

EXECUTIVE SUMMARY

TITLE	:	Appointment of External Consultant for The Development of Malaysia Behavioural Insights (BI) Framework
DATE	:	June – Nov 2020
OBJECTIVES	:	<p>The objectives of the Malaysia BI Framework are:</p> <ul style="list-style-type: none"> i. To improve the design and implementation of the current public policy; ii. To understand and influence behaviour change among citizens by simplifying processes, removing unnecessary steps and making services more user-friendly; and iii. To provide general principles for the ethical application of BI and guidelines where ethical concerns might be raised for specific issues.
EXPECTED DELIVERABLES	:	<p>The expected deliverables from the external consultant are:</p> <ul style="list-style-type: none"> i. Preliminary report; ii. Draft final report; and iii. Final report <p>on developing the Malaysia Behavioural Insights Framework.</p>
TOTAL COST	:	RM 49,000.00
BUDGET (DE)	:	Behavioural Insights (BI)
DIVISION/UNIT	:	PCD/BI
COMMENTS/ SIGNATURE OF ACCOUNTANT	:	
COMMENTS/ SIGNATURE OF PCT MANAGER	:	

REQUEST FOR APPROVAL FROM THE BOARD OF MANAGEMENT, MPC

TITLE: APPOINTMENT OF EXTERNAL CONSULTANT FOR THE DEVELOPMENT OF MALAYSIA BEHAVIOURAL INSIGHTS (BI) FRAMEWORK

1.0 Purpose

The purpose of this paper is to seek approval from the Board of Management (BOM) on the appointment of external consultant for the development of Malaysia Behavioural Insights (BI) Framework with an estimated cost of RM49,000 utilising the Behavioural Insights budget.

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. One of the key performance indicators to be achieved this year is building a conceptual BI Framework that best suits the nation's culture that includes individual, environment and social factors.
- 2.2 This new 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 frameworks.
- 2.3 For the development of this framework, references will be made with the existing behavioural frameworks such as the EAST Framework created by the Behavioural Insights Team (BIT) in United Kingdom and the BASIC Framework created by Organisation for Economic Co-operation and Development (OECD).
- 2.4 The BI Unit team recommends that a focused team need to undertake the task and produce the necessary report with the guidance from MPC, the private sector/individuals and academia.

3.0 Objectives

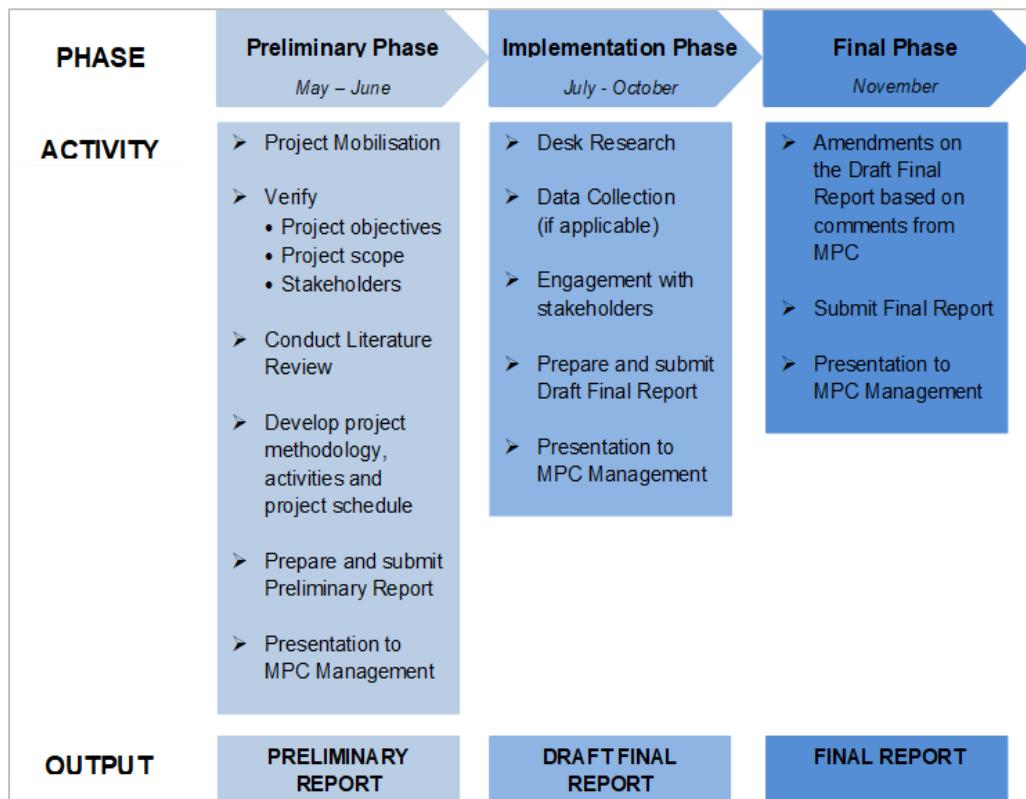
3.1 The objectives of the Malaysia BI Framework are:

- i. To improve the design and implementation of the current public policy;
- ii. To understand and influence behaviour change among citizens by simplifying processes, removing unnecessary steps and making services more user-friendly; and
- iii. To provide general principles for the ethical application of BI and guidelines where ethical concerns might be raised for specific issues.

4.0 Consultant's scope of work

- i. To assess Malaysia's current design and implementation of public policy;
- ii. To conduct researches of existing behavioural theories, methodologies, public policy issues and challenges;
- iii. To build a BI framework that includes designing solutions to ensure that policies reflect real needs and behaviours for greater impact and effectiveness;
- iv. To prepare periodic reports to be presented to the Management of MPC; and
- v. To identify indicators in monitoring the effectiveness of the newly established Malaysia BI Framework.

5.0 Project Methodology



6.0 Consultant's deliverable

- i. Preliminary report submitted by end of June 2020;
- ii. Draft final report submitted by end of October 2020; and
- iii. Final report submitted by end of November 2020.

7.0 Estimated cost

Item	Cost (RM)
Professional fees for external consultant (inclusive of Sales and Services Tax)	49,000.00
Total	49,000.00

8.0 Approval from BOM

The approval from BOM is sought for the appointment of external consultant in the development of Malaysia Behavioural Insights Framework from May to November 2020, with an estimated total cost of **RM49,000.00** utilising the **Behavioural Insights** budget.

Prepared by:

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1 June 2020

Reviewed by:

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PCD
1 June 2020