WORLD BANK GROUP

THE WORLD BANK IBRD • IDA | IFC International Finance Corporation | MIGA Multilateral Investment Guarantee Agency

Albania:

Country Private Sector Diagnostic

EXECUTIVE SUMMARY



OCTOBER 2026

About the Country Private Sector Diagnostic

The private sector is an engine of long-term economic growth and a catalyst for global social and economic development. When functioning well, it promotes innovation and entrepreneurship, improves access to and the quality of economic opportunities, and supports the sustainable use of natural resources. In developing economies, the private sector creates the vast majority of jobs, generates tax revenue, and accounts for significant investment.

The Country Private Sector Diagnostic (CPSD) reports seek to unlock private investment and job creation through policy action to remove impediments to private investment. Prepared jointly by the institutions of the World Bank Group, each report analyzes specific sectors of the economy in which increased private investment could accelerate growth if appropriate policy and regulatory issues are addressed.

Designed from the perspective of an investor or entrepreneur, CPSDs seek to identify untapped private investment opportunities and the barriers that stand in their way (earlier reports can be found here). Subsectors of the economy are chosen based on their potential to attract private investment, create more and better jobs, generate domestic revenue, and foster sustainable, inclusive growth in response to targeted policy action. The report aims to help policy makers prioritize impactful actions that can be taken in the near term to remove disincentives to private investment, while delivering on broader development goals.

The CPSD is a core country diagnostic of the World Bank Group produced to guide the design and implementation of country strategies, public and private investment projects, budget support operations, advisory services, and other analytical work. It is intended to be of interest to domestic and foreign investors, government officials, Bank Group staff and management, civil society, and other development partners.

CPSDs are a central instrument of the World Bank Group's jobs agenda as articulated in the 2025 Development Committee (DC) Paper on *Jobs: The Path to Prosperity*, which emphasizes translating private sector development into large-scale employment opportunities. CPSDs support this agenda by providing country-level, sector-specific diagnostics that help identify systemic barriers to private investment critical to job creation. They also align with the DC's three-part approach to private sector development and job creation: investing in human capital and infrastructure to establish the basic preconditions for job creation, supporting business-enabling policies, and mobilizing private capital at scale to help firms create more and better jobs.

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Executive Summary

The Country Private Sector Diagnostic (CPSD) identifies a few sectors of the economy that have the potential to attract significant private investment over the medium term if well-identified constraints can feasibly be addressed by public policy action. It takes an investor perspective to identify the constraints that currently discourage private investment. The selection of sectors follows a rigorous, systematic process that includes analysis of quantitative and qualitative indicators and stakeholder consultations, including interviews with private investors, companies, technical experts, policy makers, and development partners. Recognizing that an element of judgment is involved, the selection is not intended to be exhaustive; rather, it aims to facilitate focused analysis and concrete recommendations.

This CPSD evaluates Albania's investment prospects at a significant juncture in the country's development trajectory and against a period of relative macroeconomic stability.

A decade of sustained, private sector–led growth and a credible path toward European Union (EU) membership have created conditions in which structural transformation is both necessary and possible. EU accession provides a robust framework for institutional modernization, legal harmonization, and regulatory alignment. However, realizing its economic benefits will depend critically on the private sector's ability to invest at a scale and quality commensurate with Albania's ambitions. Albania's convergence with the EU will therefore hinge on whether reforms translate into credible and predictable conditions for private investment.

Despite notable progress, Albania's private sector continues to face structural constraints that limit the scale and quality of private investment needed to support the country's development objectives. Informality has declined over time but remains a significant challenge, distorting competition and suppressing the productivity gains for deeper economic integration with the EU. The firm structure of the economy compounds this challenge: micro, small, and medium enterprises account for 99 percent of firms and often operate at suboptimal scale. State-owned enterprises also remain prominent in certain sectors but face financial constraints and gaps in governance frameworks. Together, these factors contribute to weak productivity and limited capacity for the investment needed to support structural transformation. Access to finance remains limited, with domestic credit to the private sector at 34 percent of gross domestic product, well below

regional averages, constraining firms' investment capacity. At the same time, a high net emigration rate—the highest in Europe in 2024, at 12.1 per 1,000 residents—is intensifying skills shortages and labor market mismatches, with adverse effects on firm-level productivity and sectoral competitiveness. Although Albania has advanced considerably in aligning its legal framework with the EU acquis, gaps between legislation and implementation undermine the credibility of enforcement and the regulatory predictability that long-term investors expect. Addressing these cross-cutting constraints is a prerequisite for creating conditions in which private investment can contribute meaningfully to Albania's convergence with EU standards and income levels.

This CPSD examines agritourism, waste management, and digital payments—three sectors with strong investment potential and development impact, where targeted near-term policy actions can address cross-cutting and sector-specific constraints that deter private investors. Although the sectors differ in their market characteristics, each addresses a distinct constraint or enabling condition for Albania's transition toward a more diversified and high-value tourism model, a major driver of its economic growth. Agritourism can extend the tourism economy inland and across seasons, creating new sources of income and investment. Waste management underpins the environmental quality and credibility of Albania's tourism offer, directly influencing visitor experience and willingness to pay. Digital payments can enable more seamless transactions while helping small providers to scale, formalize, and connect to broader markets. Across all three sectors, targeted near-term reforms can reduce informality, strengthen enforcement within market systems, and improve the conditions for private investment, while contributing to a more productive, formal, and investment-ready economy.

The reforms proposed in this CPSD are expected to create between 13,000 and 18,000 jobs, including through formalization of informal jobs, based on sector-level estimates. These estimates capture only jobs attributable with up to US$929 million in private investment that could be mobilized if the recommendations in this CPSD are implemented. They do not include broader economy-wide effects, which are likely to be substantially larger. Agritourism reforms would expand tourism investment and income opportunities in rural areas, strengthen linkages with agriculture, and benefit a broad base of rural households, generating benefits beyond those captured by the job estimates. Waste management reforms would deliver environmental and public health gains beyond tourism areas and advance Albania's alignment with EU requirements, thereby reducing regulatory uncertainty for private investment across the economy. Expanding digital payments would help build the infrastructure needed for formalization, financial inclusion, and productivity gains across all consumer-facing sectors. The reforms could also upgrade job quality by raising earnings in agriculture-linked tourism, formalizing employment in the waste sector, and enabling more productive jobs in digital payments. This is particularly relevant given Albania's high reservation wages, driven in part by remittances and migration options.

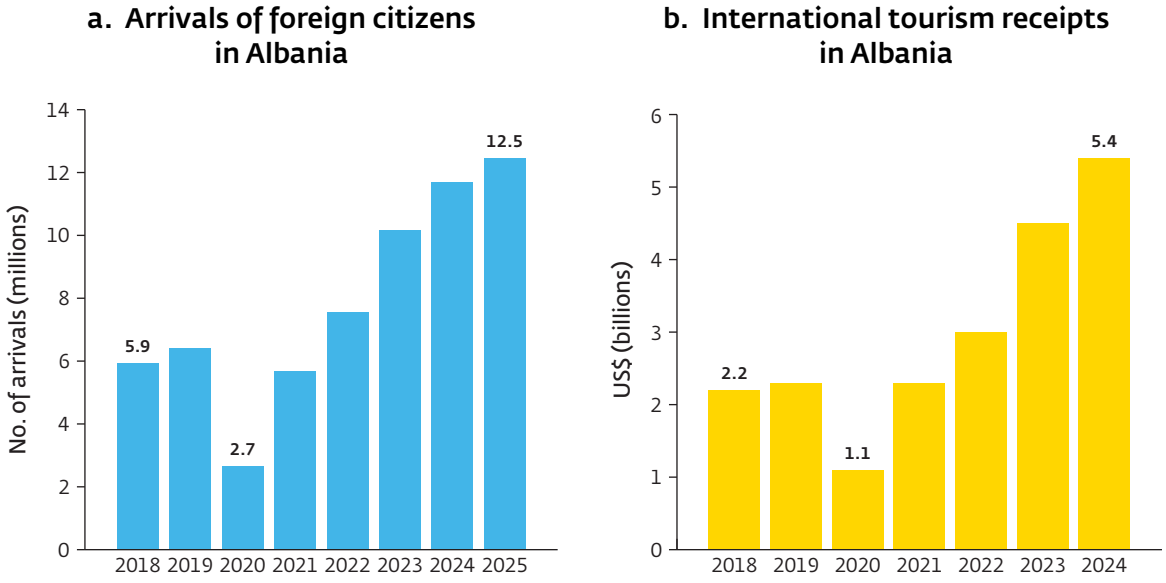
Agritourism[1]

Tourism has become Albania's dominant export engine and a central driver of jobs and investment, with foreign arrivals nearly doubling since 2019, driving the growth in tourism receipts (figure ES.1). However, tourism activity remains concentrated in peak summer months and coastal destinations, placing increasing pressure on natural and cultural assets, while opportunities to generate broader economic benefits remain underdeveloped. Limited gains in productivity, year-round quality employment, and linkages with local enterprises highlight the need to shift from volume-driven model toward a more diversified, productive, sustainable, and resilient tourism economy that generates greater value added and spreads benefits across destinations and communities.

From a private investment perspective, agritourism offers a potential entry point into Albania's inland and rural tourism economy. Unlike many rural tourism activities that remain informal or weakly regulated, agritourism benefits from a defined legal and regulatory framework, a national registry and certification system, and access to public cofinancing instruments. Together, these features can reduce regulatory uncertainty and improve bankability.

Figure ES.1

Foreign Arrivals and Tourism Receipts Have Grown Rapidly



Source: Based on data from Instat and UN Tourism.
Note: Foreign arrivals refer to arrivals of foreign citizens. Tourism receipts are shown through 2024, the latest year for which data were available from UN Tourism at the time of drafting.

Agritourism creates opportunities for investment in accommodation upgrades, experience-based rural hospitality, and enabling services that can aggregate small providers. It can also enable farms, agro-processing firms, and other agribusinesses to diversify into higher-value, visitor-oriented activities. With tourism demand growing but remaining concentrated in short-stay coastal models, agritourism can help capture demand for higher-value, multiday experiences while directing investment and employment toward underserved inland areas.

Despite strong market potential and significant reform progress in recent years, private investment in this segment of the tourism sector is constrained by institutional and factor-market weaknesses that raise risk and weaken the business case. Seasonal demand and volatile occupancy reduce revenue predictability, while the sector's predominantly micro and family-run structure limits standardization, scale, and access to finance. These constraints are compounded by a certification regime[2] that does not yet provide a credible and durable signal of agricultural origin, authenticity, and quality, including the primacy of agricultural activity.

Albania has amended the tourism law, adopted the National Tourism Strategy and its accompanying action plan, strengthened inter-institutional coordination, and continued to digitalize administrative procedures. However, several challenges remain. Uneven enforcement of rules governing short-term rental accommodations creates unfair competition and information gaps relevant to business decisions. Fragmented tourism statistics increase due-diligence costs. Destination-level coordination for inland tourism product development remains weak, while labor and skills shortages persist. Together, these factors reinforce low-value, highly seasonal business models and deter private investment in this segment of the tourism sector.

Concrete policy actions to unlock private investment include strengthening agritourism certification through enforceable agricultural-primacy requirements, mandatory periodic recertification, and digitally verifiable status; making short-term rental registration a binding condition for market entry; protecting the agritourism label from misuse by uncertified operators; operationalizing destination management organizations beyond marketing to support coordination and investment-related functions; and aligning skills systems more closely with agritourism needs, including through recognition of skills acquired abroad.

If the recommendations in this CPSD are implemented, the sector could attract between US$318 million and US$476 million in private investment over the medium term and create between 5,200 and 7,700 new jobs, including through the formalization of existing informal employment in agritourism.

Waste Management

Structural trends in waste generation, consumption, and tourism are increasing demand for modern collection, treatment, and recycling capacity in Albania. Urbanization, rising consumption, and rapid tourism growth are placing greater pressure on municipal systems and creating opportunities for private investment in waste management and the circular economy. Albania's waste profile points to investment opportunities in organics treatment, material recovery, and the recycling of plastics, paper, and metals. Outdated municipal fleets and infrastructure, including landfills, together with seasonal overloading in coastal areas, create additional demand for private operators with scalable logistics and processing capabilities.

Private participation in the waste sector is constrained by regulatory, institutional, and commercial barriers that weaken investment incentives. Albania has taken an important step by establishing and capitalizing the National Agency for Waste Economy, but its broad mandate for planning, oversight, infrastructure development, and waste-service operations may create uncertainty about the scope for private participation. Short contract tenors and tariffs that do not reflect costs undermine revenue predictability and limit the ability to recover capital investment. Permitting processes are fragmented and unpredictable, while the absence of reliable and verifiable data creates uncertainty around waste volumes and composition. The predominance of mixed-waste collection and the near absence of waste separation at source result in contaminated feedstock that is poorly suited to higher-value recycling and organics treatment (figure ES.2). Together, these constraints raise project-development risks, increase financing costs, and confine private investment largely to lower-capital, shorter-term activities.

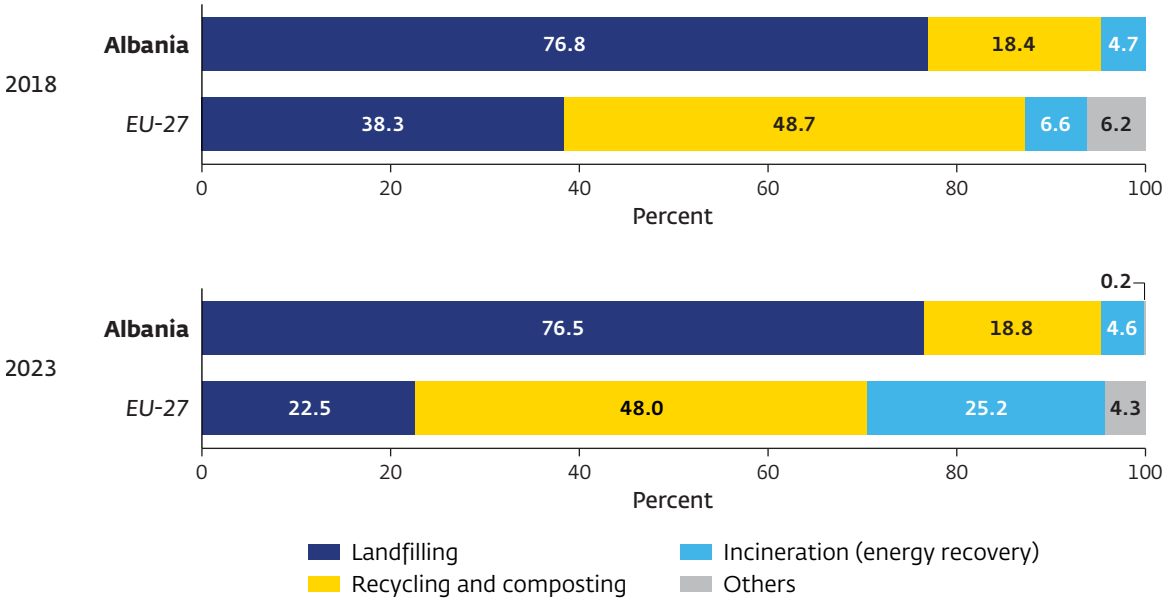
Recommended reforms to remove impediments to private investment include publishing annual pipelines for public-private partnerships and other procurements related to infrastructure development and waste services; competitively outsourcing waste services under longer-term contracts; a uniform, cost-reflective tariff methodology; identifying preapproved regional sites with coordinated permitting; and developing a reliable waste data system backed by a "no data, no pay" rule. These policy actions should be reinforced by gate-fee inversion and stronger enforcement to reduce illegal dumping and informal waste picking.

Implementing these recommendations could attract up to US$263 million in private investment over five years and support up to 5,300 jobs across collection, sorting, and materials recovery, including through the formalization of informal jobs.

Figure ES.2

Albania Recycles Less and Landfills More than the EU

Municipal waste management, by method



Source: Based on data from Instat and Eurostat.
Note: EU = European Union.

Digital Payments

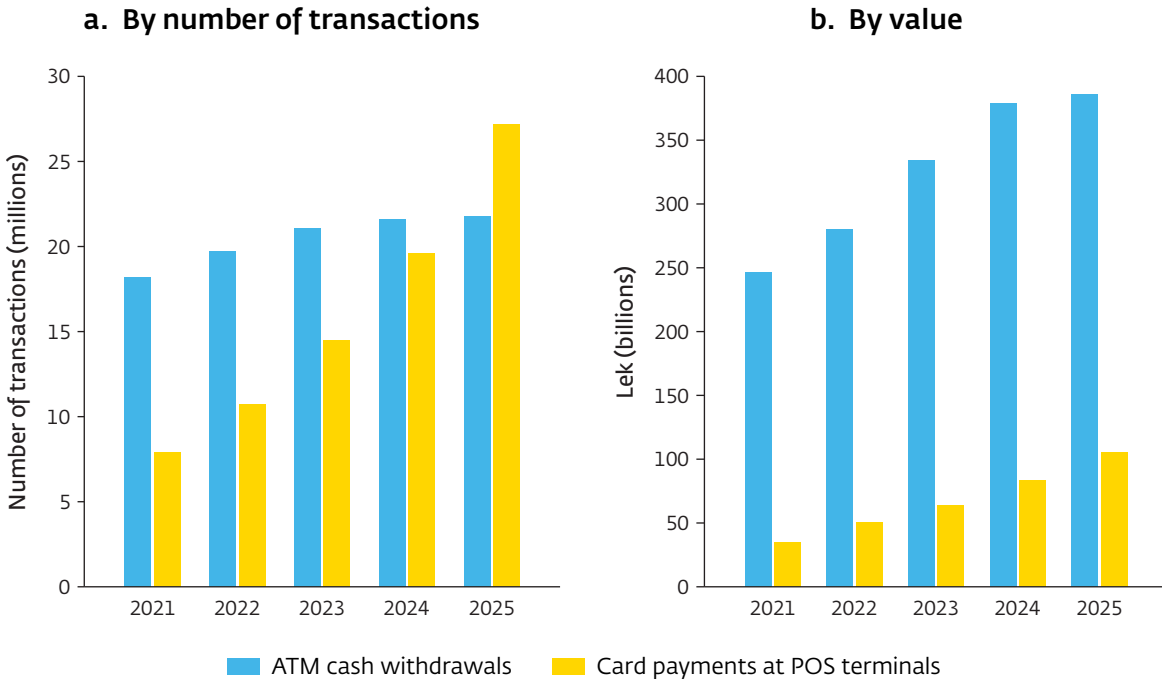
Albania's ambition to move toward a primarily cashless economy creates significant potential for private investment in digital payments. Strong digital connectivity and high smartphone penetration provide a solid foundation for expanding electronic payments, while growing tourism and export-oriented services strengthen demand for cashless transactions. These conditions create opportunities for investment by banks, nonbank payment service providers, fintech (financial technology) firms, and technology companies in merchant acquisition, payment processing, digital wallets, compliance technology, and payment-enabled services. More broadly, digital payments can increase formalization, service quality, financial inclusion, and productivity growth.

Private investment in digital payments is constrained by limited market scale and high operating costs. Although digital payments have gained momentum in recent years, their use remains limited, as persistent cash use and informality continue to suppress demand for modern payment services (figure ES.3). Financial account ownership and merchant acceptance are low relative to peers, limiting transaction volumes

Figure ES.3

Cash Remains the Dominant Payment Method

ATM cash withdrawals and card payments at POS terminals



Source: Bank of Albania.
Note: ATM = automated teller machine; POS = point of sale.

and weakening network effects. This limits market scale and keeps operating costs high, reducing incentives for private investment.

Fragmented implementation of open banking also raises integration costs for new entrants, while gaps in the legal and operational frameworks for remote onboarding, digital identity verification, and electronic signatures increase customer acquisition and compliance costs. As a result, providers face relatively high upfront investment requirements and uncertain returns, slowing market entry, innovation, and expansion.

Recommended policy actions include end-to-end digitalization of government payments to and from individuals and businesses, including a phased transition to digital-only payments; measures to expand merchant acceptance of digital payments; standardized implementation of open banking with clear performance targets; consent-based digital identity verification using government databases; and adoption of a risk-based framework for electronic signatures in financial services. These recommendations complement reforms already initiated by the authorities under the Cashless Albania initiative, including

the planned rollout of instant payment infrastructure. Together, these measures could improve the business environment for existing and new payment service providers by enabling more seamless connections to the payment system, customer onboarding, and delivery of scalable services.

Implementing these recommendations could generate between US$90 million and US$190 million in private investment over the medium term across banks, nonbank financial institutions, fintech firms, and technology companies, while creating between 2,400 and 5,000 jobs. Wider use of digital payments could also strengthen financial inclusion and improve firm efficiency.

Summary of Constraints to Private Investment and Recommendations

A common set of structural and policy challenges constrains private investment across all three sectors: informality, a persistent gap between laws and their implementation, and weak enforcement. These challenges are deeply interconnected. Informality is sustained by inconsistent enforcement, while enforcement gaps partly reflect limited supervisory and implementation capacity. Pervasive informality distorts competition and constrains market development across all three sectors. Unregistered short-term rentals undermine certified agritourism operators; illegal dumping reduces the waste volumes available to formal recycling businesses; and persistent reliance on cash suppresses the network effects needed for digital payment providers to reach scale. Gaps between Albania's increasingly EU-aligned legal framework and implementation persist, amid weak enforcement. Agritourism certification provides only a one-off compliance signal, while unregistered short-term rentals continue to operate outside the formal system. In waste management, the absence of waste-flow tracking sustains illegal dumping. In digital payments, the open banking framework which would promote digital payments is operationally ineffective amid enforcement gaps.

Importantly, the CPSD recommendations across the three sectors seek to embed compliance into the design of systems and incentives rather than rely solely on ex post inspection and supervision. In agritourism, this means requiring a unique digital identifier through e-Albania as a condition for listing on booking platforms and imposing binding obligations on platforms to verify registrations and delist noncompliant units. This approach shifts part of the enforcement burden from inspectors to the architecture of the market. In waste management, a "no data, no pay" rule would condition municipal payments on verifiable digital tracking data, while geofenced Global Positioning Satellite tracking would help close informal dumping loopholes. A gate-fee inversion structure

would make separation at source the more commercially rational choice by design rather than through mandates alone. In digital payments, creating a competitive business environment through standardized application programming interface performance benchmarks, interoperable acceptance solutions such as QR codes and SoftPOS (software point of sale), access to civil registry data for remote identity verification, and a risk-tiered electronic-signature framework would establish clear rules from the outset and enable lower-cost automated monitoring.

To support effective implementation, the CPSD prioritizes recommendations according to their foundational role in enabling subsequent reforms, their near-term feasibility of implementation, and their potential to improve bankability or reduce risks for investors. Across the three sectors, the most immediate priorities are measures that strengthen implementation credibility, reduce informality, improve data and verification systems, and clarify the rules and institutional arrangements that shape private investment decisions. In agritourism, the immediate priorities are strengthening certification credibility, making short-term rental registration binding, and improving market data. In waste management, priorities include reforms that improve bankability and implementation credibility, particularly longer-term contracts, cost-reflective tariffs, clearer institutional accountability, and reliable waste-flow data. In digital payments, the immediate priorities are reforms that expand transaction volumes and reduce onboarding frictions, thereby strengthening the commercial case for formal electronic payments.

Table ES.1

Summary of Constraints and Recommendations

Constraints	Recommendations
Agritourism	
Rationale • Rapid tourism growth, a diverse agricultural base, a supportive policy framework, and short travel distances between coastal gateways and inland rural destinations create strong investment potential. • Private investment is constrained by weak and noncredible certification, incomplete enforcement of short-term rental registration, and other institutional and market constraints.	
1. Agritourism certification does not provide a credible and durable investment signal because eligibility criteria do not reliably ensure agricultural primacy over time and post-certification enforcement is weak.	**1a.** Amend the agritourism certification framework under the Law on Tourism and its implementing acts to require agricultural primacy over time, introduce mandatory periodic recertification, and make certification digitally verifiable. ***Priority:*** Foundational **1b.** Replace the rigid one-hectare land threshold with eligibility criteria based on demonstrable agricultural primacy and adapted to Albania's fragmented farm structure. ***Priority:*** Foundational **1c.** Establish a layered enforcement mechanism for agritourism certification based on periodic recertification, digital compliance reporting, and risk-based inspections, supported by accredited third-party verification where public capacity is limited. ***Priority:*** Foundational
2. Short-term rental registration requirements are not yet binding for market entry, undermining fair competition.	**2a.** Require all short-term rental accommodation units to obtain a unique digital registration ID through e-Albania as a condition for market entry. ***Priority:*** Foundational **2b.** Require online booking platforms to validate and prominently display a valid Albanian short-term rental registration ID for each listing and refuse publication of listings without a valid ID. ***Priority:*** Foundational

(Table continues next page)

Table ES.1

Summary of Constraints and Recommendations *(continued)*

Constraints	Recommendations
3. Fragmented and incomplete information on listings, occupancy, and transaction values raises due diligence costs and weakens revenue forecasting, particularly in rural and seasonal destinations.	**3a.** Require booking platforms to report listings, nights booked, and transaction values linked to short-term rental registration IDs through a single national digital entry point. ***Priority:*** Foundational **3b.** Operationalize the Ministry of Tourism, Culture and Sportss e-visitor platform as the mandatory channel for standardized visitor data reporting by tourism operators. ***Priority:*** Foundational **3c.** Establish a government-led protocol for validating, reconciling, and publishing aggregated tourism data generated through the e-visitor platform. ***Priority:*** Foundational
4. Weak protection of agritourism designation undermines quality differentiation, pricing power, and incentives to invest in agriculture-linked upgrading.	**4.** Amend the implementing acts under the Law on Tourism governing accommodation classification, certification, and marketing to protect use of the agritourism designation through valid certification and short-term rental registration. ***Priority:*** Follow-on
5. Most destination management organizations lack a clear legal mandate, stable financing, and operational authority beyond marketing, limiting destination-level coordination and raising investor risk.	**5.** Operationalize destination management organizations as destination-level coordinators of investment, visitor management, and product development through implementing regulations under the Law on Tourism, supported by public-private governance and predictable financing. ***Priority:*** Follow-on
6. Agritourism investors face persistent labor constraints because technical and vocational education and training and recognition of prior learning reforms have not yet translated into an operational skills pipeline for agriculture-linked tourism businesses.	**6.** Expand employer participation, geographic coverage, and work-based learning, including by creating a credible certification pathway for skilled return migrants with tourism work experience acquired abroad. ***Priority:*** Follow-on

(Table continues next page)

Table ES.1

Summary of Constraints and Recommendations *(continued)*

Constraints	Recommendations
Waste management	
Rationale • The waste and circular economy sector is entering a period of growth, driven by EU-aligned legislation. • Rising waste volumes associated with economic activity and tourism open space for private participation.	
1. The National Agency for Waste Economy's (*Agjencia Kombëtare e Ekonomisë së Mbetjeve; AKEM*) broad and combined responsibilities for planning, oversight, infrastructure development, and waste-service operations may create uncertainty about where and how private investment can participate.	**1a.** To facilitate waste-service delivery through public, private, and mixed-provider arrangements, require AKEM to publish a rolling multiyear pipeline of public-private partnership and other procurement opportunities for infrastructure and waste services. ***Priority:*** Foundational **1b.** Require AKEM to publicly report a set of auditable performance indicators. ***Priority:*** Foundational
2. Short contract tenors prevent private operators from recovering investment costs and weaken incentives to improve service quality.	**2.** Mandate open competitive tendering for waste collection services, with contract durations calibrated to ensure cost recovery and investment viability. ***Priority:*** Foundational
3. Non-cost-reflective tariffs for waste services weaken commercial viability and reduce operators' ability to invest in durable service improvements.	**3.** Adopt a uniform, cost-reflective tariff methodology and phase in its application across municipalities. ***Priority:*** Foundational
4. Unpredictable permitting and unresolved site-readiness issues increase development risk and delay project preparation.	**4.** Designate prepermitted facility zones in each of Albania's 10 waste regions, with land ownership, zoning, environmental screening, and technical requirements resolved before procurement. ***Priority:*** Follow-on
5. Weak and inconsistently verified data on waste volumes and composition undermine planning, contracting, and investment decisions.	**5a.** Require all landfills and transfer stations to install calibrated weighing systems and digital tracking tools and make weighing mandatory for all incoming loads. ***Priority:*** Foundational **5b.** Apply a strict "no data, no pay" rule to municipal service payments and operator reimbursements. ***Priority:*** Foundational **5c.** Publish medium-term regional waste-flow projections to support facility sizing and investment decisions. ***Priority:*** Foundational

(Table continues next page)

Table ES.1

Summary of Constraints and Recommendations *(continued)*

Constraints	Recommendations
6. Predominantly mixed-waste collection and weak separation at source produce contaminated feedstock that is unsuitable for private investment in recycling and organics treatment.	**6a.** Introduce a higher disposal fee for mixed waste while applying a zero or negative fee for presorted recyclables delivered to material recovery facilities (a gate-fee inversion). ***Priority:*** Follow-on **6b.** Embed source-separation key performance indicators in municipal collection contracts and pair them with standardized outreach to households and businesses. ***Priority:*** Follow-on
7. Illegal dumping by informal actors and disposal outside engineered facilities divert waste from the formal system and reduce the feedstock needed for viable treatment investments.	**7a.** Introduce integrated waste traceability systems combining calibrated weighbridges, access controls at landfill and transfer station gates, and geofenced GPS tracking of collection vehicles. ***Priority:*** Follow-on **7b.** Formally engage waste pickers through registration and delivery of recyclables to official transfer points. ***Priority:*** Follow-on
Digital payments	
Rationale • The national prioritization of a primarily cashless economy creates a strong policy signal for private investment in payment infrastructure, merchant and customer acceptance, and technology-enabled payment services. • Strong digital connectivity and high smartphone penetration provide a solid foundation for expanding electronic payments.	
1. Informality and persistent reliance on cash limit market scale.	**1a.** Implement end-to-end digital government payments by disbursing all government-to-person payments into transaction accounts. ***Priority:*** Foundational **1b.** Establish core architecture for government collections that enables payments using any digital payment instrument, rather than only cards and point-of-sale terminals. ***Priority:*** Foundational

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Table ES.1

Summary of Constraints and Recommendations *(continued)*

Constraints	Recommendations
	1c. Require a phased transition to digital-only business-to-government payments, progressively limiting cash use as businesses transition to digital channels. ***Priority:*** Follow-on **1d.** Lower the cash transaction ceiling for business-to-customer and customer-to-business transactions to the same level as for business-to-business transactions, with scope for further calibration. ***Priority:*** Foundational
2. High costs and entry barriers limit adoption of digital payments among small merchants.	**2.** Issue supervisory requirements to allow simplified onboarding, improve pricing transparency, and require interoperable low-cost acceptance solutions. ***Priority:*** Foundational
3. Fragmented open banking interfaces raise entry costs and deter private investment.	**3.** Issue open banking implementation guidelines with clearly defined application programming interface performance benchmarks. ***Priority:*** Foundational
4. Limited access to digital identity verification for electronic know-your-customer procedures raises costs and slows customer onboarding.	**4.** Allow regulated financial institutions to access and query selected civil registry data, enabling consent-based digital identity verification for electronic know-your-customer purposes. ***Priority:*** Foundational
5. Limited use of electronic signatures in financial products and services raises onboarding friction.	**5.** Introduce a tiered, risk-based framework for electronic signatures across financial products and services, clarifying when simple, advanced, and qualified electronic signatures may be used. ***Priority:*** Follow-on

Notes

1. According to Council of Ministers Decision No. 22 (2018), agritourism is a hospitality activity carried out on a farm or other agricultural unit with the aim of attracting visitors, including by enabling them to participate in agricultural or related activities undertaken in that setting. For the purposes of this report, agritourism refers to tourism activities anchored in a working farm or agrifood enterprise, including farm stays and rural guesthouses, farm-to-table dining, tastings such as wine and olive oil, farm tours, paid on-farm experiences, and direct sales.
2. An implementing act, which is currently under approval, revises the certification criteria and broadens the definition of agritourism.

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2121 Pennsylvania Avenue, N.W.
Washington, D.C. 20433
Internet: www.ifc.org

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