

IPRS Dinner Dialogue on Sustainability



IPRS and Truescope Singapore

19 Jul 2022



OVERALL ACTIVITY

NUMBER OF MEDIA ITEMS HAVE BEEN STEADILY INCREASING ACROSS 2022

Sustainability: Total Volume & Potential Impressions

In Sustainability and from Singapore and on online, instagram, forum, facebook, twitter or print





WHATS TRENDING

KEY PHRASES AND HASHTAGS ACROSS ALL MEDIA IN 2022

Sustainability: Key Phrases

In Sustainability and from Singapore

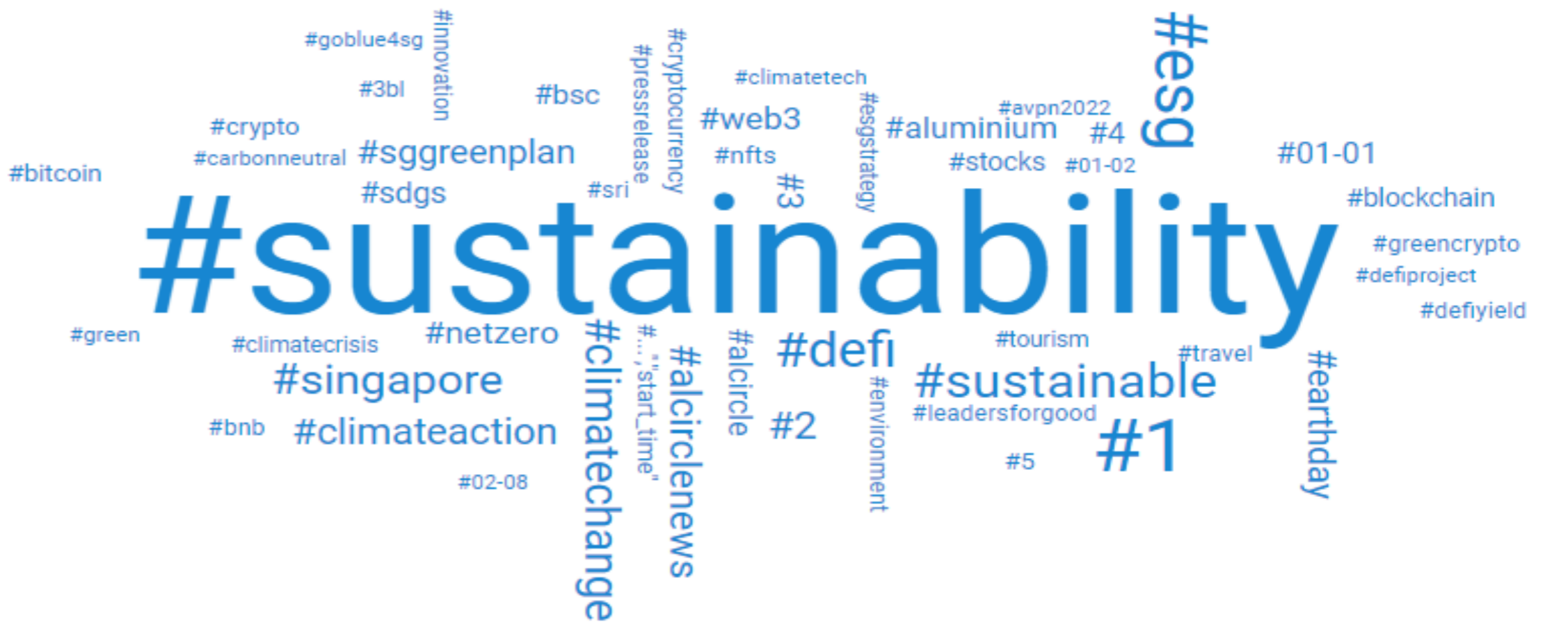


Sustainable future and development

- Government and Enterprise efforts to promote sustainable development (renewable energy sources, carbon pledges, alternatives to oil)

Climate change

- A recurring theme under sustainability on social media
- Abnormally hot weather, climate change action plans (G20 summit), World energy / oceans day.





TOP ENGAGED ACCOUNTS

WHO MADE IT TO TOP OF MIND IN 2022

	11	59,407	8 😊 0 😞	Delighted to welcome New Zealand PM Jacinda Ardern to the Istana today. It was a special occasion for us as it is her first official overseas trip since the onset of COVID-19. We discussed the good p.. 🔗
	89	27,732	42 😊 16 😞	The hydropower purchased from Laos is Singapore's first import of renewable energy. 🔗
	12	19,989	11 😊 1 😞	Arrived in the U.S. - will be in Washington DC to attend the World Bank-IMF Spring Meetings, the G20 2nd Finance Ministers and Central Bank Governors Meeting (FMCBG) and more. We will be discussing i.. 🔗
	37	11,951	32 😊 3 😞	Tested positive for #COVID19 in Copenhagen after arriving from Amsterdam. Still managed to attend the Ministerial Meeting on Climate Change via Zoom, although my voice was breaking. I had mild flu-lik.. 🔗
	44	10,787	22 😊 12 😞	GSS will be back both online and offline from Sept 9 to Oct 10. 🔗
	13	9,092	5 😊 2 😞	Over the next few years, then, the tripartite partners will strengthen training to equip companies with the knowledge of how to implement flexible work arrangements "in a win-win and sustainable manne.. 🔗
	13	7,458	9 😊 2 😞	Our employee volunteers recently led more than 60 students from Children's Wishing Well on a three-part experiential learning excursion to Sungei Buloh Wetland Reserve and Changi Beach Intertidal Walk.. 🔗
	76	6,982	44 😊 17 😞	The little blue penguin, or kororā, is endemic to New Zealand, and colonies can be found on most of the country's coastlines. Mass kororā deaths used to occur once every decade, but scientists fear t.. 🔗

UOB

13 Posts 7.5K Engagements

Post ▾

08/07/2022 10:18:10

Our employee volunteers recently led more than 60 students from Children's Wishing Well on a three-part experiential learning excursion to Sungei Buloh Wetland Reserve and Changi Beach Intertidal Walk. Through hands-on learning and field trips, they learnt about the wildlife an... [🔗](#)

26/06/2022 10:00:01

In today's digital world, having a personal computer is essential for working and learning. Yet, not every household in Singapore has one. To bridge the digital divide and build resilient communities, we launched the UOB My Digital Space programme in 2020. We hope to equip disa... [🔗](#)

08/06/2022 17:21:47

This World Oceans Day, let's remember the importance of climate action in forging a sustainable future. Did you know that if all the ice in Greenland melted, global sea levels would rise by 6 metres? To document the effects of climate change on the glaciers, artist Zaria Forman... [🔗](#)



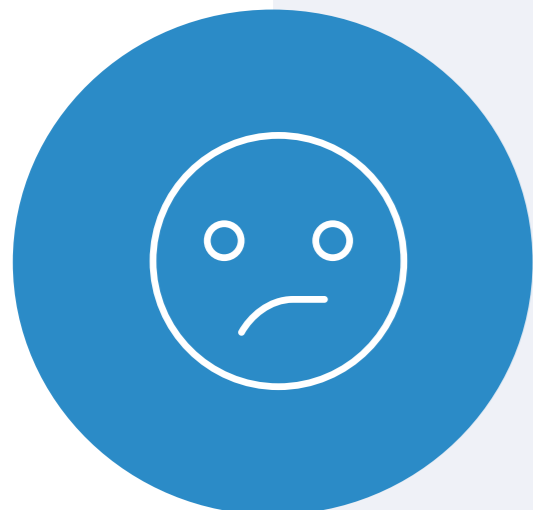
Who says consumers don't care about sustainability?

CONVERSATIONS ON FACEBOOK



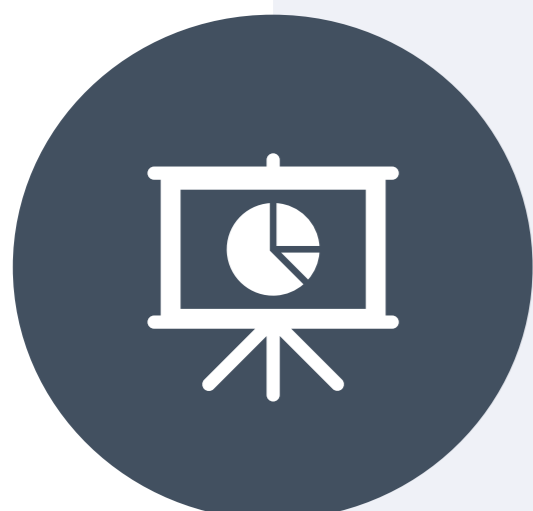
Highly engaged

Sustainability posts stemming from POH Facebook pages drew very high engagement and interest from netizens throughout the monitoring period.



Pessimistic and confused

Netizens tend to question loftier statements about sustainability, as well as longer-term initiatives where results are not immediate.



Appreciate action

Brand efforts that show the results of their sustainability initiatives tend to receive high engagement.

06 May 2022 16:12:46

Singapore Airlines responds after man disappointed by in-flight meal: 'I thought I was flying budget'

Engagements [?]
390

05 May 2022 22:56:19

Countries should be open to green technologies including nuclear: Grace Fu

Engagements [?]
203

18 May 2022 20:48:04

Higher temperatures in Singapore due to climate change and urban heat island effect, say experts

Engagements [?]
169

01 May 2022 22:44:05

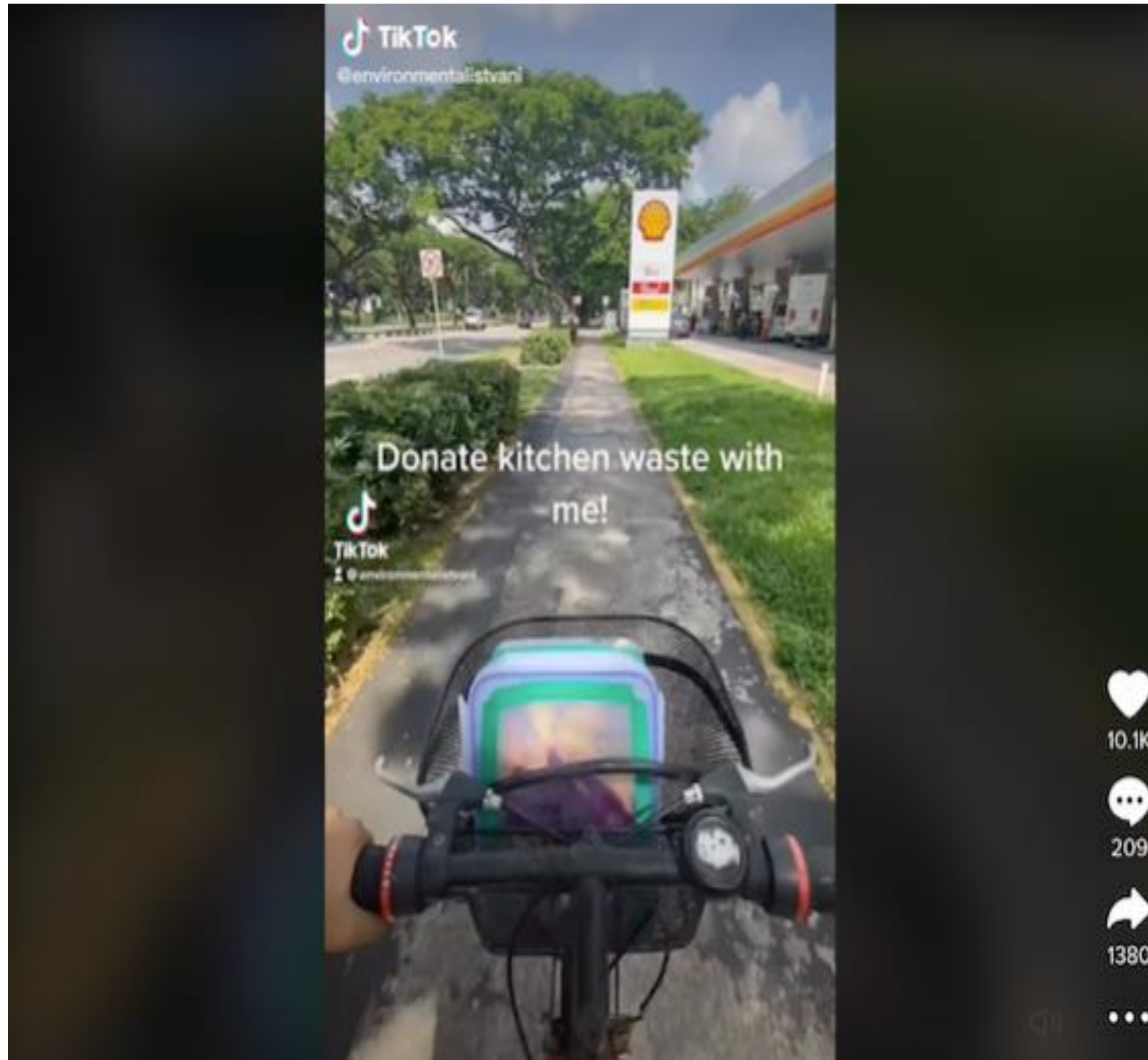
Does your kids/family become more conscious about Sustainability or SDGs / ESGs?

Engagements [?]
85



Actions and innovations closer to home

CONVERSATIONS ON FORUMS AND TIKTOK



Cost of living

Common opinions found on forums are that sustainability is either "expensive" or that investments going into sustainability initiatives should instead be used to reduce the cost of living in Singapore.



Immediacy is everything

On TikTok, videos that inspire action tend to draw the most traction. Consumers want to be able to see the results of their actions when it comes to making sustainable choices.



THANK YOU

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