



CountryOpinionSurveys

FY 2024 Việt Nam

Country Opinion Survey Report

Acknowledgements

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

BI acknowledges the significant contribution from the Việt Nam country team and independent field agency, Development and Policies Research Center (DEPOCEN). In particular, BI is grateful for the support from Ngan Hong Nguyen (Senior External Affairs Officer) and Anh Thi Quynh Le (External Affairs Officer), who coordinated the survey-related activities from Hanoi, Việt Nam.



Contents

Objectives

Methodology Overview

Overall Context

Overall Attitudes toward the World Bank Group

World Bank Group's Support for Development Areas

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

World Bank Group's Financial Instruments and Knowledge Work

The Future Role of the World Bank Group in Việt Nam

Communications and Outreach

Sample Demographics and Detailed Methodology



Objectives

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

- 1. Overall Context:** How familiar are stakeholders with the WBG? How much do they trust the WBG?
- 2. Key Indicators:** What opinion do key stakeholders have of the WBG regarding its effectiveness, relevance, alignment with Việt Nam's development priorities, and other key indicators? Are opinions improving or declining?
- 3. Development Priorities:** What areas of development are perceived to be the most important? Have the priorities changed over the past four years? How effective is the WBG perceived to be in these areas?
- 4. Engagement and Work on the Ground:** What do key stakeholders value the most and the least about the WBG's work in Việt Nam? How is the WBG perceived as a development partner? Are opinions improving or declining?
- 5. Financial Instruments and Knowledge Work:** What are key stakeholders' opinions 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 do stakeholders recall when the WBG communicates? Is there a relationship between message recall and views of the WBG's work?



Methodology Overview

■ Fielded May – August 2024

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

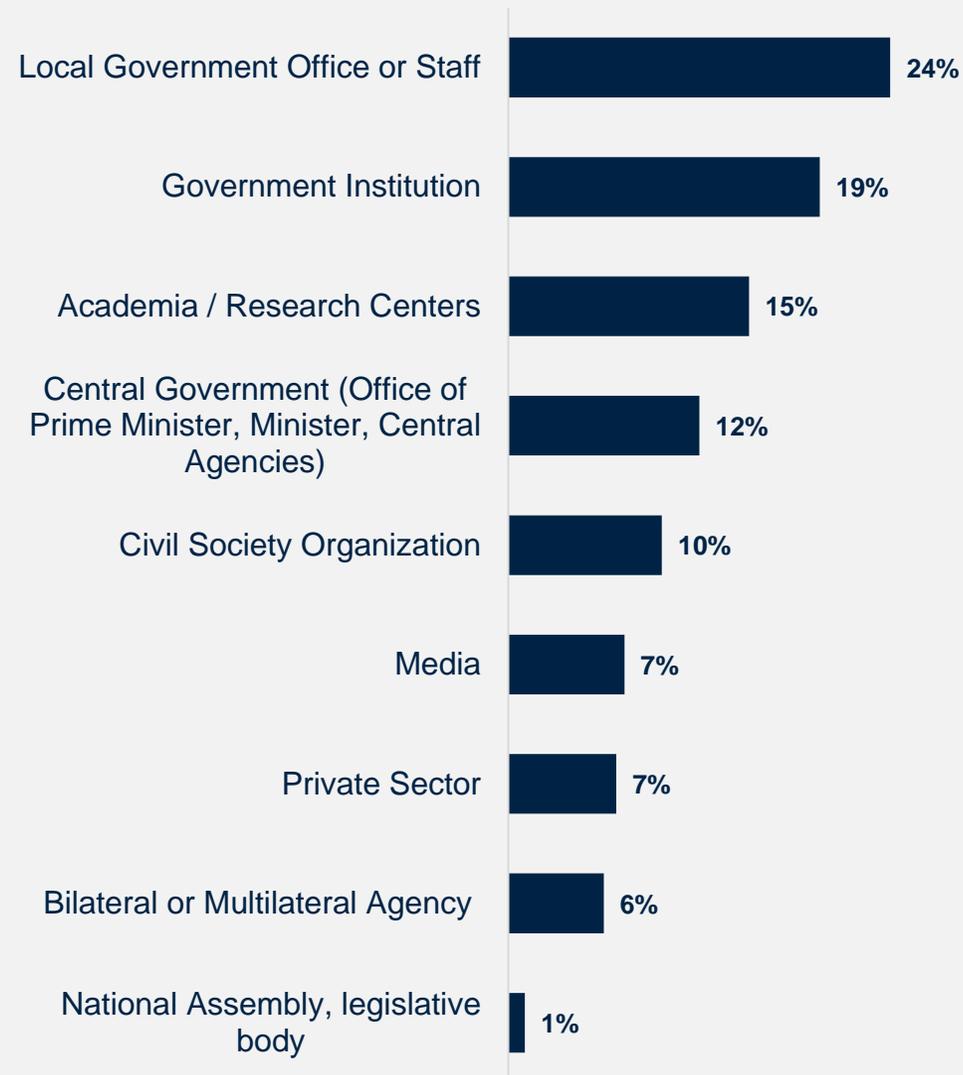
■ 389 participants (39% response rate)

- 62% from Hanoi
- 78% currently collaborate with the WBG

■ Compared to FY20 Country Survey

- 580 participants (56% response rate)
- Respondents completed the questionnaire online and on paper
- 58% collaborated with the WBG

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



What is your primary professional affiliation?
(Select only 1 response) (Percentage of Respondents, N=389)

Overall Context

“In recent years, the World Bank Group has operated very effectively in Việt Nam. But in my opinion, the most important thing the World Bank Group can do to further improve operational efficiency in Việt Nam is to prioritize cooperation and funding in the Education and Health sectors. This is an investment in people.

People in any era, in any political regime (of which Việt Nam is no exception), are always the subject, the important factor in creating, building, developing, and having decisive significance. [They] determine the survival of each nation...”

(Central Government Respondent)



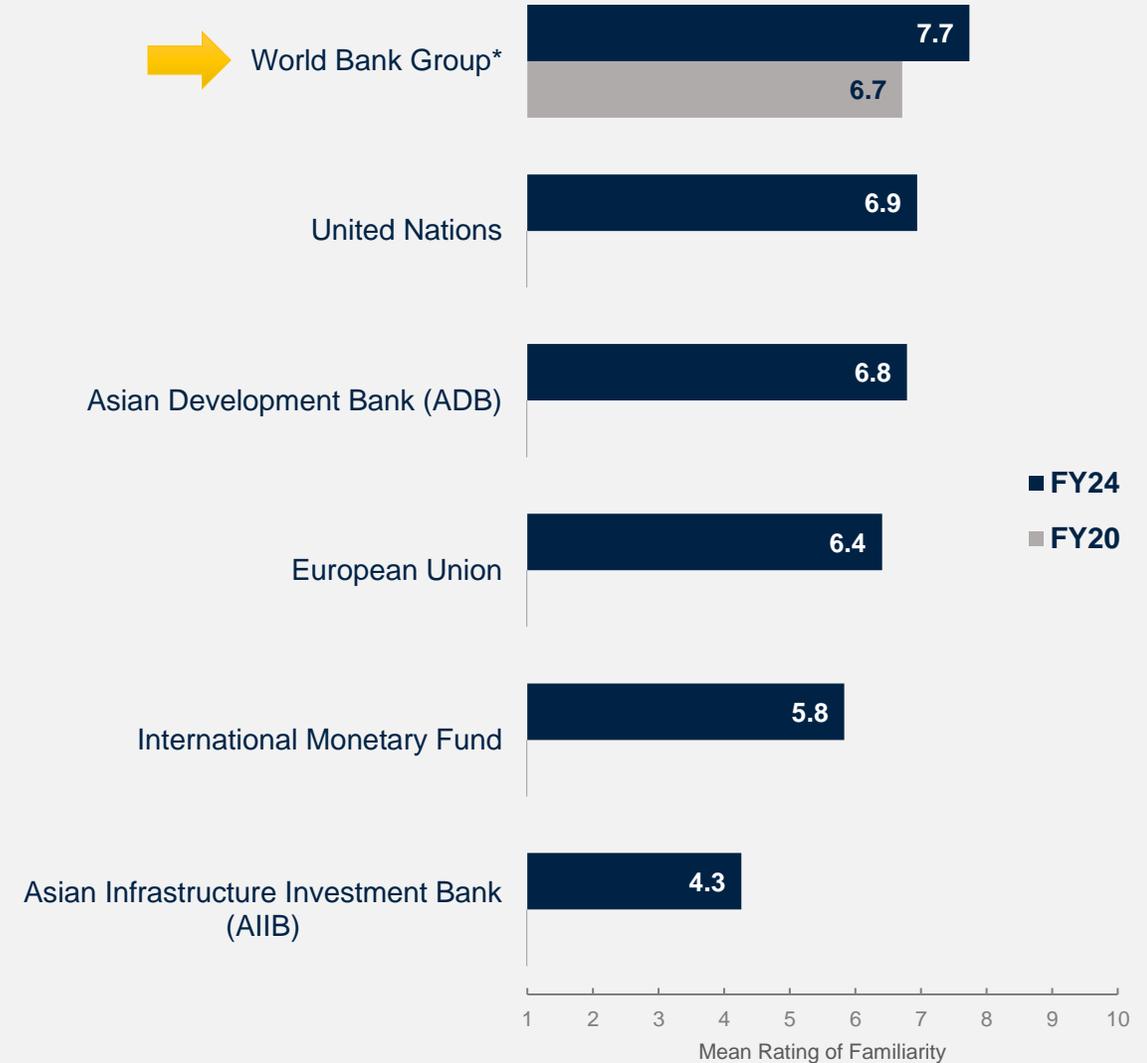
WORLD BANK GROUP



In your opinion, what is the most important thing the World Bank Group could do to increase its effectiveness in Việt Nam? (N=232)

Stakeholders Most Familiar with the WBG, UN and ADB

- Respondents in this year's Country Survey were asked to indicate their familiarity with the work of several international organizations and the World Bank Group (WBG). Of these organizations, respondents in Việt Nam indicated the highest levels of familiarity with the work of the World Bank Group, followed by the United Nations and Asian Development Bank. Respondents were least familiar with the work of the Asian Infrastructure Investment Bank (AIIB).
- Respondents' familiarity with the WBG in this year's survey was significantly higher than in FY20.



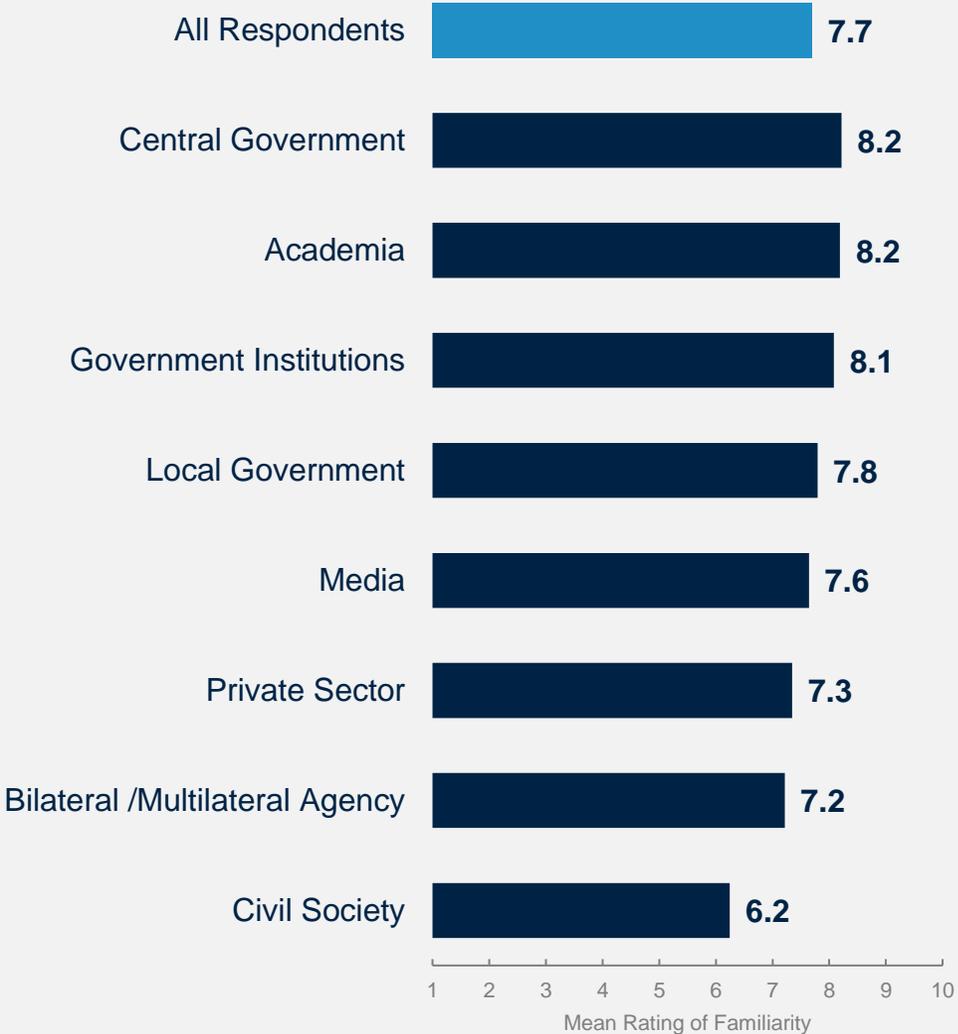
Familiarity with the World Bank Group

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

Mean familiarity: **Collaborate with WBG = 8.1**

Do not collaborate = 6.6

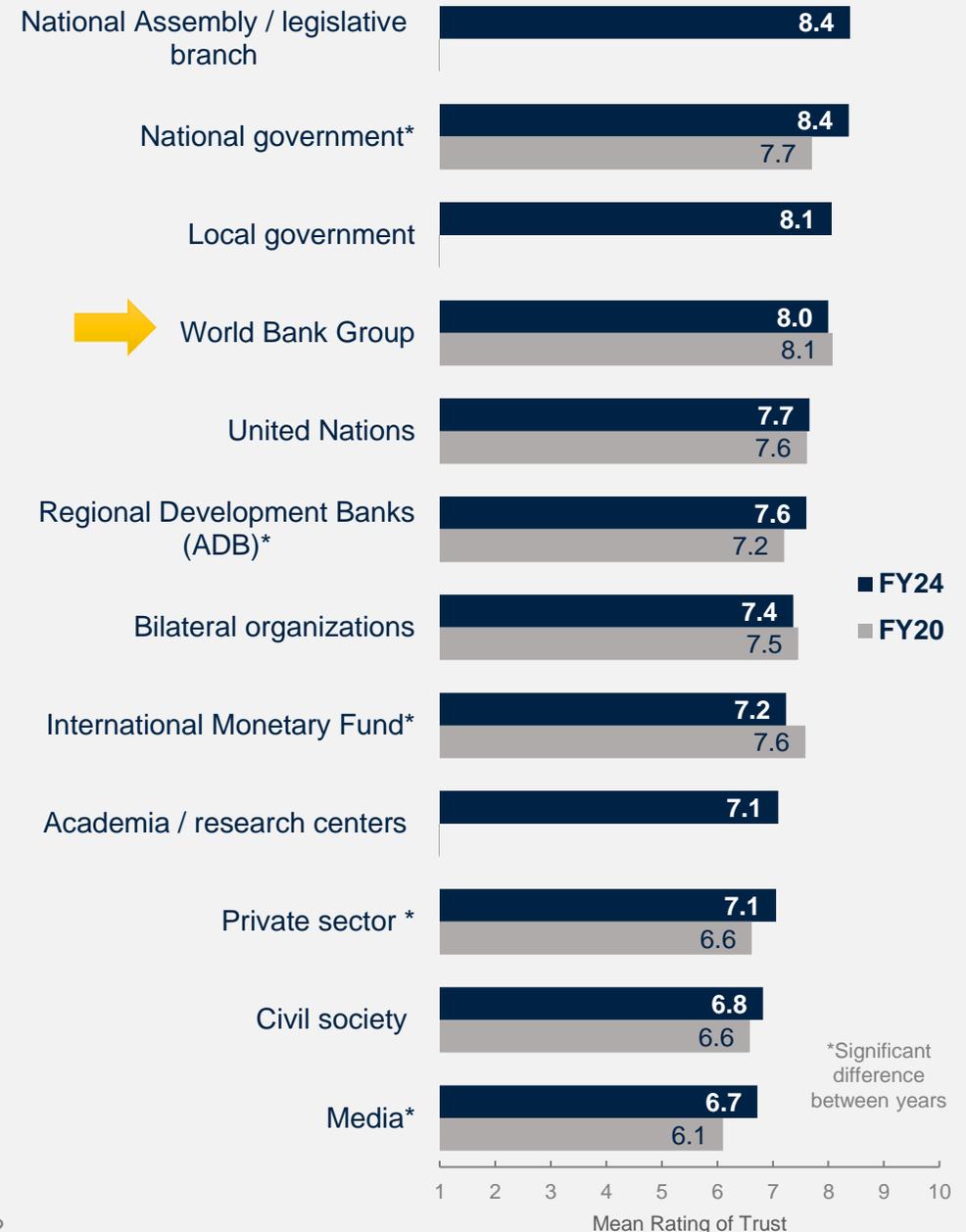
- **Stakeholders:** Respondents from across stakeholder groups reported statistically similar levels of familiarity, with respondents from the **central government** and **academia** slightly more familiar with the work and respondents from **civil society** less familiar.



Trust in WBG Remains High and Stable

In FY24, respondents in Việt Nam gave the **highest trust ratings** for the National Assembly and national and local government, followed by the WBG.

- While most stakeholders expressed high trust in the WBG, civil society, and the private sector respondents had significantly lower ratings than other stakeholder groups (mean = 7.1 and 7.4, respectively).
- Trust ratings for the national government, private sector, regional development banks, and media have significantly increased since FY20, while the IMF's trust ratings have decreased.



Overall Attitudes toward the World Bank Group

“...It is recommended to mobilize and use experts with a practical understanding of development needs in regions and localities of Việt Nam to consider proposals and recommendations on urgent and necessary contents to serve development. It is better to use foreign experts who do not have a deep understanding of the actual conditions in Việt Nam or consider only on a theoretical and academic basis.”

(Government Institution Respondent)



WORLD BANK GROUP



In your opinion, what is the most important thing the World Bank Group could do to increase its effectiveness in Việt Nam? (N=232)

Key Performance Indicators

In FY24, a majority of respondents agreed with the statement that the WBG **ends poverty and reduces inequality**.

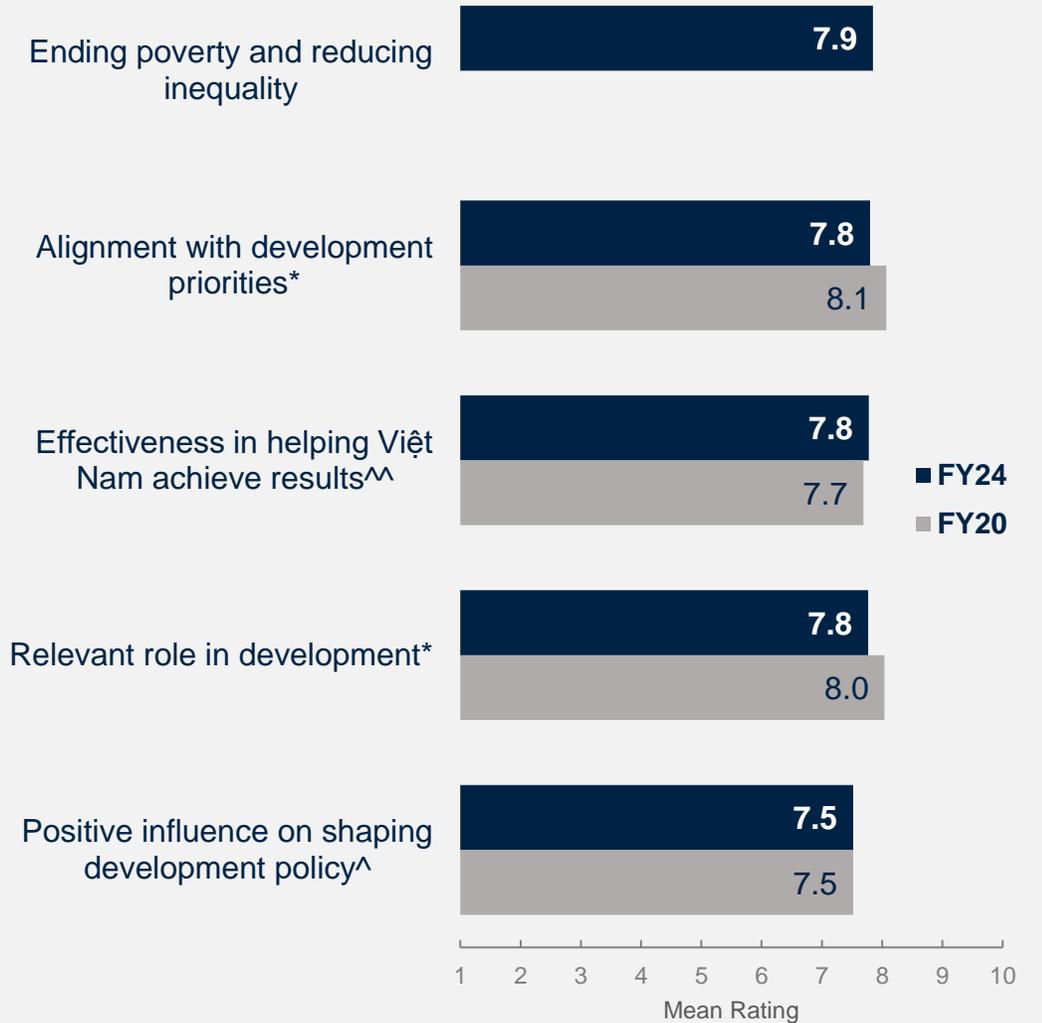
Fewer respondents this year reckon that WBG **aligns with the development priorities** and **plays a relevant role in development** compared to FY20 results. However, despite the decreased ratings, the perception of these KPIs remains high.



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

^In FY20, the question was: "To what extent does the World Bank Group influence the development agenda in Việt Nam? Scale: 1 To no degree at all – 10 To a very significant degree"

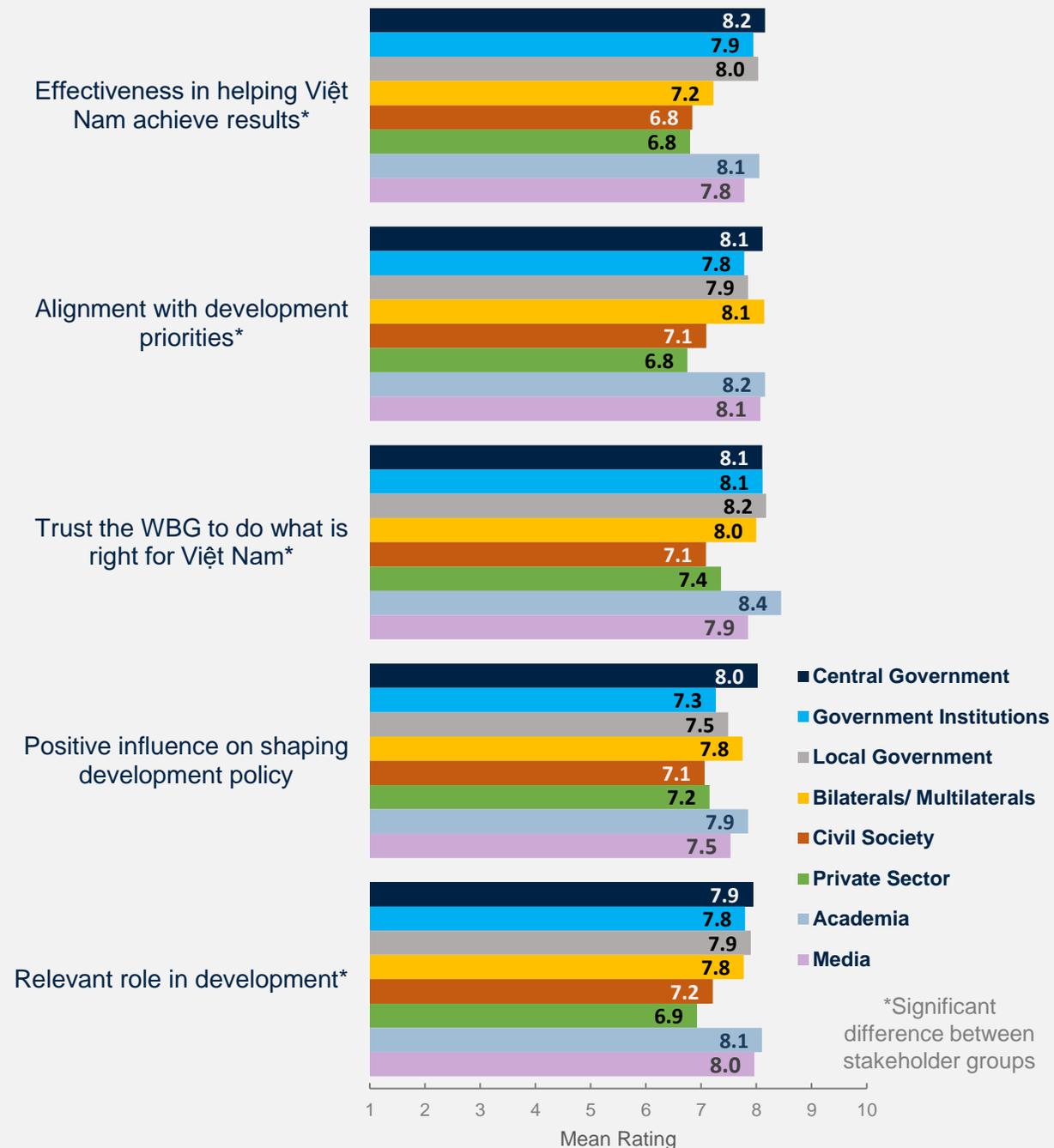
^Compared to a mean score of the two questions asked in FY20: "Overall, please rate your impression of the WBG's effectiveness in Việt Nam. Scale: 1 Not effective at all – 10 Very effective; To what extent does the WBG's work help to achieve development results in Việt Nam? Scale: 1 To no degree at all – 10 To a very significant degree"



*Significant difference between years

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

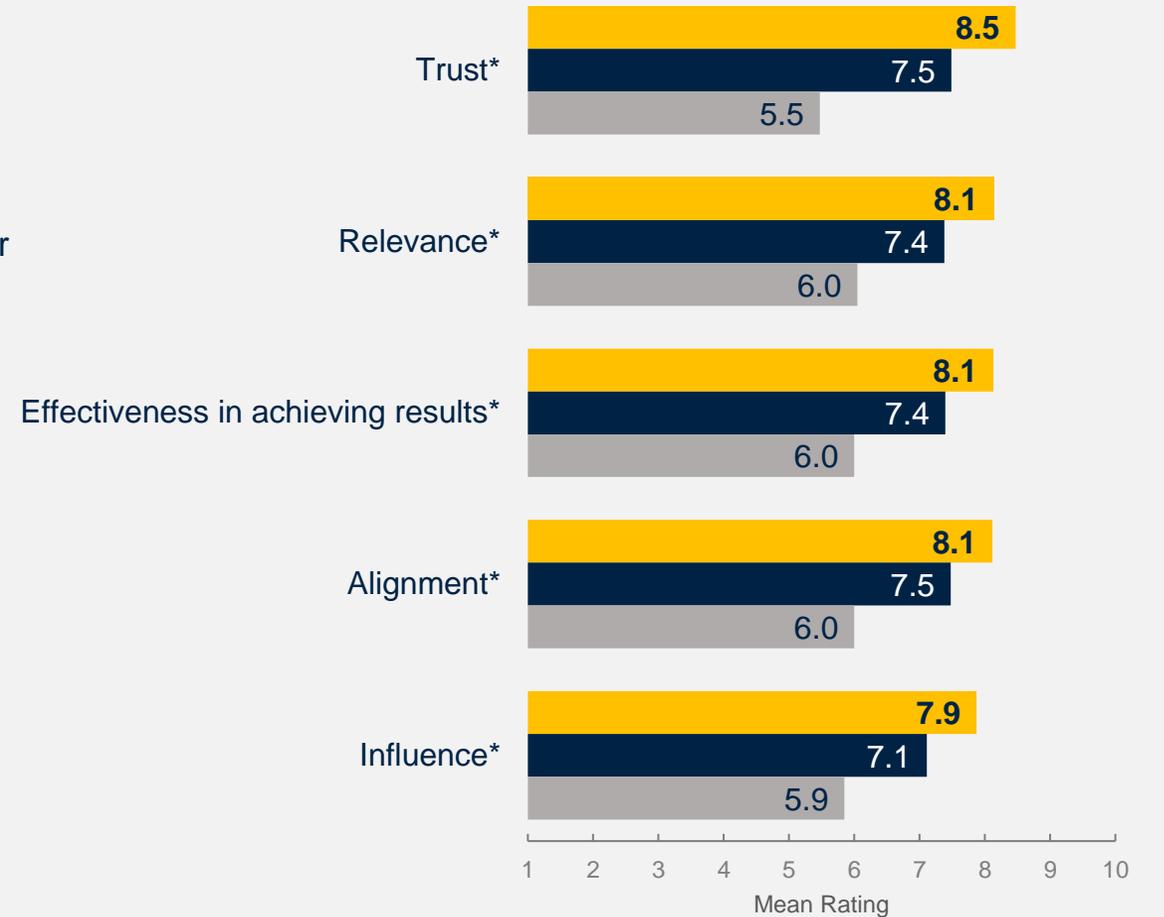
Comparisons of ratings for key performance indicators between stakeholder groups show that respondents from **central government** and **academia** have the highest ratings for the WBG work across all KPIs. In contrast, private sector and civil society respondents had significantly lower ratings.



Familiarity Leads to More Positive Perceptions

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

Meaningful engagement and outreach can continue to increase positive perceptions.



How familiar are you with the work of the WBG in Việt Nam?

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

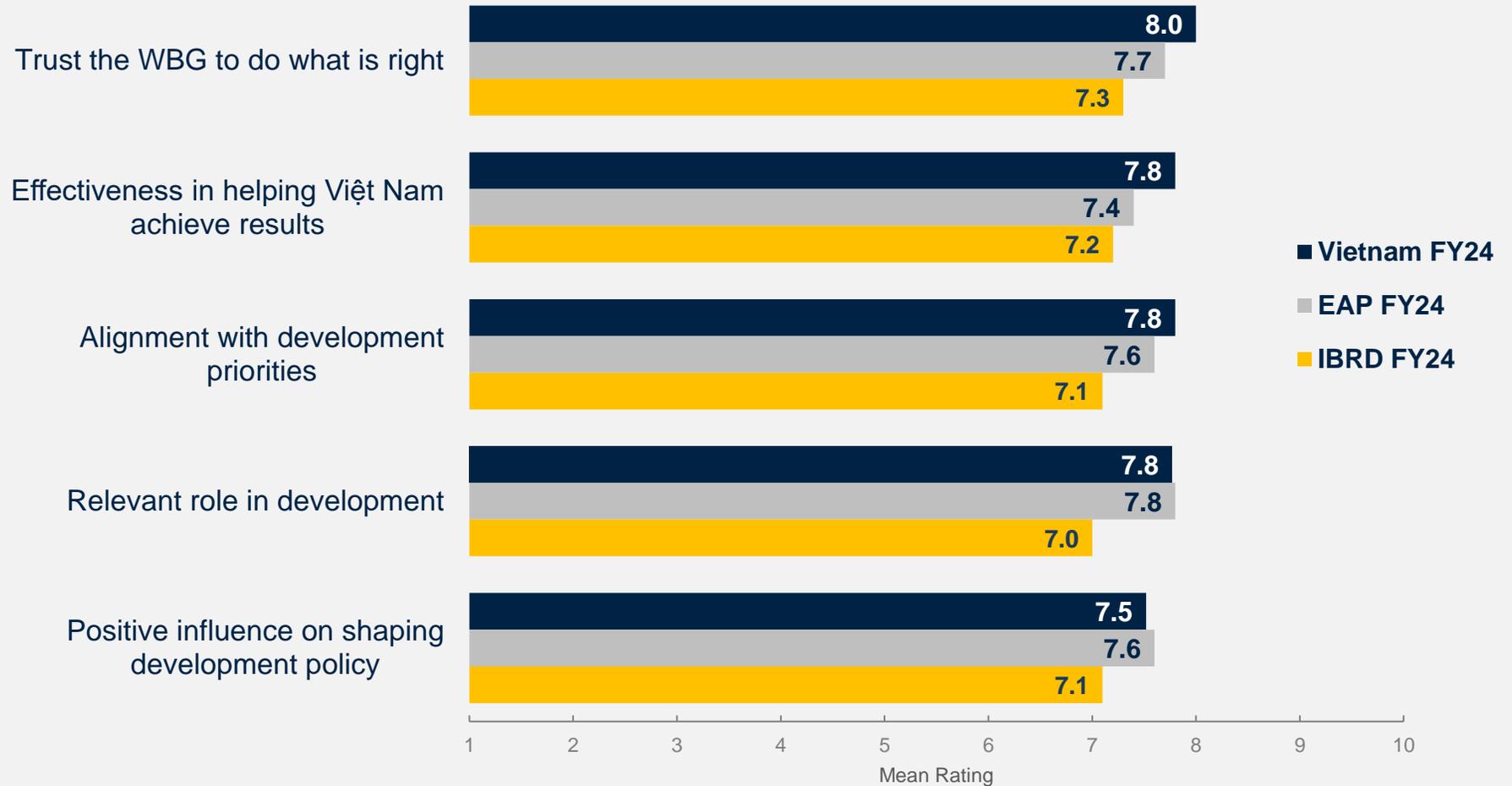
*Significant difference between levels of familiarity



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



Việt Nam's Key Performance Indicators are Notably Higher than those of other EAP and IBRD Countries Surveyed in FY24



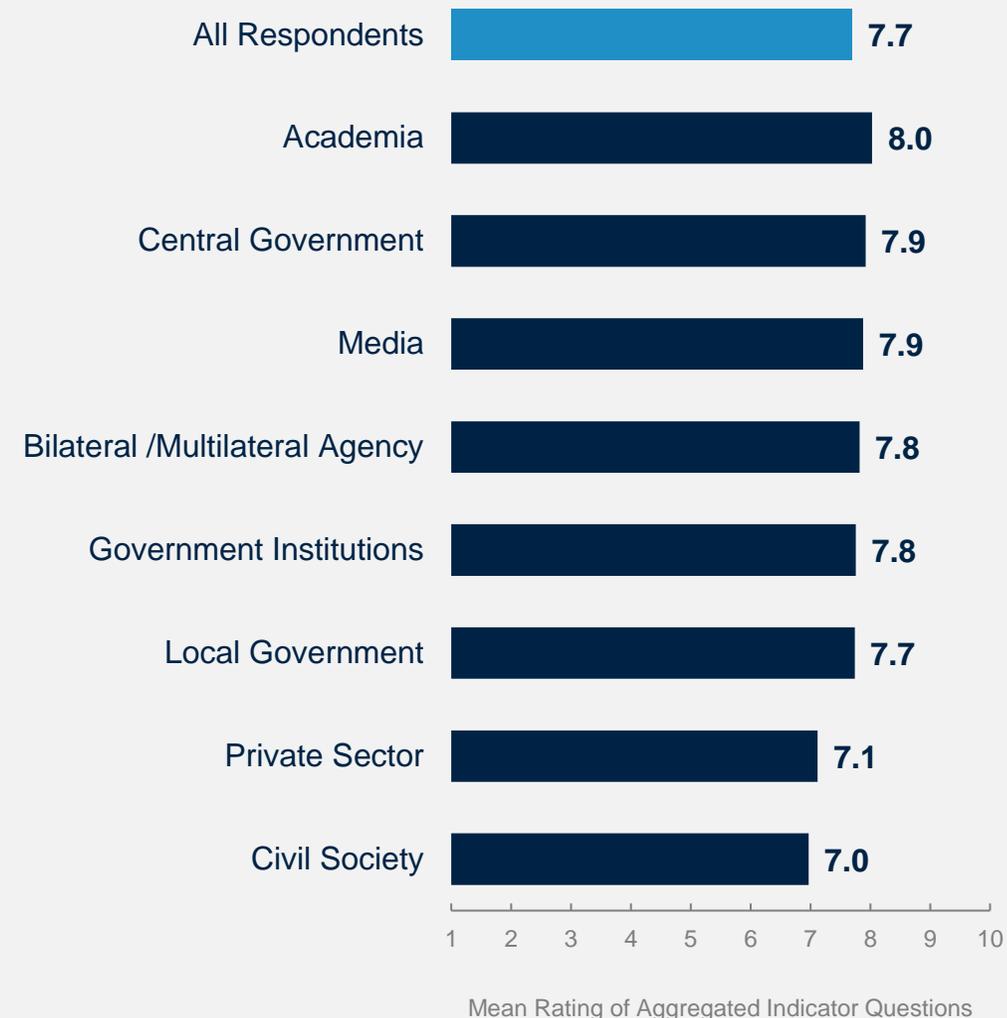
Stakeholder Trends Across Performance Indicators

Respondents from academia, central government, and media had the highest mean rating across the aggregated responses to the nineteen COS indicator questions. In contrast, respondents from the private sector and civil society had significantly lower ratings.

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

Mean rating: **Collaborate with WBG = 8.2**

Do not collaborate = 7.2



World Bank Group's Support for Development Areas

“Focus on:

- (i) Climate change and enhanced adaptation;*
- (ii) Effective management of natural resources; and*
- (iii) Eliminate hunger and reduce poverty, narrow the gap between rich and poor.”*

(Government Institution Respondent)



WORLD BANK GROUP



In your opinion, what is the most important thing the World Bank Group could do to increase its effectiveness in Việt Nam? (N=232)

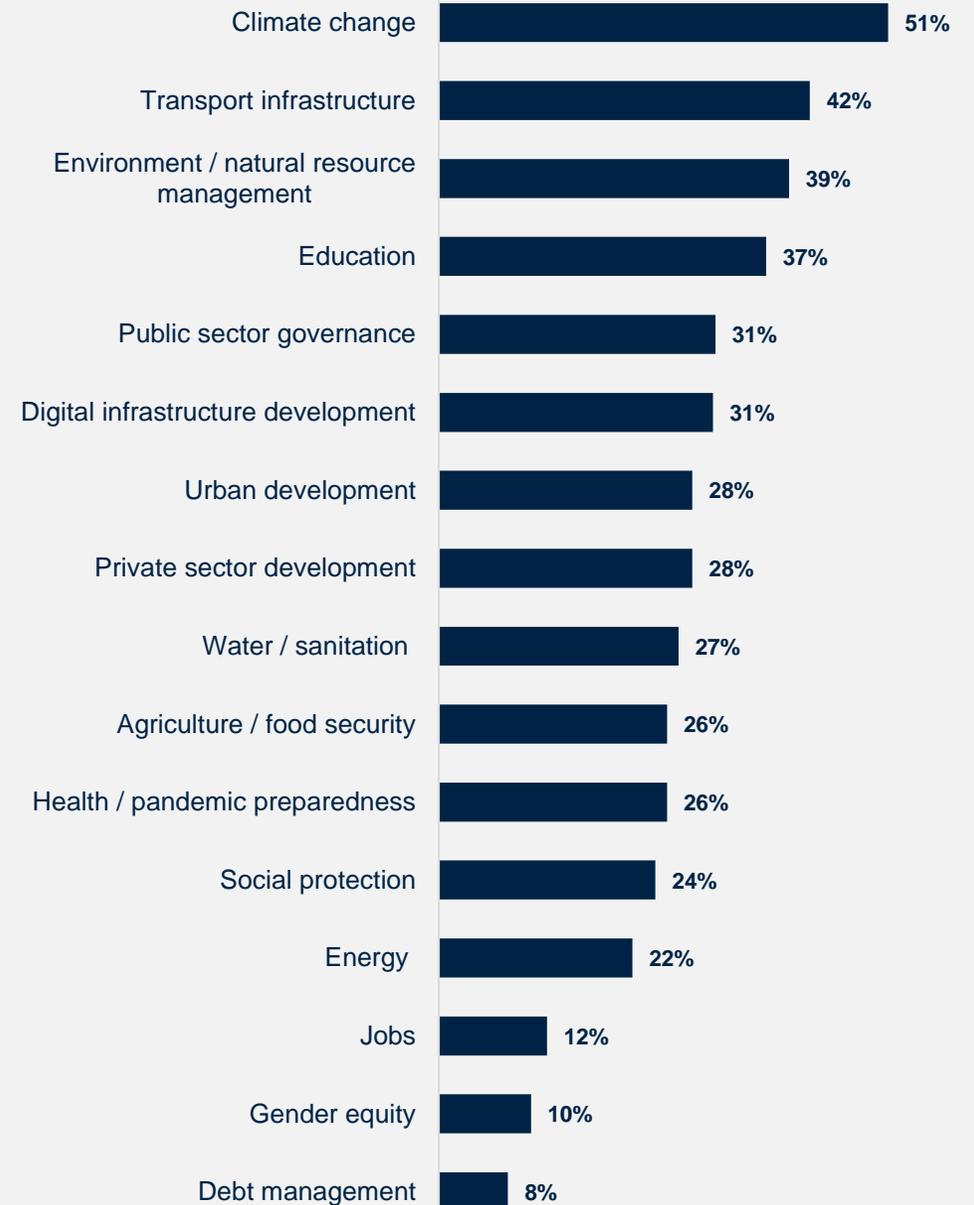
Development Areas for WBG Focus

As in FY20, climate change was the #1 priority for the WBG's focus emphasized by respondents this year. The perceived importance of **transport infrastructure** increased from 16% in FY20 to 42% in FY24 and became the #2 priority for stakeholders, with particular emphasis placed by government officials.

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

“Increase capital funding for Việt Nam, focusing on national key, large-scale projects such as projects on green transformation, digital transformation, strategic transport development, urban railways, and renewable energy. electricity generation and transmission, smart agriculture, low-carbon development, and response to climate change.” (National Assembly Respondent)

“Providing preferential loans and non-refundable funds for the Việt Nameese government (Central and Local) to develop economic infrastructure, social security, enhance community capacity, and protect the sustainable environment.” (Local Government Respondent)

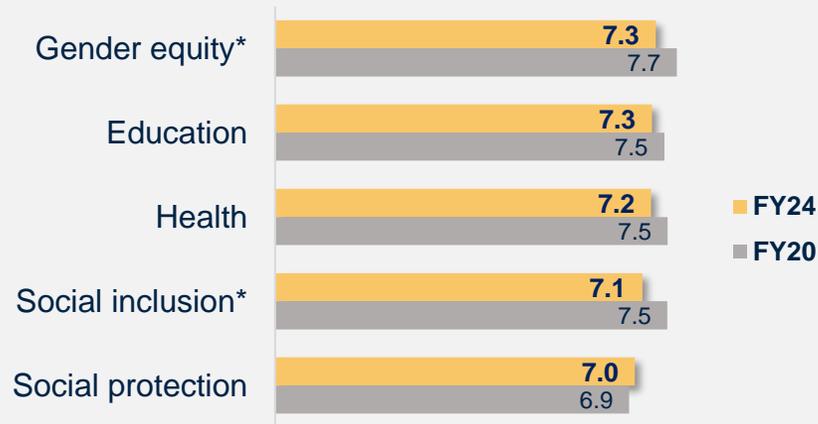


Which areas should the WBG prioritize to have the most impact on development results in Việt Nam? (Select up to 5)
(Percentage of Respondents, N=386)

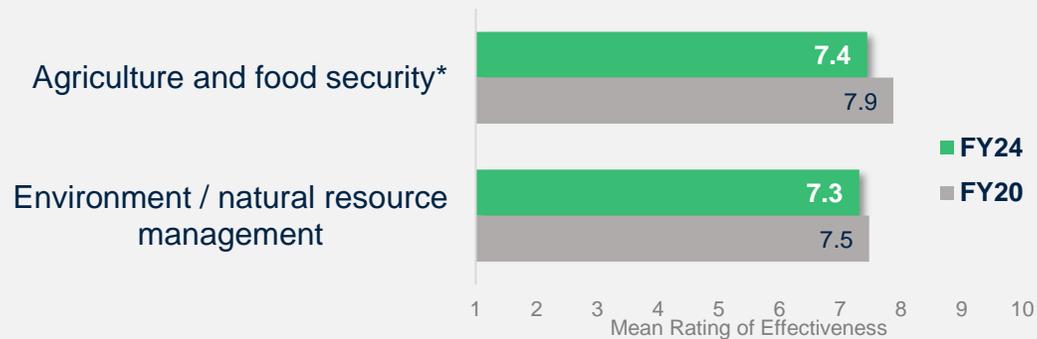
Effectiveness of WBG's Sectoral Support

The WBG's work in **regional integration, climate change mitigation, water supply, and transport** received the highest effectiveness ratings. However, perceptions of effectiveness decreased notably for gender equity, agriculture and food security, water and sanitation, urban development, and social inclusion.

Human Development

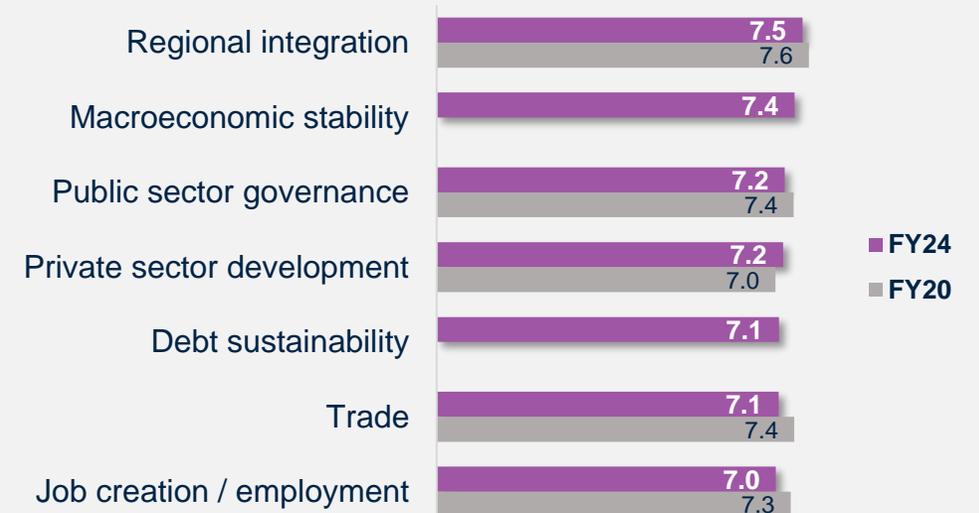


Environmental Sustainability

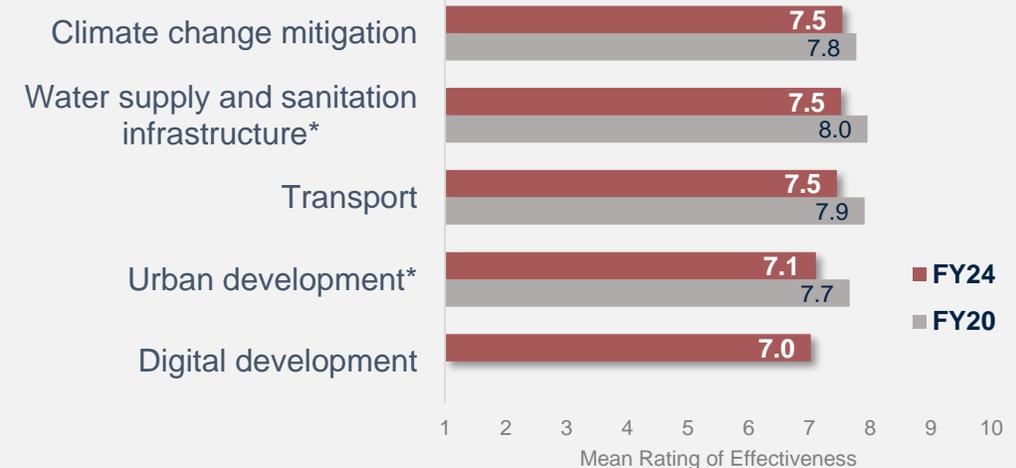


*Significant difference between years

Finance / Institutions / Economic Growth



Infrastructure



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

“The World Bank analytical work and project design are very good. I believe the effectiveness of delivering outputs and outcomes might be strengthened by establishing partnerships with development partners and other stakeholders for the actual project implementation.”

(Bilateral/Multilateral Agency Respondent)

“Collaborate more with non-governmental organizations as well as the private sector and survey people to come up with more effective projects.”

(Government Institution Respondent)



WORLD BANK GROUP



In your opinion, what is the most important thing the World Bank Group could do to increase its effectiveness in Việt Nam? (N=232)

The WBG Seen as a Long-Term Partner

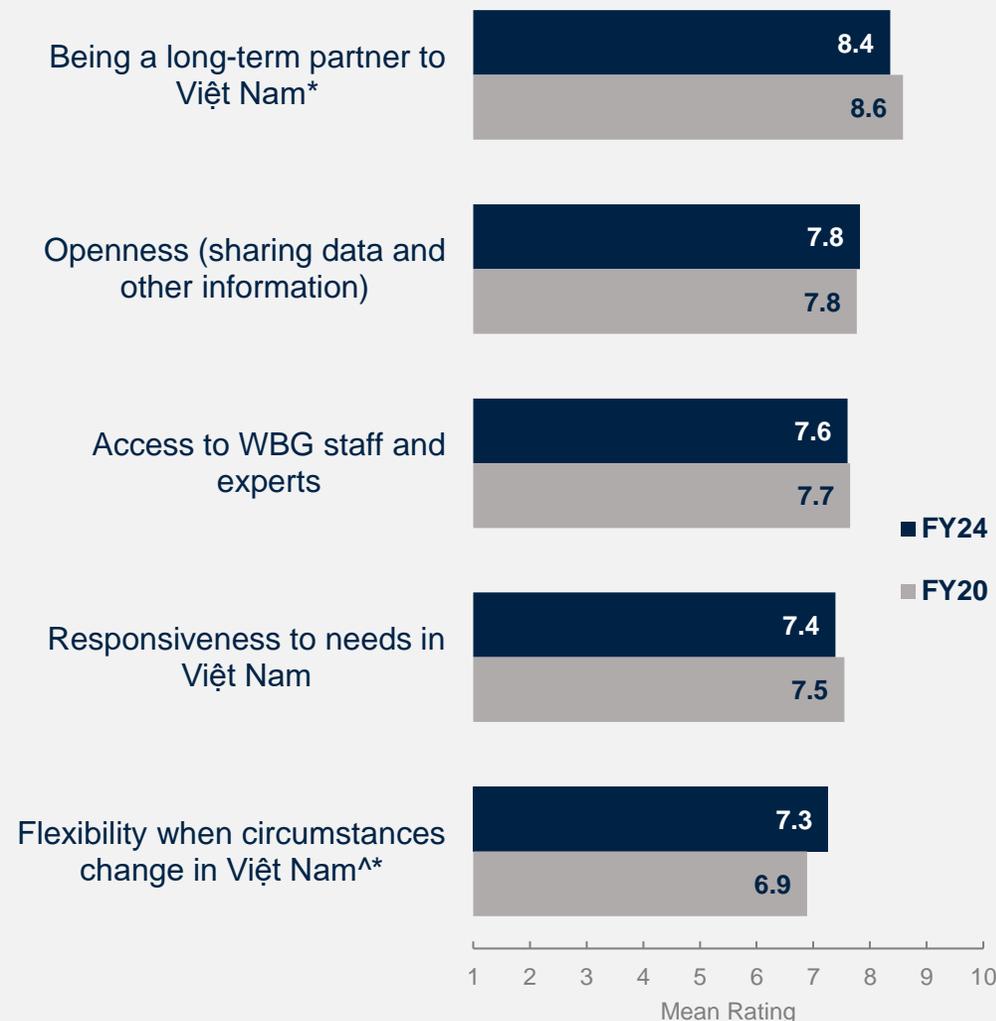
In FY24, respondents continued to see the WBG as a **long-term partner** that **openly shares the data** with accessible staff and experts. This year, stakeholders perceived the WBG as significantly more **flexible** when circumstances change in Việt Nam than in FY20.

- Of note, respondents from civil society have significantly lower perceptions of **access to WBG staff and experts** than other stakeholder groups (mean = 6.3).

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

“Strengthen cooperation with the private sector to promote and support the development of projects implemented in Việt Nam.”
(Private Sector Respondent)

“Strengthen links with local authorities, grasp local realities to have the most effective activities that the World Bank Group is interested in.”
(Government Institution Respondent)



*Significantly different between years



To what extent is the WBG an effective development partner in Việt Nam, in terms of each of the following?

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

[^]Compared to the mean of institutional flexibility and flexibility to changes in country context asked in FY20.

The WBG Seen as Effectively Collaborating with Stakeholders

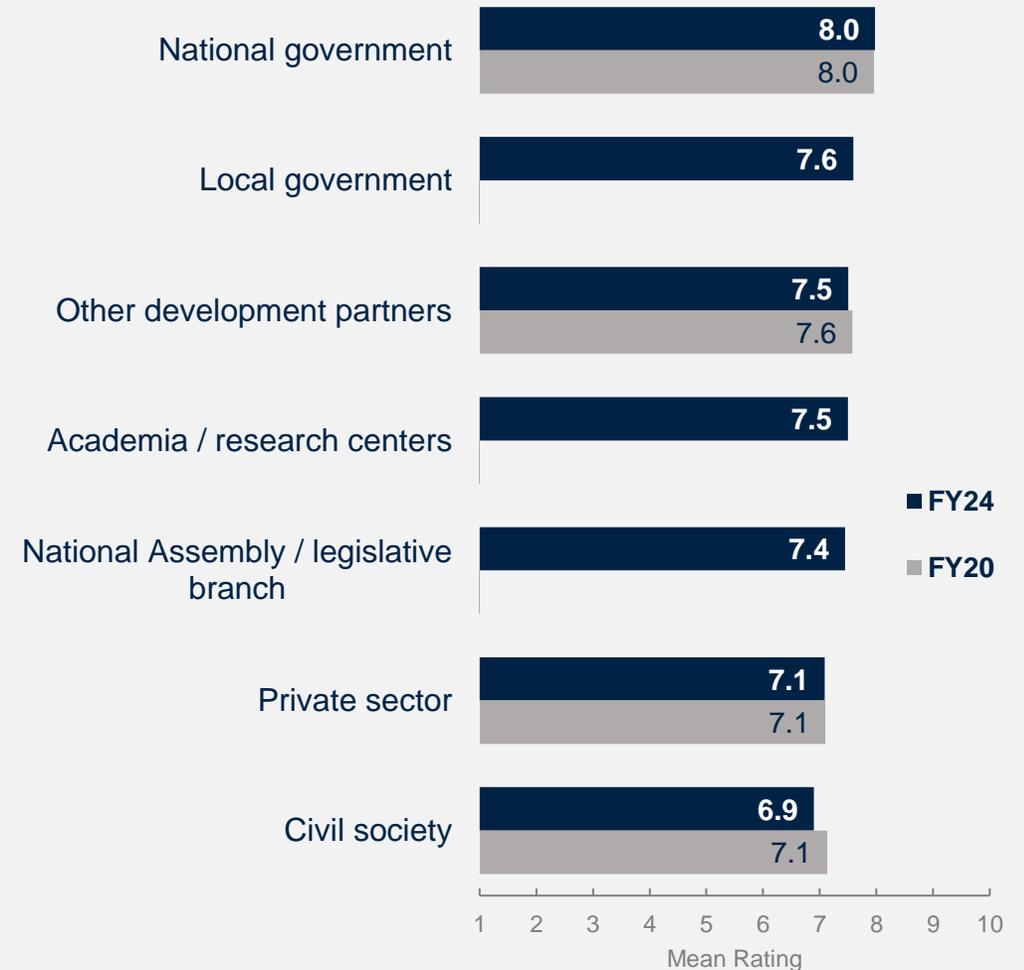
In FY24, respondents continue to see the WBG collaborating well with the **national government, other donors and development partners, and the private sector**. Perceptions of collaboration with civil society have gone down since FY20. However, the difference has not reached statistical significance.

- Respondents from bilateral/multilateral agencies and civil society had the lowest rating of collaboration with civil society (both means = 5.5). Respondents from the local government gave the highest evaluations of the WBG’s collaboration with the local government (group means = 8.1).

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

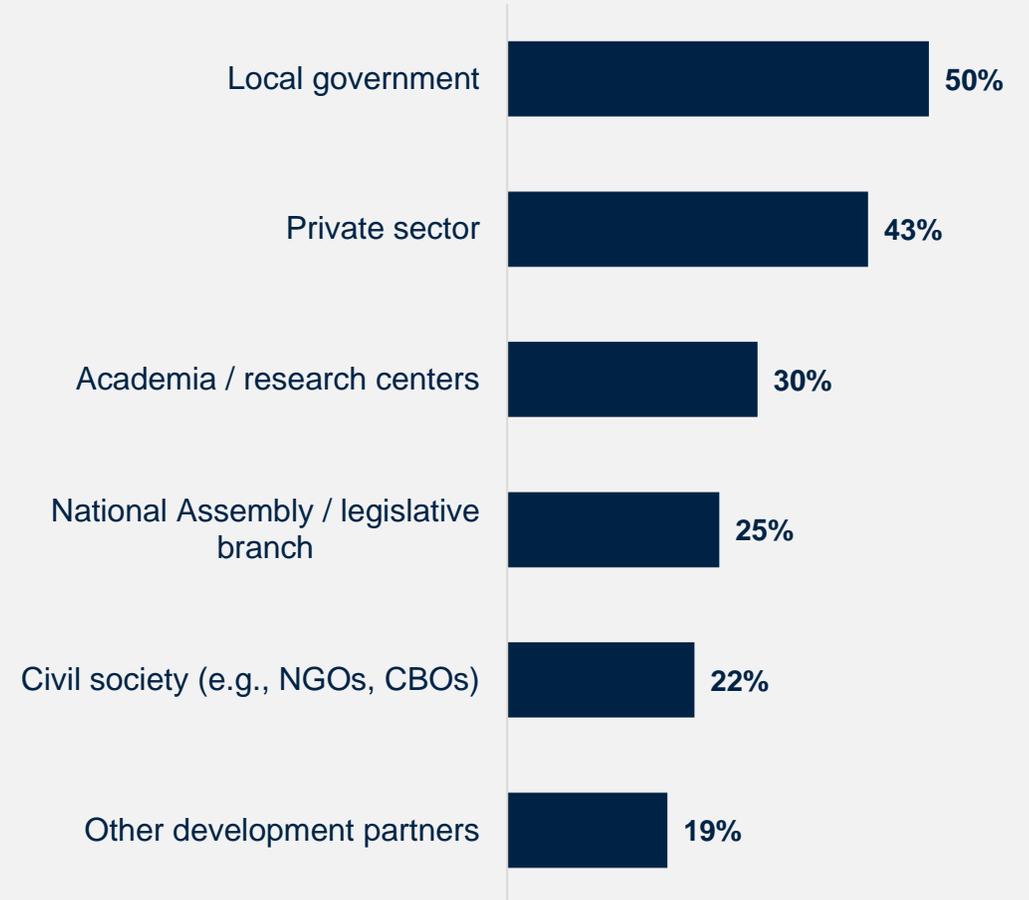
“Increase collaboration with other stakeholders and development partners in Việt Nam to create synergies and avoid duplication.”

(Bilateral/Multilateral Agency Respondent)



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

- Respondents from **civil society** would like the WBG to collaborate more with **civil society (82%)** and the **private sector (42%)**.
- Respondents from **the media** would like the WBG to collaborate more with the **private sector (75%)** and **local government (50%)**.
- Respondents from **government institutions** would like the WBG to collaborate more with **local government (75%)** and **private sector (46%)**.



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

“WBG needs to work more with NGOs and the private sector.”

(Civil Society Respondent)

“Understand Việt Nam's context, work with many parties from government, businesses to civil society to have a balanced and comprehensive view.”

(Civil Society Respondent)



World Bank Group's Financial Instruments and Knowledge Work

“Reduce emphasis on lending and more on analytical work and consensus building with other stakeholders, including government, donors, academia, and NGOs. Collaboration with other actors would improve World Bank analytical work, which is high quality but would benefit from greater knowledge of/awareness of the local context.”

(Bilateral/Multilateral Agency Respondent)



WORLD BANK GROUP



In your opinion, what is the most important thing the WBG could do to increase its effectiveness in Việt Nam? (N=232)

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

In FY24, **financial resources** were considered the WBG's greatest value to Việt Nam, followed by **technical assistance** and implementation support.

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

"In order to help improve the efficiency of the World Bank's operations, the World Bank Group is requested to have more cheap capital sources, with low lending interest rates and long loan terms."

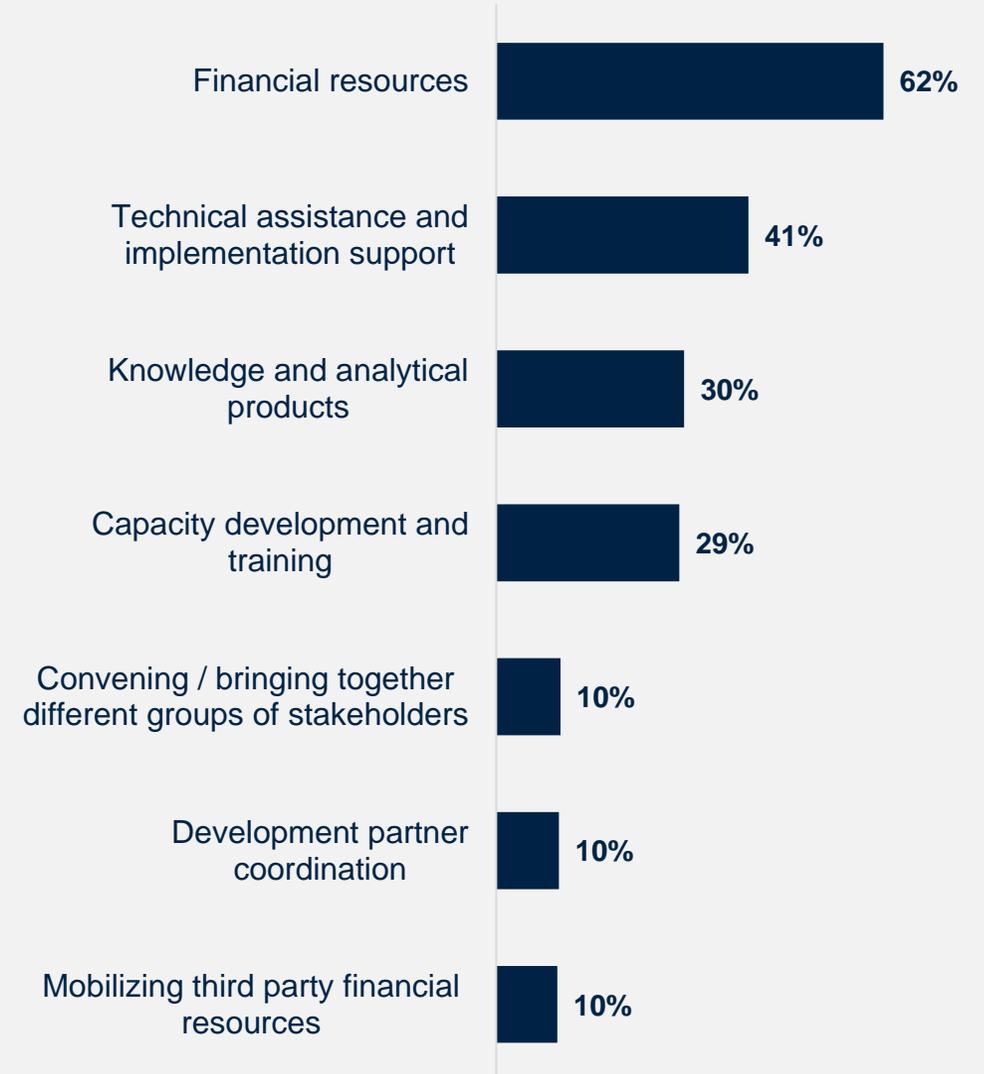
(Government Institution Respondent)

"Increase non-refundable grants to support educational development and digital transformation in education, especially for disadvantaged areas."

(Academia Respondent)

"Lending at preferential interest rates for infrastructure construction projects in poor localities"

(Local Government Respondent)



Which WBG instruments do you VALUE the most in Việt Nam? (Select up to 2)
(Percentage of Respondents, N=387)

The WBG is Seen as Effectively Monitoring and Evaluating Projects and Insisting on Accountability through Lending

Regarding WBG’s financial instruments, the ratings in FY24 stayed consistently high. Respondents had the highest levels of agreement that the WBG **effectively monitors and evaluates the projects** it supports in Việt Nam and **insists on accountability** through its lending.

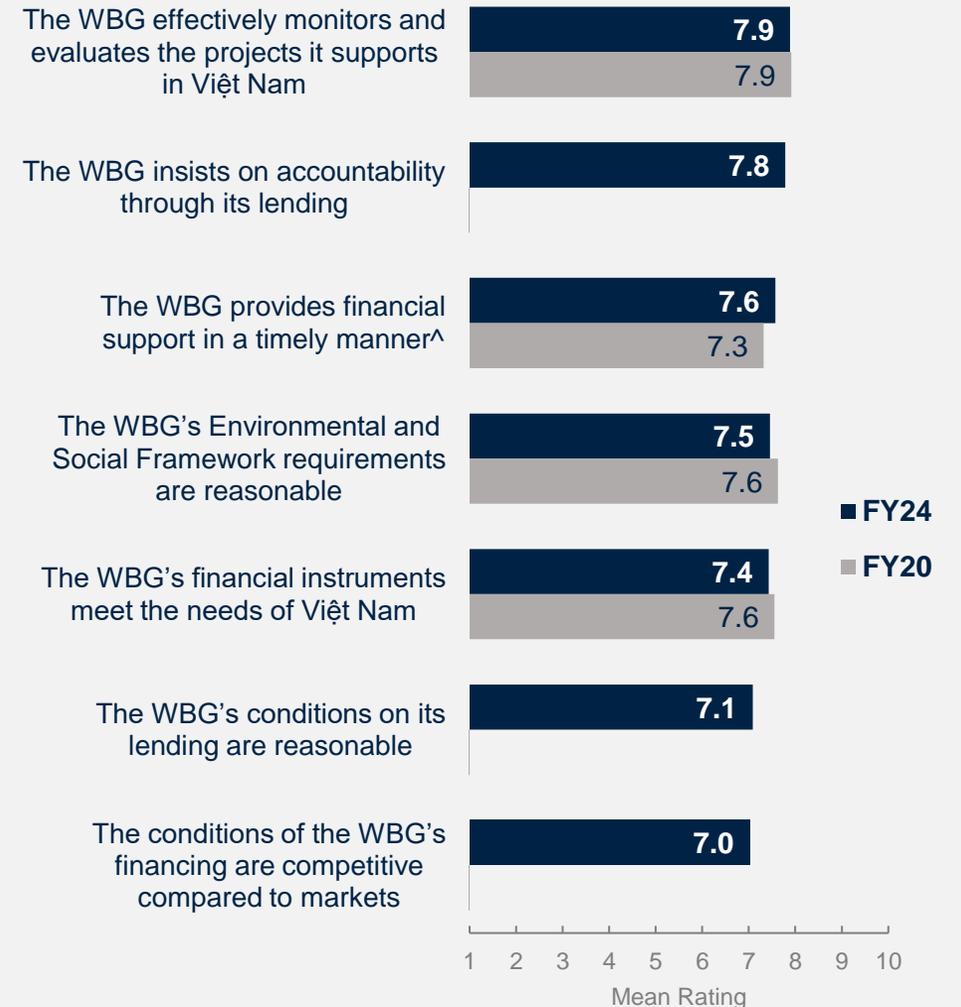
In your opinion, what is the most important thing the WBG could do to increase its effectiveness in Việt Nam?

“Increase the proportion of the budget to support local non-governmental organizations or use it as a lever to mobilize capital from the private sector to increase investment efficiency.”

(Local Government Respondent)

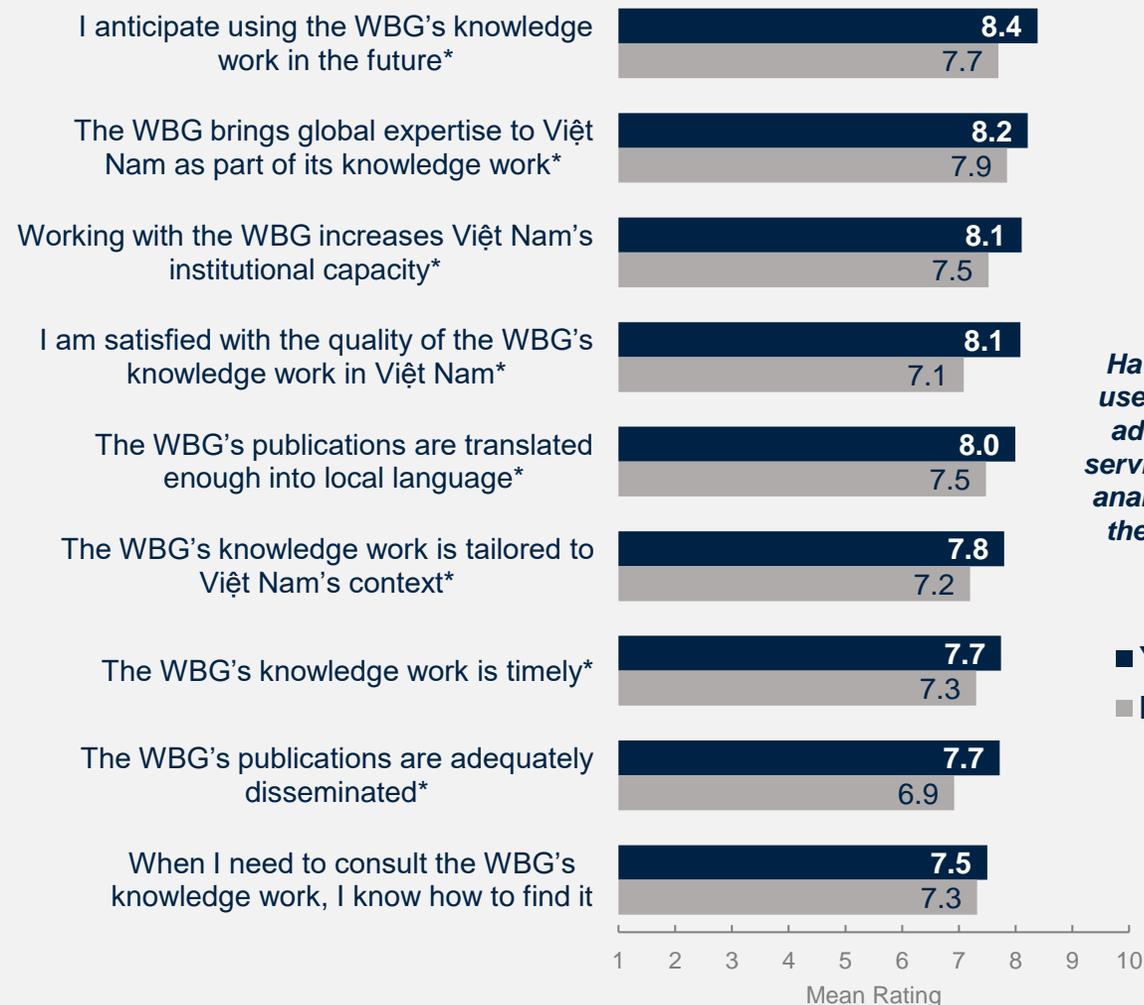
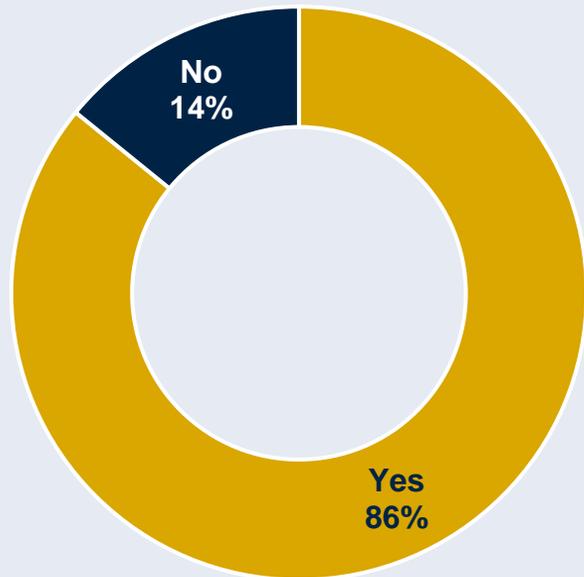
“Greater and easier access to grant funding for specialist delivery partners in areas of WBG focus enabling impactful projects to support targeted groups.”

(Civil Society Respondent)



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

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



Have you used WBG advisory services and analytics in the past?

■ Yes
■ No

*Significant difference between groups

WBG Knowledge Work is Perceived as Bringing Global Expertise and Increasing Institutional Capacity

Ratings for WBG’s knowledge products remain stable and high, with a significant increase in the perception of **knowledge work contribution to the development results** and **bringing global expertise**; knowledge work is timely and increasing the **institutional capacity** of Việt Nam. Respondents had the highest levels of agreement that they anticipate using the WBG’s knowledge work in the future.

- Respondents from the **private sector** and **civil society** agree less that the WBG’s publications are adequately disseminated (means =6.8 and 7.1, respectively).

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

“Capacity building for central and local officials in Việt Nam. Share international experiences in areas that Việt Nam needs to learn.” (Central Government Respondent)



To what extent do you agree/disagree with the following statements? Scale: 1 Strongly disagree – 10 Strongly agree
 How significant a contribution do you believe the World Bank Group’s knowledge work and activities make to development results in Việt Nam? Scale: 1 Not significant at all – 10 Very significant
 ^Compared to "Are a source of relevant information on global good practices" asked in FY20.

*Significantly different between years

The Future Role of the World Bank Group in Việt Nam



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

Provide training, build capacity, increase engagement with non-government agencies, and tailor operations to local contexts

Knowledge 25%

- More training/capacity building
- More tailored analysis of Việt Nam's economy and development needs

Communications 4%

- More promotion/awareness of the WBG's work
- Greater partnership with the media

Results 2%

- Reduce bureaucracy

Financial Support 11%

- More grants and concessional lending
- Private sector funding



Focus Area 22%

- Climate change
- Education
- Governance / corruption
- Environmental sustainability

Engagement 22%

- More engagement with civil society and the private sector
- More collaboration with sub-national government
- Coordination with other development partners

Operational Effectiveness 12%

- Tailor operations to the local context
- More flexibility to adapt to local circumstances



In your opinion, what is the most important thing the WBG could do to increase its effectiveness in Việt Nam? (N=232)

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

Knowledge

“Increase training/open training classes/organize seminars/provide documents on related issues. Work and support to implement specific projects locally.”
(Local Government Respondent)

“Focus on training to improve the qualifications of policymakers in Việt Nam and localities, through open professional and skill classes on development priorities, expand the mobilization of local experts to participate in research activities of the World Bank, and fund universities to upgrade policy training.” (Academia Respondent)

“Strengthen leadership and strategic management capacity and skills, especially national governance capacity and regional linkage development”
(Central Government Respondent)

Financial Support

“Increase the proportion of the budget to support local non-governmental organizations or use it as a lever to mobilize capital from the private sector to increase investment efficiency.”
(Civil Society Respondent)

“Long-term preferential loans for infrastructure investment.”
(Local Government Respondent)

“To put the initiatives into practical use, the World Bank Group should have a separate budget to finance pilot projects.” (Local Government Respondent)

Engagement

“In the context of the increasingly clear division in Việt Nam, the World Bank needs to cooperate more deeply with the civil society sector to have more complete and multi-dimensional information, especially about weak groups and areas.”
(Civil Society Respondent)

“There needs to be a mechanism to expand further the participation of stakeholders, especially beneficiaries and consultants.” (Academia Respondent)

“Listen to the actual needs of localities and units in designing intervention activities”
(Central Government Respondent)

“Cooperate directly with development organizations to reduce the influence of central agencies.”
(Academia Respondent)

Results

“Try to push harsh accountability to make every Vietnamese state official, manager, or recipient personally accountable for every dollar of funding they receive and use from WBG.”
(Government Institution Respondent)

“In addition to solution and financial support, there is a need to monitor and evaluate the results and effectiveness of project implementation.” (Academia Respondent)



In your opinion, what is the most important thing the WBG could do to increase its effectiveness in Việt Nam? (N=232)

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

Operation Effectiveness

“The most important thing to improve the effectiveness of World Bank operations in Việt Nam is to ensure harmony between economic development and environmental protection. For example, activities to support the application of clean technology and clean energy, ensuring sustainable development.” (Government Institution Respondent)

“Harmonize processes, procedures, and regulations in accordance with Vietnamese regulations related to project management organizations as well as environmental and social fields.” (Central Government Respondent)

“Reorganizing and restructuring the organization, the World Bank at the center needs to decentralize more power to the World Bank in other countries to be more flexible in meeting Việt Nam’s requirements. No need for any problem must go through the center, especially research to improve development institutions, focusing on warnings and challenges that need to overcome the middle-income trap.” (Central Government Respondent)

“Coordinate with competent and specialized agencies to implement and handle the approval process and carry out procedures quickly, on time, and on schedule.” (Central Government Respondent)

Focus Area

“Stabilize the macro economy, promote physical infrastructure and general institutions.” (Local Government Respondent)

“Promote transparency in public administration, improve capacity to develop policies and laws.” (National Assembly Respondent)

“Support for institutional improvement; Support infrastructure development, especially transportation, health and education and training infrastructure.” (Central Government Respondents)

“Increase resources for the education and health sectors.” (Academia Respondent)

“Support Việt Nam in digital transformation and Green development.” (Local Government Respondent)

Outreach

“We respectfully request that the World Bank Group pay attention to communication activities so that officials, civil servants, public employees, workers in the public sector, people, and businesses can easily access projects and documents of the World Bank Group. easily, thereby participating more deeply in related activities..” (Local Government Respondent)

“Make its publications more frequent and more visible.” (Media Respondent)



Communication and Outreach

“Strengthen cooperation with media agencies to further highlight the effectiveness of projects that the World Bank Group has been, is, and will implement.” (Media Respondent)

“Invite the press to participate in media trips in the field, helping the media understand and promptly evaluate the effectiveness and efforts of the World Bank.” (Media Respondent)

“A mechanism should be built to regularly share with associations/enterprises newly translated documents and updated information on activity programs. For example, newsletters, emails.” (Civil Society Respondent)



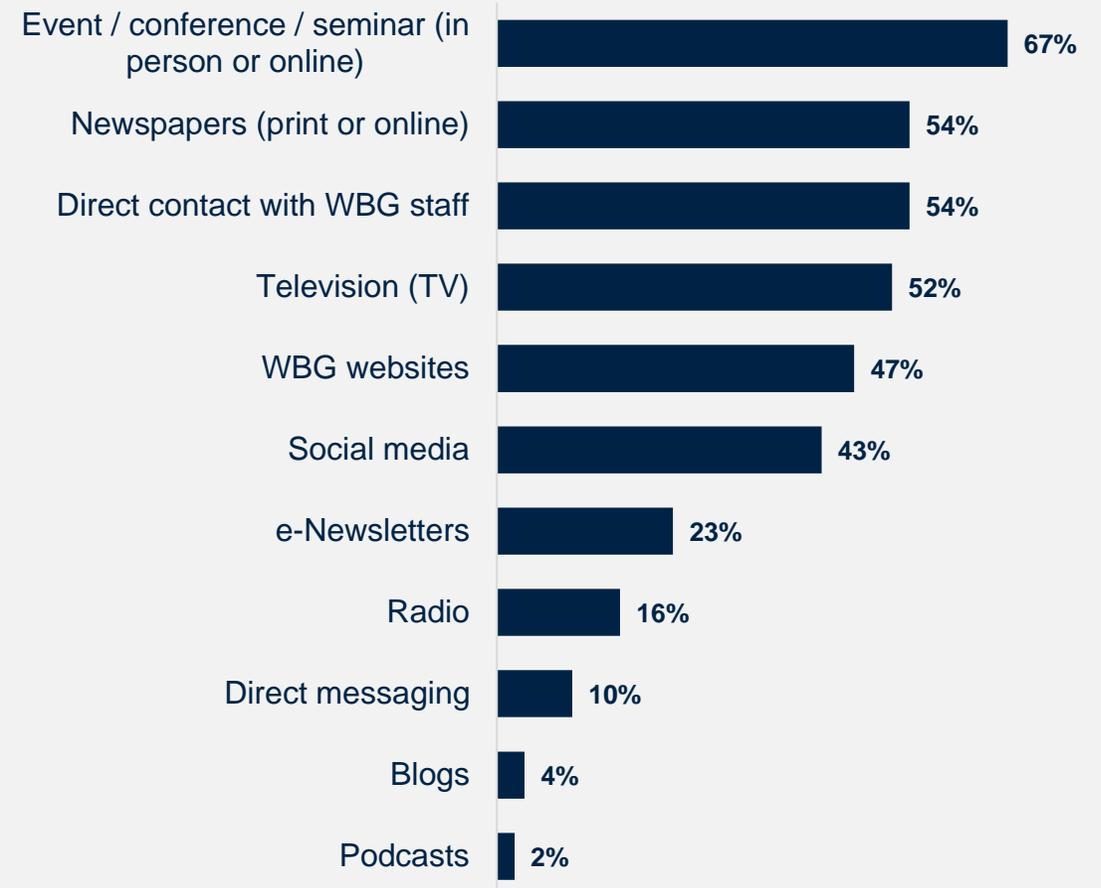
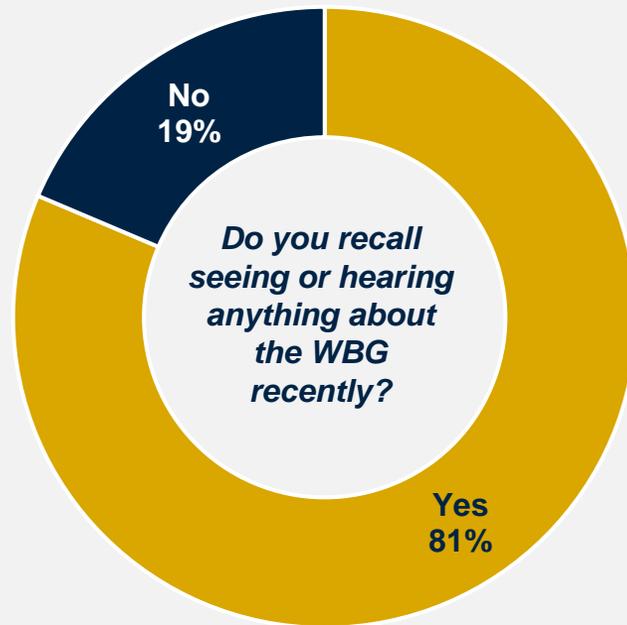
WORLD BANK GROUP



In your opinion, what is the most important thing the WBG could do to increase its effectiveness in Việt Nam? (N=232)

8 in 10 Engaged With the WBG Recently, Most Often Through WBG's Events and Newspapers

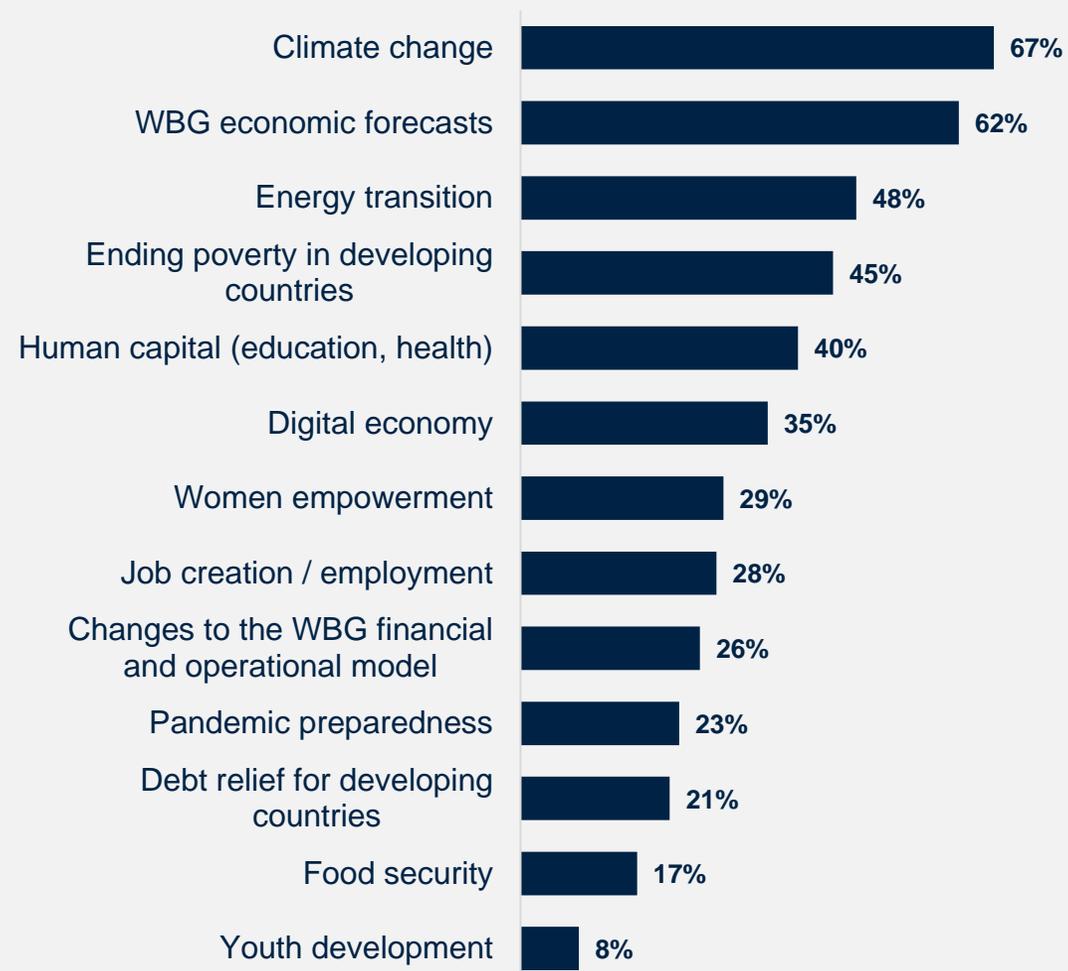
81% of respondents recalled hearing or seeing something about the WBG recently. Respondents most often reported seeing/hearing about the WBG through **events/conferences/seminars** (in person or online) or **newspapers**.



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

Respondents most frequently recalled WBG work or research on **climate change** and **economic forecasts**. Almost half of respondents recalled seeing or hearing about **energy transition** and **ending poverty** in developing countries.

- Respondents from **bilateral/multilateral agencies** and **media** were significantly more likely to recall WBG's work on energy transition (73%) than respondents from other stakeholder groups.
- Respondents from **central government**, **local government**, and **media** were more likely to recall WBG's work on ending poverty in developing countries (57%, 55%, and 55%, respectively).



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

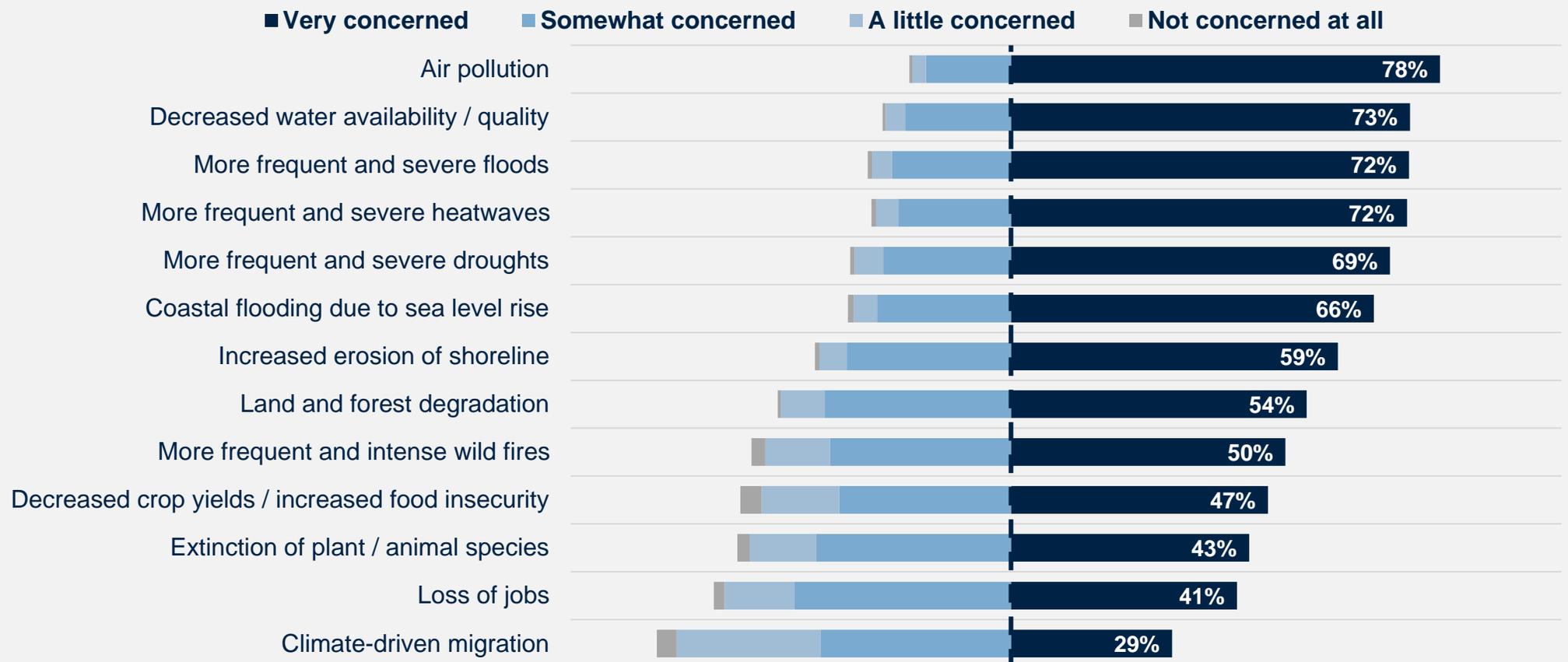
	All Respondents	Central Government	Government Institution	Local Government	Bilateral/ Multilateral Agency	Civil Society	Private Sector	Preferred WBG Channel	
								Academia	Media
Event / conference / seminar / workshop (in person or online)	60.8%	67.4%	60.0%	55.8%	60.9%	60.6%	50.0%	69.6%	57.1%
e-Newsletters	57.0%	60.9%	61.4%	46.5%	43.5%	63.6%	66.7%	58.9%	60.7%
Direct contact with staff (e.g., in person, virtually, phone, email)	39.2%	41.3%	32.9%	46.5%	52.2%	27.3%	37.5%	35.7%	39.3%
Social media (e.g., Facebook, Twitter)	15.9%	6.5%	17.1%	17.4%	17.4%	24.2%	33.3%	12.5%	7.1%
Direct messaging (e.g., WhatsApp, Telegram, Viber)	10.3%	6.5%	11.4%	18.6%	0.0%	6.1%	4.2%	7.1%	14.3%



How would you prefer to receive communication from the WBG? (Select up to 2)
(Percentage of Respondents, N=370)

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

A majority of respondents were **very concerned** about **air pollution, decreased water availability/quality, more frequent floods, and heatwaves**. These key areas of concern should be considered to make communications about climate change more impactful.

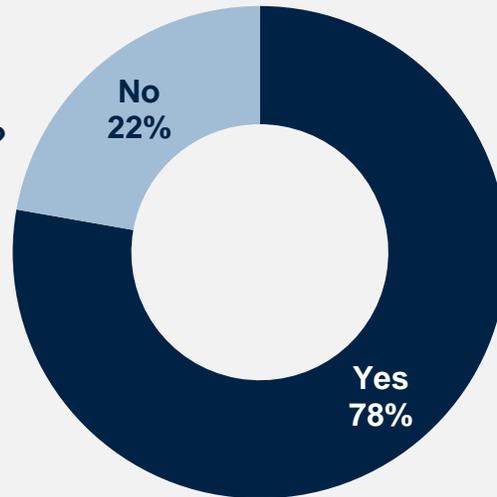


Sample Demographics and Detailed Methodology

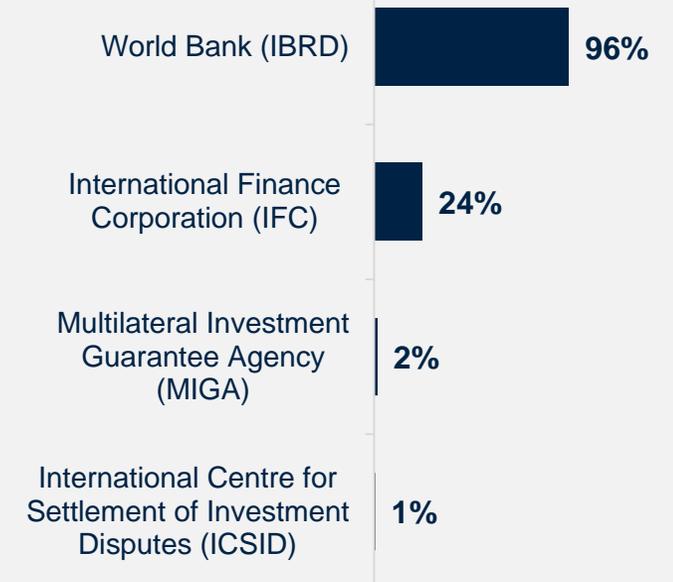


Sample Demographics

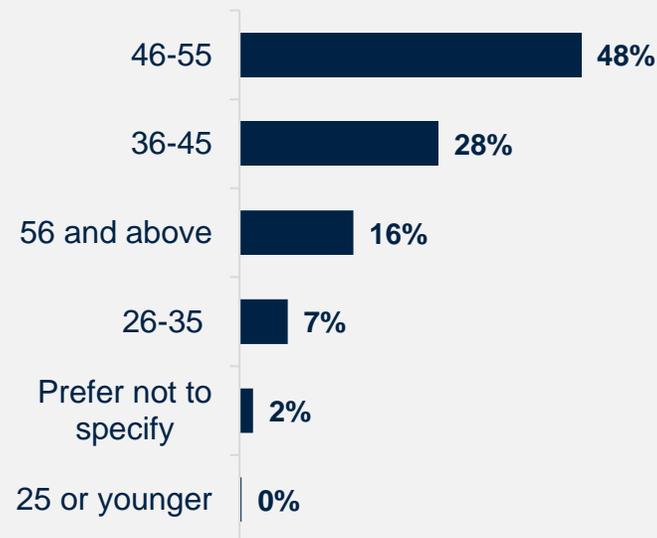
Currently, do you professionally collaborate/work with the WBG in Việt Nam?
(N=387)



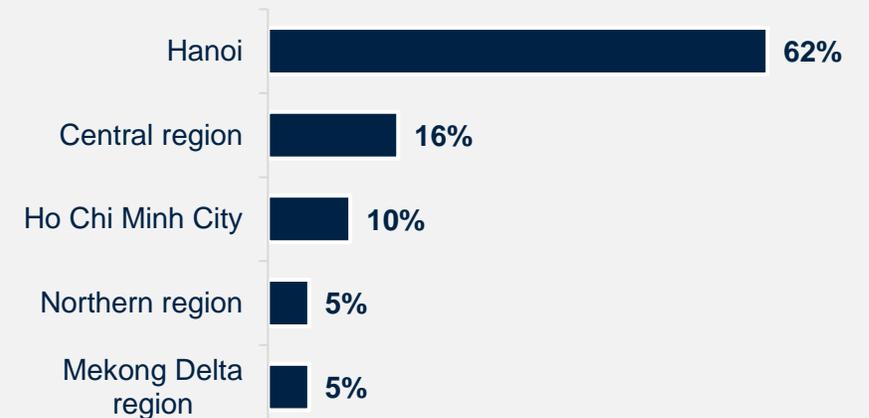
Which of the following agencies of the WBG do you primarily collaborate/work with in Việt Nam?
(N=301)



What's your age?
(N=372)



Which best represents your geographic location?
(N=371)



Detailed Methodology

From **May to August 2024**, a total of 985 stakeholders of the WBG in Việt Nam were invited to provide their opinions about the WBG’s work in the country by participating in a COS. A list of potential participants was compiled by the WBG country team and the field agency. Participants were drawn from the Office of the Prime Minister, Minister, Central Agencies, National Assembly, government institutions, local governments, bilateral/multilateral agencies, the private sector, civil society organizations, academia, and the media.

A total of **389** stakeholders **participated in the survey (39% response rate)**. Respondents completed the questionnaires on paper or via an online platform.

This year’s survey results were compared to the FY20 Survey, with a response rate of 56% (N=580).

Comparing responses across Country Surveys reflects changes in attitudes over time, as well as changes in respondent samples, methodology, and the survey instrument itself. To reduce the influence of the latter factor, only questions with similar response scales/options were analyzed. This year’s survey saw an increased outreach to and/or response from civil society, academia, and media but a decrease from government institutions, local government, and civil society. 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 “Việt Nam 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 2020	FY 2024
Government Principals: Central Government (Office of Prime Minister, Minister, Central Agencies), National Assembly	2%	13%
Government Institutions: Employee of a Ministry, Department, Project Implementation Unit, Independent Government Institution, Judiciary, State-Owned Enterprise	36%	19%
Local Government	33%	24%
Bilateral/Multilateral Agency: Embassy, Development Organization, Development Bank, UN Agency	4%	6%
Civil Society Organization: Local and regional NGOs, Community-Based Organization, Private Foundation, Professional/Trade Association, Faith-Based Group, Youth Group	6%	10%
Private Sector: Private Company, Financial Sector Organization, Private Bank, Small, Micro & Medium Enterprise	9%	7%
Academia/Research Institute/Think Tank	4%	15%
Media	4%	7%
Other	2%	0%
Total Number of Respondents	564	389



What is your primary professional affiliation?
(Select only 1 response) (Percentage of Respondents, N=389)

Indicator Questions

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

A1_5. How much do you trust each of the following institutions to do what is right for Việt Nam? Scale: 1 Not at all – 10 Very much

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

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

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

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

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

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

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

To what extent is the World Bank Group an effective development partner in Việt Nam, in terms of each of the following?

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

C1_1. Responsiveness to needs

C1_2. Access to WBG staff and experts

C1_3. Flexibility when circumstances change

C1_5. Being a long-term partner to Việt Nam

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

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

C2_1. Collaboration with the National government

C2_4. Collaboration with the private sector

C2_5. Collaboration with civil society

C2_6. Collaboration with other donor and development partners

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

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

C4_6. The WBG provides financial support in a timely manner

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

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





CountryOpinionSurveys

Thank you

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

countrysurveys@worldbankgroup.org

