

Appendix 1: Terms of Reference

TERMS OF REFERENCE (TOR)

WRITER FOR NATIONAL CONFERENCE ON BEHAVIOURAL INSIGHTS 2021 - THEME: SPEARHEADING EFFICIENT PUBLIC POLICY DELIVERY – 23 MARCH 2021

1.0. Purpose of the Assignment

The purpose of this assignment is to appoint a writer for National Conference on Behavioural Insights 2021 in managing and coordinating exercise towards establishing embed BI in designing public policy towards a better quality and effective regulation.

2.0 Scope of Work

- 2.1** Work with secretariat and other senior staff to determine key points, themes, positions, and core messages for speeches and public statements;
- 2.2** Advise on strategic opportunities for speeches and public statements;
- 2.3** Develop outline with compelling narrative, including relevant examples of BI activities
- 2.4** Based on secretariat feedback, flesh out a well-structured full draft speech/statement reflecting the voice and vision of the KSN, KPPA and DG MPC;
- 2.5** Research, verify content, and transform complex concepts into clear, meaningful and influential communications;
- 2.6** If needed, prepare/advise on media release to support key speeches.

3.0 Payment Terms

A writer will be paid accordingly as per pages of the works;

Prepared by:

Secretariat National Conference on Behavioural Insight (BI)

25 January 2021