

# Terms of Reference for the 2009 ADB Perceptions Survey

## Introduction:

ADB conducted its first bankwide global perceptions survey in 2006 in response to the Public Communications Policy (PCP) and the first Annual Report on the Implementation of the Poverty Reduction Strategy (PRS). These strategic documents called on the bank to seek out its stakeholders' views in a more formal fashion. The PCP was designed to bring ADB to a new level of engagement and disclosure with its stakeholders, and commits ADB to conduct surveys in both developing and developed member countries every three years. At the same time, given ADB's overarching mission of poverty reduction in the Asia Pacific region, an indicator of how well ADB is perceived to be reducing poverty in the Asia Pacific region has been incorporated into the recently adopted ADB Results Framework.

## Objectives:

To meet the requirements of the PCP and the Results Framework, DER is coordinating the second bank-wide survey that will poll the views of both opinion leaders and ADB clients and partners across a range of countries and topics. An inter-departmental working group representing several heads of departments and offices as well as senior staff from operations and administrative offices and departments will guide the overall implementation and interpretation of this survey.

### **The key objectives of this survey are as follows:**

- Provide a second series of trends in perceptions about ADB to be measured against the 2006 **baseline** that can be used over time to track views of ADB's key stakeholders and opinion leaders across designated regions
- Measure the views of stakeholders and opinion leaders about **critical regional issues**
- Gather from stakeholders their views on **how the ADB can best fit** into the **context of international development in Asia** now and in the future;
- Measure **perceptions about ADB's relevance, responsiveness and results** including perceived strengths and weaknesses and areas for improvement
- Identify ways ADB can **effectively communicate** with stakeholders

Results from the 2009 ADB Perceptions Survey will be presented to Management and the Board of Directors to assist Management in deciding upon key strategies in the near to medium term, as well as to assist with carrying out an overall positioning/communications strategy for ADB. DER will also use the results of this study to develop new networking and targeted communications initiatives with specific stakeholder groups that have broader reach and influence.

## **Methodology:**

The 2009 ADB Perceptions Survey will be the second comprehensive survey of its kind conducted by ADB. For the purpose of ensuring continuity and comparability with the 2006 baseline survey, it is anticipated that the same methodology used in 2006 will be used again this time. A quantitative survey will be conducted to gauge the attitudes and perceptions of a broad range of stakeholders and opinion leaders across the landscape of ADB's member countries. It will include primarily closed-ended interviews in both developed and developing countries.

In addition to the general perceptions of opinion leaders, one component of the survey will be dedicated to more in-depth questioning about ADB's effectiveness with those deemed to be ADB clients or partners. Hence, additional 10-15 questions will be asked of those respondents screened to be ADB clients or partners.

The 2006 survey was implemented by Princeton Survey Research Associates International, an internationally-known polling firm based in Washington, D.C. For the 2009 survey, a call for expressions of interest will be placed on the COSO website to seek out qualified candidates for the consultancy, while ensuring transparency in the selection process. It is anticipated that a consulting firm would be identified and hired by early April so that fieldwork could begin by early June.

### **The Sample**

The survey (approximately 20-25 minutes long) should cover a representative number of ADB member countries in each of ADB's key regions. The following is a tentative list of countries, subject to adjustments upon advice from the consulting firm to ensure comparability with the 2006 survey results:

**Non-regional donor countries:** Canada, France, Germany, Finland, United Kingdom, United States;

**Regional donor countries:** Australia, Hong Kong, China, Japan, Korea and Singapore

**Regional developing member countries:**

**East Asia** — Mongolia and People's Republic of China;

**Central and West Asia** — Kazakhstan, Kyrgyz Republic and Pakistan

**Southeast Asia** — Cambodia, Indonesia, the Philippines and Viet Nam;

**South Asia** — Bangladesh, India, Nepal, Sri Lanka;

**Pacific Islands** — Fiji Islands, Papua New Guinea, Timor-Leste and some regional contacts.

Key opinion leaders and stakeholders will be included in the survey as follows:

- Government — Senior civil servants in Ministries of Finance, Development and Planning and the Prime Minister's office (where applicable), and technical ministries such as Transport, Energy, Health, Agriculture, Education, etc. Parliamentarians where applicable
- Multilateral and Bilateral Partners — (mainly in Developing Country Members) Local Heads or senior staff of ADB's leading partners on the ground within the international donor community

- Private Sector — CEOs or other senior business people from reputable large and medium—sized private sector firms involved in international development work and cofinancing deals, including consulting firms that work with ADB
- Media — Editors or journalists who report on finance, economics, international affairs or development and who are knowledgeable about the Asia Pacific region
- Civil Society — Heads of or senior staff of both local and multinational NGOs, nonprofit, religious, or advocacy organizations and foundations whose mission is related to international affairs, economic development, environmental issues or poverty alleviation
- Academe — Professors or Heads of Depts. within relevant departments of Finance, Economics, International Affairs, Social Science, Sociology or Heads of, or senior staff of relevant think tanks or research institutions

Depending on the sampling frame, a general distribution of interviews should be as follows:

- Government — 32%
- Multilateral and Bilateral Partners — 16%
- Private Sector — 20%
- Civil Society — 14%
- Media — 10%
- Academe — 8%

Interviewees should have some level of familiarity with the work of the ADB. The survey will include a screening question inquiring about familiarity with the ADB. If a respondent is “not too knowledgeable” or “not knowledgeable at all” about ADB, he/she will not be included in the survey sample.

We anticipate the following number of respondents for the survey:

**200 in non-regional donor countries:** Canada (30), France (30), Germany (30), Finland (30), United Kingdom (30), United States (50),

**170 in regional donor countries:** Australia (30), Hong Kong, China (30), Japan (50), Korea (30), Singapore (30)

**90 in Central and West Asia:** Kazakhstan (30) and Kyrgyz Republic (30), Pakistan (30)

**80 in East Asia:** Mongolia (30), and People’s Republic of China (50)

**160 in Southeast Asia:** Cambodia (30), Indonesia (50), the Philippines (50), Viet Nam (30)

**140 in South Asia:** Bangladesh (30), India (50), Nepal (30) and Sri Lanka (30)

**60 in Pacific Islands:** Fiji Islands (15), Papua New Guinea (15), Timor-Leste (8), other Pacific regional contacts by telephone only (22)

**Total  $n = 900$**

Again, the list of countries as well as the sample distribution is subject to change upon advice from the consulting firm to ensure comparability with the 2006 survey results.

A combined methodology will be used to gauge the views of opinion leaders as this will allow for cost savings particularly in developed countries where deemed culturally appropriate. This will include phone as frequently as possible, face to face when necessary and finally, electronic as frequently as possible for developed countries — at least in the

case of most stakeholder groups (media, civil society, private sector, etc.) and where possible in developing countries.

The survey will be conducted in the local language or English, depending on the country. We have specifically requested that interviews be conducted in Russian in both Kazakhstan and Kyrgyz Republic. Otherwise, the consulting firm will specify which countries will require translation. The consulting firm will also specify how it plans to reach potential respondents if they are not available or if their phone number is not working.

ADB will provide approximately 70% of the possible respondents' lists for the sampling frame although it recognizes that there will be overlap in the lists with those provided by the local research firms engaged by the consulting firm. The remaining 30% of the possible respondent names will be provided by the consulting firm's local contractors in the field. ADB also reserves the right to review the final sampling frame from the local research firms in order to confirm the eligibility of the names provided.

### **Substantive Issues to Include in Survey:**

Some of the issues to be covered in the 2009 survey are:

- Regional contextual issues: effects of the global financial crisis on the Asia Pacific region; key elements of the regional development agenda including inclusive economic growth, environmentally sustainable growth and regional integration.
- Influence of ADB as well as the influence of other organizations for comparison (e.g., UN, World Bank, etc.)
- Drivers of change of ADB's Strategy 2020 including private sector development and operations, good governance and capacity development, gender equity, knowledge solutions and partnerships
- Perceptions of ADB's openness, transparency and accountability
- ADB's core operational business areas as per Strategy 2020 including: infrastructure, environment, regional cooperation and integration, finance sector development and education
- ADB's perceived effectiveness in poverty reduction in the Asia Pacific region
- Roles and functions considered most useful for the ADB to focus its resources on in the future
- Attitudes towards partnerships and collaboration between the ADB and its key stakeholders
- ADB's key strengths/weaknesses and areas for improvement
- ADB communications: sources of information, use of publications and website, frequency of contact and general perceptions of influence and disclosure

Each of ADB's sub-regions may choose to add at the most 3 questions of their own to the survey. The concepts for these additional questions would be presented to the research firm for fine-tuning into appropriate questions that are consistent with the rest of the survey instrument.

### **Proposed Survey Structure:**

#### **Section One — Regional Context:**

— Questions about highest development priorities of each country (or of Developing Asia for donor countries), inclusive economic growth, environmentally sustainable growth and regional integration, etc.

### **Section Two — General Impressions of ADB:**

— Questions about ADB's mission, relevance, responsiveness and influence in the Asia Pacific region vs. comparator organizations  
 — Two open-ended questions about ADB's greatest strength and greatest weakness

### **Section Three — ADB Priorities and Effectiveness:**

— Questions about ADB's comparative advantages, drivers of change and core operational areas of business as well as questions pertaining to ADB's perceived contribution to reducing poverty in the Asia Pacific region. This section would also include a list of more in-depth questions for those deemed to be ADB clients and partners.

### **Section Four – ADB Communications and Outreach:**

— Questions about sources of information, use and influence of ADB's publications and website, frequency of contact with ADB and general perceptions of ADB's disclosure of documents

## **Deliverables by Polling Firm:**

### ***Initial:***

- Overall project plan with timeline
- Telephone de-briefs with critical managers at the Asian Development Bank for input into survey design
- Development of survey design (sampling design, questionnaire and field operations plan)
- Reworking of questionnaire after input from ADB
- Draft ADB letter of introduction for respondents

### ***Interim:***

- Translation of the survey into the appropriate number of foreign languages dependent on the final selection of countries to be polled;
- Sending ADB letter of introduction to randomly selected participants
- Piloting of survey
- Phone, and face-to-face interviews and electronic version of survey where deemed appropriate
- Frequent updates and briefings (telephone and email)

### ***Final:***

- (Trip to Manila) 3-4 days of presentations to various audiences including Management, possibly ADB Board of Directors and different regional teams. (a 5-7 page Executive Summary for hand-out purposes plus a Power Point presentation)
- Presentations will include analysis based on stakeholder differences, developed vs. developing countries (if useful) and regional differences. In presentations

consultant may need to address other distinctions such as non-regional donor countries vs. regional donor countries and middle income countries vs. lowest developing countries when of note. Multivariate analysis is to be used as appropriate.

- A full written report (10 copies) will be required approximately three to four weeks after presentations are made in Manila. There may be additional distinctions (e.g., large borrowers vs. small borrowers) that ADB may require for report. ADB recognizes that country specific reporting or other specific reporting will result in additional costs. The final report should include narrative text, illustrative tables, cross tabulations, overall findings and strategic recommendations. Research distinctions may only need to be made comparing donor and developing countries if substantive distinctions appear in the data, ADB sub-regions, and perhaps others depending on research results (e.g., drivers of views toward the ADB, impact of familiarity on views of the ADB, etc.)
- Data sets
- A letter or other communication will be sent to participants thanking them for their input. This will be determined after the findings are analyzed and an outreach strategy to participants is determined.