



CountryOpinionSurveys

# FY 2024 Burkina Faso Country Opinion Survey Report

# Acknowledgements

The Burkina Faso 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 support for the data.

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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 Burkina Faso 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 Burkina Faso'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 Burkina Faso? Are opinions improving or declining?
- 5. Financial Instruments and Knowledge Work:** What do key stakeholders value the most regarding the WBG's work in Burkina Faso? 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 March – April 2024

- 504 potential participants were asked to complete a mostly quantitative survey
- Respondents completed the questionnaire online or received it via mail or courier and returned it accordingly
- List of names provided by the WBG country team and supplemented by the fielding agency
- Process managed on the ground by the fielding agency

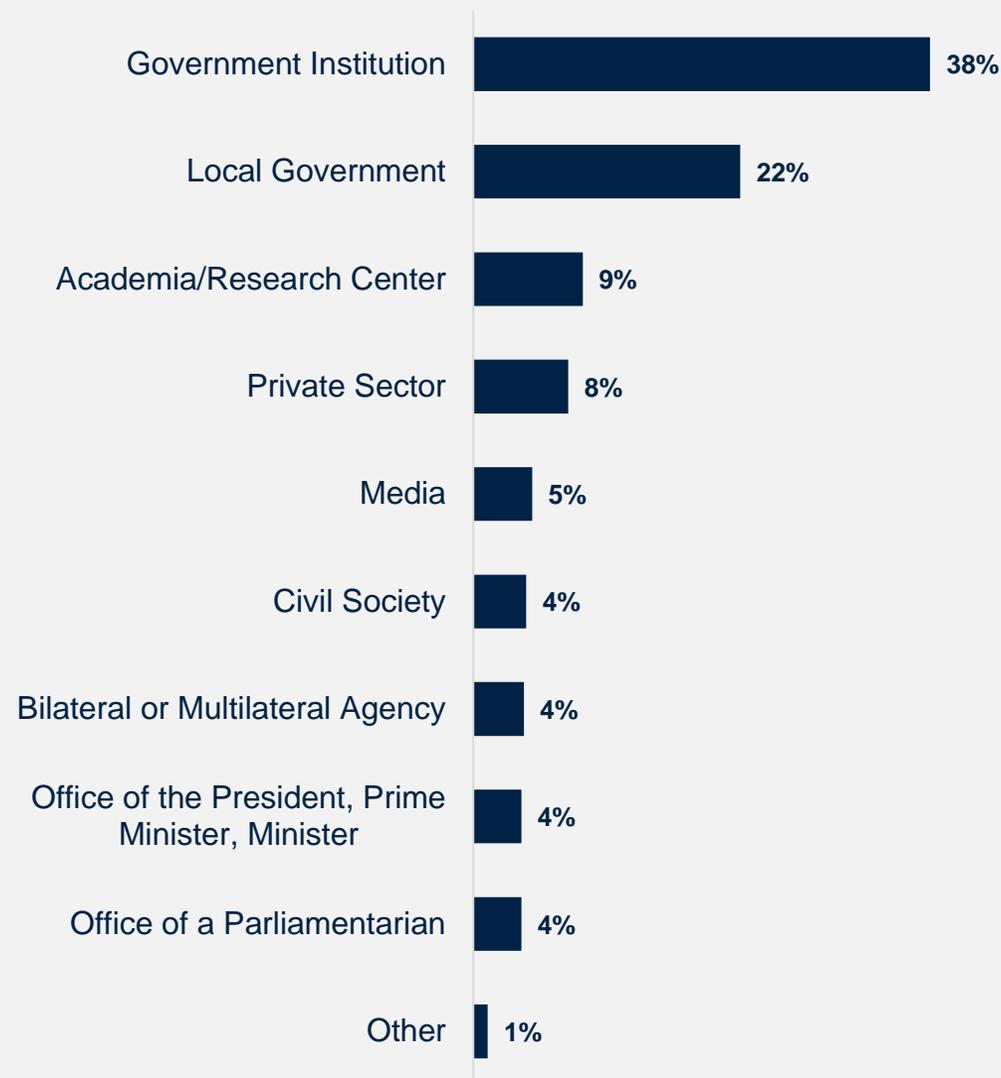
## ■ 407 participants (81% response rate)

- 49% from Ouagadougou city
- 39% currently collaborate with the WBG
- 24% Education specialists; 23% Public Governance specialists

## ■ Compared to FY19 Country Survey

- 263 participants (52% response rate)
- 87% from Ouagadougou city
- 49% collaborated with the WBG

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



# Overall Context

*“Analyze the national priorities defined by the country. Position the country's priorities in line with the World Bank's comparative advantages through dialogue with the country. Consider the positioning of the country's other partners to ensure synergy of action or complementarity. Take into account those left behind.”*

(Bilateral or Multilateral Respondent)

*“Sincerely help the country emerge from this situation, which is hampering its development. First of all, by lobbying other financial institutions to lift the financial sanctions against the country; building schools, maternity wards, roads, sanitation; supporting farmers and livestock breeders; investing in dams; creating jobs for young people; granting micro-credits; supporting local authorities in local and institutional development; supporting development projects and programs and civil society; and, above all, support in the area of humanitarian aid – this will enable the transition to better focus on the objectives that will enable us to reclaim our territory.”*

(Local Government Respondent)



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*In your opinion, what is the most important thing the WBG could do to increase its effectiveness in Burkina Faso? (N=329)*

# Consistent Familiarity with the World Bank

- Comparison of FY19 and FY24:** Compared to respondents in the FY19 Survey, respondents in this year’s Country Survey reported significantly lower levels of familiarity with the World Bank :

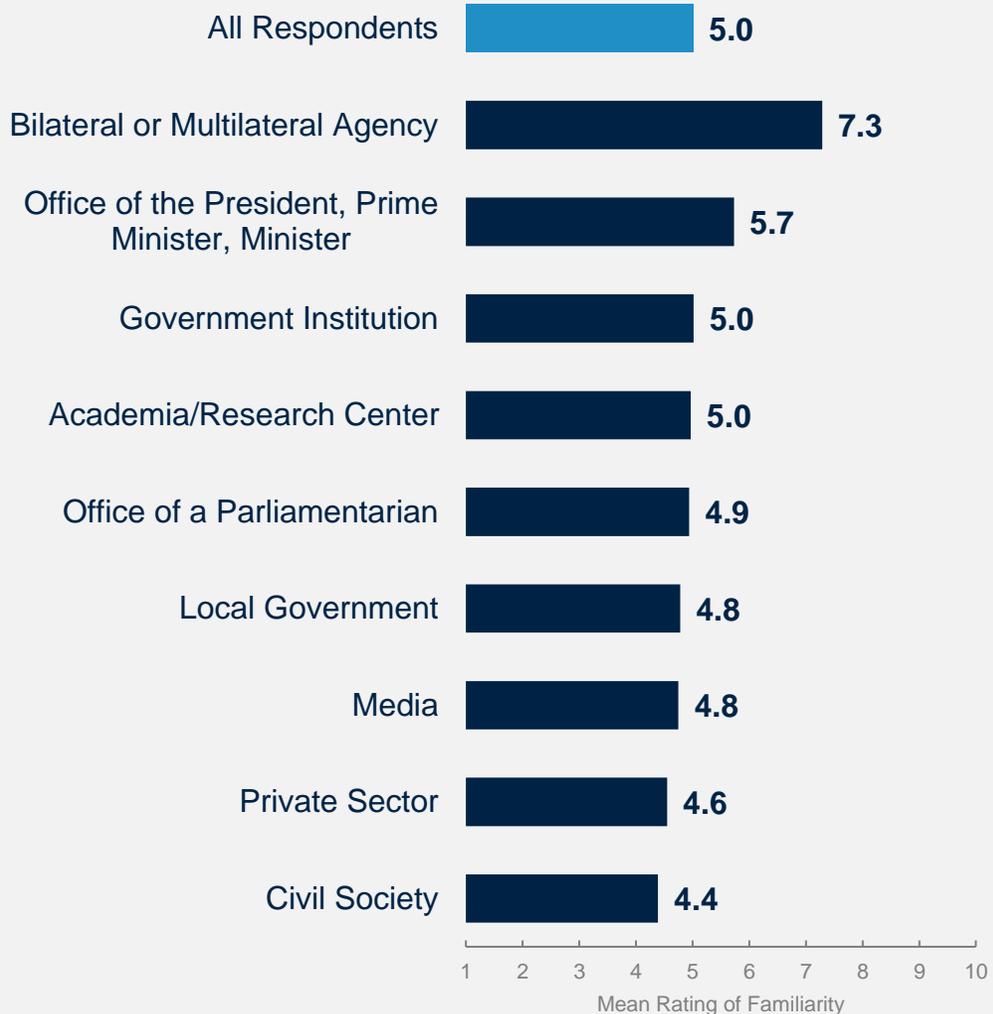
Mean familiarity:      **FY24 = 5.0**  
    **FY19 = 6.0**

- 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 = 6.9**  
    **Do not collaborate = 3.8**

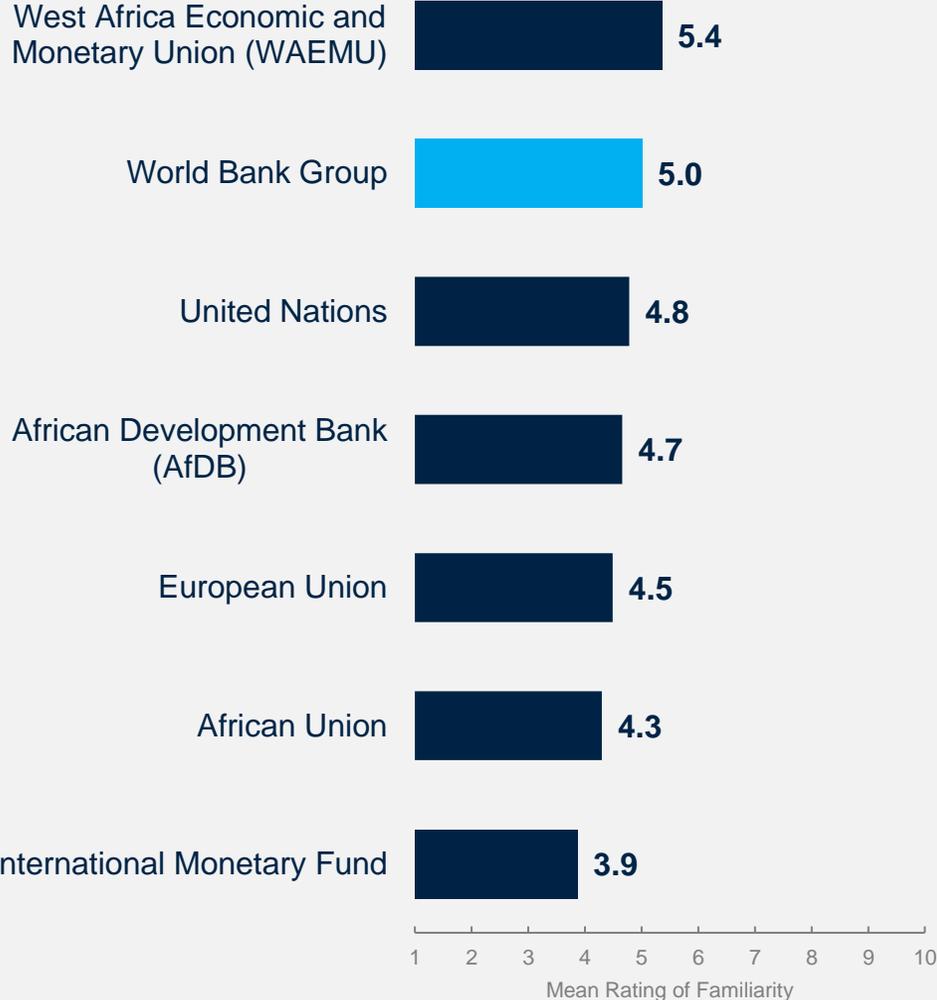
*Respondents who collaborated with the WBG in FY24 had statistically similar ratings of familiarity with the WBG compared to respondents who collaborated with the WBG in the FY19 Survey (mean = 7.0).*

- Stakeholders:** Respondents from bilateral or multilateral agencies indicated the highest levels of familiarity with the WBG, whereas respondents from the private sector and civil society reported much lower levels of familiarity with the WBG's work; however, this difference did not reach statistical significance.



# Stakeholders Most Familiar with WAEMU and WBG

- Respondents in this year’s Country Survey were asked to indicate their familiarity with the work of several international organizations in addition to the World Bank Group. Of these organizations, respondents in Burkina Faso indicated the highest levels of familiarity with the work of the West Africa Economic and Monetary Union (WAEMU), followed by the WBG. Respondents were least familiar with the work of the IMF in Burkina Faso.

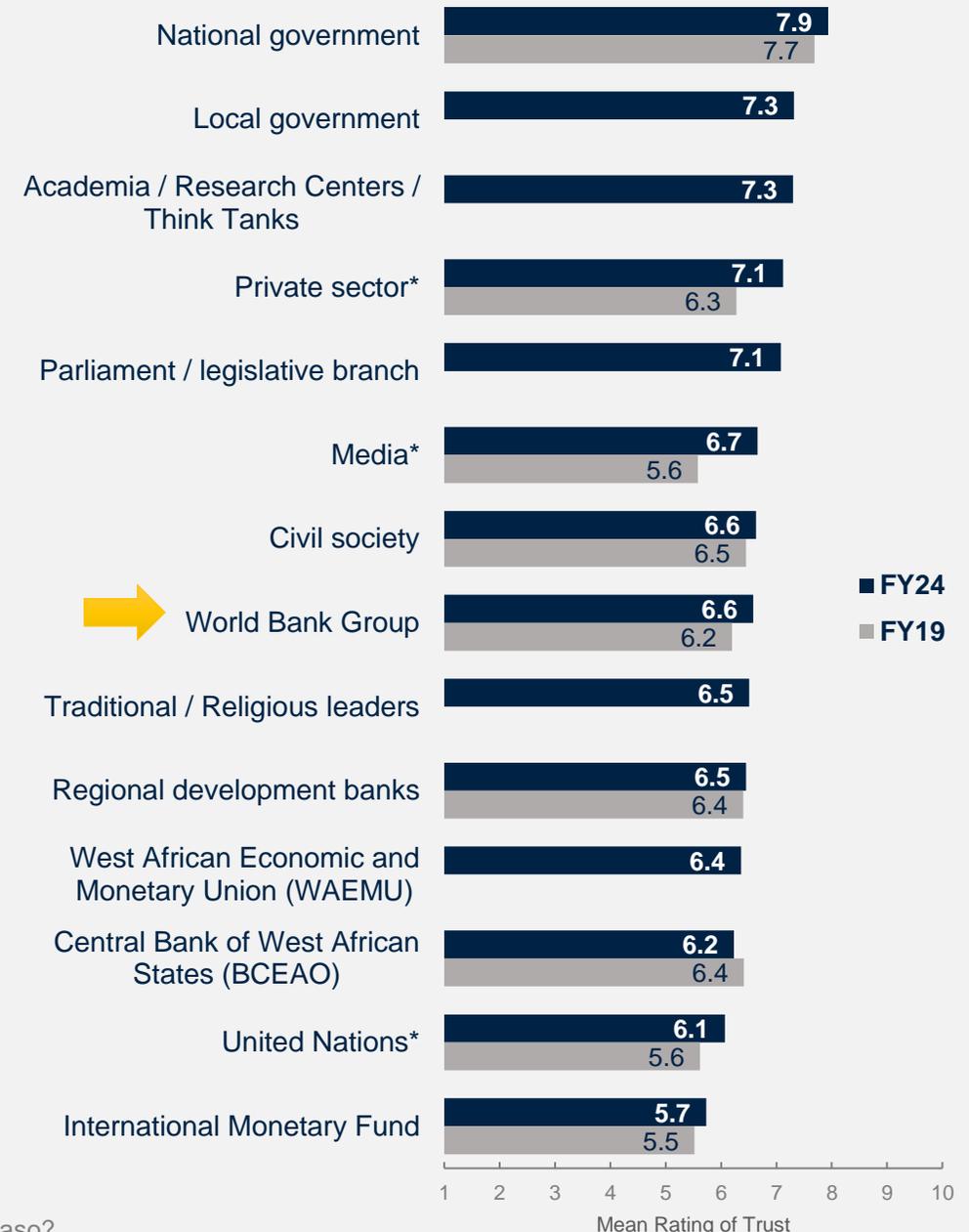


# The WBG More Trusted than Other Multinational Institutions in Burkina Faso

Respondents in Burkina Faso gave the **highest trust ratings for the National government, local government, academia, private sector, and Parliament.** Of note, trust ratings in the private sector were significantly improved in FY24 compared to FY19, as were trust ratings in the media and the UN.

Multinational institutions other than the WBG, such as **WAEMU, BCEAO, the UN, and IMF, were the least trusted** institutions studied.

- Respondents who collaborated with the WBG in FY24 had significantly higher trust ratings in the WBG (mean = 7.6) compared to respondents who collaborated with the WBG in the FY19 Survey (mean = 6.8).



# *Overall Attitudes toward the World Bank Group*

*“The WBG must help Burkina Faso put an end to the insecurity it is suffering. This will give it greater credibility in the eyes of the Burkinabè people.”* (Local Government Respondent)

*“The WBG should align itself more closely with government priorities and maximize its interventions (funding) in areas/sectors strongly correlated with growth by reducing the scattering of funding over several sectors at once.”* (Government Institution Respondent)



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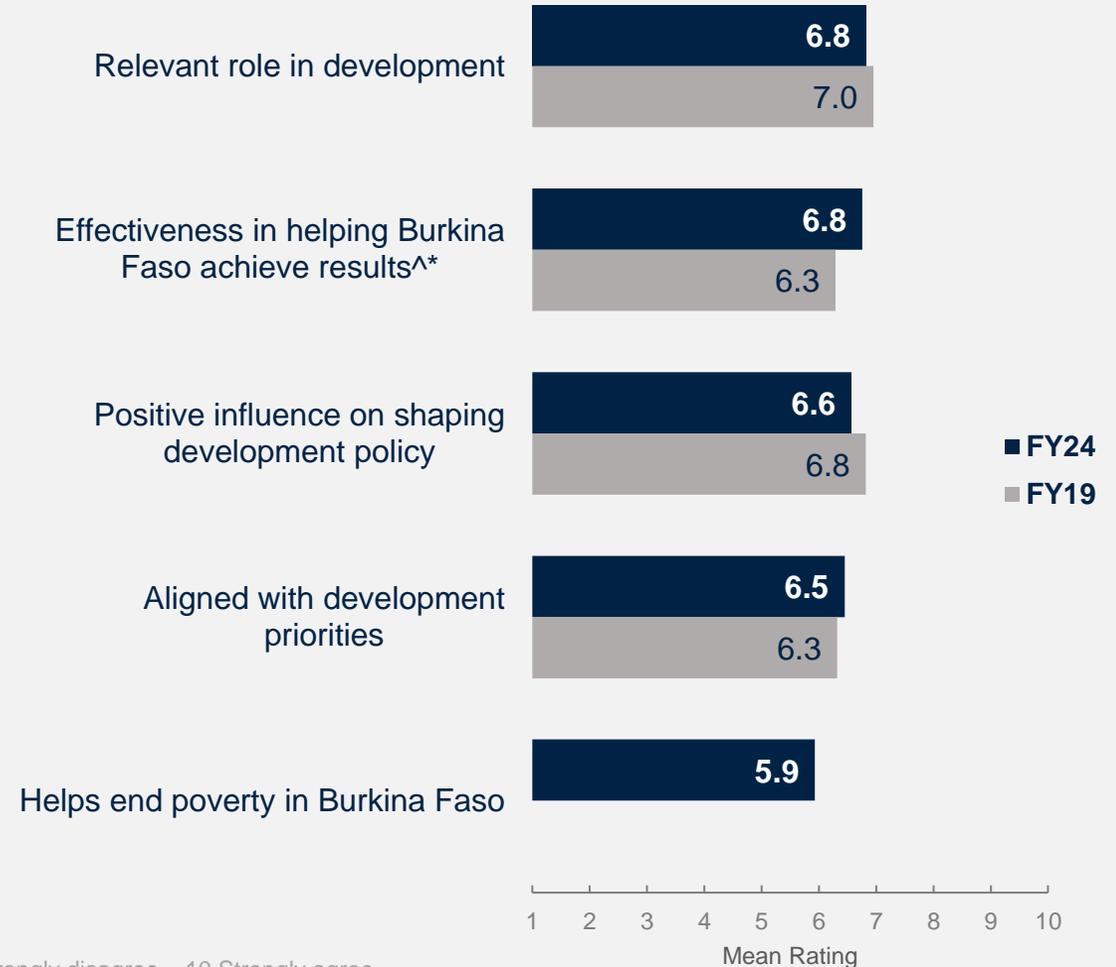


*In your opinion, what is the most important thing the WBG could do to increase its effectiveness in Burkina Faso? (N=329)*

# Key Performance Indicators Remain Positive

In FY24, respondents gave positive ratings for the WBG's **relevance** to development in Burkina Faso, **alignment** with their development priorities for the country, its **positive influence** on shaping development policy, and the WBG's **effectiveness** in helping Burkina Faso to achieve development results, with effectiveness being significantly improved compared to the FY19 Survey.

- Respondents who collaborated with the WBG in FY24 had significantly higher ratings for the WBG's effectiveness in achieving results (mean = 7.4) compared to respondents who collaborated with the WBG in the FY19 Survey (mean = 6.9); however, ratings for the WBG's relevance, influence, and alignment were statistically similar across those who collaborated with the WBG in FY24 and FY19.



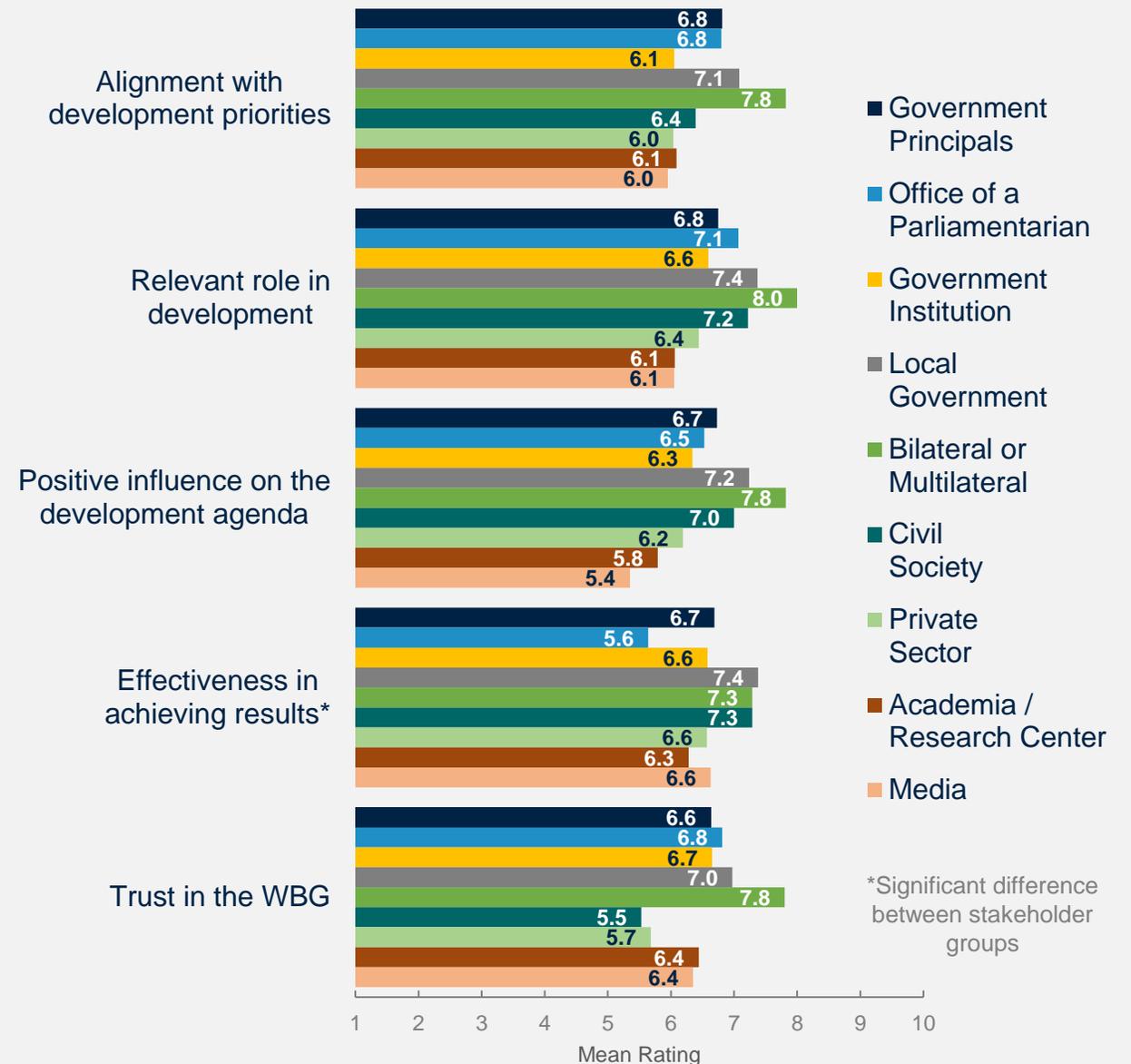
The WBG currently plays a relevant role in development in Burkina Faso. Scale: 1 Strongly disagree – 10 Strongly agree  
 The WBG has a positive influence on shaping the development policy in Burkina Faso. Scale: 1 Strongly disagree – 10 Strongly agree  
 The WBG's work is aligned with what I consider the development priorities for Burkina Faso. Scale: 1 Strongly disagree – 10 Strongly agree  
 The WBG's work helps end poverty in Burkina Faso. Scale: 1 Strongly disagree – 10 Strongly agree  
 How effective is the WBG in helping Burkina Faso achieve development results? Scale: 1 Not effective at all – 10 Very effective  
<sup>^</sup>Compared to a mean score of the two questions asked in FY19: "Overall, please rate your impression of the WBG's effectiveness in Burkina Faso. Scale: 1 Not effective at all – 10 Very effective; To what extent does the WBG's work help to achieve development results in Burkina Faso? Scale: 1 To no degree at all – 10 To a very significant degree"

# Bilateral/Multilateral Respondents Consistently Have More Positive Views of the WBG

Comparisons of ratings for key performance indicators between stakeholder groups show that respondents from bilateral or multilateral agencies tended to give the highest ratings for these key indicators of the WBG's performance. In contrast, respondents from academia and the media tended to give significantly lower ratings.



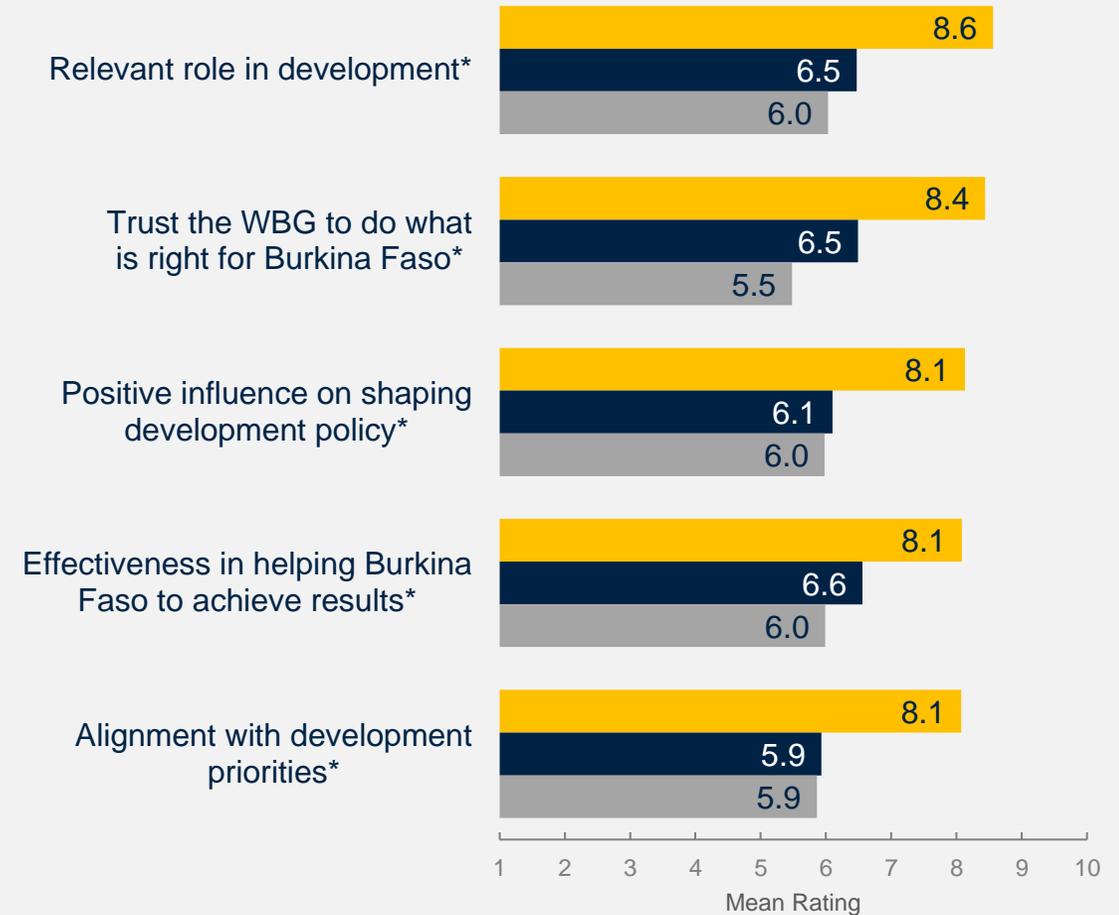
- How much do you trust each of the following institutions to do what is right for Burkina Faso? Scale: 1 Not at all – 10 Very much
- The WBG currently plays a relevant role in development in Burkina Faso. Scale: 1 Strongly disagree – 10 Strongly agree
- The WBG has a positive influence on shaping the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



# 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 Burkina Faso?**

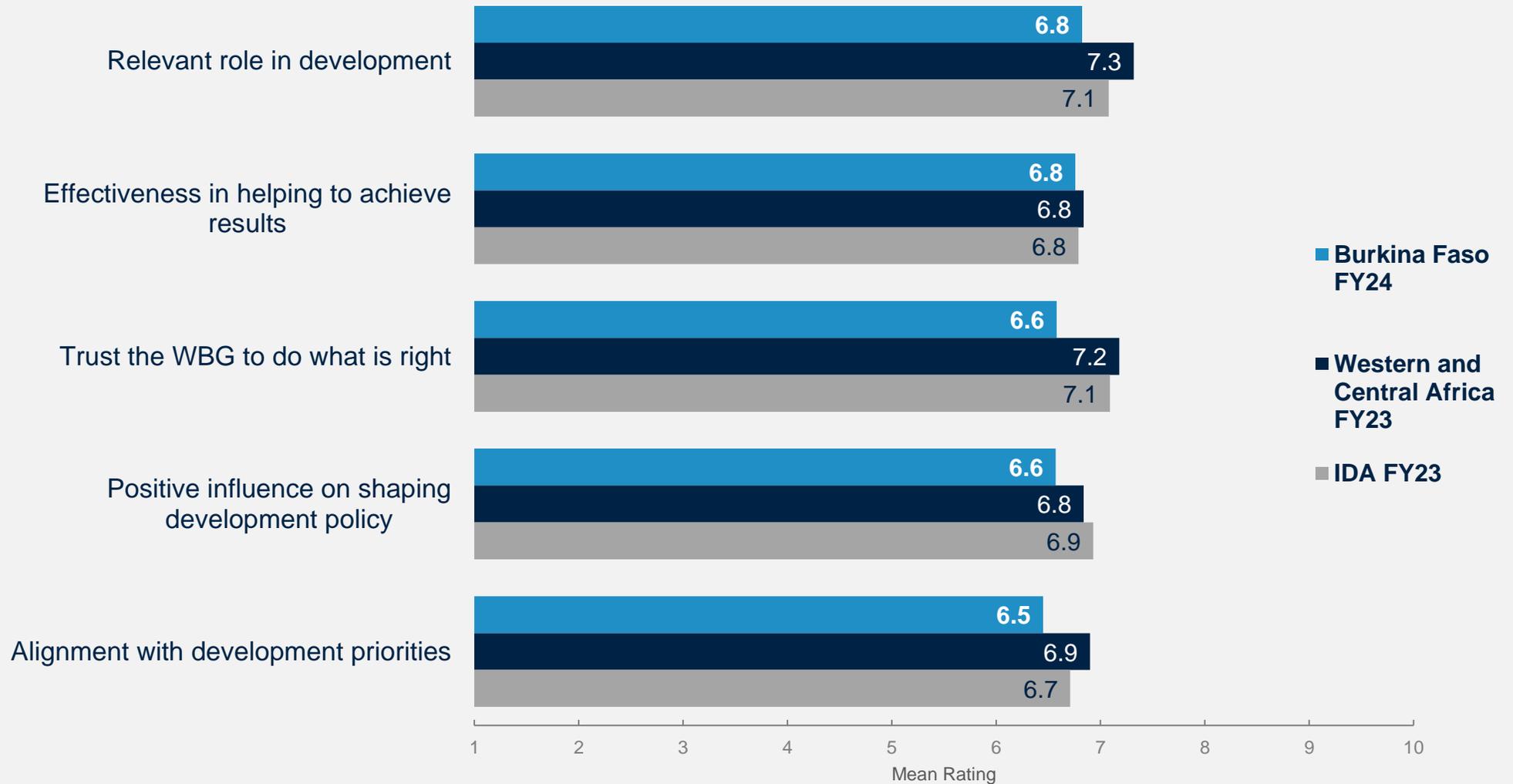
■ High Familiarity (8-10) ■ Some Familiarity (5-7) ■ Low Familiarity (1-4)



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

\*Significant differences between levels of familiarity

# Burkina Faso Slightly Lower than FY23 Western and Central Africa and IDA Countries on KPIs

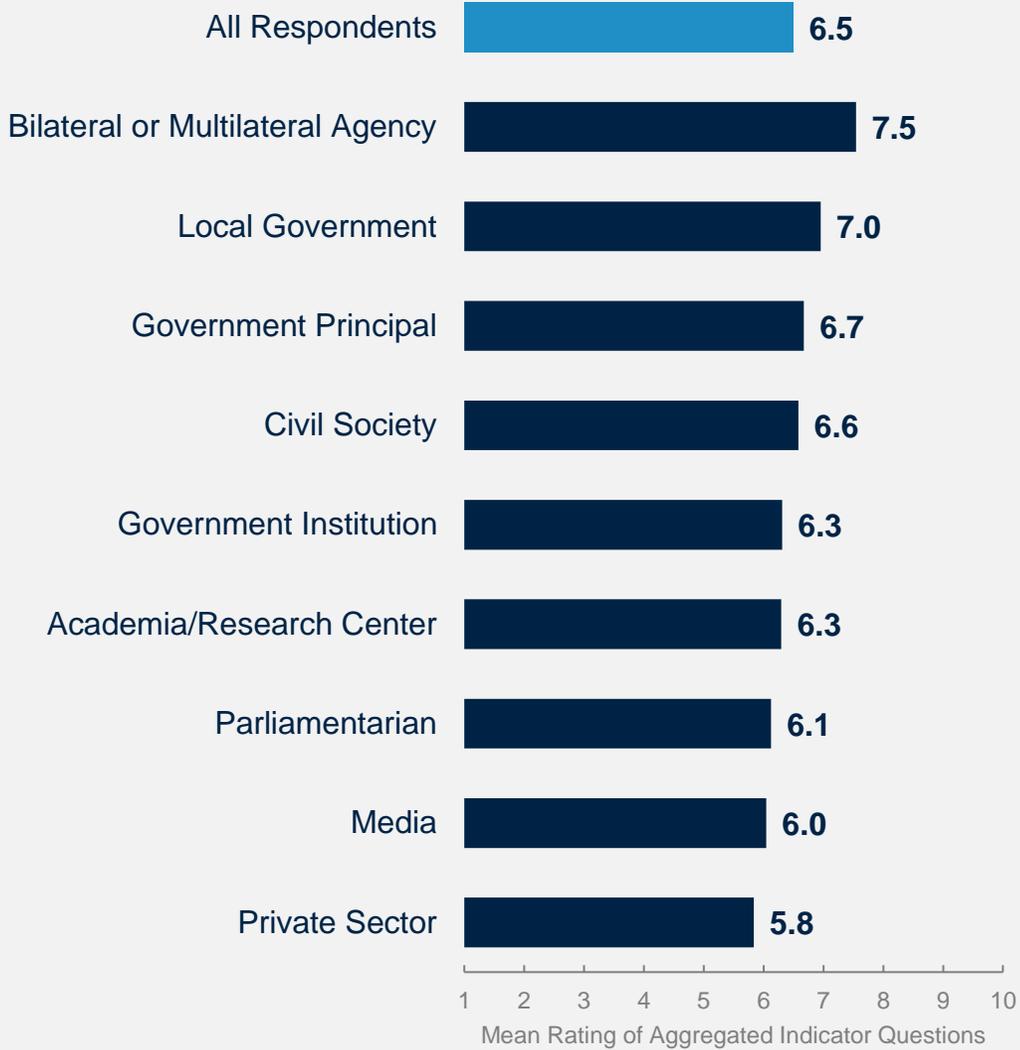


# Stakeholder Trends across Performance Indicators

Respondents from bilateral or multilateral agencies had the highest mean rating across the aggregated responses to the eighteen COS indicator questions. In contrast, 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 = 7.1**  
                          **Do not collaborate = 6.1**



# ***World Bank Group's Support for Development Areas***

*“Taking into consideration the priority needs of the people of Burkina Faso in development initiatives.”*  
(Government Principal Respondent)

*“Listen to local populations to find out their priority needs and cross-reference them with government priorities before funding projects and programs.”*  
(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 Burkina Faso? (N=329)*

# Development Areas for WBG Focus

**Addressing fragility, conflict, and violence** was the top area where stakeholders would like the WBG to focus its resources in FY24. **Education** was the #2 priority in FY24. **Transport infrastructure** was of much greater priority in FY24, identified by four times as many respondents compared to FY19, becoming the #3 development priority in Burkina Faso.

**Water/sanitation** and **climate change** were also much greater priorities, identified as top priorities by more than five times as many respondents in FY24 as in FY19.

- Because 25% of this year's sample were specialists in the education sector, analyses were conducted to determine if they had undue influence on the results. Indeed, respondents who were education specialists were significantly *more* likely to say that education (74%), youth development (25%), and health (34%) were top priorities but significantly *less* likely to say that transport (34%) and climate change (11%) were priorities compared to respondents who did not specialize in the education sector (53%, 15%, 20%, 54%, and 22%, respectively).
- A similar analysis of the 23% of respondents who were specialists in public sector governance found that respondents who were governance specialists were significantly less likely to say that debt management (3%) was a priority compared to respondents who did not specialize in public sector governance (10%).

High for government institutions (75%), bilateral / multilateral agency (79%), and civil society (69%)



Addressing fragility, conflict, and violence

70%

Education

58%

Transport infrastructure

48%

High for bilateral / multilateral agency (64%), private sector (63%), and academia (64%)

Energy

48%

Water / sanitation

46%

Private sector development

27%



High for bilateral / multilateral agency (50%) and private sector (56%)

Health / pandemic preparedness

24%

Jobs

19%

Climate change

19%

Social protection

18%

Digital infrastructure development

18%

Environment / natural resource management

18%

Youth development

17%

Public sector governance

13%

Debt management

9%

High for Parliament (19%), civil society (18%), and academia (18%)

Urban development

7%

High for local government (17%) and media (16%)

Agriculture / food security

7%

Gender equity

6%

High for civil society (38%) and Parliament (25%)

Other

1%

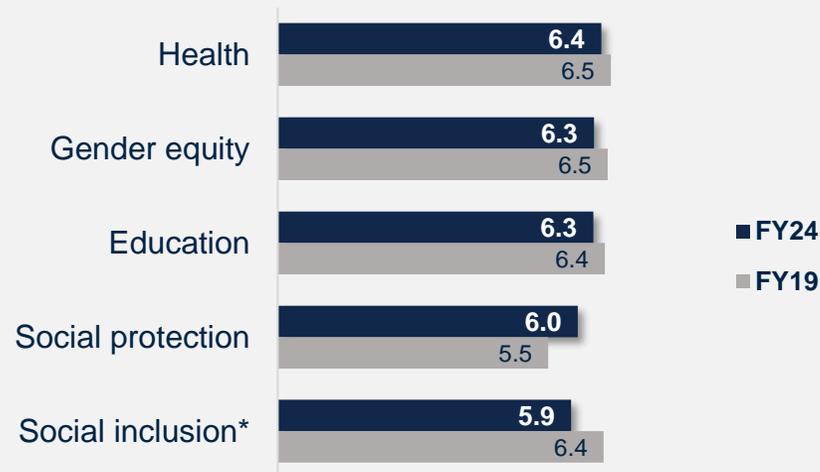


Which areas should the WBG prioritize to have the most impact on development results in Burkina Faso? (Select up to 5) (Percentage of Respondents, N=376)

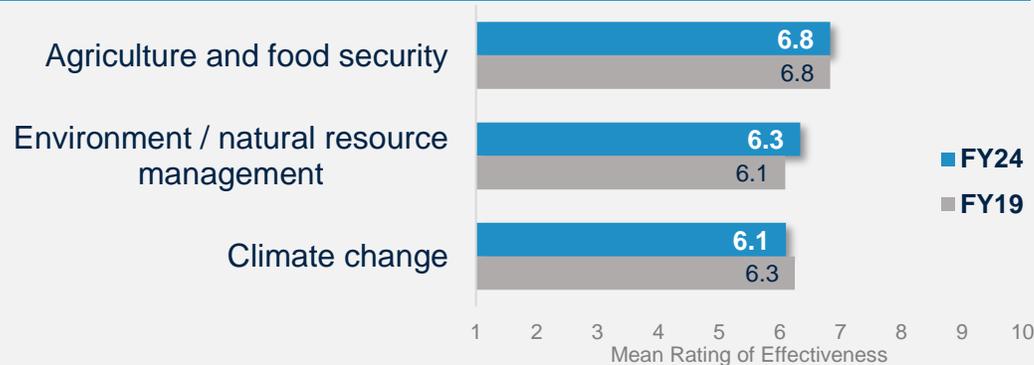
# Effectiveness of WBG's Sectoral Support

The WBG's work in **water supply/sanitation** received the highest effectiveness ratings. Of note, respondents in this year's survey rated the WBG's work in social inclusion, public sector governance, and energy/extractives significantly *lower* than in FY19.

## Human Development



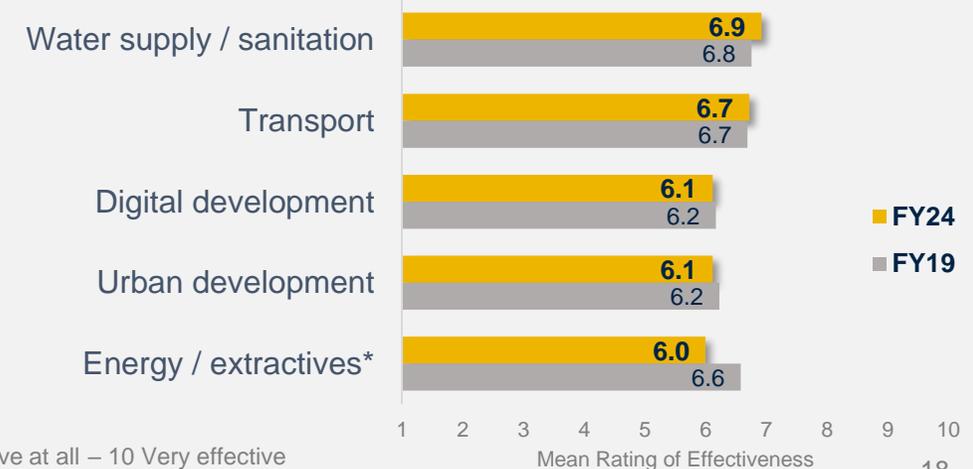
## Environmental Sustainability



## Finance / Institutions / Economic Growth



## Infrastructure



\*Significant differences between years



How **effective** has the WBG been at achieving development results in each of these areas in Burkina Faso? Scale: 1 Not effective at all – 10 Very effective  
(If you have NO exposure to/experience in working in any of the sectors listed below, please respond "Don't know")

# *World Bank Group's Engagement on the Ground in Burkina Faso*

*"Like other technical and financial partners, the WBG in Burkina Faso needs to be more flexible, responsive, and consistent in supporting the country's ambitious, innovative, and autonomous development projects."* (Bilateral or Multilateral Respondent)

*"First and foremost, the group should assess the country's real needs to direct its funds towards its areas of activity and step up the monitoring of achievements in collaboration with local players."* (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 Burkina Faso? (N=329)

# The WBG Increasingly Seen as a Flexible, Responsive Partner

In FY24, respondents perceived the WBG significantly more as **flexible** and **responsive** than in FY19 but significantly less as a **long-term partner** to Burkina Faso.

- Of note, respondents from government principals and bilateral or multilateral agencies had significantly higher ratings for the WBG’s responsiveness (means = 7.5 and 7.3, respectively) and accessibility (means = 6.8 and 7.4, respectively) than respondents from other stakeholder groups.

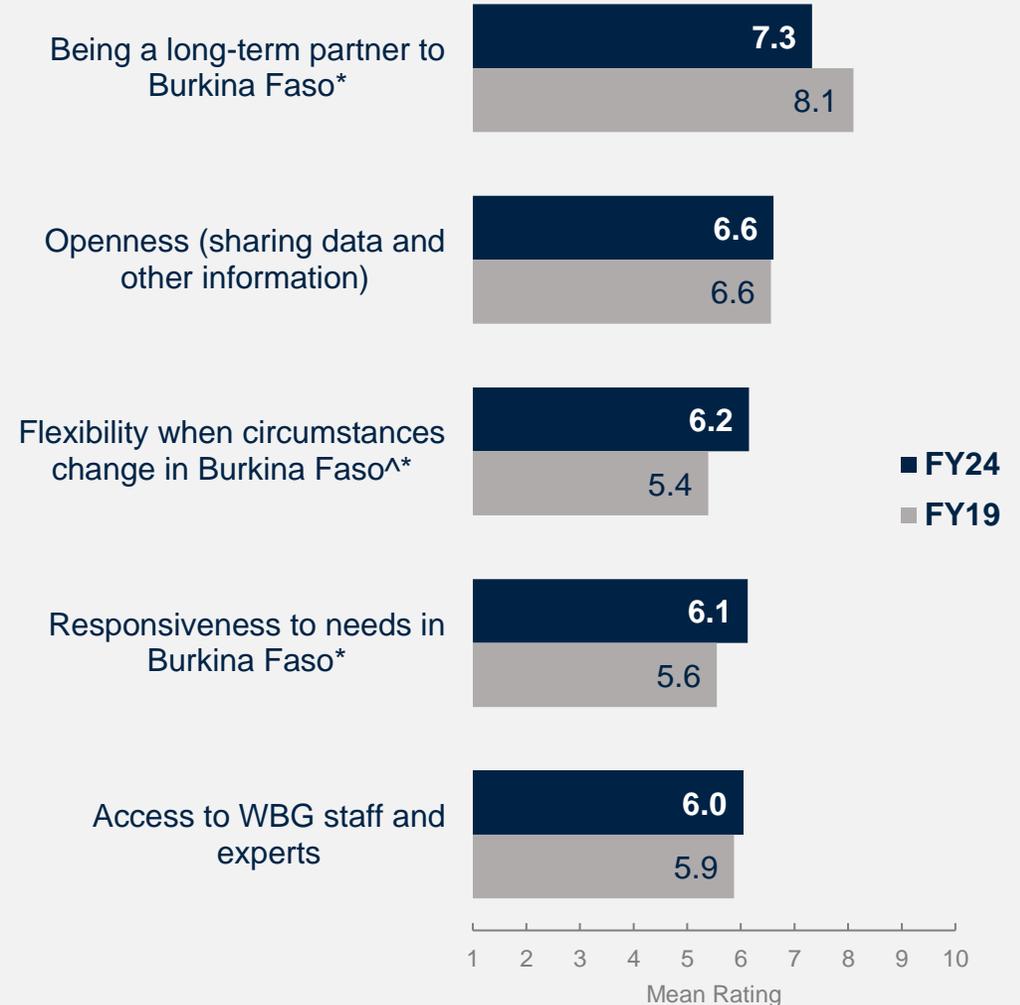
## In your opinion, what is the most important thing the WBG could do to increase its effectiveness in Burkina Faso?

*“Listen to the expectations of the public and the private sector and be more flexible.”*  
(Parliamentarian Respondent)

*“Support for training and implementation of activities must be inclusive (involving all stakeholders).”*  
(Local Government Respondent)

*“Support government policies, work with local players, make reports, notes, and studies accessible in local languages, do not impose a Western vision of development.”*  
(Government Institution Respondent)

*“Involve all stakeholders in the design and development of policies, followed by the implementation of actions.”*  
(Civil Society Respondent)



# The WBG Increasingly Seen as Effectively Collaborating with Stakeholders

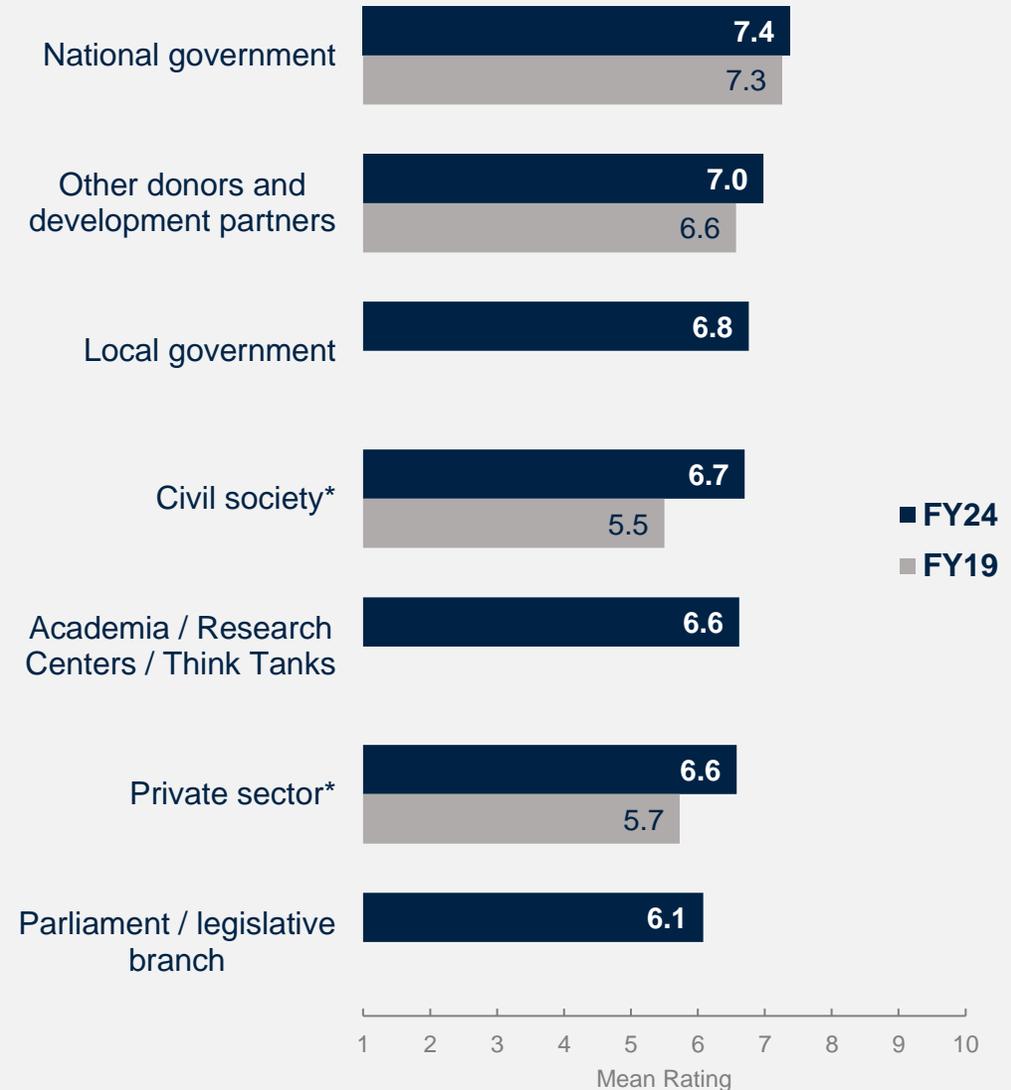
In FY24, respondents perceived the WBG as collaborating more with the **National government** and **other donors and development partners**, and significantly more with **civil society** and **private sector** compared to FY19.

- Of note, respondents from government principals, local government, and bilateral or multilateral agencies had significantly higher ratings for the WBG’s collaboration with the National government (means = 7.9, 7.9, and 8.1, respectively) 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 Burkina Faso?

*“Involve all stakeholders in the process, ensuring that the essential needs of key players are taken into account.”*  
(Government Institution Respondent)

*“The WBG should: 1) Get closer to the beneficiary groups of its funding and programs to consider their concerns and measure the impacts of their interventions on the ground. 2) Use national expertise (studies, reflections, etc.). A great deal of work is carried out by universities, think tanks, national experts, and other consultants, but their work is not sufficiently promoted in the field.”*  
(Private Sector Respondent)



# Stakeholders want the Bank to Collaborate More with Local Government

Most respondents in this year's survey indicated that, besides its partnership with the National government, the WBG should collaborate more with **local government**.

Top for local government (80%), government institutions (59%), and Parliamentarians (53%)

Top for government principals (60%), academia (82%), and media (65%)

Top for bilateral / multilateral agency (86%) and private sector (80%)

Top for civil society (94%)

High for bilateral / multilateral agency (36%)

Top for Parliament (53%)

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

*“Move further away from central government, work more with local authorities, NGOs, private sector, decentralized structures.”*

(Bilateral or Multilateral Respondent)

*“The WBG must work with the central government but try to focus on local authorities and CSOs to better consider the concerns of local populations.”*

(Civil Society Respondent)

*“Strengthen collaboration with universities and research centers.”*

(Government Institution Respondent)

Local government

Academia / Research Centers / Think Tanks

Private sector

Civil society

Other donors and development partners

Parliament / legislative branch

Other

53%

40%

40%

35%

12%

9%

2%



In addition to its partnership with the national government, which of the following should the WBG collaborate with more to have greater impact in Burkina Faso? (Select up to 2) (Percentage of Respondents, N=366)

# *Financial Instruments and Knowledge Work*

*“To increase its effectiveness in Burkina Faso, the WBG would benefit from a significant increase in the budget envelopes allocated to the various development sectors while broadening its areas of intervention.”*  
(Government Institution Respondent)

*“Financial and technical support for associations and cooperatives through local authorities.”*  
(Local Government Respondent)



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In your opinion, what is the most important thing the WBG could do to increase its effectiveness in Burkina Faso? (N=329)

# Financial Resources considered the Bank's Greatest Value

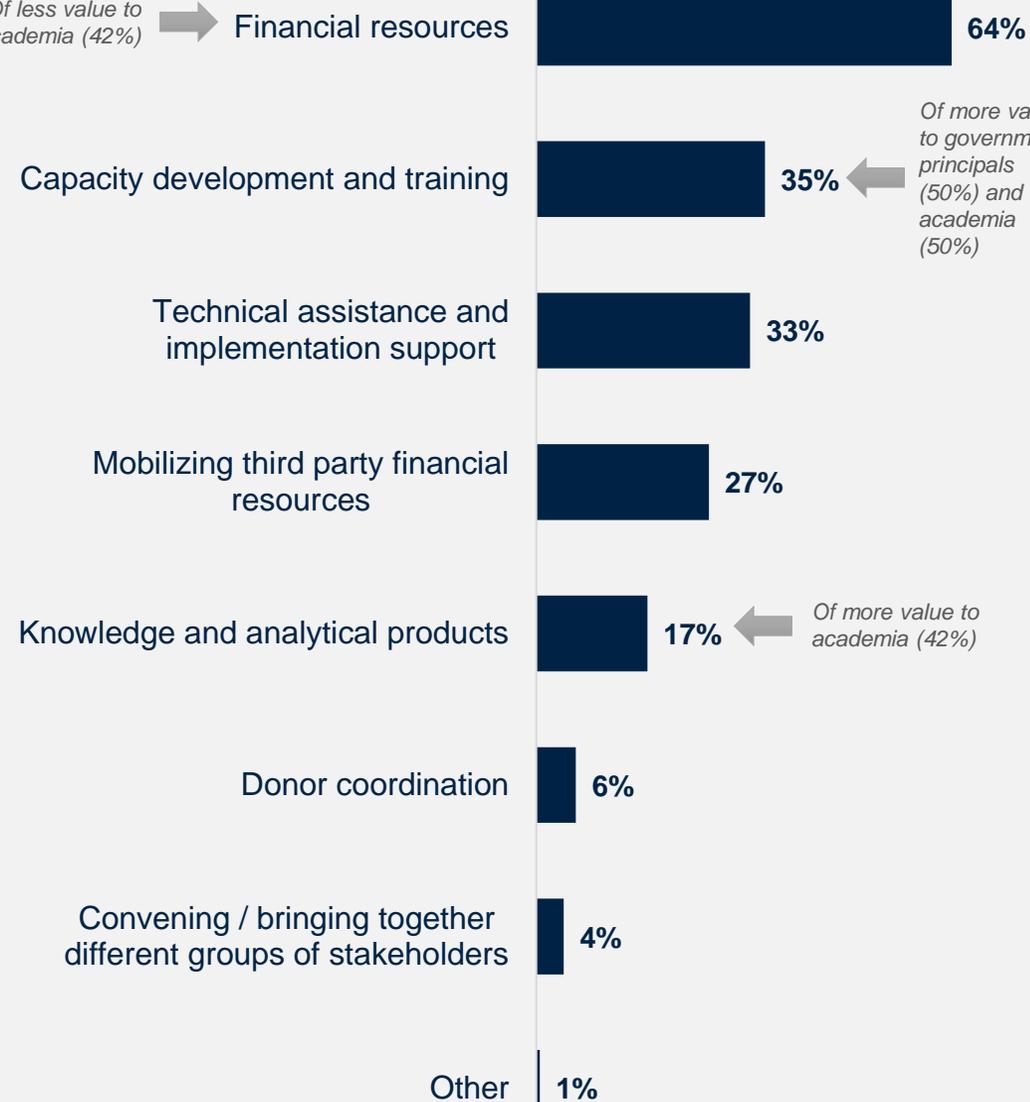
**In your opinion, what is the most important thing the WBG could do to increase its effectiveness in Burkina Faso?**

*“Increase its financing, especially in the areas of infrastructure, food security and energy. Better coordinate its interventions and collaborate with other PTFs to share priorities and achieve greater synergy.”* (Government Institution Respondent)

*“Increase its technical and financial support for the development of the private sector, in particular by assisting sectors with high development potential.”* (Government Institution Respondent)

*“The WBG must adapt its financial instruments to the contexts of the countries benefiting from support or financing assistance. Financing conditions must be reviewed to make them more competitive. Support must meet Burkina Faso's needs.”* (Private Sector Respondent)

Of less value to academia (42%) →



# WBG Financing Seen as Increasingly Positive

In terms of the WBG’s financial instruments, respondents had the highest levels of agreement that the WBG **effectively monitors and evaluates** its projects (significantly improved since FY19) and that the WBG **insists on accountability through its lending**.

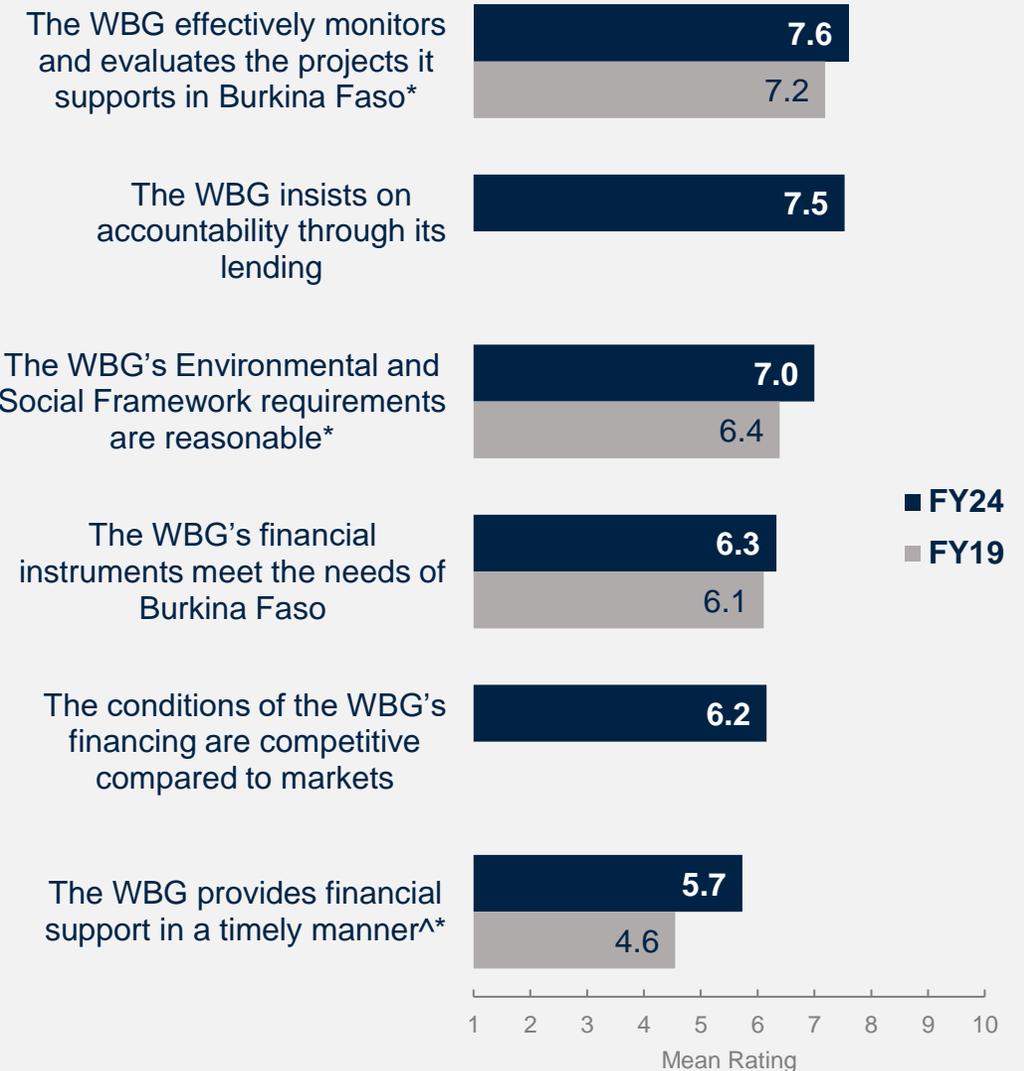
Compared to FY19 respondents, this year's respondents also had significantly higher levels of agreement that the WBG’s **ESF requirements are reasonable** and that the WBG provides financial support in a **timely manner**.

- Of note, respondents from civil society had the highest levels of agreement that the WBG’s ESF requirements are reasonable (mean = 8.3). In contrast, respondents from the media had significantly lower levels of agreement (mean = 5.9).

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

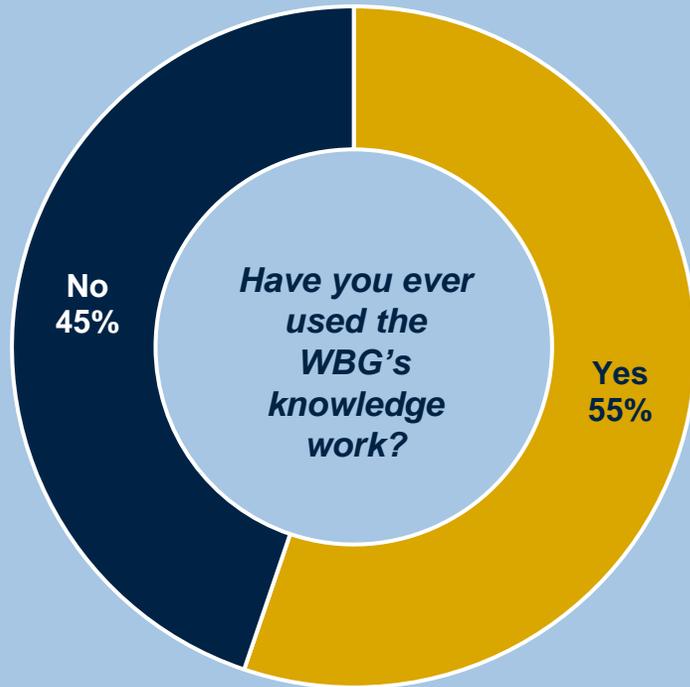
*“Strengthen, monitor and evaluate projects and programs.”*  
(Government Principal Respondent)

*“1-Review its environmental and social safeguard policy. Very procedural and restrictive for effective project implementation.  
2- Reduce its involvement in the operational management of projects.”*  
(Government Institution Respondent)



# 55% of Respondents Have Used the WBG's Knowledge Work; Those Who Have were Significantly More Positive About It

More than half of all respondents reported using the WBG's knowledge work in the past.



Respondents from bilateral or multilateral agencies were significantly more likely to report using WBG knowledge (100%) compared to respondents from other stakeholder groups.

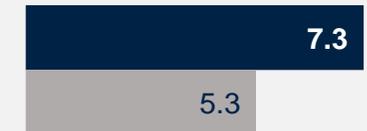
Working with the WBG increases Burkina Faso's institutional capacity\*



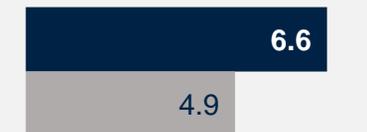
The WBG brings global expertise to Burkina Faso as part of its knowledge work\*



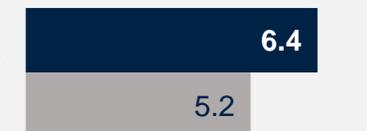
I am satisfied with the quality of the WBG's knowledge work in Burkina Faso\*



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



The WBG's knowledge work is tailored to Burkina Faso'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



# WBG Knowledge Work Perceived More Positively, especially at Contributing to Development Results

Respondents had the highest levels of agreement that the WBG’s knowledge work makes a **significant contribution to development results** (significantly improved compared to FY19), that the WBG **brings global expertise** to Burkina Faso, and that working with the WBG **increases institutional capacity**.

There was less agreement that respondents **know how to find the WBG’s knowledge work** when they need to consult it (especially among those who have not used it) and that the WBG’s knowledge work is **tailored to Burkina Faso’s context** (significantly declined compared to FY19).

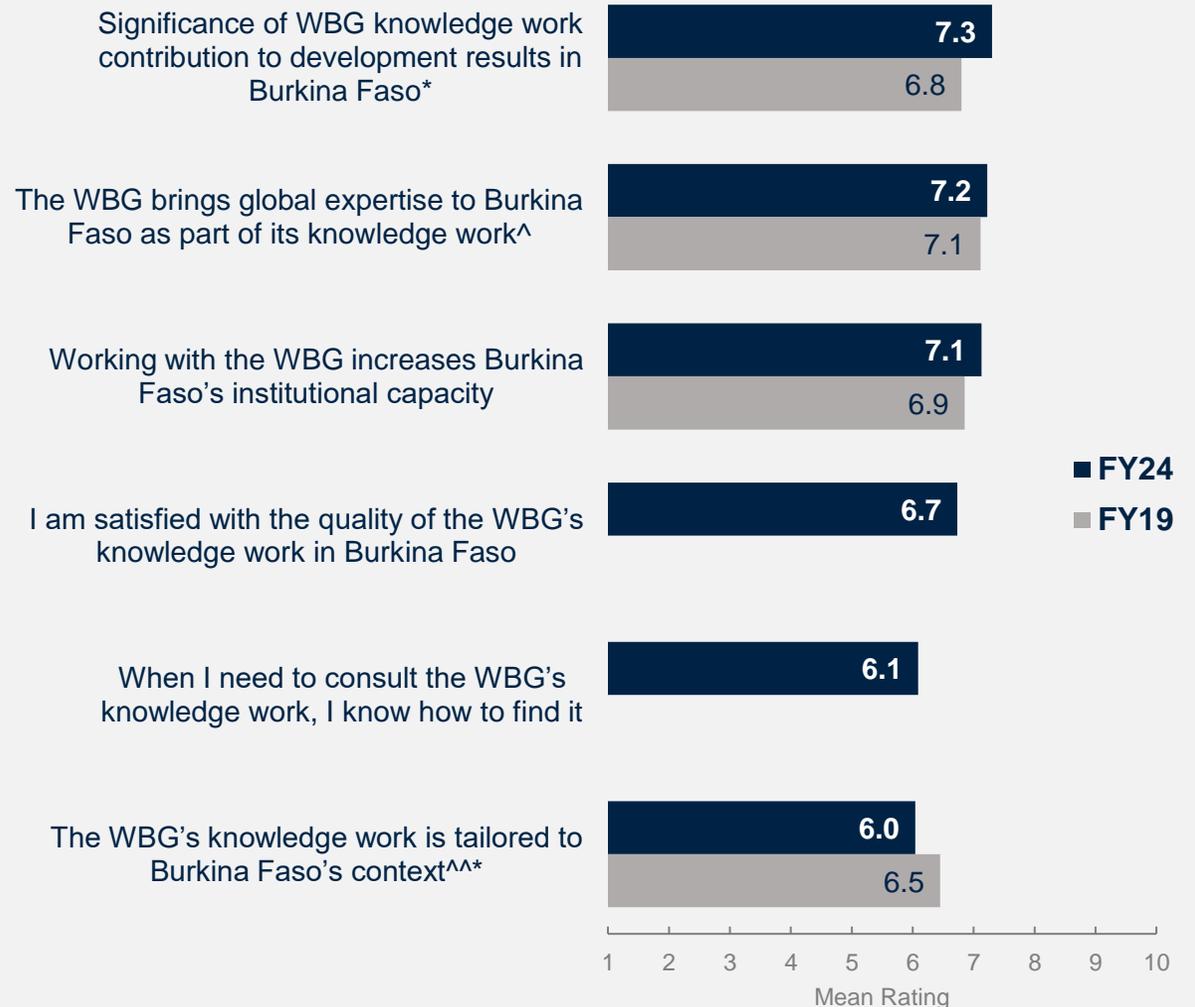
***In your opinion, what is the most important thing the WBG could do to increase its effectiveness in Burkina Faso?***

*“Institutional capacity building. Quality of work and knowledge sharing. Adapting the work and knowledge-sharing system to the Burkina Faso context.”*

(Local Government Respondent)

*“Streamline technology and skills transfer.”*

(Parliamentarian Respondent)



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

How significant a contribution do you believe the WBG’s knowledge work makes to development results in Burkina Faso?

Scale: 1 Not significant at all – 10 Very significant ^Compared to “Are a source of relevant information on global good practices” asked in FY19.

^^Compared to “Are adaptable to Burkina Faso’s specific development challenges and country circumstances” in FY19 \*Significant differences between years



# ***The Future Role of the World Bank Group in Burkina Faso***

*“Expand your scope of action, especially in the current context of our country’s growing needs. Strengthen communication to give players a better chance. Take current priorities into account. Focus on women, adolescents, and young people. Set-up monitoring systems to ensure proper follow-up of policies and strategies for better results.”* (Civil Society Respondent)

*“1. Make accountability a requirement for funding. 2. Involve grassroots communities more in the choice of their priority projects and in monitoring and controlling their achievements. 3. Establish a system of volunteer technicians responsible for monitoring programs and achievements.”* (Parliamentarian Respondent)



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*In your opinion, what is the most important thing the WBG could do to increase its effectiveness in Burkina Faso? (N=329)*

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

*Engage with more stakeholders, better align with Burkina Faso's development priorities, build capacity, and increase financial support to better meet Burkina Faso's needs.*

## Focus Area 30%

- More aligned with Burkina Faso's needs and context
- Security/Anti-Terrorism
- Human capital
- Transport
- Private sector development
- Jobs

## Operational Effectiveness 17%

- More accommodation for Burkina Faso's context
- Programs should be aligned with Burkina Faso's needs
- Finance and broaden its scope based on Burkina Faso's needs

## Engagement 17%

- More engagement and collaboration with stakeholders in National government, local government, and those outside of the government
- Better understand the needs of Burkina Faso



## Financial Support 15%

- Greater financial support to better meet Burkina Faso's needs
- Ensure the programs that are financed will have the greatest positive impact on Burkina Faso

## Knowledge 10%

- Utilize local resources to better understand the local context, capacity, etc.
- More capacity development

## Results 7%

- Better monitoring and evaluation of projects
- Take into account local capacity when designing and implementing projects

## Communication 5%

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



*In your opinion, what is the most important thing the WBG could do to increase its effectiveness in Burkina Faso? (N=329)*

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

**Engage with more stakeholders, better align with Burkina Faso's development priorities, build capacity, and increase financial support to better meet Burkina Faso's needs.**

## Engagement

*"Genuine cooperation with the authorities."* (Government Institution Respondent)

*"Increase participation in sectoral dialogue frameworks (CSD)."*  
(Bilateral or Multilateral Respondent)

*"To increase its effectiveness in Burkina Faso, the WBG must work directly with local authorities and civil society organizations."* (Local Government Respondent)

*"Work with government, business, and civil society groups to put development on a solid and sound footing."* (Government Institution Respondent)

*"Improve stakeholder consultation before finalizing the formulation of projects and programs."* (Academia Respondent)

*"The WBG would benefit from working closely with Parliament to raise awareness of its projects, facilitate oversight of government action, and ensure accountability.."*  
(Private Sector Respondent)

## Focus Area

*"Strengthen development projects in regional and municipal communities; provide better support for the private sector to boost growth."* (Local Government Respondent)

*"Helping to combat terrorism; contribute to the employability of young people and women; finance projects to combat diseases and pandemics; invest in education, transport, entrepreneurship, water and sanitation; and local development."*  
(Local Government Respondent)

*"For me, the WBG could do more in the following areas to increase its effectiveness in Burkina Faso: the agricultural sector by subsidizing products, equipment and creating processing plants; the job-seeking sector by creating vocational schools; the governance sector by making local government more accountable; the health sector by reducing the cost of pharmaceuticals, medical tests and examinations; and the security sector by helping to finance equipment for the armed forces."* (Government Principal Respondent)

*"Bridging the governance - safety and peace gap in Burkina-Faso."*  
(Bilateral or Multilateral Respondent)

## Operational Effectiveness

*"The WBG must respond in Burkina Faso to the country's expressed priority needs. Very often, these needs are set aside, and interventions are focused on areas previously defined by the WBG. This approach is ineffective."* (Government Institution Respondent)

*"Strengthen government structures and avoid setting up parallel project administrations. Diversify the portfolio and focus on structuring programs."* (Government Institution Respondent)

*"Be mindful of the many challenges facing Burkina Faso."* (Parliamentarian Respondent)

*"To increase its effectiveness, the WBG must develop participatory projects in tune with beneficiaries and stakeholders."* (Government Principal Respondent)



In your opinion, what is the most important thing the WBG could do to increase its effectiveness in Burkina Faso? (N=329)

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

***Engage with more stakeholders, better align with Burkina Faso's development priorities, build capacity, and increase financial support to better meet Burkina Faso's needs.***

## Knowledge

*"Strengthen the capacities of those involved in implementing development projects and programs."* (Civil Society Respondent)

*"Strengthen the technical and material skills of those involved in implementing development projects and programs, as well as target audiences."* (Government Institution Respondent)

*"Strengthen its support for quality training and research in the following sectors: Agricultural production and processing, water and sanitation, technological and digital production, and health."* (Academia Respondent)

*"We need to continue sharing experience through capacity-building for local players."* (Government Principal Respondent)

## Results

*"Take into account the national context for the development, implementation, and monitoring evaluation of projects/programs."* (Government Institution Respondent)

*"Strengthen project monitoring and evaluation and collaboration with other development partners."* (Bilateral or Multilateral Respondent)

*"Strengthen monitoring of interventions and streamline procedures and requirements."* (Academia Respondent)

## Financial Support

*"Increase its financing through: Budgetary support for the government following the withdrawal of other donors to stabilize the country; grants, subsidies, and loans (at competitive rates) to support vital sectors of the Burkinabè economy, such as infrastructure, energy, water, education, and agriculture; and continue to support vulnerable populations through projects such as the social safety nets."* (Private Sector Respondent)

*"Provide financial support to Burkina Faso according to its needs and ensure that the funds are put to good use."* (Government Institution Respondent)

*"Grant loans at low rates to finance large-scale infrastructure, notably national and departmental roads, large dams, development of large agropastoral production areas, and universities. The WBG must help strengthen democracy by financing decentralization in Burkina Faso. The WBG must avoid imposing its vision on Burkina Faso and must finance development projects and programs that are approved by the majority of Burkinabè."* (Government Institution Respondent)

## Communication

*"Communicate more effectively on its actions and opportunities."* (Private Sector Respondent)

*"Increase the WBG's visibility for a better knowledge of the institution."* (Civil Society Respondent)



*In your opinion, what is the most important thing the WBG could do to increase its effectiveness in Burkina Faso? (N=329)*

# Communication and Outreach

*“Improve the visibility of the WBG's actions and activities through better communication.”*  
(Government Principal Respondent)

*“Communicate the actions carried out by the WBG to enable people to better understand the institution and the activities it supports.”*  
(Government Institution Respondent)

*“The WBG needs to work to support the media sector and the people who run it. We live in a society where people have preconceptions about institutions like the World Bank. We need to work on deconstructing these prejudices, and then on showing more about the World Bank's missions and achievements through a series of communications with the media and CSOs/NGOs.”*  
(Media Respondent)



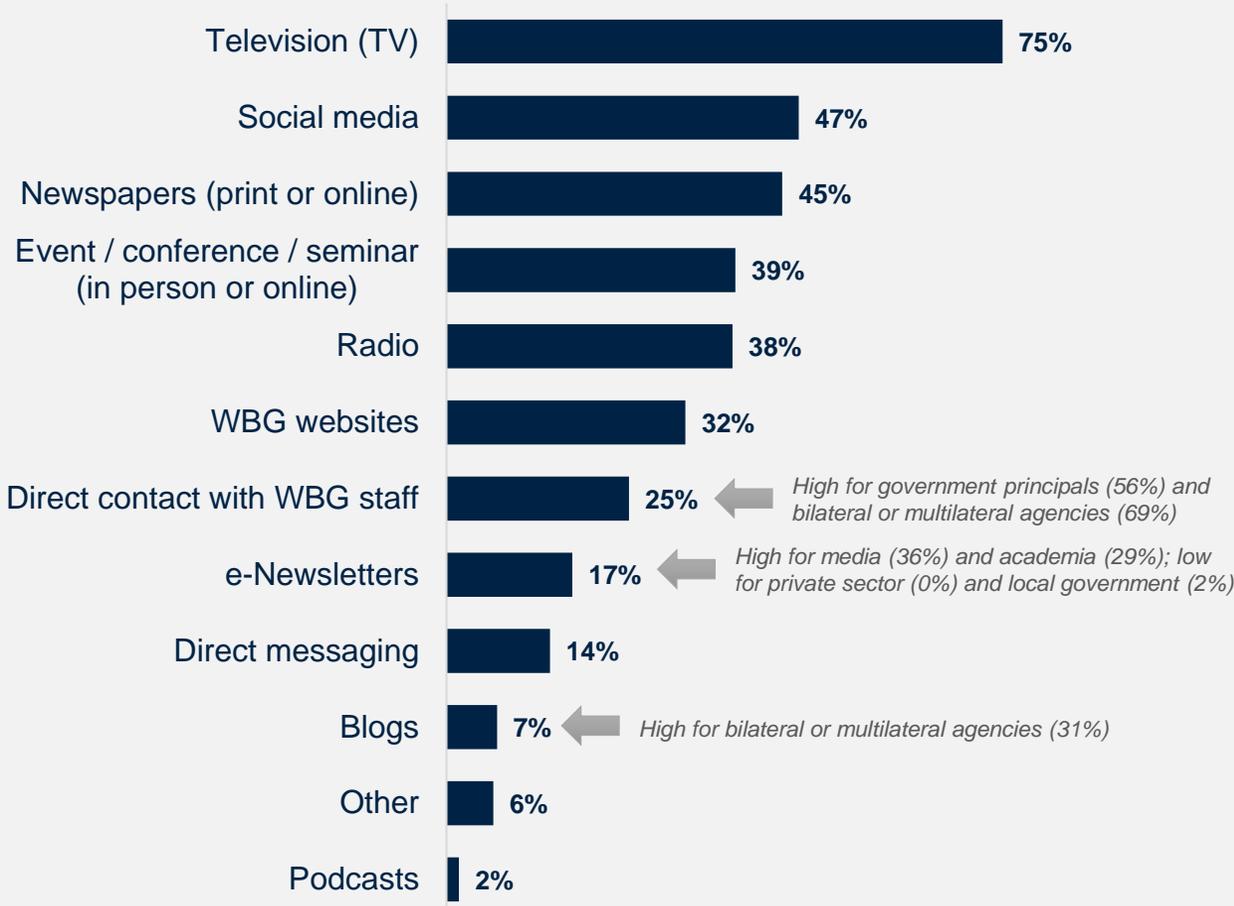
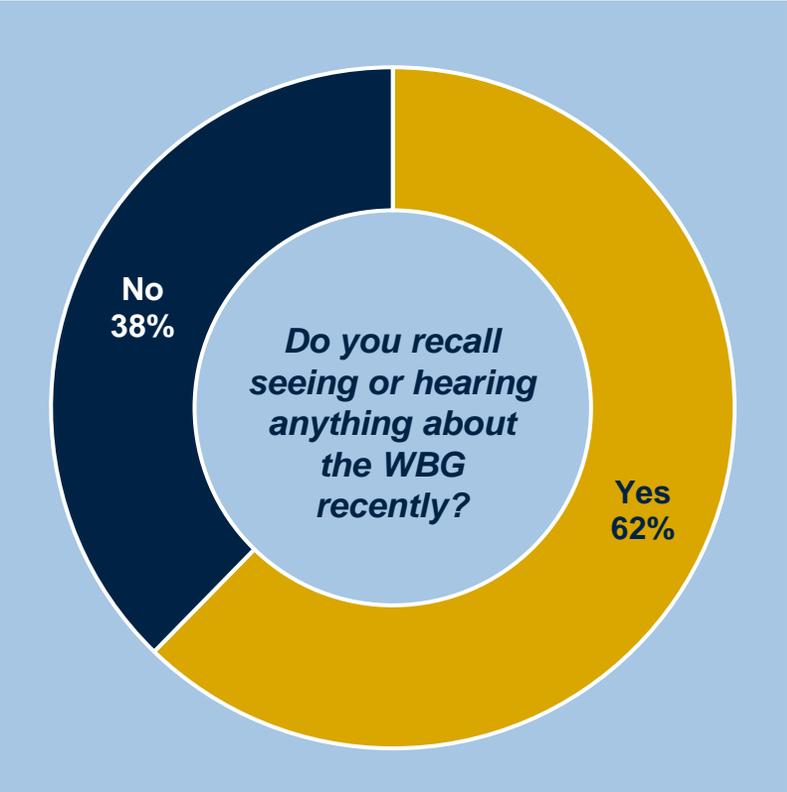
# Events and Direct Contact were the Most Preferred for Receiving WBG Communication

Respondents most preferred to receive Bank communications at its **events/conferences/seminars/workshops** (in person or online), followed by **direct contact** and **direct messaging**.

	Preferred WBG Channel									
	All Respondents	Government Principals	Parliament	Government Institution	Local Government	Bilateral or Multilateral Agency	Civil Society	Private Sector	Academia / Research Center	Media
Event / conference / seminar / workshop <i>(in person or online)</i>	55%	40%	57%	58%	51%	62%	67%	46%	57%	44%
Direct contact with staff <i>(e.g., in person, virtually, phone, email)</i>	44%	40%	29%	47%	50%	31%	39%	39%	31%	44%
Direct messaging* <i>(e.g., WhatsApp, Telegram, Viber)</i>	37%	40%	29%	33%	55%	15%	28%	39%	31%	28%
e-Newsletters*	29%	20%	50%	26%	17%	54%	33%	21%	49%	44%
Social media	24%	33%	14%	24%	15%	39%	28%	39%	17%	33%

# More than 6 in 10 Engaged with the WBG Recently, most often through TV, Social Media, or Newspapers

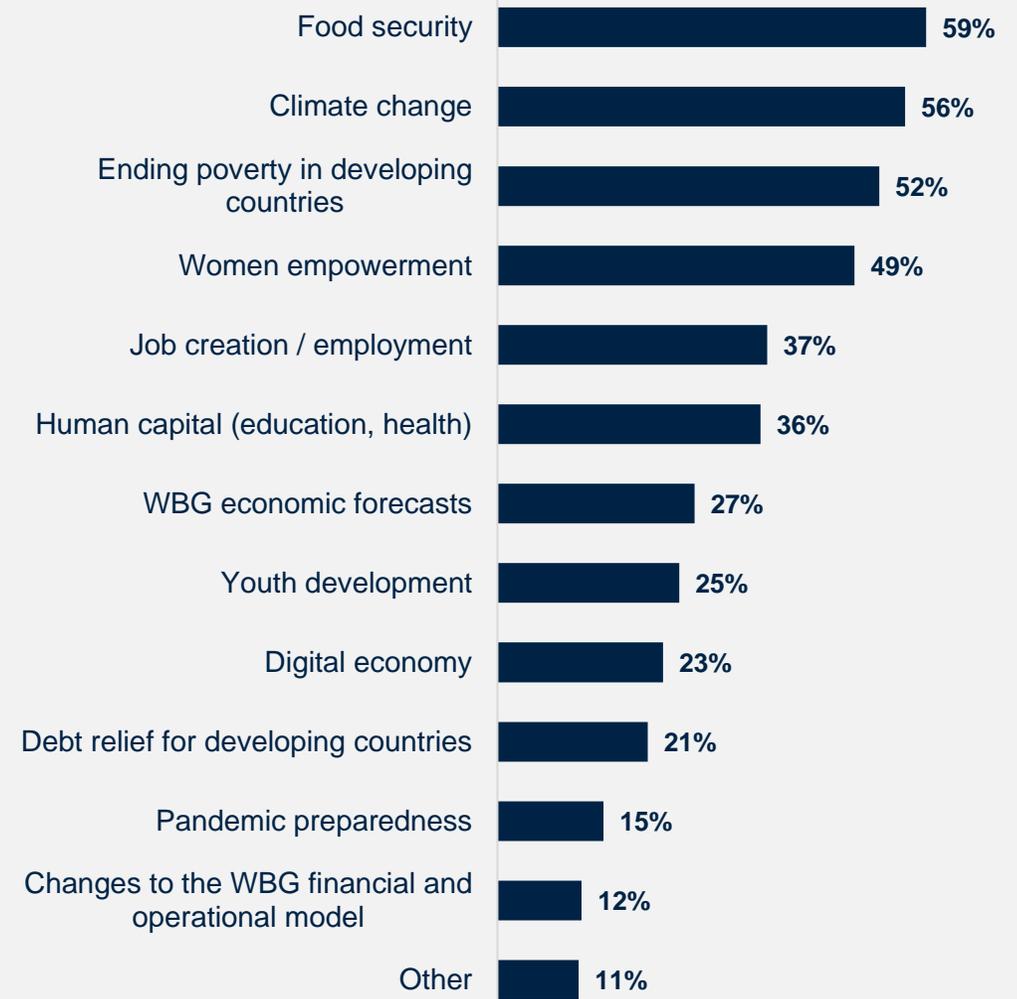
62% of respondents recalled hearing or seeing something about the WBG recently. Respondents most often reported seeing/hearing about the WBG through **television**, followed by **social media** and **newspapers** (print or online).



# WBG Work on Food Security, Climate Change, Poverty, and Gender were the Most Commonly Recalled Topics

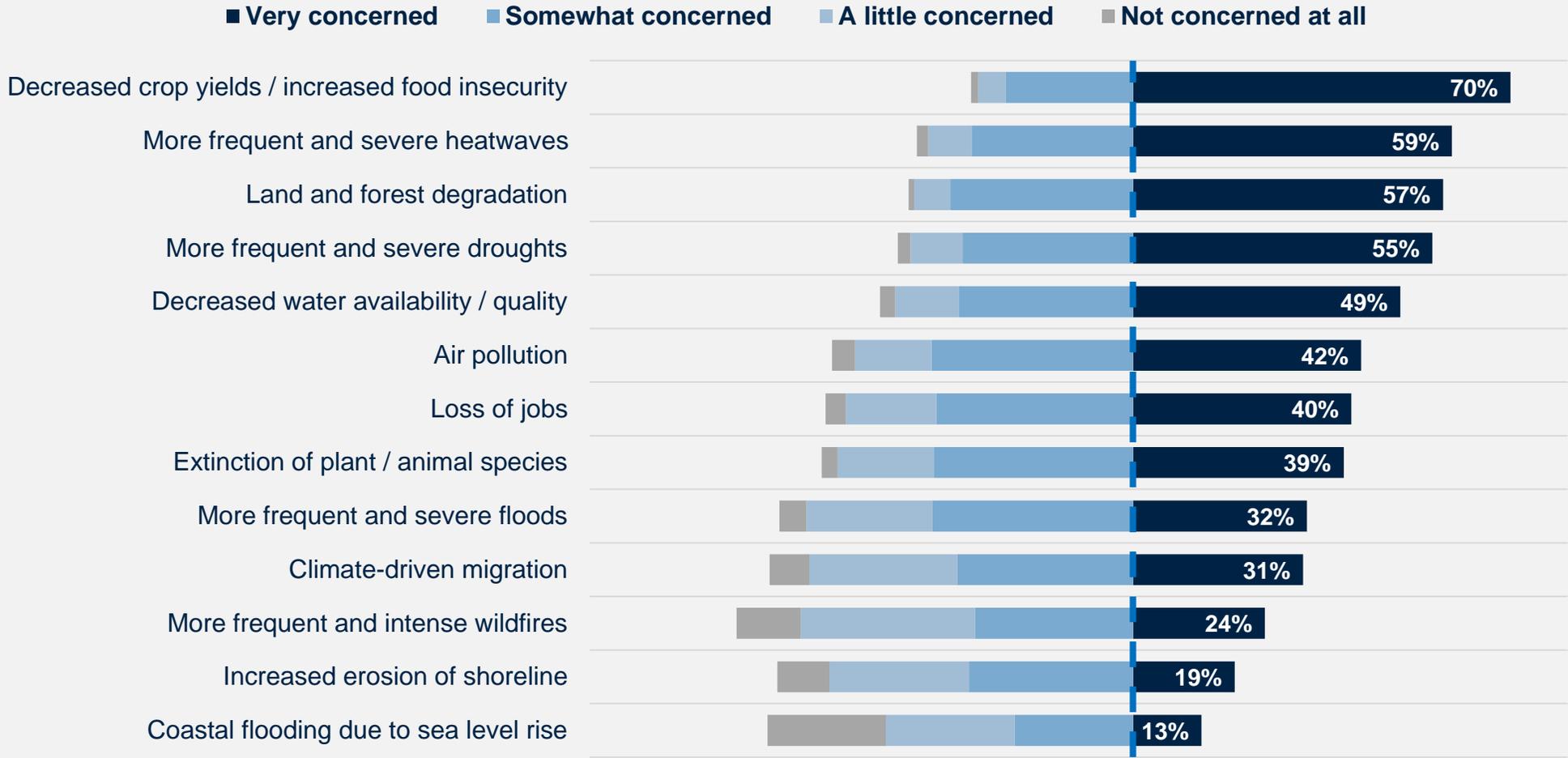
Respondents most frequently recalled WBG work or research on **food security**, **climate change**, **ending poverty** in developing countries, and **women empowerment**.

- Government principals and respondents from bilateral or multilateral agencies were the most likely to recall WBG work on **human capital** (78% and 64%, respectively). In contrast, respondents from the media were significantly less likely (9%).
- Government principals and respondents from bilateral or multilateral agencies were the most likely to recall WBG's work on the digital economy (56% and 50%, respectively), whereas respondents from local government were significantly less likely (6%).
- Government principals were the most likely to recall WBG work on **women empowerment** (78%), whereas respondents from the media were significantly less likely (9%).
- Respondents from academia and bilateral or multilateral agencies were the most likely to recall **WBG economic forecasts** (50% and 43%, respectively). In contrast, respondents from civil society and local government were significantly less likely (9% and 12%, respectively).

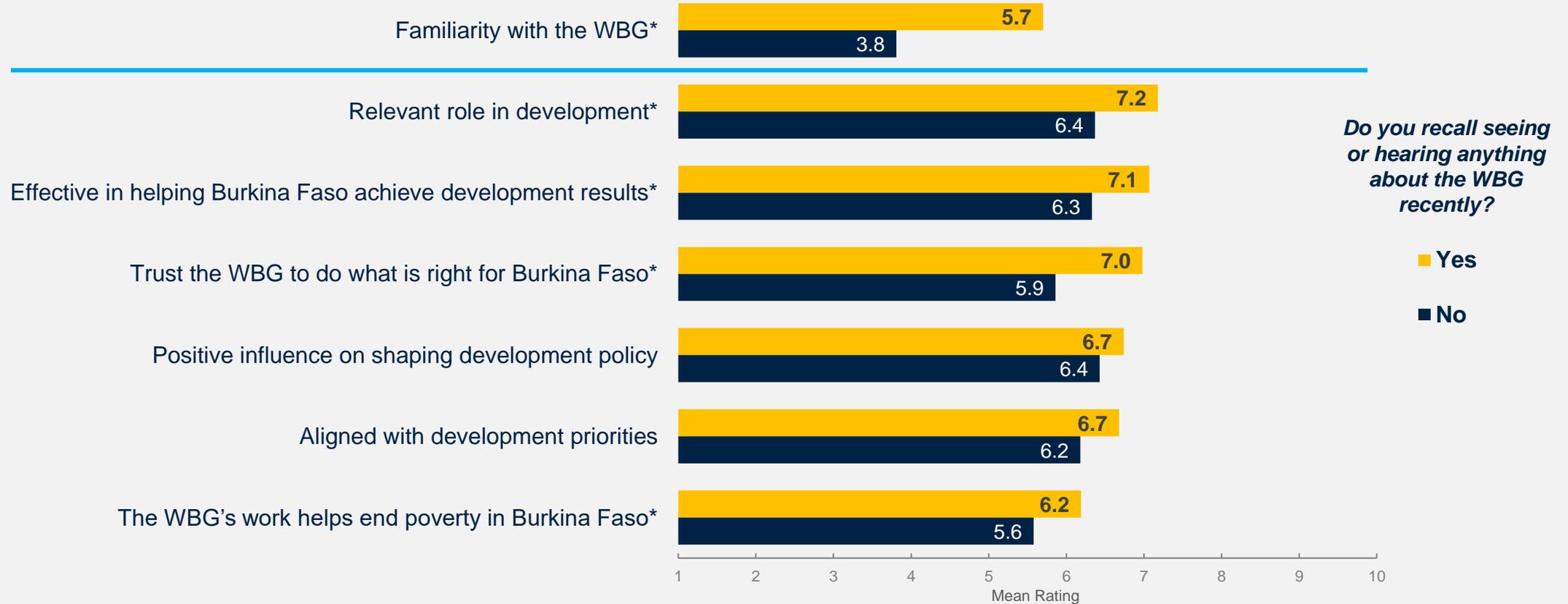


# Climate Change Communications can be More Impactful when Related to Stakeholders' Top Concerns: Food Insecurity

7 in 10 respondents were **very concerned** about **decreased crop yields/increased food insecurity** as potential impacts of climate change in Burkina Faso. Respondents also expressed great concern about **more frequent and severe heatwaves, land, and forest degradation, and more frequent and severe droughts**. These key areas of concern should be considered 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 Burkina Faso? Scale: 1 Not familiar at all – 10 Extremely familiar

How much do you trust the WBG to do what is right for Burkina Faso? 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 Burkina Faso. The WBG has a positive influence on shaping the development policy in Burkina Faso. The WBG's work is aligned with what I consider the development priorities for Burkina Faso.

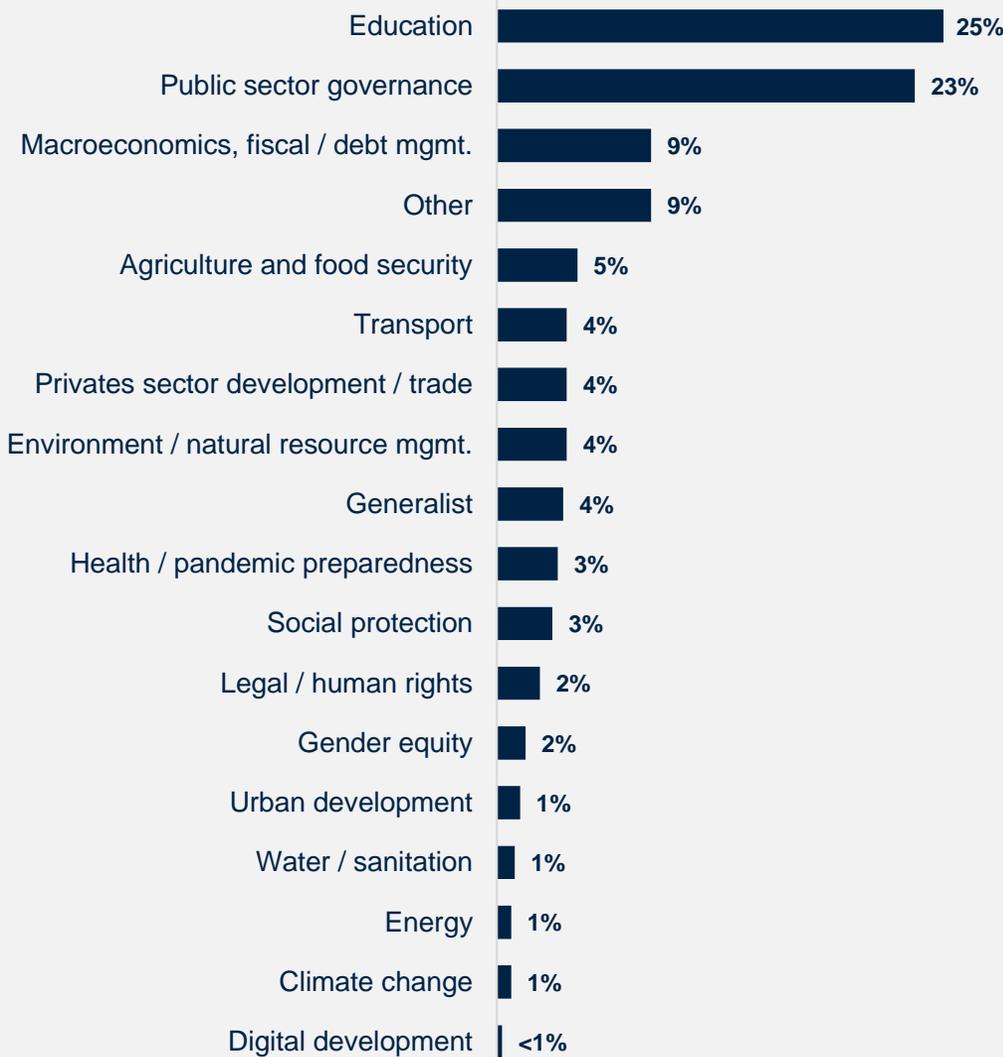
How effective is the WBG in helping Burkina Faso achieve development results? Scale: 1 Not effective at all – 10 Very effective

# ***Sample Demographics and Detailed Methodology***



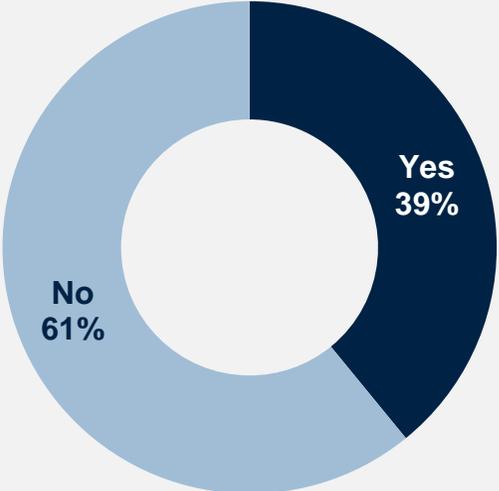
# Sample Demographics

## What is the primary specialization of your work? (N=382)



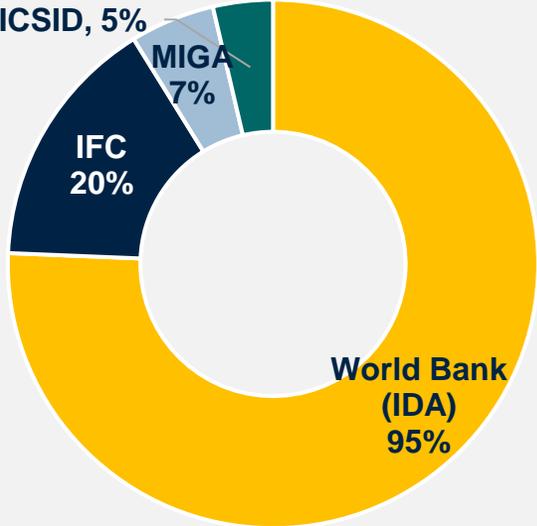
## Do you collaborate/work with the World Bank Group (WBG) in Burkina Faso? (N=399)

*Respondents from bilateral or multilateral agencies and government principals were significantly more likely to indicate that they collaborate with the WBG (82% and 63%, respectively) whereas respondents from civil society and academia were significantly less likely to collaborate with the WBG (both 24%).*

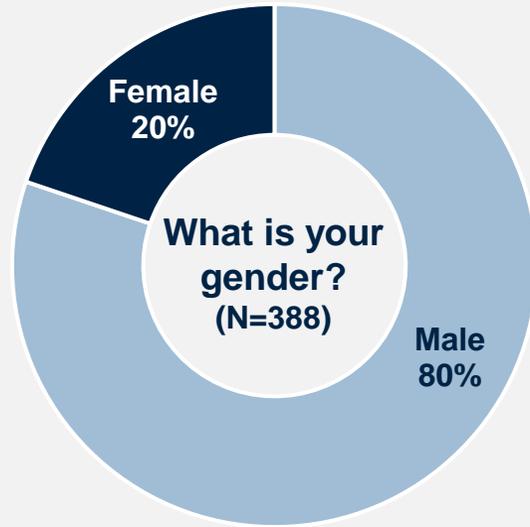


## Which of the following WBG agencies do you collaborate/work with in Burkina Faso? (N=153)

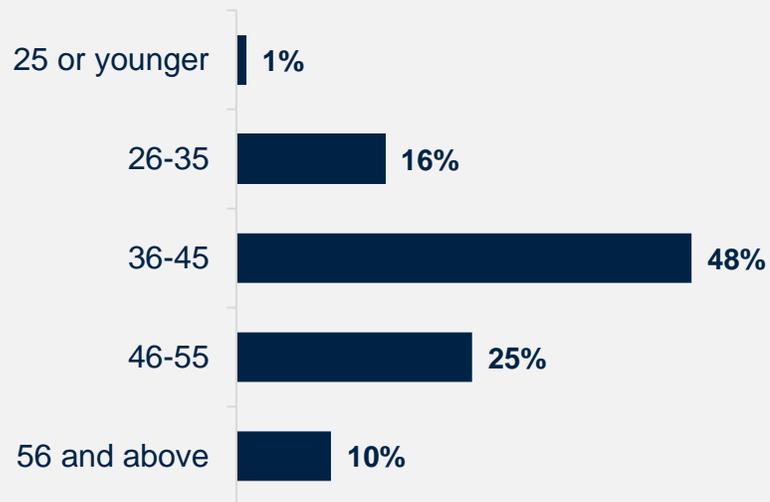
*Percentages equal more than 100% because respondents could choose multiple agencies within the WBG.*



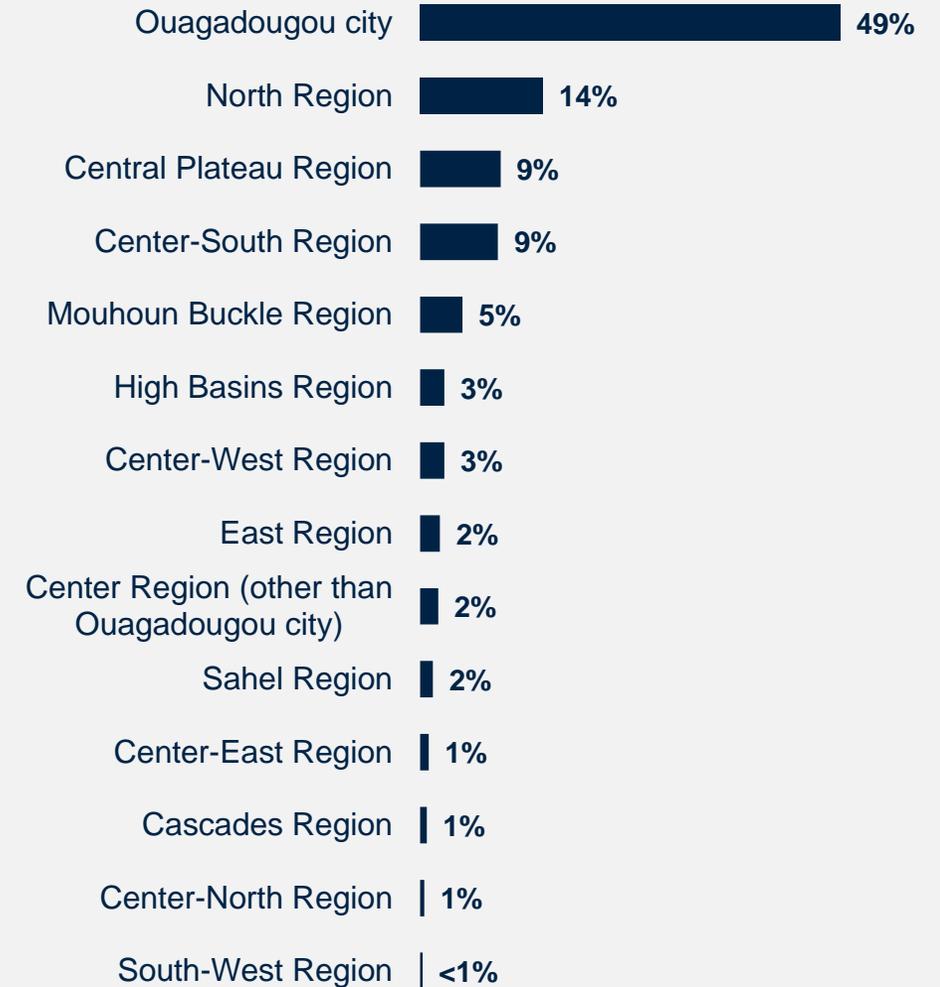
# Sample Demographics (continued)



**What's your age? (N=389)**



**Which best represents your geographic location? (N=388)**



# Detailed Methodology

From **March to April 2024**, 504 stakeholders in Burkina Faso were invited to provide their opinions on the WBG’s work by participating in a Country Opinion Survey (COS). A list of potential participants was compiled by the WBG country team and the fielding agency. Participants were drawn from the Offices of the President, Prime Minister, Minister, and Parliament, government institutions, local governments, bilateral or multilateral agencies, the private sector, civil society, academia, and the media.

Of these stakeholders, **407 participated in the survey (81% response rate)**. Respondents completed the questionnaire via an online platform or received it via mail or courier and returned it accordingly.

**The results of this year’s survey were compared to the FY19 Survey, which had a response rate of 52% (N=263).**

Comparing responses across Country Surveys reflects changes in attitudes over time, but also changes in respondent samples, changes in methodology, and changes to the survey instrument itself. To reduce the influence of the latter factor, only those questions with similar response scales/options were analyzed. This year’s survey saw a different distribution of respondents across stakeholder groups with greater outreach to and/or response from local governments and government institutions but decreased 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 “Burkina Faso 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
<b>Government Principals:</b> Office of the President, Prime Minister, Minister, Parliamentarian	7%	8%
<b>Government Institutions:</b> Employee of a Ministry, Department, Project Implementation Unit, Independent Government Institution, Judiciary, State-Owned Enterprise	30%	38%
<b>Local Government</b>	5%	22%
<b>Bilateral/Multilateral Agency:</b> Embassy, Development Organization, Development Bank, UN Agency	8%	4%
<b>Civil Society Organization:</b> Local and regional NGOs, Community-Based Organization, Private Foundation, Professional/Trade Association, Faith-Based Group, Youth Group	11%	4%
<b>Private Sector:</b> Private Company, Financial Sector Organization, Private Bank	17%	8%
<b>Academia / Research Center</b>	7%	9%
<b>Media</b>	8%	5%
<b>Total Number of Respondents</b>	<b>254</b>	<b>405</b>



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\_6.** How much do you trust the World Bank Group to do what is right for Burkina Faso? Scale: 1 Not at all – 10 Very much

**A2.** How effective is the World Bank Group in helping Burkina Faso 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 makes to development results in Burkina Faso?  
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 Burkina Faso.

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

**A6.** The WBG has a positive influence on shaping development policy in Burkina Faso.

**A7.** The WBG's work helps end poverty in Burkina Faso

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 Burkina Faso

**C1\_2.** Access to WBG staff and experts

**C1\_3.** Flexibility when circumstances change in Burkina Faso

**C1\_5.** Being a long-term partner to Burkina Faso

To what extent is the WBG an effective development partner in Burkina Faso, 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 donors 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 Burkina Faso.

**C6\_1.** I am satisfied with the quality of the WBG's knowledge work in Burkina Faso.

**C6\_4.** The WBG's knowledge work is tailored to Burkina Faso's context.





CountryOpinionSurveys

# Thank you

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

[countrysurveys@worldbankgroup.org](mailto:countrysurveys@worldbankgroup.org)

