

2023

No.	Activity	MAC				APR				MEI				JUN				JULY			
		1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4
	Stage 4: Measure and Expand																				
	Engagement online session + Sharing session online - (2 session x RM250 - 8 hours)																				
	Workshop #1 (2 Days) - <u>dibawah tajaan BDA</u>																				
	Review project progress																				
	o PRIME workflow adherence check																				
	o Progress update																				
	Refine nudging using EAST guide																				
	o Study current nudging activities																				
	o Enhance nudging using EAST guide																				
	Workshop #2 (1 Day)																				
	Support nudging implementation																				
	o Study enablers & barriers (E&B) in nudging implementation																				
	o Optimize the E&B																				
	Workshop #3 (1 Day)																				
	Measure Behavioral Outcomes																				
	o Review questionnaires & target respondents																				
	o Exercise the measurement in real case																				
	Workshop #4 (1 Day)																				
	Analyze Behavioral Insights																				
	o Study Behavioral Indices result																				
	o Strategize																				
	1. How to sustain good nudging																				
	2. How to adjust ineffective nudging																				
	Report Writing (10 pages)																				

Planning

Actual