



# PLEASURES

## Words that Sell

### A word bank of publicly tested sustainable lifestyle terminology

Through creative brainstorming and public focus group testing, we'll present you with a list of new and common words, phrases and terms that work with the public (and we'll highlight any that don't inspire change).

These are the words, terms and phrases that we are planning to test:

- Energy efficiency
- Microgeneration
- Carbon neutrality/offsetting
- Renewable/alternative energy
- Eco-safe driving
- Life cycle assessment/product stewardship
- Non-essential flying
- Mitigation and adaptation
- Biofuel/biomass
- CHP
- Resource efficiency
- Anthropogenic
- Third/developing/emerging world
- Food waste
- Grey water
- Socially Responsible Investment
- Intergenerational equity
- Behaviour change
- Beneficiary
- Sustainable development (!?)

...and more — please send us your suggestions!