

# LLOYD'S REGISTER FOUNDATION INSTITUTE FOR THE PUBLIC UNDERSTANDING OF RISK



## Individuals want to contribute towards Singapore's Net Zero 2050 target

15 May saw the launch of a [joint report](#) on Singaporeans' attitudes and perceptions towards the nation's Net Zero targets and their associated policies. The report was a result of a collaborative study by IPUR, the [Lee Kuan Yew Centre for Innovative Cities](#) at the Singapore University of Technology and Design, and the Environmental Behavioural Sciences and Economics Research Unit (EBERU) of the [Ministry of Sustainability and the Environment](#).

More than half of the respondents said they wanted to learn more about what the government was doing to work towards Net Zero and how they can contribute towards it. This was despite the current low levels of awareness where only 15% of the respondents knew of the 2050 national commitment. However, when provided with information on Singapore's goal, 65% of respondents expressed support, with an additional 17% saying

they support a more ambitious timeline.

To complement findings from the report, IPUR also developed a [How-to-Guide](#) to equip individuals with information and actions to reduce their carbon footprint. Find out more about the report and watch the full report launch event [here](#).



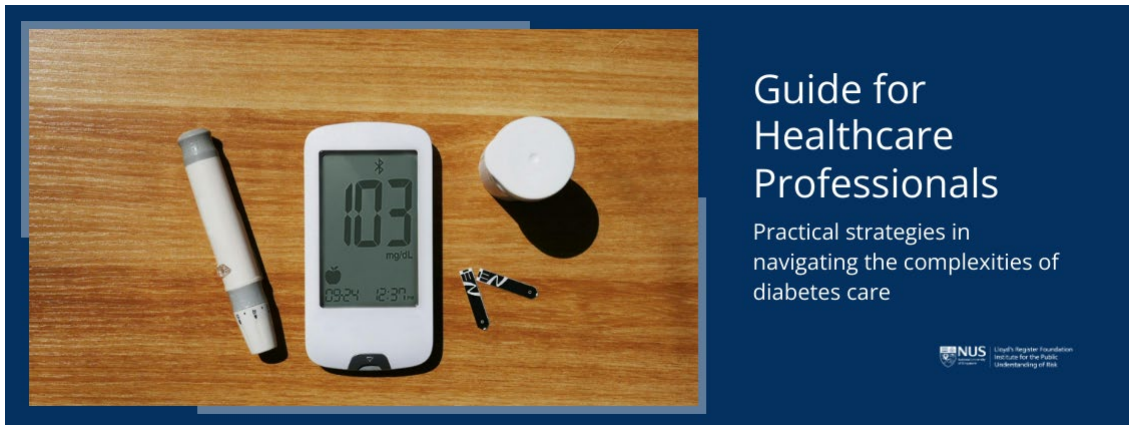
## **[IPUR at Understanding Risk 2024: Sessions on Trust and Aging, and a Hackathon to support local communities](#)**

Over the course of the [Understanding Risk Global Forum](#) held in Himeji, Japan, from 16-21 June, IPUR organised and participated in a series of sessions discussing a range of topics relating to disaster risk:

1. How can decision-makers hold on to trust in an unfolding crisis? The session featured highlights from research and practice on public trust in government and other stakeholders in the context of flood risks in Japan and featured an interactive game in which the audience stepped into the shoes of a city Mayor taking decisions in the face of an imminent disaster.
2. Fostering the well-being of older individuals and building resilience in the face of COVID-19 and climate challenges.

3. A [Risk know-how](#) hackathon to mobilise the expertise of participants to solve real-life problems in risk communication faced in Mexico (improving and monitoring water quality) and the Philippines (transitioning from fishing-based to land-based livelihoods in coastal communities).

Find out more about the sessions [here](#).



IPUR has developed a handy, reader-friendly guide for healthcare professionals providing diabetes care. Informed by interviews with healthcare providers and patients with diabetes, the guide offers a toolbox of strategies which can be integrated into current clinical practice and transform patient-provider interactions. Download the guide [here](#).

## INSIGHT

### [Risk Perceptions and Experiences of Harm in Singapore, South Korea and China](#)

IPUR's second [Project Wavelength](#) report has been published! The report employed survey data from Singapore, South Korea, and China, and examined the perceptions of various risks among the three countries and how they compared against each other.

Infectious diseases were a leading source of worry for respondents in all three countries, but beyond this shared concern, there were considerable cross-national differences in terms of which risks respondents worried about the most. Chronic disease was the third highest worry in Singapore; environmental pollution and violent crime ranked in the top three in Korea; and food safety was a leading worry only in China. Download the report

[here](#).

### **[Examining the Complexity of Consumer Acceptance to Alternative Protein Foods](#)**

In a recent publication co-authored by [Dr Yiyun Shou](#), IPUR Lead Scientist (Health and Lifestyle), examined how sociodemographic factors were associated with alternative protein food acceptance and investigated the attitudes of individuals towards consuming plant-based meat alternatives, cultured meat, and insect-based products. Some of the key findings from the study include:

- Plant-based meat alternatives were preferred over cultured meat and insect-based products.
- Perceived un-naturalness of meat alternatives was the main barrier to consumption intent.
- Ethnicity and gender have a notable impact on consumer attitudes towards meat alternatives.

Read the full publication [here](#).

### **[A Journey Towards Sustainable Development in Consumer Research](#)**

With its 2030 Agenda for Sustainable Development, the United Nations (UN) developed 17 Sustainable Development Goals (SDGs) as a “blueprint for peace and prosperity for people and the planet.”

[Prof Leonard Lee](#), IPUR Director, co-authored a research article analysing 50 years of consumer research through the lens of the SDGs, drawing insights from a content analysis of articles published in three journals including the *Journal of Consumer Research* (JCR), interviews with thought leaders, sociology of science, UN data dashboards, and an exploratory survey in three countries (the U.S., France, and Singapore). The authors provide recommendations on how the field can better incorporate the SDGs in research, teaching, and service. Read the full publication [here](#).

