

# Example text swaps

Play down	Focus on	Avoid	Example text swap	
			Replace	with
<b>Net Zero</b>	Local energy Lower bills Business savings Energy security	Carbon/ emissions targets Carbon jargon Carbon accounting 'Net zero' as a term	Net Zero plan	Plan to cut costs and protect services
			We're investing in renewables	We're producing more local energy to help bring bills down
			Carbon neutral targets	Cutting waste and energy bills for good
			Investing in renewables	Producing local energy to lower bills
<b>Adaptation</b>	Protecting homes, Reducing flood costs Public safety	Long-term modelling	Flood mitigation	Protecting homes, businesses and roads from flooding
<b>Nature</b>	Clean water Pride of place	Biodiversity terms	Biodiversity net gain	Keeping our green spaces clean and safe
			Biodiversity enhancement	Bringing nature back to where people live
<b>Waste</b>	Cleaner streets Cost savings	Waste hierarchy	Residual waste streams	What's left after recycling - and how we deal with it smartly
			Circular economy	Keeping resources in use so we save money and waste less
<b>Behaviour change</b>	Convenience Improving choice Infrastructure investment	Anything punitive Assuming behaviours can be achieved by all residents	Achieving modal shift	Making walking and public transport the easier choice