

## EXECUTIVE SUMMARY

<b>TITLE</b>	:	Strategic Communication on Behavioural Insights (BI)
<b>DATE</b>	:	March - June 2021
<b>BUDGET/COST</b>	:	Development Budget (RMK-11): Behavioural Insights (BI) Program RM152,288.12
<b>OBJECTIVES</b>	:	<ul style="list-style-type: none"> <li>i. To promote better understanding on BI application in public policy making;</li> <li>ii. To showcase findings from the BI case studies conducted in 2020; and</li> <li>iii. To disseminate information on BI through digital contents, videos, and promotion programmes.</li> </ul>
<b>EXPECTED OUTCOME</b>	:	<ul style="list-style-type: none"> <li>i. Compilation report on BI Case Studies;</li> <li>ii. Digital content and videos on Behavioural Insights; and</li> <li>iii. Promotion Programmes</li> </ul>
<b>DEPARTMENT</b>	:	National Competitiveness Section / PCD
<b>SIGNATURE OF ACCOUNTANT</b>	:	
<b>SIGNATURE OF PCT MGR</b>	:	

# **REQUEST FOR APPROVAL FROM THE BOARD OF MANAGEMENT MPC**

## **STRATEGIC COMMUNICATION ON BEHAVIOURAL INSIGHTS (BI)**

### **1.0 Purpose**

The purpose of this paper is to seek approval from the MPC Board of Management (BOM) to conduct activities related to Behavioural Insights utilising RMK11 Development Budget.

### **2.0 Background**

A total of RM1.75 million of the development budget was awarded to MPC for Behavioural Insights Program in 2020. Due to unforeseen circumstances, the total allocated budget was unable to fully utilize in 2020. On 23<sup>rd</sup> February 2021, MPC received an approval letter from MITI to carry forward the remaining RMK11 budget amounted to RM289,453.26 into 2021 (**Appendix 1**).

Out of the total remaining budget of RM289,453.26, it will be used for the payment of 5 BI case studies (2020) that had completed their final report in February 2021 amounting RM137,165.14. Budget utilisation for this purpose was approved by BOM on 12 March 2021 (BOM No. 292/2021).

The remaining budget of **RM152,288.12** will be utilised on activities as detailed-out in **Appendix 2**.

### **3.0 Objectives**

- i. To promote better understanding on BI application in public policy making;
- ii. To showcase findings from the BI case studies conducted in 2020; and
- iii. To disseminate information on BI through digital contents and videos, and promotion programmes.

### **4.0 Expected Outcomes**

- i. Compilation of BI Case Studies;
- ii. Digital content and videos on Behavioural Insights; and
- iii. Promotion Programmes

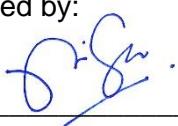
## 5.0 Cost

Total estimated cost for the overall projects is RM152,288.12 that will utilise Behavioural Insights (BI) RMK-11 Development Budget (Appendix 2).

## 6.0 Recommendation & Conclusion

The approval from Board of Management (BOM) is sought on the budget of **RM152,288.12** for the implementation of the proposed activities using the remaining BI Budget, 2020 (RMK-11).

Prepared by:



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**Hanisah Mohd Ramli**  
Assistant Manager  
NC/PCD  
Date : 14/3/2021

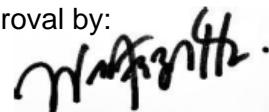
Reviewed by:



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**Sawiah Abdul Samad**  
Deputy Director  
NC/PCD  
Date : 14/3/2021

Approval by:



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**Wan Fazlin Nadia Wan Osman**  
Director  
NC/PCD  
Date : 17/3/2021

## APPENDIX 1

Total approved BI Development Budget, 2020 (RMK11) to carry forward in 2021

Item	RM
<b>Total approved budget to carry forward in 2021</b>	<b>289,453.26</b>
Proposed Spending	
1. Payment for 5 Case Study in 2020 (Phase 3 <sup>rd</sup> & 4 <sup>th</sup> ) – <b>BOM Approval No. 292/2021 dated 12 Mac 2021</b>	137,165.14
2. Other activities related to BI (Publication, Compilation of BI Case Study, Videos on BI/Digital Content, Promotion Program)	152,288.12

Proposed Expenditure for the Remaining Budget of **RM152,288.12**

No.	Item	Total Cost (RM)
1.	Compilation of BI Case Studies, 2020 - Report writing, editing. - Artwork, Layout & Design & Proof reading	12,000.00 24,000.00
2.	Digital Contents and Videos based on BI case studies, 2020 i. The Importance of Higher Learning Educations Among Youth ii. The Effects of Second- and Third-Hand Tobacco Smoke on Health iii. The Use of Public Transport iv. Agrofood Products with the Status of MyGAP v. Adoption of E-Wallet: Cashless Business Transaction	20,000.00 20,000.00 20,000.00 20,000.00 20,000.00
3.	Promotional Programmes to increase number of FB & YouTube viewers & likes i. Booster platform- (ML Studio/Sinar Harian) ii. Influencer (Icon)	16,288.12
	<b>TOTAL</b>	<b>152, 288.12</b>