



WWF and Accenture  
worked in partnership to  
uncover actionable  
insights on sustainability.



# SUSTAINABILITY IN SINGAPORE

CONSUMER AND BUSINESS OPPORTUNITIES

# ABOUT

## ABOUT THIS STUDY

- 1 This study uncovered Singapore consumers' mindsets, behaviours and factors driving purchase decisions; and their expectations from businesses, governments and themselves with regards to sustainability in Singapore.
- 2 It explored businesses' current and planned sustainability practices; opportunities to do more; and barriers that hold them back today.
- 3 It identified key actions for businesses, consumers and government that will drive greater impact on the state of sustainability.



## ABOUT WWF-SINGAPORE

WWF is one of the world's largest and most respected independent conservation organisations. WWF's mission is to stop the degradation of the earth's natural environment and to build a future in which humans live in harmony with nature.

As one of WWF's international hubs, WWF-Singapore supports a global network spanning over 100 countries. We help protect Singapore's essential needs through the actions of individuals, businesses and governments in the region. To meet key conservation goals, we address issues such as deforestation, haze pollution, food security, sustainable consumption and illegal wildlife trade.



## ABOUT ACCENTURE

Accenture is a global professional services company with leading capabilities in digital, cloud and security. Combining unmatched experience and specialized skills across more than 40 industries, we offer Strategy and Consulting, Interactive, Technology and Operations services — all powered by the world's largest network of Advanced Technology and Intelligent Operations centers. Our 514,000 people deliver on the promise of technology and human ingenuity every day, serving clients in more than 120 countries. We embrace the power of change to create value and shared success for our clients, people, shareholders, partners and communities.

# EXECUTIVE SUMMARY

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How can businesses, consumers and the government ignite change to make Singapore more sustainable? In October 2020, WWF and Accenture set out to answer this question.

We surveyed consumers and conducted a social media listening exercise to better understand what drives the Singapore consumers' purchasing decisions, and what they expect from companies, the government and themselves. The findings were complemented with interviews of a variety of businesses, uncovering challenges and opportunities in Singapore's current state of sustainability.

We found that there is clear unmet consumer demand for more sustainable products that are widely available across physical and online shopping channels. Consumers also want sustainable products to offer better end-to-end value, from environmentally-friendly components to greener last-mile delivery, elevating the conversation beyond price.

Businesses, on the other hand, are focused on resolving issues such as reducing operational waste and supply chain constraints, including the lack of commercially viable alternatives to single-use plastics.

These findings demonstrate a gap between consumer demand and business priorities, and point to a clear growth opportunity for companies. This report outlines our findings and insights on the top need-gaps for consumers as well as businesses, and provides evidence that addressing these need-gaps would further the state of sustainability in Singapore. We propose several actions that businesses, consumers and government can take, individually and collectively, to address these gaps, which will benefit each stakeholder.

By undertaking the actions identified in this report, we can do our part to accelerate progress towards a more sustainable Singapore and a better world for future generations.

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**There is clear unmet consumer demand for more sustainable products that are widely available across physical and online shopping channels.**

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# INTRODUCTION

2020 has been a call for climate action across the world.



In the wake of the Covid-19 pandemic, governments around the world have committed to a green recovery to save lives, create jobs and put the planet on a better footing for a more sustainable future. December 2020 also marked the fifth anniversary of the Paris Agreement, underscoring the urgency to make sustainability a priority.

While Singapore has been at the forefront of the environmental movement in many ways, it is aiming to do much more, as evidenced by the holistic Green Plan<sup>1</sup> launched in early 2021.

One of the roadblocks to its goals is the limited amount of fact-based evidence on its consumers' mindsets and perceptions regarding sustainability in Singapore today. In October 2020, WWF and Accenture partnered on a study to uncover these mindsets, to enable businesses, the government and consumers themselves to take more impactful action for the environment.

We conducted an online survey and mindset study of 500 Singapore consumers, distributed across age, gender and income groups, to understand what drives their purchasing decisions, and what they expect from companies, the government and from themselves. We supplemented the responses with a social media exercise that spanned over 47,000 conversations with over 12,000 people.

**The private sector, consumers and the government each play a decisive role in the outcome of Singapore's sustainability story, with success hinging on integrating their efforts and working collaboratively towards joint outcomes.**

To complement our consumer study with business views, we interviewed 23 companies\*, from small and medium enterprises to multinational corporations and national majors, across the retail, food and beverage, hospitality, fast-moving consumer goods, banking, real estate, agriculture and other sectors. This provided their perspective on challenges and opportunities for businesses in further enhancing sustainability in Singapore.

The private sector, consumers and the government each play a decisive role in the outcome of Singapore's sustainability story, with success hinging on integrating their efforts and working collaboratively towards joint outcomes. The following sections outline how, individually and collectively, they can be powerful conduits and catalysts for change.

\* For the full list, please refer to the end of the report.

# THE CONSUMER CARES

Our study found that many consumers care about the country's state of sustainability, and a significant proportion make most purchasing decisions based on the impact to the environment.

Most consumers associate sustainability with waste reduction and long-term usability of products, and believe greater sustainability is necessary for future economic growth.

The Covid-19 pandemic has also moved the needle on environmental consciousness, with over half of our survey respondents making more sustainable choices in the past 12 to 18 months.

Consumers in Singapore prioritise environmental concerns, such as climate change, carbon emissions and single-use plastics. They have these at the top of their minds when they decide what to buy, versus other social factors, such as fair labour practices and supporting local firms.



said they care about the environment.

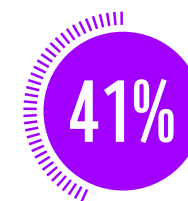


said carbon emissions and climate change are their top concerns.



identify as "eco-warriors", consumers who make all/most purchasing and lifestyle decisions based on sustainability.\*

Our study revealed two primary mindsets for Singapore consumers.<sup>^</sup>



are "environmental devotees" who prioritise environmental over social factors, such as sustainable materials and packaging versus fair labour practices.

They are largely motivated by sustainability features when making purchasing decisions.



are "trusted-information seekers" who rely on trusted sources for information when making purchasing decisions.

They are inclined to seek information from multiple sources, and rank the government as the most trustworthy source.

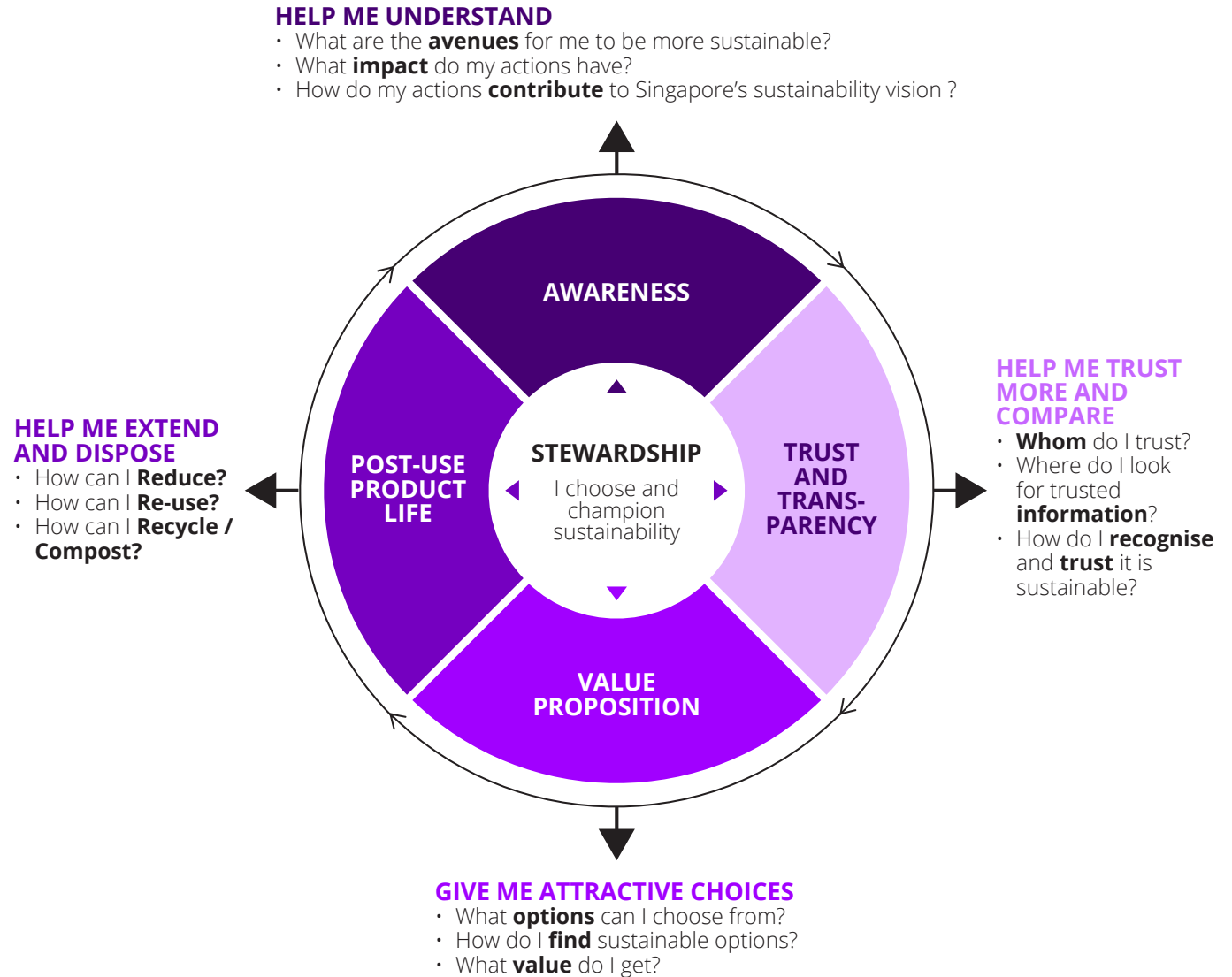
\* The rest of the survey respondents categorised themselves across 3 options: "know a little and base some of my decisions on sustainability", "would like to learn more" and "not interested".

<sup>^</sup> The rest of the survey respondents did not demonstrate any dominant mindsets with regards to sustainability.

# TOP FIVE CONSUMER NEEDS

With a large majority of consumers interested in the environmental impact of goods and services, businesses and the government can do more to address this interest. Our analysis showed that consumers need more support across five key areas:

- 1 AWARENESS
- 2 TRUST & TRANSPARENCY
- 3 VALUE PROPOSITION
- 4 POST-USE LIFE
- 5 STEWARDSHIP



# 1 AWARENESS

## HELP ME UNDERSTAND

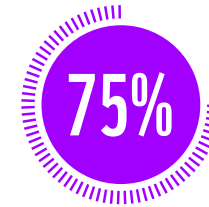
Singapore consumers want to understand how they can be more sustainable in their everyday actions and purchasing decisions. They seek information on changes they can make in their daily lives, the bigger impact of their individual choices, and how their efforts advance Singapore's national sustainability ambitions.

Existing resources to educate people about sustainability in Singapore, such as websites set up by government agencies and environmental organisations, have limited reach and spread. The average Singapore consumer is unlikely to come across them unless they are searching for them.

Companies, the government and communities have a golden opportunity to raise awareness about sustainability issues and empower people.

“  
**I suppose cynicism is a huge factor. People don't recycle because they don't believe it works. Frankly, I'm not convinced the things I sent for recycling were actually recycled.**

— Social media consumer quote



want to behave more sustainably, but worry they lack avenues and options to do so.



would buy more sustainable products if they had more information about their purchases' impact on sustainability.



feel their actions have no significant impact on the overall state of sustainability.

## 2 TRUST AND TRANSPARENCY

HELP ME TRUST AND COMPARE

Consumers want easy comparability across products and services via standardised logos, symbols and labels, and they want independent and objective arbiters to ensure that they can trust the sustainability claims made by businesses.

More companies are putting their eco-credentials front and centre in an attempt to rise above their competitors, but non-standard and varying sustainability claims are confusing consumers.

Most people ranked the government as their most trusted source of information, followed closely by credible independent certification groups.

These findings indicate that businesses can benefit from adopting existing common, credible benchmarks and standards for sustainability claims, or developing these in partnership with the government and independent organisations. Businesses should also have consistent methods of communicating the claims. These actions will build trust with consumers and enable them to make more informed choices.

“

**If we had facts for a range of products, then we could more easily compare products and make more sustainable choices.**

**- Social media consumer quote**



find companies' sustainability claims confusing.



want to be able to verify claims easily.



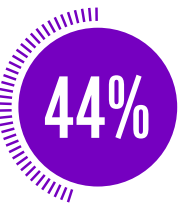
do not trust businesses' sustainability claims.



ranked the government as their most trusted information source.



picked news and online articles as their top channels for information.



look for logos, symbols and labels to find sustainability information.



# 3 END-TO-END VALUE PROPOSITION

## GIVE ME ATTRACTIVE CHOICES

Singapore consumers are eager to take action for the environment by making more sustainable purchases.



But they want a better overall value proposition - from ingredients, components and packaging with low carbon footprints, to better performance and greener last mile delivery. Many reported that eco-friendly goods and services are difficult to find, lacking in variety, and deliver poor value.

Most businesses highlighted their focus on sustainability related issues such as solving supply chain constraints, reducing operational carbon footprint etc. There is however a gap and unmet demand for more sustainable options and wider access to these options.

Companies that can meet this pent-up demand for products and services that are sustainable, easily available and offer excellent value will distinguish themselves in the marketplace by attracting new customers and building brand loyalty and growth.

They can demonstrate how a higher cost product delivers better value in the longer term, both for the environment and the consumer directly. These include well-built, cleverly designed sustainable alternatives that last longer or use resources more efficiently like rechargeable batteries, reusable bottles, refurbished durable furniture and clothes made from production waste materials.

### CONSUMERS WANT BETTER ACCESS AND VARIETY



said they do not have enough variety of sustainable options to choose from.



highlighted easy availability as a top three factor that would spur them to buy more sustainable products.



expect sustainable alternatives to be of better quality.

### CONSUMERS WANT BETTER VALUE



want incentives such as rewards points or tax relief to buy sustainable products.



selected 'poor value' as the top factor for not opting for sustainable alternatives.



are willing to pay up to 10 percent more for sustainable alternatives.



### PUTTING SUSTAINABILITY IN THE CART

Shopping sustainably is one of the best ways consumers can cut their environmental footprint. When we asked consumers for the top factors that would encourage them to do so in their everyday, retail and e-commerce shopping, their answers were largely the same.

For everyday shopping, including for food, groceries and household products, they wanted sustainable options that were easy to find, had environmentally-friendly ingredients and packaging, and would be delivered with a low carbon footprint, such as via e-scooters or bicycles.

For electronics, clothes, appliances and other retail purchases, ease of availability and use of sustainable components and packaging ranked as the top two asks. Beyond these, consumers said that they wanted more ways to easily recycle products.

In e-commerce, greener and less packaging was the highest priority, followed closely by larger selections of sustainable choices, recyclable packaging and the option to trade used and refurbished products.

### CHOOSING THE GREEN IN FINANCE

Nearly half of our survey respondents said that incentives for eco-friendly actions, such as mortgage interest discounts for low-carbon homes, would be the best way to encourage them to pick sustainable options in banking.

Consumers would prefer banks that support sustainable companies, offer green investment products, and minimise paper and plastics in their daily operations. Furthermore, four in ten consumers want their bank to not finance activities that harm the environment, such as coal fired power plants or construction that violates human and labour rights.

### SHIFTING GEARS TO DRIVE SUSTAINABLE OUTCOMES

While reducing pollution is the most important factor that would persuade consumers to switch to sustainable transport modes, over 70% expect these alternatives to be more convenient too. Over 60% think these should also perform better, such as being faster, quieter or smoother, than their more polluting counterparts.

## 4 POST-USE PRODUCT LIFE

HELP ME EXTEND AND DISPOSE

Durability, reusability and recyclability are sustainability watchwords for consumers. Many associated sustainability with hardy, long-lasting products, and stressed the need for more avenues to give their items a second life or to dispose them sustainably.

### WORDS CONSUMERS USED TO DESCRIBE WHAT SUSTAINABILITY MEANS TO THEM



Significantly, almost half of our survey respondents called out the prevailing use of single-use products, such as single-use plastics in food packaging and single-use batteries. While the government is exploring different collection methods to recover clean single-use plastics and electronic waste, including through pilots such as reverse vending machines<sup>2</sup>, consumers are either unaware of these initiatives or are unsatisfied with these options and access.

Businesses and the government can step up by turning away from single-use goods, providing more recycling and second-life solutions at scale, and promoting ongoing initiatives and available avenues.



want sustainable disposal options for their everyday, retail and e-commerce shopping.



described sustainability in terms of durability and long-term use.



said waste management is a top concern in sustainability.

“ **Singapore really should have more reverse recycle vending machines! This would encourage more people to recycle rather than just normal bins.**

— Social media consumer quote



# 5 STEWARDSHIP

I CHOOSE & CHAMPION SUSTAINABILITY

Singapore consumers are not only eco-conscious but look to themselves, their peers and their communities to take the lead.



want individuals and communities to behave more sustainably.



singled out recycling as a top action they and their communities can take.



placed the onus on communities to spread greater awareness about sustainability.

They know that they need to take greater ownership of their actions and impact on the planet, from recycling their unused electronic cables and devices to buying sustainable products.

Businesses and the government can harness and reinforce this desire to do good. They can partner with residents to co-create community-led sustainability programmes, and show how these initiatives further Singapore's national sustainability agenda. They can also be allies in other ways, for example by supporting neighbourhood repair sessions for household goods to reduce waste.

Consumers want to do more for the environment. We can empower them to become champions for sustainability in their communities.



## ACTIONS CONSUMERS WOULD LIKE TO SEE FROM THEMSELVES AND THEIR COMMUNITIES

Contribute more to sustainability  
Reduce plastic usage  
Encourage reducing carbon footprint  
**Recycling**  
Reuse  
Reduce waste  
Raise awareness  
Be responsible



# THE BOTTOM-LINE FOR BUSINESSES

Businesses, for their part, are increasingly recognising their role in the equation, and taking steps to reduce their carbon footprint and restore the environment.

In interviews, they described their sustainability ambitions across three key dimensions:

**Showing leadership**, to stand apart in the minds of consumers and investors as sustainability leaders galvanising their industries.

**Emphasising responsible growth**, through resource-saving measures to trim costs, supply chain transparency to prevent losses and engender consumer trust, and other sustainability initiatives, to foster competitive advantage, customer loyalty and longevity.

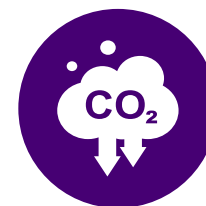
**Building the brand**, with consumers as a purpose-driven company, with the government as a trustworthy partner and advisor, and with shareholders as a business with sustainable returns.

## COVID-19 HAS SPED UP INDUSTRIES' SUSTAINABILITY EFFORTS IN:



### WASTE

With more deliveries and staycations, sectors from food and beverage to hospitality are calling out the rise in waste and are taking steps to stem it.



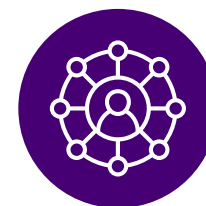
### EMISSIONS

Disrupted sectors such as aviation and transport are seeing the pandemic as a reset opportunity to implement carbon reduction efforts.



### SUPPLY CHAIN

Supply chain interruptions are training a spotlight on suppliers, with calls for businesses to examine their sustainability footprint across their entire value chain.

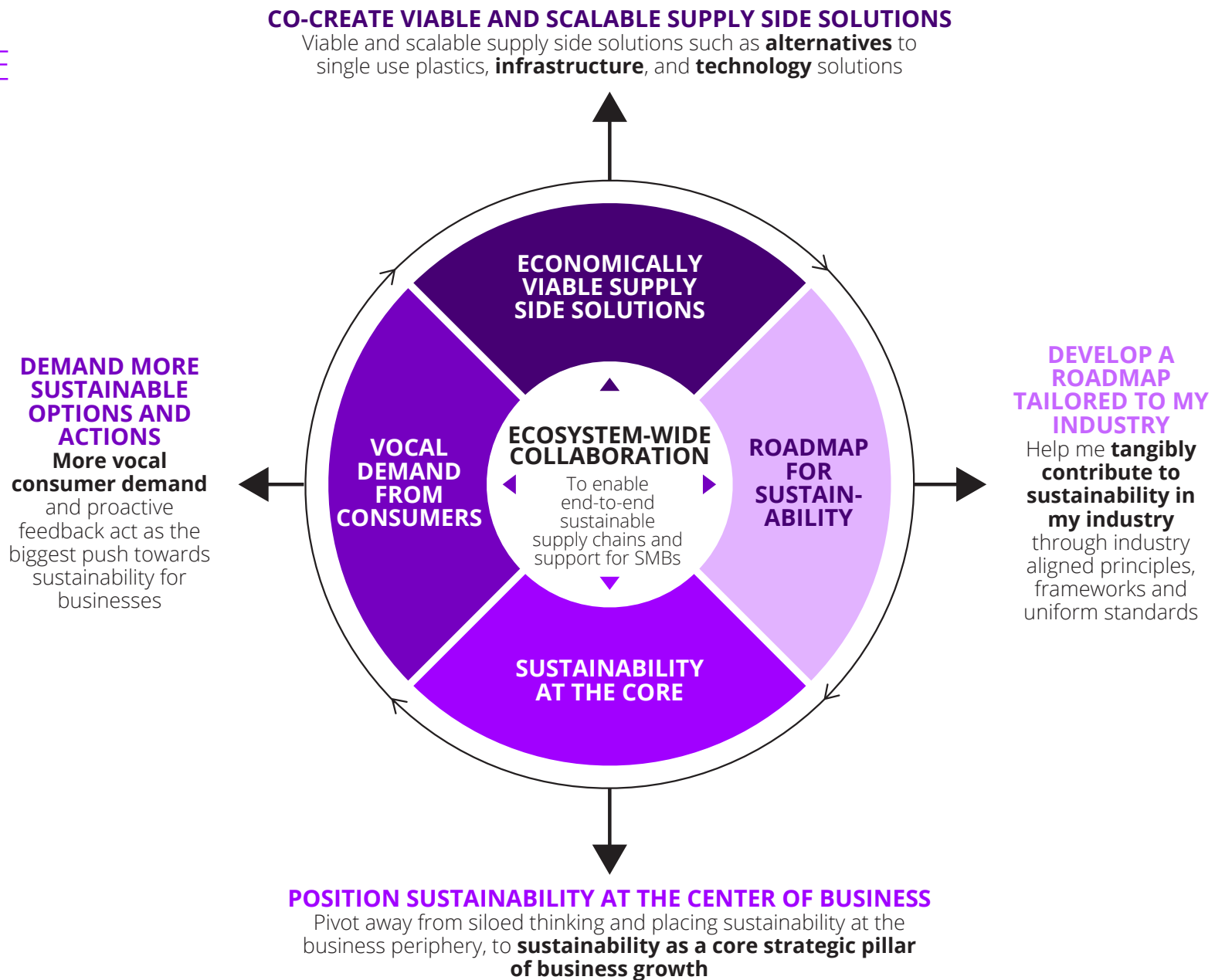


### COMMUNITY

The outbreak has focused attention on sustainability's social dimensions too, such as the need for inclusion, reskilling and upskilling in the workforce.



KEY INSIGHTS  
EMERGED  
AROUND FIVE  
PROMINENT  
BUSINESS  
NEED-GAPS:



# SUSTAINABILITY AT THE CORE

Companies highlighted the need to align business imperatives with sustainability. They underlined three critical actions to take:

## MAKE SUSTAINABILITY A CORE PILLAR OF GROWTH

This requires management to stand up to short-term financial pressures in favour of long-term sustainability.

Firms can also encourage employee buy-in and nurture company-wide investment in sustainability by communicating goals and results of initiatives regularly, and inviting all to propose new ideas.

Companies that pursue sustainable growth can uplift their reputation, boost profits, and achieve business longevity.



## PLAN AND SET QUANTIFIABLE TARGETS

Targets guide actions, streamline efforts, lend credibility to sustainability initiatives, and enable accountability. These should be reviewed regularly to ensure that they are in line with capabilities and best practices.

“  
**Decarbonisation and digitalisation are two key focus areas of CDL’s sustainability strategy. Data compilation and analytics are important to help us identify performance gaps for improvement, be it for energy or supply chain management. We fully subscribe to the concept of what gets measured gets managed.**

- Esther An

Chief Sustainability Officer at City Developments Limited

## MEASURE PERFORMANCE AND COMMUNICATE PROGRESS

By measuring performance against targets, companies can course-correct if necessary while sharing achievements internally to inspire greater commitment.

Some businesses said that they work with the Science Based Targets initiative<sup>3</sup>, or follow the framework by the G20 Financial Stability Board’s Task Force on Climate-related Financial Disclosures<sup>4</sup>, for greater transparency. A large real estate business has a “return on sustainability” metric to measure initiatives’ economic impact.



# SUPPLY-SIDE SOLUTIONS

For companies to push the envelope on sustainability, they need viable and scalable supply-side solutions in three areas:

## ALTERNATIVE MATERIALS

One of the biggest barriers to sustainability is the lack of environmentally friendlier, circular materials available for commercial use.

Companies especially in the hospitality and food industries have pointed out this challenge to underscore their continued use of single-use plastics.

“  
Technological innovation for sustainable alternatives is fragmented, and needs to be better orchestrated so that companies can leverage those solutions at scale.

— Spencer Low

CEO Consumer Services, Chief Strategy & Sustainability Officer at SATS

## INFRASTRUCTURE

Firms also need to band together, and work with the government, to develop missing infrastructure, such as reverse logistics, battery charging networks, and renewable energy solutions, that are necessary to bring sustainability efforts to the next level.

“  
In e-commerce there is an opportunity to reduce packaging and go towards more reuse and refill models. And there is no reverse logistics which is a missed opportunity.

— Marika Lindstrom

Vice President, Packaging Procurement at Unilever

## TECHNOLOGY SOLUTIONS

Partnerships to upgrade technologies and create new ones to solve problems are essential. One local medium-sized enterprise called for affordable 3D sampling solutions to avoid sampling waste, while a food and beverage company expressed the need for a robust, digitally-enabled cold chain to cut food waste.

Businesses said technology improvements must be made at two levels: internally, to capitalise on existing solutions, and externally at the macro scale, to unlock new opportunities.





# ENCOURAGING CONSUMER FEEDBACK...

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In our interviews, companies wanted consumers to demand more sustainable options from them. They noted that the retail and fast-moving consumer goods sectors, for example, are now more focused on sustainability due to their consumers' expectations and demands.

By having clear lines of communications with customers, including through dedicated platforms and forums for feedback, companies can harness their sustainability demands and make a stronger business case for investments in solutions and initiatives.

Companies would also like consumers to think about the impact of their purchasing choices, and to be open to trade-offs such as aesthetics versus sustainability. Plastic packaging made from recycled plastic may not be pristine white, nor paper products created with recycled paper. Retailers exhorted consumers to accept refill bags and product dispensers, and other more sustainable packaging products.



# ...AND DEVELOPING ROADMAPS FOR SUSTAINABILITY

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Businesses also expressed the need for industry transformation roadmaps, developed and updated collectively by companies with guidance from the government, to have a focus on sustainability to set up and scale strategies.

They added that businesses should cooperate with one another and work with credible independent certification boards and industry associations towards greater convergence of reporting standards, including international, industry-specific standards that could then be applied through global actors, such as the International Air Transport Association for aviation. This would facilitate more thoughtful and consistent reporting, better benchmarking, and greater transparency.

“

**Singapore can be an example for a multi-sector dialogue that starts from ideation of solutions to the last mile execution, including the communication of these sustainability solutions, to inspire greater public trust and consumer adoption.**

**- Clint Navales**

Communications Vice President at Procter & Gamble

”

# A CALL FOR COLLABORATION

Companies view external partnerships as the key to accelerating sustainability impact in Singapore.

These spanned alliances to:

**Encourage suppliers to be more sustainable**, with the collective power of businesses, led by large corporations, applied to nudge suppliers.

**Support small and medium enterprises to adopt sustainability**, for example by sharing resources such as data, technologies, and expertise, and working with them to collectively influence the end to end supply chain at an industry level.

**Solve constraints in technology, infrastructure and alternative materials**, with joint investments to overcome shared challenges. Industry associations and investors can play a critical role to create scale and channel finance into plugging pressing gaps.

“ Given Singapore’s size, scale and regional dependencies, some issues such as climate and supply chain risks cannot be solved by a single company or only for Singapore alone. They sometimes need a multi-stakeholder collaborative approach at a regional or even global level.

– Andrew Buay

Vice President, Group Sustainability at Singtel and Optus

“ Partnerships and collaboration are absolutely fundamental to scaling impact across the supply chains. The next big challenge is scale – how do you reach the smaller businesses and help them make sustainable choices even if those may not be the cheapest way of doing things.

– Nikki Barber

Group Head of Public Relations at Olam International

“ We believe the largest positive impact we can have in terms of bringing about a low-carbon economy is to actively work with our customers to support their transition to low-carbon business models. This is how we make real impact to the real economy.

– Mikkel Larsen

Chief Sustainability Officer at DBS Bank

# A SHIFT IN SUSTAINABILITY THINKING

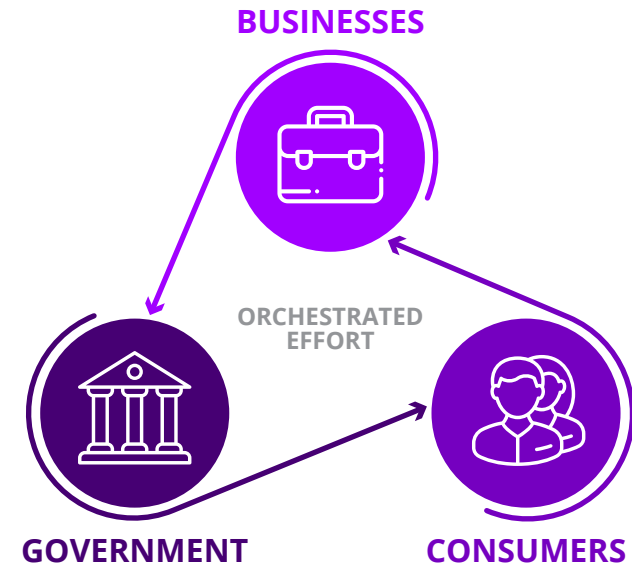
Moving forward, businesses, consumers and the government need to transition from:

INDIVIDUAL EFFORTS...



Where consumers and businesses look to the others to take the lead on sustainability, feeling that they do not have the power to effect change by themselves

...TO AN “INTEGRATED, ORCHESTRATED EFFORT”



Where each recognises and plays an active part in the bigger collective picture, and collaborates with the others to achieve a sustainable Singapore

# NEXT MOVES FOR BUSINESSES

To encourage consumers to be more sustainable, businesses can take these actions:

## PROVIDE BETTER VALUE PROPOSITION



Create more and better sustainable products and alternatives, such as reusable e-commerce packaging, refillable packaging systems, and green investment products



Make these sustainable options more accessible through wider distribution channels and better product placement



Offer incentives to purchase them, such as discounts and loyalty points for refill packs, and for other sustainable behaviour, such as using reusable shopping bags

## INCREASE AWARENESS & TRUST



Adopt credible certification standards such as the FSC<sup>5</sup> and ASC<sup>6</sup> and work with the government and independent organisations on easily recognisable sustainability logos and labels, QR codes for traceability, and better product information



Provide consumers with channels for continuous feedback, take action, and share efforts and results internally and externally



Spread awareness of avenues for sustainable action, such as ways to recycle products correctly or dispose of them sustainably, and illuminate the importance of their contributions

## ENABLE SECOND LIFE



Create more points and methods for recycling or sustainable disposal, such as reverse vending machines, and in-store recycling bins



Enable a second life for products through different means, including setting up platforms for consumers to rent, swap and trade pre-loved and refurbished items



Collaborate with e-commerce platforms to minimise single-use packaging and manage the post-use life of products sustainably



To accelerate their own sustainability efforts, businesses can focus on four areas:



## CO-CREATING SUPPLY-SIDE SOLUTIONS

- Eco-friendly materials and innovative packaging models to rely less on single-use products
- Infrastructure for renewable energy, reverse logistics, recycling and other sustainable actions
- Technologies to support sustainable post-consumer waste management, such as efficient collection systems, advanced sorting facilities and recyclable batteries

## CO-DEVELOPING SECTOR-SPECIFIC ROADMAPS

- Guiding frameworks that define sector-specific goals, standards, targets, paths to targets, recommended policies, incentives and resources needed
- Platforms and forums for multi-stakeholder collaboration to address common barriers to sustainability
- Simplified and uniform tracking and reporting mechanisms to measure impact of actions

## PUTTING SUSTAINABILITY AT THE CORE

- Resisting short-term financial performance pressures in favour of long-term sustainability
- Inculcating organisation-wide ownership of sustainability, for example by linking incentives and business performance metrics to sustainability goals
- Planning and setting quantifiable goals, tracking performance, and sharing results internally and externally

## STAKEHOLDER COLLABORATION

- Implement a sustainable procurement guide and encourage suppliers to transition to more sustainable goods and services
- Support small and medium enterprises, by sharing past learnings, data, technology, expertise and other resources
- Solve supply-side challenges, by making existing technologies open-source

# CONSUMERS TAKE CHARGE

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By speaking up, making themselves heard and taking action in their everyday lives, consumers can also galvanise a step-change towards sustainability.

They can inspire change by:

**DEMANDING MORE AND EXPECTING MORE**  
by actively searching for and requesting sustainable options, asking tough questions to businesses and the government, and giving proactive, direct feedback

**DOING MORE**  
in their everyday lives, such as switching to green energy, minimising food waste and adopting carbon-friendly diets, shopping responsibly, and reducing, segregating and recycling their waste

**ACCEPTING TRADE-OFFS**  
in their consumption habits that may be slightly more inconvenient, such as bringing their own bag or container for purchases, and choosing certified-sustainable products or products with minimal packaging



# THE GOVERNMENT AS GUIDE

The government is implementing important measures and initiatives to further the sustainability agenda in the nation - both for **consumers** and **businesses**. It can further motivate consumers to be sustainable, by:



## CONTINUING TO RAISE AWARENESS AND SPUR BEHAVIOUR CHANGE

through direct “push” messaging, such as posters and campaigns, on ways to be sustainable, the impact of eco-friendly choices, and how these contribute to Singapore’s sustainability goals



## INCREASING TRUST AND TRANSPARENCY

via mandating more product information through government-endorsed or independently verified, trusted logos, labels and certifications to easily distinguish sustainable products and services



## FACILITATING RE-USE AND RECYCLING

by encouraging more comprehensive product swapping, rental, reverse logistics, recycling and other networks



## REGULATING AND ENCOURAGING SUSTAINABLE BEHAVIOUR

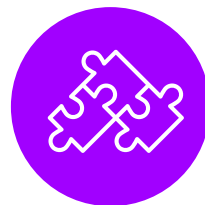
through incentives, rewards and mandates, tackling issues such as styrofoam and the overuse of bags

Furthermore, it can continue to play a vital role in enabling collective action for businesses, by:



## FACILITATING SUPPLY-SIDE SOLUTIONS

through direct intervention or public-private partnerships, to support more robust local recycling, reverse logistics networks, and actively incentivising the growth and scaled adoption of viable alternatives to single-use products and packaging



## CO-DEVELOPING SECTOR-SPECIFIC STANDARDS AND FRAMEWORKS

shaping industry transformation roadmaps, and help for companies of various sizes, as in Singapore’s new enterprise sustainability programme<sup>7</sup>



## ENABLING & ENHANCING PLATFORMS FOR COLLABORATIONS

that are safe spaces to share learnings, exchange information about ongoing efforts, and discuss partnership opportunities, including at regional level



## REGULATING AND PROMOTING INDUSTRY SUSTAINABILITY

through mandates such as extended producer responsibility (EPR)<sup>8</sup>, incentives, including grants and subsidies, and supporting global initiatives such as a legally binding agreement on plastic pollution



# THE FINAL WORD

Businesses, consumers and the government all stand to gain from co-creating a more sustainable Singapore.



Businesses have a unique opportunity to tap unmet consumer demand for sustainability, build brand equity, and lower costs in the long run.



The Singapore consumer is empowered to lead a more sustainable and healthier life, and secure a good future for generations to come.



With its large trust quotient, the government can further Singapore's national sustainability ambition while positioning the nation as a regional and global exemplar.





# ACKNOWLEDGEMENTS

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Dole Packaged Foods, LLC  
Fraser and Neave, Limited  
LOVEBONITO SINGAPORE PTE. LTD.

Marina Bay Sands Pte Ltd  
NTUC Fairprice Co-operative Limited  
Olam International  
Pan Pacific Hotels Group  
The Procter & Gamble Company  
SATS Ltd.  
Singapore Airlines  
Singtel Telecommunications Ltd.  
Tadcaster Hospitality  
Unilever plc  
United Overseas Bank Limited (UOB)

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## LIST OF SHOPPING CATEGORIES STUDIED AS PART OF THE CONSUMER SURVEY:

1. Everyday Shopping: F&B, groceries, personal and household care, beauty
2. Retail: Home & Living, Electronics & Appliances, Fashion
3. Everyday Mobility: Electric Vehicles, public transport, bicycles,
4. Banking & Financial Services
5. E-commerce

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