

## EXECUTIVE SUMMARY

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|--|---|--|
| <b>TITLE</b>                                     | : | <b>NATIONAL CONFERENCE ON BEHAVIOURAL INSIGHTS 2021</b><br><br><b>THEME: <i>SPEARHEADING EFFICIENT PUBLIC POLICY DELIVERY (TBC)</i></b>  |
| <b>PROPOSED DATE</b>                             | : | 23 <sup>rd</sup> March 2021 (Tuesday)  |
| <b>BUDGET/COST</b>                               | : | RM 130,000.00 (Development Budget: Behavioural Insights)   |
| <b>OBJECTIVES</b>                                | : | <ol style="list-style-type: none"> <li>1. To promote and inculcate the importance of using behavioural science and behavioural economic in public policy decision making;</li> <li>2. To provide a better understanding on the positive impact of behavioural insights in policy making; and</li> <li>3. To spur and exchange ideas on applying behavioural insights to better policy making.</li> </ol> |
| <b>BENEFITS</b>                                  | : | <ol style="list-style-type: none"> <li>1. Recognition of local BI practitioners and experts</li> <li>2. Creating behavioural insights community to support BI initiatives in Malaysia</li> <li>3. Sharing platform based on local case studies, show casing on behavioural insights approach for efficient public policy delivery.</li> </ol>  |
| <b>DEPARTMENT</b>                                | : | Productivity and Competitiveness Development (PCD) / National Competitiveness Section (NCS)  |
| <b>COMMENTS/<br/>SIGNATURE OF<br/>ACCOUNTANT</b> |   |  |
| <b>COMMENTS/<br/>SIGNATURE OF PCT<br/>MGR</b>    |   |  |

**NATIONAL CONFERENCE ON BEHAVIOURAL INSIGHTS 2021**  
**"SPEARHEADING EFFICIENT PUBLIC POLICY DELIVERY"**  
**23<sup>rd</sup> 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:**



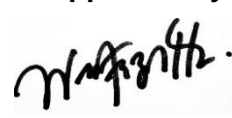
Mariatul Af-ida Mohd Tajul Ariffin  
Senior Manager PCD  
24 December 2020

**Reviewed by:**



Mohamad Azrol Mohamad Dali  
Deputy Director PCD  
24 December 2020

**Approved by:**



Wan Fazlin Nadia Wan Osman  
Director PCD  
24 December 2020

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

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**"SPEARHEADING EFFICIENT PUBLIC POLICY DELIVERY" (TBC)**  
**23<sup>RD</sup> MARCH 2021 (TUESDAY)**

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

| Time      | Proposed Agenda  |
|-----------|--|
|           | <p><b>Room 2:</b><br/> <b>Title: Changes in the behaviour of Malaysians to boldly express their right to be free from smoke</b></p> <p><b>Speaker:</b><br/> Dr. Affendi Isa, Ministry of Health</p> <p><b>Moderator:</b><br/> Mr. Eddie Razak, Eden Strategy Institute</p>   |
| 1.00 p.m. | : <b>Lunch break</b>   |
| 2.00 p.m. | <p>: <b>Session 2: Behavioural Change in New Norms</b></p> <p><b>Proposed Panelist:</b><br/> a. Mr. Faisal Naru, OECD<br/> b. Speaker from IPSOS</p> <p><b>Proposed Moderator:</b><br/> Mr. Eddie Razak, Eden Strategy Institute</p>   |
| 3.00 p.m. | <p>: <b>Concurrent Session: Showcasing BI Journey</b></p> <p><b>Room 3:</b><br/> <b>Title: Using Behavioural Insights for Pillar 6.07 of Global Competitiveness Reports “School Life Expectancy”</b></p> <p><b>Speaker:</b><br/> Dr. Maszuraini Miswan, Ministry of Education</p> <p><b>Moderator:</b><br/> Mr. Mohd Shahidi Ismail, Tell n Search Sdn. Bhd.</p> <p><b>Room 4:</b><br/> <b>Title: Behavioural Insights (BI) for Better Regulations of Electrical Life and Asset Safety to Malaysians</b></p> <p><b>Speaker:</b><br/> Datuk Ir Azlan Robert Abdullah, The Electrical and Electronics Associations of Malaysia (TEEAM)</p> <p><b>Moderator:</b><br/> Dr. Rohaiza Adb. Rokis, Kulliyyah Of Islamic Revealed Knowledge and Human Sciences<br/> International Islamic University Malaysia</p> |
|           | <b>Programme End</b>   |