



PROJECT NOTIFICATION

Reference No.: 544

Date of Issue	30 January 2025
Project Code	25-IP-07-GE-CON-A
Title	Conference on Behavioral Insights in Policymaking for Productivity
Timing	21 April 2025–22 April 2025
Hosting Country(ies)	Malaysia
Venue City(ies)	Kuala Lumpur
Modality	Face-to-face
Implementing Organization(s)	Malaysia Productivity Corporation
Participating Country(ies)	All Member Countries
Overseas Participants	100
Local Participants	30
Closing Date	21 March 2025
Remarks	Not Applicable

Objectives	Participants will explore the role of behavioral insights (BIs) in enhancing productivity through policymaking across member economies and other regions; learn about best practices of applying BIs in the public sector; and recognize BI practitioners' efforts to build a strong BI community, engage in experiential learning, and identify strategies and frameworks for incorporating BIs into productivity-related policymaking.
Rationale	Enhancing productivity is crucial for sustaining economic growth, fostering societal development, and improving quality of life. Traditionally, efforts to improve productivity have primarily focused on organizational structures, technology, and processes, often overlooking the significant role of human behavior. In line with the APO's strategy to introduce various methods of productivity enhancement, BIs have been introduced to member economies. Based on nudge theory, BIs emphasize the use of positive reinforcement and indirect suggestions to influence policymaking effectively.
Background	<p>Policymaking is crucial for productivity as it establishes the framework, incentives, and ecosystem in which an economy can operate efficiently. Well-designed policies address systemic barriers, create enabling conditions, and guide behavior to achieve sustained productivity improvements. In the future, improving public-sector productivity will involve two distinct paths: first, improving policy, program, service, and regulatory outcomes; and second, improving the policy and productivity environment for the private sector (APO Public-sector Productivity Manual, 2020).</p> <p>To accelerate this effort, the APO introduced BIs in the past few years by conducting capacity-building initiatives to familiarize members with the concept and applications. Malaysia has been promoting BIs since 2020, reflecting the government's commitment to integrating them into public policy design for better-quality, more effective regulations. This conference will showcase initiatives by Malaysia and other nations for BI implementation in public policy.</p>
Topics	Leveraging BIs for productive global policymaking; Cross-cultural success stories; Applying BIs for policy and productivity; BIs in policymaking to enhance industrial productivity; Behavioral nudges: Unlocking potential for increased industry efficiency; and BIs in action: Experiential learning for service and health interventions.
Outcome	Enhanced understanding of BIs and applications as tools in policymaking, with actionable recommendations for integrating BIs into policymaking by governments in member economies.
Qualifications	Policymakers and government officials, representatives of state-owned enterprises, and staff of public-sector organizations and NPOs working on public policy and regulations.

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



Dr. Indra Pradana Singawinata
Secretary-General