



VOICES OF SINGAPORE STUDY

2022

The Voices of Singapore Study was commissioned by WWF-Singapore to capture the views of people in Singapore towards nature, conservation, sustainability, and climate action. The study was conducted by Intuit Research.



ABOUT WWF-SINGAPORE

World Wide Fund for Nature (WWF) is one of the world's largest and most respected independent conservation organisations.

WWF-Singapore works locally and around the region to create impactful change around climate, circular economy, wildlife, biodiversity and sustainable finance by engaging individuals, communities, businesses and governments. Our mission is to stop the degradation of the planet's natural environment and to build a future in which people live in harmony with nature.

For more information, visit wwf.sg



ABOUT INTUIT RESEARCH

Intuit Research is a boutique market research consultancy that provides high-quality research, business insights, and thought leadership services to clients in the financial, technology, consumer, healthcare, Public sector and not for profit organisations. From offices in Hong Kong, Singapore, London and Lisbon, they conduct research internationally, having done studies in 42 markets to date. Intuit Research's team of highly experienced researchers takes a hands-on approach to the design, execution, and interpretation of market research, bringing clients the insights they require to make business decisions.

For more information, visit www.intuit-research.com





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R. Raghunathan

Chief Executive Officer, WWF-Singapore

Being a low-lying island with little natural resources, Singapore faces existential threats from the rise in sea levels and from potential food and water shortages. Recognising these threats, Singapore has shown its commitment to global climate action through its investments in nature-based solutions and resilience building efforts, the rollout of its Long-Term Low-Emissions Development Strategy (LEDS), and the Singapore Green Plan 2030.

It is also important to recognise that consumers' expectations from the industry are also changing. A 2021 study by Accenture and WWF-Singapore titled "[Sustainability in Singapore - Consumer and Business Opportunities](#)" highlighted the unmet demand for sustainable options for Singapore consumers to consistently make green choices. Consumers are demanding more avenues for making choices that are grounded in circular economy principles, such as those that promote longer product use, the reuse of products and also efficient packaging designs that help reduce and recycle waste.

WWF-Singapore partners with businesses, communities and governments to spearhead innovative green projects, help them transform to more sustainable business models and practices, and enable the adoption of policies for the conservation and recovery of our natural capital.

We remain optimistic of the collaboration among the key stakeholders in leading the way to protect the environment and nature, addressing pressing threats to the diversity of life on Earth.

With WWF-Singapore's Together Possible spirit, we want to leave a lasting legacy which allows our future generations to enjoy a world where people and nature can coexist and thrive.



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Vivek Kumar

**Chief Marketing and Communications Director,
WWF-Singapore**

Sheltered in the blissful cocoon of high-rise air conditioned buildings for most of my working life, it seemed that the effects of climate change were away from me, my workplace and my local community. “Not here, not so soon” would sum up my thoughts.

That ignorance was challenged when mercury hit a record high in Singapore this year. As more frequent and heavier rainfall followed, it became clear why the government has acted in recent years to raise the height of our roads and take other mitigation measures to protect our population.

Yet, mitigation measures may not be sufficient if we do not act to protect natural resources around the region that sustain and inspire us: our forests, rivers, ocean, climate, food and wildlife. Nature can play a big role in sustaining us on earth and to help us tackle climate change.

This cannot be achieved by individuals, businesses or governments alone. As the Covid crisis has shown us, we can overcome challenges only when we work together.

Through our ‘Voices of Singapore’ study, we are able to draw important learnings on how Singaporeans are willing to take environmental action. These insights are critical in guiding our work at WWF-Singapore together with our partners, communities, businesses and policymakers.

We hope that this report will also provide you with valuable and actionable insights.

Together Possible!



“Through our ‘Voices of Singapore’ study, we were able to draw important learnings on how Singaporeans are willing to take environmental action.”



Methodology

The methodology was proposed and led by Intuit Research.

A total of 600 people were surveyed in Singapore. Their profile is representative of Singapore's population across the key demographics of age, gender, and household income. The surveyed audience were presented a list of topics to rate the level of relevance of each topic to them personally.

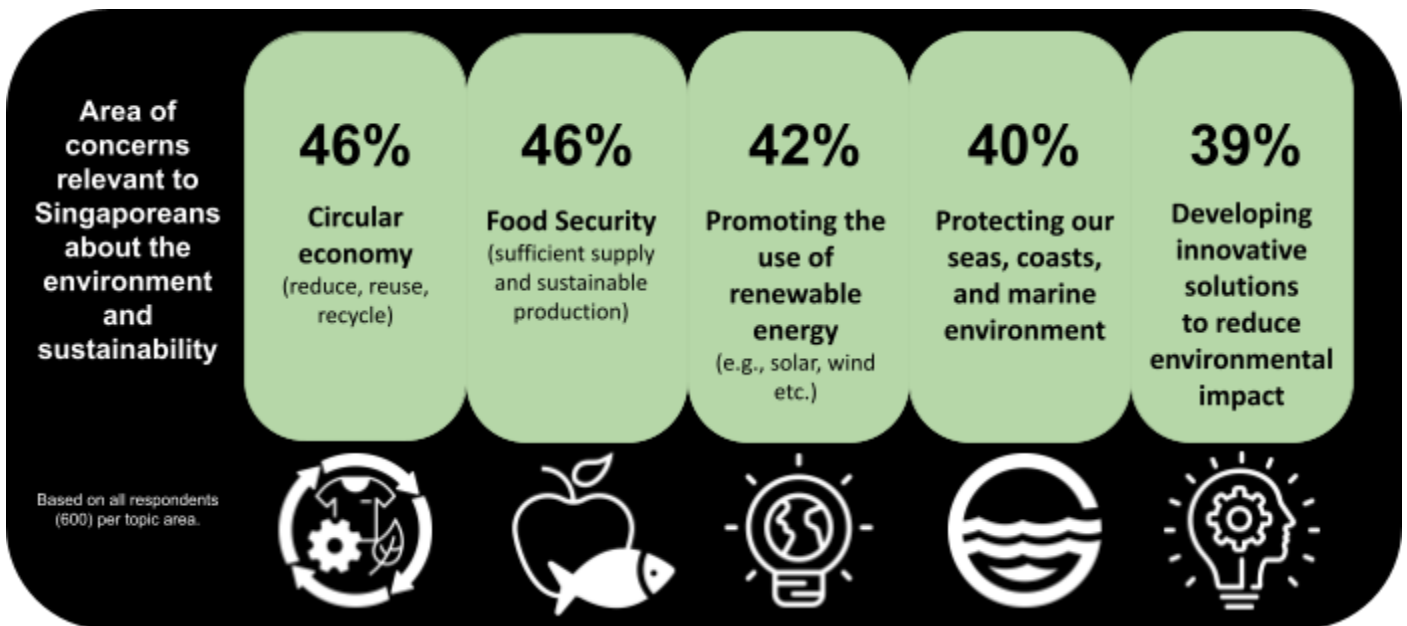
The research study was conducted in June 2022 with an average interview length of 20 minutes.



Study Findings

Topics Most Relevant to Singaporeans

Five environmental and sustainability topics that Singaporeans found most relevant to them:



Circular economy is a model of responsible production and consumption encompassing the 3Rs: Reduce, Reuse, and Recycle. This way, the lifespan of a product is prolonged, which results in the overall reduction of waste generation.

Food security ensures a resilient food system through sustainable production that caters to an ever-growing population, even during challenging times.

Promoting the use of renewable energy refers to tapping on renewable alternatives such as solar and wind to reduce greenhouse gas emissions and mitigate climate change.

Protecting our seas, coasts and marine environment refers to the prevention of environmental pollution, protecting our oceans and marine biodiversity by restoring marine habitats.

Developing innovative solutions refers to the use of technology in the discovery and scalability of solutions to tackle environmental issues.



Study Findings

Intention to Act for our Environment

The 'Voices of Singapore' study shows environmental actions and the will of Singaporeans to perform them in our everyday lives.

The top six actions based on the findings:

- Turn off unnecessary lights and electrical appliances
- Use public transport
- Conserve water
- Cut down on food waste
- Use energy-efficient appliances or LED lights at home
- Recycle waste at home (e.g., plastic, paper, glass, metal, electronic waste, etc.)

This section offers valuable insights about an important initiative that WWF-Singapore launched last year to help Singapore accelerate towards a low carbon, climate-resilient nation. Titled the Kosong Plan, it encourages individuals to adopt simple everyday actions to achieve their personal Net Zero goals. These actions include actions such as eating consciously, shopping responsibly, and commuting sustainably.



Study Findings

Participation in WWF-Singapore's Campaigns

Based on the findings, it is clear that Singaporeans are willing to take environmental action. This provides an assurance to WWF-Singapore's work over the years, which reflects the actions that Singaporeans are willing to take.

Some examples of campaigns that WWF-Singapore has rolled out in the recent years:

- The participation rate for WWF-Singapore's flagship Earth Hour movement has increased significantly over the years. During the iconic switch off in 2022, WWF-Singapore saw a record-breaking participation by businesses, trade associations and chambers, communities and individuals with over 1,000 switch off – tenfold the participation in 2007. This shows the willingness of Singaporeans to stand in solidarity for the environment and the natural world.
- In 2021, WWF-Singapore launched the Kosong Plan - a personal Net Zero commitment towards a low carbon, climate-resilient Singapore. In 2022, WWF-Singapore saw the number of pledges doubled, once again proving that Singaporeans are committed to take climate actions.
- In 2022, WWF-Singapore organised the AR-mazing Tiger Trail – a 3-part islandwide trail which brought together artists from around the world, to educate and engage Singaporeans on tiger habitat protection and conservation. The trail saw thousands of Singaporeans searching for 33 life-sized tiger statues across Singapore, and participating in Augmented Reality trail and other events .





Study Findings

Environmental Action Across Key Demographics

The study highlights a common denominator between the population above 50 years old and those with higher monthly households tend to turn off unnecessary lights and electrical appliances. This is an opportunity to inspire and increase awareness among the lower income households on how these environmental friendly actions will help in reducing their monthly utility bills. In addition,

- Higher proportion of the older population also cut down on food waste and made an effort to conserve water. This may be driven by the older generations having seen or experienced resource scarcity.
- Interestingly, people with higher income are more likely to recycle waste at home which may be driven by higher awareness of sustainability issues. Higher income Singaporeans are also more likely to put effort into buying local produce.
- Finally, high income individuals are more likely to participate in time-intensive activities such as participating in environment protection activities, doing volunteer work for an organisation, and becoming a member of an environmental organisation, which may be driven by the feeling of wanting to give back to society.
- When looking at gender differences, there is a higher proportion of women who use public transport here as compared to men. Furthermore, women are also more likely to use energy-efficient appliances or LED lights at home and recycle waste at home.



Conclusion

We believe that People are at the heart of a sustainable future. The ‘Voices of Singapore’ study has clearly shown that people appreciate the role individuals, households and businesses and governments have to play in creating this sustainable future.

The study provides us valuable insights on the environmental topics our people are worried about. It also gives us a heartening reassurance that many Singaporeans are willing to take actions towards a more responsible and sustainable lifestyle.

These priority topics provide good feedback to WWF-Singapore that the work that the organisation has done over the years is well aligned to what Singaporeans actually are concerned about when it comes to environment and sustainability issues.

- WWF-Singapore’s [partnership](#) with Epson seeks to scale marine conservation impact and climate solutions around the Coral Triangle by working with youths, citizen scientists, as well as businesses and local communities.
- WWF-Singapore’s announced a [pilot initiative](#) designed to reduce e-commerce packaging waste in Singapore. Spearheaded by WWF-Singapore’s Plastic ACTION (PACT), in partnership with UOB, SingPost, and Better Packaging, the pilot initiative aims to promote the concept of reusable e-commerce packaging in Singapore to promote a circular economy approach.
- In June 2022, WWF-Singapore launched a [report](#) titled “Decarbonising Singapore’s Energy System in the Context of Cooling” authored by the Carbon Trust. WWF-Singapore worked with the National Climate Change Secretariat (NCCS) to shape the study which focuses on the importance of clean cooling and provides viable recommendations on how it can play a critical role in achieving Singapore’s net zero ambition.

We hope this study will guide collective efforts in building greater individual and collective responsibility for our planet.