



**PERBADANAN PRODUKTIVITI MALAYSIA (MPC)**

**TERMS OF REFERENCE (TOR)**

**APPOINTMENT AS A SERVICE PROVIDER FOR DIGITAL MANAGEMENT FOR  
MPC**

**(JULY 2021)**

## TERMS OF REFERENCE

### 1.0 **Background**

MPC has been given an opportunity by the Government to undertake Good Regulatory Practices (GRP), #MyMudah engagement sessions with industry and Behavioural Insights (BI) programs and initiatives for Malaysia in Year 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 adopt the MPC GO DIGITAL culture to promote its rendered services to its stakeholders. For this purpose, we seek for a digital management service provider.

### 2.0 **The Scope of Work**

**Service Provider duties and responsibilities include, but are not limited to, the following:**

- i. Create digital content in the form of short videos related to competitiveness and Behavioral Insights
- ii. Video Criteria
  - Duration 2 minutes to 3 minutes
  - Video content is from MPC which is related to productivity, competitiveness and Behavioral Insights
  - Video format to be accordance to corporate standards or animation

### 3.0 **Video Titles\***

- i. Encourage Public to get Vaccination via Behavioural Insights -1
- ii. Panduan Behavioural Insights di MOSTI -1
- iii. MINDEF Veteran Project -2

\* Note: Titles will be notified by MPC and are subject to change

### 4.0 **Output**

Total digital content in the form of video - 4

### 5.0 **Duration**

Term of appointment is for 3 months from the date of appointment.

### 6.0 **Payment Term**

The payment for the service rendered will be made upon completion of the job.

### 7.0 **Reporting requirements**

The expert will report to MPC Edward Binty (edward@mpc.gov.my)

### 8.0 **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).

- END -