

EXECUTIVE SUMMARY

TITLE	NATIONAL CONFERENCE ON BEHAVIOURAL INSIGHTS 2021
PROPOSED DATE	THEME: SPEARHEADING EFFICIENT PUBLIC POLICY DELIVERY (TBC)
BUDGET/COST	RM 130,000.00 (Development Budget: Behavioural Insights)
OBJECTIVES	<ol style="list-style-type: none"> 1. To promote and inculcate the importance of using behavioural science and behavioural economic in public policy decision making; 2. To provide a better understanding on the positive impact of behavioural insights in policy making; and 3. To spur and exchange ideas on applying behavioural insights to better policy making.
BENEFITS	<ol style="list-style-type: none"> 1. Recognition of local BI practitioners and experts 2. Creating behavioural insights community to support BI initiatives in Malaysia 3. Sharing platform based on local case studies, show casing on behavioural insights approach for efficient public policy delivery.
DEPARTMENT	Productivity and Competitiveness Development (PCD) / National Competitiveness Section (NCS)
COMMENTS/ SIGNATURE OF ACCOUNTANT	
COMMENTS/ SIGNATURE OF PCT MGR	

NATIONAL CONFERENCE ON BEHAVIOURAL INSIGHTS 2021

"SPEARHEADING EFFICIENT PUBLIC POLICY DELIVERY"

23rd MARCH 2021 (TUESDAY)

1.0 Purpose

The purpose of this paper is to inform and seek the approval of MPC's Board of Management (BOM) to organize virtual National Conference on Behavioural Insights 2021 using Behavioural Insights Development Budget of RM130,000.

2.0 Background

- 2.1 MPC has been given an opportunity by the Government to undertake Behavioural Insights (BI) programs and initiatives for Malaysia starting year 2020, as the Government is keen to embed BI in designing public policy towards a better quality and effective regulation. One of the core principles is to develop and strengthen the capacity knowledge of BI particularly to government officials, private sectors, industries and academia.
- 2.2 The first National Seminar on Behavioural Insights (BI) held in February 2020 received many positives feedback and support from various key player inclusive Government Ministries and agencies. Hence for 2021, it is timely to organize a conference showcasing MPC's journey in promoting and adapting BI approach in selected focus area throughout the year in 2020. The application of BI has largely focused on improving implementation and the delivery of alternatives to regulation, as well as enhancing policy delivery, through strengthening the information available to citizens and businesses to make better choices. The 2021 conference will be held virtually.
- 2.3 The organizing of the National Conference on Behavioural Insights 2021 is seen vital to offer governments new approach towards better policy making. The conference is to host a series of panel sessions on behavioral theories which attempts to understand and change human behaviors to improve public policies outcome and government delivery by drawing on ideas from behavioural science.

2.4 The conference provides a platform which intends to create awareness on BI and its benefits in promoting quality regulations, higher compliance rate, effective and efficient regulations to enhance productivity of the nation.

3.0 Objectives

The objectives of this conference are:

- a) To promote and inculcate the importance of using behavioural science and behavioural economic in public policy decision making;
- b) To provide a better understanding on the positive impact of behavioural insights in policy making; and
- c) To spur and exchange ideas on applying behavioural insights to better policy making.

4.0 Proposed Cost

The total cost associated for organising the National Conference on Behavioural Insights 2021 is **RM130,000.00**. Details as Appendix 1.

5.0 Proposed Agenda

The proposed agenda as in Appendix 2.

6.0 Conclusion

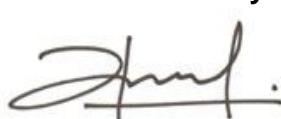
The approval of the Board of Management (BOM) is sought for National Competitiveness Section to organize virtual National Conference on Behavioural Insights 2021 with total cost of RM130,000.00 utilising behavioural insights development budget.

Prepared by:



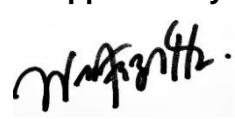
Mariatul Af-ida Mohd Tajul Ariffin
Senior Manager PCD
24 December 2020

Reviewed by:



Mohamad Azrol Mohamad Dali
Deputy Director PCD
24 December 2020

Approved by:



Wan Fazlin Nadia Wan Osman
Director PCD
24 December 2020

Appendix 1

**NATIONAL CONFERENCE ON BEHAVIOURAL INSIGHTS 2021
"SPEARHEADING EFFICIENT PUBLIC POLICY DELIVERY" (TBC)
23RD MARCH 2021 (TUESDAY)**

	Proposed Item & Specification	Cost (RM)
a.	Virtual Platform Event Management	20,000
b.	Advisory - Professional Moderator, Speakers, Speech Writers	10,000
c.	Advocacy - Promotions (Media Statement, Social Media Ads, Talk Show, etc.)	100,000
GRAND TOTAL		130,000

Appendix 2

**NATIONAL CONFERENCE ON BEHAVIOURAL INSIGHTS 2021
"SPEARHEADING EFFICIENT PUBLIC POLICY DELIVERY" (TBC)
23RD MARCH 2021 (TUESDAY)**

Time	Proposed Agenda
9.00 a.m.	Open gate for virtual check-in/registration
9.15 a.m.	Opening Ceremony Welcoming Remarks by YBhg. Dato' Abdul Latif Hj Abu Seman Director General MPC Opening Remarks by YBhg. Tan Sri Mohd Zuki bin Ali Chief Secretary to the Government <ul style="list-style-type: none">• Recognition ceremony for BI Practitioner• Launching of BI Framework for Malaysia• Launching of BI Training Module• Recognition ceremony for selected Ministry/Agency to undergo BI capacity building programme Keynote Address by YBhg. Tan Sri Mohd Khairul Adib Abd Rahman, Director-General of Public Service
10.15 a.m.	Break
10.30 a.m.	Session 1: Behavioural Insights for Malaysia's Public Policy Proposed Panelist: a. Prof. Dr. M. Niaz Asadullah, University of Malaya b. Mr. Alexander Clark, Senior Advisor BIT UK Proposed Moderator: Mr. Mohamad Abdul Hamid, Behavioural Insights Consultancy
11.30 a.m.	Concurrent Session: Showcasing BI Journey Room 1: Title: Behavioural Insights 101: Nudge Sneak Preview Speaker: Mr. Mohammed Noor b. Ahmad, Inland Revenue Board Moderator: Dr. Izhar Che Mee, MPC Associate

Time	Proposed Agenda
	<p>Room 2: Title: Changes in the behaviour of Malaysians to boldly express their right to be free from smoke</p> <p>Speaker: Dr. Affendi Isa, Ministry of Health</p> <p>Moderator: Mr. Eddie Razak, Eden Strategy Institute</p>
1.00 p.m.	Lunch break
2.00 p.m.	<p>Session 2: Behavioural Change in New Norms</p> <p>Proposed Panelist:</p> <ul style="list-style-type: none"> a. Mr. Faisal Naru, OECD b. Speaker from IPSOS <p>Proposed Moderator: Mr. Eddie Razak, Eden Strategy Institute</p>
3.00 p.m.	<p>Concurrent Session: Showcasing BI Journey</p> <p>Room 3: Title: Using Behavioural Insights for Pillar 6.07 of Global Competitiveness Reports “School Life Expectancy”</p> <p>Speaker: Dr. Maszuraini Miswan, Ministry of Education</p> <p>Moderator: Mr. Mohd Shahidi Ismail, Tell n Search Sdn. Bhd.</p> <p>Room 4: Title: Behavioural Insights (BI) for Better Regulations of Electrical Life and Asset Safety to Malaysians</p> <p>Speaker: Datuk Ir Azlan Robert Abdullah, The Electrical and Electronics Associations of Malaysia (TEEAM)</p> <p>Moderator: Dr. Rohaiza Adb. Rokis, Kulliyyah Of Islamic Revealed Knowledge and Human Sciences International Islamic University Malaysia</p>
	Programme End