



# Regional Sustainability Insights Poll 2021

## Highlights





# About the poll

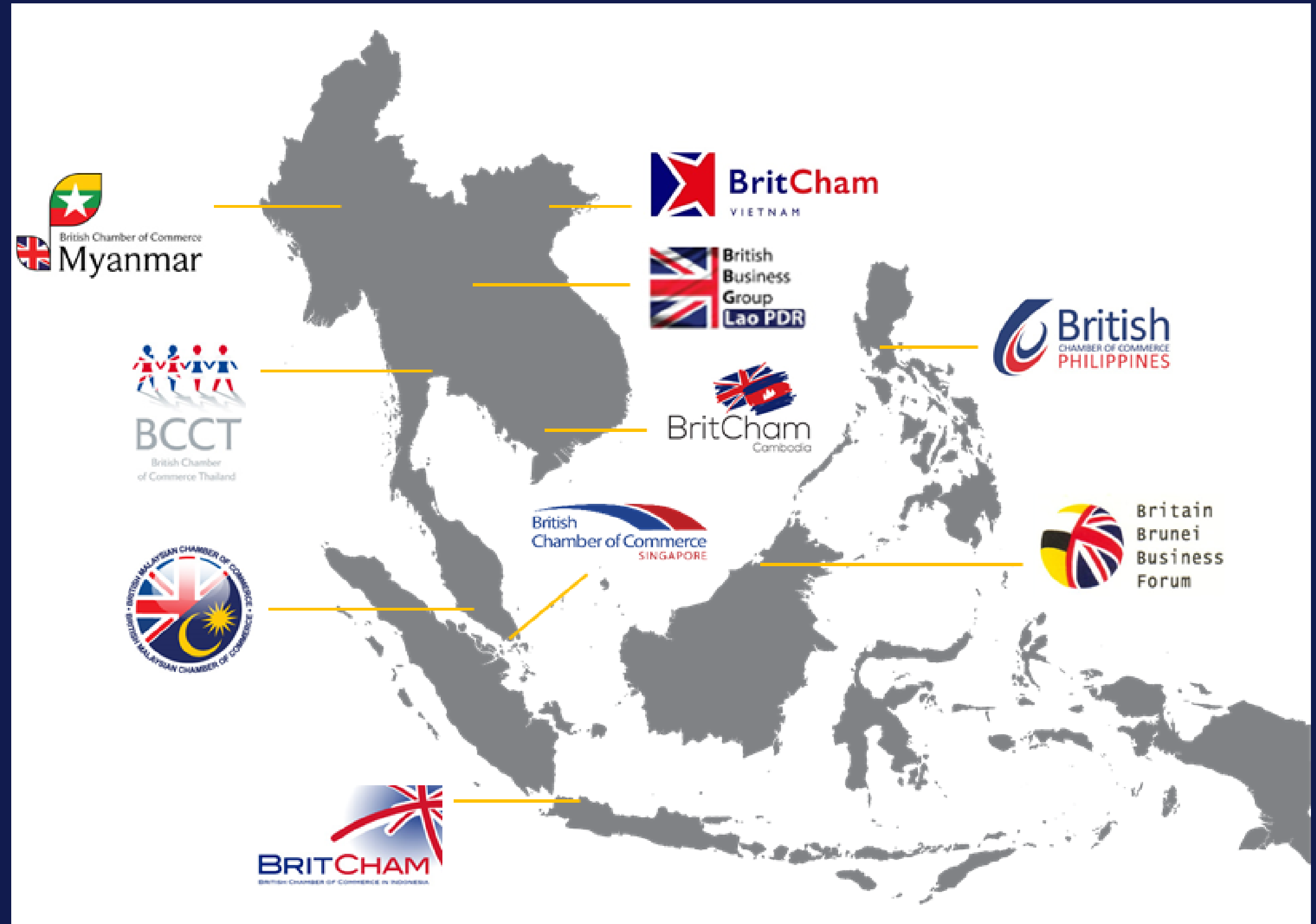
The Britain in Southeast Asia (BiSEA) network invited British Chamber of Commerce and British Business Group members across SEA to answer a few high-level questions on sustainability in the run-up to the UK hosting COP26.

The poll ran from 18 - 27 October 2021.  
136 responses were received.



# About the BiSEA Network

BiSEA was formally established in 2008 with the intention of creating cohesion behind the UK's presence in the region.





AS AN INDIVIDUAL

**97%** are **concerned about climate change and its impacts.**  
**79%** are **extremely or very concerned.**



AS AN INDIVIDUAL

**99% are willing to  
change their lifestyle  
to reduce  
environmental  
damage.**

**79% are extremely  
or very willing to  
make changes.**

AS AN INDIVIDUAL



94% would be willing to buy a more expensive product if the **packaging and contents were more environmentally-friendly than a competitors.**

65% are extremely or very willing to spend more.

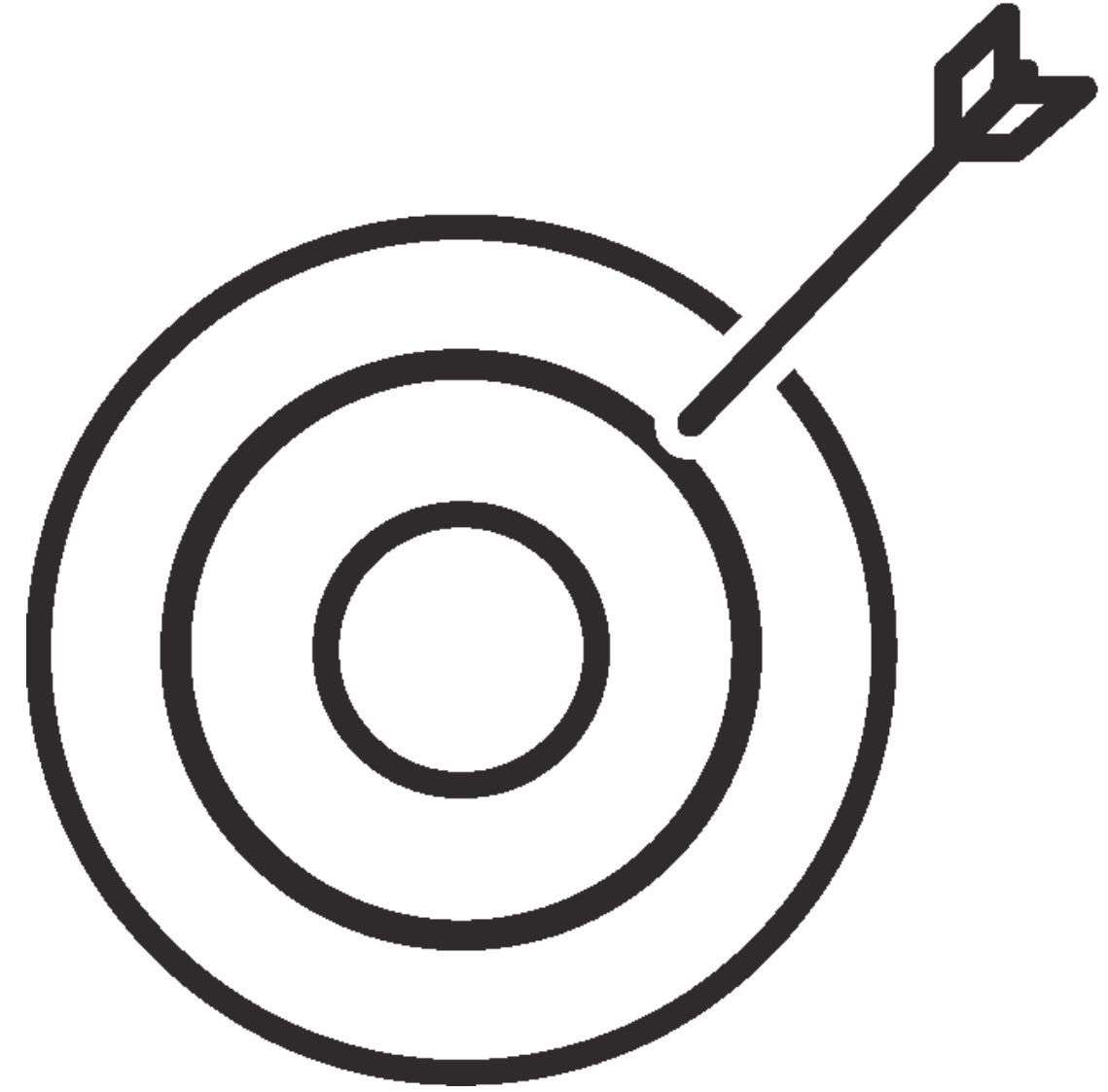


AS A COMPANY

**72%**

**Have made sustainability commitments**

**Sustainability progress is a journey. Recognising companies can be at different stages in this path, those polled estimate themselves to be 60% sustainable, on average.**



**By 2050:**

**12%**

**By 2040:**

**7%**

**By 2030  
or earlier:**

**38%**

AS A COMPANY

**Many have set targets to reach net zero or significantly reduce emissions by a target year.**

**1% had already reached net zero, and 42% had not yet made commitments.**





AS A COMPANY



## The top 5 practical sustainability activities undertaken or planned:



Reducing plastic use and/or sourcing sustainable packaging



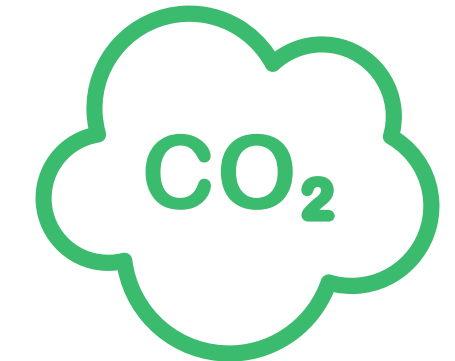
Using sustainable products in the workplace



Employee education on sustainable practices



Reducing food & drink waste in the workplace



Reducing or offsetting carbon emissions

**On accountability, only 38% of companies have already or plan to embed sustainability KPIs into senior management goals**

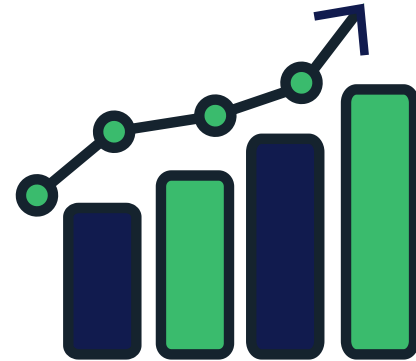
AS A COMPANY



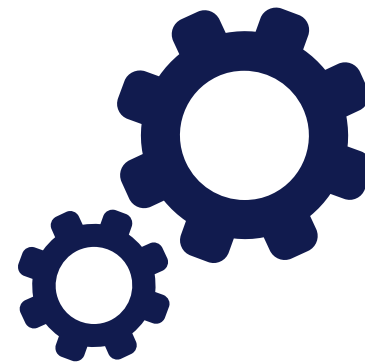
## The top 5 obstacles to progress:



**Cost considerations**



**Sustainability not being prioritised in the current economic climate or business recovery plans**



**Industry practices or lack of alternative products in the market**



**Management, employee, vendor and/or customer mindset**



**Difficulties with jurisdictional rollouts**



# Contact your local British Chamber or Business Group to start your journey.

British Brunei Business Forum

[britbrubus.com](http://britbrubus.com)

BritCham Cambodia

[britchamcambodia.org](http://britchamcambodia.org)

BritCham Indonesia

[britcham.or.id](http://britcham.or.id)

British Business Group Laos

[bbglao.org](http://bbglao.org)

British Malaysian Chamber of Commerce

[bmcc.org.my](http://bmcc.org.my)

BritCham Myanmar

[britishchambermyanmar.com](http://britishchambermyanmar.com)

BritCham Philippines

[britcham.org.ph](http://britcham.org.ph)

BritCham Singapore

[netzero.britcham.org.sg](http://netzero.britcham.org.sg)

BritCham Thailand

[bccthai.com](http://bccthai.com)

BritCham Vietnam

[britchamvn.com](http://britchamvn.com)

This poll was produced on behalf of BiSEA by the British Chamber of Commerce Singapore. BritCham Singapore has proudly been carbon neutral since 2020, with the support of our members.