

Action messages

When designing campaigns and public- or staff-facing communications, ensure you craft a clear call to action that has a direct benefit to them.

Goal focussed	Action focussed (with benefit)
Zero waste to landfill	Less waste, more savings
Circular economy	Make things last
Cut travel emissions	Easier, cleaner commutes
Energy reduction	Switch off to save
Increase biodiversity	Mow less
Climate adaptation	Plan ahead, stay safe
Reduce water usage	Waste less, pay less
Sustainable food systems	Eat plants for health
Retrofit buildings	Insulate to save
Active travel	Move more, breathe better
Improve air quality	Don't idle, breathe easy