



**TERMS OF REFERENCE (TOR)  
FOR SUBJECT MATTER EXPERT (SME)**

**Project** : **BEHAVIOURAL INSIGHTS PROJECT IN  
IMPROVING COVID-19 STANDARD OPERATING  
PROCEDURES (SOP) COMPLIANCE AT THE  
JETTY OF KUALA KEDAH, KUALA PERLIS AND  
KUAH MALAYSIA**

**January – April, 2021**

## TERMS OF REFERENCE (TOR)

### 1.0 Background

MPC has been given an opportunity by the Government to undertake BI programs and initiatives for Malaysia, as the Government is keen to embed BI in designing public policy towards a better quality and effective regulation.

Behavioural insights (BI) provides policymakers with a new set of tools for designing and implementing effective public policies. Behavioural Insights is an approach to policy making that builds on lessons derived from the behavioural and social sciences, including decision making, psychology, cognitive science, neuroscience, organisational and group behaviour. Through BI application, policymakers develop policies based on actual behaviour and not assumed behaviour.

An increasing number of public bodies around the globe have recognised the value of applying BI to public policy. As BI and evidence-based methodologies gain popularity with policymakers, the scope of their use is also expanding. While most applications of BI to date have focused on improving individual choices, new frontiers of applying BI include both complex individual behaviour problems and organisational behavioural change.

The Health Ministry has issued guidelines and standard operating procedures (SOPs) to be followed by tourism and hospitality sector operators during covid-19 pandemic. The numerous people in the crowded places like tourism spot, poses the risk of Covid-19 spreading among the victims and personnel on duty. Therefore, preventive measures, including social distancing, washing hands with water and soap must be upheld at all time.

In recent incidences headlined the poor SOPs' compliance amongst visitors in Jetty of Kuala Kedah and Kuala Perlis. The physical arrangement in the ferry terminal is somehow contributes to the occurrences when the locals took opportunity to travel to the tourism spots nearby in conjunction with the leniency of the authorities' during recent recovery movement control order (RMCO). Even though the visitors have reminded by the terminal authority to follow the government's instruction in keeping physical distance and wearing face masks, the ignorance from the public had rather high due to various reasons.

## **2.0 Purpose and Objectives of the Assignment**

The purpose of the Subject Matter Expert (SME) recruitment is to (i) promote and use Behavioural Insights (BI) methodology to identify ways to improve the SOP compliance; (ii) do relative comparison with other sectors and identify best practices to improve SOP Compliance; and (iii) provide recommendations to related authorities in improving Covid-19 SOP Compliance.

## **3.0 Principal Duties and Responsibilities**

The SME's duties and responsibilities include, but are not limited to, the following:

- a. Conduct desk review on current situation on the Covid-19 SOP compliances in various tourism and public amenities spots;
- b. Analyse findings, provide sufficient data and direct input for verification and validation with relevant authorities;
- c. Engagement with relevant agencies/authorities (e.g. State government, LAs, terminal operator, ferry operator, tourism player etc);
- d. Carry out workshop with related agencies/parties (e.g. officials, jetty operator, ferry operator, tourist agents, tenants etc)
- e. Propose feasible recommendations on how to improvise public's obedience towards Covid-19 SOP using appropriate BI approaches;
- f. To design suitable BI instruments to improve Covid-19 SOP compliance amongst visitors at the Jetty of Kuala Kedah, Kuala Perlis and Kuah.
- g. Finalize the presentation and the review report that covers the recommendations on improving Covid-19 SOP compliances in Kuala Kedah Jetty, Kuala Perlis and Kuah; and
- h. Produce final report outlining activities done, results achieved and deliverables submission.

## **4.0 Deliverables**

Expected products of the assignment include the following:

- a. Reports containing materials such as presentations, work plan and best practices comparison and other relevant input.
- b. Recommendations for the improvement on covid19 SOP compliance with relevant agencies/ministries.

c. Appropriate BI instruments to improve Covid-19 SOP compliance at Kuala Kedah, Kuala Perlis and Kuah Jetty.

## 5.0 Level of effort and Assignment Timeline

The assignment is expected to start in mid-**January 2021**. Total estimated level of effort is **10 days** which includes both on site and work from the consultant's home. Final written reports will be delivered to MPC **not later than April 30, 2021**. The summary of the assignment timeline detailed as below:

Activities	Jan' 2021		Feb 2021				Mar 2021				Apr 2021			
	W3	W4	W1	W2	W3	W4	W1	W2	W3	W4	W1	W2	W3	W4
Proposal with detail timeline	■													
Engagement with relevant agencies/authorities (e.g. State government, LAs, terminal operator, ferry operator, tourism player etc)		■	■											
Benchmarking report				■	■									
Validation with related agencies/authorities						■	■							
Develop recommendation							■	■						
Design BI instruments for intervention									■	■				
Submission of draft final report											■			
Submission of final report												■		

## 6.0 Reporting Requirements

The SME will report to MPC's project team and submit all deliverables to:

- En Mohamad Azrol Mohamad Dali ([Azrol@mpc.gov.my](mailto:Azrol@mpc.gov.my))
- Pn Mariatul Af-Ida Mohd Tajul Ariffin ([Mariatul@mpc.gov.my](mailto:Mariatul@mpc.gov.my))
- En Mohd Hilmi Mohd Idris ([hilmi@mpc.gov.my](mailto:hilmi@mpc.gov.my))
- En Ahmad Harris Abdullah ([Harris@mpc.gov.my](mailto:Harris@mpc.gov.my))

## 7.0 Report Formatting

- The report must be drafted in a format agreed by MPC;
- The report must be written in English;
- The write up must be 1.5 line spacing, Arial font with size 12; and
- Additional information for report clarification MUST be prepared without extra charges and within reasonable time.

## 8.0 Payment Terms

The rate is determined in accordance to the Government Procurement Guideline. Based on your quotation dated 19 January 2021, we acknowledged and therefore have agreed to offer you the following terms of payment.

BIL.	SCOPE OF WORK	UNIT	QTY	RM/UNIT	TOTAL (RM)
1.	To prepare project baseline (understanding issue)	Man-day	1	2,000	2,000
2.	To validate input and findings with related agencies/authorities	Man-day	2	2,000	4,000
3.	To do best practice comparison with relevant tourism and public amenities spots	Man-day	2	2,000	4,000
4.	To develop recommendations	Man-day	2	2,000	4,000
5.	To design appropriate BI instruments for project intervention	Man-day	1	2,000	2,000
6.	To prepare project report (draft & final)	Man-day	2	2,000	4,000
	<b>TOTAL</b>		<b>10</b>		<b>20,000</b>

Note:

1. One man-day is equivalent to 8 man-hours.
2. A total of RM2,000 per man-day is equivalent to RM250 per hour.

Please be noted, the payment would be made in two stages as the details below:

<b>Payment Summary by Stages</b>		<b>No. of Man-Hours</b>	<b>Rate per Man-Hour (RM)</b>	<b>Total (RM)</b>
Stage 1	Scope of works no. 1, 2 and 3	40	250	10,000
Stage 2	Scope of works no. 4, 5 and 6	40	250	10,000
<b>TOTAL</b>				<b>20,000.00</b>

## **9.0 Specifications of the skills sets and experience**

- Strong understanding of laws and policies related to the topic and Good Regulatory Practice (GRP) in Malaysia; and
- Proven working experience on advising the government officials related to the process improvement and problem solving projects.

## **10.0 Proprietary Rights**

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