

Climate and sustainability jargon alternatives

Jargon to avoid	Recommended Suggestion
Climate change	Flooding, heatwaves
Green	Avoid unless a direct quote or as a colour
Non-renewable energy sources	Fossil fuels
Renewable energy	Be specific – e.g. wind and solar power
Net Zero/Carbon neutral	Carbon reduction
Environmentally/ eco-friendly	Avoid – be specific about the benefit
Sustainability	Future-proof / resilience
Climate action	Positive action – ideally be specific
Carbon footprint	Negative impact
Waste	Pollution
Greenwash	Misleading information
Green jobs	Modern/future employment
Ecosystem/Biodiversity	Nature and wildlife
Climate adaptation	Futureproofing buildings/ business etc to withstand drought and floods