PROJECT NOTIFICATION

Reference No.: 121

Date of Issue	31 May 2023
Project Code	23-IP-01-GE-TRC-B
Title	Training Course on Applications of Behavioral Insights in Regulatory Management
Timing	11 September 2023–15 September 2023
Hosting Country(ies)	Malaysia
Venue City(ies)	Kuala Lumpur
Modality	Face-to-face
Implementing Organization(s)	Malaysia Productivity Corporation
Participating Country(ies)	Bangladesh, Cambodia, India, Indonesia, Malaysia, Pakistan, Philippines, Thailand, Turkiye, and Vietnam
Overseas Participants	18
Local Participants	6
Closing Date	21 July 2023
Remarks	Not Applicable

Objectives	Enhance the capacity of policymakers and public-sector organizations to integrate behavioral insights (BIs) into their practices; Utilize BI tools and methods in the creation of effective policies and promote better regulations; and examine best BI practices leading to more effective regulatory management.
Rationale	BIs in regulatory management are essential to design effective regulations, improve compliance rates, engage stakeholders, evaluate interventions, and learn from international best practices. Organizations can improve regulatory effectiveness and results and encourage evidence-based policymaking by incorporating BIs into regulatory management.
Background	BIs are utilized by governments to improve efficiency and effectiveness policymaking efforts and decision-making processes (OECD, 2021). BIs rely on behavioral economics, psychology, and social sciences that can contribute to better policies. Promoting behavioral change is a central goal of regulation, as demonstrated during the pandemic when governments used regulatory approaches to impose measures to contain and mitigate COVID-19 transmission. Recognizing the potential of BIs to enhance regulatory effectiveness, organizations worldwide have started integrating behavioral approaches into their regulatory frameworks and applying BIs to improve compliance rates, reduce regulatory burdens, and achieve better outcomes. This course will explain the importance of behavioral factors in shaping regulatory outcomes, building public-sector capacity to adopt BIs for better regulations, increasing public-sector capacity to use behavioral and social science insights for evidence-based policymaking.
Topics	Introduction to BIs and public-sector applications; BIs in policymaking and regulatory practices; BIs in communication and stakeholder engagement; Ethical considerations in applying BIs; Framework of BI applications for the public sector and tools for regulatory impact assessment; Future trends and challenges in BIs; and Case studies and best practices.
Outcome	Improved understanding of human behavior, enhanced regulatory design and implementation, increased compliance rates, effective stakeholder engagement, evidence-based evaluation and continuous improvement, and learning from international best practices and ethical considerations.
Qualifications	Policymakers, government officials, and representatives of local government units and enterprises in charge of regulations and public policymaking.

Please refer to the implementation procedures circulated with this document for further details.

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