



Republic of the Philippines  
Department of Environment and Natural Resources  
Visayas Avenue, Diliman, Quezon City  
Tel Nos. 929-6626 to 29; 929-6633 to 35  
926-7041 to 43; 929-6252; 929-1669  
Website: <http://www.denr.gov.ph> / E-mail: [web@denrgov.ph](mailto:web@denrgov.ph)

06 MAY 2022

MEMORANDUM

**TO/FOR :** All Regional Executive Directors  
All Bureau Directors  
The Director, Policy and Planning Service  
DENR Central Office

**FROM :** The Assistant Secretary  
Human Resources, Strategic Communication and Sectoral Initiatives

**SUBJECT :** INVITATION TO NOMINATE TWO (2) PARTICIPANTS IN THE WORKSHOP ON BUILDING ROBUST PUBLIC POLICY ECOSYSTEM THROUGH BEHAVIORAL INSIGHTS, VIRTUAL SESSION OFFERED BY DEVELOPMENT ACADEMY OF THE PHILIPPINES (DAP)

This pertains to the attached invitation of the Asia Productivity Organization (APO) - Development Academy of the Philippines (DAP), inviting DENR to participate in the **Workshop on Building Robust Public Policy Ecosystem through Behavioral Insights on June 22 – 24, 2022** via Virtual Session.

The Academy, as the National Productivity Corporation, is in cooperation with the Malaysia Productivity Corporation to conduct the above-titled workshop to deepen the knowledge of concepts and applications of behavioural insights (BIs) in the public sector's regulatory functions and policies, among other objectives.

The APO-DAP, would like to invite **DENR to nominate up to two (2) qualified candidates from within the Department and its attached agencies**. The closing date for nomination is on **20 May 2022**, to allow sufficient time for preliminary screening and transmission to the APO. The APO Secretariat in Tokyo, Japan, will do the final selection of participants.

In this regard, please nominate one (1) candidate who has experience and involvement in working on regulatory issues and reform.

The nominees shall submit the following requirements to HRDS-Training and Development Division **not later than 9 May 2022**:

1. Memorandum addressed to the Chair of the Human Resource Development Committee (HRDC), attention to HRDC Secretariat, **with justification on how will the training benefit the nominee and the project's relevance to the organization needs**, to be endorsed by the Head Office;

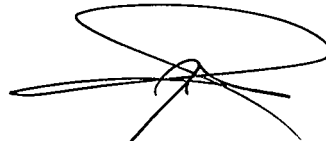
2. Resolution from HRDC counterpart (Regional /Bureau/Attached Agency) nominating the applicant;
3. Invitation letter disseminated by the DENR/sponsoring agency;
4. Service Record;
5. Certification of No Pending Administrative Case;
6. Certification of actual duties and responsibilities (including past involvement) relevant to the program signed by immediate supervisor;
7. Certification from the Director supervising human resources/Assistant Regional Director (Regional/Bureau/Attached Agency) stating:
  - a. That the applicant has at least a very satisfying performance rating for two (2) immediate rating periods;
  - b. That the applicant has no pending scholarship nomination;
  - c. That the applicant has not been a delinquent scholar from a previous scholarship grant and;
  - d. That the applicant has submitted all the required reports from previous foreign travels.
8. Updated Personal Data Sheet (with list of in-service trainings and seminars attended) and 2x2 photo (hard and soft copies);
9. Self-certification of official travel history; and
10. Individual Development Plan (IDP).

The Human Resource Development Committee (HRDC) will conduct screening and selection of candidates to the said training program.

The APO Secretariat in Tokyo, Japan, will do the final selection of participants. Selected participants will be requested to submit DAP Nomination forms and Candidates Biodata Form, to be provided thereafter.

For questions and clarifications, please contact **MJ Del Mundo of APO/DAP Secretariat** thru email at [delmundom@dap.edu.ph](mailto:delmundom@dap.edu.ph) cc: [apodapsec-gse1@dap.edu.ph](mailto:apodapsec-gse1@dap.edu.ph). You may also download the nomination forms from this link: <https://tinyurl.com/y3cv4o2o>.

For your information and appropriate action.



**HIRO V. MASUDA, DBA, CESO III**



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**ENDORSEMENT FORM FOR LEARNING EVENT**

Course Title:			
Learning Service Provider:			
Learning Event Objective(s):			
Date Covered:			
Name of Learner(s)	Position/Designation	Target(s) for Development	Signature of Learner(s)
<p>This office certifies that the attendance of the above-mentioned personnel to the learning event stated in this form will not hamper the delivery of service by this office. Also, all expenses to be incurred from this activity including registration fee is chargeable against this office, subject to the provisions of the National Budget Circular No. 563 dated April 22, 2016 and to the usual accounting and auditing rules and regulations.</p>			
<p>_____</p> <p>Head of Office</p>			
<p>_____</p> <p>Designation</p>			
<p>_____</p> <p>Date</p>			
Office/ Division/ Section/ Unit:		Tel. Nos.:	
Office/ Region/ Bureau/ Attached Agencies:		Office Email Address:	



Office of Head Executive Assistant <ohea@denr.gov.ph>

GHEA - OJD

# Invitation to APO Workshop on Building Robust Public Policy Ecosystem through Behavioral Insights, Virtual Session

1 message

APO DAP Sec G Suite 1 <apodapsec-gse1@dap.edu.ph>

Mon, Apr 18, 2022 at 2:32 PM

To: hrds-tdd@denr.gov.ph, ohea@denr.gov.ph

Cc: MJ DEL MUNDO <delmundom@dap.edu.ph>

Dear Sir/Ma'am:

Good day. Attached is our invitation letter, and Project Notification.

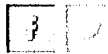
We look forward to your nominations soon.

Thank you.



APO Scholarship Unit  
Development Academy of the Philippines

W <https://www.dap.edu.ph> E [apodapsec-gse1@dap.edu.ph](mailto:apodapsec-gse1@dap.edu.ph)  
A San Miguel Avenue, Ortigas Center, 1600 Pasig City, Philippines



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About APO

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### 3 attachments

EndorsementFormat\_May\_2021 New Normal.docx  
20K

PN 22-IP-02-GE-WSP-A.pdf  
219K

Letter\_DENR WSP on Building Robust Public Policy Ecosystems MALAYSIA.pdf  
450K





# development academy of the philippines

8 April 2022

**JIM O. SAMPULNA, CESO I**

Acting Secretary  
Department of the Environment and Natural Resources  
Elliptical Road, Diliman,  
Quezon City

**Subject: Workshop on Building Robust Public Policy Ecosystems through Behavioral Insights**  
22–24 June 2022, Virtual Session

Dear **Secretary Sampulna**:

The Asian Productivity Organization (APO), in cooperation with Malaysia Productivity Corporation, will be conducting the above-titled workshop from 22–24 June 2022 via Virtual Session. This course will deepen knowledge of the concepts and applications of behavioral insights (BIs) in the public sector's regulatory functions and policies, among other objectives.

Target participants include government officials and staff of public organizations and regulatory agencies working on regulatory issues, reform, and legislation across different sectors.

The Academy, as the National Productivity Organization, would like to invite DENR to nominate up to two (2) qualified candidates from within the Department and its attached agencies. The closing date for nomination is on **20 May 2022**, to allow sufficient time for preliminary screening and transmission to the APO. The APO Secretariat in Tokyo, Japan, will do the final selection of participants.

This project will be conducted online using videoconference applications. The participants and resource speakers will virtually attend the workshop using their own devices, applications, and Internet connections. The duration of each day's session is up to three hours per day. The APO Secretariat will inform the participants of the program, applicable videoconference application, and link to the virtual sessions.

Attached for your reference is the Project Notification, while nomination forms can be downloaded from this link: <https://tinyurl.com/y3cv4o2o>. We would appreciate receiving your nominations on or before the above-cited deadline.

For questions or clarifications, please contact **MJ Del Mundo** of our APO/DAP Secretariat thru e-mail at [delmundom@dap.edu.ph](mailto:delmundom@dap.edu.ph) cc: [apodapsec-gse1@dap.edu.ph](mailto:apodapsec-gse1@dap.edu.ph).

Very truly yours,

**A. TRISTAN R. SURATOS**  
APO Liaison Officer for the Philippines



[Date]

**A. TRISTAN R. SURATOS**

APO Liaison Officer for the Philippines  
 Development Academy of the Philippines  
 DAP Building, San Miguel Avenue,  
 Ortigas Center, Pasig City

Dear **Mr. Suratos**:

In response to your invitation to nominate participant(s) to the APO project entitled \_\_\_\_\_  
 \_\_\_\_\_ to be implemented on \_\_\_\_\_,  
 via Virtual Session, we are nominating the following:

Name	Position/ Designation	Unit/ Department	Active E-mail Address 1	Active E-mail Address 2
1.				
2.				

[Name and contact details of assigned coordinator (if any): \_\_\_\_\_]

We hereby support the Development Academy of the Philippines (DAP) and the Asian Productivity Organization (APO) in their efforts to encourage and upgrade our country's endeavors to bring about the *Productivity Movement*. For all of our [officials/consultants/employees/members] who would be recipients of this APO grant, we make the following commitments:

1. Within a month upon their return, we will see to it that they submit to us a report containing their significant learning from the APO grant and how they plan to apply this learning to their work, and provide your office, DAP, a copy of these reports;
2. Ensure that they shall keep with the necessary standards of scholarship or accomplishment as required by DAP and APO and that they shall faithfully comply with all the terms and conditions of the contract to be given by DAP prior to attendance;
3. We shall create opportunities for them to share their learning within our [agency/company/organization/institution];
4. We shall allow and encourage them to avail of other opportunities to share their learning with others outside our [agency/company/organization/institution] especially through echo sessions or similar forums organized and/or endorsed by the Development Academy of the Philippines;

We realize that the continuing progress of our [agency/company/organization/institution] and our country will be greatly increased by our efforts to share with others our sincere commitment to be of better service to our [people/customers/clients/stakeholders/members].

Thank You.

\_\_\_\_\_  
 [Name of Endorsing Officer]  
 [Position/Designation]

[Please email your endorsement to APO/DAP Secretariat at [apodapsec@dap.edu.ph](mailto:apodapsec@dap.edu.ph)]



## PROJECT NOTIFICATION

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

<b>Date of Issue</b>	06 April 2022
<b>Project Code</b>	22-IP-02-GE-WSP-A
<b>Title</b>	Workshop on Building Robust Public Policy Ecosystems through Behavioral Insights
<b>Timing and Duration</b>	22–24 June 2022 (three days)
<b>Hosting Country(ies)</b>	Malaysia
<b>Modality</b>	Digital Multicountry
<b>Implementing Organization(s)</b>	Malaysia Productivity Corporation and APO Secretariat
<b>Participating Country(ies)</b>	All Member Countries
<b>Overseas Participants</b>	38
<b>Local Participants</b>	12
<b>Qualifications of Participants</b>	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
<b>Nomination of Participants</b>	All nominations must be submitted through National Productivity Organizations of member countries
<b>Closing Date for Nominations</b>	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.

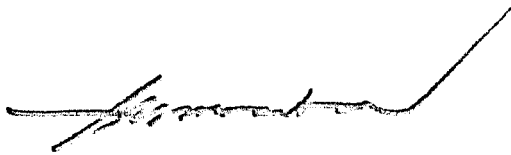
The participants are required to attend all sessions. This full participation is a prerequisite for receiving the APO certificate of attendance.

#### **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 horizontal stroke and a sharp upward curve at the end.

Dr. AKP Mochtan  
Secretary-General