EXECUTIVE SUMMARY

TITLE	:	IMPLEMENTATION OF BEHAVIOURAL INSIGHTS PROGRAMMES FOR THE FOURTH QUARTER OF 2020: i. ROUND TABLE DISCUSSION (RTD) FOR BEHAVIOURAL INSIGHTS FRAMEWORK PROJECT; ii. BI TECHNICAL COMMITTEE MEETING (DRAFT FINAL REPORT PRESENTATION) iii. HARMONISATION SESSION FOR BI CASE STUDY; AND iv. STRATEGIC SESSION AND WAY FORWARD FOR BI UNIT
DATE	:	OCTOBER – DECEMBER 2020
BUDGET/COST	:	DEVELOPMENT BUDGET – RM 110,150.00 (BEHAVIOURAL INSIGHTS) OPERATIONAL BUDGET – RM 9,000.00 **TOTAL – RM 119,150.00**
OBJECTIVES	:	THE OBJECTIVES ARE: **FOR RTD SESSION:** i. To get input from External Sources such as from the BI Technical Committee Members, Representatives from MEA and other eligible representatives from Ministries; and ii. To harmonize the overall methodology, deliverables and way forward for the BI Framework. **FOR TECHNICAL COMMITTEE MEETING:** i. To monitor the progress of the study according to its phases; and ii. To provide technical input on the issues and challenges on the study. **FOR HARMONISATION SESSION:** i. To harmonize the final report and report presentation to MEA; ii. To conduct a post-mortem for the BI Case Study 2020; and iii. To build a workplan for the BI Case Study going forward. **FOR BI STRATEGIC SESSION:** i. To discuss issues and suggest ideas for improvements for BI activities ii. To discuss and set the KPIs for 2021.
EXPECTED DELIVERABLES	:	THE DELIVERABLES ARE: i. **RTD Session** – Updated draft final report for The Development of BI Framework in Malaysia ii. **BI Technical Committee Meeting** – Feedback report iii. **Harmonisation Session** – Summary report of BI Case Studies, Presentation Slides & BI Case Study Workplan 2021 iv. **BI Strategic Session** – Post-mortem report & Workplan 2021
UNIT/DEPARTMENT	:	BEHAVIOURAL INSIGHTS/ PCD
COMMENTS/ SIGN. OF ACCOUNTACT	:	
COMMENTS/ SIGN. OF PCT MANAGER		

IMPLEMENTATION OF BEHAVIOURAL INSIGHTS PROGRAMMES FOR THE FOURTH QUARTER OF 2020; RTD FOR BI FRAMEWORK PROJECT, BI TECHNICAL COMMITTEE MEETING, BI CASE STUDY HARMONISATION SESSION AND BI UNIT STRATEGIC SESSION

1.0 PURPOSE

The purpose of this proposal is to inform and seek approval from the Board of Management (BOM) to implement BI Programmes for the fourth quarter of 2020 which consists of an RTD session for the BI Framework Project, BI Technical Committee Meeting, Harmonization Session for the 2020 BI Case Studies and a Strategic Session for BI Unit.

2.0 BACKGROUND

2.1 MPC has been given an opportunity by the Government to undertake BI programs and initiatives for Malaysia in 2020, as the Government is keen to embed BI in designing public policy towards a better quality and effective regulation. Two of the key performance indicators to be achieved this year are 10 BI Case Study from various ministries and building a conceptual BI Framework that best suits the nation's culture that includes individual, environment and social factors.

2.2 The main purpose in implementing the 10 BI Case Study is in preparation for the adoption of BI method in the respective Ministries and Agencies in the future as well as developing competencies of the BI Community which consists of MPC Associates, Academia and Ministries' representatives. The BI Case Studies are being closely monitored by the BI Technical Committee Members, where each of the case study group will present their report in phases to the Technical Committee members as determined in the Terms of Reference (TOR).

2.3 Meanwhile, the new BI Framework will spread the understanding of behavioural approaches across the policy community as well as a guidance on how to apply BI more systematically and responsibly. It will also provide policy makers and practitioners with a set of tools that can be applied along with other existing behavioural framework.

3.0 OBJECTIVES

3.1 The objectives for BI Framework RTD Session are:

      i. To get input from External Sources such as from the BI Technical Committee Members, Representatives from MEA and other eligible representatives from Ministries; and

      ii. To harmonize the overall methodology, deliverables and way forward for the BI Framework.

3.2 The objectives for BI Technical Committee Meeting are:

      i. To monitor the progress of the study according to its phases; and

      ii. To provide technical input on the issues and challenges on the study.

3.3 The objectives for BI Case Study Harmonisation Session are:

      i. To harmonize the final report and report presentation to EPU;

      ii. To conduct a post-mortem for the BI Case Study 2020; and

      iii. To build a workplan for the BI Case Study going forward.

3.4 The objectives for BI Unit Strategic Session are:

      i. To discuss issues and suggest ideas for improvements for BI activities; and

      ii. To discuss and set the KPIs for 2021.

4.0 EXPECTED DELIVERABLES

4.1 The expected deliverables are:

      i. **RTD Session** – Updated draft final report for The Development of BI Framework in Malaysia

      ii. **BI Technical Committee Meeting** – Feedback report

      iii. **Harmonisation Session** – Summary report of BI Case Studies, Presentation Slides & BI Case Study Workplan 2021

      iv. **BI Strategic Session** – Post-mortem report & Workplan 2021

5.0 DURATION

All four programmes will be held between October to December 2020.

6.0 PROPOSED AGENDA

The proposed agenda for all four programmes are shown in Appendix 1.

7.0   PARTICIPANTS

The participants for the four programmes are shown in Appendix 2.

8.0   COST

The total estimated costs for the four programmes are RM119,150.00, where RM110,150.00 extracted from the Behavioural Insights Budget and RM9,000.00 from the Operational Budget, as shown in Appendix 3.

9.0   APPROVAL FROM BOM

The approval from the Board of Management (BOM) is sought for the implementation of BI Programmes for the fourth quarter of 2020 which consists of an RTD session for the BI Framework Project, BI Technical Committee Meeting, Harmonization Session for the 2020 BI Case Studies and a Strategic Session for BI Unit with an **estimation costs of RM119,150.00**; RM110,150.00 utilising the Behavioural Insights Budget and RM9,000 from the Operational Budget.

Prepared by: Reviewed by: Approved by:

Nuraizah Harun   **Mariatul Af-Ida**   **Wan Fazlin Nadia**
                                Mohd Tajul Ariffin   **Wan Osman**
Assistant Manager   Senior Manager   Director
BI Unit, PCD   BI Unit, PCD   PCD
6 October 2020   6 October 2020   6 October 2020

PROPOSED AGENDA FOR ALL FOUR BI PROGRAMMES

1. **BI Framework RTD Session**

Time	Programme
DAY 1	
3.00pm – 6.00pm	Registration of Participants/Check-in
6.00pm – 8.00pm	Networking Dinner
9.00pm – 9.15pm	Opening Remarks by KP/TKP
9.15pm – 9.30pm	Presentation of BI Framework Draft Final Report
9.30pm – 10.00pm	Q&A Session
10.00pm	End of session
DAY 2	
7.00am - 9am	Breakfast
9.00am - 10.30am	Brainstorming session I
10.30am - 11.00am	Networking Break
11.00am - 1.00pm	Brainstorming session II
1.00pm - 2:30pm	Networking Lunch Break
2.30pm - 5.00pm	Presentation of the updated Draft Final Report
5.00pm	End of session

2. **BI Technical Committee Meeting**

Time	Programme
DAY 1	
6.00pm - 8.00pm	Networking Dinner
9.00pm - 10.00pm	Discussion
10.00pm	End of session
DAY 2	
7.00am - 9.00am	Breakfast
9.00am - 9.15am	Opening Remarks by KP/TKP
9.15am - 9.30am	Case Study Briefing
9.30am - 10.00am	Presentation of Case Study 1

Time	Programme
10.00am - 10.30am	Presentation of Case Study 2
10.30am - 11.00am	Presentation of Case Study 3
11.00am - 11.30am	Presentation of Case Study 4
11.30am - 12.00pm	Presentation of Case Study 5
12.00pm - 12.30pm	Presentation of Case Study 6
12.30pm - 1.00pm	Q&A Session
1.00pm	Check-out & Networking Lunch

3. **BI Case Study Harmonisation Session**

Time	Programme
DAY 1	
3.00pm - 6.00pm	Registration of Participants/Check-in
6.00pm - 8.00pm	Networking Dinner
9.00pm - 9.15pm	Opening Remarks by KP/TKP/Director
9.15pm - 10.00pm	Progress Report by BI Secretariat
10.00pm	End of session
DAY 2	
7.00am - 9.00am	Breakfast
9.00am - 1.00pm	Brainstorming Session - Identification of Challenges in implementing the study
1.00pm - 2:30pm	Networking Lunch Break
2.30pm - 5.00pm	Brainstorming Session - Suggestions for improvement
6.00pm - 8.00pm	Networking Dinner
9.00pm - 10.00pm	Way Forward for BI Case Study
10.00pm	End of session
DAY 3	
7.00am - 9.00am	Breakfast
9.00am - 12.00pm	Video shooting for each BI Case Study
12.00pm	Check-out & Networking Lunch

4. **BI Unit Strategic Session**

Time	Programme
DAY 1	
3.00pm - 6.00pm	Registration & Check-in
6.00pm - 8.00pm	Dinner
9.00pm - 9.15pm	Opening Remarks by KP/TKP/Director
9.15pm - 10.00pm	BI Unit Progress (Financial & Non-financial) 2020
10.00pm	End of session
DAY 2	
7.00am - 9.00am	Breakfast
9.00am - 11.00am	Brainstorming Session - Post-mortem of current KPIs
11.00am - 1.00pm	Workshop I - Setting up KPIs
1.00pm - 2:30pm	Lunch Break
2.30pm - 5.00pm	Brainstorming Session - Devising KPIs for 2021
6.00pm - 8.00pm	Dinner
9.00pm - 10.00pm	Workshop II - Way Forward for BI Case Study
10.00pm	End of session
DAY 3	
7.00am - 9.00am	Breakfast
9.00am - 11.00am	Presentation of BI Unit KPIs 2021
11.00am - 12.00pm	Q&A Session
12.00pm	Check-out & Lunch

PARTICIPANTS LIST FOR ALL FOUR BI PROGRAMMES

No.	Name	BI Framework RTD	BI Technical Committee Meeting	BI Case Study Harmonisation Session	BI Unit Strategic Session
1	Dato' Abdul Latif Hj Abu Seman	√		√	√
2	En. Zahid Ismail	√	√	√	√
3	Pn. Wan Fazlin Nadia Wan Osman	√	√	√	√
4	Pn. Hjh Sawiah Abdul Samad	√	√	√	√
5	Pn. Mariatul Af-Ida Mohd Tajul Ariffin	√	√	√	√
6	Pn. Nuraizah Harun	√	√	√	√
7	En. Izzul Ikhwan Ishak	√	√	√	√
8	En. Mohammed Alamin Rehan	√	√		
9	En. Mohamad Muzaffar Abdul Hamid	√	√		
10	En. Ezzedine Abdul Razak	√			
11	En. Gaia Tan	√			
12	Dr. Izhar Che Mee	√	√	√	
13	Prof. Ku Nor Izah Ku Ismail	√	√		
14	Prof. Dr. M. Niaz Asadullah	√	√		
15	Prof. Madya Dr. Nor Ba'yah Abdul Kadir	√	√	√	
16	Dr. Nor Izzatina Abdul Aziz	√	√	√	
17	Prof. Madya Dr. Mariam Adawiah bt Dzulkifli	√	√	√	
18	EPU Representative I	√		√	
19	EPU Representative II	√		√	
20	Ministry Representative I	√			
21	Ministry Representative II	√			
22	Ministry Representative III	√			
23	Pn. Kamine Kethieswaranathan (Minute Writer)		√		
24	Dr. Pauziah Hanum Abdul Ghani			√	

No.	Name	BI Framework RTD	BI Technical Committee Meeting	BI Case Study Harmonisation Session	BI Unit Strategic Session
25	Dr. Noor Azlin bt Ismail			√	
26	En. Goh Swee Seang		√	√	
27	Pn. Evelyn Liew Yuen Chun		√	√	
28	Pn. Rusyda Helma bt Mohd			√	
29	Prof. Madya Dr. Normaliza bt Ab Malik			√	
30	En. Mohammad bin Abdul Hamid		√	√	
31	Dr. Daniella Maryam bt Mohamed Mokhtar		√	√	
32	Pn. Halimah bt Osman		√	√	
33	Dr. Haslina bt Muhamad		√	√	
34	En. Alawidin bin Khairuddin		√	√	
35	Prof. Madya Dr. Norbani bt Che Ha		√	√	
36	Dr. Mohhidin bin Othman			√	
37	Dr. Harris Shah bin Abd Hamid			√	
38	Prof. Dr. Haryani bt Haron		√	√	
39	Pn. Hartini Othman		√	√	
40	Prof. Madya Dr. Rohaiza Abd Rokis		√	√	
41	Fasilitator 1				√
42	Fasilitator 2				√

ESTIMATED COSTS FOR ALL FOUR BI PROGRAMMES

No.	Item	Source of Budget	BI Framework RTD	BI Technical Committee Meeting	BI Case Study Harmonisation Session	BI Unit Strategic Session	Total
1.	Residential Package	DE	25 pax x RM450 x 1 night = RM 11,250.00	30 pax x RM450 x 1 night = RM 13,500.00	30 pax x RM450 x 2 nights = RM 27,000.00	10 pax x RM450 x 2 nights = RM 9,000.00	RM 60,750.00
2.	Full-day Meeting Package	DE	-	12 pax x RM200 x 1 day = RM 2,400.00	-	-	RM 2,400.00
3.	Meeting Allowance	DE	6 pax x RM500 x 2 days = RM 3,000.00	5 pax x RM500 x 1 day = RM 2,500.00	20 pax x RM500 x 2 days = RM 20,000.00	-	RM 28,500.00
4.	Facilitator Fee	DE	-	-	1 pax x RM1,000 x 2 days = RM 2,000.00	2 pax x RM1,000 x 2 days = RM 4,000.00	RM 6,000.00
5.	Additional Appliances (Mics, Flip Charts etc)	DE	RM 3,000.00	RM 3,000.00	RM 3,000.00	RM 3,000.00	RM 12,000.00
6.	Minute Writer	DE	-	1 pax x RM1000 x 0.5 day = RM 500.00	-	-	RM 500.00
TOTAL DE			RM 20,250.00	RM 21,900.00	RM 52,000.00	RM 16,000.00	**RM 110,150.00**
7.	Administrative Cost (Mileage, Tolls etc)	OE	RM 3,000.00	-	RM 3,000.00	RM 3,000.00	RM 9,000.00
TOTAL OE			RM 3,000.00	-	RM 3,000.00	RM 3,000.00	**RM 9,000.00**
OVERALL TOTAL (DE + OE)			**RM 23,250.00**	**RM 21,900.00**	**RM 55,000.00**	**RM 19,000.00**	**RM 119,150.00**