

EXECUTIVE SUMMARY

TITLE	STRATEGIC COMMUNICATION ON BEHAVIOURAL INSIGHTS (BI) AND COMPETITIVENESS
DATE	JANUARY – MARCH 2021
BUDGET/COST	DEVELOPMENT BUDGET RM108,500 <ul style="list-style-type: none"> • RM 43,500 (Behavioural Insights) • RM 65,000 (Forging Robust Ecosystem)
OBJECTIVES	<ol style="list-style-type: none"> 1. To formulate better policies through engagement with related ministries and agencies in enhancing Malaysia's competitiveness performance towards high-income nation; 2. To have a platform for discussions on behavioural insights and competitiveness issues; and 3. To promote better understanding on the importance of BI application in public policy making.
EXPECTED OUTCOME	<ol style="list-style-type: none"> 1. Collaborative engagement with ministries and agencies in terms of policy making and regulatory; 2. Publications on deep dive study for competitiveness indicators; and 3. Sharing platforms to provide a better understanding on behavioural insights and competitiveness.
DEPARTMENT	NATIONAL COMPETITIVENESS SECTION / PCD
SIGNATURE OF ACCOUNTANT	
SIGNATURE OF PCT MGR	

**STRATEGIC COMMUNICATION ON
BEHAVIOURAL INSIGHTS (BI) AND COMPETITIVENESS
January – March 2021**

1.0 Purpose

The purpose of this proposal paper is to inform and seek approval for allocation of **RM108,500** from MPC's Board of Management (BOM) for the team to conduct initiatives and activities related to Behavioural Insight, Productivity and Competitiveness.

2.0 Background

Rising competitiveness means rising prosperity. Competitive countries are those that are most likely to be able to grow more sustainably and inclusively, meaning that everyone in society will benefit from the fruits of economic growth. Malaysia towards higher productivity nations, has assigned MPC to lifting good regulatory practice.

In line with that, MPC is also initiate behavioural insights programs in public policymaking. Behavioral Insight (BI) is an inductive approach to policy making that combines insights from psychology, cognitive science, and social science with empirically tested results to discover how humans make choices. It is part of government agenda to embed BI in designing public policy towards a better quality and effective regulation. BI initiatives could further strengthen GRP program that has been implemented by MPC towards improving the quality of regulations, creating pro-business environment, increase productivity and ultimately to enhance competitiveness of the nation.

3.0 Objectives

- i. To formulate better policies through engagement with related ministries and agencies in enhancing Malaysia's competitiveness performance towards high-income nation.
- ii. To have a platform for discussions on behavioural insights and competitiveness issues;
- iii. To promote better understanding on the importance of BI application in public policy making

4.0 Expected outcomes

- i. Collaborative engagement with ministries and agencies in terms of policy making and regulatory;
- ii. Publications on deep dive study for competitiveness indicators; and
- iii. Sharing platforms to provide a better understanding on behavioural insights and competitiveness.

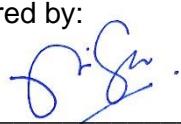
5.0 Cost

Total estimated cost for the overall projects is **RM108,500**. RM43,500 is from Behavioural Insights (BI) Budget and RM65,000 is from Forging Robust Ecosystem Budget (FORE).

6.0 Recommendation & Conclusion

The approval of the Board of Management (BOM) are sought on the budget of **RM108,500** for the implementation of this activities.

Prepared by:



Hanisah Mohd Ramli
Assistant Manager
NC/PCD
Date : 5/1/2021

Reviewed by:

Sawiah Abdul Samad
Deputy Director
NC/PCD
Date : 5/1/2021

Approval by:

Wan Fazlin Nadia Wan Osman
Director
NC/PCD
Date : 5/1/2021

LAMPIRAN 1

No.	Item	Total Cost (RM)	Budget
1.	Series of BI Articles RM 500 x 10 series of articles	5,000	BI
2.	Series of Webinar RM 1000 x 10 series	10,000	BI
3.	Coordinator for Advisory on Competitiveness Development RM500 x 25 meetings	12,500	BI
4.	Minute Writer RM 1,000 x 2 meetings x 6 ministries	12,000	BI
5.	Newsletter <ul style="list-style-type: none"> • Content RM 200 x 10 pages = RM 2,000 • Design RM 200 x 10 pages = RM 2,000 	4,000	BI
	TOTAL	43,500	

6.	e-Publication on Competitiveness Strategy Report RM 3,000 x 20 Report	60,000	FORE
7.	WCY 2021 Promotional item for EOS WCY Respondent Report RM 50 x 100 respondents	5,000	FORE
	TOTAL	65,000	
	OVERALL (BI + FORE)	108,500	