

EXECUTIVE SUMMARY

TITLE	:	The Publication of Malaysia Behavioural Insights (BI) Guideline (January-April)
DATE	:	January – April 2021
OBJECTIVES	:	<p>The objectives of the Malaysia BI Guideline are:</p> <ul style="list-style-type: none"> i. To serve as a guide in applying behavioural insights to public policy from the beginning to the end of the policy cycle; ii. To serve as a repository of best practices, proof of concepts and methodological standards for behavioural insights practitioners and policymakers; 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 are:</p> <ul style="list-style-type: none"> i. 4 BI Guidelines for selected Ministries and ii. Well-informed regulators on matters relating to BI on designing public policy.
TOTAL COST	:	RM232,000.00
BUDGET (DE)	:	RMK-12 BEHAVIOURAL INSIGHTS (BI)
DIVISION/UNIT	:	PCD/NC
COMMENTS/ SIGNATURE OF ACCOUNTANT	:	
COMMENTS/ SIGNATURE OF PCT MANAGER	:	

REQUEST FOR APPROVAL FROM MPC BOARD OF MANAGEMENT

TITLE: THE PUBLICATION OF MALAYSIA BEHAVIOURAL INSIGHTS (BI) GUIDELINE (JANUARY-APRIL)

1.0 Purpose

The purpose of this paper is to seek approval from the Board of Management (BOM) on the publication of Malaysia Behavioural Insights (BI) Guideline with an estimated cost of RM232,000 utilising the budget of RMK-12 Behavioural Insights.

2.0 Background

- 2.1 MPC has been mandated by the government to undertake BI programs and initiatives for Malaysia from year 2020. Publishing a BI Guideline that best suits the nation's culture that includes individual, environment and social factors especially in every stage of the policy cycle is essential in order to provide better quality and more effective regulations.
- 2.2 The guideline will spread the understanding of behavioural approaches across the policy makers 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 BI toolkits and guidelines.
- 2.3 For the development of this guideline, references will be made with the existing behavioural toolkits. The guidelines by the Behavioural Insights Team (BIT) and Organisation for Economic Co-operation and Development (OECD) will also be referred.
- 2.4 Therefore, it is recommended that a team needs to be appointed that focuses on carrying out the task and producing the necessary reports with the supervision from MPC, the private sector/individuals and academia.

3.0 Objectives

- 3.1 The objectives of the Malaysia BI Guideline are:
 - i. To serve as a guide in applying behavioural insights to public policy from the beginning to the end of the policy cycle;
 - ii. To serve as a repository of best practices, proof of concepts and methodological standards for behavioural insights practitioners and policymakers; 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 Project Timeline

PHASE	Jan	Feb	Mar	Apr
Development	RM80,000.00			
Advocacy			RM42,000.00	
Advisory			RM80,000.00	
Coordination				RM30,000.00

PHASE	ACTIVITY
Development	Development of BI Guideline tailored specifically for selected ministries
Advocacy	Promotional activities such as media release, webinars, sharing sessions, videos, posters etc, including content development.
Advisory	<ul style="list-style-type: none"> • Projects identified • Training to ministries as a preparation before embarking on projects
Coordination	Embark on projects with selected ministries.

5.0 Appointment of Consultants

Consultants services are required in the guideline development phase, and as and when needed during advocacy, advisory and coordination phases. Below are the scope of works and expected deliverables from the consultants.

a. Scope of work

- To assess Malaysia's current design and implementation of public policy;
- To conduct researches of existing behavioural theories, methodologies, public policy issues and challenges; and

- iii. To establish a BI Guideline that includes designing solutions to ensure that policies reflect real needs and behaviours for greater impact and effectiveness.

b. Deliverable

- i. 4 BI Guidelines for selected Ministries and
- ii. Advocacy, advisory and coordination services, on need basis.

6.0 Estimated Cost

NO.	PHASE	ITEM	ESTIMATED COST (RM)	TOTAL (RM)
1.	Development	Hire subject matter experts (SME) to develop Guideline	80,000.00	80,000.00
2.	Advocacy	Media Statement	2,000.00	42,000.00
		Sharing session • Fee for Speaker, Moderator, Coordinator, Rapporteur & Facilitator	25,000.00	
		Video and promotional items • Interactive video, corporate, public service announcement)	15,000.00	
3.	Advisory	Hire SME to share knowledge and experience through training	80,000.00	80,000.00
4.	Coordination	Engagements with ministries	17,500.00	30,000.00
		Online platform and tools (Murals, etc)	7,500.00	
		Database	5,000.00	
TOTAL				232,000.00

7. Approval from BOM

The approval of the Board of Management is sought for the publication of Malaysia Behavioural Insights (BI) Guideline with an estimated cost of RM232,000.00 utilising the budget of RMK-12 Behavioural Insights.

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28 December 2020

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