

EXECUTIVE SUMMARY

TITLE	:	Development of Behavioural Insights (BI) Training Module (Phase 2 - Intermediate)
OBJECTIVES	:	<ul style="list-style-type: none"> i. To create an expansion on the application of BI as a new tool in public policy-making; ii. To develop capacity building and competency development in BI to government officials through training; iii. To create microsite content with 24/7 accessibility; and iv. Certification of intermediate BI module
EXPECTED OUTCOMES	:	Government officials that have undertaken the basic module can further expand their knowledge and experience in the application of Behavioural Insights in policy-making. This will bring the competency of government officials even further in more complex section of applying BI in public policy design and rule-making process. In this intermediate phase, modules will be easily available via online platform for 24/7 access.
DURATION	:	May - August 2021
TOTAL COST	:	RM300,000.00
BUDGET	:	RMK-12 (Behavioural Insights)/BI2.0
DEPARTMENT	:	Productivity & Competitiveness Development (PCD)/ National Competitiveness (NC)

**MALAYSIA PRODUCTIVITY CORPORATION (MPC)
PROPOSAL FOR BOARD OF MANAGEMENT**

**DEVELOPMENT OF BEHAVIOURAL INSIGHTS (BI) TRAINING MODULE
(PHASE 2 – INTERMEDIATE)**

1.0 Purpose

The purpose of this paper is to request approval from Board of Management (BOM) for the approval of project on Development of Behavioural Insights (BI) Training Module Phase 2 (Intermediate).

2.0 Background

- 2.1** One of the important pillars for national competitiveness is through the initiative of regulatory reform. A few initiatives need to be done to ensure the regulatory regime operates in tandem with the nation's drive to secure its position as an attractive place for business.
- 2.2** In line with the Malaysia Productivity Blueprint under the National Thrust 4 – Forging a Robust ecosystem, BI approach can be applied to strengthen regulatory governance through a low-cost intervention on policies and regulatory outcomes.
- 2.3** Since 2019, MPC has undertaken several BI initiatives and activities. Among them are engagements with various BI experts both local and international; and held series of BI webinar sessions and capacity development programmes for government officials across ministries and agencies.
- 2.4** In 2021, with the aim to enhance the quality of public policy and regulations in Malaysia, one of the key programme to be considered is on BI as one of the techniques in the formation of good public policy and regulations, promotes high compliance rate through a human centric approach.
- 2.5** BI is a holistic approach to equip policy makers to be sensitive and careful in crafting policies that could lead to better experiment designs, more compelling business case and stronger social outcomes for the country. Quality regulations will ensure sustainable productivity, competitiveness and economic growth.
- 2.6** In the first quarter of 2021, BI Module (Phase 1 – Basic) has been developed and is currently being pilot tested for further improvement and feedback. This Intermediate module is an expansion of the Phase 1 – Basic.

3.0 Objective

The objectives of this project are:

- i. To create an expansion on the application of BI as a new tool in public policy-making;
- ii. To develop capacity building and competency development in BI to government officials through training;
- iii. To create microsite content with 24/7 accessibility; and
- iv. Certification of intermediate BI module

4.0 Output

The project will be implemented by the appointed service provider and the expected output is the training module of BI (Intermediate) which will comprise of as follows:

- i. Digital Content on Behavioural Insights Course in Public Policy-Making;
- ii. Slides on Behavioural Insights Case Study in Public Policy-Making;
- iii. Digital Content on Behavioural Insights Case Study in Public Policy-Making;
- iv. Learning for BI Training
- v. Certification

5.0 Outcome

Government officials that have undertaken the basic module can further expand their knowledge and experience in the application of Behavioural Insights in policy-making. This will bring the competency of government officials even further in more complex section of applying BI in public policy design and rule-making process. In this intermediate phase, modules will be easily available via online platform for 24/7 access.

6.0 Proposed Work Plan for BI Training Module (Phase 2 – Intermediate)

Work Plan untuk Behavioural Insights (BI) Microsite Learning & BI Module Intermediate

		April		May			June			July				August				Sept				Oct						
		Week	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26
1	Finalising TOR																											
2	BOM Preparation																											
3	<i>Tawaran Sebut Harga</i>																											
4	Preparation for Laporan Sebutharga																											
5	Mesyuarat Sebut Harga A																											
6	Pelantikan Pembekal																											
7	Draft Module Intermediate																											
8	Penyediaan Microsite Learning																											
9	Pilot testing Microsite																											
10	Finalising Microsite																											

7.0 Estimated Cost

Project costing for each activity listed below:

No	Activity	Cost (RM)*	No of Unit/ Pax	Man-hours	Total (RM)
1	Development of Digital Content on Behavioural Insights (Intermediate) Course				
	i) Subject Matter Experts (SMEs) to develop content	400.00	-	30 x 8 hrs = 240	96,000.00
	ii) SME to review module	150.00	-	50 pages	7,500.00
	iii) Proofreader/Editor	350.00	-	50 pages	17,500.00
	iv) Workshop to discuss on the syllabus/content	450.00	14	2	12,600.00
					133,600
2	Behavioural Insights Case Studies				
	i) Developing videos content (SMEs input, review content, proofreading)	75,400	-	1 lot	129,400.00
	ii) Workshop to discuss and finalising the case studies content	450.00	10*3	2	27,000.00
					66,400
				TOTAL	300,000.00

* SME rates based on Kadar Bayaran Perkhidmatan Kepakaran (Bukan Penjawat Awam) Perolehan MPC, 15 Feb 2021)

8.0 Approval from BOM

The approval of the Board of Management (BOM) is sought to undertake the Project on the **Development of Behavioural Insights (BI) Training Module – (Phase 2- Intermediate)** within estimated cost at **RM300,000.00** using RMK-12 Behavioural Insights Development Budget.

Prepared by:

Reviewed by (1) :

Reviewed by (2):

Cham Yin Hwa

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Assistant Manager PCD/NC
15 April 2021

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15 April 2021

Deputy Director PCD/NC
15 April 2021

Approved by:

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15 April 2021