

## NEWS RELEASE

For immediate release

# **Singlife-SGFIN Sustainable Future Index 2026: Gen Z Leads in Sustainability Awareness, Older Singaporeans Lead in Action**

*Singlife and SGFIN have also launched the SGFIN-Singlife Sustainable Finance Case Competition 2026 to bridge research insights and real-world sustainability solutions*

**SINGAPORE, 10 February 2026** – Leading homegrown financial services company **Singlife** and the **Sustainable and Green Finance Institute (SGFIN)** at the National University of Singapore (NUS) have partnered to launch the **Singlife-SGFIN Sustainable Future Index (SFI) 2026**. The study finds that while Gen Z leads in sustainability awareness, older Singaporeans are more consistent in taking sustainability-related action in daily life.

60% of Gen Z respondents say they are fully or mostly aware of sustainability, compared with 42% of Millennials, 40% of Gen X and 31% of Baby Boomers. Yet older generations show stronger adoption of everyday sustainable actions: around nine in 10 Gen X and Baby Boomers use reusable bags and containers, compared with seven in 10 Gen Z; while about seven in 10 Gen X and Baby Boomers recycle waste and purchase energy-efficient household appliances, compared with around half of Gen Z.

Building on the first SFI launched by Singlife in 2025, the enhanced 2026 edition provides updated insights into how Singaporeans translate sustainability awareness into action across daily habits, spending choices, financial decision-making and community involvement.

The Index is based on responses collected between September and October 2025 from 1,500 Singaporeans and Permanent Residents. It assesses 25 sustainability-related actions across four pillars – responsible investing, acting on climate change, inclusive and sustainable solutions, and society and culture.

**Chia Ko Wen, Head of Sustainability, Singlife, said:** “The Singlife-SGFIN Sustainable Future Index shows that while sustainability matters to many Singaporeans, turning awareness into consistent action remains a challenge. By partnering with SGFIN, we hope to provide a clearer, data-led understanding of where these gaps exist, and support more informed conversations on how individuals and organisations can collectively shape a more sustainable future.”

**Associate Professor Zhang Weina, Deputy Director, SGFIN, said:** “This year's SFI survey questions are built upon a well-established behavioural literature which connects three key drivers for individual sustainable action. They are 'awareness' of sustainability concepts, 'knowledge' about sustainability examples, and 'ownership' of sustainability of individuals. Therefore, this year's survey findings enable us to identify specific gaps to influence Singaporeans across different age and income groups to adopt sustainable lifestyles. We will provide richer insights on how to improve Singaporeans' sustainable actions in our upcoming white paper.”

### **Ownership and Action**

The study finds that sustainability-related action – defined as both action already adopted and that respondents intend to take in the next 12 months – is more likely when individuals feel a strong sense of personal responsibility and believe that their actions can make a difference, a concept the study terms “ownership”.

Across age groups, a large majority of respondents (83%) believe they have a personal responsibility to reduce environmental harm. This sense of ownership is reflected in the widespread adoption of everyday environmentally sustainable actions, such as using reusable bags and containers (96%), taking public transport, walking or cycling (94%), recycling waste (91%), and purchasing energy-efficient household appliances (90%).

Beyond environmental actions, ownership also influences engagement in social sustainability. Gen Z shows the strongest ownership in this area, with 83% agreeing that supporting vulnerable groups is essential to building a sustainable society, and 81% believing they can make a positive impact in their neighbourhood or workplace by supporting sustainability initiatives.

Correspondingly, Gen Z records the highest participation in community-based sustainability efforts, with 74% taking part in sustainability-related community or neighbourhood events, and 74% volunteering for initiatives supporting seniors and persons with disability.

### **Sustainability Takes a Back Seat When Financial Trade-offs are Involved**

The study finds that willingness to act weakens when sustainability decisions involve higher financial commitment. While 65% of respondents say they are willing to buy from companies they perceive as more sustainable, only 38% are willing to pay a higher price for such products or services. This indicates that cost and affordability remain key factors in shaping sustainability behaviour, even among those who value sustainability.

### **Turning Insights into Action: SGFIN-Singlife Sustainable Finance Case Competition 2026**

To translate these findings into practical solutions, Singlife has partnered with SGFIN to launch the [SGFIN-Singlife Sustainable Finance Case Competition 2026](#). The initiative, which runs from January to April 2026, invites tertiary students to develop practical solutions informed by findings from the Index, bridging research and real-world application.

Participants can choose from two challenge themes:

- **Sustainable Actions by Individuals and Communities** – designing initiatives to strengthen the uptake and continuity of sustainable behaviours among Singapore residents.
- **Corporate Value Creation by Sustainability Initiatives** – developing strategies that integrate sustainability into products or services to enhance corporate value and relevance.

Members of the winning teams will receive cash prizes and stand to gain internship opportunities with Singlife or accelerated consideration for the Singlife Management Associate Programme.

## Looking Ahead

Building on the Index findings, Singlife and SGFIN will release a comprehensive white paper in the second quarter of 2026. The paper will provide deeper insights into the study's methodology, examine the drivers behind gaps between awareness and action, and offer recommendations for policymakers, businesses, and individuals seeking to support more sustainable choices.

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## About Singlife

[Singlife](#) is a leading homegrown financial services company that offers consumers a better way to financial freedom. We are headquartered in Singapore with a presence in the Philippines.

Singlife meets diverse customer needs by offering a comprehensive suite of insurance products, including life and health, general insurance and investments, employee benefits and financial advisory solutions.

We achieve this through a differentiated, open-architecture distribution model and Singapore's largest network of financial advisers.

A pioneer in the digital insurtech space, we offer digital solutions accessible through the Singlife App and [GROW with Singlife](#), an investment platform.

We are a key player in the employee benefits solutions space and are the exclusive insurance provider for the Ministry of Defence, Ministry of Home Affairs and Public Officers Group Insurance Scheme. We're also one of three government-approved long-term care insurance providers in Singapore.

We take our commitment to achieving Net Zero seriously and are an official signatory of the United Nations Principles for Sustainable Insurance and the United Nations-supported Principles for Responsible Investment.

Singlife was formed from the merger of Aviva Singapore and Singlife, originally an insurtech start up, in January 2022. Singlife is now a wholly owned subsidiary of Sumitomo Life, who acquired Singlife in 2024. We have over S\$16 billion in assets as of 31 December 2024 and are rated "A" and "Baa1" by Fitch and Moody's respectively.

Sumitomo Life was established in 1907 and is one of Japan's largest life insurance companies, with over US\$300 billion in assets as of 31 March 2025.

## About Sustainable and Green Finance Institute

The Sustainable and Green Finance Institute (SGFIN) is a research institute established by the National University of Singapore (NUS). SGFIN provides deep research capabilities in sustainable and green finance with the focal point on Asia and contributes thought leadership to shape sustainability outcomes in policymaking across the financial sector and the economy at large.

Supported by exceptional domain experts across NUS, SGFIN equips businesses with critical knowledge across disciplines to better quantify the environmental and social

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impacts of their business developments, operations, products, and services. SGFIN also provides education, training, and toolkits to integrate sustainability dynamics into their business strategies and investment decisions. In essence, SGFIN facilitates companies and institutions in embedding sustainability as a core pillar in their business decisions.

For more information on SGFIN, please visit [sgfin.nus.edu.sg](https://sgfin.nus.edu.sg).