

WELCOMING REMARKS

**YBHG. DATO' ABDUL LATIF BIN HAJI ABU SEMAN
DIRECTOR GENERAL
MALAYSIA PRODUCTIVITY CORPORATION (MPC)**

**NATIONAL CONFERENCE ON BEHAVIOURAL
INSIGHTS 2022
Mainstreaming Behavioural Insights for Better
Policy**

**7 DECEMBER 2022
2.00 PM – 5.00 PM
ONLINE**

Yang Berbahagia Tan Sri Dato' Seri Mohd Zuki Ali
Chief Secretary to the Government of Malaysia

Yang Berbahagia Datuk Lokman Hakim Ali,
Secretary General, Ministry of International Trade and
Industry

Eminent speakers

Senior Government Officers

Captains of the industry

Ladies and Gentlemen

Assalamualaikum warahmatullah hiwabarakatuh, Salam Sejahtera and good afternoon.

1. Malaysia Productivity Corporation (MPC) welcomes all the attendees to the National Conference on Behavioural Insights 2022, themed “Mainstreaming Behavioural Insights for Better Policy”.
2. Our heartiest gratitude to Yang Berbahagia Tan Sri Dato’ Seri Mohd Zuki Ali, Yang Berbahagia. Datuk Lokman Hakim Ali and the eminent speakers for taking some time to share invaluable insights on the application of Behavioural Insights or BI in public policy.

Ladies and gentlemen,

3. In the Twelfth Malaysia Plan (12MP), Malaysia’s Government focuses on enhancing quality decision-making and encouraging innovation to strengthen public service delivery. In line with the evidence-based policymaking and Whole-of-Government approach, the Government emphasises the application of Behavioural Insights (BI) in developing and implementing quality policies and regulations.

4. If I may quote directly from the 12MP, "... the BI approach will be adopted as a complementary tool to enhance the Government's services to the rakyat. BI will be used to design and implement policies to guide the *rakyat* towards making better decision.... The application of BI in the public sector will be introduced in the Twelfth Plan through several initiatives by Malaysia Productivity Corporation".
5. MPC is committed to spearheading BI initiatives as mandated by the 12MP and enhance productivity and competitiveness through BI approach. Today's conference hopes to increase awareness and understanding of embedding BI in designing better policies and regulations and build the capacity of policymakers and regulators to apply BI in public policy.
6. BI application in policymaking has proven to enhance public compliance, reduce compliance costs, improve policy outcomes and increase productivity. Implementing BI optimises the use of resources and minimises enforcement as people are more willing to comply with rules and regulations. As BI employs problem-solving through tested interventions, it builds the foundation for evidence-based governance.

7. According to the Organisation for Economic Co-operation and Development (OECD), 202 institutions worldwide have applied BI to public policy.

Ladies and gentlemen,

8. In the duration of the 12MP, MPC has set in motion several strategic initiatives to drive the adoption of BI.
9. In addition to the **outreach and awareness programmes** through conferences, seminars, and webinars to engage with policymakers and regulators, MPC is developing **BI case studies** through collaboration with various ministries and government agencies to develop a competent and experienced pool of local experts in BI. BI case studies will be **published as references** for practitioners in the public sector.

This year, MPC, in collaboration with various ministries and government agencies, is completing five case studies, among others, to improve Strategic Trade Act (STA) 2010 compliance, nudging merchants and consumers at *Pasar Tani* using digital payment, and encourage private education institution to registered at Ministry of Education.

10. **Capacity-building programmes** to train and encourage government officers' active participation in BI activities are ongoing and will be amplified in the near future. MPC is also developing an **evaluation mechanism** to measure the effectiveness of BI in policymaking.
11. Until November this year, MPC has trained more than 200 government officers. Government servants are welcome to access MPC's *MyLatihanMaya* portal for modules and microlearning videos on BI.

Ladies and gentlemen,

12. The National Behavioural Insights Guidelines, a reference to guide regulators, policymakers, and practitioners at the national, state and local authority levels in applying BI as a policy and productivity tool, is now ready.
13. The guidelines establish the PRIME framework to equip policymakers with simple processes, design strategies, and methods for implementing BI. PRIME, short for Purpose, Review, Intervention, Measure, and Expand, **identifies** policy goals, objectives, behavioural issues, and target groups; **analyses** behavioural gaps and their contexts; **strategises** interventions to achieve outcomes; **tracks** intervention results; and **scales up** interventions to a broader audience.

14. The National BI Guidelines also serves as a repository of BI best practices, proofs of concepts, methodological standards, and a reference for ethical principles and concerns in implementing BI.

Ladies and gentlemen,

15. We will hear more about BI from our speakers today. Today's conference provides an opportunity for policymakers and BI practitioners to discuss mainstreaming the application of BI within the Government and explore innovative ways to address complex policy problems.
16. Thank you for your presence and let us have a productive conference.