



PERBADANAN PRODUKTIVITI MALAYSIA (MPC)

**TERMS OF REFERENCE (TOR)
FOR EXPERT**

APPOINTMENT AS AN EXPERT FOR PROJECT:

**DEVELOPMENT OF BEHAVIOURAL INSIGHTS GUIDELINE
(JANUARY 2021)**

TERMS OF REFERENCE

1.0 Background

MPC has been given an opportunity by the Government to undertake BI programs and initiatives for Malaysia starting in 2020, as the Government is keen to embed BI in designing public policy towards a better quality and effective regulation. For Year 2021, MPC plans to develop the Behavioural Insights Guideline as a guidance to the practitioners in applying and implementing Behavioural Insights in public policy.

This new guideline is a practical instrument for policy officials working in ministries, departments and public agencies on what is the process through which the behavioural aspects of a problem can be identified, scoped and addressed.

2.0 The objectives of the project

The objectives of the Malaysia BI Guideline are:

- i. To serve as a guide in applying behavioural insights to public policy from the beginning to the end of the policy cycle;
- ii. To serve as a repository of best practices, proof of concepts and methodological standards for behavioural insights practitioners and policymakers; and
- iii. To provide general principles for the ethical application of BI and guidelines where ethical concerns might be raised for specific issues.

3.0 Project Duration

The project will require approximately one (1) month for the development phase of the guideline.

4.0 The Scope of Work

Duties and responsibilities of the expert as mention in details below:

- i. Fact finding and data gathering on Malaysia's current design and implementation of public policy;
- ii. To develop a BI guideline that includes designing solutions to ensure that policies reflect real needs and behaviour for greater impact and effectiveness;
- iii. To participate in discussions between MPC and other interested and affected parties on matters related to BI Guideline review.

5.0 Output & Payment Term

The Expert is expected to provide the Scope of Work within 5 man-days in a duration of 4 weeks. Payment will be made once the project has been completed; A Behavioural Insights Guideline by February 2021.

6.0 Reporting requirements

The expert will report to MPC Behavioural Insights (BI) secretariat.

7.0 Confidentiality & Non-Disclosure Terms

The appointed expert agrees to hold in confidence and to cause their agents, representative, if any, to hold in confidence and not to disclose or reveal to any person or entity the information received in the due course of preparing the data, thematic papers and other consolidated reports without the clear and express prior written consent from the Malaysia Productivity Corporation (MPC).

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