

EXECUTIVE SUMMARY

PROPOSAL	:	CAPACITY BUILDING AND DEVELOPING DIGITAL CONTENTS ON BEHAVIOURAL INSIGHTS (BI)
DATE	:	March – June 2021
ESTIMATED COST/ BUDGET	:	RM272,125.00 Behavioural Insights 2.0 (RMK-12)
OBJECTIVES		<ul style="list-style-type: none"> i. To develop competency and knowledge on BI among MPC officers, policy makers and stakeholders who undertake and commence on BI projects; ii. To learn practical methods and tools that can be used to apply behavioural insights to develop more effective policies and services; and iii. To promote BI concepts, initiatives and information to policy makers, stakeholders and private sector.
EXPECTED OUTPUT	:	<ul style="list-style-type: none"> i. 50 participants attending BI online training from various ministries and agencies ii. 5 videos on BI iii. 5 series of webinars iv. 1 Publication v. 5 articles
DEPARTMENT	:	Productivity & Competitiveness Development (PCD)
COMMENTS FROM ACCOUNTANT	:	
COMMENTS FROM PCT	:	

REQUEST FOR APPROVAL FROM THE BOARD OF MANAGEMENT MPC
CAPACITY BUILDING AND DEVELOPING DIGITAL CONTENTS ON
BEHAVIOURAL INSIGHTS

1. PURPOSE

The purpose of this paper is to seek approval from MPC Board of Management to undertake programmes on Behavioural Insights (BI) using the RMK-12 BI 2.0 Development Budget.

2. BACKGROUND OF PROGRAMS

2.1. Capacity Building on Behavioural Insights (BI)

- i. Malaysia Productivity Corporation (MPC) was entrusted with advocating and coordinating BI in Malaysia. BI as a new policy tool aims to improve quality of public policies and regulations towards more effective government interventions.
- ii. In this regards, National Competitiveness Section (NCS) propose to organise BI capacity building and competency development program by collaborating with BI Team, Singapore. The purposes of this programme are to enhance BI knowledge and competency of MPC officers, policy makers and stakeholders who undertake and commence on BI projects.
- iii. This capacity building is important for participants to better understanding on BI and to incorporate and apply the knowledge in designing the public policy. BI experts in Malaysia are relatively low. Thus, it is important to develop more local talents.
- iv. As such, MPC in collaboration with BI Team Singapore will organise BI online training that helps Malaysian government to learn TEST Methodology as a technique to develop knowledge and skills to improve policy outcomes. The TESTS methodology has been used to run over 600 trials around the world. This 5-step process starts from scoping a challenge into a behavioural problem; to reviewing the behavioural science literature to devise an answer; and finally, reporting results and rolling out the most effective solution.

2.2. Developing Digital Contents on Behavioural Insights (BI)

- i. MPC plays an important role to spearhead BI initiatives overseeing the implementation and spread the understanding of behavioural approaches to policy makers to improve the effectiveness of policies and regulations in achieving desired outcomes.
- ii. Developing digital contents is one of the strategies to educate and advocate the stakeholders on BI. Digital contents comprise of digital articles, videos, webinars, and digital publication are tools to spearhead the behavioural insights initiatives through social media, websites, and digital platforms.

2.3. Publication

- i. In 2020, MPC developed PRIME Framework as a systematic approach to institutionalise BI initiatives in Malaysia. The PRIME Framework equips the policymaker with a simple process, design strategies and methods for conducting Behavioural Insights projects.
- ii. This year, MPC plan to further improve and simplify the first version of the PRIME Framework. The revised version of PRIME Framework is to feature more case studies to be included.

3. OBJECTIVES

- i. To develop competency and knowledge on BI among MPC officers, policy makers and stakeholder who undertake and commence on BI projects;
- ii. To learn practical methods and tools that can be used to apply behavioural insights to develop more effective policies and services; and
- iii. To promote BI concept, initiatives, and knowledge to policy makers, stakeholders, and private sector.

4. EXPECTED OUTPUT

- i. 50 participants attending BI online training from MPC and various ministries and agencies;
- ii. 5 videos on BI;
- iii. 5 series of webinars;
- iv. 1 BI publication; and
- v. 5 articles.

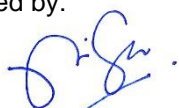
5. BUDGET

Total estimated budget to undertake the programmes is **272,125.00**, utilising Behavioural Insights (BI) 2.0 Budget (RMK-12).

6. RECOMMENDATION & CONCLUSION

The approval of the Board of Management (BOM) is sought on the budget of **RM272,125.00** to undertake programmes on Behavioural Insights (BI) using the RMK-12 BI 2.0 Development Budget.

Prepared by:



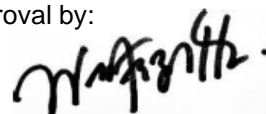
Hanisah Mohd Ramli
Assistant Manager
NC/PCD
Date : 17/3/2021

Reviewed by:



Sawiah Abdul Samad
Deputy Director
NC/PCD
Date : 17/3/2021

Approval by:



Wan Fazlin Nadia Wan Osman
Director
NC/PCD
Date : 23/3/2021

ATTACHMENT

No.	Item	Total Cost (RM)
1.	BI Online Training - 1st Series, April 2021 (25 pax*) - 2nd Series, May 2021 (25 pax*) * MPC officers, policy makers and stakeholders	56,500.00 56,500.00
2.	5 Webinar Session on BI - Speakers (RM300 x 1.5 hrs x 5 Series) - Moderators (RM250 x 1.5 hrs x 5 Series)	2,250.00 1,875.00
3.	Digital contents and videos on Behavioural Insights - 5 Videos x RM20,000	100,000.00
4.	Publications & Articles on BI 1) BI Framework 2.0 - Report Writers / Technical Expert - Artwork & Design 2) BI Articles - 5 Articles x RM1,000	20,000.00 30,000.00 5,000.00
	TOTAL	272,125.00