

EXECUTIVE SUMMARY

TITLE	:	Preliminary Review on Clean and Green Cities at Semporna using Behavioural Insights (BI) Approach
OBJECTIVES	:	<ul style="list-style-type: none"> i. To conduct a preliminary findings at the proposed location of the study; ii. To identify the contributing factors of unsatisfactory sanitary levels in Semporna; and iii. To prepare a report and provide recommendations for the development of the study.
OUTPUT/OUTCOME		<ul style="list-style-type: none"> • Preliminary report based on the findings and suggestions for feasibility study.
DURATION		November 2019
TOTAL COST	:	RM25,000
BUDGET	:	MPB-Tourism Productivity Nexus
COMMENTS/ SIGNATURE OF ACCOUNTANT		
COMMENTS/ SIGNATURE OF PCT MGR	:	

REQUEST FOR APPROVAL FROM THE BOARD OF MANAGEMENT, MPC

TITLE: PRELIMINARY REVIEW ON CLEAN AND GREEN CITIES AT SEMPORNA USING BEHAVIOURAL INSIGHTS APPROACH (BI)

1.0 Purpose

The purpose of this paper is to seek approval from Board of Management (BOM) to undertake a preliminary findings for a case study on Clean and Green Cities at Semporna using Behavioural Insights approach and to appoint an external expert to conduct the study.

2.0 Background

- 2.1 Semporna is known as a world-class tourist destination for its beautiful islands and is the focal point of diving activities in the world. However, the potential of Semporna as a leading tourist center is facing a problem due to poor sanitary conditions of uncontrolled waste disposal.
- 2.2 Recently, Tourism Productivity Nexus (TPN) and MPC's Top Management has decided to embark into developing standards in Green Tourism Practices (GTP). Semporna is identified as pilot with focus on inculcating sustainable practices.
- 2.3 MPC intends to use the Behavioural Insights approach to identify the positive and negative behaviours, that may be intentional or unintentional, that contributes to the poor sanitary conditions in Semporna. In this regard, a preliminary survey at the proposed study site will be conducted by a group of researchers from UKM with the involvement of MPC officers.

3.0 Objectives

- 3.1 The objectives of the study are:
 - i. To conduct a preliminary findings at the proposed location of the study;
 - ii. To identify the contributing factors of unsatisfactory sanitary levels in Semporna; and

- iii. To prepare a report and recommendations for the development of the study.

4.0 Scope

4.1 The scopes of the study are:

- i. To conduct field study and preliminary observations on the behaviours of the public (locals, foreigners, local and foreign tourists) in Semporna;
- ii. To engage and establish rapport with stakeholders including the local government, local community and private sectors;
- iii. To collect data through interviews with locals, immigrants, tourists, industry, stakeholders and focus groups; and
- iv. To present preliminary findings, recommendations and provide relevant decisions.

5.0 Expected Deliverables

5.1 Preliminary report on the study findings in Semporna.

6.0 Appointment of Expert

To conduct the preliminary review for this study, we would like to recommend YBrs. Prof. Madya Dr. Nor Ba'yah binti Abdul Kadir, a lecturer from the Faculty of Social Sciences and Humanities (FSSK), UKM due to her experience and expertise in the field of Behavioural Insights.

7.0 Estimated Cost

No.	Item	Estimated Cost (RM)
1.	Transportation for Programme & Site Visit (Flight, MPV, airport transfer etc.)	5,000.00
2.	Accommodation MPC Officers & Expert	5,000.00
3.	Professional Fees for Expert	10,000.00
4.	Administrative Cost (Meal allowances, mileage)	5,000.00
	TOTAL	25,000.00

8.0 Approval from BOM

The approval from BOM is sought for in undertaking the preliminary review case study on Clean and Green Cities at Semporna using Behavioural Insights approach, appointing YBrs. Prof. Madya Dr. Nor Ba'yah binti Abdul Kadir to conduct the study and utilising MPB-Tourism Productivity Nexus budget of RM25,000.00 for the study.

Prepared by:

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11 November 2019

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PCK
11 November 2019