



Survey Results

Jobs and Investment Summit



Jobs and Investment Summit Survey

Intent

- **Gauge public buy-in** for the strategies and initiatives identified at the Lesotho Economic Labs
- Gain **insights** on the **needs and perceptions of Basotho** on socioeconomic development
- Evaluate the **positives and negatives** that **must be addressed** in the next course of action

Objectives

The responses of this survey are important to:

- **Validate** the Government's economic labs initiative
- Formulate the **optimal next steps and action plans** for implementation

Summary of Responses: Key Findings

Positives

1. **Lab targets** are seen as **ambitious**
– perceived **high impact** of initiatives
2. **High public support** for the prioritised sectors and key strategies within the sectors
3. The **event effectively communicated** the Lab outcomes

Negatives

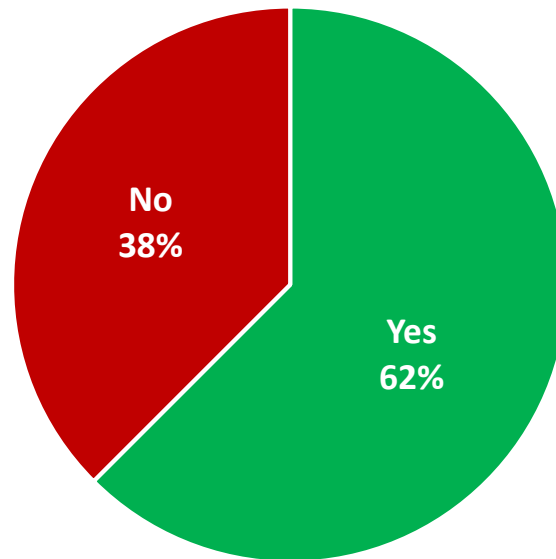
1. **Lack of confidence** that the Government can deliver the outcomes, reforms and infrastructure
2. **Local businesses and investment climate must be enhanced**
3. Public needs **more information and clarity** on the initiatives

Survey Responses

Question 1:

Were you aware of the Government's agenda to transform the economy through the Lesotho Economic Labs?

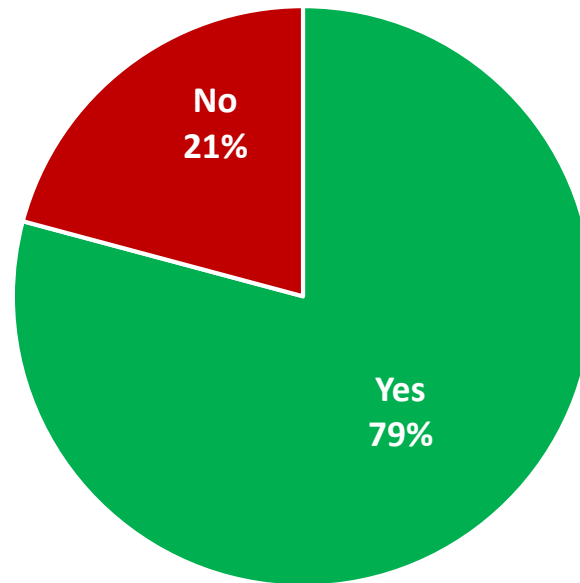
- A significant percentage of the respondents (38%) were previously **unaware** of the Government's economic transformation agenda through the Lesotho Economic Labs
- This could be due to a **lack of communications** to the public on the Government's initiatives prior to the Summit.



■ Yes ■ No

Question 2: Has the Summit helped you understand the Lesotho Economic Labs better?

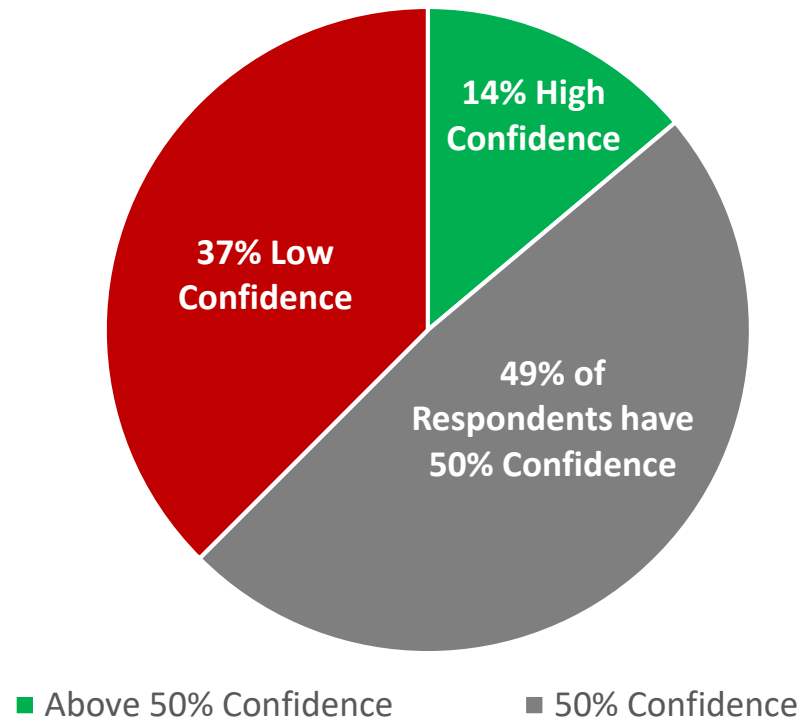
- Majority of the respondents (79%) found that the Summit was helpful in understanding the Government's initiatives for economic development in the coming years.
- Similar events can be organised to increase awareness in other districts that are involved in the economic development programme.



■ Yes ■ No

Question 3: Do you believe that the Government will be able to deliver their targets?

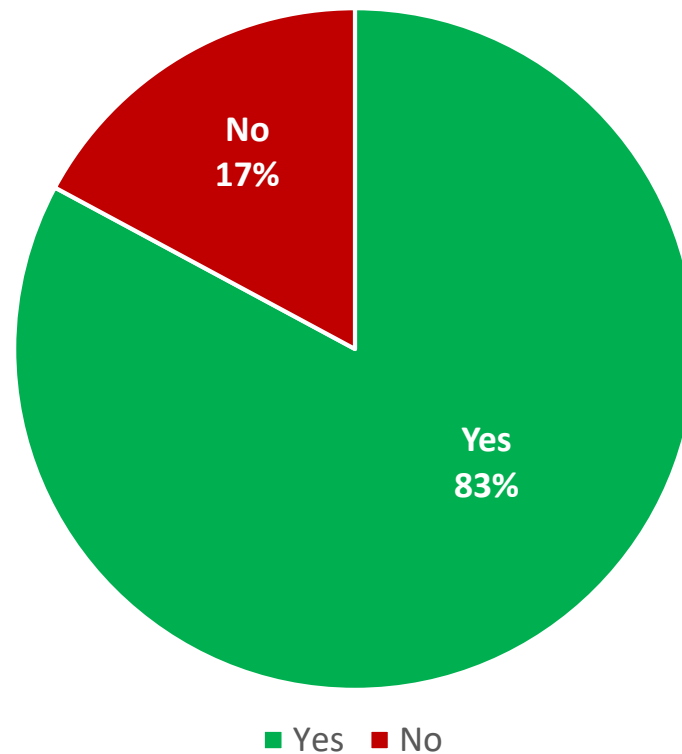
- Majority of the respondents were not highly confident of the Government's ability to deliver the initiatives set out in the lab outcomes
 - 86% of respondents have a confidence level of 50% and below
- This emphasises the importance of building public confidence by regularly communicating implementation progress, thus underlining the Government's commitment to delivering the stated targets



Question 4:

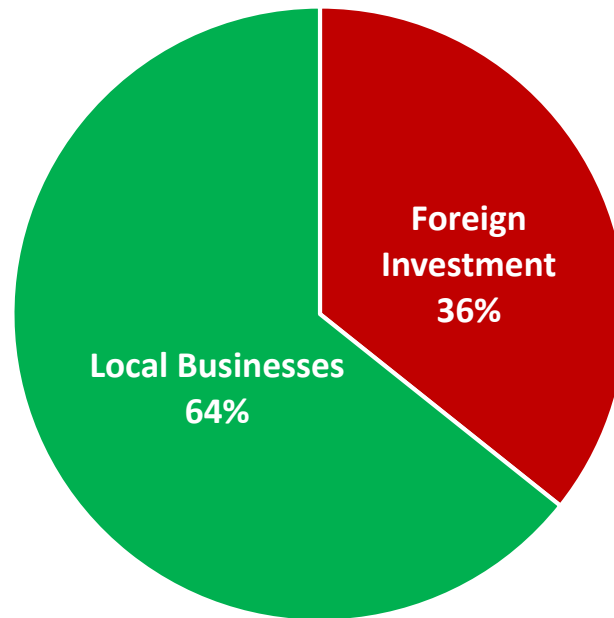
Do you think the Government has set highly ambitious targets?

- A large majority of respondents (83%) perceive the lab targets to be highly ambitious
- This indicates the perceived magnitude of impact that the lab outcomes will have for Basotho, if successfully implemented



Question 5: Should the Government prioritise more efforts on attracting foreign investment or promoting local businesses to boost the economy?

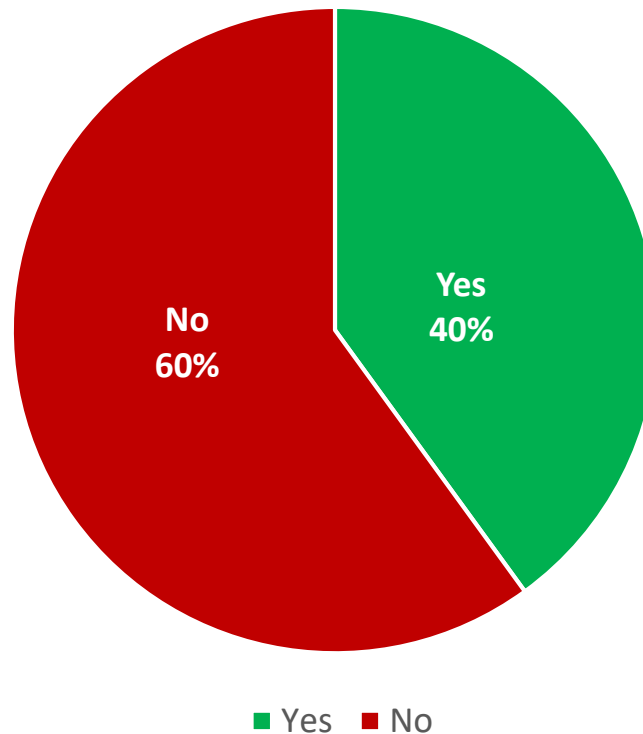
- A slight majority of respondents (64%) believe that the Government should prioritise their efforts in promoting local businesses more than attracting foreign investments.



■ Foreign Investment ■ Local Businesses

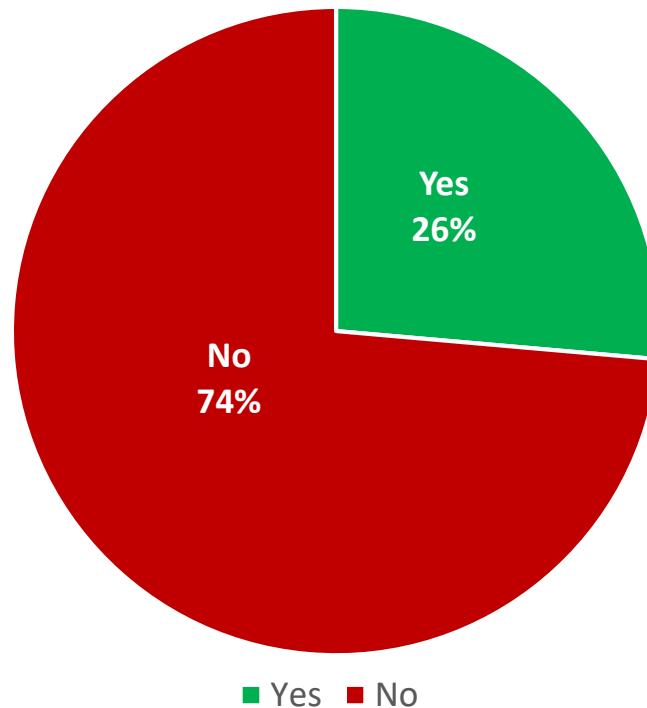
Question 6: Do you think that the current investment climate is attractive for foreign investors?

- Majority of respondents (60%) perceive that the current investment climate in Lesotho is unattractive for foreign investors.
- These concerns are in line with the Government's initiative to focus on investment climate reforms.



Question 7: Has the Government done well to promote local businesses?

- A significant majority of respondents (74%) believe that the Government has not done enough to promote local businesses.
- Thus, more focus should be dedicated to assisting local business growth.



Question 8:

Which areas should the Government focus on to enhance businesses?

- On average, a majority of respondents believe that to enhance businesses, the highest priority should be in developing infrastructure and increasing access to finance.

Ranked by Priority

- 1 Enhancing General Infrastructure
- 2 Access to Finance
- 3 Developing Capital Markets
- 4 Improving Digital Infrastructure
- 5 Improving the Regulatory Environment



Question 9:

Which areas should the Government focus on to attract more investment?

- The majority of respondents also believe that to attract more investment, the Government should enhance policies to improve industrial and labour relations, as well as ease regulatory processes.
- These factors are ranked above incentives for investments and special economic zones in terms of importance.

Ranked by Priority

- 1 Policies to Improve Industrial & Labour Relations
- 2 Ease of Regulatory Processes
- 3 Investor Protection
- 4 Incentives for Investments
- 5 Special Economic Zones



Question 10: Which areas should the Government focus on for Labour Reforms?

- Majority of respondents believe that labour reforms should focus most on generating inclusive employment and income opportunities for all Basotho, as well as improving workers' rights, rather than improving labour market governance.

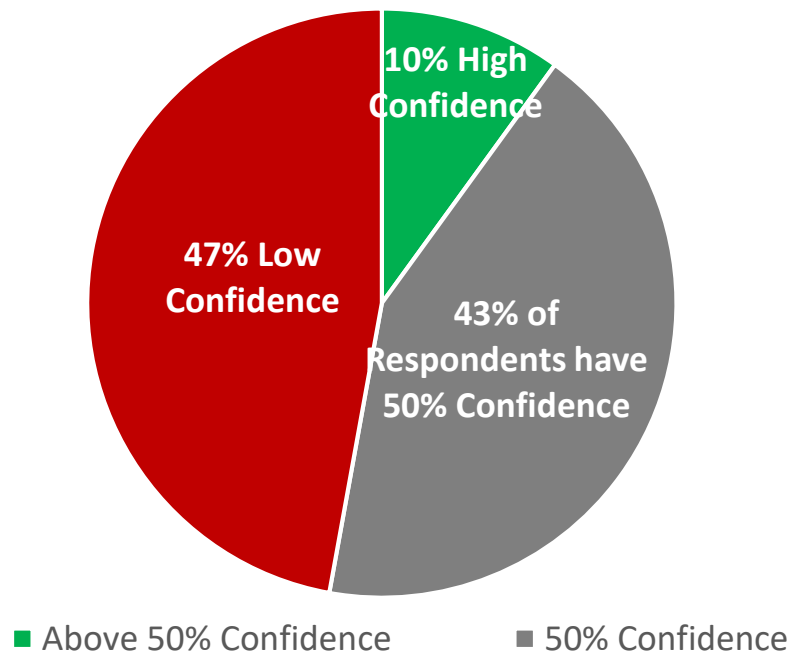
Ranked by Priority

1	Inclusive Employment and Income Opportunities for all Basotho
2	Improving Rights, Social Protection and Social Security at Work
3	Improving Governance of the Labour Market

Question 11:

Do you believe the Government is able to implement the institutional reforms necessary to achieve the targeted results?

- A vast majority of respondents are not confident of the Government's ability to successfully implement the necessary institutional reforms
 - 90% of respondents have a confidence level of 50% and below
- The Government must therefore seriously institute processes for transparency and accountability in the operations of its ministries, agencies, departments and related organisations



Question 12:

What socioeconomic improvements do you think the Government should focus on?

- For the majority of respondents, the foremost socioeconomic concerns are unemployment, education and poverty

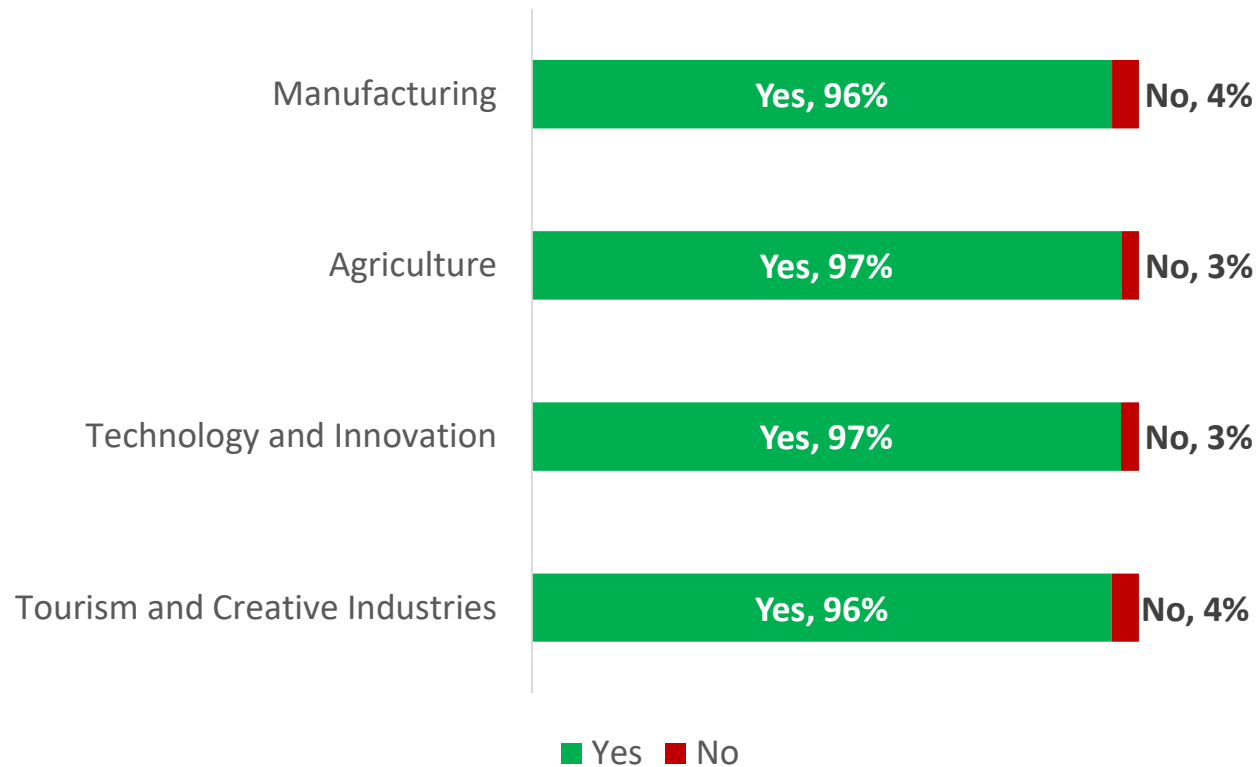
Ranked by Priority

- 1 Unemployment
- 2 Education
- 3 Poverty
- 4 Public Health
- 5 Inequality

Question 13:

Do you agree that prioritising these 4 sectors is the right move?

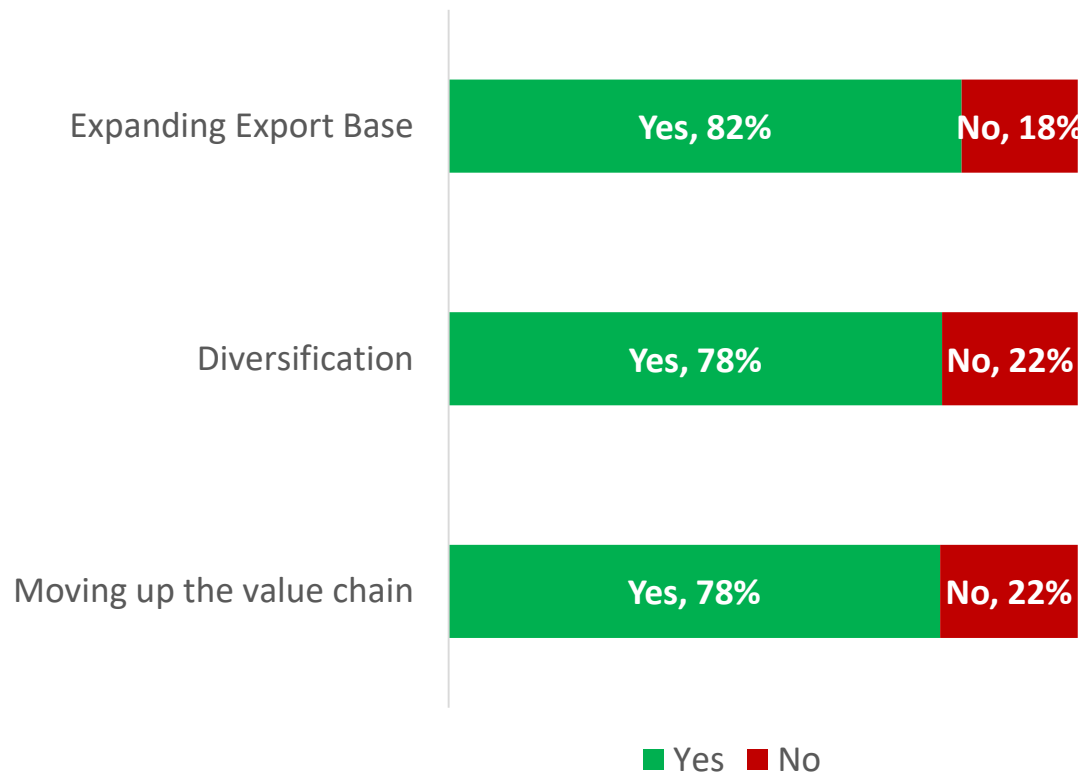
- Over 95% of respondents agree that the Labs have prioritised the right sectors



Question 14:

Do you believe that the Government has identified the right strategies for the Manufacturing sector?

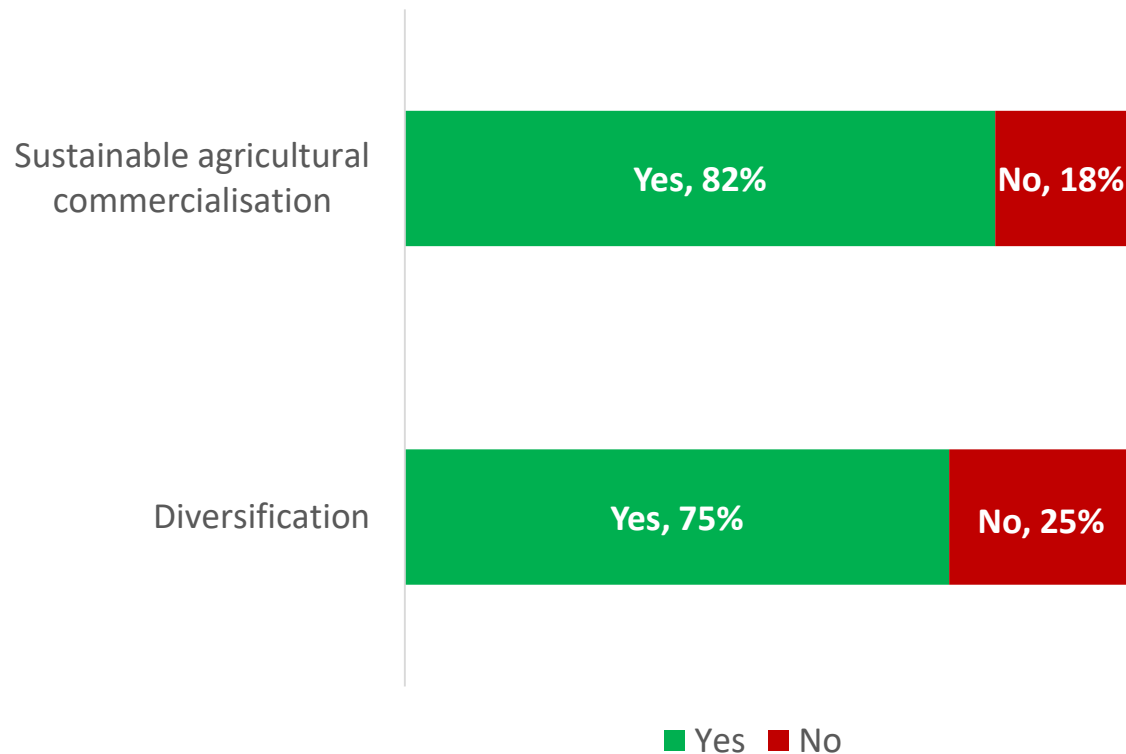
- A large majority of respondents (78% and above) agree with the strategies identified for the Manufacturing sector



Question 15:

Do you believe that the Government has identified the right strategies for the Agriculture sector?

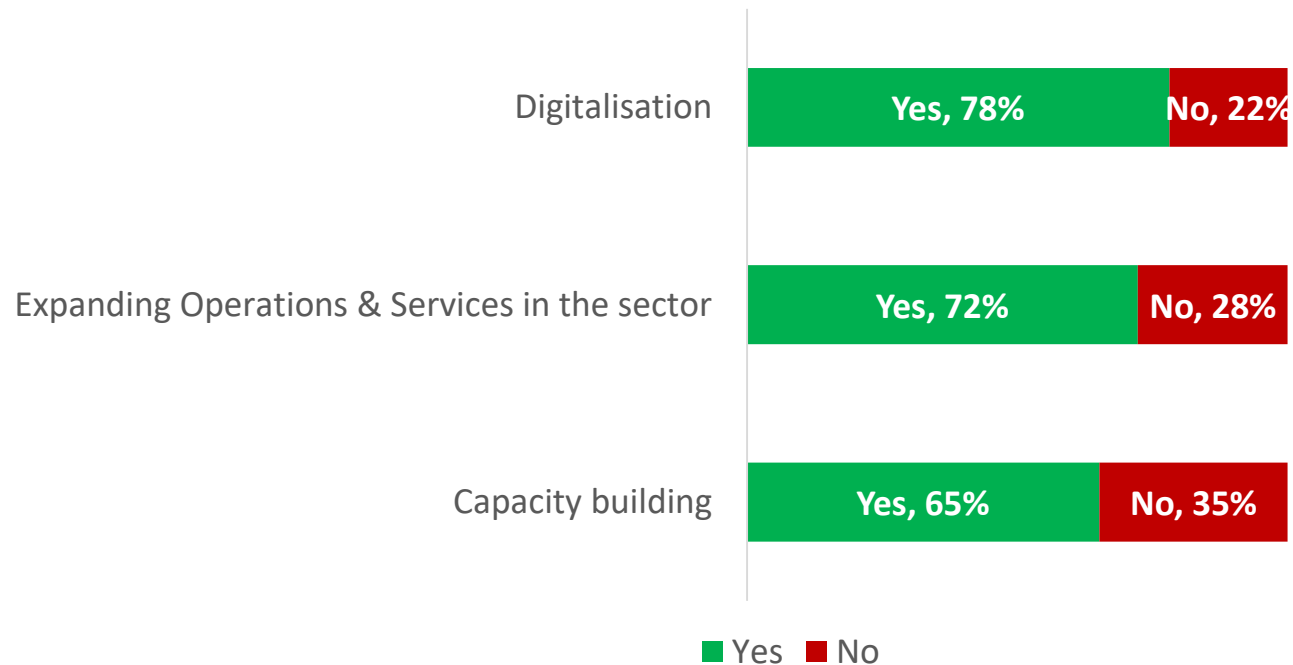
- A large majority of respondents (75% and above) agree with the strategies identified for the Agriculture sector



Question 16:

Do you believe that the Government has identified the right strategies for the Technology and Innovation sector?

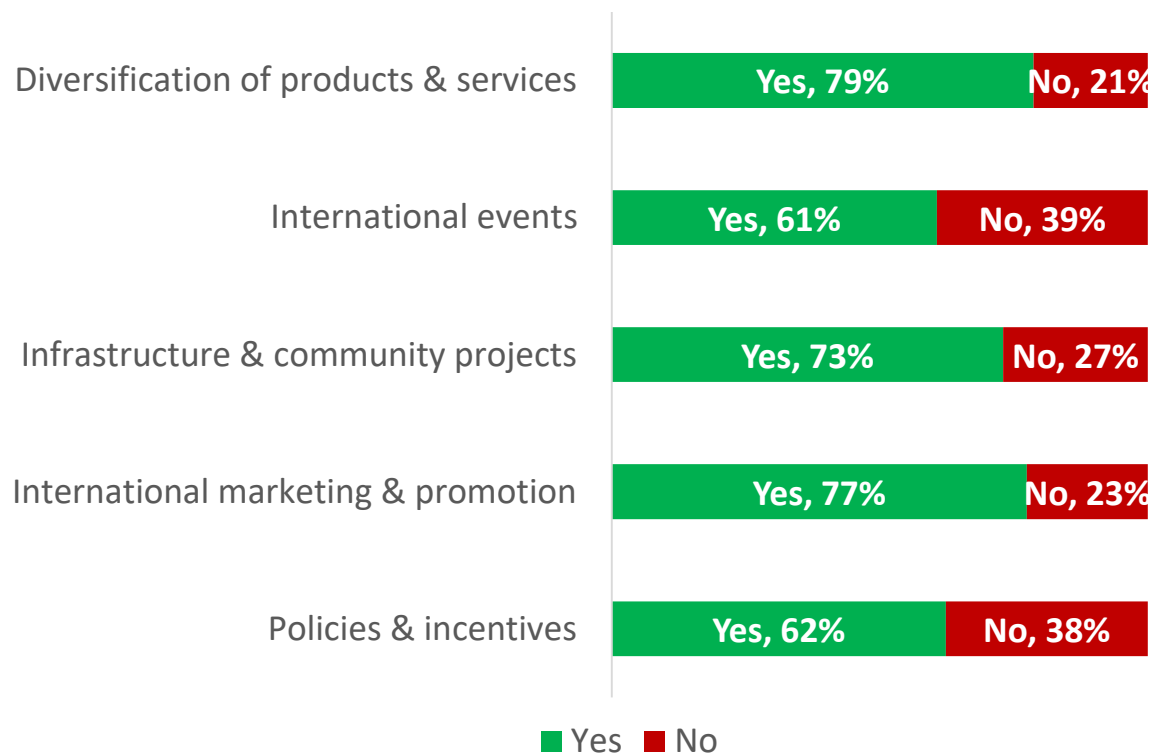
- A large majority of respondents (over 70%) agree with two out of three broad strategies identified for the Technology and Innovation sector.
- However, a lower majority of respondents (65%) agree with Capacity Building as a key strategy for the sector.



Question 17:

Do you believe that the Government has identified the right strategies for the Tourism and Creative Industries sector?

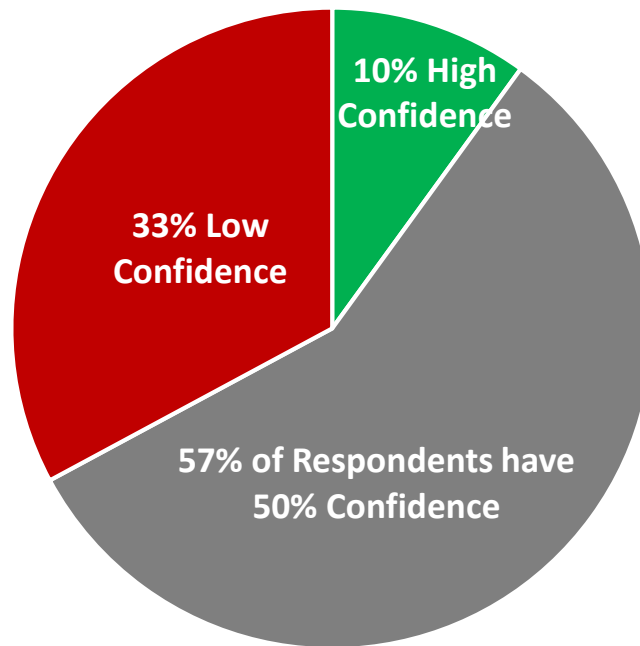
- A large majority of respondents (over 70%) agree with three out of five broad strategies identified for the Tourism and Creative Industries sector.
- A lower majority of respondents (over 60%) agree with International Events and Policies & Incentives as a key focus in enhancing the sector.



Question 18:

Do you believe that the Government will be able to build the necessary infrastructure and implement the skills training required for these four sectors' strategies?

- 90% of respondents do not have a high level of confidence (confidence level of 50% and below) that the Government is capable of building the necessary infrastructure and instituting the skills training required for the identified strategies.

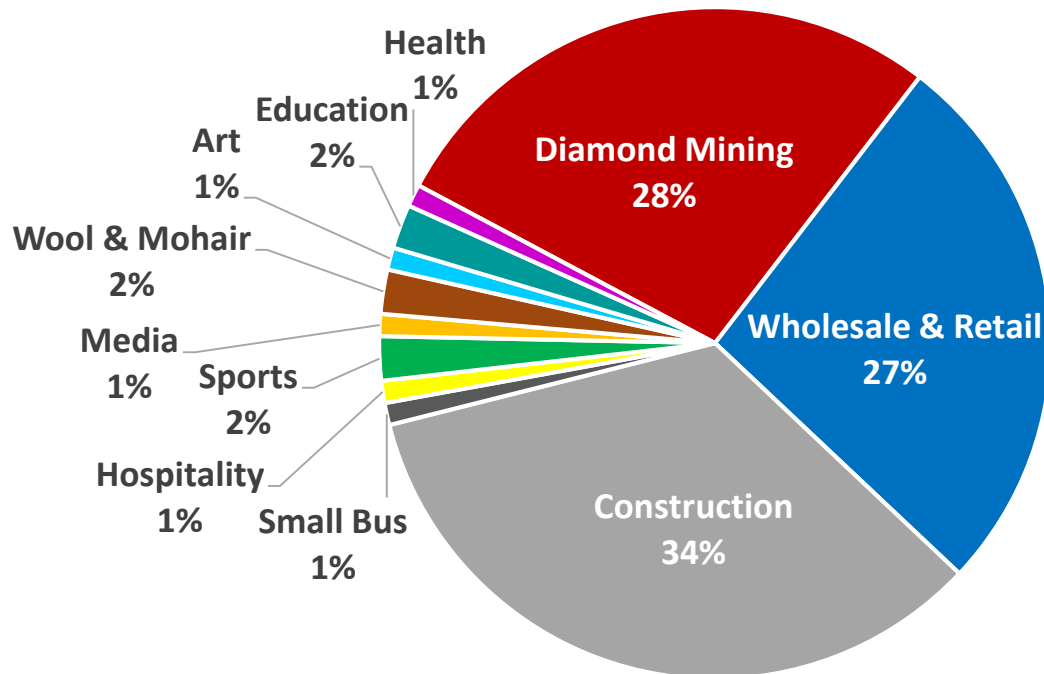


■ Above 50% Confidence ■ 50% Confidence ■ Below 50% Confidence



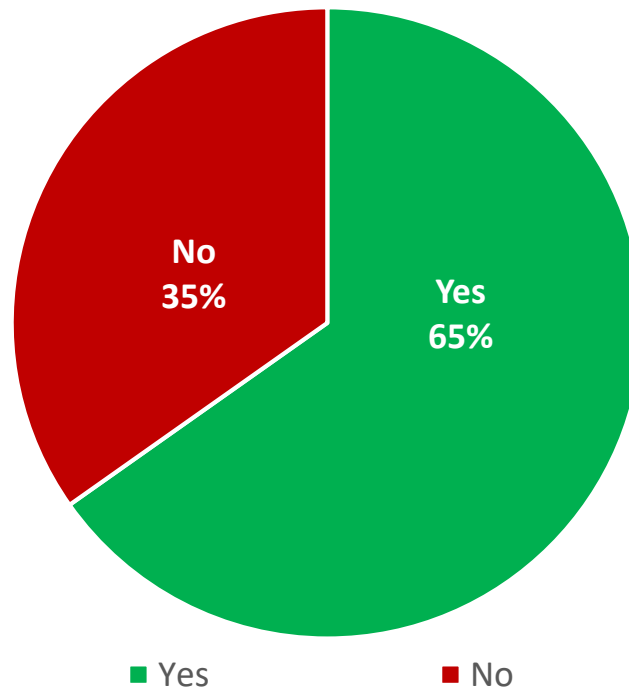
Question 19: What other sectors do you think the Government should focus on?

- Respondents have identified three other major sectors that the Government should also focus on, namely Construction, Diamond Mining, and Wholesale & Retail.



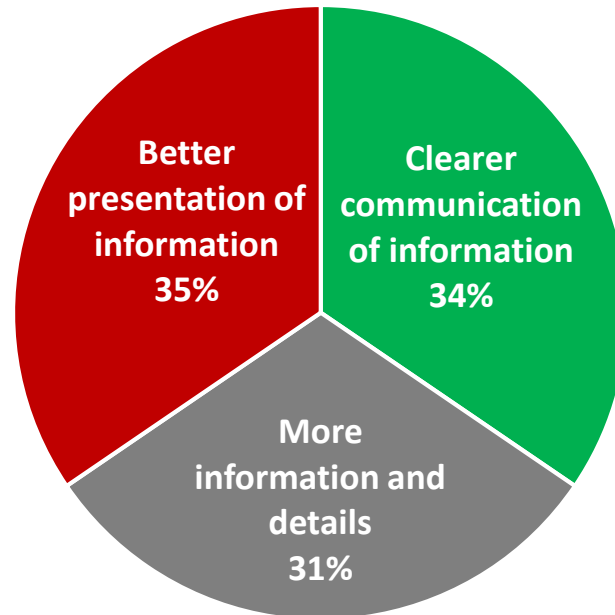
Question 20: Was the Lesotho Economic Labs recommendations and implementation programme communicated well in this Summit?

- A significant majority of respondents (65%) agree that the Lesotho Economic Labs programme was communicated well at the Summit.



Question 21: Was the Lesotho Economic Labs recommendations and implementation programme communicated well in this Summit?

- Among the areas of improvement include better presentation of information, clearer communication and more information and details on the programme.



- Clearer communication of information
- More information and details
- Better presentation of information



From Insights to Action Plan

Key Recommendations

Insights	Action Plan
1) While the public agrees with the sector strategies and initiatives , there is a lack of confidence that the Government is able to deliver	<ul style="list-style-type: none">• Effective implementation and communication are key to building trust, confidence and support from the public and the private sector
2) The public wants more information and clarity on the initiatives	<ul style="list-style-type: none">• Strategic communications programme throughout the implementation phase to:<ol style="list-style-type: none">1. Further educate the public and private sector through detailed features on sector strategies and initiatives2. Publish regular progress updates as proof of delivery and to sustain momentum for implementation3. Highlight the beneficial impact of the Lab initiatives on improving investment climate, developing local businesses and socioeconomic conditions
3) Perceived lack of support for local businesses and unattractiveness of investment climate	
4) The most pressing socioeconomic concerns are unemployment, education and poverty	
5) Consider other economic sectors for next phase	Future labs to focus on Construction, Diamond Mining, and Wholesale & Retail for further economic enhancement



Strategic Communications Programme (Proposed)

Items	Details	Description
1) Progress Reporting	18 articles	Articles to focus on Implementation Progress ONLY
2) Media Engagement	Half-yearly roundtable event	Featuring ministers, private sectors and implementation leads / agencies
3) Digital media engagement	Content development & Postings	Monthly website updates and 1 post/week on selected (up to 2) social media handles ONLY based on implementation
4) Video Production	10 videos	1 Long form (up to 3 mins) + 9 Rough & Ready videos to focus on Implementation Progress ONLY
5) Media Liaison	Up to 6 press releases annually	Focused on Implementation ONLY. Collaboration with LNBS
6) Periodical Surveys	3 online surveys	Covering 1 baseline survey, 1 annual survey and 1 progress survey (Timing TBD)

*Strategic Comms to support Implementation Team ONLY. Does not cover Ministerial comms support. Communication activities and deliverable will kick in from Implementation Phase over 18 months period.



Success of Implementation + Communications can change perceptions to gain local and international support

Past Projects

- **Oman:**
Tanfeedh Program
- **Tanzania:**
Big Results Now!
Programme
- **Malaysia:**
Government
Transformation
Programme (GTP)

Impact

- IMF recognition:
“Directors commended the ongoing implementation of the *Tanfeedh* Program with a focus on economic diversification and job creation.”
- International support:
UK, Sweden, the International Development Association (IDA), the World Bank Group
- **High public support for the GTP:**
 - Malaysian Institute of Integrity (IIM) survey (2012): 7.5/10
 - Frost & Sullivan survey (2012): 7.4/10
- World Bank recognition



Thank You