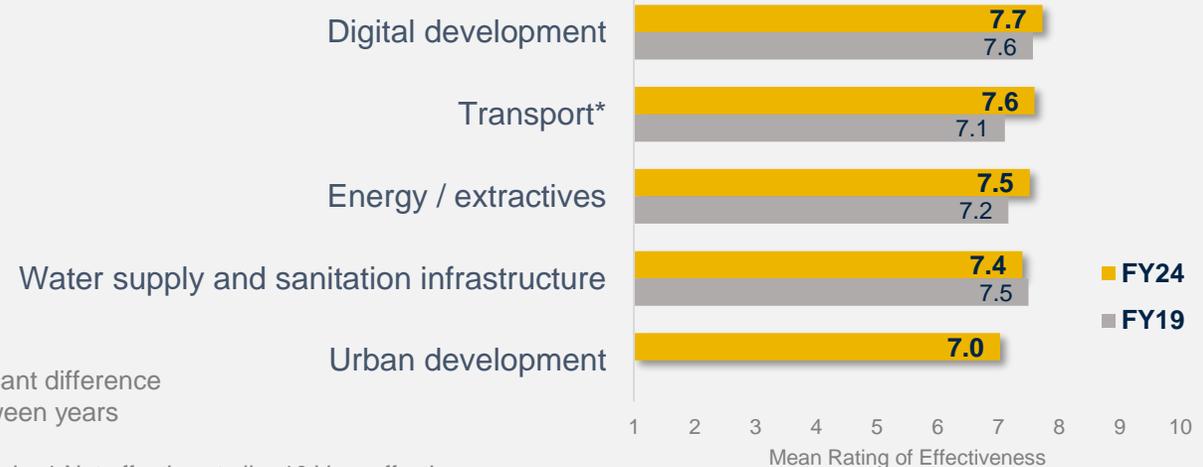


*Significant difference between years

Finance / Institutions / Economic Growth



Infrastructure



World Bank Group's Work and Engagement on the Ground in Moldova

"More effective and active collaboration with the business sector through regular meetings. Organizing more effective communication and transparency of projects and processes. Real analysis and mapping of Moldova's needs."

(Private Sector Respondent)

"... one of the most important aspects would be to strengthen partnerships with the government and civil society in Moldova to develop solutions tailored to the country's specific needs."

(Civil Society Respondent)



WORLD BANK GROUP



In your opinion, what is the most important thing the World Bank Group could do to increase its effectiveness in Moldova? (N=128)

The WBG Increasingly Seen as Responsive and Flexible

In FY24, respondents continued to see the WBG as a long-term partner to Moldova and perceived the WBG as significantly more **responsive** and **flexible** than in FY19.

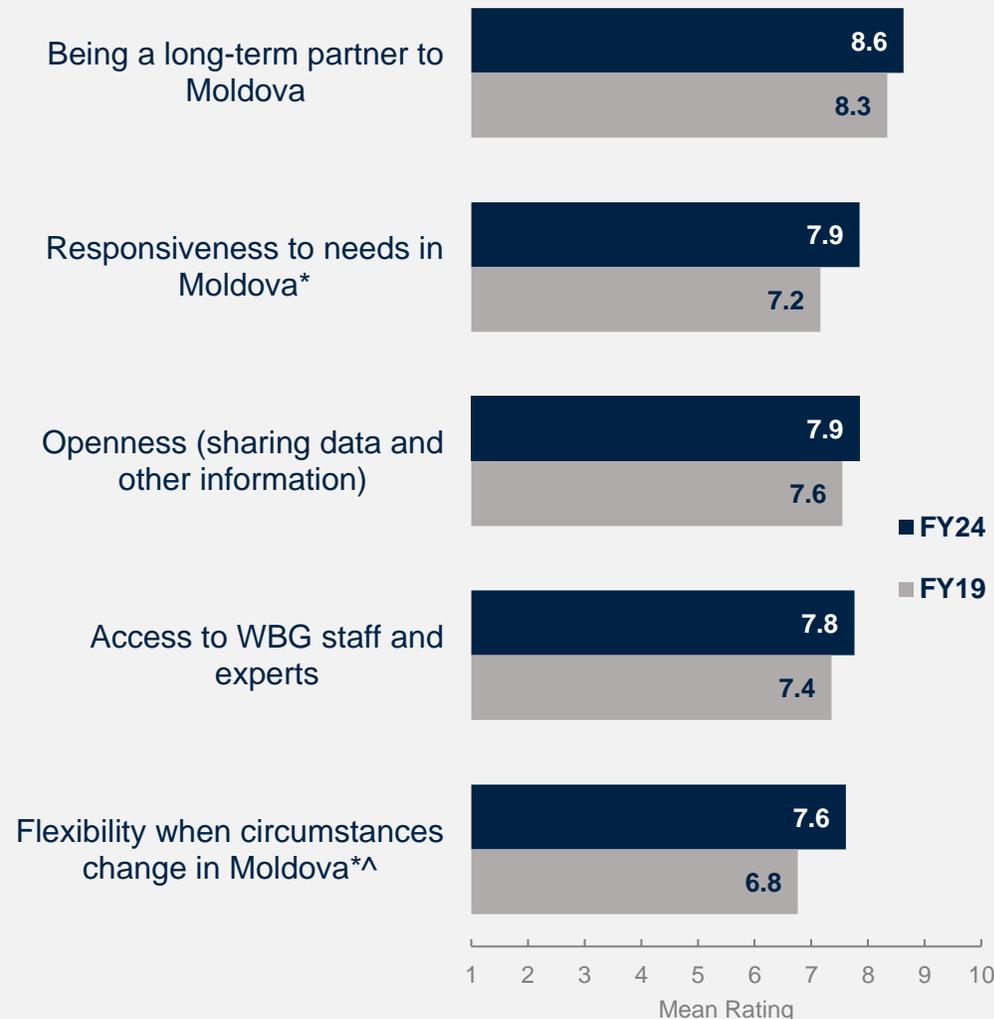
- Of note, respondents from media have significantly lower perceptions of **access to WBG staff** and experts and **openness** (means = 6.8) compared to other stakeholder groups.

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

“Its staff being more reachable, and the support provided closer to real local needs.” (Government Institution Respondent)

“A quick response to the issues raised by project beneficiaries would be appreciated, as well as flexibility when making decisions.” (Government Institution Respondent)

“Working effectively with local experts, or at least engaging international experts who know the local framework.” (Civil Society Respondent)



*Significantly different between years

The WBG Increasingly Seen as Effectively Collaborating with Stakeholders

In FY24, respondents continue to see the WBG as collaborating well with the **government** and **other donors and development partners**. Perceptions of collaboration with these stakeholder groups have improved significantly. The WBG's collaboration with **civil society** increased significantly as well.

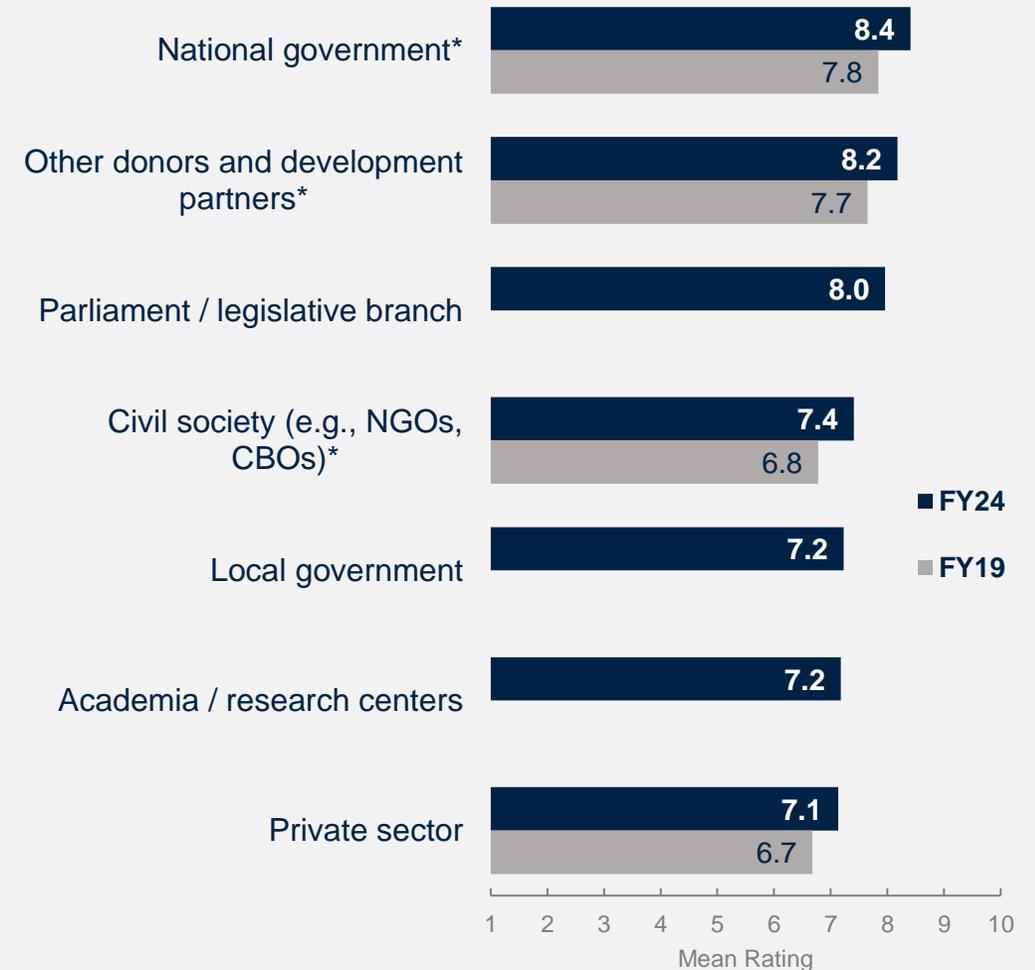
- Respondents from government institutions had the most positive views of the WBG's collaboration (overall mean = 8.3). In contrast, respondents from the media and bilateral/multilateral agencies gave significantly lower ratings (overall mean = 6.3 and 6.7, respectively).

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

“More effective and active collaboration with the business sector through regular meetings. Organizing more effective communication and transparency of projects and processes. Real analysis and mapping of Moldova's needs.”

(Private Sector Respondent)

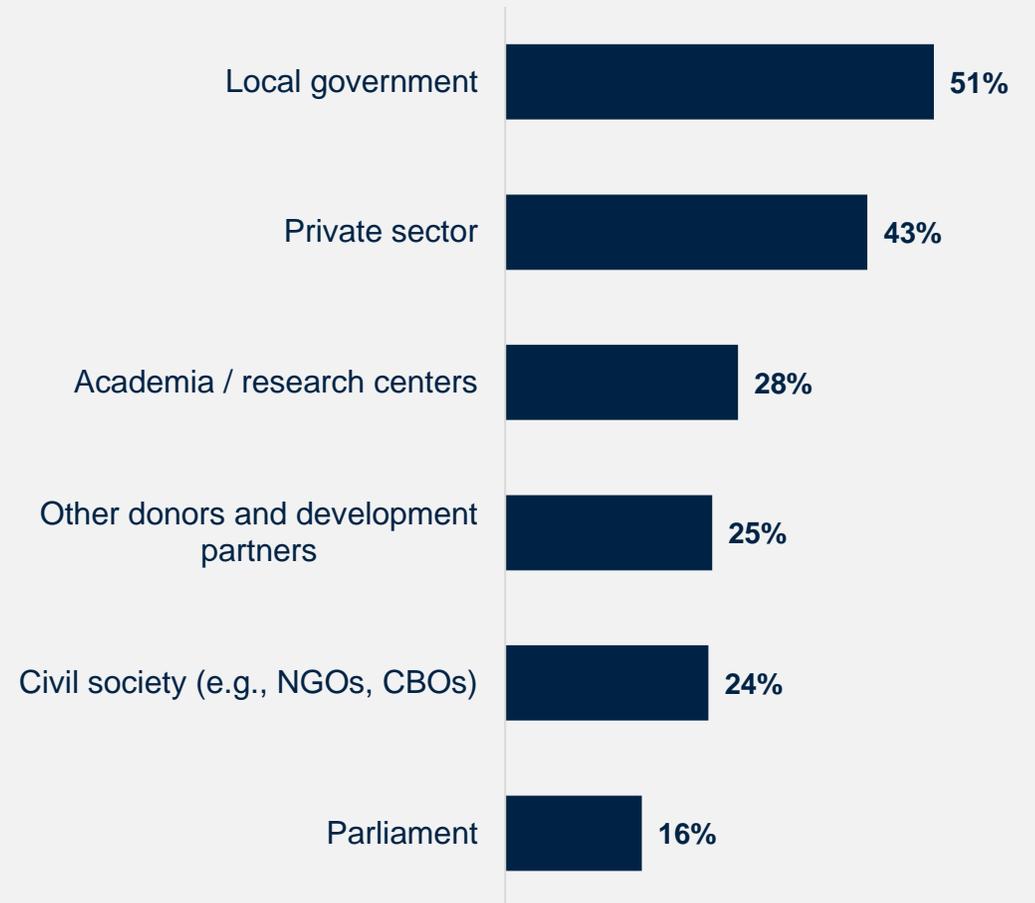
“Marketing and briefing stakeholders on opportunities for collaboration with the WBG.” (Local Government Respondent)



*Significantly different between years

Nearly Half of All Stakeholders Want the Bank to Collaborate More with Local Government

- Respondents from **civil society** would like the WBG to collaborate more with **civil society (71%)** and **local government (37%)**.
- Respondents from the **private sector** would like the WBG to collaborate more with the **private sector (78%)** and **local government (39%)**.
- Respondents from **academia** would like the WBG to collaborate more with **academia (76%)** and **local government (42%)**.



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

“Closer collaboration and transparency with all government institutions, civil society, and the private sector.”

(Civil Society Respondent)

“Collaborate more closely with civil society and academia to gain a better understanding of the local context and areas for improvement.”

(Academia Respondent)



Financial Instruments and Knowledge Work

“Granting financial resources based on performance indicators in different areas. Financial resources should be provided if certain requirements are met.”

(Government Institution Respondent)

“More analytical and financial support for the development of the following sectors: education, skills development in the public sector, health.”

(Academia Respondent)



WORLD BANK GROUP



In your opinion, what is the most important thing the World Bank Group could do to increase its effectiveness in Moldova? (N=128)

Financial Resources and Technical Assistance Considered the Bank's Greatest Values

In FY24, **financial resources, technical assistance, and implementation support** were considered the WBG's greatest values to Moldova.

Donor coordination was highly valued by respondents from the media (37%).

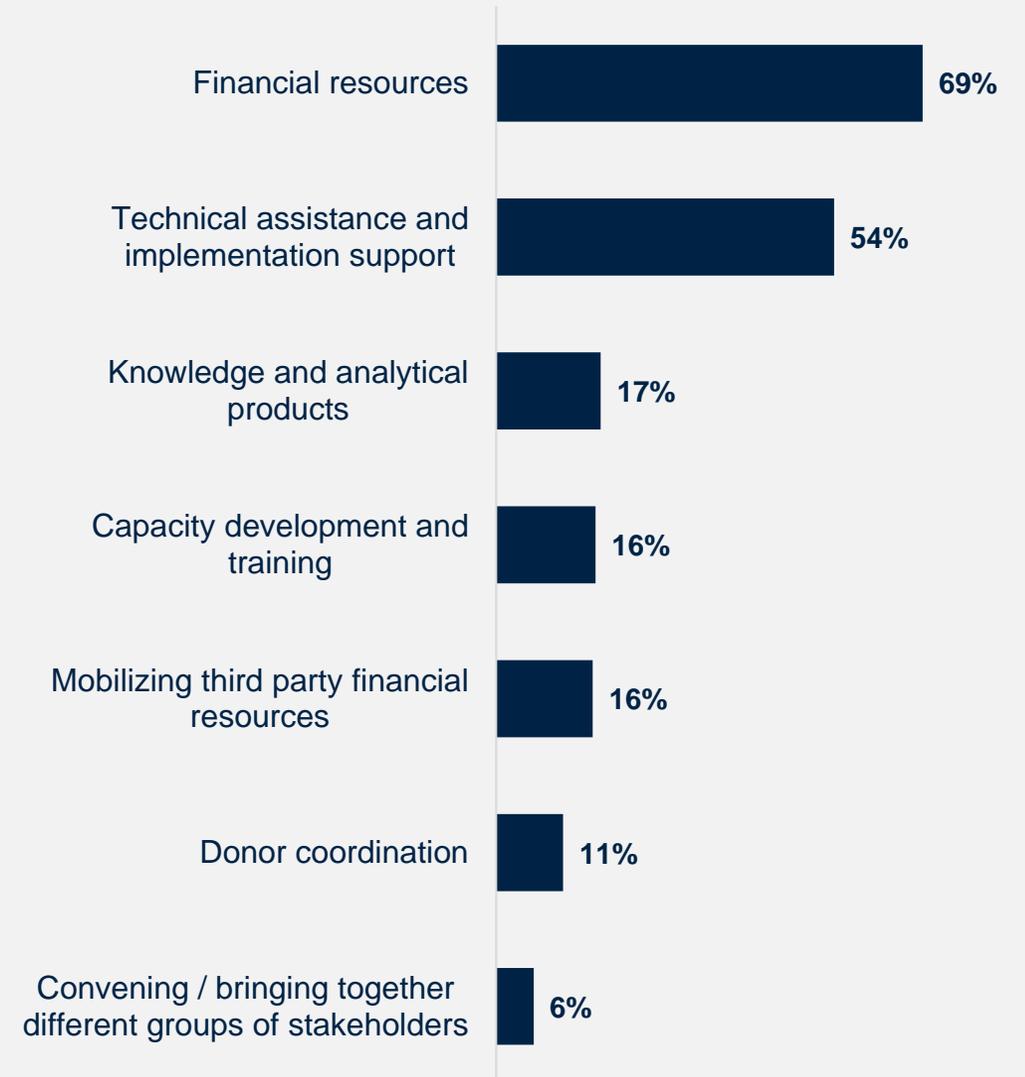
In your opinion, what is the most important thing the WBG could do to increase its effectiveness in Moldova?

"Funding of investment projects for energy infrastructure development and more. Provide technical assistance (experts, preparation of studies). Organizing training, facilitating exchanges of experience with different countries, etc."

(Government Institution Respondent)

"Technical assistance to the government for implementation of social reforms. Subgrants to NGOs for improving access of vulnerable groups of the population to social care services."

(Civil Society Respondent)



WBG is Seen as Insisting on Accountability Through its Lending and Effectively Monitoring and Evaluating Projects

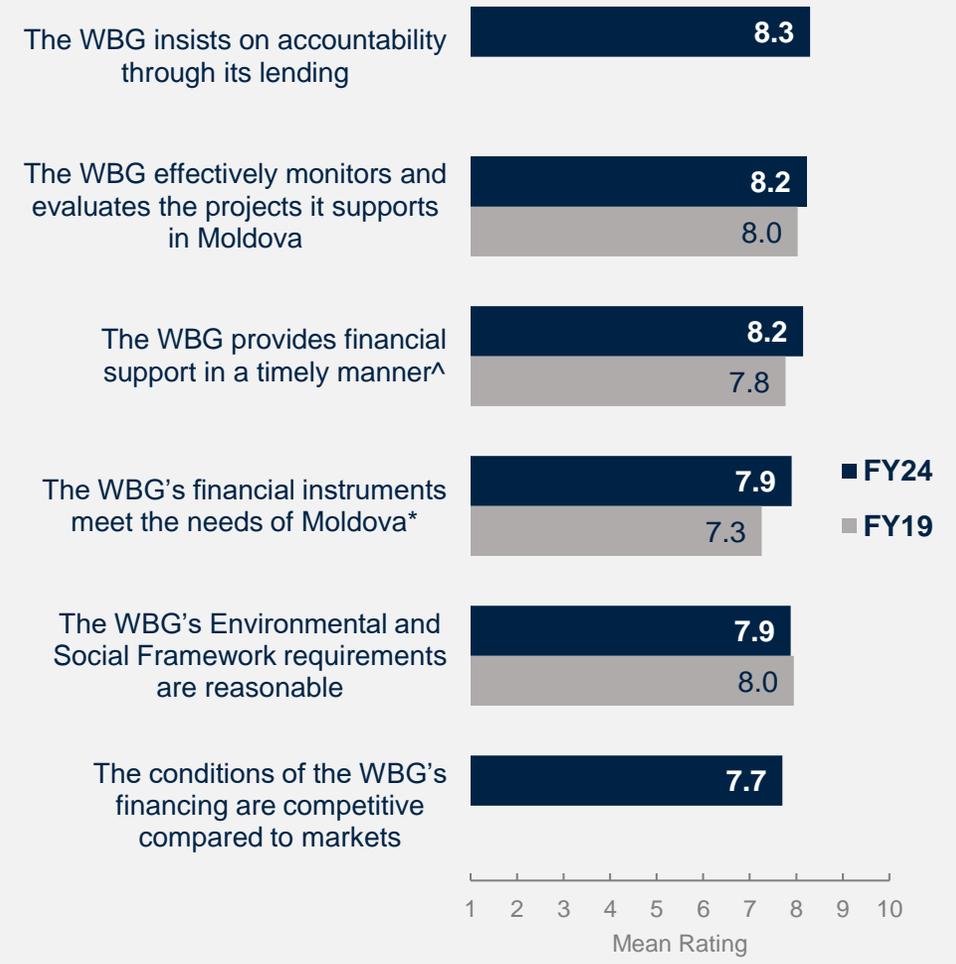
Regarding the WBG’s financial instruments, respondents had the highest levels of agreement that the WBG insists on accountability through its lending and **effectively monitors and evaluates the projects** it supports in Moldova.

Perceptions of the WBG’s **financial instruments meeting country needs** have significantly improved compared to FY19.

Respondents from **government institutions** had the most positive views about WBG’s financial instruments (mean = 8.6 across all six questions). At the same time, **media respondents** had significantly more critical views (mean = 6.6 across all six questions).

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

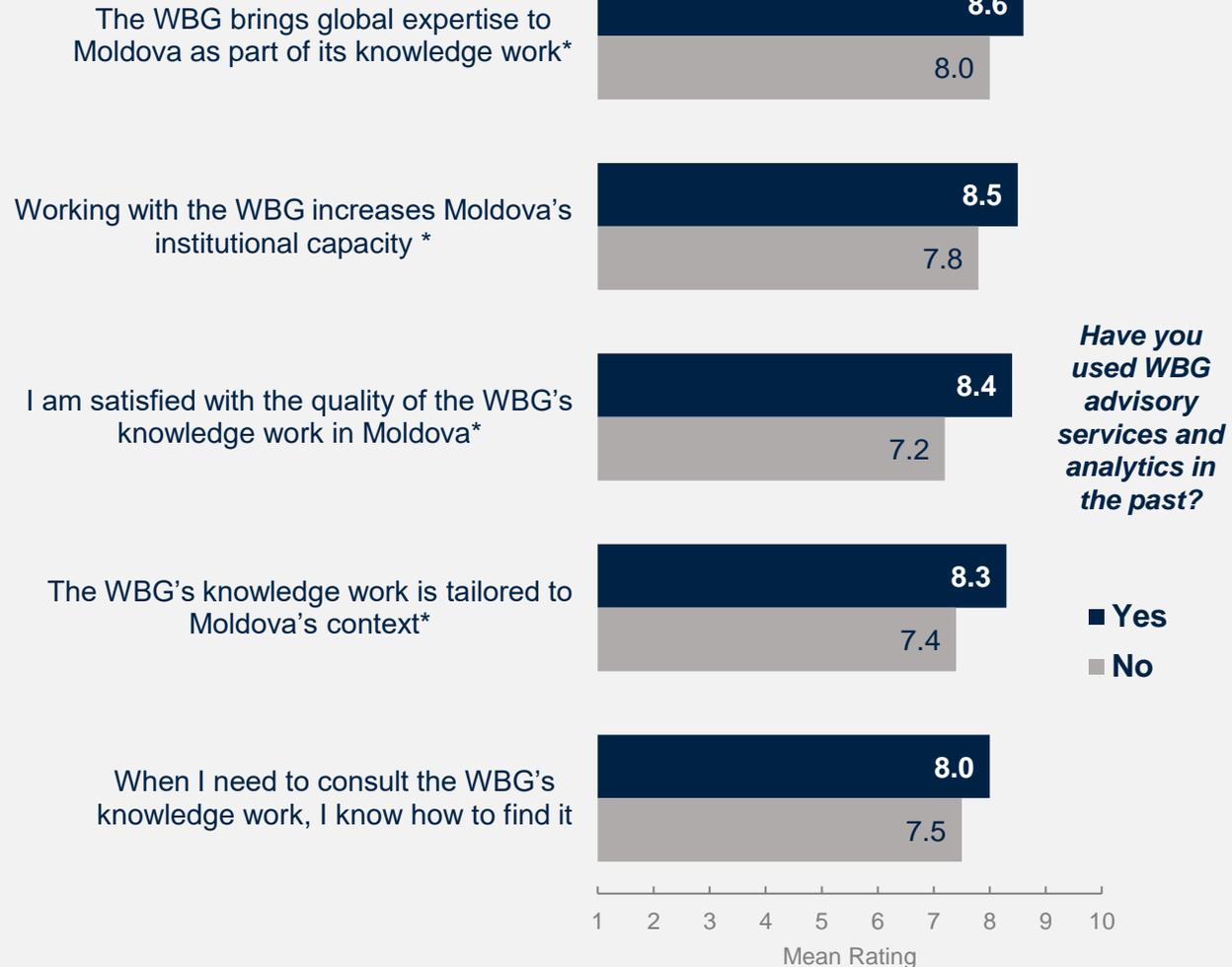
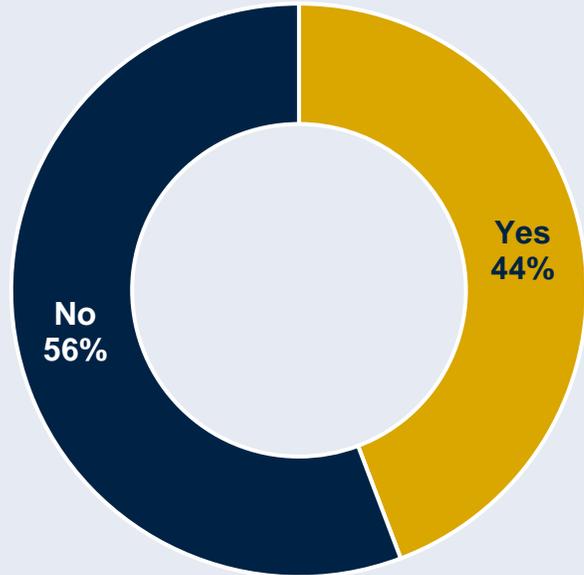
“Increased efficiency and optimization of resources: Simplify internal procedures: Reduce internal bureaucracy and simplify procedures to facilitate fast and efficient project implementation. Strategic use of financial resources: Ensure efficient and transparent use of financial resources, with a focus on achieving maximum results at minimum cost. Promoting transparency and accountability: Ensure transparency in decision-making and accountability for results.” (Local Government Respondent)



*Significantly different between years

44% of Respondents Have Used the WBG's Knowledge; Those Who Have Were Satisfied With its Quality

Have you ever used the WBG's knowledge work, including participating in workshops, study tours, or training programs?



Have you ever used the WBG's knowledge work, including participating in workshops, study tours, or training programs? (Percentage of Respondents, N=226)
 To what extent do you agree/disagree with the following statements?
 Scale: 1 Strongly disagree – 10 Strongly agree

*Significant difference between groups

WBG Knowledge Work is Perceived as Bringing Global Expertise

Ratings for WBG’s knowledge products remain stable and high. Respondents had the highest levels of agreement that the WBG brings **global expertise to Moldova** as part of its knowledge work and with the statement that **working with the WBG increases Moldova’s institutional capacity**.

- Respondents from the **media** and **bilateral/multilateral** agencies were significantly less likely to agree with the statement that they **know how to find** the WBG’s knowledge work (means = 5.6 and 6.2, respectively).
- As with other aspects of the WBG work in Moldova, respondents from the **media** had the lowest overall ratings for the WBG’s knowledge work (mean across all six questions = 6.2)



To what extent do you agree/disagree with the following statements? Scale: 1 Strongly disagree – 10 Strongly agree
 How significant a contribution do you believe the World Bank Group's knowledge work and activities make to development results in Moldova? Scale: 1 Not significant at all – 10 Very significant
 ^Compared to "Are source of relevant information on global good practices" and "Are adaptable to Moldova’s specific development challenges and country circumstances", respectively, asked in FY19.

The Future Role of the World Bank Group in Moldova



How can the WBG increase its effectiveness? Open Ended Responses

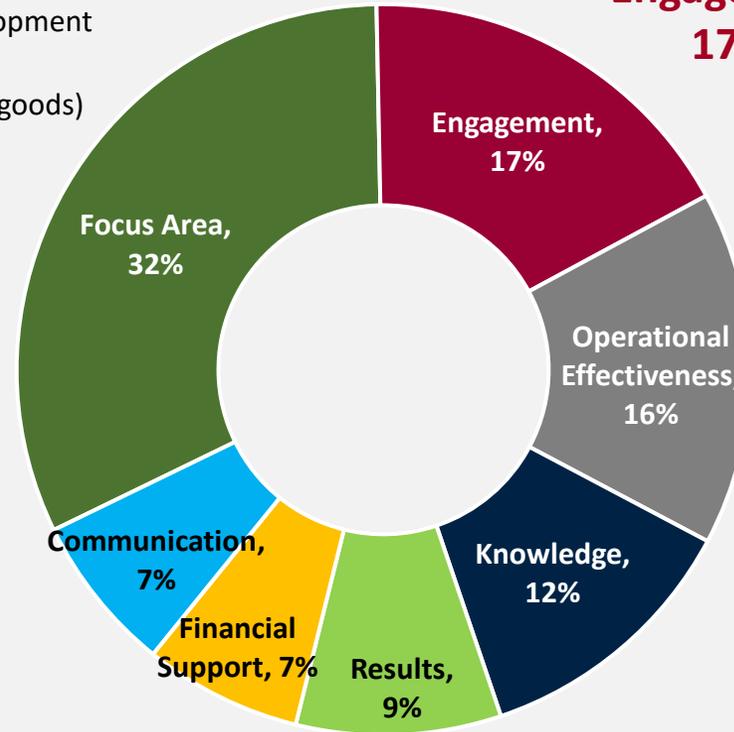
Collaborate w/ local stakeholders, monitor projects, engage in policy dialogue, greater dissemination of work

Focus Area 32%*

- Public sector governance, modernization, and anti-corruption
- Economic growth and private sector development
- Support in conversation with EU standards (both policy and production of competitive goods)
- Climate change, energy
- Infrastructure
- Digitalization

Engagement 17%

- Active collaboration with civil society, academia
- More active collaboration with local public administrations (LPAs)
- Active involvement of local experts



Operational Effectiveness 16%

- Direct engagement at the local level
- Streamline procedures and reduced time
- Implementation support
- Results-based financing
- Analysis of local context, adaptation of solutions to Moldova's context

Knowledge 12%

- More capacity building and technical assistance
- Share experiences of other countries from the region
- Rely more on local expertise

Communication 7%

- Engage with the media to promote WBG's results across audiences
- Proactive engagement with stakeholders outside the government
- Increasing the Bank's visibility in Moldova

Financial Support 7%

- Performance-based financial support
- Financial Support on favorable and competitive terms

Results 8%

- Supervision of project/policy implementation and M&E
- Communication of results



In your opinion, what is the most important thing the World Bank Group could do to increase its effectiveness in Moldova? (N=128)

**All percentages are counted based on the total number of topics mentioned by the respondents; individual comments could be counted multiple times depending on the number of topics they cover.*

Demands for the WBG to be more collaborative, engage in policy development, communicate more, and disseminate knowledge and results

Focus Areas

“The most important thing the WBG could do to increase its effectiveness in Moldova would be to further finance agriculture, engage in the improvement of infrastructure, contribute to mitigating the impact of climate change, and sponsor various initiatives in the field of education and support the digital development of Moldova.” (Private Sector Respondent)

“(1) Support institutional reforms - focus on improving governance, fighting corruption, restructuring the banking sector and increasing transparency.”

“(2) Focus on infrastructure and technology development - investment in essential infrastructure, including transport, energy, and information technology.”

“(3) Climate change adaptation and sustainability - it is crucial to support Moldova's transition to a greener and sustainable economy by implementing renewable energy and energy efficiency projects. ...” (Civil Society Respondent)

Communication

“Be better informed by using different sources. More communication with people who are outside the government, but who are competent, critical thinkers. Remove interest groups that often gain the trust of external stakeholders through dishonest means.” (Media Respondent)

“Greater visibility of activities and support in the media and proactive cooperation with public universities in Moldova, forming local analytical laboratories with the inclusion of young researchers and local expertise.” (Academia respondent)

“Communicate more actively about the work behind the final results. Communicating with the press through press releases and offline.” (Media Respondent)

“Targeted communication on interest groups.” (Government Institution Respondent)

Knowledge

“Objective evaluation of economic data, and the local situation in the economy, private sector. Use of reputable sources of information, not those presented by the local authorities in some aspects.” (Private Sector Respondent)

“A detailed analysis of the situation in the country is needed, taking into account differences in local mindset.” (Academia Respondent)

“Support the development of institutional capacity to address societal challenges, including health, climate change resilience, and education in health.” (Government Institution Respondent)

“- Enhance the knowledge work of the WBG; - Ensure access and transparency to the WBG achievements in the Republic of Moldova; - Focusing on encouraging and supporting of knowledge sharing, exchange of best practice.” (Government Institution Respondent)



In your opinion, what is the most important thing the WBG could do to increase its effectiveness in Moldova? (N=128)

Demands for the WBG to build capacity, offer more financial support, and supervise results

Operational Effectiveness

“A quick response to the issues raised by project beneficiaries would be appreciated, as well as flexibility when making decisions.” (Government respondent)

“Increased efficiency and optimization of resources: Simplify internal procedures: Reduce internal bureaucracy and simplify procedures to facilitate fast and efficient project implementation. Strategic use of financial resources: Ensure efficient and transparent use of financial resources, with a focus on achieving maximum results at minimum cost. Promoting transparency and accountability: Ensure transparency in decision-making and accountability for results.” (Local government respondent)

“To take into account the characteristics of economic processes in a country that has no independent experience in state management. Take into account the mentality of the people formed by authoritarian dictatorship.” (Media Respondent)

Financial Support

“More analytical and financial support for the development of the following sectors: education, skills development in the public sector, health.” (Academia Respondent)

“Granting financial resources based on performance indicators in different areas. Financial resources should be provided if certain requirements are met.” (Government Institution Respondent)

“Providing financial and logistical support.” (Local Government Respondent)

Engagement

“1. Holding WBG beneficiaries accountable for making their projects and results more transparent. 2. Anchor the results in the existing ecosystem/infrastructure and ensure the sustainability of the projects. 3. Ex-post evaluation of projects. Involving other interested parties (citizens) in project evaluation. 4. Investment in building capacity in state institutions and keeping qualified staff - not just focusing and training experts to execute certain works. 5. More intensive training of academia. Attract a wider range of beneficiaries.”

(Academia Respondent)

“More effective and active collaboration with the business sector through regular meetings. Organizing more effective communication and transparency of projects and processes. Real analysis and mapping of Moldova's needs.” (Private Sector Respondent)

“Open collaboration with local authorities through LPAs representative organizations, and economic and social sector Associations.” (Local Government Respondent)

Results

“To develop more robust capital investment appraisal policies, both locally and nationally. Every investment needs to be evaluated and reported back to the public.” (Civil Society Respondent)

“To be more demanding towards the central power and to take into account the criticisms of the opposition and (independent) civil society.” (Media Respondent)

“To be transparent in relation to the private sector, to have access to information on the implemented projects.” (Private Sector Respondent)



Communications and Outreach

“...There is also a lack of dissemination of information to the general public, which leads to a lack of awareness in society of the Bank's efforts and their results for Moldovan citizens.”

(Government Institution Respondent)

“[The WBG should] be proactive in establishing partnerships with media outlets.”

(Media Respondent)



WORLD BANK GROUP



In your opinion, what is the most important thing the World Bank Group could do to increase its effectiveness in Moldova? (N=128)

Events, e-Newsletters, and Direct Contact were Most Preferred for Receiving WBG Communication

	Preferred WBG Channel							
	All Respondents	Governemnt Instituion	Local Government	Bilateral/Multilateral Agency	Civil Society	Private Sector	Academia	Media
Event / conference / seminar / workshop (in person or online)*	63.1%	65.9%	60.0%	30.8%	72.7%	55.6%	78.8%	38.9%
e-Newsletters	47.1%	44.7%	48.0%	53.8%	39.4%	55.6%	48.5%	55.6%
Direct contact with staff (e.g., in person, virtually, phone, email)	42.2%	49.4%	44.0%	61.5%	42.4%	27.8%	24.2%	38.9%
Social media (e.g., Facebook, Twitter)	16.0%	11.8%	12.0%	7.7%	24.2%	16.7%	15.2%	33.3%
Direct messaging (e.g., WhatsApp, Telegram, Viber)	14.7%	14.1%	16.0%	7.7%	12.1%	16.7%	15.2%	22.2%

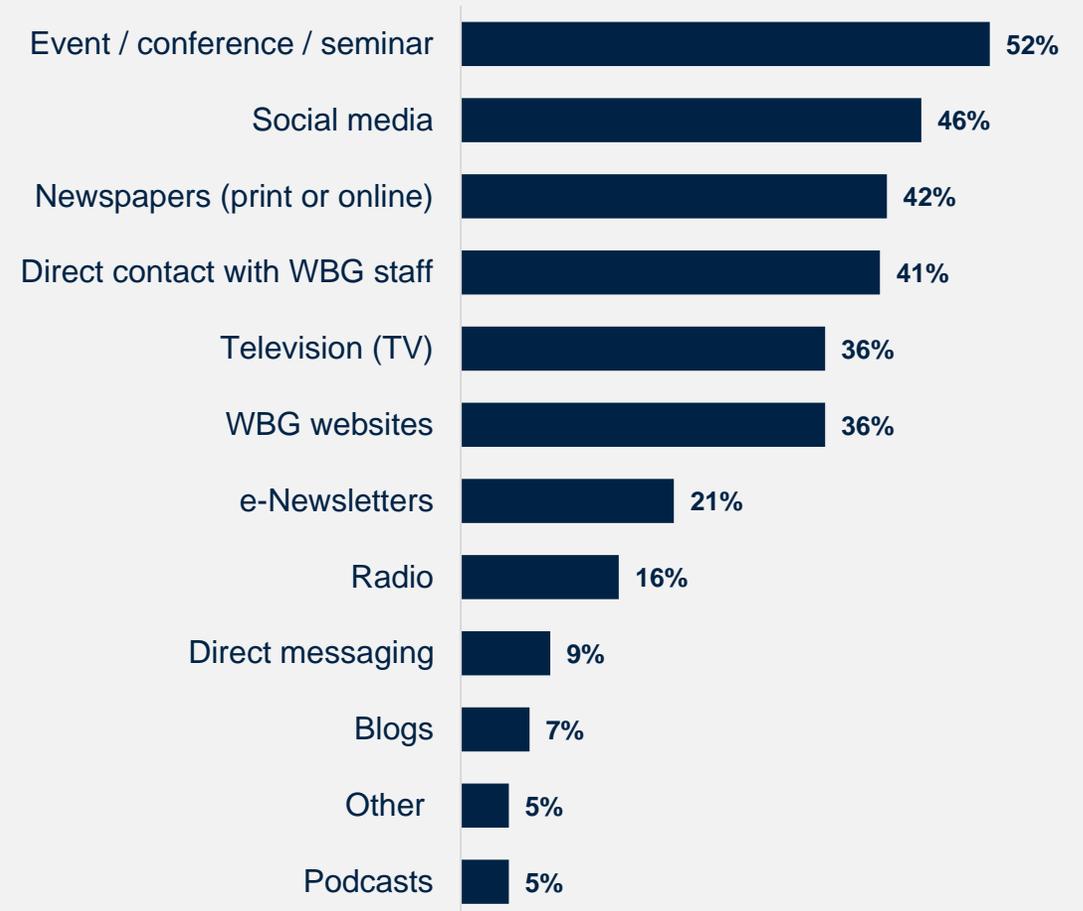
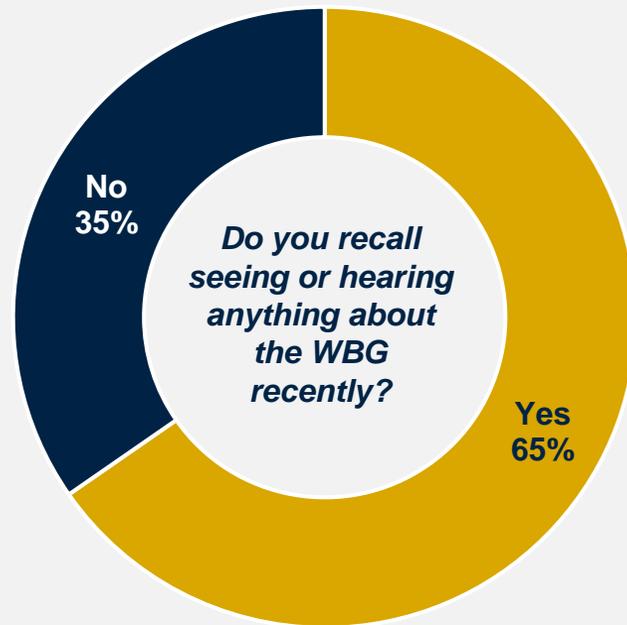


How would you prefer to receive communication from the WBG? (Select up to 2)
(Percentage of Respondents, N=225)

* Significant difference between stakeholder groups

7 in 10 Engaged With the WBG Recently, Most Often Through WBG's Events and Social Media

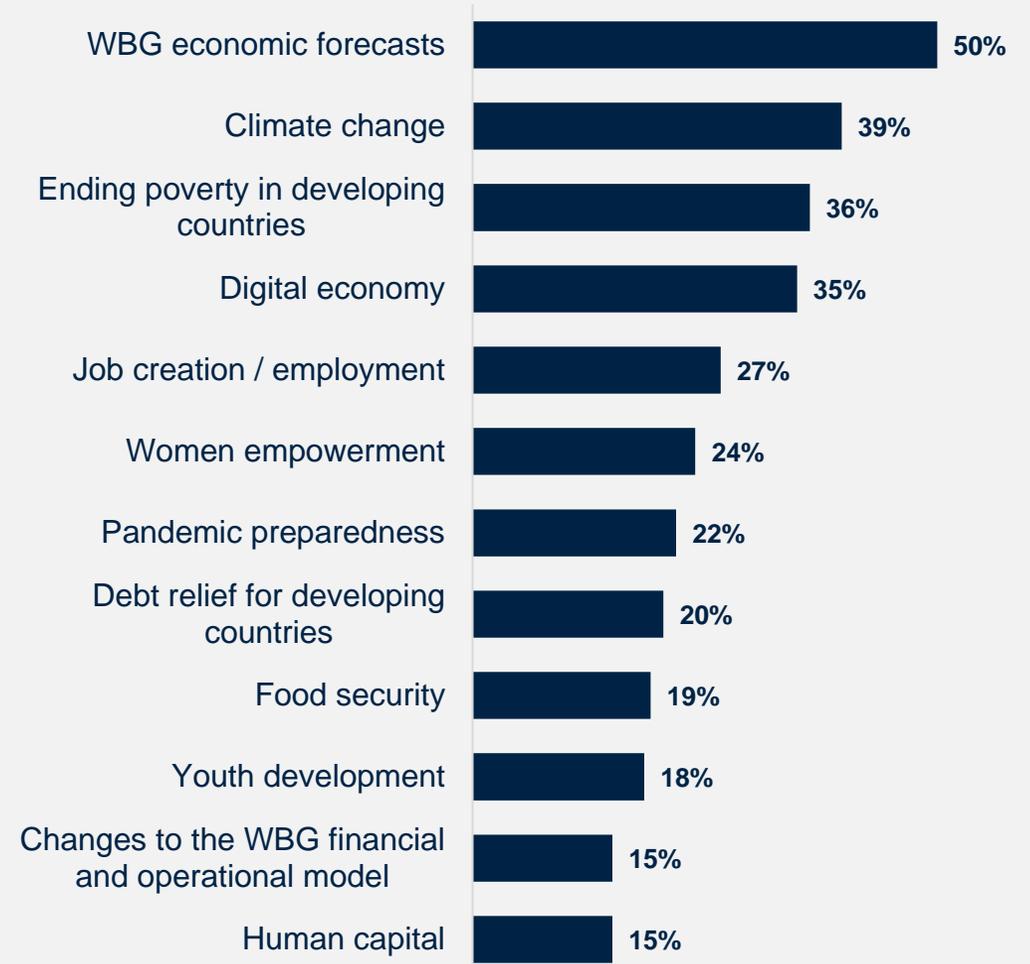
65% of respondents recalled hearing or seeing something about the WBG recently. Respondents most often reported seeing/hearing about the WBG through **events/conferences/seminars** (in person or online) or on **social media**.



WBG Work on Economic Forecasts, Climate Change, Poverty, and Digital Economy were the Most Commonly Recalled Topics

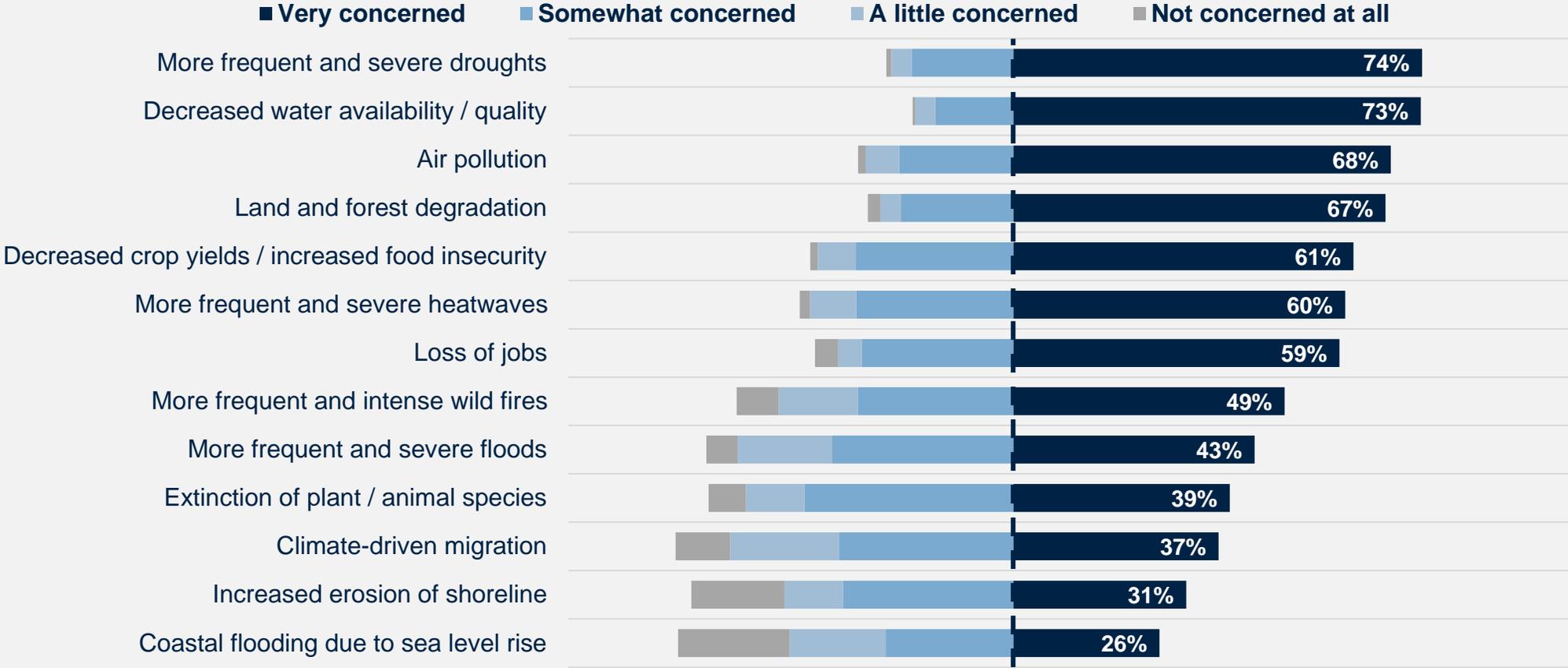
Respondents most frequently recalled WBG work or research on **economic forecasts, climate change, ending poverty, and the digital economy.**

- Respondents from **government institutions**, media, and academia were significantly more likely to recall WBG's work on the digital economy (44%) compared to respondents from other stakeholder groups.
- Respondents from **academia** were the most likely to recall WBG work on youth development (39%).



Climate Change Communications can be More Impactful when Related to Stakeholders' Top Concerns: Droughts and Water Availability

A majority of respondents were **very concerned** about **more frequent and severe droughts** and **water availability** as potential impacts of climate change in Moldova. **Air pollution** and **land and forest degradation** were also of great concern to respondents. These key areas of concern should be considered to make communications about climate change more impactful.

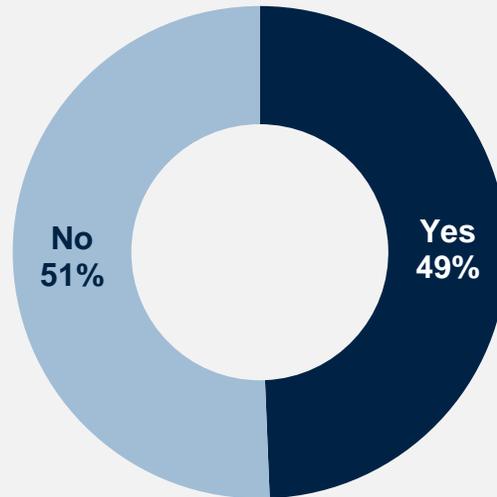


Sample Demographics and Detailed Methodology

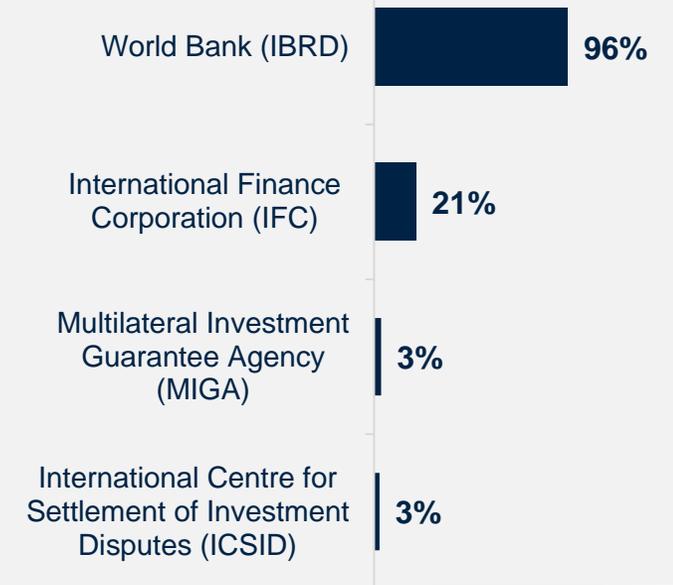


Sample Demographics

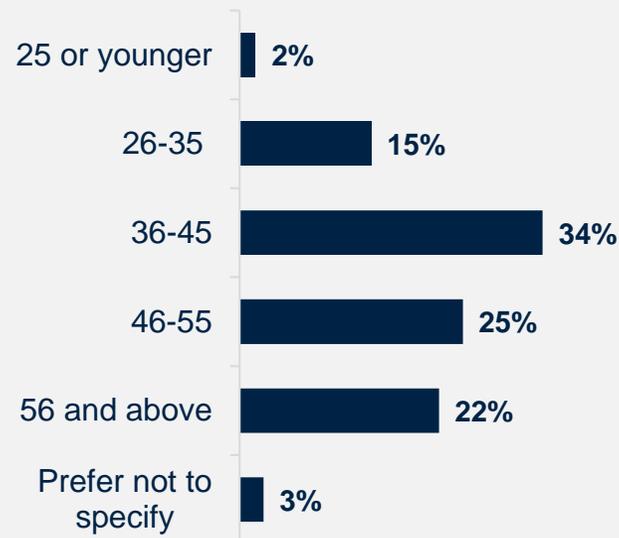
Currently, do you professionally collaborate/work with the WBG in Moldova? (N=235)



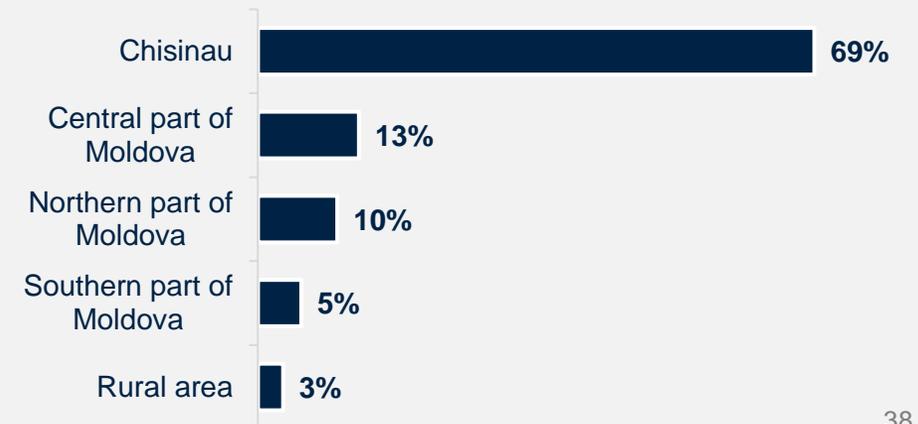
Which of the following agencies of the WBG do you primarily collaborate/work with in Moldova? (N=116)



What's your age? (N=225)



Which best represents your geographic location? (N=223)



Detailed Methodology

From **December 2023 to March 2024**, a total of 841 stakeholders of the WBG in Moldova were invited to provide their opinions about the WBG’s work in the country by participating in a 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, or a Minister; the office of a parliamentarian; government institutions; local governments; bilateral/multilateral agencies; the private sector; civil society organizations; academia; and the media.

A total of **235 stakeholders participated in the survey (28% response rate)**. Respondents completed the questionnaire on paper or via an online platform.

This year’s survey results were compared to the FY19 Survey, with a response rate of 43% (N=204).

Comparing responses across Country Surveys reflects changes in attitudes over time and changes in respondent samples, methodology, and the survey instrument itself. To reduce the influence of the latter factor, only questions with similar response scales/options were analyzed. This year’s survey saw an increased outreach to and/or response from government institutions and academia but a decrease from government principals, civil society, and the private sector. 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 “Moldova 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 2019	FY 2024
Government Principals: Office of the President, Prime Minister, Minister, Parliamentarian	11%	3%
Government Institutions: Employee of a Ministry, Department, Project Implementation Unit, Independent Government Institution, Judiciary, State-Owned Enterprise	23%	33%
Local Government	11%	11%
Bilateral/Multilateral Agency: Embassy, Development Organization, Development Bank, UN Agency	7%	6%
Civil Society Organization: Local and regional NGOs, Community-Based Organization, Private Foundation, Professional/Trade Association, Faith-Based Group, Youth Group	20%	16%
Private Sector: Private Company, Financial Sector Organization, Private Bank, Small, Micro & Medium Enterprise	17%	8%
Academia/Research Institute/Think Tank	6%	15%
Media	7%	8%
Total Number of Respondents	199	235



Which of the following best describes your current affiliation? (Select only 1 response)?

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 each of the following institutions to do what is right for Moldova? Scale: 1 Not at all – 10 Very much

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

A3. How significant a contribution do you believe the World Bank Group's knowledge work makes to development results in Moldova?
Scale: 1 Not significant at all – 10 Very significant

To what extent do you agree/disagree with the following statements about the WBG's work in Moldova? Scale: 1 Strongly disagree – 10 Strongly agree

A4. The World Bank Group currently plays a relevant role in development in Moldova.

A5. The World Bank Group's work is aligned with what I consider the development priorities for Moldova.

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

A7. The WBG's work helps end poverty and reduce inequality in Moldova.

To what extent is the World Bank Group an effective development partner in Moldova, 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

C1_2. Access to WBG staff and experts

C1_3. Flexibility when circumstances change

C1_5. Being a long-term partner to Moldova

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

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

C2_1. Collaboration with the National government

C2_4. Collaboration with the private sector

C2_5. Collaboration with civil society

C2_6. Collaboration with other donor and development partners

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

C4_1. The WBG's financial instruments meet the needs of Moldova (i.e., investment lending, Development Policy Loan, Trust Funds, Program-for-Results).

C4_6. The WBG provides financial support in a timely manner

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

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





CountryOpinionSurveys

Thank you

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

countrysurveys@worldbankgroup.org

