



# SUSTAINABILITY SURVEY REPORT

2022



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# EXECUTIVE SUMMARY

Climate change continues to affect our lives as well as the fate of all other species across the planet. By extension, sustainability is becoming an increasingly important issue for many people, societies, governments and in particular also for the business world. For business owners, leaders, and administrators, sustainable business practices are becoming an imperative.

An environmentally-aware business considers more than just profits. It considers its impact on society and the environment.

Making businesses more sustainable starts with being aware of existing gaps in current processes and understanding just how important it is to prioritise green efforts, both for the business and the planet. It is equally important to understand the current level and intensity of initiatives that have been implemented so far. With this survey, EuroCham Singapore intends to shed light on these levels of initiatives by European businesses operating in Singapore and ASEAN. To do so, EuroCham has collected responses from locally-operational European organisations and other EuroCham member organisations through a survey.

The survey seeks to assess the initiatives, strategies and opinions to gain a better understanding of the perceptions of the importance of sustainability in the respondents' businesses. Based on the findings, a report is then generated to share key insights and findings.

The report highlights the organisations' recognition of sustainable trends in Singapore and ASEAN, and exposes some of the key challenges and opportunities they encounter while operating.

EuroCham believes that the right information and education can change people's values and behaviours and encourage individuals to adopt more sustainable practices within their businesses and personal lifestyles. Perhaps, it might inspire innovation which is a necessity to meet the sustainability goals of today.

In the long run, it is our ambition to advocate for even bolder sustainability goals beyond the Singapore Green Plan 2030 and the Paris Climate Agreement.

EuroCham would like to thank all the survey respondents as well as the members of the Sustainability Committee for their support.

# INTRODUCTION

Sustainability is a global imperative as we face an existential climate and environmental emergency. It is a key driver of the EU Commission's agenda, and also a priority for the Singapore Government. As part of Singapore's commitment to the UN Climate Change Conference (COP26), the city-state pledged to halve 2030 peak emissions by 2050, and to reach net zero "as soon as viable" after that. In 2021, the Singapore Green Plan 2030 was launched which includes 5 strategies pillars to achieve the nation's sustainable development goals. Collectively, efforts to mitigate carbon emissions, coupled with steps taken to adapt to climate change, ensure that Singapore remains a vibrant and livable city for current and future generations.

EuroCham has embraced the "European Excellence in Sustainability" programme for the year 2022-2023 and we have designed a line-up of activities to position European companies as leaders in sustainability and also share how European and Singapore companies can work together in the area.

The programme comprises a series of activities covering five main areas of focus:

- Sustainable Business Innovation
- The Road to Net Zero
- Responsible Supply Chain & Circular Economy
- Digital for Sustainability
- Sustainable Travel & Transportation

In conducting this survey, EuroCham has the ambition of highlighting the current stage of development in sustainable business practices amongst European companies operating in Singapore, its areas of excellence and weakness, the initiatives in place and their challenges, and opportunities for growth.

All respondents have our deep appreciation and gratitude for their valuable contributions and inputs in this survey. We cannot neglect to mention the openness and transparency of the respondents of this survey, made up of 51 highly relevant respondents who have shared their views with us and identified potential challenges for the future.

Alongside this initiative, EuroCham is also the organiser of a series of sharing sessions, known as the 'Best Practice Sharing Sessions'. This is another opportunity for our members to highlight their sustainability practices and to start a dialogue between private entities, non-profits, government, and academia. Only by involving all existing actors we are able to tackle the enormous challenge that we face.

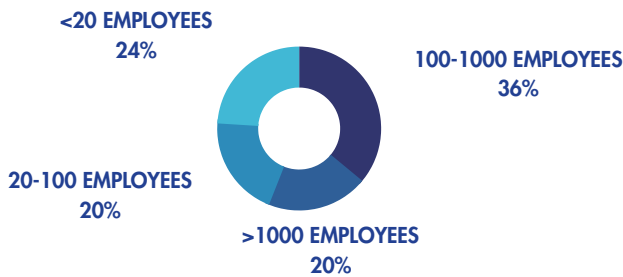


# RESPONDENT DEMOGRAPHICS

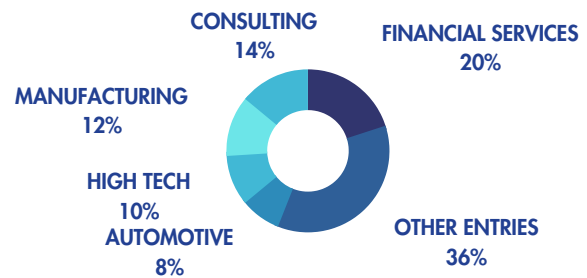
## INDUSTRY BREAKDOWN

Over 50 respondents from various organisations were surveyed to understand their awareness of the increasing importance of sustainability in all areas of daily business, and how this awareness has changed from 2 years ago (2020) when a similar survey was conducted\*.

The respondents are employed by companies of all size categories. Companies with less than 20 employees, i.e. small enterprises, and corporations with over 1000 employees, i.e. Multi-National Corporations (MNCs), were surveyed in almost the same proportions. This provides a representative cross-section of the integration of sustainability within the European business community in Singapore.

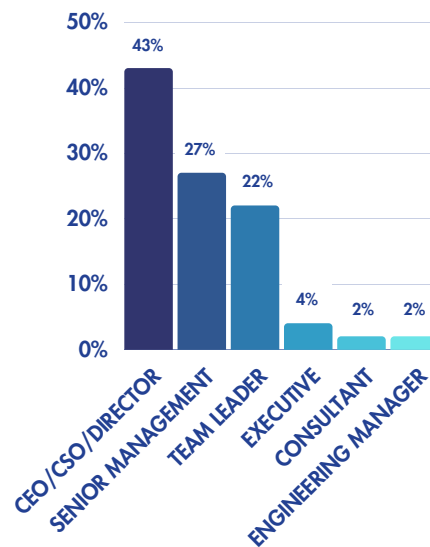


Additionally, the respondents indicated their companies operate in a variety of areas. This not only showcases a good overview of sustainable practices in different industries, but provides interesting and diverse solutions to sustainability concerns.



36% of the respondents said they work in niche industries other than the 5 notable industries indicated on the chart in the above diagram.

## POSITION IN THE COMPANY



From the diagram above it can be seen that most of the survey participants act in managerial positions. Well over 40% are CEO/CSO or directors. However, according to the position descriptions and responsibilities, all of the respondents have a large overview of the sustainability strategies, which are analysed in this report.

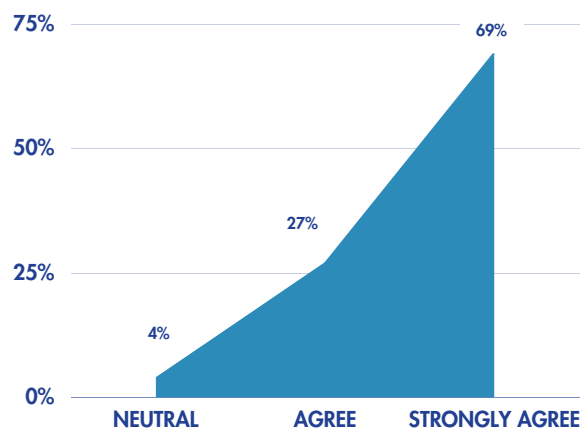
\*<https://eurocham.org.sg/publication/sustainability-report/>

# SUSTAINABILITY AND TRANSPARENCY

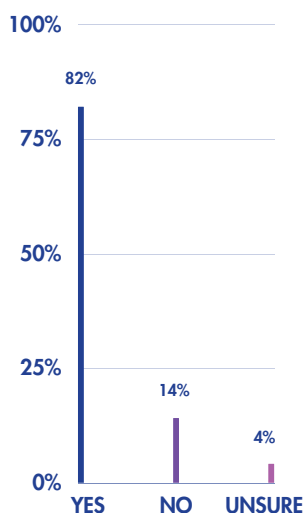
## How much do you agree with the statement: 'My organisation has a coherent plan on sustainability'?

Undeniably, more people are involved in sustainable endeavours now. Simultaneously, sustainability as a strategy has progressively become a crucial factor for corporate success. Hence, companies increasingly seek to operationalise sustainability through a coherent plan.

The survey revealed that 96% of those surveyed have a coherent sustainability plan. This can be seen as a key indication that a sustainability plan is essential for many industries today.



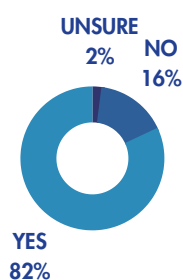
## Has your organisation established an accountability mechanism for achieving sustainability goals?



Greenwashing has steadily become a concern for sustainable development because the market for sustainable goods and services is evolving at a fast pace. Transparency is the best way to fight greenwashing. Emerging technology can create distinct structures such as real-time data on volume, velocity, variety and value of trade that can improve the quality of sustainability reporting principles.

On the left, it is seen that 82% of those surveyed represent their companies' implementation of an accountability mechanism to transparently track the achievement of respective sustainability goals.

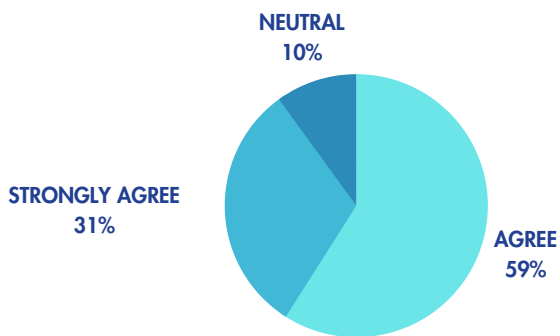
## Does your organisation report on sustainability?



Presumably, it is these 82% who are already tracking their actual sustainability success who are also reporting their evaluations.

# SUSTAINABILITY STRATEGY

## Do you think the operating system in your organisation is suited to deliver on your sustainability strategy?

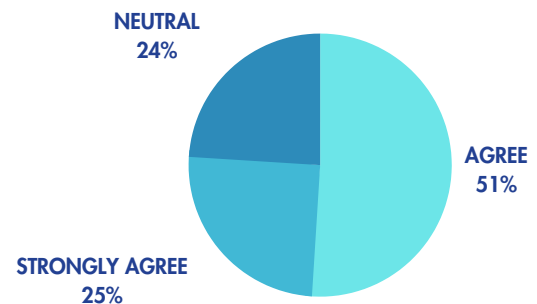


Having a sustainability strategy is crucial, but it will only be efficient if it goes hand in hand with the goals of the company. The daily business and the sustainability strategy must mutually support each other.

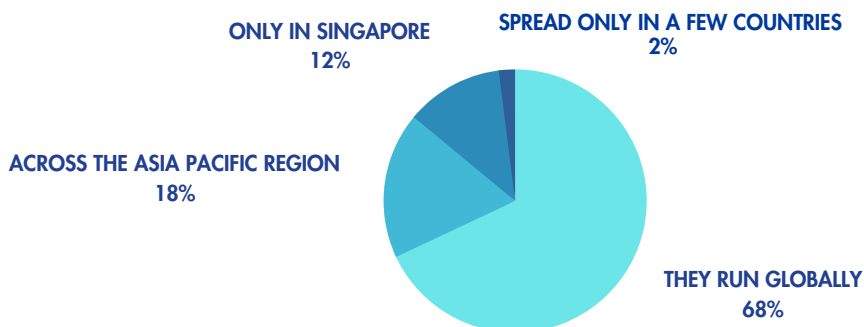
90% of the participants polled believe that the operating system of their organisations is suited to deliver on their respective sustainability strategies.

## How much do you agree with the statement: 'Most of the employees in my organisation are aware of the sustainability vision of the organisation'?

While the survey shows that sustainability is highly ranked on the agenda of most companies, the right diagram shows that almost 1/4 (24%) of those surveyed stated neutral with regard to the question if whether all their employees in the organisation are aware of their sustainability vision of the company. It seems that in general there is still room for improvement in relation to sustainability goals being integrated into the corporate identity.



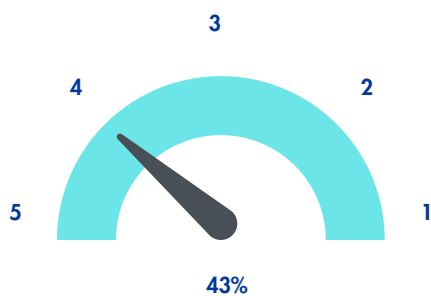
## What is the scope of sustainability initiatives in your organisation?



The results of this enquiry reveal that the sustainability initiatives of the surveyed companies apply primarily on a global level (68%) and not just for a few selected regions.

# SUSTAINABILITY AND DIGITAL TECHNOLOGIES

## To what extent have digital technologies created a positive impact on your organisation's sustainability goals?



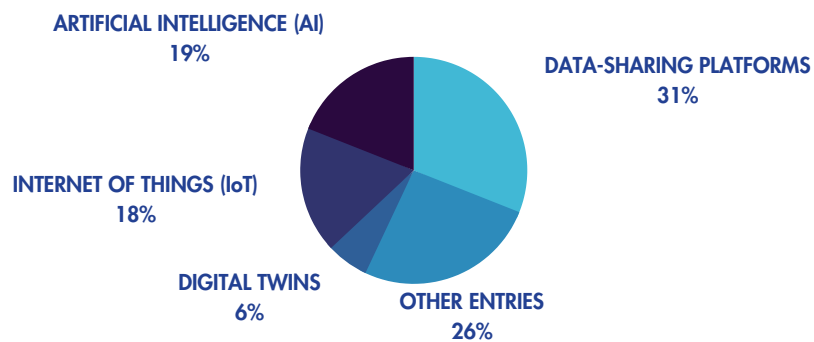
In a world driven by digital solutions, emerging technologies continue to affect the way we live, work, and interact with one another. Today, digital technologies are being used to measure and track sustainability progress, optimise the use of resources, reduce greenhouse gas emissions, and make possible a more circular economy. Overall, digitalisation can drive the sustainable transformation of society and industry.

On a scale of 1 to 5, where 1 was the least impactful and 5 was the most impactful, most (43%) respondents selected number 4.

This result confirms that digitalisation is considered to be a facet of growing importance for achieving a company's sustainability goals.

## What digital tools assisted your organisation in attaining its sustainability goals?

Data sharing platforms are the most popular technology with 31% according to answers of the respondents. Businesses are indeed using all kinds of data to track environmental issues and develop policies to make positive changes.

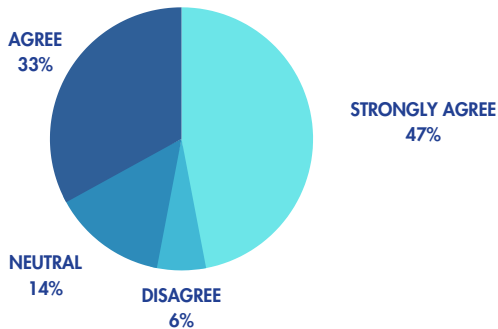


These streams of data are allowing business officials to strengthen and develop policies to make their businesses, and supply chains more environmentally friendly. The data provides an overview of the issues needing to be tackled and often contains clues as to the best path forward.

Furthermore 26% of the respondents selected 'other entries', which indicates that there are far more specific technologies than the most common digital tools. Digital tools are developing extremely rapidly and each branch of industry has specific digital tools available to meet their needs and goals. Nevertheless, artificial intelligence was selected by 1/5 of those surveyed and is therefore very promising as well.

# SUSTAINABILITY AND DECARBONISATION

**How far do you agree with this statement: 'My organisation has set clear net-zero goals with a tangible targets and deadlines to achieve net-zero emissions'?**

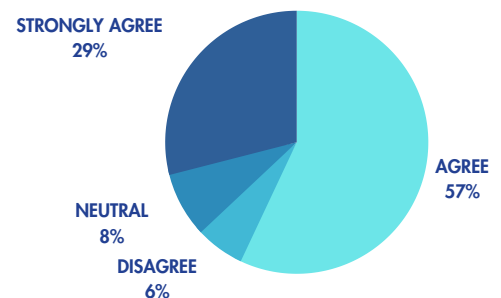


Carbon dioxide is a major by-product in many industries, but it is destroying habitats and our world as we know it. As a result, one of the most important sustainability goals is to successfully implement decarbonisation.

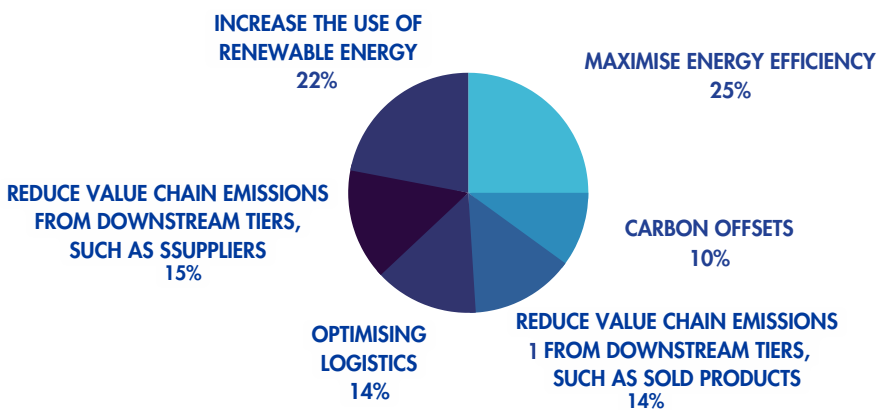
This question of the survey affirms whether or not companies surveyed have set a clearly defined and tangible goal to achieve net-zero emissions. 47% of the respondents strongly agreed and 33% agreed. Only 6% testified to disagree.

**How far do you agree with this statement: 'My organisation has a solid plan that will guide us to achieving decarbonisation'?**

A roadmap with key actions to consolidate the process towards the decarbonisation is pivotal to track a company's process. Almost 90% of the organisations surveyed have a solid plan that will guide them to achieve decarbonisation.



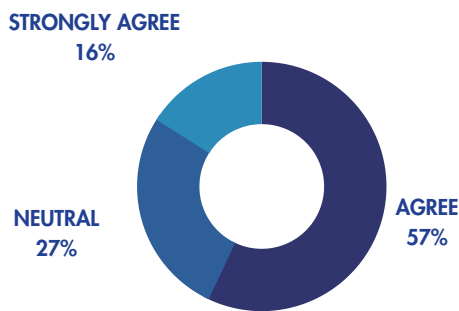
**What actions has your organisation taken so far to reduce carbon emissions in its operations?**



This question featured the actions taken by the organisations to minimise carbon dioxide. 25% of the respondents maximise energy efficiency and 22% increase the use of renewable energy. The next higher categories deal with the reduction of CO2 itself.

# SUSTAINABILITY AND CIRCULAR ECONOMY

**How far do you agree with this statement: 'My organisation ensures that our suppliers within the supply chain adhere to sustainable business practices'?**

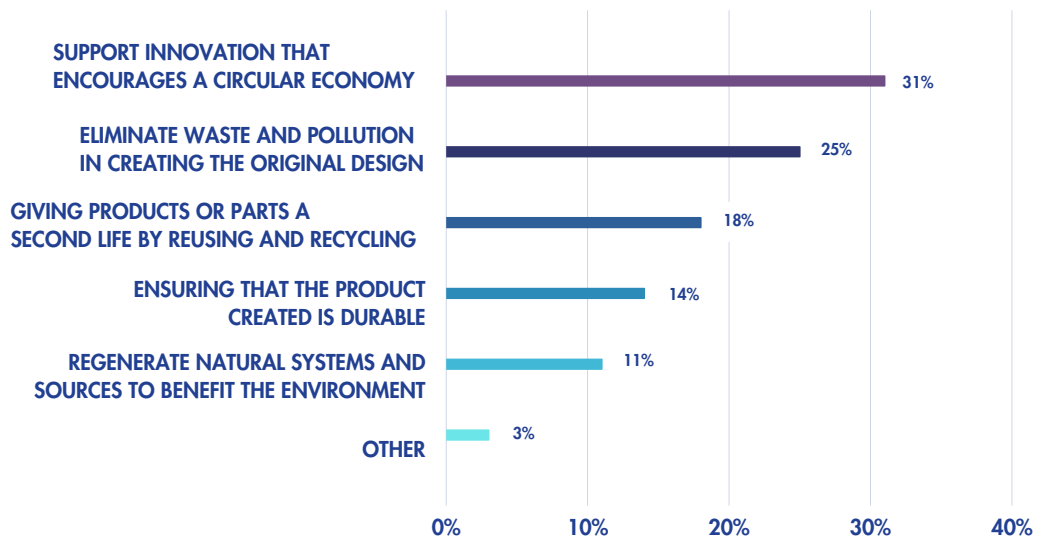


This question of the survey features the importance of a end-to-end approach of a company's sustainability strategy. A fully sustainable supply chain is one that ensures socially responsible business practices.

73% of the respondents agree that their suppliers adhere to sustainable business practices.

The result shows that more and more companies are starting to focus on how responsible their supply chains are and ensuring that their suppliers also meet sustainability requirements. This might be largely due to recent and growing legislation around supply chain sustainability and an increasing demand from customers that their products be sustainably produced and procured.

**My organisation adopts the following action to embrace a circular economy.**

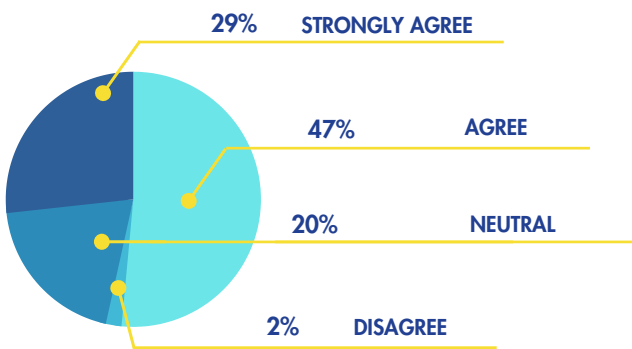


To understand the precise actions of organisations as they embrace a circular economy, EuroCham asked the survey participants to choose the activities accordingly to their sustainability actions.

'The 'support of innovation that encourages a circular economy' is ranked highest with 31%, followed by 'waste and pollution elimination'.

# INNOVATION AND SUSTAINABILITY

**How far do you agree with this statement: 'My organisation has changed its business model and/or integrated innovation strategy for the purpose of its sustainability goals'?**



Knowledge of pollution from heavy industry and many other industries has only become so clear in the last few decades. As a result, many companies have had to change from the ground up in order to comply with today's sustainable regulations and ethical commitments.

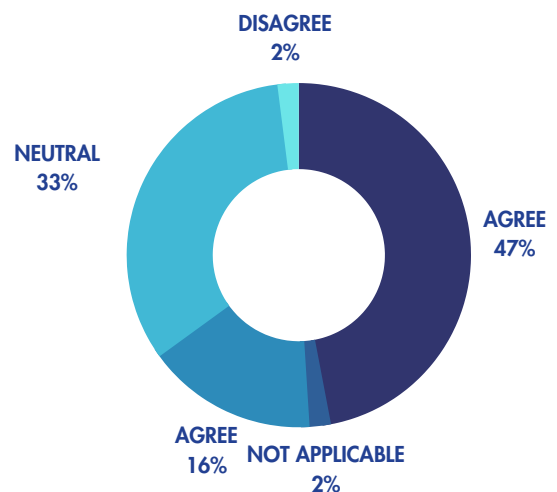
Additionally, the survey highlights that most companies had to change strategies and implement innovation for the purpose of sustainability goals.

29% strongly agreed that their organisation changed the strategy for the purpose of its sustainability goals and 47% stated that they agree. This is gratifying because it shows that the industry is willing to change.

**How far do you agree with this statement: 'My organisation embeds sustainable transportation/travel in its operations'?**

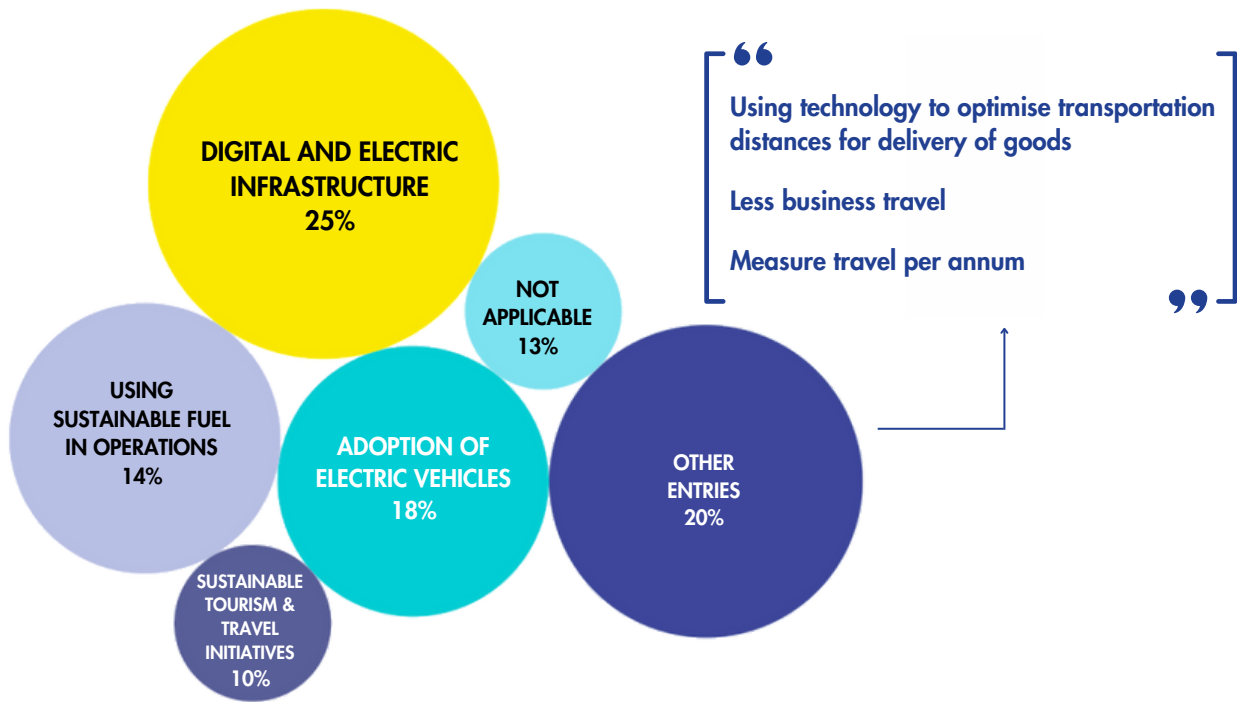
In the survey, transportation and travel were considered as well. About 64% of the respondents state that they embrace sustainable practices for their travel or transportation activities.

In order to understand exactly what this entails, the exact approach is taken into account in the next question.



# SUSTAINABLE TRAVEL AND TRANSPORTATION

In what ways does your organisation ensure that it is contributing to sustainable travel and transportation?



Sustainable transport arises to reduce the negative impact associated with this increased urban mobility and in promoting more environmentally-friendly modes of transport and travel.

Electric cars are gaining market share as well as other new innovative ways of getting around. Air transportation is viewed more critically, and so is shipping. That's why large parts of the industry and society want to change the locomotion industry in the long term and quickly.

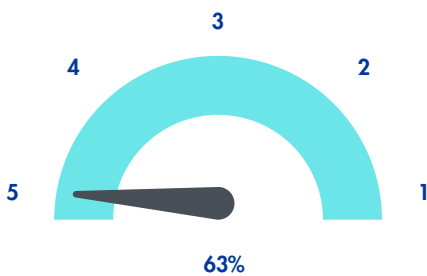
The organisations surveyed describe that 25% rely on 'digital and electric infrastructure', 14% use 'sustainable fuel in operations' and 20% have spoken out in favour of 'other entries'.

Other solutions that surfaced in the survey advocated for the mitigation of business travel trips. The Coronavirus pandemic has proven that meetings and business dialogues can be conducted virtually and often more efficiently than flying halfway around the world.

Other ways described were the use of technology to optimise transportation distances for delivery of goods, research and development (R&D) in particular should be promoted in order to support more products that have a positive impact on climate change. In addition some respondents mentioned that the travel per annum should be measured by each individual and the company.

# PRIVATE SECTOR PARTNERSHIP IN DRIVING SUSTAINABILITY

## How important is public and private sector partnership in driving sustainability efforts?



To achieve the SDGs by 2030, the private sector has to be fully on board. In recent years, both, public and private institutions are indeed converging towards the achievement of development results. One of the SDG Fund priorities is to facilitate this convergence, leading to a shared responsibility in development challenges.

63% of those surveyed selected the highest number out of 5 to rate the importance of effective public-private partnerships.

## Where do you think there can be more collaborative efforts between the public and private sector?

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**Having specialists from the Industry working together with Government and authorities.**

**Education and incentives.**

**More aggressive goals and plans for carbon reduction in Singapore would benefit from more collaborative efforts.**

**Driving a circular economy.**

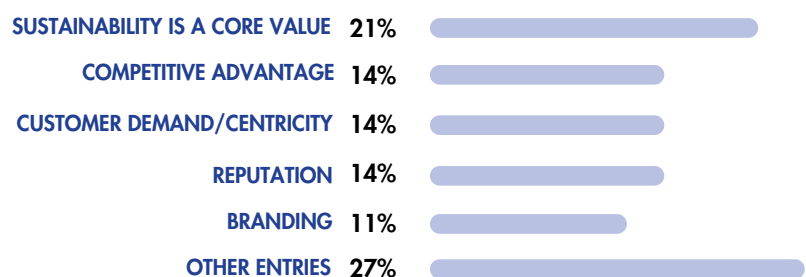
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This open question perfectly underscores the finding of the previous question and shows that collaborative efforts between the private and public sectors and in the education system in particular are a smart way towards more sustainability.

## What are the key motivating factors for your organisation when pushing the sustainability agenda further?

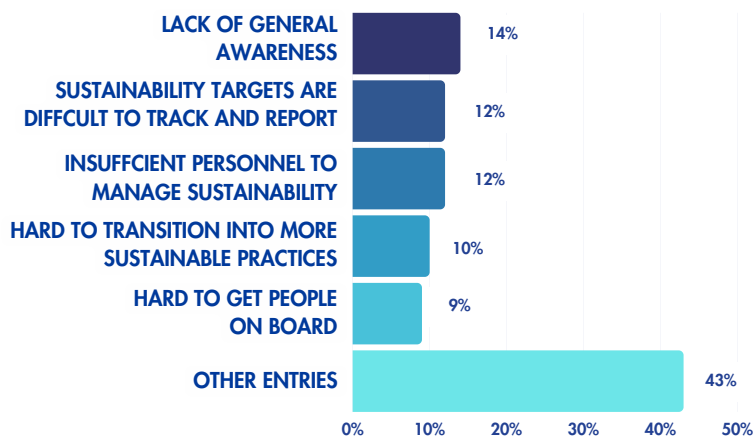
There are different motivations behind acting more or less sustainably, which is why it is difficult to categorise them, but it is clear that around 1/5 of those surveyed see sustainability as a core value, which is very gratifying. But also reasons such as the competitive motivation, which ultimately drives sustainability, is a significant motivation factor for some respondents.

Additionally, for some companies the reason why they act sustainably has to found in how they are perceived from the outside. "Reputation" and "branding" make up 25% of the responses surveyed.



# SUSTAINABILITY CHALLENGES

## What are some challenges faced by your organisation in your sustainability efforts?

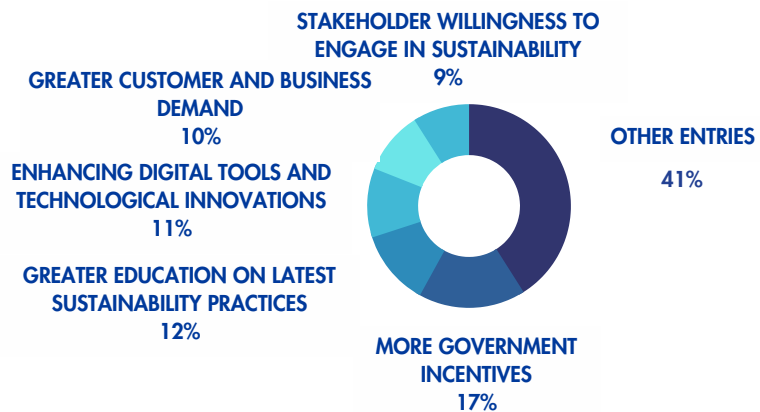


Sustainability often brings its own set of challenges. Especially small and medium sized businesses face some common ones like not having the money to make the changes that you want, not having enough time to do it all, not having employees who are engaged with your sustainability efforts, etc.

The results of the survey indicates that around 1/6 of the organisations still notice a lack of awareness on sustainability.

## Which factors would assist your organisation best in overcoming the above challenges?

This diagram reveals the need for governments to exert more incentive and pressure and the increased demand for more educational measures. Also more technical prerequisites must be created. In addition, from the survey's results, it seems as if customer demand is not yet that high.



## Since the unveiling of the Singapore Green Plan 2030, has your organisation introduced new sustainability initiatives?

According to the results, more than half of the companies surveyed have introduced more sustainability initiatives since the launch of the Singapore Green Plan. Nevertheless, there is still room for improvement with a significant number of companies to introduce more new initiatives to meet the common sustainability goals in Singapore and worldwide.



# SUSTAINABILITY CHALLENGES

Share your thoughts on the applicability of the Singapore Green Plan 2030 to your organisation's sustainability goals?



**Sustainable People Development is getting more important.**

**(1) Encourage gathering usage of public transport, (2) staggered working hours , (3) hybrid work arrangements, (4) use of sustainable articles for personal use**

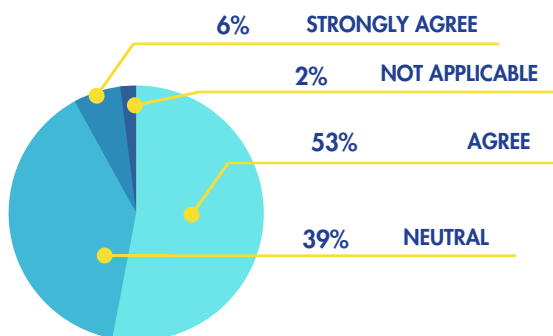
**Carbon emissions target is relevant to all companies. We already take initiative to reduce energy usage or implement solar energy to achieve the company's green target.**

**Overall, SG's sustainability efforts will help organisations to achieve their goals and attract companies to invest.**



This part of the survey featured some new ideas on how to implement other sustainability goals in addition to Singapore's 2030 sustainability plan. Most of the ideas concentrated on hybrid working conditions, sustainable people development and energy optimisation.

**How much do you agree with this statement: 'The European Green Deal has successfully created new business models and opportunities in Singapore and South East Asia'?**



Last but not least, the survey makes clear that opinions differ on the effects of the European Green Deal in Singapore. A total of 53% agrees with the statement that the European Green Deal has created new business models and opportunities in Singapore and in SEA and 39% of those polled remained neutral.

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This publication is supported by  
EuroCham's Sustainability Committee

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