

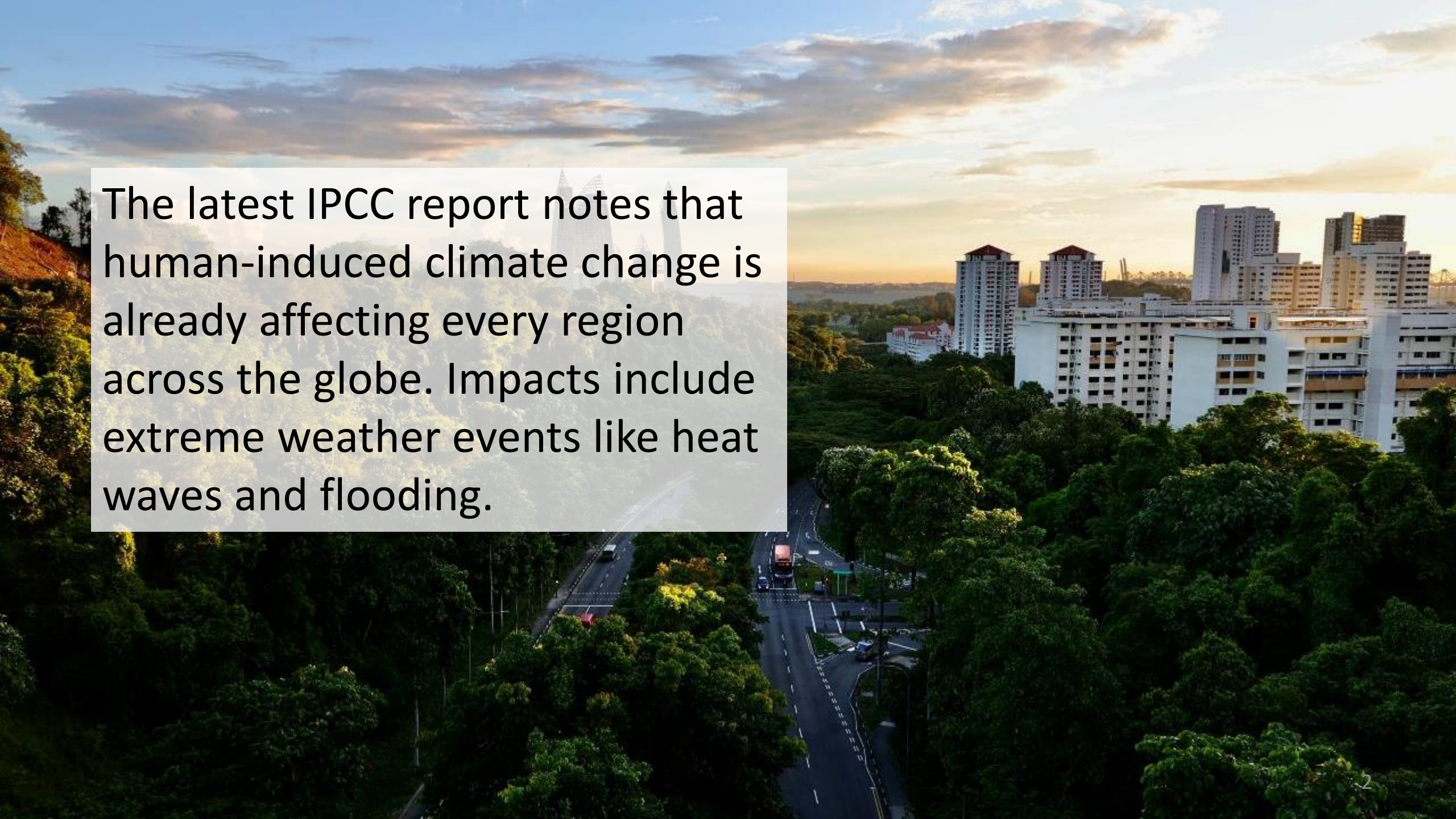
# The Inaugural OCBC Climate Index

17 August 2021

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An aerial photograph of a city landscape at sunset. In the foreground, a multi-lane road with white dashed lines curves through a dense, lush green forest. A few vehicles, including a red truck, are visible on the road. In the background, several tall, modern apartment buildings with white facades and red-tiled roofs stand against a sky filled with soft, orange and pink clouds. The overall scene suggests a blend of urban development and nature.

The latest IPCC report notes that human-induced climate change is already affecting every region across the globe. Impacts include extreme weather events like heat waves and flooding.



# Humans are to blame.

‘It is unequivocal that human influence has warmed the atmosphere, ocean and land.’

*(Source: Eco-Business)*

**Climate change: IPCC report is 'code red for humanity'**

*(Source: BBC News)*

The IPCC report is clear: nothing short of transforming society will avert catastrophe

*Patrick Vallance*


*(Source: The Guardian)*

ENVIRONMENT • CLIMATE CHANGE

**The IPCC states that humanity is unequivocally to blame for rising temperatures**

*(Source: Fortune)*



A photograph of a busy street in Singapore, likely Orchard Road, showing a line of buses and cars. A semi-transparent text box is overlaid on the left side of the image. The background features colorful buildings, traffic signs, and large Chinese characters on a banner.

The average Singapore resident **generates over 8,000 kilos of carbon emissions annually** – more than twice the world's average.

[Source: My Carbon Footprint \(SP Group\)](#)



Reducing carbon emissions to help fight climate change has been at the forefront of OCBC Bank's climate action focus.





By end 2020, we had committed S\$20b in sustainable finance.




In 2019, we supported the OCBC Arboretum in Singapore Botanic Gardens to mitigate climate change and preserve endangered tree species.

We encourage less plastic waste by supporting projects like Zero Waste SG and Tingkat Heroes through our #OCBCCares Environment Fund which was launched in 2017.


#OCBCCares  
Environment Fund



A photograph of a modern building with a green wall and a balcony. The building has a dark, textured facade with horizontal lines. The green wall is covered in lush green plants, and the balcony has a railing with potted plants. The text is overlaid on the right side of the image.


Our latest initiative is the **OCBC Climate Index** – developed in partnership with Eco-Business – which measures the current levels of environmental sustainability awareness and climate action among Singaporeans.



The background of the slide is a photograph of green foliage. Sunlight is streaming through the leaves, creating a bright lens flare effect in the lower right quadrant. The leaves are various shades of green, some in sharp focus and others blurred.

Eco-Business, Asia Pacific's leading sustainable development media and business intelligence organisation, developed the approach and framework for the Index. OCBC Bank developed the research methodology.



A scenic photograph of a wooden boardwalk leading towards a calm lake. On the left, there is a dense wall of green plants and ferns. The boardwalk is made of light-colored wooden planks and extends from the bottom left towards the center of the image. The lake is still, reflecting the sky and the distant forest. The background is filled with a thick line of green trees under a clear sky.

We hope that the Index can raise awareness for Singaporeans on the carbon emissions driven from human activities and to nudge more environmentally sustainable behavioural change.



# Scope of Climate Action captured in the study

## 3 Pillars



### Awareness

Knowledge of environmental issues



### Adoption

How much and how often an individual adopts green practices



### Advocacy

How often an individual speaks about environmental issues and/ or encourages others to adopt green practices

## 4 themes under each pillar

Transport



Home



Food



Goods





# How we calculated the score

The OCBC Climate Index Score is calculated through applying 3 different weights



Awareness: 20%



Adoption: 60%



Advocacy: 20%



Transport: 45%



Home: 25%



Food: 15%



Goods: 15%

Pillar  
Weights

Theme  
Weights

Impact  
Weights  
Adoption

*Reflecting the level of carbon emissions of different actions, according to scientific literature.*

Impact classification weights given to Adoption questions:

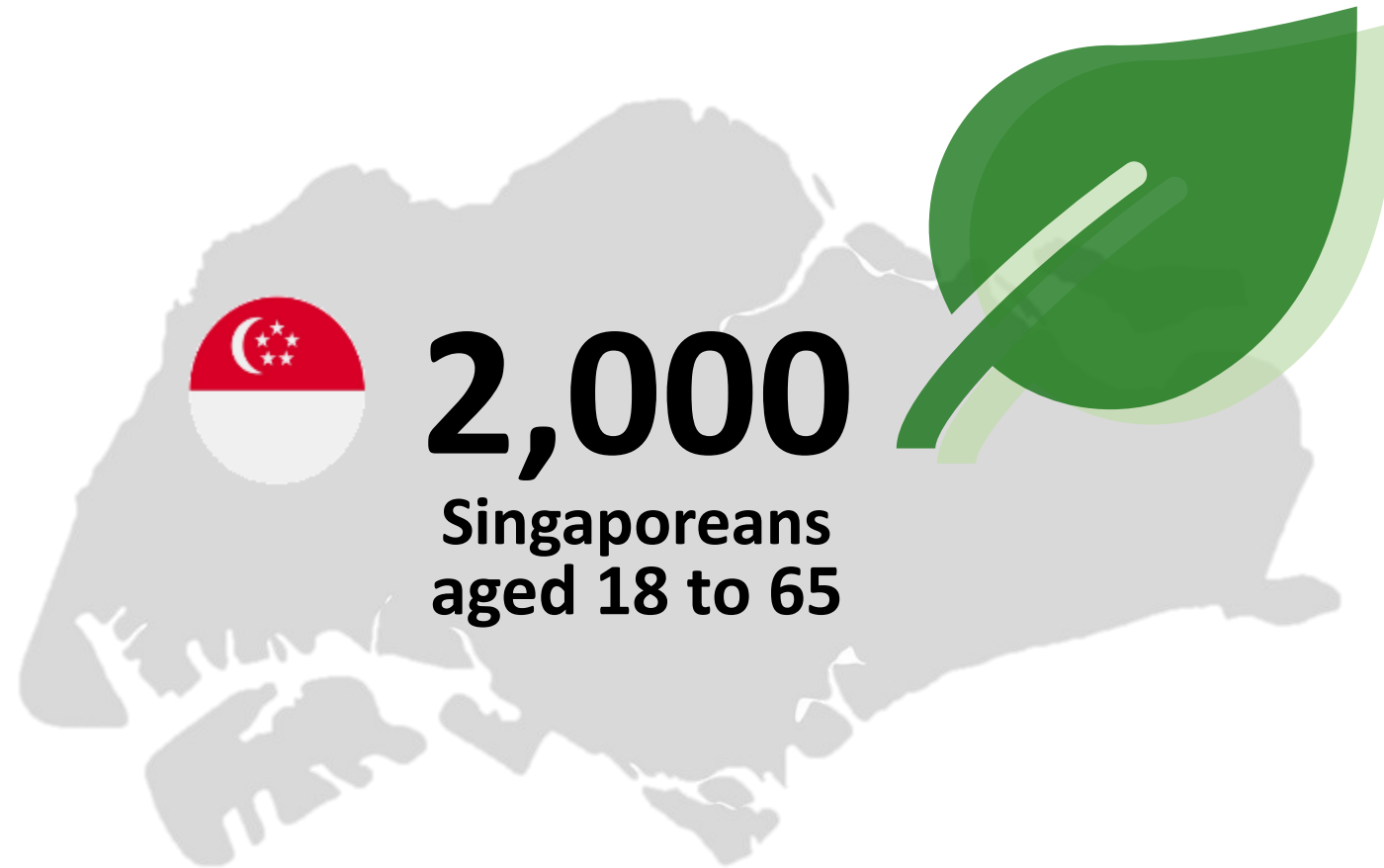
High impact action: 60%

Moderate impact action: 20%

Low impact action: 10%



19 May - 3 Jun: We conducted an online survey



# We asked a total of 106 questions



**Awareness: 36 qns**

+



**Adoption: 34 qns**

+



**Advocacy: 36 qns**



## Transport

- Most frequent mode of transport
- Use of electric or hybrid vehicles
- Duration of vehicle usage
- Eco-driving techniques



## Home

- Use of air-conditioning
- Length of showers
- Energy and water saving habits
- Recycling household waste
- Green electricity plans



## Food

- Dietary habits (e.g., red meat consumption)
- Food wastage
- Purchasing locally sourced or regional produce



## Goods

- Environmental cost of each item purchased
- Opting for second-hand clothing or clothes swapping
- Using reusable bags and / or containers



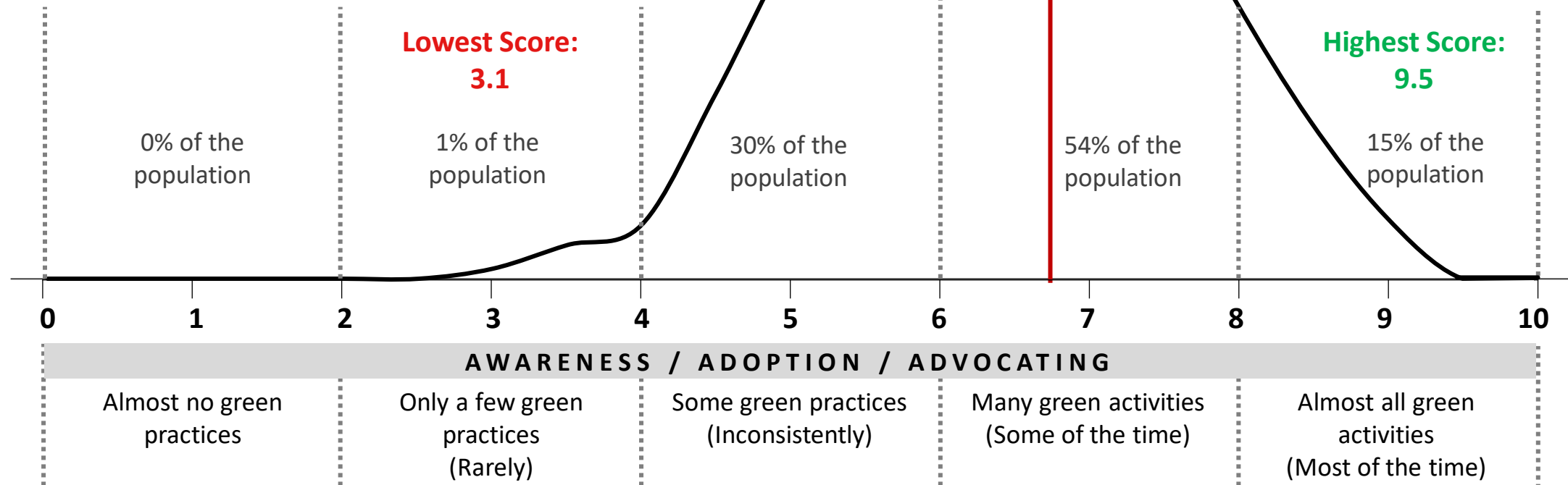
# What do the scores mean?

	AWARE / ADOPT / ADVOCATE FOR				
	Almost no green practices <b>0 – 1.9</b>	Only a few green practices (Rarely) <b>2 – 3.9</b>	Some green practices (Inconsistently) <b>4 – 5.9</b>	Many green practices (Some of the time) <b>6 – 7.9</b>	Almost all green practices (Most of the time) <b>8 – 10</b>
AWARENESS	NOT aware of MOST environmental issues	Aware of a FEW environmental issues	Aware of SOME environmental issues	Aware of MANY environmental issues	Aware of ALMOST ALL environmental issues
ADOPTION	DO NOT adopt ANY green practices	Adopt a FEW green practices rarely	Adopt SOME green practices inconsistently	Adopt MANY green practices some of the time	Adopt ALMOST ALL green practices most of the time
ADVOCACY	NOT advocating MOST environmental issues	Advocating FEW environmental issues	Advocating SOME environmental issues	Advocating MANY environmental issues	Advocating ALMOST ALL environmental issues

# Singaporeans scored an average of 6.7

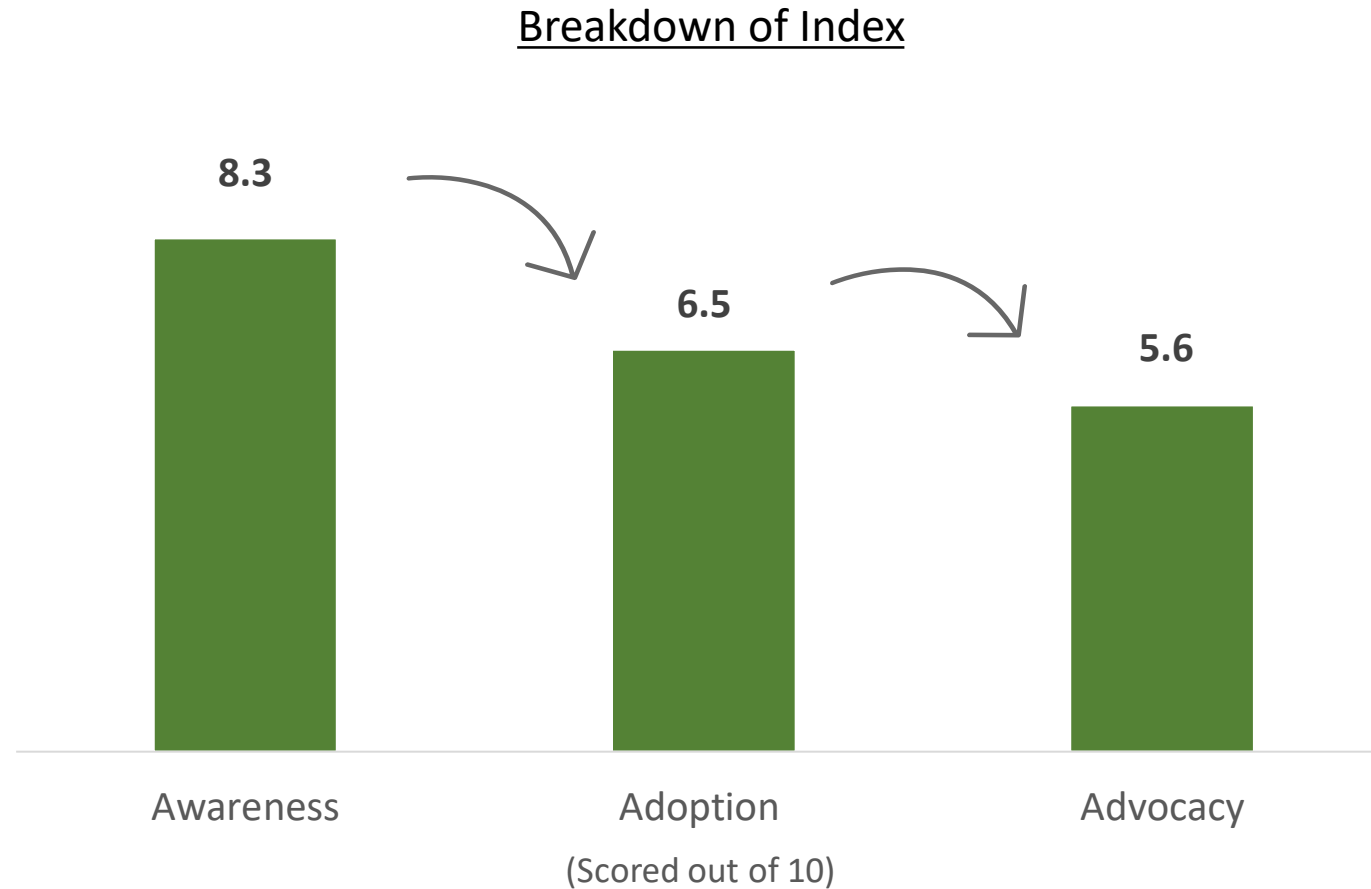


National Average  
**6.7**

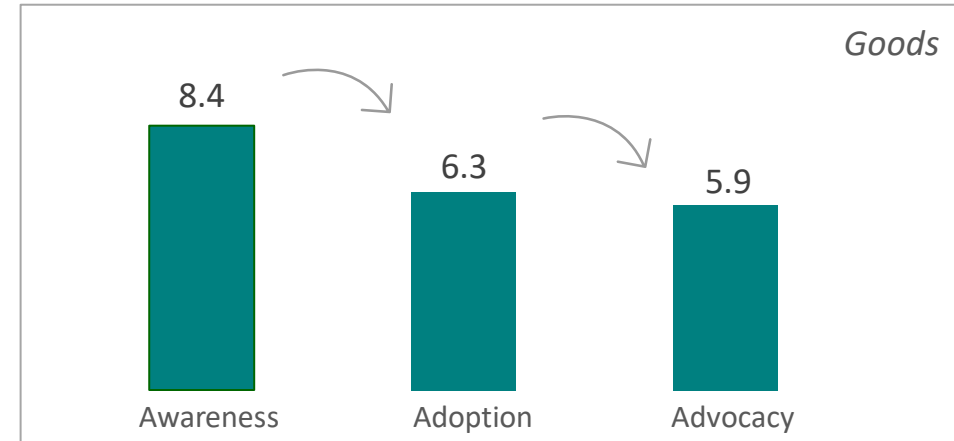
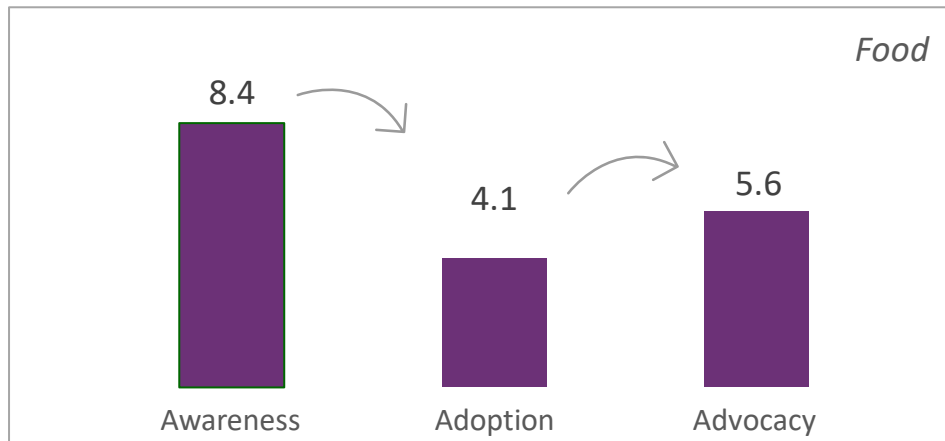
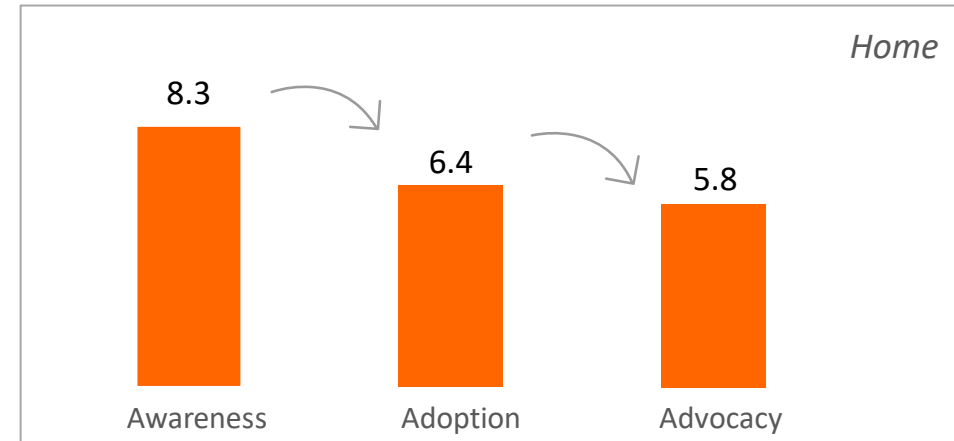
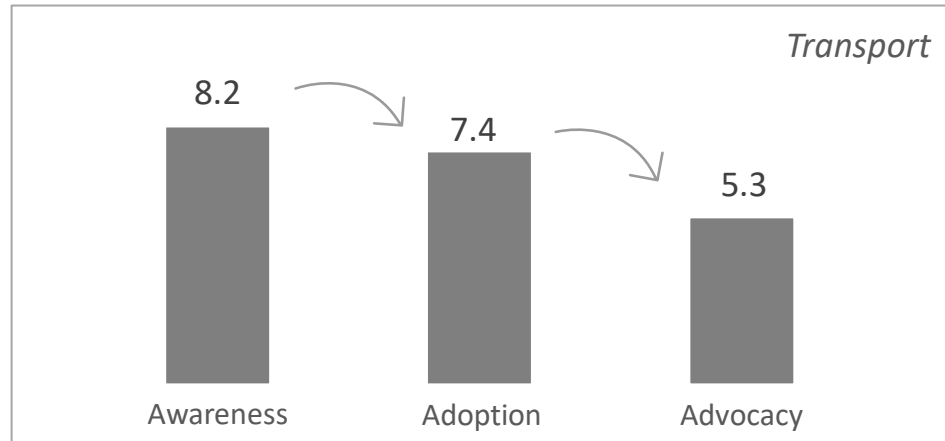




Singaporeans are highly aware, but their adoption does not score as high

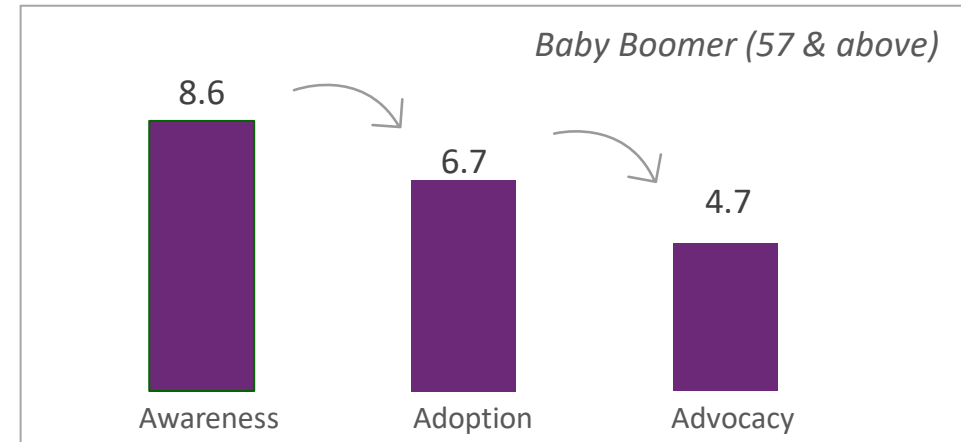
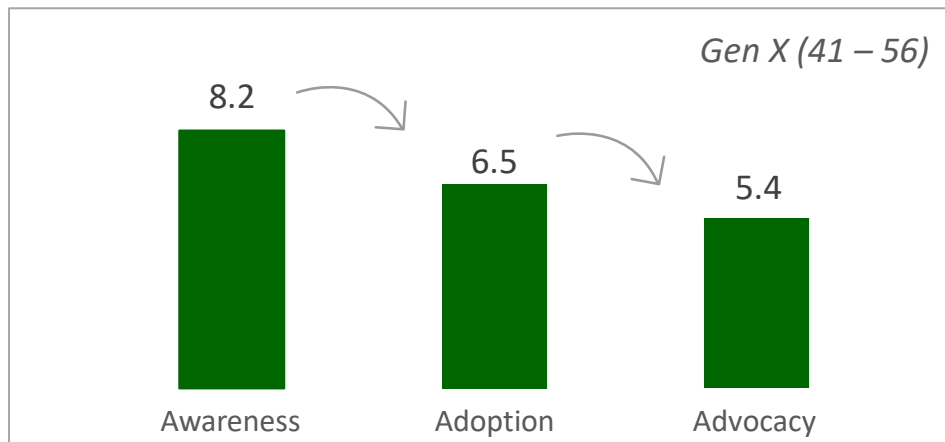
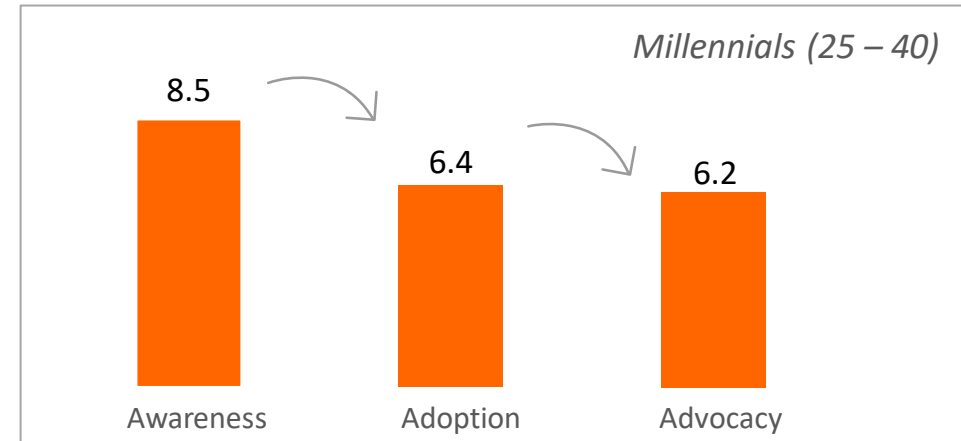
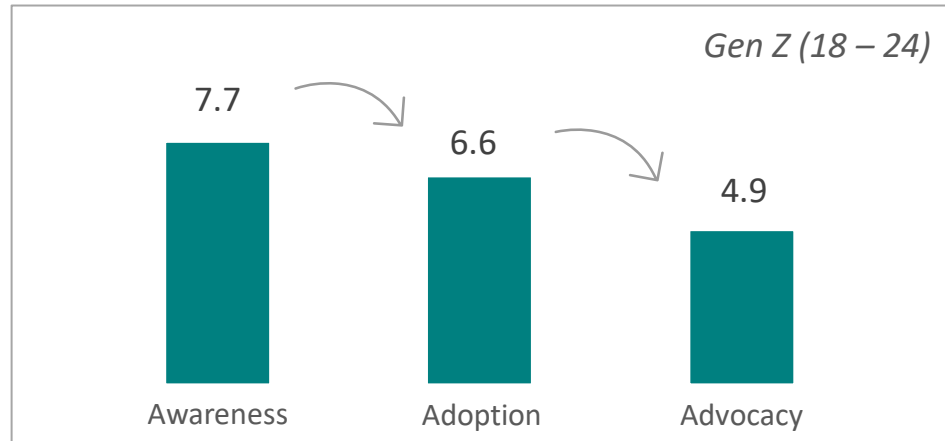


High awareness, low adoption is reflected across all themes, particularly for food





## High awareness, low adoption is also reflected across all age groups

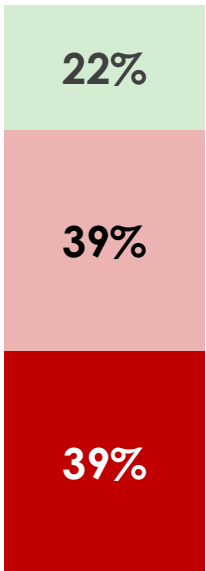


# High awareness, low adoption is seen across all themes

**95%<sup>'</sup>  
Aware**

*Carbon impact of  
transport habits*

**Duration of car  
usage daily<sup>'</sup>**

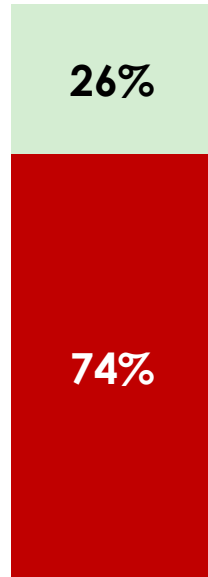


<30 Mins  
31 Mins - 60 Mins  
>61 Mins

**90%<sup>'</sup>  
Aware**

*Carbon impact of  
vehicle fuel category*

**Fuel category of  
vehicle used<sup>'</sup>**



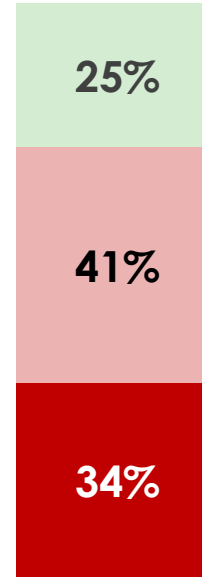
Hybrid & Electric  
Diesel & Petrol

**91% of  
drivers are  
willing to  
switch to  
Electric  
Vehicles**

**87%  
Aware**

*Air-con consumes  
the most energy*

**Air-con  
usage daily**

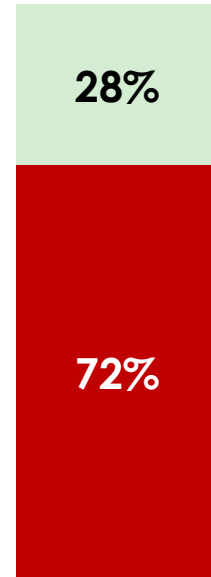


1-3 Hours  
3-6 Hours  
>7 Hours

**90%  
Aware**

*Where & How to recycle  
household waste*

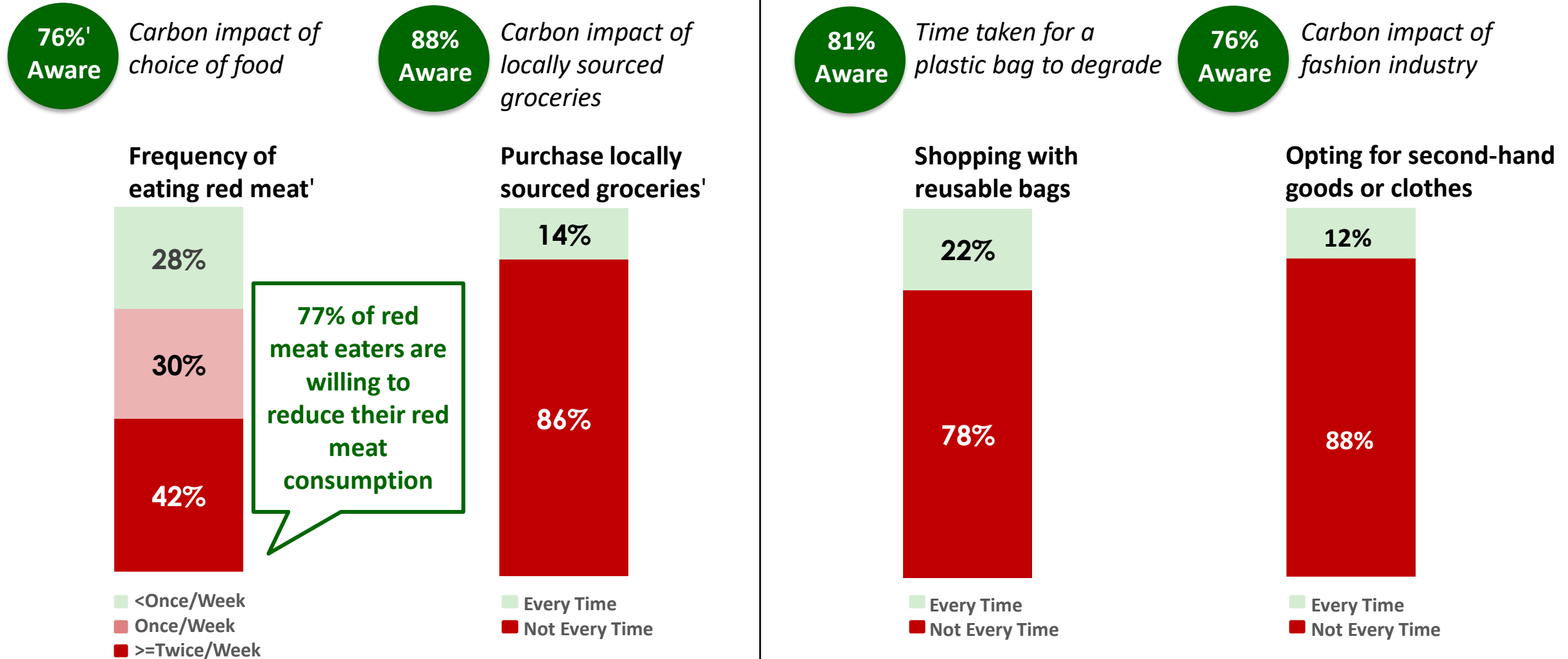
**Frequency of recycling  
household waste**



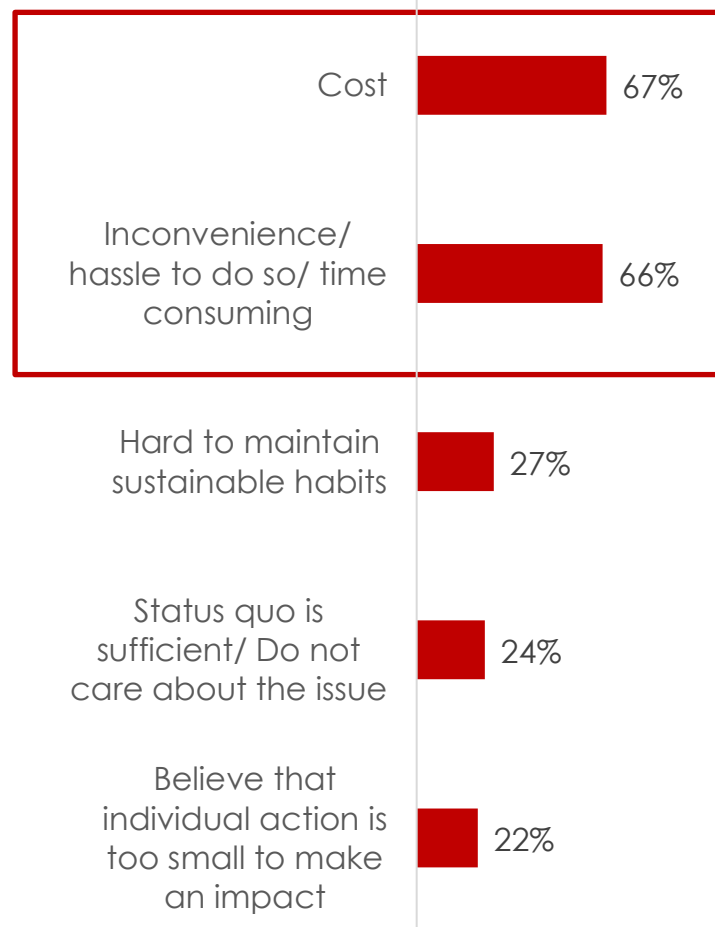
Always  
Not always



# High awareness, low adoption is seen across all themes



# Cost and inconvenience are the top two reasons that impede adoption



*"Willing to change but only if price is reasonable."*

*"I'm concerned about the affordability. Green energy is much more expensive."*

*"Electric cars are not very convenient as charging points are not common yet"*

*"Will be extremely difficult to adopt a completely new lifestyle."*

*"Find it hard to quit eating meat."*

*"Because carbon tracking doesn't matter to me."*

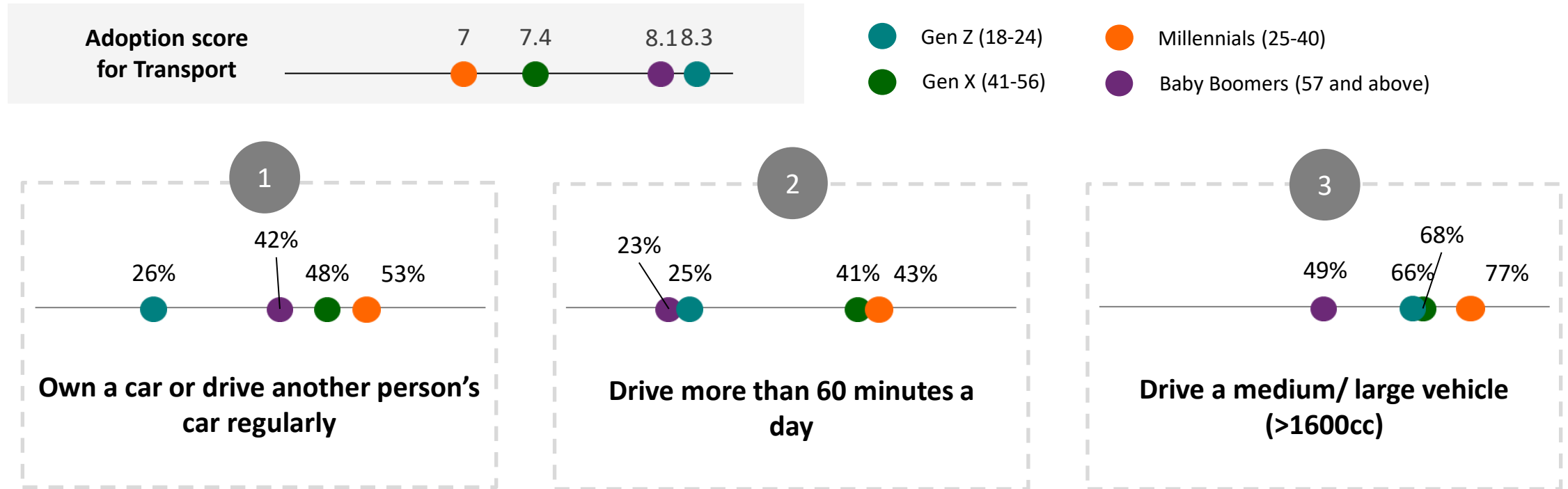
*"One person alone cannot make a great impact."*



# Only convenient green practices are being adopted

		Adoption of green practices	
		LOW	HIGH
Awareness of impact	HIGH	<p><b>Most items measured in the Index fall in this category, examples include:</b></p> <ul style="list-style-type: none"><li>• Driving for long hours</li><li>• Frequent air-con usage</li><li>• Frequent consumption of red meat</li><li>• Using plastic bags instead of recyclable bags</li><li>• Not recycling household waste regularly</li><li>• Not willing to pay more for eco-friendly products</li><li>• Always getting brand new items instead of second-hand ones</li><li>• Not sourcing local groceries</li></ul>	<p><b>Only 2 items measured in the Index fall in this category:</b></p> <ul style="list-style-type: none"><li>• Switch off at power socket when not in use</li><li>• Buy new items infrequently</li></ul>
	LOW	<p><b>Only 4 items measured in the Index fall in this category:</b></p> <ul style="list-style-type: none"><li>• Shower under 5 mins</li><li>• Know how to measure, track environment impact</li><li>• Purchase carbon offsets</li><li>• Reduce food wastage</li></ul>	<p><b>Only 1 item measured in the Index falls in this category:</b></p> <ul style="list-style-type: none"><li>• Usage of eco-driving techniques</li></ul>

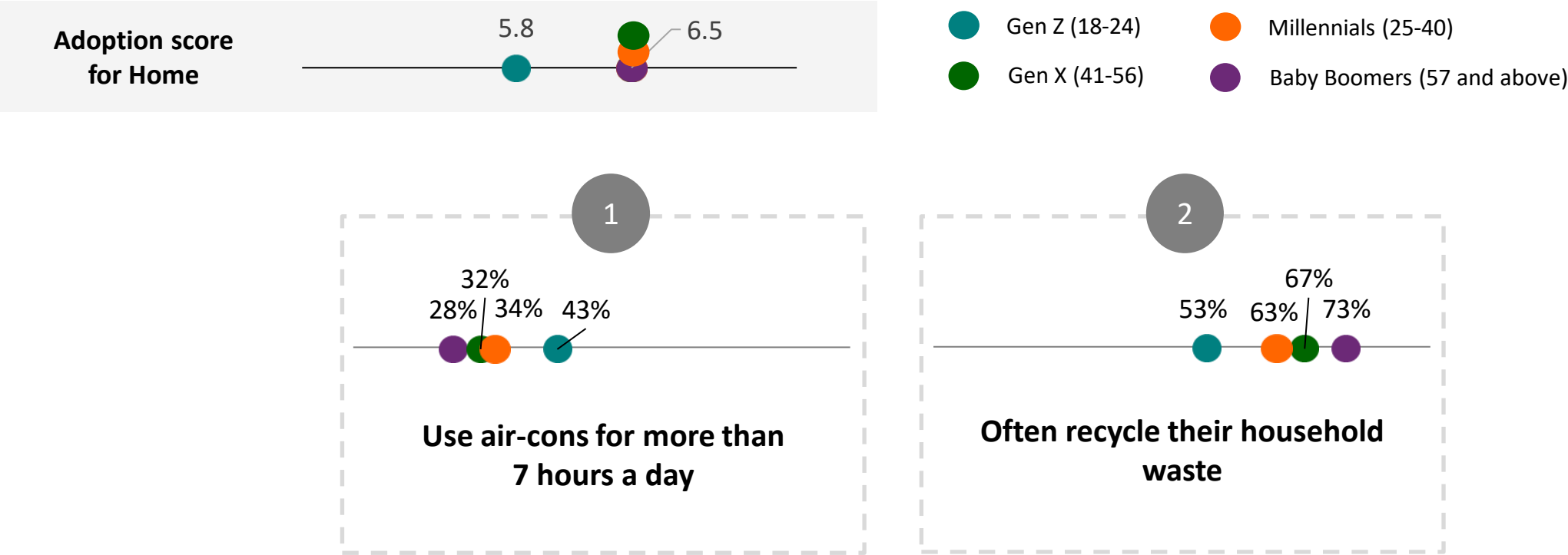
# Millennials scored lowest in transport adoption due to their life stage



68% of millennials with young kids (aged 12 and under) cite inconvenience as top reason they do not adopt green practices



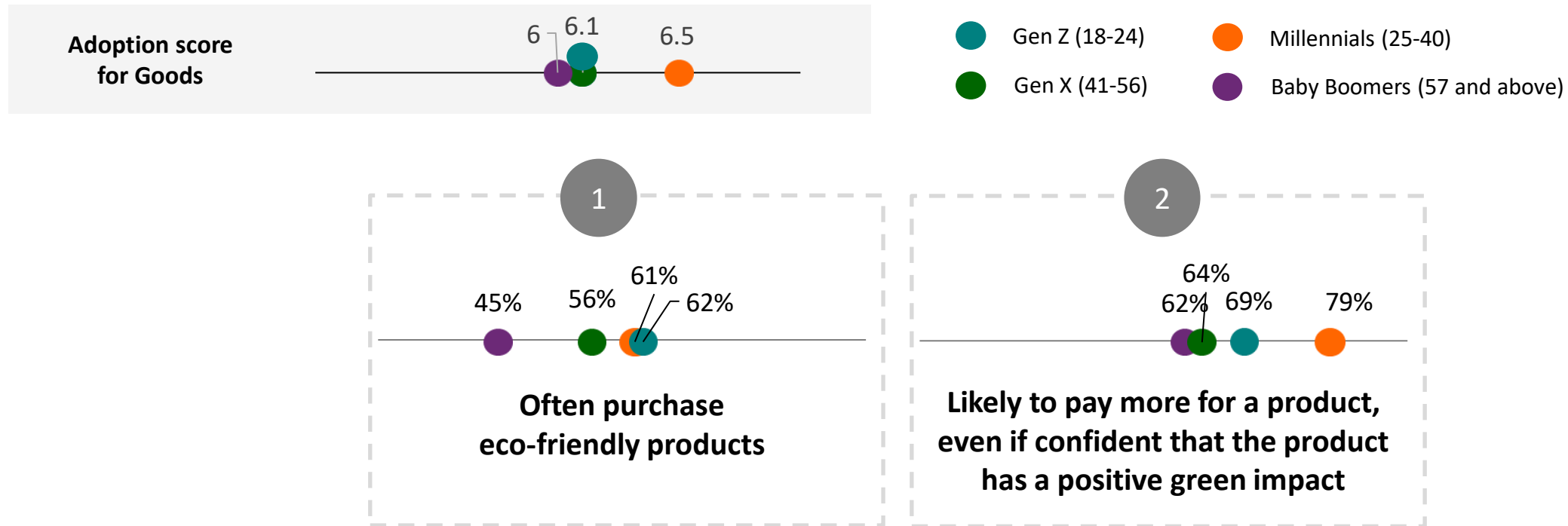
# Gen Zs do not fare as well in adopting green practices habits at home



75% of Gen Zs cite inconvenience as top reason that they do not adopt green practices

*“Will be extremely difficult to adopt a completely new lifestyle.”*

# Baby Boomers are the least likely to purchase eco-friendly products if they have a higher cost

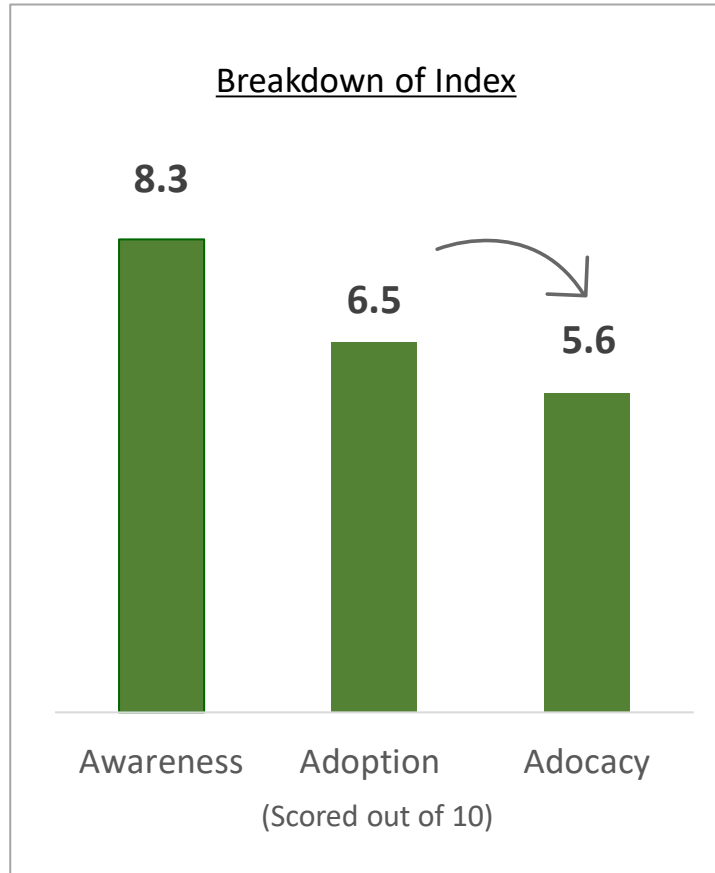


**76%** of Baby Boomers are concerned about costs

*"I'm concerned about the affordability. Green energy is much more expensive."*



# Singaporeans likely to share or encourage only about green practices they have adopted



Adoption and Advocacy scores have a significant positive relationship.

If Adoption is low, Advocacy is low as well.

Correlation between  
Adoption and  
Advocacy scores



*HOME*  
 $r = +0.52$



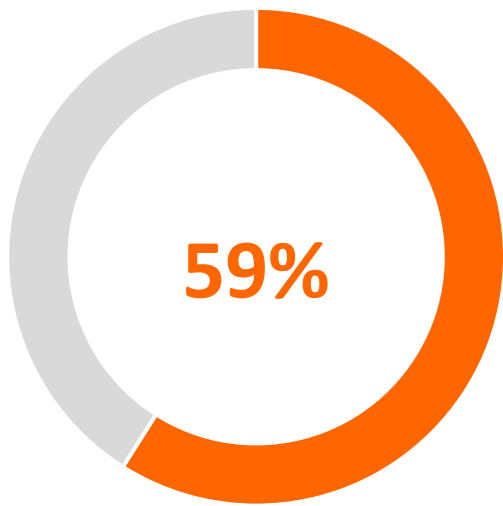
*FOOD*  
 $r = +0.54$



*GOODS*  
 $r = +0.56$

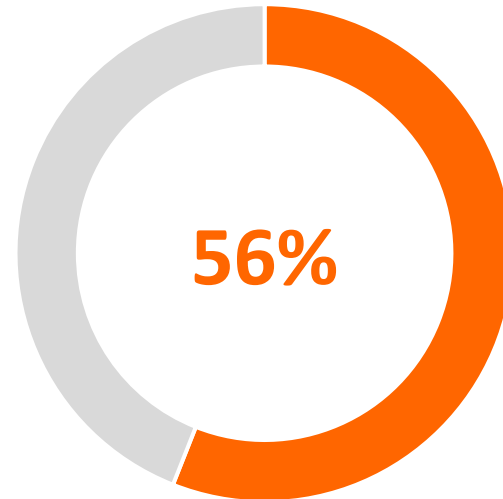
...however, Singaporeans are less likely to discuss their transport habits

Of those who take public transport regularly...



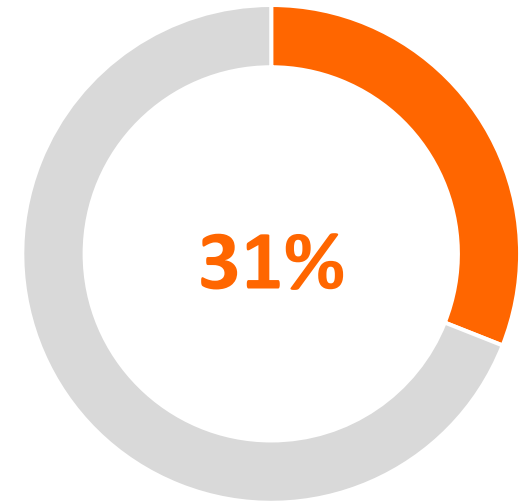
... have encouraged others to do the same

Of those who tend to car-pool when taking a personal vehicle, taxi or private hire...



... have encouraged others to do the same

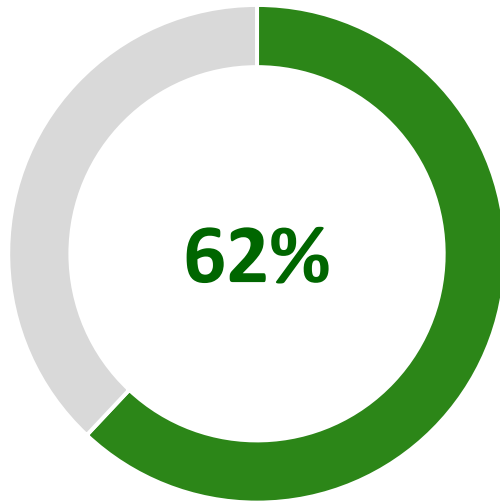
Of those who do not own a car nor regularly drive...



... have discussed how to cut down carbon footprint from daily commute

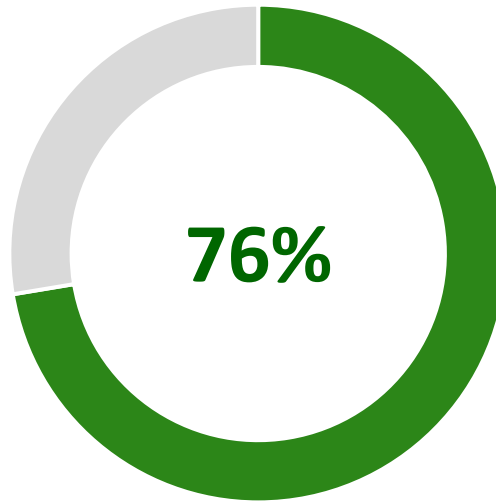
# Singaporeans who have adopted green practices tend to share or encourage others to do the same

Of those who use fan and natural ventilation as their main mode of cooling at home...



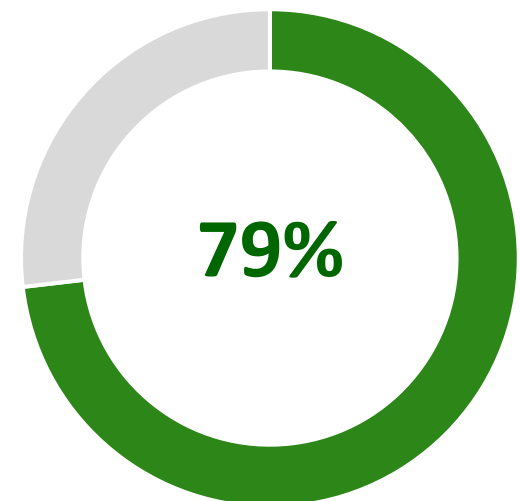
... Encouraged others to use fan and natural ventilation

Of those who are vegans and/ or vegetarians...



... Encouraged others to reduce their meat consumption

Of those who regularly use reusable bags when grocery shopping...



...Regularly use reusable bags when grocery shopping, and have encouraged others to do the same



## Key takeaways of the OCBC Climate Index

Singaporeans have high awareness of environmental issues, but adoption levels are not on par.

Cost and inconvenience cited as the top reasons for not adopting green practices; could be due to the needs of an individual according to his/ her life stage.

Singaporeans love their food. They struggle the most in terms of adoption in this area but are likely to advocate the green practices.

Habits die hard. A change in mindset is needed.





# After hearing of the results of the OCBC Climate Index, what can you do now?

**Transport:** Using public transport and making use of the Park Connector Networks as well as other safe cycling routes can dramatically reduce carbon emissions from private cars and taxis.

**Home:** Using our air conditioning units responsibly at home, only in the rooms we are in and at temperatures between 25 Degree Celsius and 27 Degree Celsius will reduce household emissions.

**Food:** Opting to buy locally grown vegetables and eating less meat each day will support Singapore to be a more resilient and sustainable nation.

**Goods:** Think before purchasing anything, and choosing quality items that will last longer avoids wastage. If possible, repair what you have before buying new items.