# OPENING REMARKS

## YBHG. TAN SRI DATO' SERI MOHD ZUKI ALI
## CHIEF SECRETARY
## TO THE GOVERNMENT OF MALAYSIA

## *NATIONAL CONFERENCE*
## *ON BEHAVIOURAL INSIGHTS 2022*

### *Mainstreaming Behavioural Insights*
### *for Better Policy*

**WEDNESDAY 7 DECEMBER 2022**

**2.00p.m. - 5.00p.m.**

**Virtual Conference**

## SALUTATIONS

*Bismillahir Rahmanir Rahim*

*Assalamualaikum warahmatullahhi wabarakaatuh*

**Yang Berbahagia Dato' Abdul Latif bin Haji Abu Seman,**

**Director General, Malaysia Productivity Corporation (MPC)**

**Yang Berbahagia Tan Sri-Tan Sri, Dato' Seri-Dato' Seri, Dato'- Dato', Datin-Datin,**

**Our Distinguished Speakers, Panelists, Moderator and**

**Ladies and Gentlemen.**

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1. **Alhamdulillah, all grace be to Allah SWT, with His mercy** we are able to gather here this afternoon for this *__National Conference on Behavioural Insights 2022__* with its theme of *__"Mainstreaming Behavioural Insights for Better Policy"__*.

2. I would like to express, **on behalf of YBhg. Tan Sri Dato' Seri Mohd Zuki Ali, the Chief Secretary to the Government,** his gratitude and appreciation to **Malaysia Productivity Corporation (MPC)** for having invited YBhg. Tan Sri to present **the Keynote Address of this Conference**.

3. I wish to convey **YBhg. Tan Sri's sincere apologies** for **not being able to be with us** today.

4. YBhg. Tan Sri had entrusted me to deliver **his Opening Remarks** on his behalf to all attendees of this Conference.

**Ladies and Gentlemen,**

5. First of all, **I must congratulate MPC for their initiative** in organising this important ***National Conference on Behavioural Insights 2022.***

6. I am confident that, from this conference, **we will learn much about Behavioural Insights approach** and, most importantly, **obtain invaluable insights into**

**how policy makers applied Behavioural Insights to shape intended policy outcomes**.

7. **Our Prime Minister, YAB Dato' Seri Anwar Ibrahim,** had emphasized that **civil servants must uphold the reformative spirit** in order to bring about changes for a better Malaysia.

8. In line with this, **our newly formed Federal Government leadership is expected to unveil and drive a reform agenda** against the backdrop of global challenges post COVID-19 pandemic and **international tensions and conflicts that are impeding trade and socio-economic progress**.

9. Notwithstanding the global situation, we know that **the *rakyat* expects the Civil Service to formulate and implement efficient and effective policies that will be beneficial to all citizens** in their work and day-to-day living*.*

10. The *rakyat*, be it businesses, families, or individuals, **should not be burdened with policies that are cumbersome or too costly** for them to comply with. Non-compliable policies are inherently self-defeating.

11. **Certain governmental policies, however, do not achieve or only partially achieve their targeted outcomes**. A common reason for the shortfall can be **due to the lack of provisional understanding, prior to the implementation of policies, on how the *rakyat* will behave in response to implemented policies**.

12. **In seeking to change people's behaviours**, first and foremost, **we must try to understand why people are behaving in a certain way**. This pre-requisite is critical when policies are being designed or modified.

13. Being able to predict how people will behave, when the Government implements a policy, through the

**use of Behavioural Insights to test-out proposed policies before implementation** will help **provide economically efficient public services to the *rakyat* with greater positive impact and less wastage of resources and time.**

14. Behavioural Insights calls for **a new mindset** and **a new set of skills** in public policy making.

**Ladies and Gentlemen,**

15. Malaysia's next stage of national socio-economic transformation and progress will depend greatly on efficiency, productivity and technological advancement. **Behavioural Insights-based public polices will drive towards transformation and progress**.

16. **Behavioural Insights is applicable in a very wide range of fields wherever changes in behaviours are sought for** such as healthcare, education, industries, urban traffic management, transportation, natural resources sustainability and the environment.

17. **The Twelfth Malaysia Plan 2021-2025 (RMKe-12) has highlighted Behavioural Insights as a complementary tool** to be applied so as to have more effective public policy formulation, implementation and review.

18. Underlining the great importance placed on it by the Government of Malaysia, **Behavioural Insights is embedded in the _National Policy for Good Regulatory Practice (NPGRP) 2021_** that encourages regulators to use Behavioural Insights as **a tool to facilitate the development, evaluation, and iteration of policy options**.

## CONCLUSION

**Ladies and Gentlemen,**

19. Once again, **I am very pleased to be here with all of you in this conference and I urge you to give your full support to MPC in realising Behavioural Insights initiatives. Each ministry should**

**champion Behavioural Insights (BI) initiatives through "1Ministry, 1BI Project".**

20. **All civil servants both at the federal as well as the state levels should understand the need for Behavioural Insights**. **The time to start learning this science is now**.

21. Our conference held today is **highly significant and a meaningful milestone in the never-ending journey of the Civil Service** to have **the Public Sector** working together closely with the **Private Sector** for a better Malaysia.

22. With that, I hereby declare open the ***National Conference on Behavioural Insights 2022*** and launch the ***National Behavioural Insights Guideline***.

**THANK-YOU**