

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

<b>TITLE</b>	:	<b>NATIONAL CONFERENCE ON BEHAVIOURAL INSIGHTS2024</b>
<b>PROPOSED DATE</b>	:	30 July 2024
<b>BUDGET/COST</b>	:	RM100,000 (Development Budget: BI 2.0)
<b>OBJECTIVES</b>	:	<ol style="list-style-type: none"> <li>1. To promote and inculcate the importance of using behavioural science and behavioural economics in public policy decision-making;</li> <li>2. To provide a better understanding of the positive impact of behavioural insights in policy-making; and</li> <li>3. To spur and exchange ideas on applying behavioural insightsto better policymaking.</li> </ol>
<b>BENEFITS</b>	:	<ol style="list-style-type: none"> <li>1. Recognition of local BI practitioners and experts</li> <li>2. Creating a behavioural insights community to support BI initiatives in Malaysia</li> <li>3. Sharing platform based on local case studies, showcasing on behavioural insights approach for efficient public policy delivery.</li> </ol>
<b>DEPARTMENT</b>	:	Productivity and Competitiveness Development (PCD) / National Competitiveness Section (NCS)
<b>COMMENTS/ SIGNATURE OF ACCOUNTANT</b>		
<b>COMMENTS/ SIGNATURE OF PCT MGR</b>		

## **NATIONAL CONFERENCE ON BEHAVIOURAL INSIGHTS 2024**

### **1.0 Purpose**

The purpose of this paper is to obtain approval from the Board of Management (BOM) to organize a National Conference on Behavioural Insights 2024.

### **2.1 Background**

**2.2** MPC has been tasked by the Government to undertake Behavioural Insights (BI) programs and initiatives for Malaysia starting year 2020, as the Government is keen to embed BI in designing public policy towards better quality and effective regulation. One of the key activities is to develop and strengthen the capacity knowledge of BI, particularly to the government officials. MPC has held several National Conferences on BI that have had presentations from international speakers. MPC is also planning a larger international conference in 2025. Therefore the 2024 National BI Conference will be about developing national understanding, capacity and agenda for BI.

**2.3** This includes providing opportunities for those who have undertaken BI projects to speak and highlight their work and understanding. This helps to build capacity in Malaysia and encourages those who have invested time in BI projects to continue to do so. This will also encourage other officials to come forward and partake in future BI events in Malaysia.

### 3.0 Conference Objectives

The objectives of this conference are:

- a) To showcase BI projects in Malaysia

We want to highlight successful examples of Behavioural Insights (BI) projects in Malaysia. By doing this, we can demonstrate how BI tools are being used in real-world situations. This can inspire other organizations to adopt BI practices and help everyone understand the benefits and challenges of using BI in Malaysia.

- b) To provide key learning and lessons in applying BI in Public Policy

We aim to learn from BI initiatives used in public policy. By studying these cases, we can figure out how BI tools can help governments make better decisions. This involves looking at what works well and what doesn't, so policymakers can use BI more effectively in Malaysia.

- c) To build consensus on the need and use of BI in Public Policy

This means bringing together different people - like government officials, researchers, and experts - to talk about how BI can improve decision-making. By getting everyone on the same page, we can push for more investment in BI and make public policies even better.

### 4.0 Proposed Cost

The total cost associated with organizing the National Conference on Behavioural Insights 2024 is **RM100,000**. Details as Appendix 1.

### 5.0 Proposed Agenda

The proposed agenda is in Appendix 2.

### 6.0 Conclusion

The approval of the Board of Management (BOM) is sought to organize a National Conference on Behavioural Insights 2024 with a total cost of **RM100,000** utilizing the Behavioural Insights Development Budget (BI2.0).

**Prepared by:**

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May 2024

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## Appendix 1

### NATIONAL CONFERENCE ON BEHAVIOURAL INSIGHTS 2024

#### NUDGING: TO KNOW 'WHAT WORKS' YOU NEED TO KNOW WHY IT WORKS

30 July 2024 (Tuesday)

NO.	TYPE OF PAYMENT	COST PER UNIT (RM)	NO. OF UNIT (UNIT/PAX)	TOTAL COST (RM)
1.	Meeting Package [Incl. of F&B, WiFi, flip charts, meal voucher (online programme), etc]	180	250 pax	45,000
2.	Course/ training/ seminar experts (instructors, facilitators, moderators, speakers and Subject Matter Expert)	2,000	10 pax	20,000
3.	Writing services (report/ speech writers, report reviewers, press releasewriters, reporters and editors)	1,000	10 unit	10,000
4.	Advocacy (Media Statements, Social media, Advertisements, Talks Shows)	2,000	10 unit	20,000
5.	Publication & Printing (Promotional Contents, Certificate & Bunting)	1,000	5 unit	5,000
<b>TOTAL</b>				<b>100,000</b>

#### Notes:

1. Estimated max. cost per unit under PCT's guidelines (JPPK)
2. The cost is subject to modification to suit with the program either physical or virtual

**AGENDA**  
**NATIONAL CONFERENCE ON BEHAVIOURAL INSIGHTS 2024**

**Date** : 30 July 2024 (Tuesday)  
**Time** : 2.30 p.m. – 5.00 p.m.  
**Venue** : Everly Hotel, Putrajaya

No.	Time	Agenda
1	2.00 p.m.	<b>Registration of Participants</b>
2	2.15 p.m.	The Arrival of <b>YB Senator Tengku Datuk Seri Utama Zafrul bin Tengku Abdul Aziz</b> , Minister of Investment, Trade, and Industry (MITI)
3	2.30 p.m.	<b>Singing of the National Anthem</b> (Lagu Negaraku) <b>Recitation of Prayer</b>
4	2.40 p.m.	<b>Welcoming Remarks by:</b>  YBhg. Datuk Kamaruzzaman Johari Chairman of the Malaysia Productivity Corporation (MPC)
5	2.50 p.m.	<b>Opening Session by:</b>  YB Senator Tengku Datuk Seri Utama Zafrul bin Tengku Abdul Aziz Minister of Investment, Trade, and Industry (MITI)
6	3.10 p.m.	<b>Certificate Presentation for BI Capacity Building:</b>  <b>Category:</b> Leader Practitioner
7	3.30 p.m.	<b>Keynote Speaker</b>  Chiara Varazzani <i>Organisation for Economic Co-Operation and Development (OECD)</i>
8	3.45 p.m.	<b>Stream 1: Understanding Behaviour in Public Policy</b> <i>Moderator: Sai Ming Liew, Senior Advisor BI Singapore</i>  <b>i. Ministry of Education Malaysia (KPM)</b> Enhancing Students' Interest in High-Productivity Industries Through Behavioral Insights Interventions to Improve the Quality of Sustainable Skilled Workers.  <b>ii. Ministry of Health (MoH)</b> Increase Informed Food Choices Amongst Malaysians Especially the High Sugar Content Foods and Drinks  <b>iii. Ministry of Investment, Trade, and Industry (MITI)</b>

		<p>Enhancing Compliance with the Internal Compliance Programme (ICP) Documentation Process.</p> <p><b>Stream 2: Increasing Compliance and Usage of Rules and Programs</b>  Moderator: YBhg. Datuk Eddie Razak, Managing Partner, Energe Networks</p> <p><b>i. Kuala Lumpur City Hall (DBKL)</b>  Improving the Regulation of Road Excavation Permits within Kuala Lumpur City Hall's Jurisdiction.</p> <p><b>ii. Federal Agricultural Marketing Authority (FAMA)</b>  Boosting the Adoption of Digital Payments Among the Pasar Tani Community in Selangor.</p> <p><b>iii. Mr. Faisal Naru, Think Test Do</b>  Charting the Way Forward for Malaysia in Behavioral Insights.</p>
9	4.45 p.m.	<p><b>Closing Remarks by:</b></p> <p>YBrs. Encik Zahid Ismail  Director General of the Malaysia Productivity Corporation (MPC)</p>
10	5.00 p.m.	<b>End of the Program</b>