

EXECUTIVE SUMMARY

TITLE	:	Development of Behavioural Insights (BI) Training Module (Phase 1 – Beginner)
OBJECTIVES	:	<ul style="list-style-type: none"> i. To initiate an awareness on the application of BI as a new tools in public policymaking; ii. To develop capacity building and competency development in BI to government officials through physical and virtual training; and iii. To provide an alternative online training platform for the continuous learning on BI.
EXPECTED OUTCOMES	:	A total of 1,000 government officials will have fundamental knowledge to apply Behavioural Insights as a policy tool. This will enhance knowledge dan competency of government officials in applying BI in public policy design and rule making process.
DURATION		January - April 2021
TOTAL COST	:	RM300,000.00
BUDGET	:	RMK-12 (Behavioural Insights)
DEPARTMENT	:	Productivity & Competitiveness Development (PCD)/ National Competitiveness (NC)

**MALAYSIA PRODUCTIVITY CORPORATION (MPC)
PROPOSAL FOR BOARD OF MANAGEMENT**

**DEVELOPMENT OF BEHAVIOURAL INSIGHTS (BI) TRAINING MODULE
(PHASE 1 – BEGINNER)**

1.0 Purpose

The purpose of this paper is to request approval from Board of Management (BOM) for the approval of project on Development of Behavioural Insights (BI) Training Module Phase 1 (Beginner).

2.0 Background

- 2.1 One of the important pillars for national competitiveness is through the initiative of regulatory reform. A few initiatives need to be done to ensure the regulatory regime operates in tandem with the nation's drive to secure its position as an attractive place for business.
- 2.2 In line with the Malaysia Productivity Blueprint under the National Thrust 4 – Forging a Robust ecosystem, BI approach can be applied to strengthen regulatory governance through a low-cost intervention on policies and regulatory outcomes.
- 2.3 Since 2019, MPC has undertaken several BI initiatives and activities. Among them are engagements with various BI experts both local and international; and held series of BI webinar sessions and capacity development programmes for government officials across ministries and agencies.
- 2.4 In 2021, with the aim to enhance the quality of public policy and regulations in Malaysia, one of the key programme to be considered is on BI as one of the techniques in the formation of good public policy and regulations, promotes high compliance rate through a human centric approach.
- 2.5 BI is a holistic approach to equip policy makers to be sensitive and careful in crafting policies that could lead to better experiment designs, more compelling business case and stronger social outcomes for the country. Quality regulations will ensure sustainable productivity, competitiveness and economic growth.

3.0 Objective

The objectives of this project are:

- i. To initiate an awareness on the application of BI as a new tool in public policymaking;
- ii. To develop capacity building and competency development in BI to regulators through physical and virtual training; and
- iii. To provide an alternative online training platform for the continuous learning on BI.

4.0 Output

The expected outputs of the project will comprise of as follows:

- i. 1 Module on BI for beginners (syllabus and lecture notes);
- ii. Training video on BI; and

5.0 Outcome

A total of 1,000 government officials will have fundamental knowledge to apply Behavioural Insights as a policy tool. This will enhance knowledge and competency of government officials in applying BI in public policy design and rule making process.

6.0 Proposed Work Plan for BI Training Module (Physical & Online)

No	Items of Project	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec
1	Development of BI Training Module												
	i) Design establish content of the syllabus, materials and lecture notes												
	ii) Obtain endorsement on syllabus/ content												
2	Production of video for online training												
3	Training on online mode												
	i) Provide rental online platform												

7.0 Estimated Cost

Project costing for each activity listed below:

No	Activity	Cost (RM)*	No of Unit/ Pax	Man-hours	Total (RM)
1	Development of BI Training Module (physical and online training mode)				
	i) Subject Matter Experts (SMEs) to develop content	300.00		260	78,000
	ii) SME to review module	300.00		32	9,600
	iii) Proofreader	150.00		50 pages	7,500.00
	iv) Workshop to discuss on the syllabus/content (accommodation and workshop package for associates)	450.00	14	2	12,600.00
2	Production of video online training				
	i) Video Developer				68,400.00
	ii) Workshop to discuss and finalise the production of the video (associates)	450.00	10	2	9,000.00
3	Develop online Training mode (rental platform)	1,800.00	-	50	90,000.00
4	Advocacy Hire SME to deliver and develop content for advocacy				24,900
				TOTAL	300,000.00

* Subject to rates under PCT's Guideline

8.0 Approval from BOM

The approval of the Board of Management (BOM) is sought to undertake the Project on the **Development of Behavioural Insights (BI) Training Module – (Phase 1- Beginner)** with an estimated cost at **RM300,000.00** using RMK-12 Behavioural Insights development budget.

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24 December 2020

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