



PROJECT NOTIFICATION

Ref. No.: 22-IP-02-GE-WSP-A-PN2200031-001

Date of Issue	06 April 2022
Project Code	22-IP-02-GE-WSP-A
Title	Workshop on Building Robust Public Policy Ecosystems through Behavioral Insights
Timing and Duration	22–24 June 2022 (three days)
Hosting Country(ies)	Malaysia
Modality	Digital Multicountry
Implementing Organization(s)	Malaysia Productivity Corporation and APO Secretariat
Participating Country(ies)	All Member Countries
Overseas Participants	38
Local Participants	12
Qualifications of Participants	Policymakers and government officials, representatives of government enterprises, staff of public organizations and regulatory agencies, and staff from National Productivity Organizations working on regulatory issues, reform, and legislation across different sectors
Nomination of Participants	All nominations must be submitted through National Productivity Organizations of member countries
Closing Date for Nominations	3 June 2022

1. Objectives

- a. Deepen knowledge of the concepts and applications of behavioral insights (BIs) in the public sector's regulatory functions and policies.
- b. Examine innovations in design and development approaches in public-sector policy ecosystems using BIs.
- c. Analyze best practices and lessons learned in integrating the use of behavioral science approaches as a public policy tool.

2. Background

Promoting behavioral change is one of the central goals of regulation. According to an OECD report (2017), setting the "rules of the game" through behavioral change approaches promotes the competitive functioning of the economy while protecting citizens, the environment, and society. From the experiences of policymakers and regulators, the application and use of BIs allow them to understand and influence people's behavior and design public policies that work better and cost less.

Studies show that applications of BIs in policymaking must incorporate the cultural context of target groups. Based on the nudge theory, a concept in behavioral economics, political theory, and behavioral sciences which proposes positive reinforcement and indirect suggestions as ways to influence the behavior and decision-making of groups or individuals, BIs have immense potential for more innovative government interventions to shape people's behavior while achieving public policy objectives.

The APO publication *Why Behavioral Insights Matter in Public Policy* (2022) provides examples of the utilization of BIs such as allowing contractors to apply online for business licenses, resulting in shorter processing times, lower transaction costs, and improvements in overall productivity and public service quality. Other examples are cashless payment systems for government public services resulting in increased regulatory compliance among taxpayers and engaging parents in a primary school health program promoting drinking water to reduce childhood obesity rates.

While there are debates on the effectiveness of BI applications, examples around the world in education, energy, the environment, finance, health and safety, labor market policies, taxes, public service delivery, etc. have provided evidence that they can improve citizens' welfare. As governments search for simpler, more effective regulatory solutions to promote more efficient outcomes, applications of BIs in public policy are becoming more common.

APO members that have adopted BIs in government policymaking include Japan, Malaysia, and Singapore. Other members could learn from their experiences in institutionalizing behavioral science, especially in making regulatory reform more efficient and effective. This workshop will therefore explore the BI concept and its applications, examine innovations in policymaking using behavioral science approaches, and analyze best practices of BI applications and lessons learned across different sectors.

3. Scope, Methodology, and Certificate of Attendance

The duration of each day's sessions will be around three hours comprising presentations by experts, group discussions, and other relevant learning methods. The indicative topics of the presentations are:

Day 1:

- Concepts and definitions of BIs
- Applications of behavioral science approaches in the regulatory functions of the public sector

Day 2:

- Building public-sector capacity for BIs
- BI applications in the public sector: Examples and lessons learned

Day 3:

- Setting BI standards
- Development of BI frameworks in policy ecosystems

The detailed program and list of speakers will be provided two weeks prior to the sessions with announcement of the names of the selected participants.

The participants are required to attend all sessions. This full participation is a prerequisite for receiving the APO certificate of attendance.

4. Financial Arrangements

- a. The APO will meet the assignment costs for overseas resource persons.
- b. The host country will meet the assignment costs of local resource persons and for a virtual site visit(s), either broadcast live or recorded as applicable.

5. Implementation Procedures

Please refer to the implementation procedures for APO digital multicountry projects circulated with this document.

A handwritten signature in black ink, appearing to read 'Dr. AKP Mochtan', with a long, sweeping flourish extending upwards and to the right.

Dr. AKP Mochtan
Secretary-General