

**KERTAS CADANGAN UNTUK PERTIMBANGAN
LEMBAGA PENGURUSAN MPC (BOM)**

TAJUK Keterangan: Tajuk Projek/ Cadangan	Strengthening Behavioural Insights (BI) Approach in Policy Formulation and Implementation in Government Agencies 2022
TARIKH/GARIS MASA Keterangan: Jadual mula dan akhir pelaksanaan projek/ cadangan	January – April 2022 (Phase 1).
TUJUAN & LATAR BELAKANG Keterangan: Tujuan dan penerangan ringkas mengenai projek	MPC has been mandated to continue the implementation of the Behavioral Insights (BI) project in 2022. The BI approach in public policy formulation has been widely adopted in developed countries since 2010. BI is an innovative policy tool aimed at improving the effectiveness of government intervention. Among the benefits that can be achieved through the use of BI method is that it can be carried out easily without involving high operating costs because it does not rely too much on the enforcement of regulations or the provision of incentives. BI takes into account the behavior and how the target group responds to a rule or policy developed. The Government intends to adopt the BI method in formulating policies and regulations in the future. In 2022, MPC has been given an allocation of RM2.5 million to run the BI program. Among the activities planned are implementing BI case studies, BI initiative projects and continuation of projects from BI initiatives in 2021 in public policy formulation in Malaysia. The costing and implementation of the project as in Appendix 1.
JUSTIFIKASI Keterangan: Penjelasan yang menyokong kepada pelaksanaan projek/ cadangan	i. To implement BI case studies in selected ministries, agencies and other stakeholders ii. To implement BI initiatives project as one of the problem-solving methods and identifying opportunities for improvement iii. Provide suggestions for improvement to the issue selected. iv. Adopt BI approach and conduct experiments to identify the most effective interventions.
KAEDAH PELAKSANAAN Keterangan: Kaedah yang perlu dilakukan bagi melaksanakan projek	i. Case Study ii. BI Initiative Projects iii. Workshop (Online / Physical) iv. Round Table Discussion (RTD)

STAKEHOLDERS/PIHAK BERKEPENTINGAN Keterangan: Pihak atau kumpulan yang menerima kesan positif mahupun negatif daripada projek yang dijalankan	i. Ministry ii. Agency iii. State Govt iv. Local Authority/State Authority
JANGKAAN HASIL/ OUTCOME Keterangan: Apa yang MPC perlu capai/ faedah-faedah jangka pendek dan jangka panjang hasil dari intervensi projek/ cadangan	Application of BI in policy formulation and implementation will enhance the effectiveness of policies and allow optimal resource allocation. It will complement existing processes in policymaking and will also make the public service more cost-effective.
JANGKAAN OUTPUT Keterangan: Output ketara dan tidak ketara yang dihasilkan daripada aktiviti projek/ cadangan.	The expected outputs are: i. 5 Case Study Interim Reports/ Slide; ii. 15 BI Initiative Project Interim Report/ Slide; iii. Proposed improvements to ministries, agencies and stakeholders; and iv. Sessions to share the findings of the study.
KUMPULAN SASAR Keterangan: Individu/ kumpulan yang menerima faedah daripada projek/ cadangan	i. Ministry ii. Agency iii. State Government iv. Local Authority/State Authority
SUMBER BAJET/ KOS Keterangan: Sumber bajet / jumlah kos yang terlibat.	RMK-12 Behavioural Insights / RM567,200
HASIL (RM) - SEKIRANYA ADA Keterangan: Pendapatan yang diterima daripada projek	Nil
SYOR Keterangan: Keputusan yang diperlukan daripada Lembaga Pengurusan MPC	The approval of the Board of Management is sought for the project on Strengthening Behavioural Insights (BI) Approach In Policy Formulation and Implementation In Government Agencies 2022 for Jan- April (Phase 1) with an estimated cost of RM567,200 utilising the budget of RMK-12 Behavioural Insights.
UNIT/BAHAGIAN	NCS/ PCD

****Sila lampirkan maklumat-maklumat lain yang berkaitan sekiranya perlu.**

(Contoh: Agenda program, perincian kos, pelan risiko, gambar rajah, lakaran pelan, senarai nama, carta Gannt, dll.)

Hanya untuk permohonan yang menggunakan Bajet Pembangunan dari Unit/Bahagian lain.
Kolum ini boleh diabaikan sekiranya tidak berkaitan.
DISOKONG OLEH:
NAMA PEGAWAI PENJAGA BAJET PEMBANGUNAN
Jawatan:
Nama Bajet:
Tarikh:

**Wajib diisi	**Wajib diisi	Permohonan memadai disemak sehingga peringkat Penyelia. Kolum ini boleh diabaikan sekiranya tidak berkaitan
Prepared by:  MAZUIN DAHLAN Senior Manager 6 January 2022	Reviewed by:  SHAHRIZA BAHARI Deputy Director 10 January 2022	Approved by:  WAN FAZLIN NADIA WAN OSMAN Director 11 January 2022

APPENDIX I

Table 1: Total Estimated Cost for Phase 1 (Jan- April 2022)

No.	Item	Details		Total Cost
1	BI Case Study (under RMK-12) (50% x RM100,000)	5 x RM50,000		250,000
2	BI Initiative Projects (50% x RM20,000)	15 x RM10,000		150,000
3	Advocacy- Promotional activities such as media release, webinars, sharing sessions, videos, posters etc, including content development.			
	Sharing session – payment for moderator/coordinator/speaker/SME	3 sessions x 4 Teams x RM400		4,800
	Article Writing	4 article x 4 Teams x RM1,000		16,000
	Video making	2 videos x 4 Teams x RM5,000		40,000
	Media release	3 media releases x 4 Teams x RM1,000		12,000
	Bunting, banner, poster (physical & online)	1 promotional item x 4 Teams x RM3,000		12,000
				84,800
4	Advisory - Projects identification and training to ministries as a preparation before embarking on projects			
	Implementation of training activities, advisory services, Seminars, Launching Ceremonies, Forum (online & physical)	4 sessions x 4 Teams x RM5,500		44,000
5	Coordination - Embark on projects with selected ministries.			
	Engagement with ministries and agencies - online platform, Mural	4 sessions x 4 Teams x RM2,000		32,000
	Payment for Coordinator	4 sessions x 4 coordinator x RM400		6,400
				38,400
	TOTAL			567,200

Table 2: Detailed Work Plan 2022 (BI Initiatives and BI Case Study)

[illegible]

Table 3: Detailed Explanation for BI Projects (BI Initiatives and BI Case Study)

	Activities	
1.	Preparation: - Submit BOM paper - Engage ministry - Procurement approval (JPP1, JPP2)	For BI Case Study (project cost more than RM20k)
2.	Stage 1: Establishment - establishment of project teams. - Selection of themes and issue - Develop project team ToR (scope, key milestone, resource, deliverables) - Collect baseline information	
3.	Stage 2: Purpose and Review - define the problem - understand the current situation - define target group - outline behavioural gap - review the behaviour and its context - Develop templates/tools to assist project teams meet the activities of stage 2. - Review relevant project team outputs	
4.	Stage 3: Intervention - Design possible intervention: use behavioural strategies, consider feasibility, consider target sample - Develop templates/tools to assist project teams meet the activities of stage 3. - Review relevant project team outputs	
5.	Stage 4: Measure and Expand - test and improve behavioural interventions: Piloting interventions and measuring the result, use testing method, identify which interventions work well and how to further improve, Plan for standardize and rolled out - Develop templates/tools to assist project teams meet the activities of stage 4. - Review relevant project team outputs	