

2025

Report of Achievements



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Key findings

- Global Vulnerabilities arise when institutions are underprepared for important risks; they cluster across political, technological, societal and environmental domains.
- Environmental risks are a priority across all regions: five of the top 10 most important risks are environmental.
- Multi-government action is seen as the most effective response to mitigate global risks and overcome barriers like weak governance and lack of prioritisation.

UNGRR Launch

A vital snapshot of how stakeholders around the world – governments, academics, the private sector and civil society – perceive 28 critical global risks and how prepared we are to address them.

IPUR partnered with the UN to design the survey, analyse the data, and draw out insights. The report was launched in July 2025.

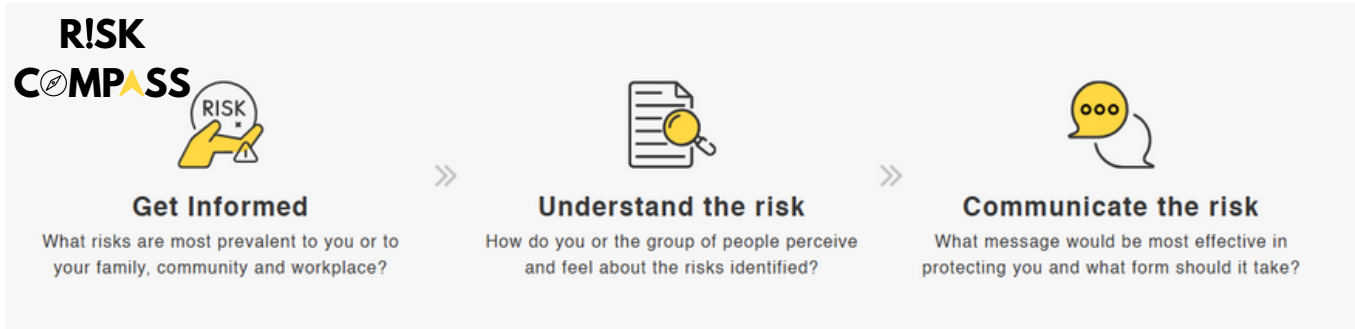
The report identifies 11 “Global Risk Vulnerabilities” – risks with high impact, high likelihood but low preparedness among multilateral institutions.

Mis- and disinformation stood out as the top global risk vulnerability, followed by three high-priority risk clusters around digital and cyber risks, health and social risks, and resource and environmental risks.

What Do Experts Think?

A series of interviews with experts and professionals were featured on IPUR’s podcast [Risk Radar](#).

The objective of this ongoing series is to share a wide array of expert perspectives on critical global risks, whether the public should be worried about them, and what individuals and governments can do to be better prepared and build resilience.

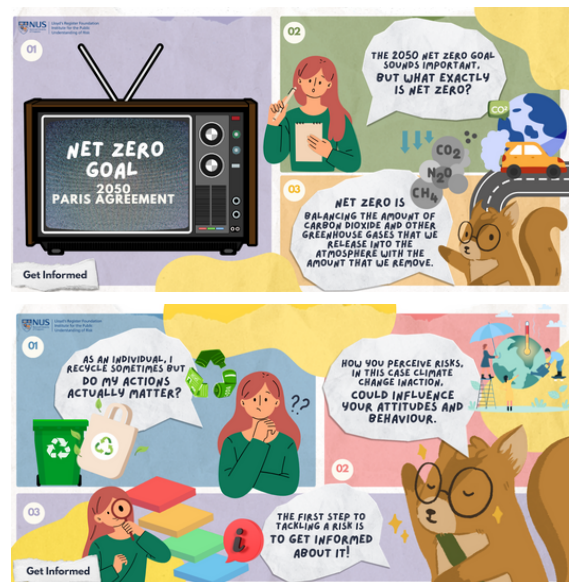


Commissioning the Risk Compass Toolkit

A toolkit and guide to help users make sense of risk information, understand risk perceptions and be effective communicators.

In 2025, IPUR launched the development of Risk Compass, a toolkit and guide which will help users to communicate risk more effectively, by understanding risk perceptions.

The toolkit outlines a simple 3-step process for becoming a better risk communicator and features a comic strip to showcase how the process can be applied. Users will be able to access an insights library containing IPUR outputs and other resources .



Launch of the Global Risk Communication Network



The Global Risk Communication Network was launched in July 2025 and is open to interested individuals and organisations working to make sense of and communicate risk.

The network is led by IPUR, the Centre for the Study of Existential Risk at Cambridge University and Sense About Science. It links to and builds on the Risk know-how Initiative, an ongoing collaboration between Sense About Science and IPUR supported by the Lloyd's Register Foundation to build risk know-how and strengthen frontline risk communicators.

Tan Ean Kiam Internship Awardees



"I gained a deeper appreciation for strengthening self-efficacy when communicating risk."
Tan Yu Wei (right)

"Effective Risk Communication is all about informing, shaping, and empowering the public."
Mordecai Teo

Hands-on learning for NUS undergraduates

Supported by an endowment from the Tan Ean Kiam Foundation, IPUR offers a 3-month training and mentorship experience for NUS students from less privileged backgrounds. The first two internship places were awarded in 2025 from a strong field of applicants. The interns received hands-on learning opportunities and personalized guidance. The internship aims to broaden students' experience and boost their confidence in a professional setting, exposing them to diverse perspectives, enabling them to apply creative solutions to challenging situations, fostering a growth mindset, and building resilience.



Launch of Risk Radar Podcast

IPUR launched a podcast series, Risk Radar, available on [Spotify](#). The series explores the science and art of public risk perceptions and risk communication, and how these affect our attitudes and decisions in relation to topical issues in tech, health, environment and other domains.

Featured Guests on our latest episode :



Jennifer Castañeda

In the latest episode, we featured a conversation with Jennifer Castañeda and Zoi Roupakia on the UN Global Risk Report and public perceptions of AI risks in Southeast Asia.



Zoi Roupakia

The guests also shared a recently developed AI policy brief on public risk perceptions and offered key recommendations for increased, inclusive and responsible AI adoption.

MoU to drive interdisciplinary research in decision science

In July 2025, IPUR and the Institute of Behavioural and Decision Science (IBDS) at the University of Hong Kong signed a Memorandum of Understanding that set the stage for a dynamic partnership aimed at shaping the future of risk research, decision science, and urban resilience.

The first outputs of this partnership were two co-hosted webinars on 27 August and 3 September. These webinars tackled questions around how information, socioeconomic factors, and professional networks influence healthcare decisions.

Under the partnership, IPUR and IBDS will embark on joint research projects and cross-disciplinary studies in areas such as risk and decision making and urban sustainability. The MoU also paves the way for staff and student exchanges and the sharing of scientific and academic expertise.



Lloyd's Register Foundation
Institute for the Public
Understanding of Risk



"By sharing and maximising our expertise, skills and resources, IPUR and IBDS plan to collaborate closely to inspire and develop lasting solutions to some of society's most pressing risks and challenges."
Prof Leonard Lee, IPUR Director

MoU with Institute for Climate Risk & Response at UNSW

IPUR will collaborate with the Institute for Climate Risk & Response (ICRR) at the University of New South Wales under a Memorandum of Understanding signed in August 2025. The MoU paves the way for the institutes to work together on research, education and training, joint events on climate, sustainability and other issues, professional education and training activities as well as exchange programmes for early-career researchers or visiting fellows.

Other avenues to explore include developing collaborative educational programmes, including executive education; and submitting co-developed commentaries pitching shared research topics and/or collaboration output.



Embedding research in journalism

IPUR's partnership with Internews and the Earth Journalism Network

Building on a paper published by IPUR Research Fellow Dr Tra Thi Trinh on climate change and migration decisions, IPUR collaborated with Internews and the Earth Journalism Network to produce a story on Mekong Eye to investigate the impacts of extreme weather and environmental change on local families in the Mekong Delta.

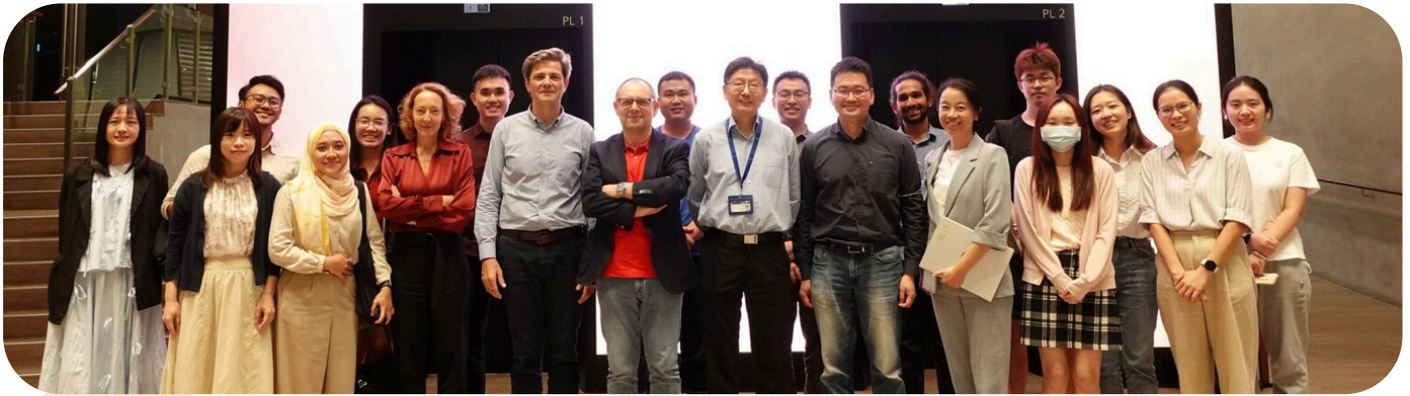
To further strengthen the partnership, IPUR, Internews and the Earth Journalism Network organised a climate risk workshop on 17 September 2025 to deepen participants' understanding of climate risk perceptions and enhance their capacity for effective climate risk communication.



Using art to highlight mental health risks linked to childhood obesity

IPUR partnered with the Centre for Behavioural and Implementation Science Interventions (BISI) at NUS to explore how being labelled as "obese" in childhood by health professionals, teachers or parents continues to shape physical and mental health into young adulthood.

Data from the project will be showcased at an art exhibition open to the public in January 2026.



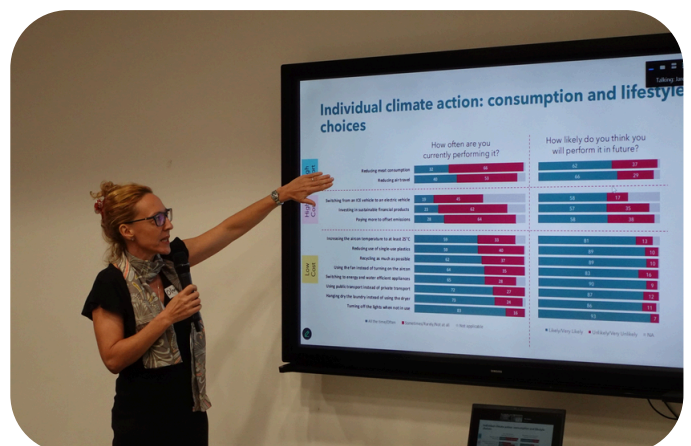
Alternative Proteins Workshop: Keynote Speaker: Michael Siegrist

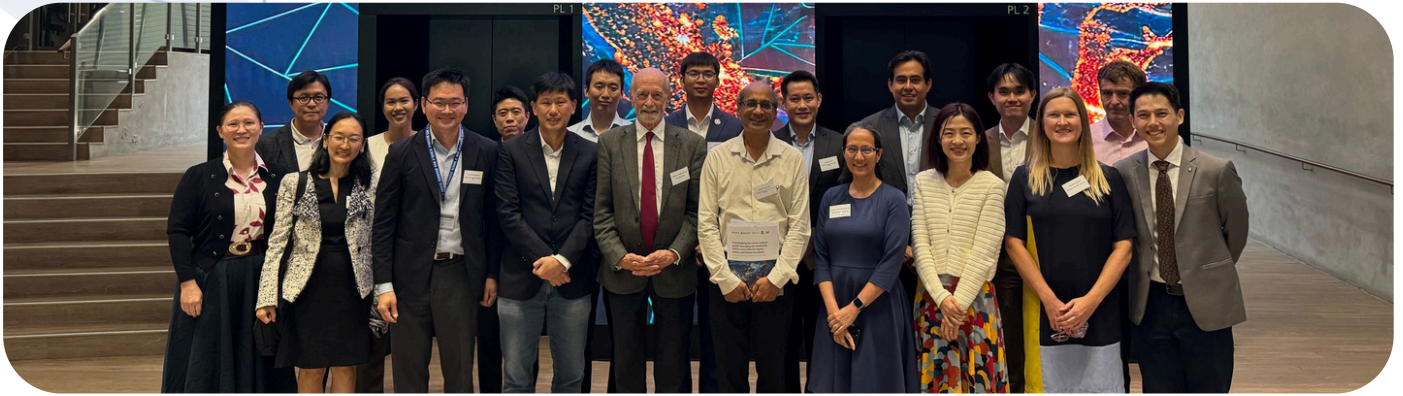
Dr Michael Siegrist, Professor at the Institute for Environmental Decisions, ETH Zurich, gave the keynote address at a research workshop exploring the future of alternative proteins in January 2025. Reducing meat consumption offers potential to reduce carbon emissions, but will require individual and societal change. A study by IPUR, meanwhile, found that 62 percent of Singaporeans would be willing to reduce their meat consumption in the future.



Individual Climate Change Workshop: Sam Hampton

Dr Sam Hampton gave a keynote at a research collaboration workshop on individual climate action in May 2025. He highlighted the problem of “pluralistic ignorance” – a majority of people are in favour of climate action but they tend to underestimate the willingness of others to take climate-friendly actions.





Risks and Resilience in AI and Digital Trade Workshop

On 18 July, Cambridge Industrial Innovation Policy delivered a workshop in partnership with UNIDO, Lloyd's Register Foundation and IPUR. The workshop featured perspectives from Cambodia, Thailand, and Singapore, offering a comparative look at how countries in the region are approaching digital policy challenges.

Participants discussed how digital and AI policy can promote innovation alongside safety, inclusion, and public trust. Several shared priorities emerged, including the importance of transparent governance frameworks, cross-border alignment on data protection, and investment in national capacities to manage AI risks responsibly.



Sustainability CONNECT Week: Climate Risk Workshop



The Climate Risk workshop was held as part of NUS Sustainability CONNECT week for NUS staff, students and the public. It aimed to give participants insight into how journalists report on climate risks and responses and how the public reacts to climate reporting.

The workshop provided guidance on best practices and frameworks in climate risk reporting, offering professional perspectives into how reporting has evolved to maintain relevance and impact.

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Invited keynotes,
invited presentations
and academic
conferences

SRA Annual Meeting and ANZ Conference

At the **Society for Risk Analysis Annual Meeting** 9-12 Dec 2024, Austin, Texas, USA, Prof. Leonard Lee presented joint work with Dr Olivia Jensen on risk communication phenotypes. Dr Jensen also chaired a session on Risk know-how, featuring presentations by Leonor Sierra, project manager of Risk Know-how, and her own paper on how to evaluate risk communication in practice. The paper highlights the gap between the approaches and indicators used in academic evaluations of risk communications interventions and the way that organisations actually measure – or fail to measure – their own performance. This study will be published as an IPUR Report in Q4 2025.

At the **SRA Australia New Zealand Conference**, on 5-7 Feb 2025, Melbourne, Australia, Prof. Lee presented a study on environmentally friendly transport behaviours with Assoc Prof Alberto Salvo supported by an IPUR Seed Grant. Dr Jensen presented empirical work on risk communication evaluations, and Dr Tra Trinh presented a study on the Singaporean public's willingness to pay for coastal protection.



ESREL-SRA-Europe Conference

Dr Jensen presented two papers and chaired a panel at the ESREL-SRA-Europe Conference 16-19 June 2025, Stavanger, Norway, where we also launched the Global Risk Communications Network.

- “Risk communication for natural hazards: constructs and evaluation of effectiveness in scholarship and practice”
- “Assessing public valuation of coastal protection solution for floods: an experimental study”



Enterprise Risk Management Congress Singapore 2025

Prof. Leonard Lee was a keynote speaker at the annual Enterprise Risk Management Congress Singapore, organised by the SingHealth Office of Risk Services. His address provided an overview of how people perceive health and medical risks, as well as key factors practitioners have to consider when communicating these risks to patients and the public. Drawing from behavioural science, he discussed the underlying dimensions of risk perception and the factors that influence risk judgments – both in general contexts and specifically in health and medical decision-making. Prof Lee also examined differences between experts' and the general public's perceptions of risk.

Additionally, through a case study on Type 2 Diabetes, he explored how mindsets and self-efficacy beliefs can affect patients' management of their chronic condition. Finally, Prof Lee presented a framework outlining the basic components of risk communication and discussed the roles of trust, misinformation, and disinformation in shaping health decisions.

Association for Consumer Research Annual Conference

Prof. Leonard Lee was the co-chair of a roundtable session involving an international group of researchers and practitioners from different disciplines to address how consumer research can better support the implementation of healthy aging in place. Specifically, panellists discussed climate change and ageing, solo versus social ageing, and technology and ageing.





Using AI to Assess and Manage Environmental Risk

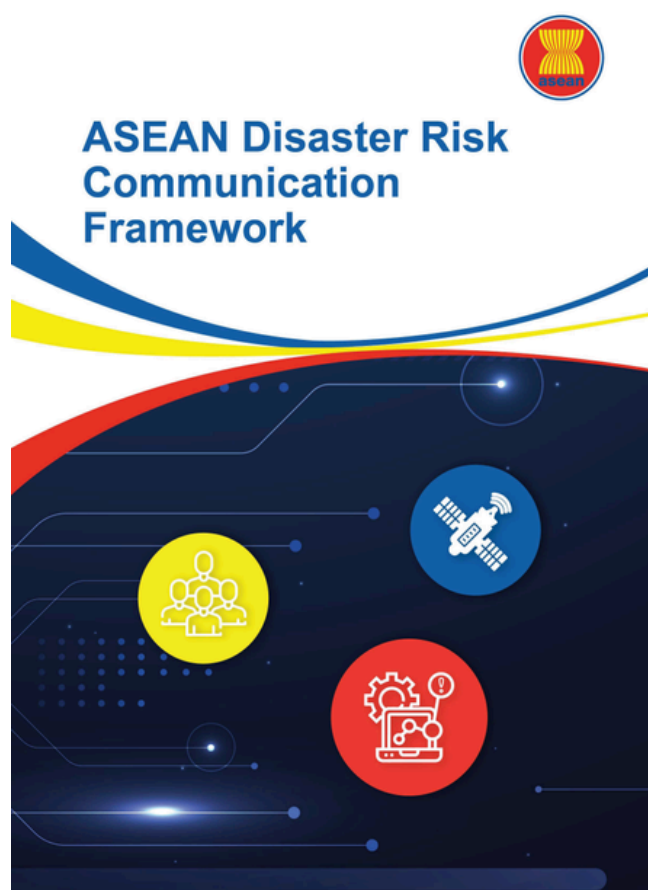
Developed together with IPUR Visiting Fellow Marla Orenstein, this report addresses the complexities of modern environmental challenges, with data revolution and the integration of AI technologies.

It provides insights in using AI to enhance decision-making processes, improve risk considerations, and foster transparent and accountable regulatory practices.

ASEAN Disaster Risk Communication Framework

In the first week of September 2024, the ASEAN region was hit by 20 significant disasters caused by natural hazards, including floods, storms, and landslides. These events caused massive devastation, affecting 2.83 million people and claiming 46 lives.

The ASEAN Disaster Risk Communication Framework aims to tackle this problem by helping governments and other stakeholders understand better how to communicate disaster risk effectively. The framework seeks to accelerate progress in how the region communicates about disasters.



Promoting Community Engagement for Clinical Trials in Asia



In May 2025, IPUR Lead Scientist Dr. Shou Yiyun and collaborators were awarded a grant by the Wellcome Trust. The project aims to develop and evaluate community engagement strategies to enhance public support for clinical trials, establish regional hubs for ongoing engagement, and create scalable frameworks and tools.

Implemented in three phases over three years, it will assess success through a concurrent Phase II trial enrolment, retention, and community surveys, with results shared through scientific and regional channels.

Comprehensive Decision Matrix for Adaptive Coastal Protection Planning

In September 2025, IPUR was awarded a grant from Singapore's Public Utilities Board under the Coastal Protection and Flood Management Research Programme (CFRP). The 3-year project will develop a framework for adaptive coastal protection planning incorporating public risk tolerance and social risk estimations, lifecycle cost analysis and a multicriteria optimisation tool to help government agencies bolster Singapore's resilience to sea level rise.



New Publications
Nov 2024 - Oct 2025

New journal publications published



Finding out about disaster risk: Global evidence on who seeks information, which channels they use, and whether it makes them better prepared

This paper showcases the findings of a global survey of 125,000 respondents across 121 countries to understand how people seek extreme-weather information, identifying five distinct information-seeker phenotypes with differing demographics, prior disaster experience, risk perception, and trust in sources. It finds that using multiple information channels is associated with higher individual disaster preparedness. These insights provide practical guidance to tailor outreach and accelerate progress toward the UN's 2027 goal of universal Early Warning Systems.

Risk targets: To what extent does 'who' is at risk influence risk perception?

This paper shows that risk perceptions vary systematically by who is at risk: people judge risks as lower for proximal targets (e.g., themselves) and higher for more distal targets, regardless of the risk object. Affective dimensions (feelings) are the strongest overall drivers of risk perception, but their influence diminishes as the risk target becomes more distant. These insights inform better measurement of risk perceptions and help risk communicators calibrate messages to the intended audience.



Communicating certainty via verbal probability phrases: comparing health contexts with no context

This study examines how people interpret doctors' verbal probability phrases of certainty and uncertainty, finding that context strongly shapes understanding. Under uncertainty, greater reliance on medical experts dampens the influence of prior beliefs, and refuting probability phrases (e.g., "it is unlikely") often reassures more than affirming ones (e.g., "it is likely"). The findings underscore the need for clinicians to account for patients' prior experiences, foster trust, and choose phrasing carefully to reduce bias.



Associations between mental health services and individuals' worry about harm from mental health issues: An international perspective

This cross-country analysis links public worry about mental health to system characteristics, finding that greater availability of outpatient mental health facilities is associated with lower worry. Results on the association between disorder prevalence and worry are mixed, suggesting other contextual factors shape perceptions. The study underscores the need to expand outpatient facility availability to ensure universal access and bolster mental well-being in both low-and high-income settings.

How do People Perceive Media-Reported Risks: Risk Networks and Profiles of Segments

This survey of 2,124 Singapore residents (2023) examined perceptions of 13 media-reported risks and found that risk perceptions cluster by domain. This is independent of individuals' experience of harm from these risks. Clustering patterns were largely consistent across who is at risk (self vs others), genders, and age groups. Latent profile analysis identified three distinct segments:

- 1) Invariant Risk Non-Alert
- 2) Selective Risk Alert
- 3) Invariant Risk Alert

These population clusters have different sociodemographic characteristics. Overall risk sensitivity was found to be driven more by personal attributes than by risk characteristics, offering actionable guidance for tailoring risk communication in Singapore.



For a full list of IPUR's scholarly publications over the year, see pp.16-17

Climate change and migration decisions: A choice experiment from the Mekong Delta, Vietnam

Ecological Economics

Informed Consent and Risk Communication Challenges in Antimicrobial Clinical Trials: A Scoping Review

BMJ Open

Assessing Disease Self-Management in Multi-Ethnic Patients with Chronic Conditions and Evaluating Psychometric Properties of the Partners in Health Scale

Social Science and Medicine

Punishment and reward sensitivity in risk-taking as potential mediating mechanisms explaining the relationships between childhood callous - unemotional traits and adolescent substance use in a longitudinal cohort study sample

Research on Child and Adolescent Psychopathology

Communicating Certainty via Verbal Probability Phrases in Health Decision-Making Setting: comparing health contexts with no context

BMC Primary Care

The Expression Regulation Scale (ERS): Validation of three emotion domains for expressive norms with close and distant others in private and public situations

Assessment

Association between risk propensity and substance use: A multilevel meta-analysis

Drug and Alcohol Dependence

Finding out about disaster risk: Global evidence on who seeks information, which channels they use, and whether it makes them better prepared

International Journal of Disaster Risk Reduction

Risk targets: to what extent does 'who' is at risk influence risk perception?

Journal of Risk Research

Understanding the Roles of Meso-institutions: A Comparative Approach to Urban Water Provision in Seven Asian Cities

Journal of Institutional Economics

A Bayesian Adaptive Personalised Randomised Trial - Design and Analysis Considerations

BMC Medical Research Methodology

An Experimental Investigation of Treatment Decisions under Ambiguity and Conflict

Medical Decision Making

An investigation of the convergent validity and test-retest reliability of three uncertainty preference measures

Behavior Research Methods

Disaster Risk Perception and Communication: A Behavioral Science Perspective

Oxford Research Encyclopedia of Natural Hazard Science

How do People Perceive Media-Reported Risks: Risk Networks and Profiles of Segments

Risk Analysis

Associations between mental health services and individuals' worry about harm from mental health issues: An international perspective

Journal of Mental Health

Developing and validating a multi-domain risk attitudes scale in the multi-ethnic Asian population in Singapore

Assessment

Longitudinal causal dynamics between perceived burdensomeness and suicidal ideation: Population-based cohort study

Journal of Psychiatric Research

A Reliability Generalization Meta-Analysis of the Antisocial Process Screening Device

Behavioral Sciences Child and Adolescent Psychiatry

The Effect of State Anxiety on Jumping-to-Conclusions Bias in Social Anxiety: An Experimental and Computational Modelling Study

Behaviour Research and Therapy

2025

Report of Achievements

The LRF Institute for the Public Understanding of Risk (IPUR) is the premier institute focusing on public risk perception and communication in Asia, a region which faces acute and growing risks relating to public health, the environment, climate change and emerging technologies. We investigate what people are worried about, where the gaps are between the public's understanding of these issues and the experts' risk assessment, and what interventions can help to bridge these gaps.

Launched in 2017, IPUR was established through funding from the Lloyd's Register Foundation and the National University of Singapore. IPUR strives to shed light on some of the most pressing societal matters which are subject to uncertainty. By dedicating ourselves to transform the risk communication landscape and enhance the public understanding of risk, we seek to improve lives with maximum impact. Our research is multi-disciplinary and brings together social sciences – psychology, economics, public policy, communications, sociology – with marketing, science and engineering.

Our research spans three main risk domains: Data and Technology, Environment and Climate, and Health and Lifestyle. We partner with government, industry and academia to design and evaluate intervention measures, train professionals and students, develop resources, and organise outreach events, stakeholder workshops and conferences.

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