

EXECUTIVE SUMMARY

TITLE	<p>IMPLEMENTATION OF BEHAVIOURAL INSIGHTS PROGRAMMES FOR DECEMBER 2020:</p> <ul style="list-style-type: none"> i. BI TRAINING MODULE; ii. BI CONCEPTUAL/BASELINE STUDY/ARTICLE; iii. BI WEBINARS; iv. BI VIDEOS; v. FACEBOOK ADVERTS; AND vi. NUDGES INSTRUMENTS
DATE	: DECEMBER 2020
BUDGET/COST	: DEVELOPMENT BUDGET – RM 95,000.00 (BEHAVIOURAL INSIGHTS)
OBJECTIVES	<ul style="list-style-type: none"> i. To gather input through experience or expertise in the development of the training module so it will be readily available to be used come Year 2021; ii. To have more resources and able to diversify BI through multiples industries with the collaborations from Productivity Nexus groups; iii. To share the findings of this year's BI Case Study and Initiatives Projects and discuss the potential solutions with the participants in the Webinars; and iv. To escalate the awareness of BI to a wider reach and larger audience through the Facebook Advertisements.
EXPECTED DELIVERABLES	<p>THE DELIVERABLES ARE:</p> <ul style="list-style-type: none"> i. BI Training Module for Beginners' Level; ii. Baseline Study or Article from Productivity Nexus Groups; iii. BI Webinars; iv. BI Videos; v. Facebook Adverts; and vi. Nudges Instruments.
UNIT/DEPARTMENT	: BEHAVIOURAL INSIGHTS/ PCD
COMMENTS/ SIGN. OF ACCOUNTANT	:
COMMENTS/ SIGN. OF PCT MANAGER	:

IMPLEMENTATION OF BEHAVIOURAL INSIGHTS PROGRAMMES IN DECEMBER 2020

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 month of December 2020 which consists of BI Training Module, BI Conceptual/ Baseline Study/ Article, BI Webinars, BI Video, Facebook Adverts and Nudges Instruments.

2.0 BACKGROUND

- 2.1 Due to the successful grant funding of BI Budget for 2021, the Behavioural Insights Unit would like to kickstart the development of BI Training Module in 2020 to speed up the process come the new year. This BI Training Module will be specifically done for the Beginners' Level to be used in 2021 mainly for Ministries' representatives.
- 2.2 As for the BI Conceptual or Baseline Study or Article, it will be conducted in collaboration with the Productivity Nexus groups, particularly with Tourism, Chemical, Private Healthcare and Agro-Food.
- 2.3 Meanwhile, BI Webinars will be conducted with the collaborations from the current BI Case Study Groups as well as from the BI Initiatives Projects Groups.
- 2.4 To escalate the awareness campaign of Behavioural Insights in Malaysia, BI Unit plans to use the Facebook Advertisements for a wider reach and larger audience. BI Videos as well as articles and webinars and others will also be published through this medium.

3.0 OBJECTIVES

3.1 The objectives are:

- i. To gather input through experience or expertise in the development of BI training module so it will be readily available to be used in year 2021;
- ii. To have more resources and able to diversify BI through multiple industries with the collaborations from Productivity Nexus groups;
- iii. To share findings of this year's BI Case Study and Initiatives Projects and discuss potential solutions with participants in the Webinars; and
- iv. To escalate the awareness of BI to a wider reach and larger audience through the Facebook Advertisements.

4.0 EXPECTED DELIVERABLES

4.1 The expected deliverables are:

- i. BI Training Module for Beginners' Level;
- ii. Baseline Study or Article from Productivity Nexus Groups;
- iii. BI Webinars;
- iv. BI Video;
- v. Facebook Adverts; and
- vi. Nudges Instruments.

5.0 DURATION

All programmes will be held in December 2020.

6.0 COST

The total estimated costs for all the programmes are RM95,000.00, extracted from the Behavioural Insights Budget 2020, as shown in Appendix 1.

7.0 APPROVAL FROM BOM

The approval from the Board of Management (BOM) is sought for the implementation of BI Programmes for the month of December 2020 which consists of BI Training Module, BI Conceptual or Baseline Study or Article, BI Webinars, BI Videos, Facebook Advert and Nudges Instruments with an **estimation costs of RM95,000.00** utilising the Behavioural Insights Budget.

Prepared by:

Reviewed by:

Approved by:

Nuraizah Harun

Assistant Manager
BI Unit, PCD
27 November 2020

Sawiah Abdul Samad

Deputy Director
BI Unit, PCD
27 November 2020

Wan Fazlin Nadia

Wan Osman
Director
PCD
27 November 2020

ESTIMATED COSTS FOR ALL PROGRAMMES

No.	Item	Total (RM)
1.	BI Training Module (Beginners' Level)	20,000.00
2.	Baseline Study/Article	10,000.00
3.	BI Webinars	15,000.00
4.	BI Videos	30,000.00
5.	Facebook Advertisements	15,000.00
6.	Nudges Instruments	5,000.00
TOTAL		95,000.00