

Language that Works

In 2020, the Paper and Packaging Board conducted comprehensive qualitative and quantitative research in response to growing consumer concern for the environment and the increasing shift toward corporate sustainability goals in order to understand their impact on business decision making. We had respondents rank the value of common sustainability words and phrases — like “recyclable” and “biodegradable” — to help us build a compelling messaging framework for our consumer campaign. The results? Words resonate and phrasing matters. Read on to learn which language you should start working into your sales vocabulary.

SUSTAINABILITY LANGUAGE

- 82% recyclable
- 81% 100% recyclable
- 80% planting trees
- 80% reusable
- 78% biodegradable
- 75% forest
- 75% natural
- 75% planet-friendly packaging
- 73% wildlife preservation
- 72% renewable
- 72% reduce waste
- 71% innovation
- 70% regrow
- 70% certified sustainable forest

PLANTING LANGUAGE

- 80% planting trees
- 72% renewable
- 70% regrow
- 69% replanting trees
- 69% sustainable
- 68% land preservation
- 67% grow

FOREST LANGUAGE

- 75% forest
- 73% healthy forest
- 70% certified sustainable forest
- 69% sustainable forest
- 68% tree
- 68% thriving forest
- 65% reforestation
- 62% resilient forest
- 62% forestry management
- 56% family-owned forest
- 48% publicly-owned forest
- 45% working forest
- 37% privately-owned forest
- 17% harvesting trees

