



CountryOpinionSurveys

# FY 2024 Costa Rica Country Opinion Survey Report

# Acknowledgements

The Costa Rica 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 analysis.

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# Objectives

This survey was designed to assist the World Bank Group (WBG) in better understanding how stakeholders in Costa Rica 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 Costa Rica'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 Costa Rica? Are opinions improving or declining?
- 5. Financial Instruments and Knowledge Work:** What do key stakeholders value the most regarding the WBG's work in Costa Rica? 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 February – May 2024

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

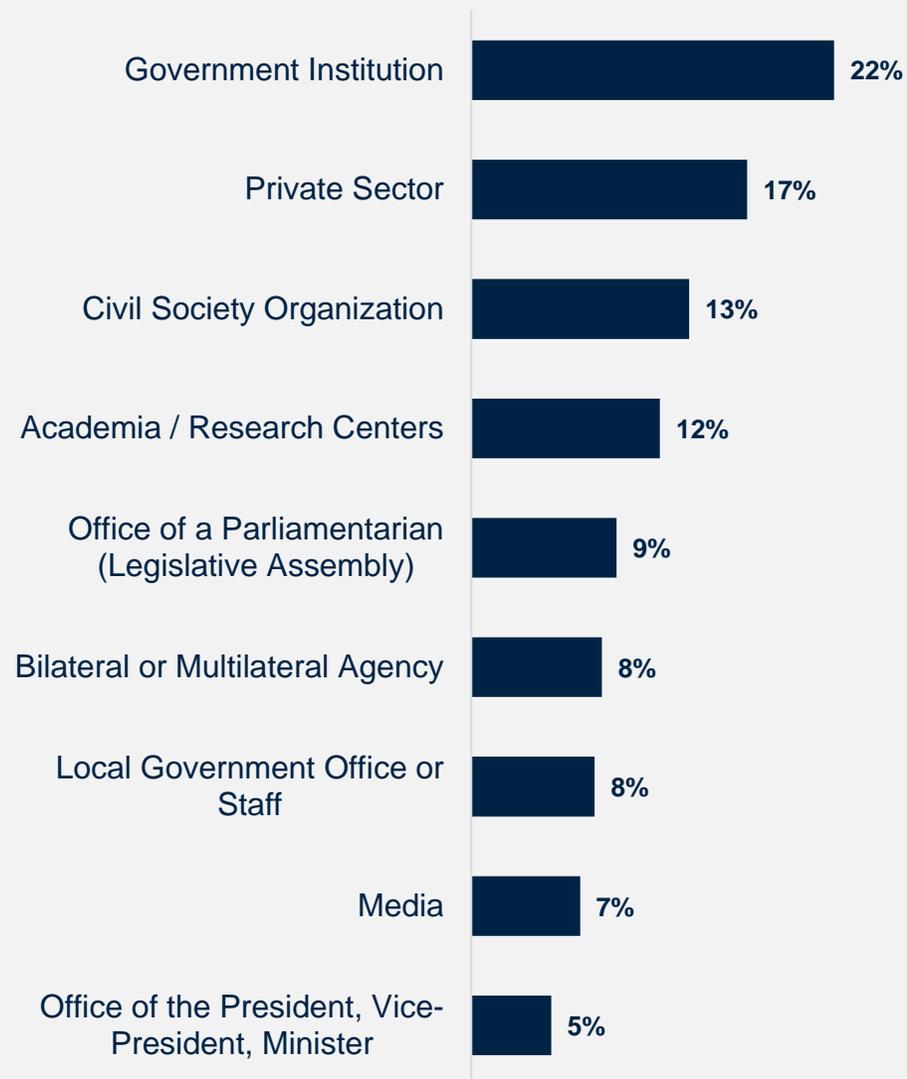
## ■ 225 participants (35% response rate)

- 9% currently collaborate with the WBG
- 26% aged 46-55

## ■ Compared to FY21 Country Survey

- 242 participants (18% response rate)
- 8% collaborated with the WBG
- 25% aged 46-55

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



What is your primary professional affiliation? (Select only 1 response)  
(Percentage of Respondents, N=225)

# Overall Context

*“Greater dissemination and accessibility to studies and reports, promoting training programs, greater rapprochement with the academy. In the case of dissemination of training activities, it seems to me that they do not reach Costa Rica in time...”*

(Academia Respondent)



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In your opinion, what is the most important thing the WBG could do to increase its effectiveness in Costa Rica? (N=145)

# Increased Familiarity with the World Bank

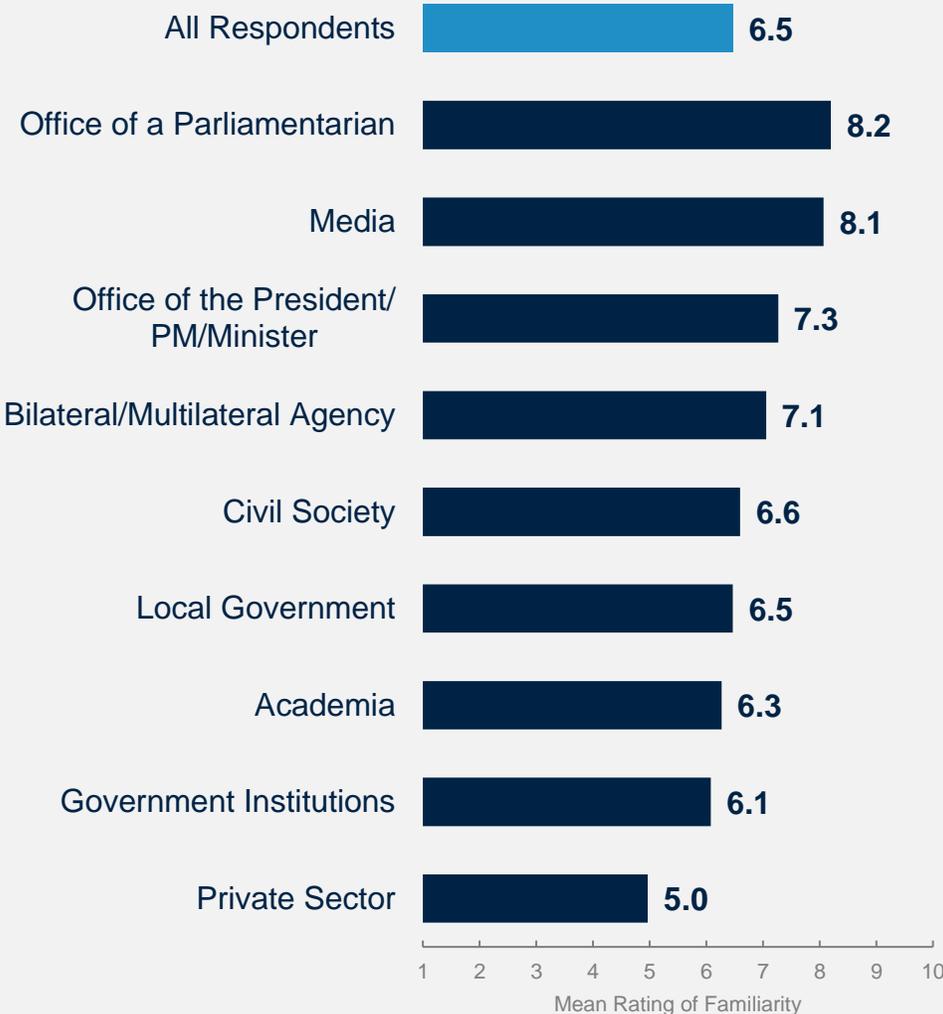
- Comparison of FY21 and FY24:** Respondents in this year’s Country Survey reported significantly higher levels of familiarity with the World Bank compared to respondents in the FY21 Survey:

Mean familiarity:     **FY24 = 6.5**  
                                   **FY21 = 5.7**

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

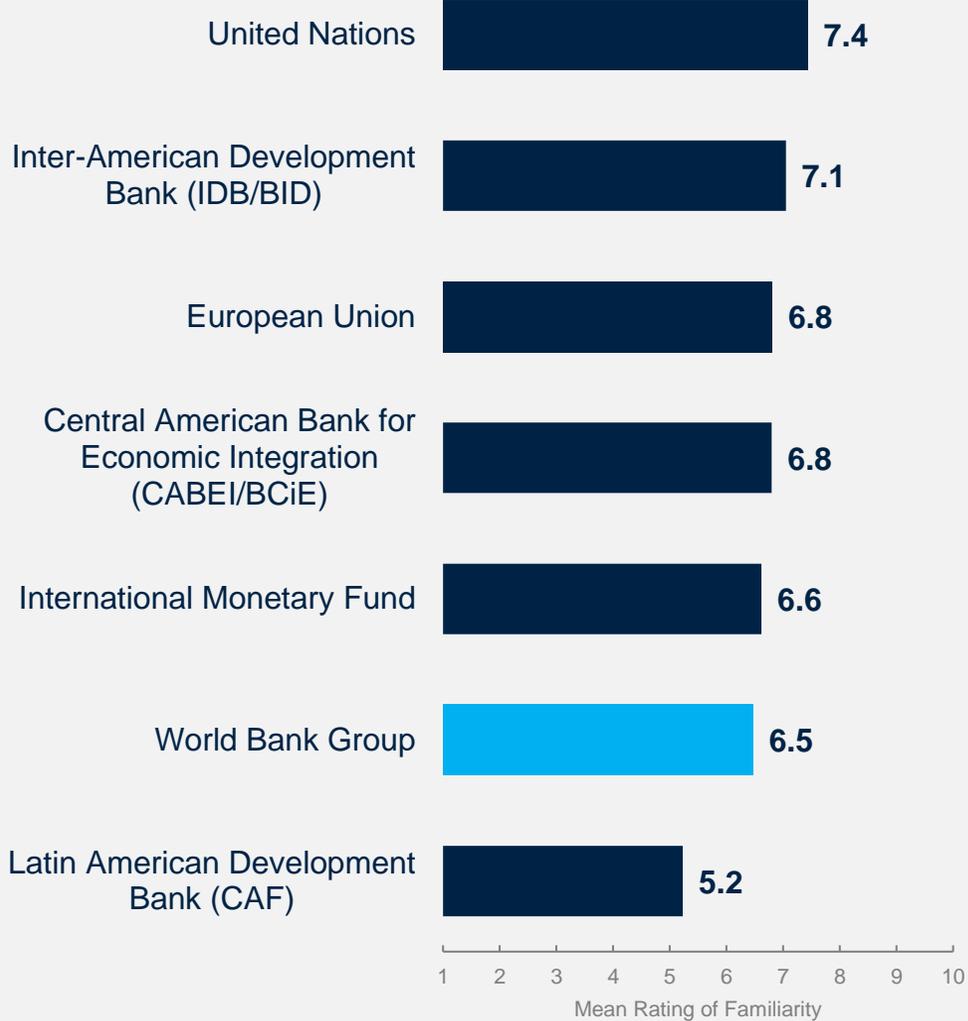
Mean familiarity:     **Collaborate with WBG = 8.8**  
                                   **Do not collaborate = 6.3**

- Stakeholders:** Respondents from the office of a parliamentarian and the media indicated the highest levels of familiarity with the WBG, whereas respondents from the private sector had significantly lower familiarity ratings.



# Stakeholders Most Familiar with the UN and IDB

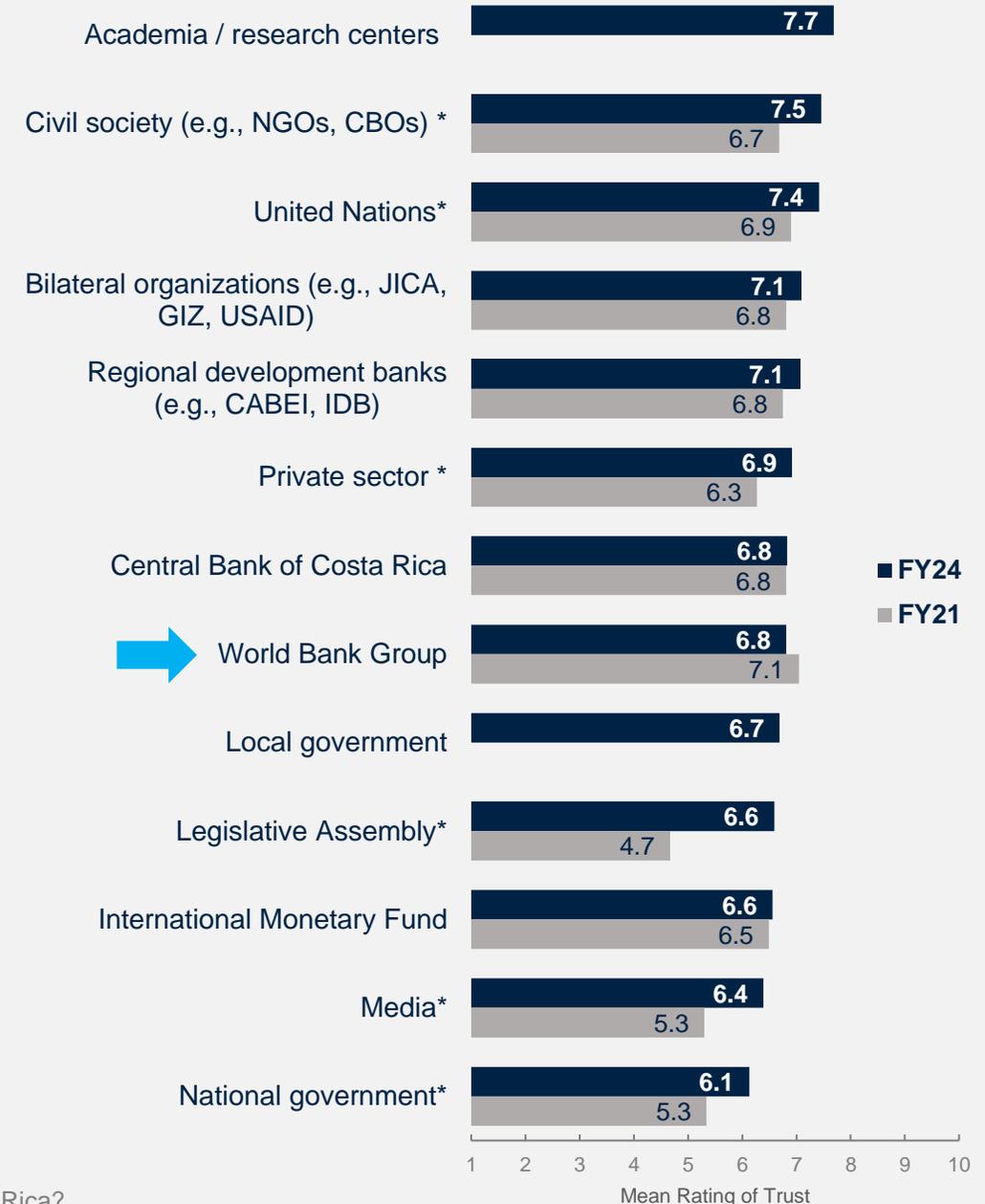
- Respondents in this year’s Country Survey were asked to indicate their familiarity with the work of several international organizations in addition to the World Bank Group. Of these organizations, respondents in Costa Rica indicated the highest levels of familiarity with the work of the United Nations, followed by the Inter-American Development Bank. Respondents were least familiar with the work of the World Bank Group and Latin American Development Bank (CAF).
- **Comparison of FY21 and FY24:** It should be noted that respondents in this year’s Country Survey reported statistically similar levels of familiarity with the Inter-American Development Bank, the Latin America Development Bank, and the Central American Bank for Economic Integration compared to respondents in FY21.



# Respondents Trust More Academia, Civil Society, and the UN

Respondents gave the **highest trust ratings for academia**, followed by **civil society** and **the UN** (both significantly improved since FY21). The WBG experienced slightly lower, though not significantly lower, levels of trust, primarily influenced by respondents from civil society and the private sector.

Despite notably improving trust ratings for the media and national government since FY21, these institutions received the lowest ratings this year.



# *Overall Attitudes toward the World Bank Group*

*“1. Better communication of the WB's actions for a better assessment of its contributions. 2. Ensure effective results-based management in the implemented projects and communicate progress and challenges. 3. Link much more closely with sectoral civil networks to respond to their technical and financial needs. 4. Focus efforts on rural areas.”*

(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 Costa Rica? (N=145)*

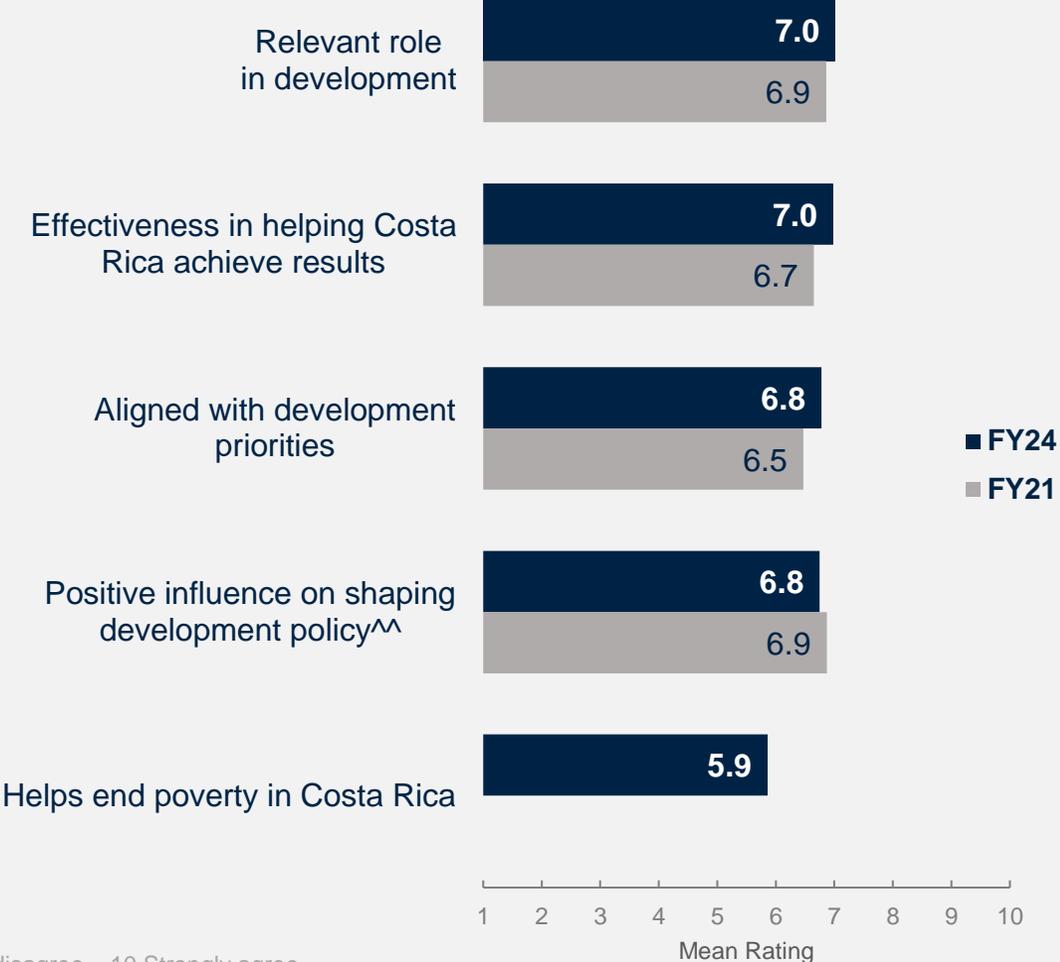
# Key Performance Indicators (KPIs) Consistent with FY21

In FY24, respondents rated the WBG slightly higher regarding its **relevance** in Costa Rica, **effectiveness in achieving development results**, and **alignment** with the country's development priorities than the FY21 Survey. However, this increase was not statistically significant.

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

*“Adapting culturally and understanding the needs of the local market. This involves not only understanding cultural and social differences but also adapting your products, services, and business strategies to meet the specific demands of Costa Rican consumers.”*

(Office of a Parliamentarian Respondent)



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

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

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

The WBG’s work helps end poverty in Costa Rica. Scale: 1 Strongly disagree – 10 Strongly agree

How effective is the WBG in helping Costa Rica 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 FY21: "Overall, please rate your impression of the WBG’s effectiveness in Costa Rica. Scale: 1 Not effective at all – 10 Very effective; To what extent does the WBG’s work help to achieve development results in Costa Rica? Scale: 1 To no degree at all – 10 To a very significant degree

<sup>^^</sup>In FY21, this was asked as "To what extent does the World Bank Group influence the development agenda in Costa Rica?\* (1-To no degree at all, 10-To a very significant degree)".



# Local Government Stakeholders More Positive about WBG

Comparisons of ratings for key performance indicators among stakeholder groups reveal that respondents from local government, government institutions, and the Office of the President/Prime Minister tend to provide the highest ratings for the WBG across these KPIs. In contrast, respondents from the private sector, media, and civil society generally gave lower ratings. However, these differences between stakeholder groups were not statistically significant.



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

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

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

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

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

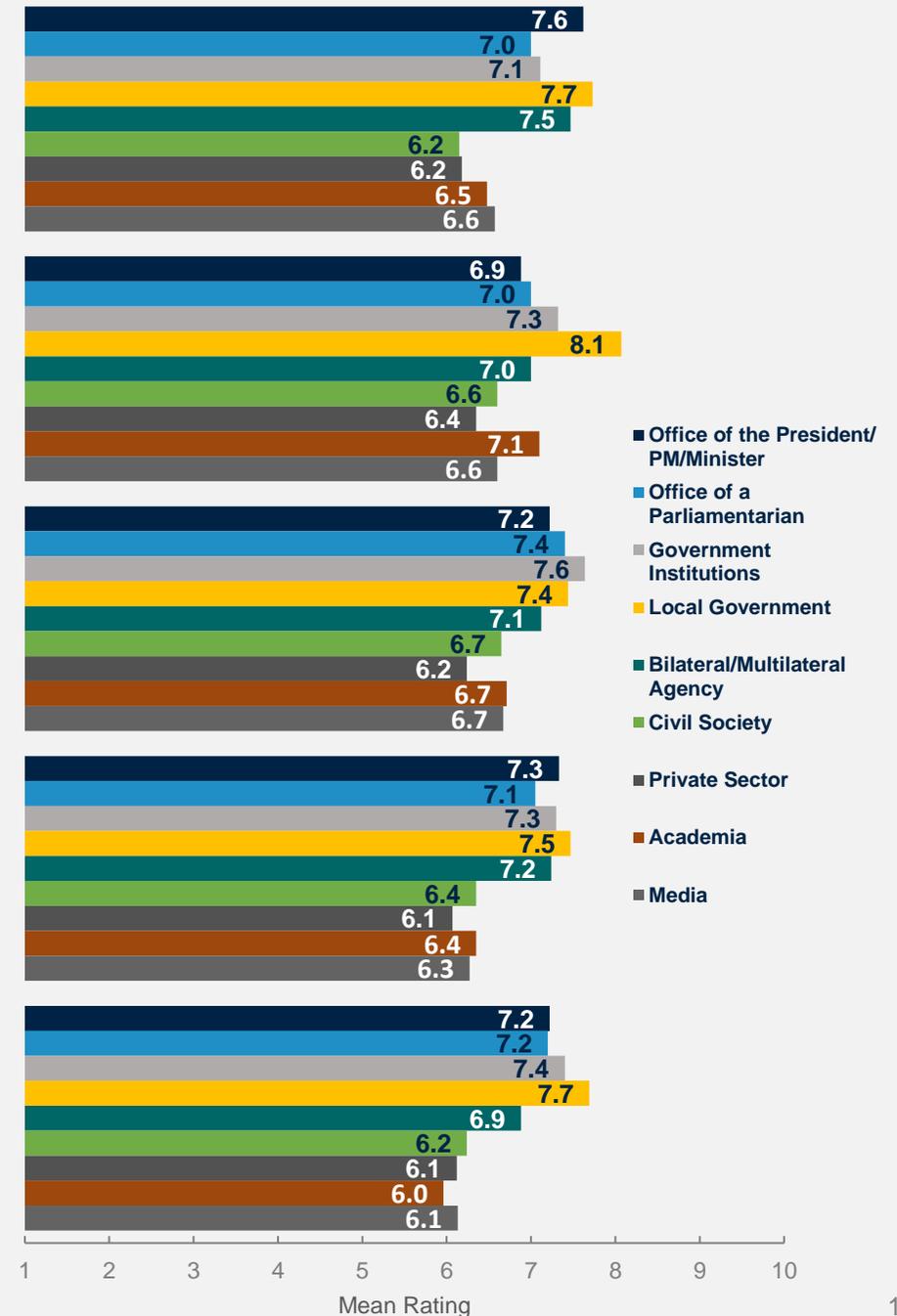
Trust the WBG to do what is right for Costa Rica

Effectiveness in helping Costa Rica achieve results

Relevant role in development

Alignment with development priorities

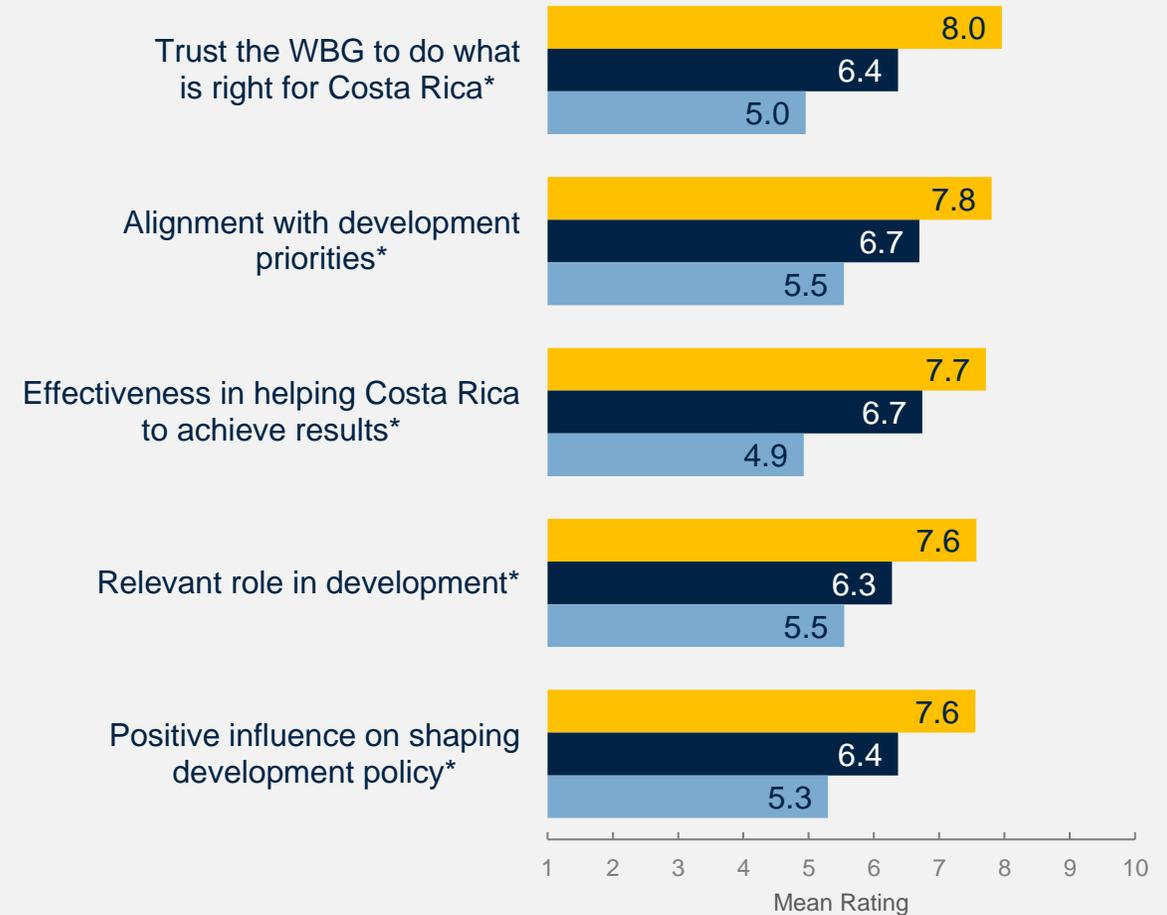
Positive influence on shaping development policy



# 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 Costa Rica?*

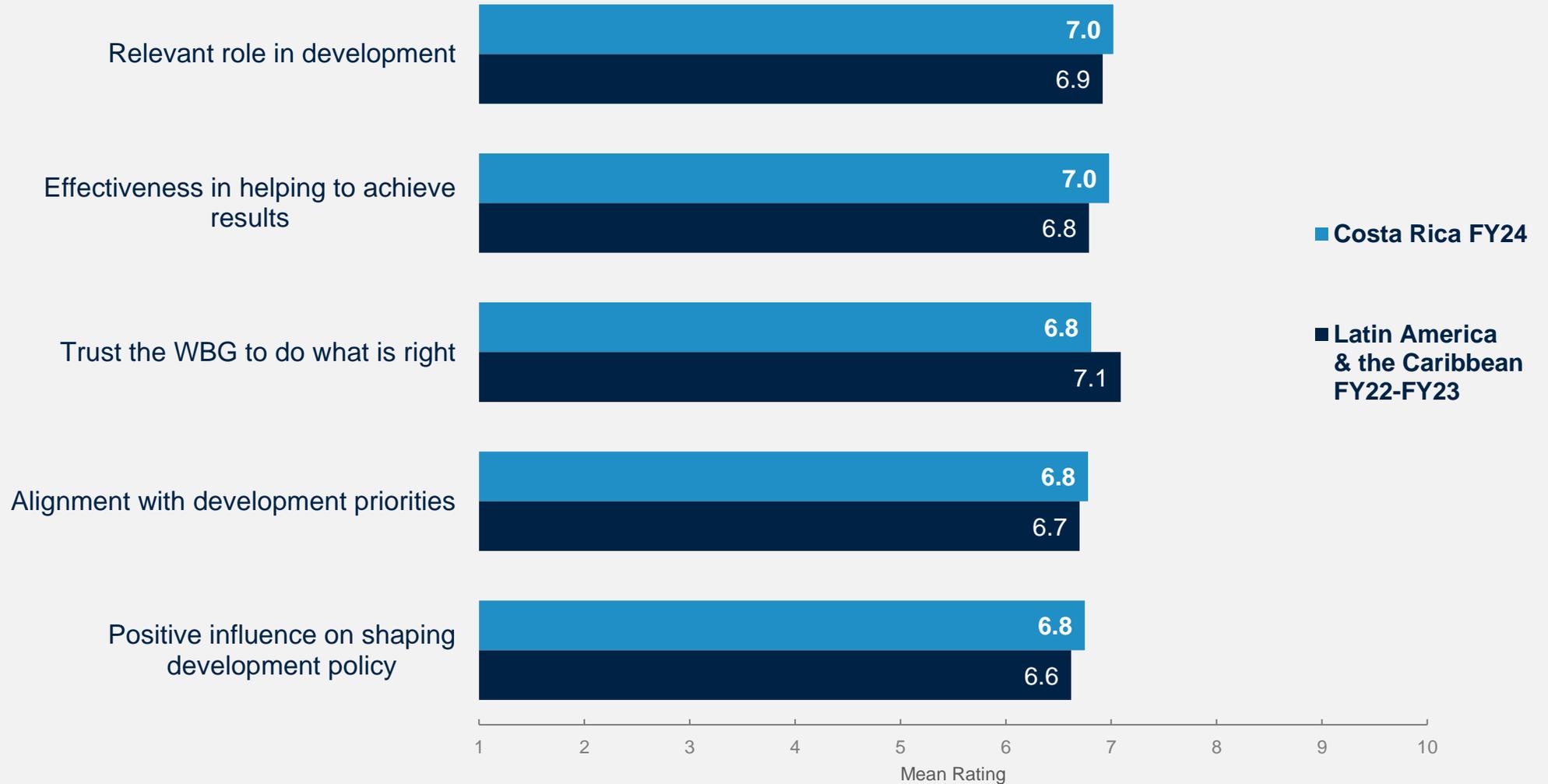
■ High Familiarity (8-10) ■ Some Familiarity (5-7) ■ Low Familiarity (1-4)



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

\*Significant difference between levels of familiarity

# Costa Rica is Nearly On Par with Other Latin America and the Caribbean Countries on KPIs

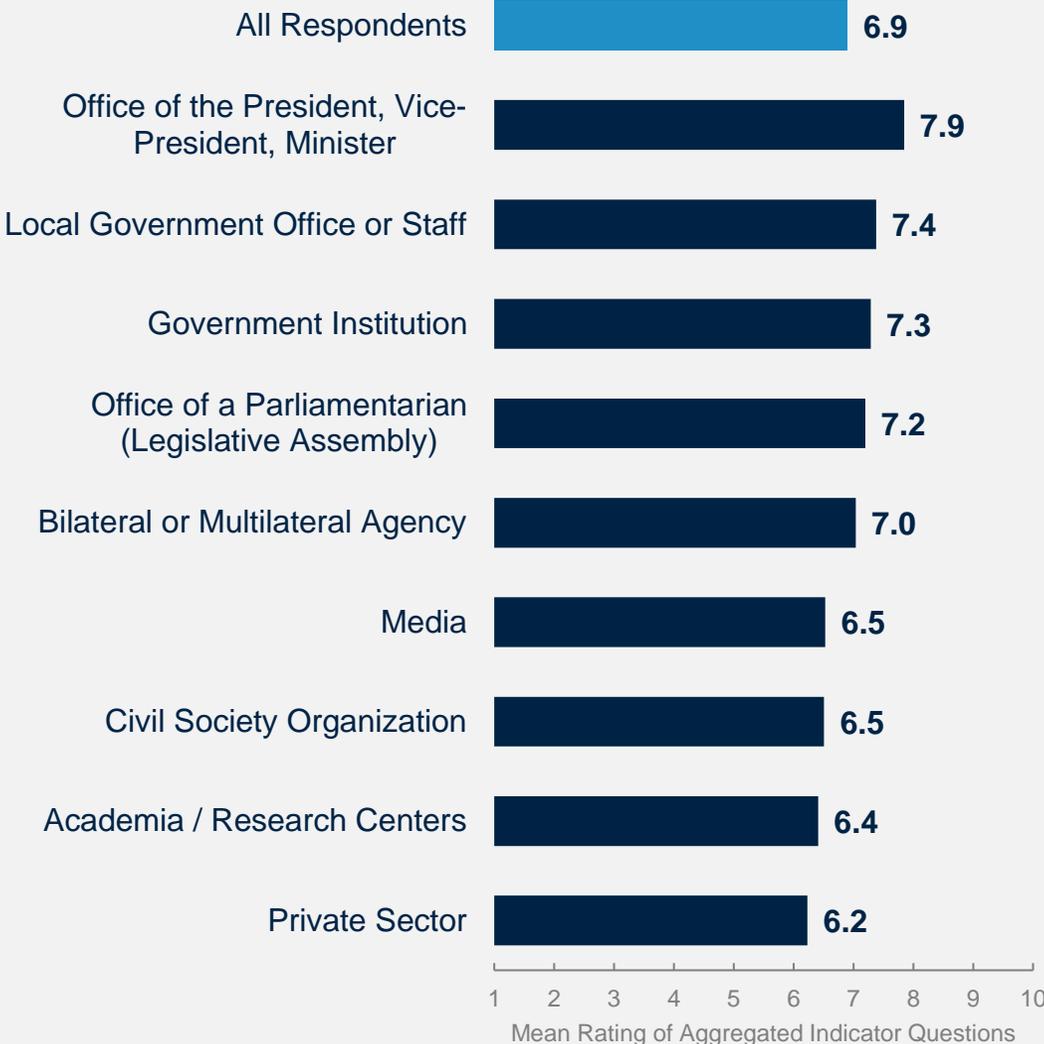


# Stakeholder Trends Across Performance Indicators

Respondents from the Office of the President, Vice President, and Minister had the highest mean ratings across the aggregated responses to the nineteen COS indicator questions. In contrast, respondents from the private sector and academia 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 did not collaborate with the WBG:

Mean rating:      **Collaborate with WBG = 8.1**  
                          **Do not collaborate = 6.7**



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

*“Greater involvement and support for local governments. Greater coordination with public universities to carry out joint activities in favor of the development of communities, territories and the country in general. Joint work could have a greater impact on the definition and approval of public policies.”*

(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 Costa Rica? (N=145)

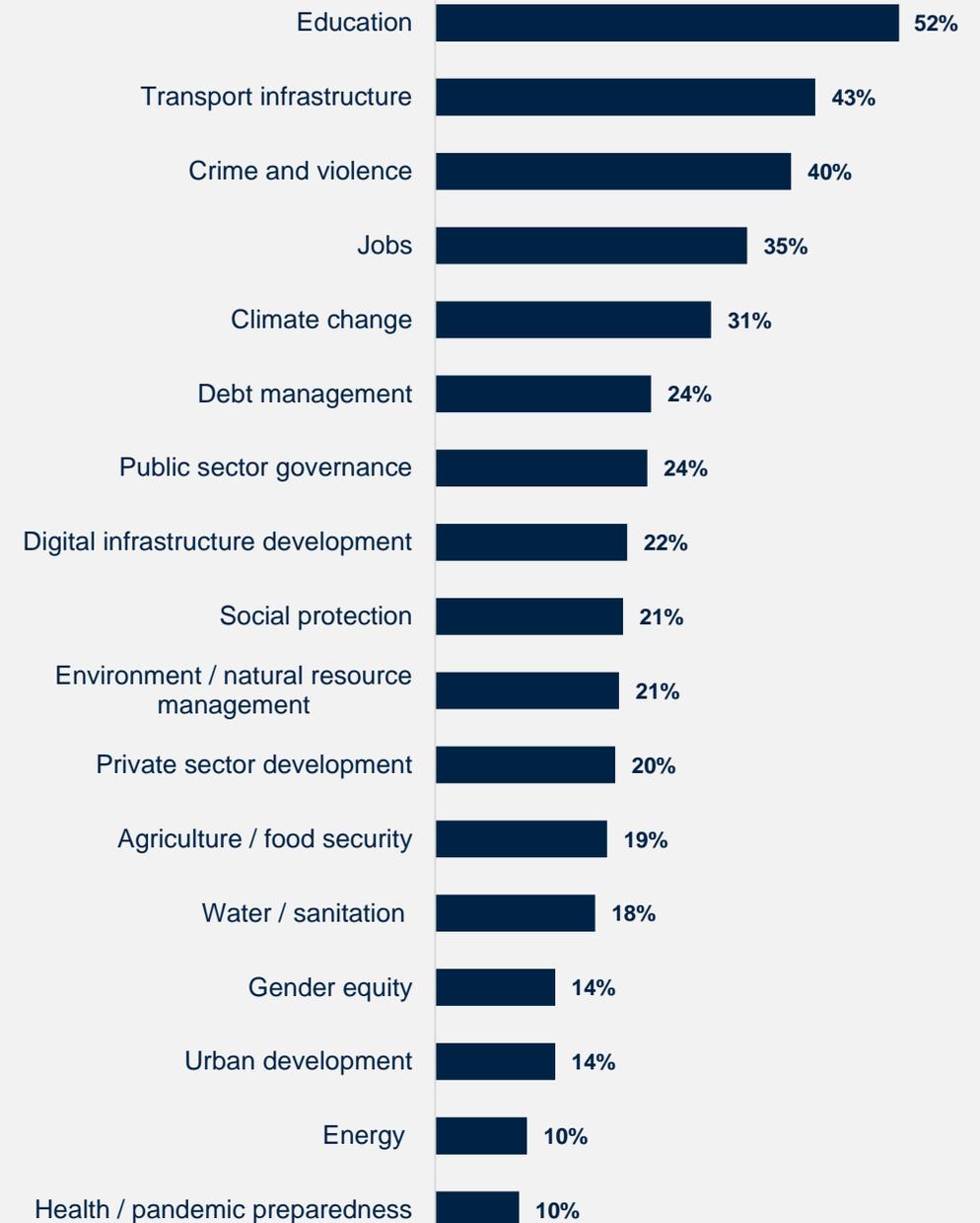
# Development Areas for WBG Focus

As in FY21, **education** was the top area where stakeholders would like the WBG to focus its resources in FY24. This year, there was a significant increase in the prioritization of **transport infrastructure**, rising from 9% in FY21 to 43% in FY24 and in the focus on crime and violence, jumping from 1% in FY21 to 40% in FY24.

**Jobs**, the second-highest priority in FY21, remain a top priority for respondents in FY24.

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

*“Focus more fully on investments that promote human development, specifically, on closing the socioeconomic gaps increasingly widening in our society. This will be achieved through a substantial improvement in all levels of education, particularly in primary and secondary education, recovering the quality of educational infrastructure, teaching skills, and related services provided to students and families.” (Academia Respondent)*

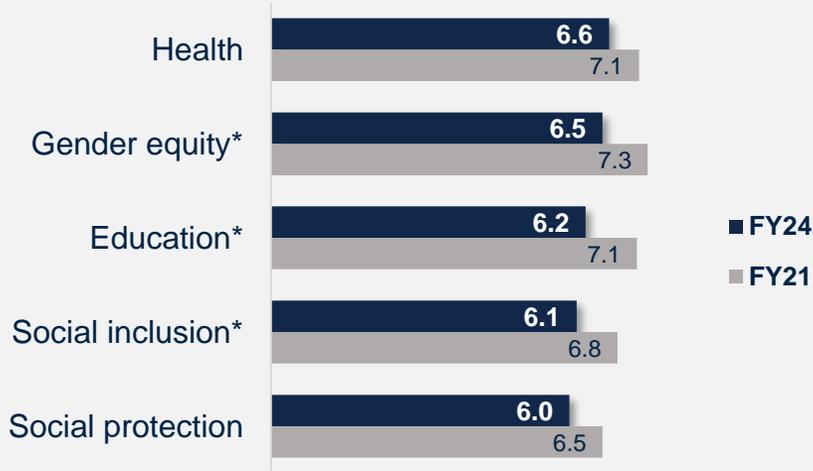


Which areas should the WBG prioritize to have the most impact on development results in Costa Rica? (Select up to 5) (Percentage of Respondents, N=221)

# Effectiveness of WBG's Sectoral Support

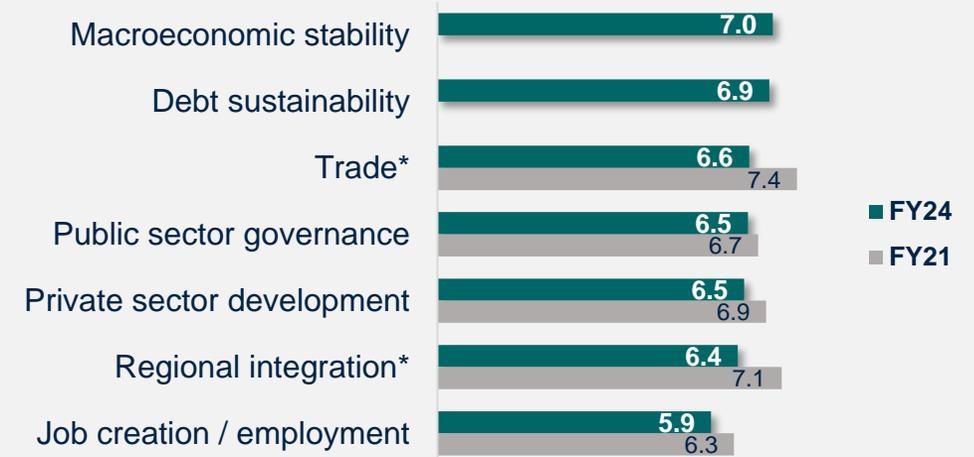
The WBG's work in **macroeconomic stability** received the highest effectiveness ratings. However, it is notable that respondents' ratings for most areas have declined compared to FY21, particularly in transport, climate change, and education. Respondents from civil society, the private sector, and the media consistently provided the lowest ratings for the WBG's sectoral effectiveness.

## Human Development

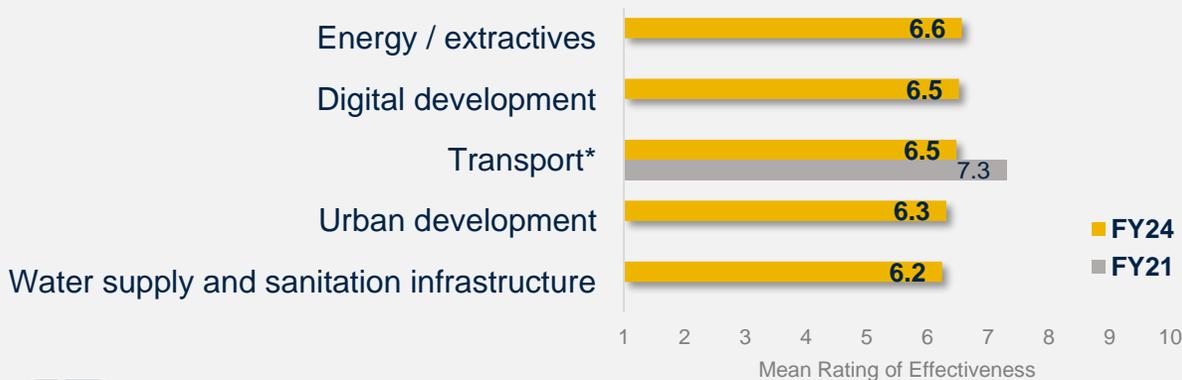


\*Significant difference between years

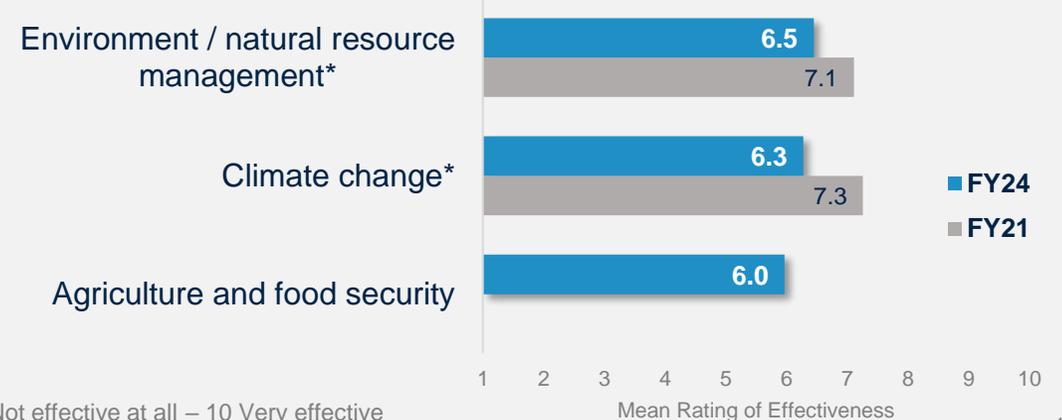
## Finance / Institutions / Economic Growth



## Infrastructure



## Environmental Sustainability



How **effective** has the WBG been at achieving development results in each of these areas in Costa Rica? 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 Costa Rica*

*“Greater involvement in the formulation, execution, monitoring, and evaluation of projects, in a timely manner and taking into account the needs and characteristics of Costa Rica.”*

(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 Costa Rica? (N=145)*

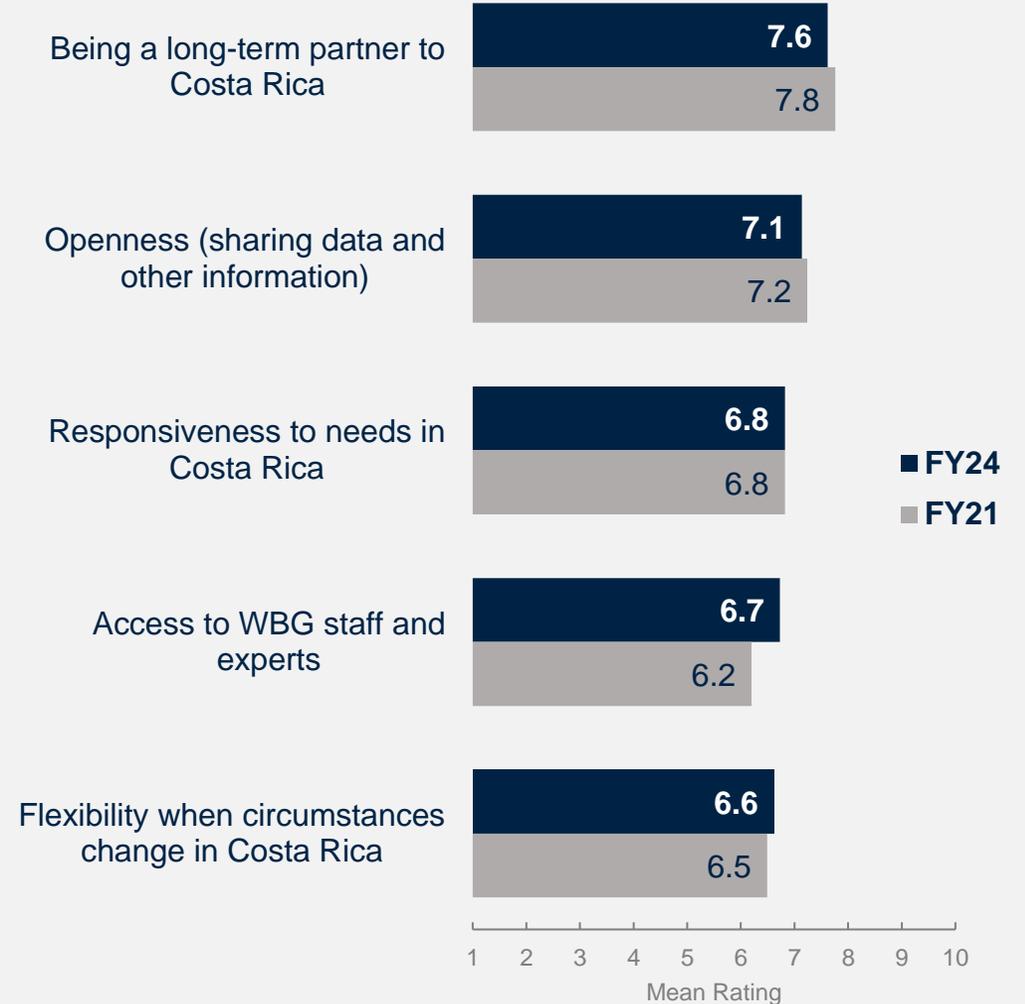
# The WBG is Seen as a Long-Term Partner

In FY24, respondents continue to view the WBG as a **long-term partner** to Costa Rica, recognizing its **openness** in sharing data and information. Perceptions of the institution's **responsiveness** continue to be moderately positive.

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

*“Communicate or give greater visibility to the projects carried out in Costa Rica and their importance in improving the socioeconomic conditions of its inhabitants. Coordinate efforts with various public and private organizations to achieve greater impact and reach. Ensure that all projects carried out translate into tangible results for civil society..”* (Media Respondent)

*“Expand the dissemination of studies and feedback with other actors in civil society.”* (Civil Society Respondent)



# The WBG Seen as Effectively Collaborating with the National Government and Other Donors and Partners

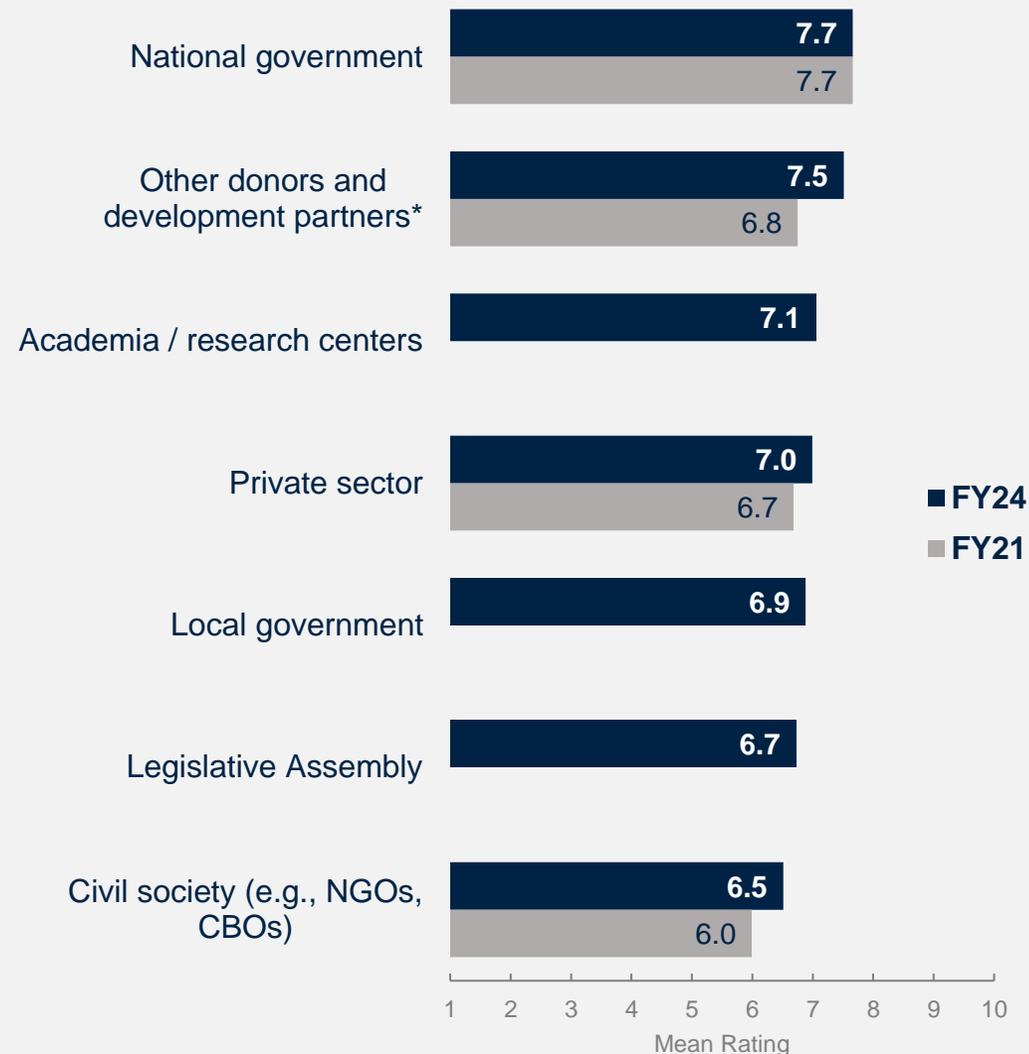
In FY24, respondents perceived the WBG as most effective at collaborating with the **national government**, followed by **other donors and development partners** (ratings significantly improved since FY21). Although somewhat improved, the WBG's collaboration with **civil society** was rated the lowest.

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

*"The WBG should be closer to civil society groups, academics, and local governments to learn about and benefit from the areas of knowledge that the Group has. In this sense, it can follow the example of the IMF, which it convenes different civil society groups to hear about their work (accountability) and the areas to be covered in future programs, twice a year."*  
(Civil Society Respondent)

*"Opening dialogue with civil society, opening spaces for "bottom-up" projects."*  
(Bilateral or Multilateral Respondent)

*"The design of more effective mechanisms for work in groups that involve the private sector, public sector and civil society."*  
(Office of Parliamentarian Respondent)



# Stakeholders Want the Bank to Collaborate More with Local Government, Civil Society, and Private Sector

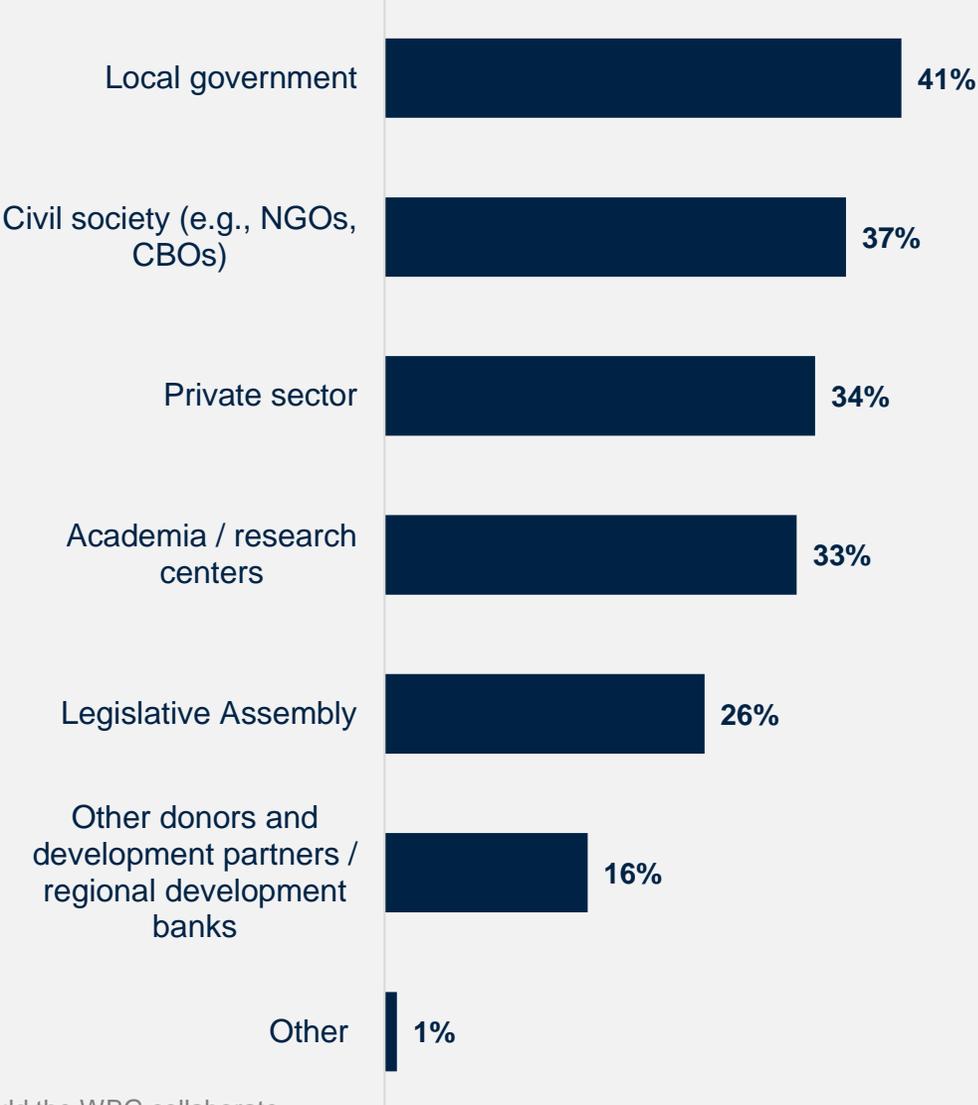
A majority of respondents in this year’s survey indicated that the WBG should collaborate more with **local government** in addition to its partnership with the national government. Respondents also wanted to see the WBG collaborate more with **civil society**, the **private sector**, and **academia**.

Outreach to the private sector is also recommended because respondents from these stakeholder groups reported the lowest levels of familiarity with the Bank.

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

*“Working directly with local governments, which is the basis for territorial development of national governments. Local governments are the ones that really know the specific territorial needs of the population, and they also have a greater capacity to evaluate and supervise public investment, reducing public spending [...] The WBG bank should invest in strengthening the management capacities of local governments and thus be able to improve their capacity to execute public budgets.”*

(Local Government Respondent)



In addition to its partnership with the National government, which of the following should the WBG collaborate with more to have greater impact in Costa Rica? (Select up to 2) (Percentage of Respondents, N=203)



# ***World Bank Group's Financial Instruments and Knowledge Work***

*"I believe there are many opportunities for a greater presence of IFC in the country."*

(Bilateral/Multilateral Agency Respondent)

*"Greater linkage of its financing to national needs, jointly using the bank's global knowledge with the local knowledge of actors such as the State of the Nation Program (PEN) and its different specific studies (State of the Nation/State of Education/State of Justice / Hypatia/ State of the Region)."*

(Academia Respondent)



**WORLD BANK GROUP**



*In your opinion, what is the most important thing the WBG could do to increase its effectiveness in Costa Rica? (N=145)*

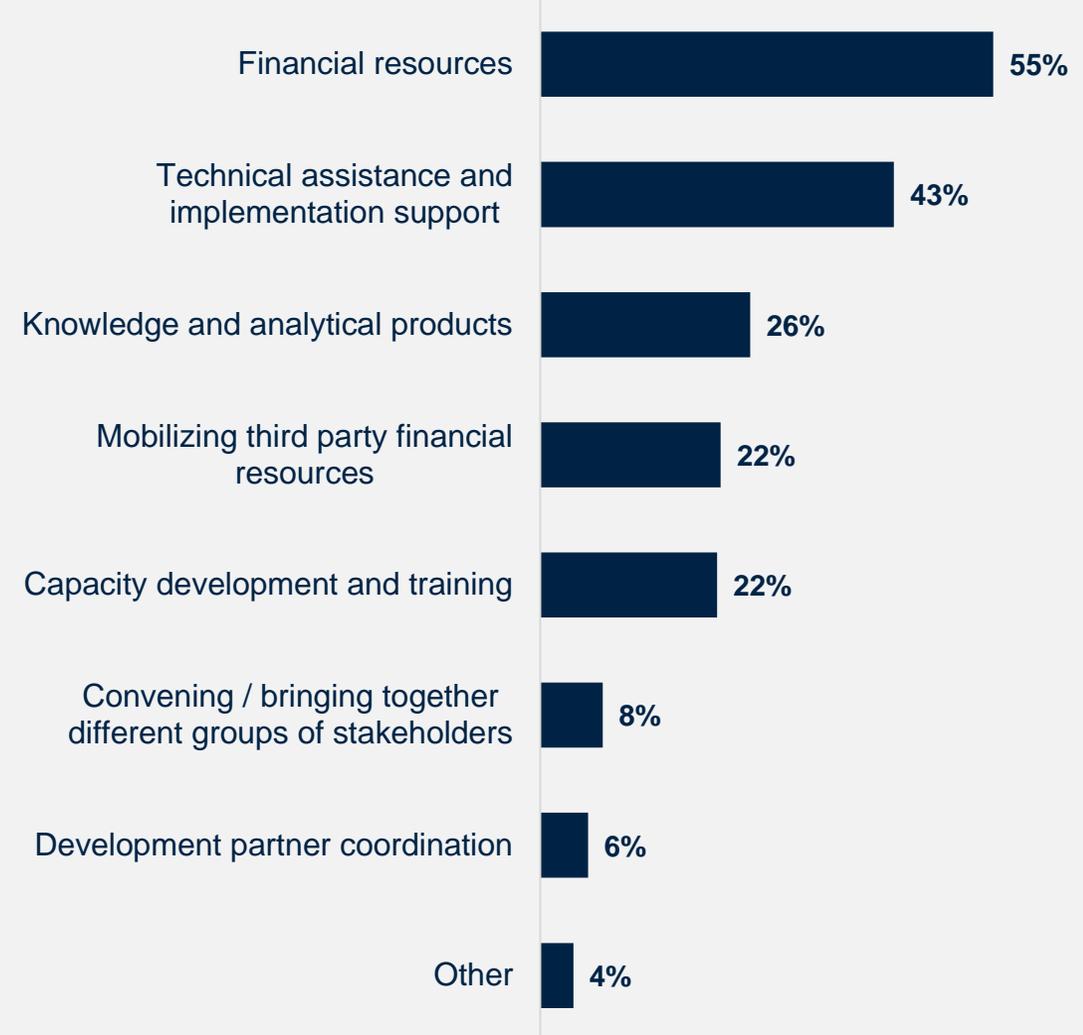
# Respondents Identify Financial Resources, Technical Assistance, and Implementation Support as the Bank's Most Valuable Activities in Costa Rica

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

*“Provide technical and financial cooperation to make public management more technical through management instruments and performance by results.”*  
(Office of Parliamentarian Respondent)

*“Technical cooperation for project development.”*  
(Government Institution Respondent)

*“Generate lower interest rates. Better supervise the operation of resources in the Government. Provide more aid for culture, education, and the environment. Provide more financial resources for culture, education, the environment, and scientific and technological research. Donate more to research, culture, the environment, and education.”*  
(Media Respondent)



# WBG Seen as Insisting on Accountability Through its Lending

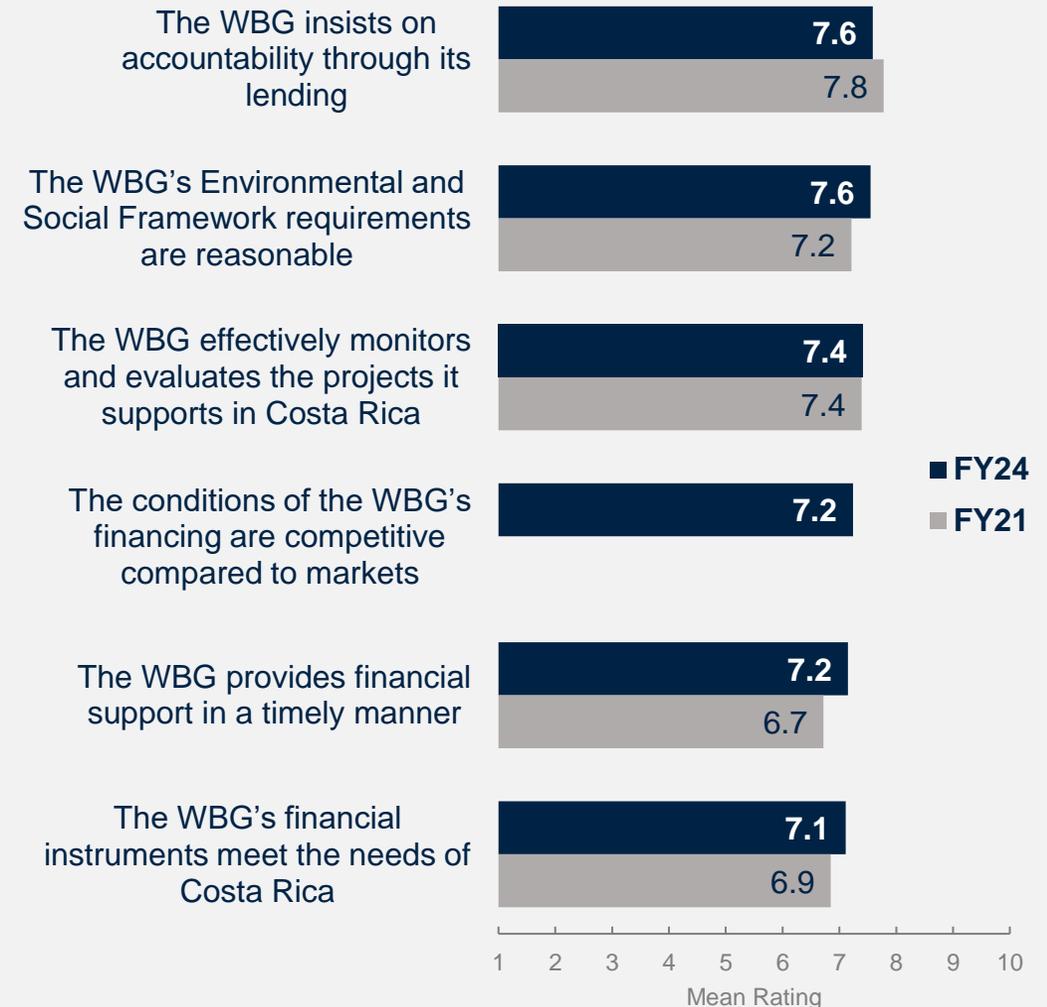
Respondents generally hold positive views of the WBG’s financial instruments, with particular appreciation for the strong emphasis on **accountability** in the WBG’s lending practices. Additionally, there was broad agreement that the WBG’s **Environmental and Social Framework (ESF) requirements are reasonable**.

- Respondents from civil society had the lowest levels of agreement that the WBG insists on accountability through its lending (mean = 6.1). In contrast, respondents from the office of the President/VP/Minister and academia had the highest ratings (mean = 8.7 and 8.4, respectively).
- Respondents from the Office of the President/VP/Minister, academia, and government institutions had the highest ratings for the WBG's effectiveness in monitoring and evaluating projects in Costa Rica (means = 8.9, 8.3, and 8.2, respectively). In contrast, respondents from the private sector had the lowest ratings (mean = 6.3).

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

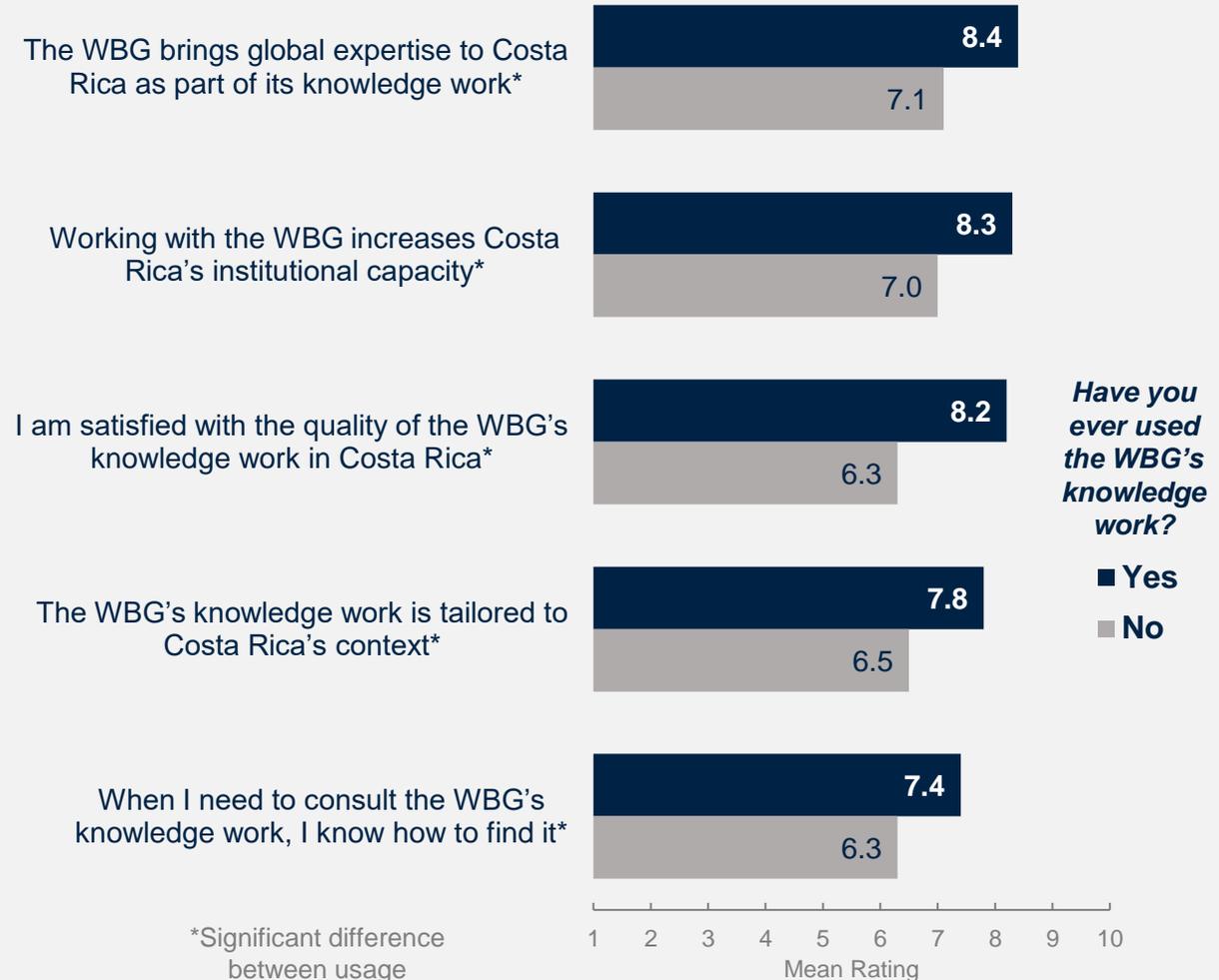
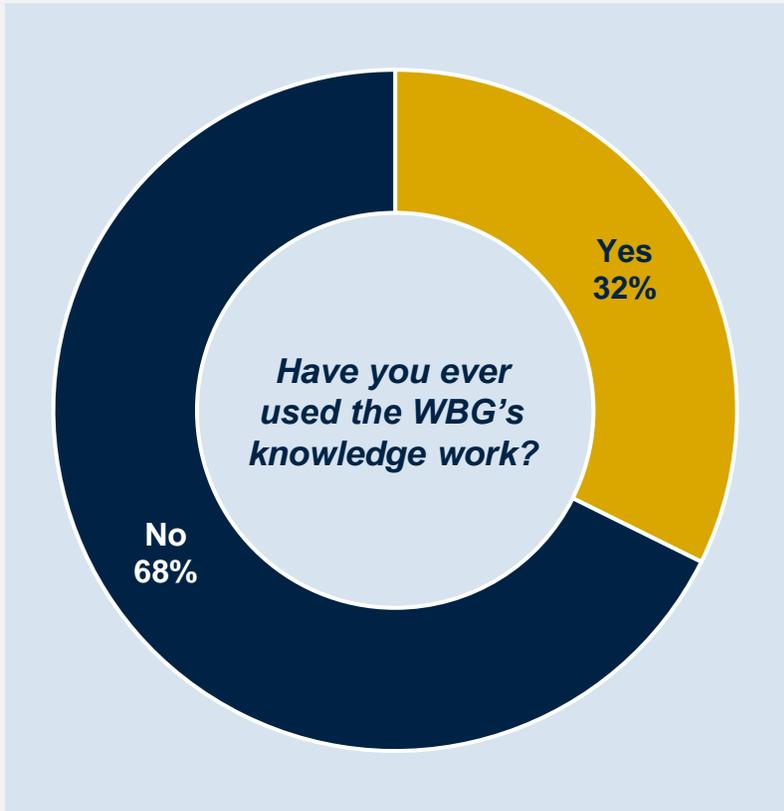
*“Be more demanding with public entities in charge of executing World Bank loans (for example, INCOPECSA’s capacity to execute the loan from the Sustainable Fisheries Program in accordance with the agreed conditions should be studied).”*

(Civil Society Respondent)



To what extent do you agree/disagree with the following statements? Scale: 1 Strongly disagree – 10 Strongly agree  
 ^Compared to "The World Bank Group disburses funds promptly" in FY21

# 32% of Respondents Have Used the WBG's Knowledge Work; Those Who Have Were Significantly More Satisfied



# Working with the WBG Increases Costa Rica's Institutional Capacity

Respondents had the highest levels of agreement that the WBG **brings global expertise** to Costa Rica, and working with the WBG **increases Costa Rica's institutional capacity**. Fewer respondents agreed that they know how to find the WBG's knowledge work, with respondents from civil society and the office of a parliamentarian showing the lowest levels of awareness.

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

*“Generating strategic alliances with other national and sub-national, public and private actors. Promoting a culture of rigorous review and accountability, implementing performance measurement instruments, and impact assessment of projects managed or supported by the Group. Expanding its communication channels and target audiences.*

*Strengthening training and awareness-raising lines on the GBM, its purposes, objectives, strategic lines of work, methodologies, and project portfolio, aimed at more social actors.”*

(Civil Society 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 Costa Rica?  
 Scale: 1 Not significant at all – 10 Very significant <sup>^</sup>Compared to "Source of relevant information on global good practices" asked in FY21.  
<sup>^^</sup>Compared to "Adaptable to Costa Rica's specific development challenges and country circumstances" in FY21

# *The Future Role of the World Bank Group in Costa Rica*

*“To have greater ideological openness and understand that there are solutions that must be shared between the private sector, civil society, and the State, without opening the way to institutional weakening by confusing it with modernity.”* (Private Sector Respondent)

*“Promote the opening of data, access to public information regulated by law and real transparency, focused on promoting informed participation and the capacity for deliberation, from citizens and civil servants. In addition, it should approach civil society organizations and organized groups to have a clear and complete picture of reality beyond what they can contribute from the state apparatus.”* (Civil Society Respondent)



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

*More engagement with stakeholders, capacity building, and investment to better align with Costa Rica's needs, context, and capacity.*

- Focus Area** 23%
- Education, innovation, skills development
  - Infrastructure development
  - Public sector efficiency and effectiveness
  - Social inclusion and inequality reduction

- Engagement** 18%
- Collaboration with civil society and academic institutions
  - Work more closely with local governments
  - Utilizing local expertise in the design and implementation of projects

- Operational Effectiveness** 17%
- Be more flexible and responsive to the actual conditions on the ground
  - Adapt WBG products, services, and strategies to the local cultural and economic context
  - Be more transparent and ensure that information is readily available to civil society and other stakeholders

**Knowledge** 12%

- More training/capacity building, particularly at the local level
- More long-term technical assistance
- Supporting local research initiatives
- Greater dissemination and accessibility to studies, reports, and training programs



**Financial Support** 10%

- Better credit conditions
- More non-reimbursable funding (grants or aid)
- Streamline the mechanisms for approving and disbursing funds

**Results** 10%

- Enhanced monitoring of resource usage, with an emphasis on transparency
- Long-term monitoring and follow-up of projects

**Communication** 10%

- Greater visibility of the project's impacts, audit results
- Broader dissemination of research, educational programs, etc.
- Better communication with partners and about partnership opportunities



*In your opinion, what is the most important thing the WBG could do to increase its effectiveness in Costa Rica? (N=145)*

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

*Enhance collaboration with local governments and civil society, prioritize investments in education and infrastructure, and strengthen public sector capacity to effectively manage resources and reduce socio-economic inequalities.*

## Focus Area

*“Influence institutional capacities so that the State operates efficiently, effectively and with much greater emphasis on supporting the most vulnerable groups, since inequality in CR continues to grow and poverty stagnates, despite solid economic growth.”*  
(Bilateral/Multilateral Agency Respondent)

*“1. Infrastructure development: Prioritize projects that improve connectivity, energy efficiency, and environmental sustainability. 2. Investment in education and training: Improve the quality of education and technical training to meet the demands of the global market, especially in technological areas. 3. Prioritize projects that reduce socioeconomic inequality and promote social inclusion, including initiatives to empower women and improve access to basic services for marginalized communities. 4. Facilitate private sector growth with increased financing and assistance to small and medium-sized enterprises”*  
(Office of Parliamentarian Respondent)

## Engagement

*“In many cases, it finances processes that are carried out with civil society and which are then not considered. In addition, it should respect and listen more to the actions that the government carries out with the actors or civil society to promote other activities and not impose other processes.”*  
(Government Institution Respondent)

*“...Greater contact with civil society, which allows for the formulation of projects that are more in line with the socio-economic reality that is not always represented by the position of national governments. Greater efforts in dissemination and training, especially for civil society..”*  
(Civil Society Respondent)

*“Get more involved with NGOs by providing non-reimbursable financial aid so that they can develop important projects for vulnerable communities.”* (Office of the President/VP/Minister)

## Operational Effectiveness

*“Improve the selection of beneficiaries in terms of proposals for the use of funds and capacity for implementation. Periodic follow-up evaluations to avoid waste or underutilization of funds.”*  
(Office of Parliamentarian Respondent)

*“Being more flexible and accessible, taking into account the reality of the country, not what they want to show, but taking into account the socioeconomic reality of the people and the government's finances, which are a disaster, not allowing some to waste money on colts made by those who govern and favoring their cronies, but rather supervising investments with a magnifying glass and the destination of the money.”*  
(Private Sector Respondent)

*“Studies adjusted to the situation of the country, where the points of comparison are not other countries, but historical studies carried out in the country.”* (Government Institution Respondent)



*In your opinion, what is the most important thing the WBG could do to increase its effectiveness in Costa Rica? (N=145)*

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

*Focus on increasing transparency and monitoring of funded projects and improving the dissemination and visibility of its objectives and actions across various sectors.*

## Knowledge

*“Train human talent to improve public management.”* (Local Government Respondent)

*“...The WBG should invest in strengthening the management capacities of local governments to enhance their ability to execute public budgets.”* (Local Government Respondent)

*“By providing more training, that is, teaching how to do things, and less credit, which ultimately results in greater impoverishment of the country due to the need to adopt measures that worsen the quality of life of the country's inhabitants so that it can meet its financial commitments.”* (Government Institution Respondent)

*“Greater dissemination and accessibility of studies and reports, promotion of training programs, and closer engagement with academia. Regarding the dissemination of training activities, it seems that they do not reach Costa Rica in a timely manner. I mention this because, in the field of maritime law, I found out about a course through an Argentine colleague. In the end, I was not selected due to a communication issue. However, I know that the course they are currently offering is a good one.”* (Academia Respondent)

*“Study programs, information.”* (Private Sector Respondent)

## Financial Support

*“Have more non-reimbursable resources to invest in areas of little political value but necessary (governance, best practices, modernization of the state, etc.) that are otherwise difficult to carry out with public funds.”* (Office of the President, Vice-President, Minister)

*“Streamline mechanisms for approving and disbursing funds for priority projects.”* (Bilateral/Multilateral Agency Respondent)

*“...More non-reimbursable financial support”* (Local Government Respondent)

*“Get more involved with NGOs by providing non-reimbursable financial aid so that they can develop important projects for vulnerable communities.”* (Office of the President, Vice-President, Minister)

## Results

*“Greater follow-up and monitoring of the projects carried out, in the long term. Conduct longitudinal studies of the social impact of the project carried out.”* (Government Institution Respondent)

## Communication

*“Strengthen training and awareness initiatives regarding the WBG, its purposes, objectives, strategic lines of work, methodologies, and project portfolio, aimed at a broader range of social actors.”* (Civil Society Respondent)



*In your opinion, what is the most important thing the WBG could do to increase its effectiveness in El Salvador?(N=148)*

# *Communication and Outreach*

*“Make the WBG’s objectives, plans, and activities better known beyond the central government.”*  
(Government Principal Respondent)

*“Develop processes for greater dissemination of the scope of the work carried out by the entity.”*  
(Academia Respondent)

*“To make the contributions it makes to our country more widely known and to make known what it is for or what its functions and contacts are.”*  
(Private Sector Respondent)



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

Respondents most preferred to receive Bank communications through **events/conferences/seminars/workshops** (in person or online), **e-newsletters**, and **direct messaging**. Significant differences exist between stakeholder groups in their preferences for social media (much more preferred among the private sector) and direct contact (much more preferred among those from the Office of the President/PM/Minister and bilateral/multilateral agencies).

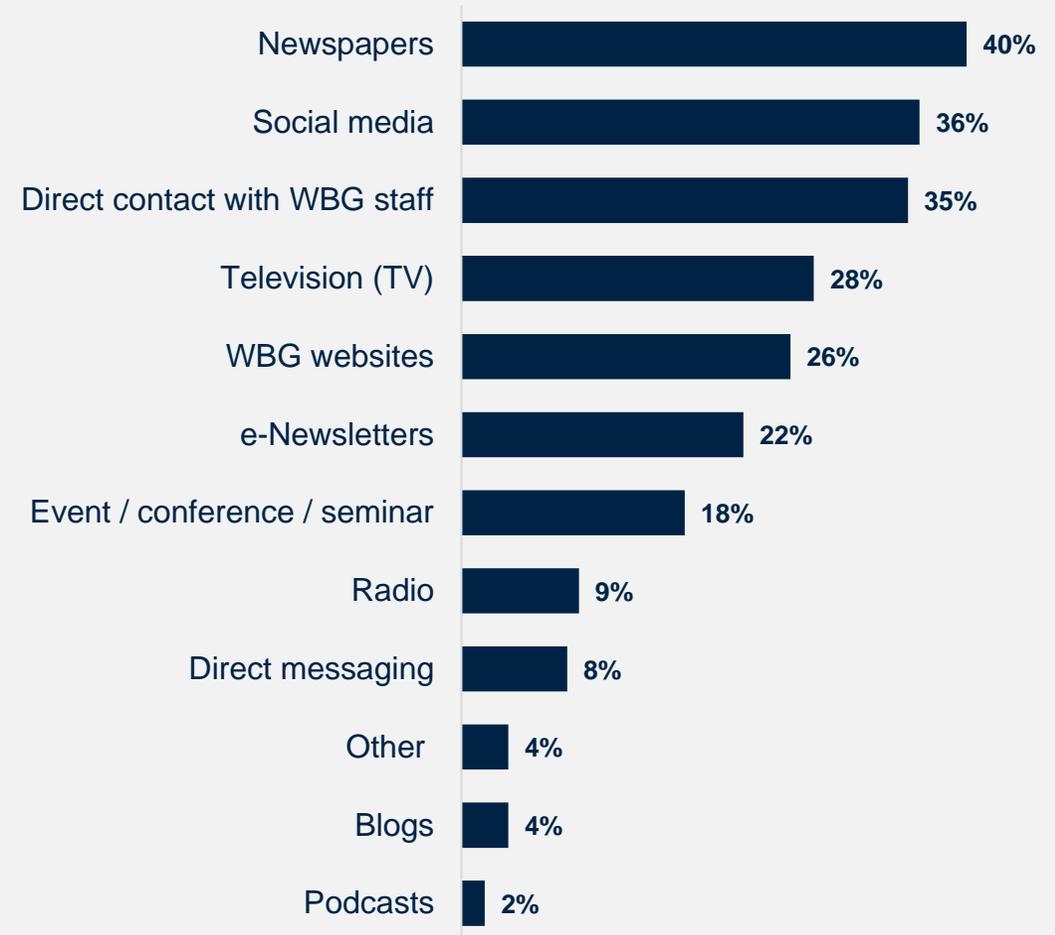
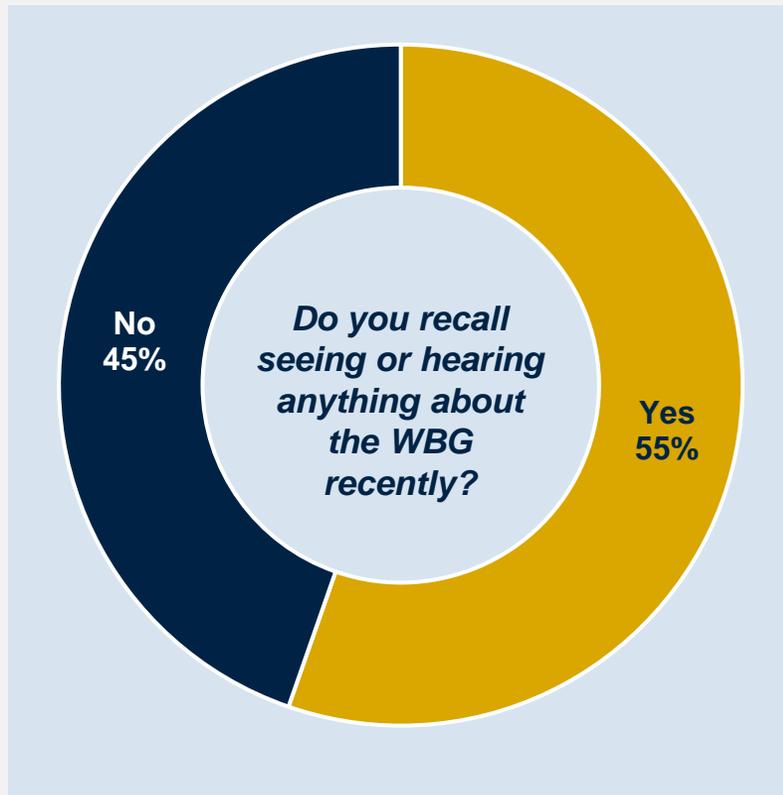
	All Respondents	Office of the President/PM/Minister	Office of a Parliamentarian	Government Institutions	Local Government	Bilateral/Multilateral Agency	Preferred WBG Channel			
							Civil Society	Private Sector	Academia	Media
Event / conference / seminar / workshop (in person or online)*	49.0%	33.3%	61.1%	62.8%	56.3%	42.9%	50.0%	25.0%	65.2%	23.1%
e-Newsletters	39.8%	22.2%	22.2%	41.9%	31.3%	35.7%	46.4%	43.8%	43.5%	53.8%
Direct messaging (e.g., WhatsApp, Telegram, Viber)	37.2%	33.3%	38.9%	14.0%	6.3%	14.3%	17.9%	21.9%	13.0%	30.8%
Social media (e.g., Facebook, Twitter)*	29.6%	0.0%	11.1%	18.6%	31.3%	21.4%	32.1%	53.1%	39.1%	38.5%
Direct contact with staff (e.g., in person, virtually, phone, email)*	19.4%	77.8%	38.9%	39.5%	43.8%	64.3%	32.1%	18.8%	26.1%	38.5%



How would you prefer to receive communication from the WBG? (Select up to 2)  
(Percentage of Respondents, N=196) \*Significant difference between stakeholder groups

# More than Half Engaged with the WBG Recently, Most Often through Newspapers, Social Media, and Direct Contact

55% of respondents recalled hearing or seeing something about the WBG recently. Respondents most often reported seeing/hearing about the WBG in the **newspapers**, **social media**, and through **direct contact** with staff.



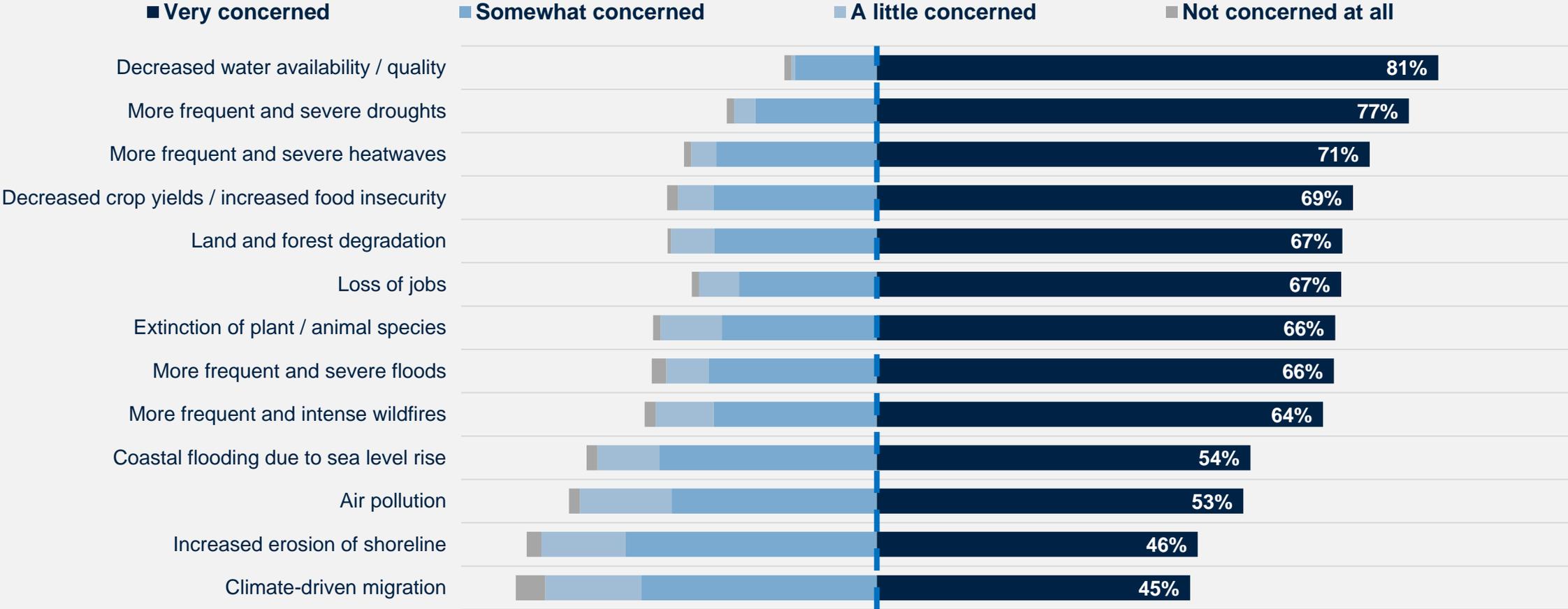
# WBG Economic Forecasts and Work on Climate Change were the Most Commonly Recalled Topics

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



# Climate Change Communications can be More Impactful when Related to Decrease in Water Availability, Droughts, and Heatwaves

**Eight out of ten** respondents expressed deep concern about the potential impacts of climate change in Costa Rica, particularly regarding **decreased water availability and quality** and the **increasing frequency and severity of droughts**. Additionally, respondents highlighted increased heatwaves as a significant area of concern. These critical issues should be prioritized in communications to ensure that messaging about climate change resonates effectively.

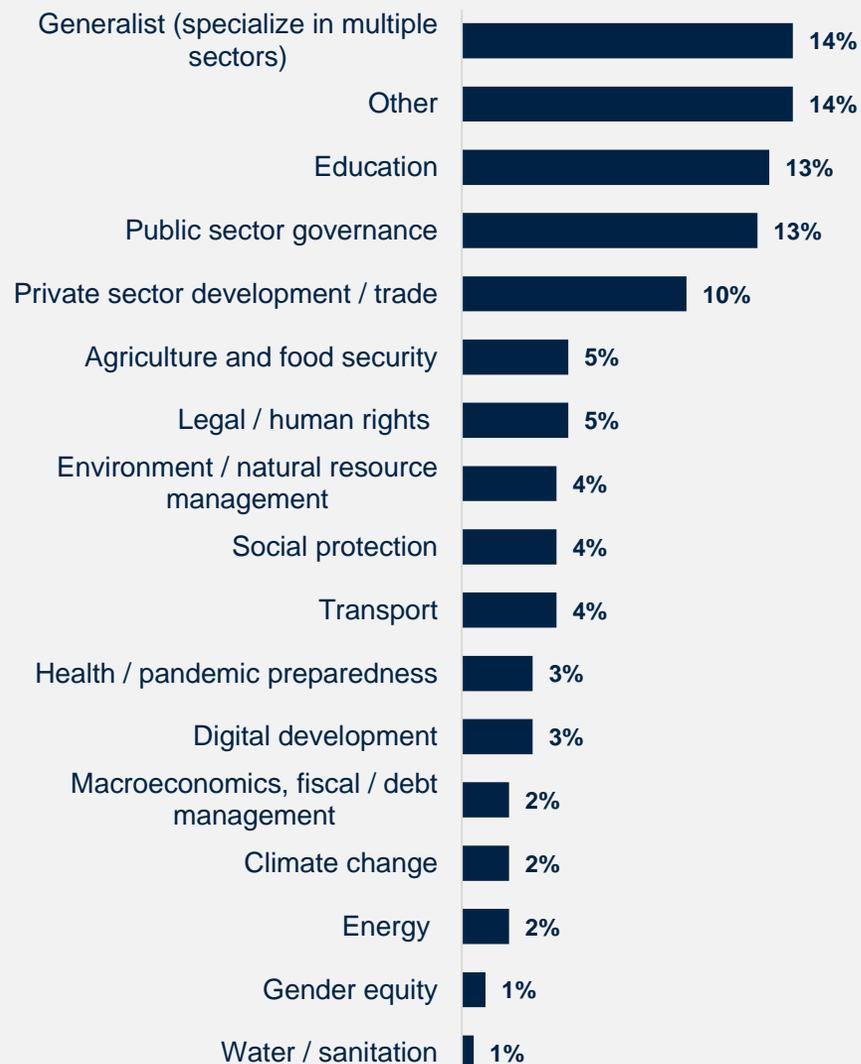


# ***Sample Demographics and Detailed Methodology***

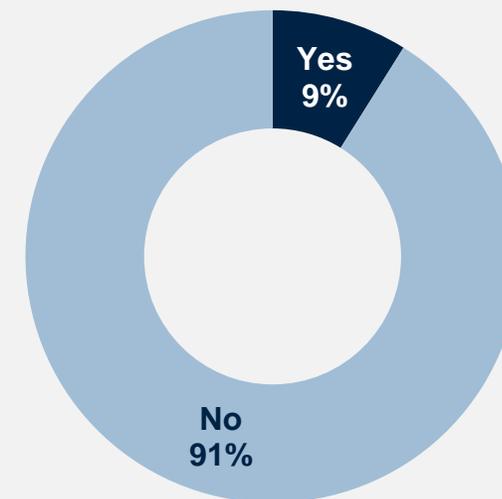


# Sample Demographics

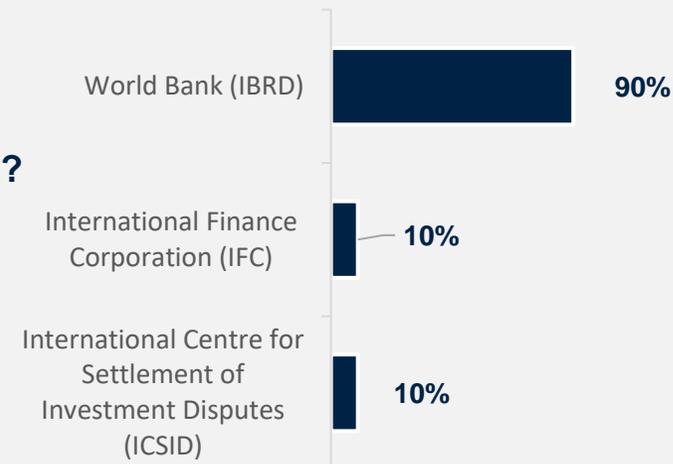
## What is the primary specialization of your work? (N=195)



## Do you collaborate/work with the World Bank Group (WBG) in Costa Rica? (N=225)



## Which of the following WBG agencies do you collaborate/work with in Costa Rica? (N=20)

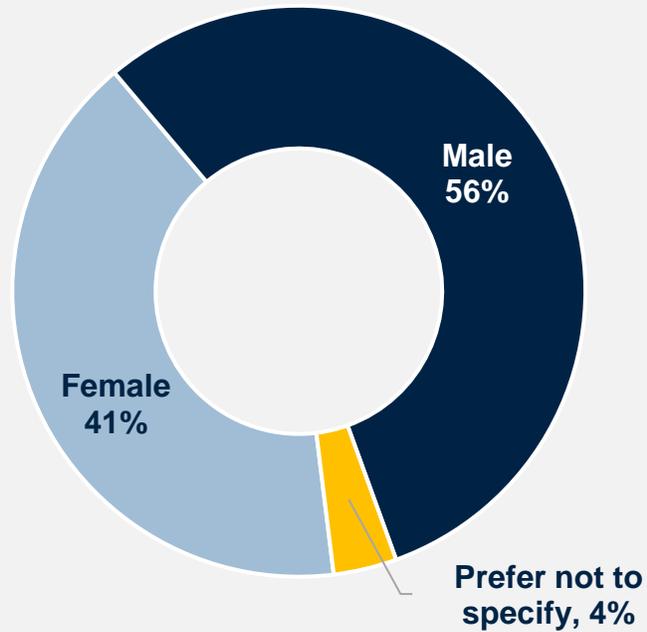


Percentages equal more than 100% because respondents could choose multiple agencies within the WBG.

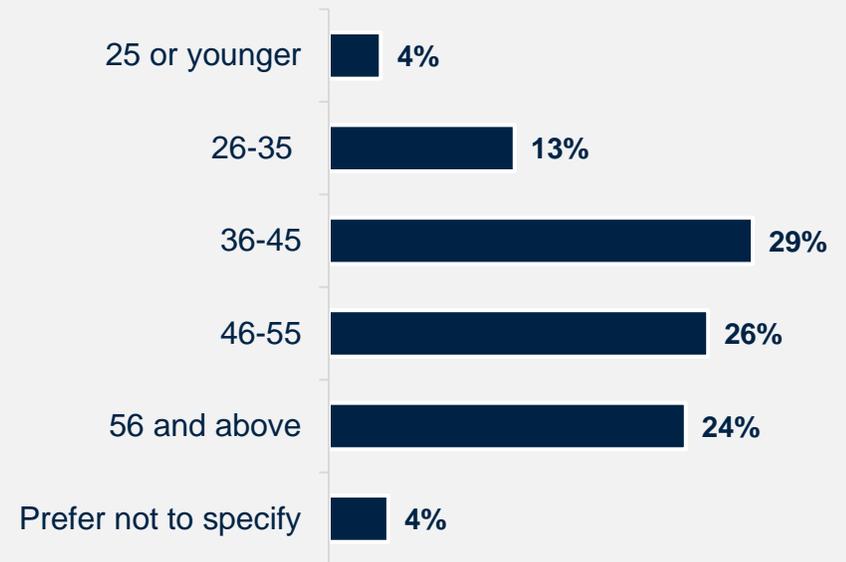


# Sample Demographics (continued)

What is your gender? (N=196)



What's your age? (N=196)



# Detailed Methodology

From **March to May 2024**, a total of 850 stakeholders in Costa Rica were invited to provide their opinions on the WBG’s work by participating in a Country Opinion Survey (COS). A list of potential participants was compiled by the WBG country team and the field agency. Participants were drawn from the Offices of the President, Vice President, Minister, and office of parliamentarians; government institutions; local governments; bilateral or multilateral agencies; the private sector; civil society; academia; and the media.

Of these stakeholders, **225 participated in the survey (35% response rate)**. Respondents completed the questionnaire via an online platform.

**This year’s survey results were compared to the FY21 Survey, which had a response rate of 35% (N=162).**

Comparing responses across Country Surveys reflects changes in attitudes over time as well as changes in respondent samples, changes in methodology, and changes to the survey instrument itself. To reduce the influence of the latter factor, only those questions with similar response scales/options were analyzed. This year’s survey had a broader distribution of respondents across stakeholder groups, with better outreach to and/or response from government institutions and civil society organizations. Any 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 “Costa Rica COS FY24 Appendices with data breakdowns.xlsx” file published in the WBG Microdata Library, along with the survey microdata and this report.

Percentage of Respondents	FY 2021	FY 2024
<b>Government Principals:</b> Office of the President, Prime Minister, Minister, Parliamentarian	13%	14%
<b>Government Institutions:</b> Employee of a Ministry, Department, Project Implementation Unit, Independent Government Institution, Judiciary, State-Owned Enterprise	11%	22%
<b>Local Government</b>	16%	8%
<b>Bilateral/Multilateral Agency:</b> Embassy, Development Organization, Development Bank, UN Agency	10%	8%
<b>Civil Society Organization:</b> Local and regional NGOs, Community-Based Organization, Private Foundation, Professional/Trade Association, Faith-Based Group, Youth Group	10%	13%
<b>Private Sector:</b> Private Company, Financial Sector Organization, Private Bank	16%	17%
<b>Academia / Research Center</b>	16%	12%
<b>Media</b>	7%	7%
<b>Other</b>	1%	0%
<b>Total Number of Respondents</b>	<b>242</b>	<b>225</b>



What is your primary professional affiliation? (Select only 1 response) N= 225

# Indicator Questions

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

**A1\_5.** How much do you trust the World Bank Group to do what is right for Costa Rica? Scale: 1 Not at all – 10 Very much

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

**A3.** How significant a contribution do you believe the WBG's knowledge work make to development results in Costa Rica?  
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 Costa Rica.

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

**A6.** The WBG has a positive influence on shaping development policy in Costa Rica.

**A7.** The WBG's work helps end poverty in Costa Rica

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 Costa Rica

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

**C1\_3.** Flexibility when circumstances change in Costa Rica

**C1\_5.** Being a long-term partner to Costa Rica

To what extent is the WBG an effective development partner in Costa Rica, 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 Costa Rica.

**C4\_3.** The WBG provides financial support in a timely manner

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

**C6\_4.** The WBG's knowledge work is tailored to Costa Rica'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)

