

CONVINCING

or

CONFUSING

A special report by

A study into which sustainability terms Australians know and trust (and which they don't)

 **south pole** The Climate Company



Feeling tongue-tied about your sustainability efforts? You're not alone

Brands need to be technically accurate to avoid greenwashing—but how can they do that without losing people in a sea of jargon?

From net-zero to circularity, we wanted to find out which sustainability terms Australian consumers know and trust, and what influences their choices.

How have things changed?

In 2021, Mobium Group and Republic of Everyone (a South Pole company) conducted a similar research survey and published a report—[Who Do You Believe](#).

This 2025 research, also conducted in partnership with Mobium, breaks down what has changed over the last four years, including the extent to which sustainability influences purchase decisions, and what makes Australians more or less likely to trust that a brand is acting on the issues they care about.

Created in partnership with



Contents





The big lessons

Australians still consider sustainability in their decisions

That includes everyday purchases, where they bank and even where they work. Women and young people consider it more.

They want businesses to make clear commitments

Beyond talk, they want businesses to simply communicate tangible actions and come clean if they are not meeting targets.

But they remain highly sceptical

Across genders and generations, more than 8 in 10 Australians are sceptical about brands' social and environmental communications. But many still want companies to act—which puts businesses between a rock and a hard place.

Awareness and understanding of important sustainability terms is very low

Even when people have heard of a sustainability term, they are often unable to define it, which means that these terms can become meaningless noise. Regenerative agriculture, Science-based targets, Nature positive, and Circularity were the least understood terms.

The big opportunity

Sustainability terms do, in fact, give people more confidence in a brand and greater incentive to purchase (some terms more so than others).

And with awareness and understanding low across many terms, there are big wins to be made by businesses that can cut through and educate consumers.

At the end of this report, we give you a head start on how to translate the most commonly misunderstood sustainability terms in a way that makes sense to the everyday person.

This is about bringing together the technical and the human—so that your sustainability communications build trust, rather than erode it.

[Read on for a term-by-term breakdown](#)



We asked



2,025 people from all across Australia

50/50 split of men and women plus 6 non-binary folk—0.3%

A mix of urban, regional and rural

in line with state averages

Across four generations

25% split across X, Y, Z and baby boomers

To tell us

What terms they understand

We tested ten important sustainability terms

What they think these terms mean

We received 6,000 individual definitions across the ten terms.

What they trust, what they don't

and what's more likely to influence their purchase decisions.

A note on our methodology:

The research that informs this report was conducted in close partnership with independent research company, Mobium Group.

Mobium implemented a dual stream survey approach (Survey A and Survey B) to ensure maximum respondent engagement and quality of responses. Respondents from both Survey A and B were asked all questions that weren't related to a specific sustainability term. Then, the ten terms were split between the two survey streams. Survey A had a sample size of 1,021. Respondents answered questions about their awareness, perception and understanding of five terms—sustainable, net-zero, science-based targets, emission reductions and biodegradable. Survey B had a sample size of 1,004 for the remaining five terms—regenerative agriculture, nature positive, renewable energy, circularity and ethically sourced.

Where data is compared with 2021, we have ensured that the survey question was asked using identical language, with the same answer options.



We surveyed understanding and trust of ten terms

Why these terms?

We reviewed the sustainability messaging of twelve small, medium and large brands across various channels and assets. We selected terms that came up often, covering a broad range of material issues, that we suspected everyday people do not deeply understand.

General

Sustainable

Climate

Net-zero

Science-based targets

Emission reductions

Renewable energy

Materials and supply chain

Biodegradable

Regenerative agriculture

Nature positive

Circularity

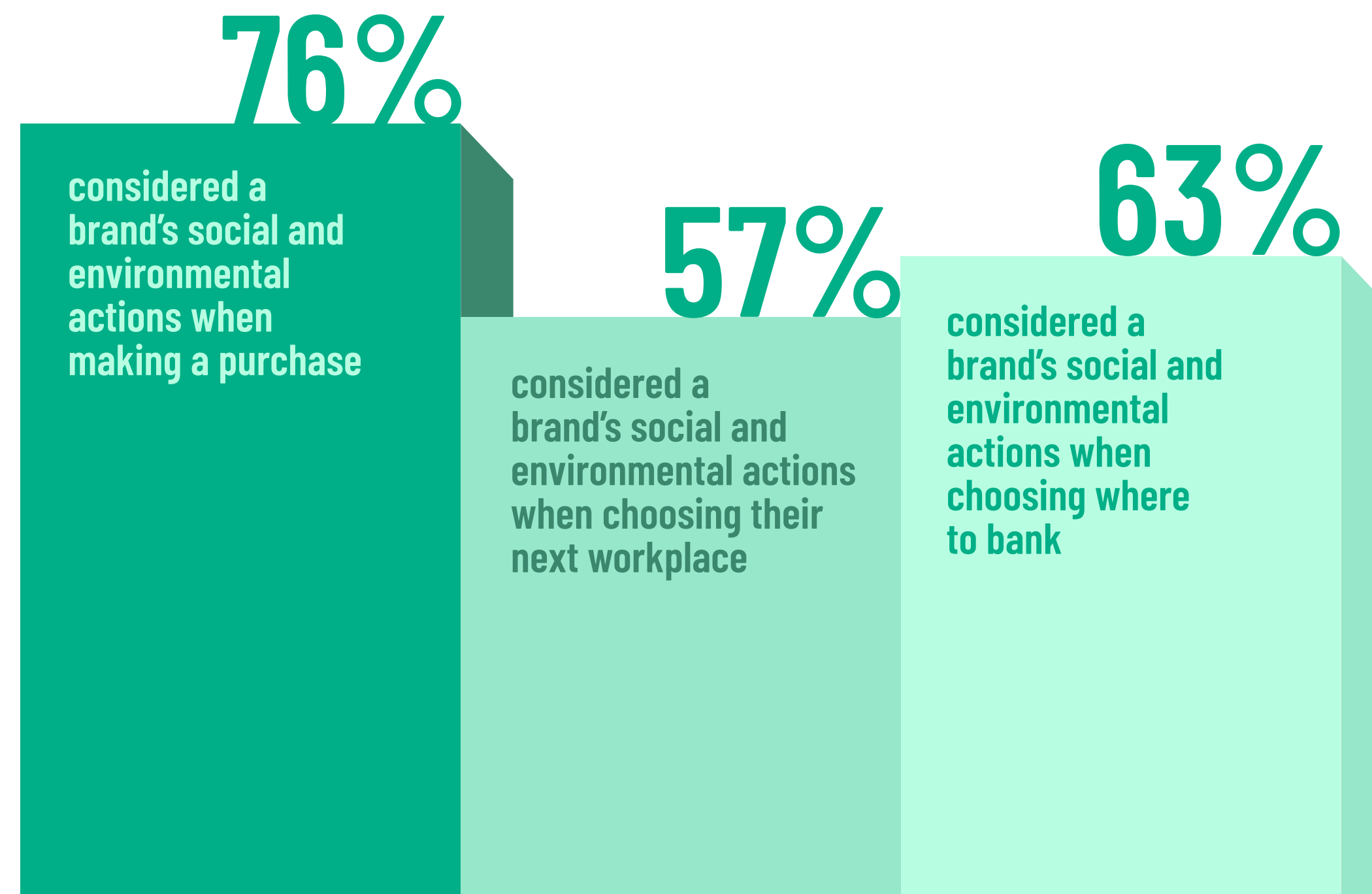
Ethically sourced



In 2021



In 2025



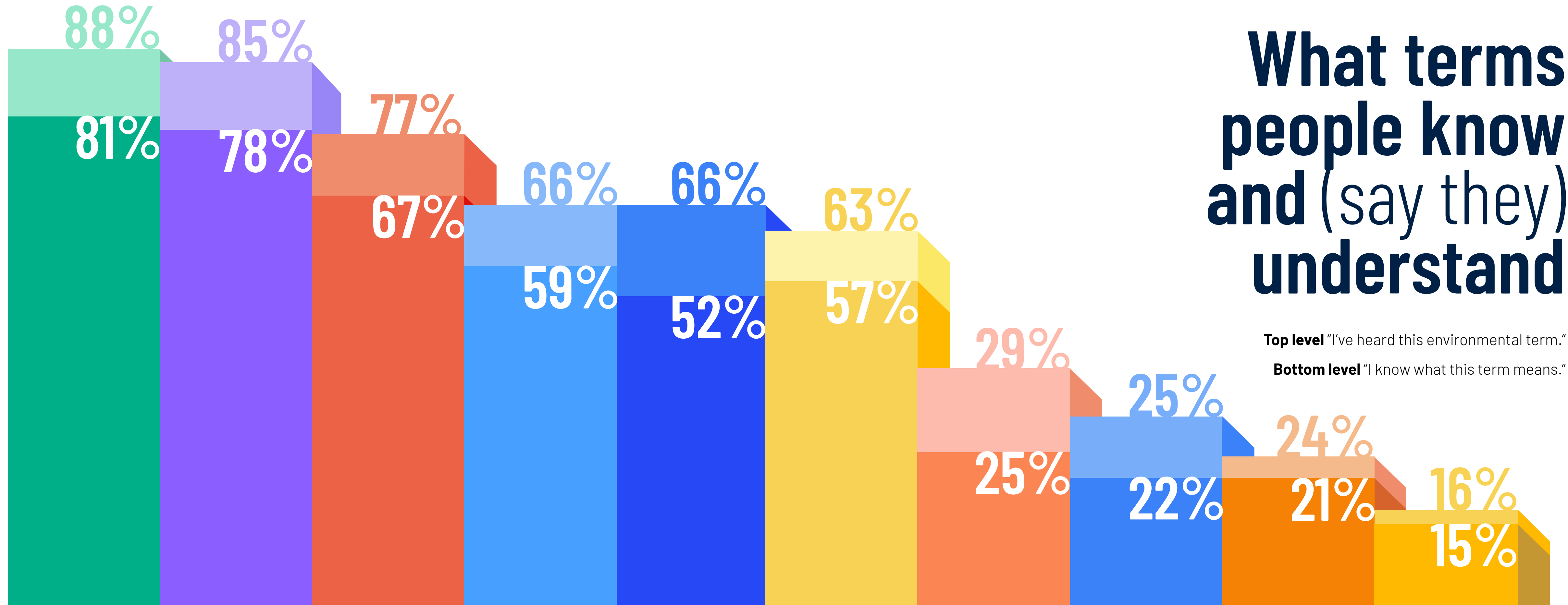
First thing's first

Australians still care about sustainability, and reward brands they believe are acting

Despite the economic, cultural and political ups and downs of the last four years, the impact of brands' social and environmental actions on purchase decisions has remained steady.

The one and two-point variations sit inside the survey's ±2-3 percentage-point margin of error.

Survey question: "To what extent does a business' or brand's action on social or environmental issues influence your choices and decisions?" It's not a consideration, I consider it a lot, I consider it a little, Not Applicable to me. Graphs represent those who either consider it a lot or a little.



What terms people know and (say they) understand

Top level "I've heard this environmental term."

Bottom level "I know what this term means."

Sustainable

Renewable energy

Biodegradable

Emission reductions

Net-zero

Ethically sourced

Regenerative agriculture

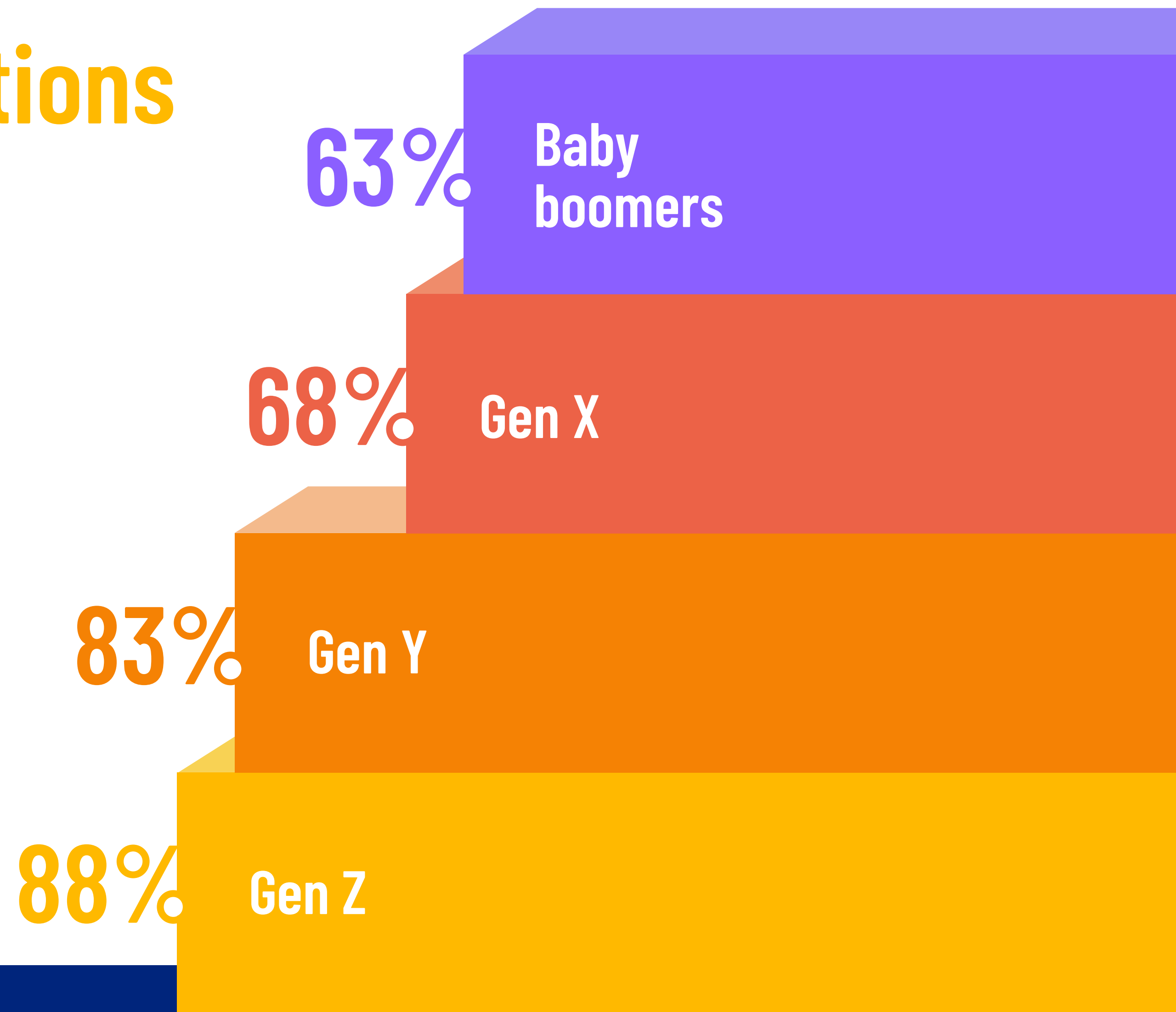
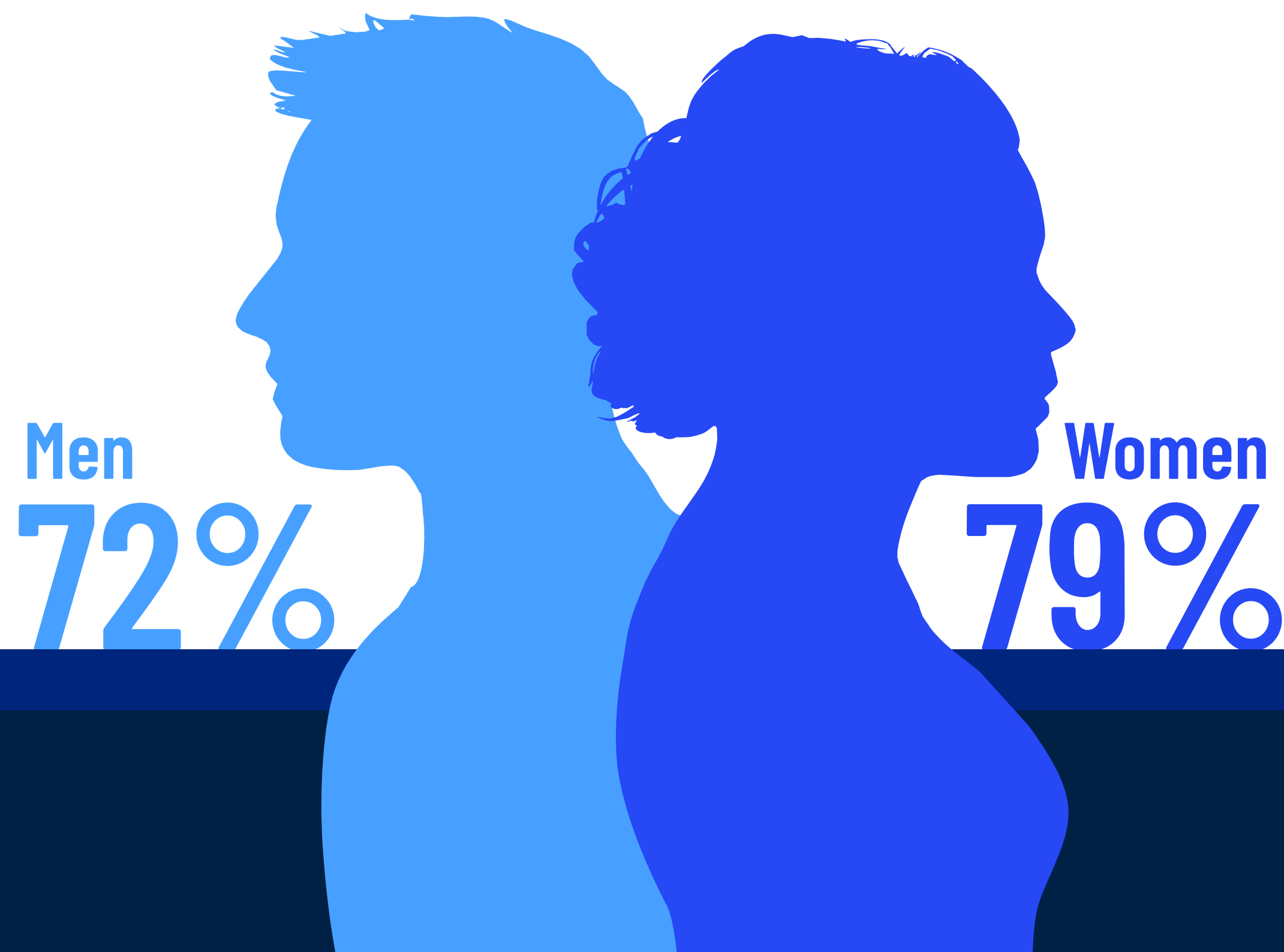
Science-based targets

Nature positive

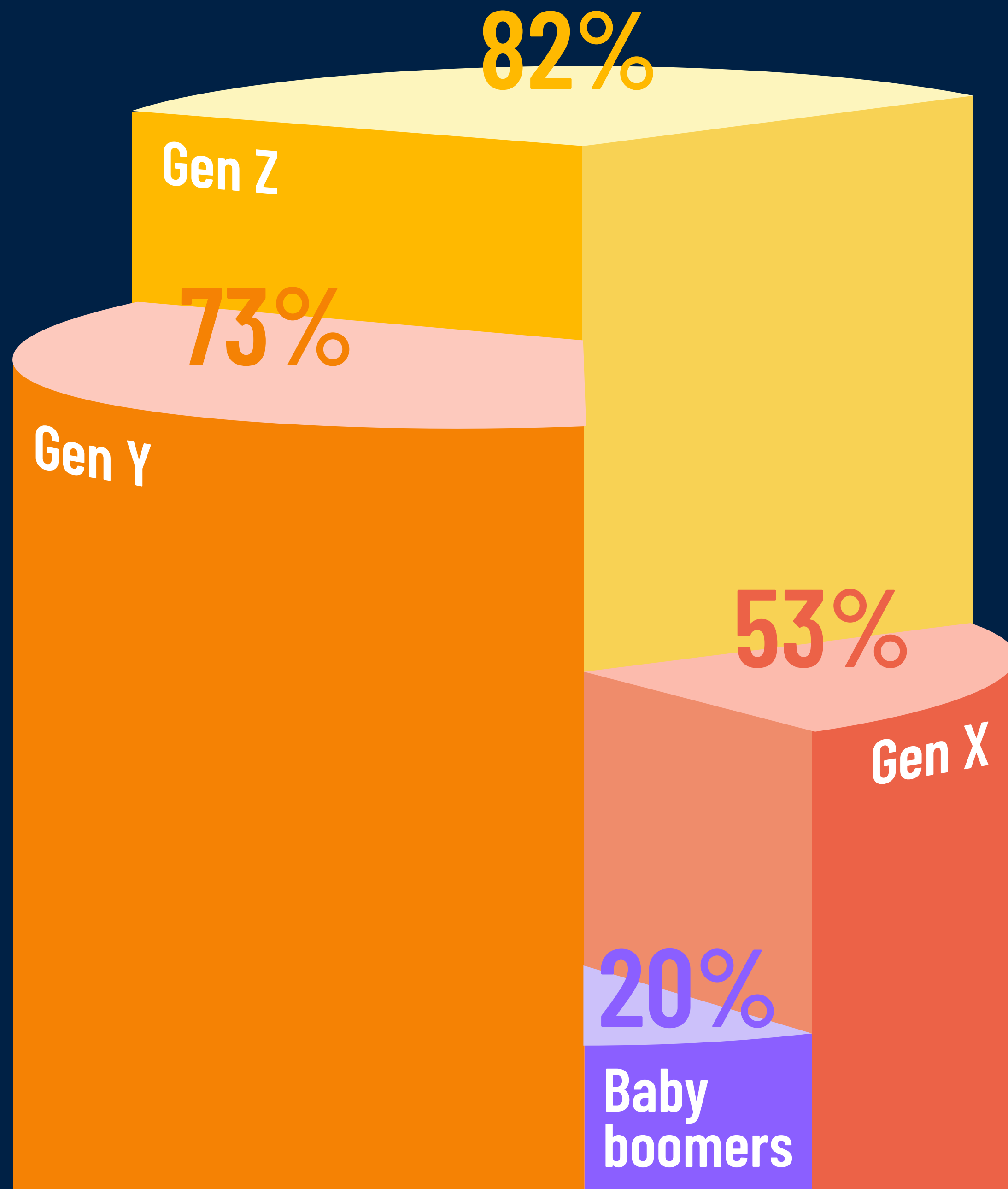
Circularity



Women and younger generations are more likely to consider sustainability in their every day purchase choices



Survey question: 'To what extent does a business or brand's action on social or environmental issues influence your choices and decisions (everyday purchasing choices such as supermarket and clothing)?' Graph represents those who either 'consider it a lot' or 'consider it a little'. Note that the sample size of non-binary folk was too small to include with statistical significance.



Younger people in the early stages of their careers are more likely to consider a business' social and environmental actions when choosing their place of work

Survey question: 'To what extent does a business' or brand's action on social or environmental issues influence your choices and decisions (Future place of work)' Graph represents those who either 'consider it a lot' or 'consider it a little'.



Some people have a general understanding

”
Not overusing resources... keeping a balance and maintaining the earth for future generations

”
A choice or action that doesn't harm the environment

”
Not using resources faster than than can be replaced

”
Better for the environment

”
Ability to meet the needs of the present without compromising the needs in the future

Sustainable

Sustainable means meeting the needs of the present without compromising the ability of future generations to meet their own needs.* It considers environmental, social and economic factors broadly. 73% of respondents attempted to define sustainable. The most common responses referred to minimising environmental harm only. Around one quarter referred to the idea of long-term viability. A small percentage equated sustainability with absolute ideals of zero harm. Others interpreted it as meaning natural/organic, or focused on a single-issue like recycling.

”
No side effects and causes no environmental impact

”
Made without chemicals. It's natural

”
Recyclable

”
Long lasting

”
Reduce, reuse and recyclable

”
Reusable

”
Having the ability to reuse an item

Some are still learning

*Defined by the United Nations (UN).



Some people have a general understanding



This is the balance between greenhouse gases produced and greenhouse gases removed so that the balance is maintained



When a business's emissions are netted out to zero because of sustainable practices



There is overall no increase in carbon emissions across all your activities



Minimum use of fossil fuel products



There is a cancellation of the emissions they create by what they take out of the environment

Net-zero

Net-zero is a target, rather than a current state, that requires rapid, deep emissions cuts toward 2030, cutting all possible emissions (usually more than 90%) before 2050 and neutralising residual emissions.* 47% of respondents attempted to define net-zero. Of those, more than half were vague or largely inaccurate. Around one third made reference to carbon and 10% to greenhouse gases. Approximately 20% made reference to offsetting or balancing emissions generated. The most significant misunderstanding was that net-zero means absolutely zero generation of emissions. Others focused on the single-issue of renewable energy.



Achieved by offsets



A product produces zero waste/pollution by the end of its production



The item was produced with no carbon emissions



Zero carbon emissions



Zero pollution



Uses renewables at the same rate as non renewables



They purchase carbon tax credits to offset the carbon used in production of their goods or services

*Defined by the Science Based Targets Initiative (SBTi)



Some people have a general understanding



Developed standards by science based organisations for companies to reduce emissions in line with scientific research



They use science with measurable metrics, not guess work, for their target



Agreed by the scientists as the carbon emission target



A scientifically based pathway for businesses to reduce emissions

Science-based targets

Science-based targets are emission reduction targets that line up with the latest climate science for keeping global temperature increase to 1.5 °C, that have been checked and approved by the Science Based Targets Initiative (SBTi). Only 18% of respondents attempted to define science-based targets. Of those, the majority offered a general sense of targets backed by, set by, or based on science. Less than 10% made the connection that the targets were related to climate, carbon or emissions. Only two respondents made reference to the SBTi.

Some are still learning



The target meets scientific standards



Backed by science



There is rigour



Logic and proven



Experts have set the targets



Scientists set levels for company to aim for

*Defined by the Science Based Targets Initiative (SBTi)

If targets have not been formally validated by the SBTi, but are aligned with methodologies that keep global temperature increase to 1.5 °C, the phrase 'targets aligned with science' is accurate.



Some people have a general understanding

”

Using alternative sources for energy like electricity. Using solar, wind and water power instead of coal and oil

”

Actions to reduce CO₂ emissions

”

Reducing carbon footprint

”

Minimisation of greenhouse gases

”

To reduce the emissions from human activities

Emission reductions

Emission reductions is an umbrella term to cover activities that reduce the generation of emissions in the first place, in contrast to activities that remove emissions already in the atmosphere.* 53% of respondents attempted to define emission reductions. Of those, around half referred to a reduction in carbon or greenhouse gas emissions. Close to a third were vague or largely inaccurate. Around 12% made reference to pollution more generally, signalling some confusion about the connection between emissions and climate change. A small percentage focused on single-issues, like renewable energy or EVs.

Some are still learning

”

Less pollution into the atmosphere

”

It uses less energy to produce

”

Less pollution

”

Using less energy

”

Things like EVs

”

Cutting back on pollution

*Defined by the United Nations Framework Convention on Climate Change (UNFCCC)



Some people have a general understanding



Energy that comes from renewable sources that exist in nature like sun, wind, ocean waves



Clean energy produced by wind solar



Energy sources that don't deplete the environment



Energy that doesn't use fossil fuels



Energy from renewable resource



Energy that is made using something that is plentiful and doesn't run out

Renewable energy

Renewable energy is any form of energy that is not finite, from wind and solar to biomass.*

68% of respondents attempted to define renewable energy. Of those, almost half primarily mentioned specific sources, including solar (most mentioned), wind and hydro. Many seemed to equate renewable energy with solar only. Just over 10% mention the replenishable nature of the energy.

Some are still learning



It is more environmentally friendly



Solar



Zero emissions



Solar energy



Energy that can be reused



Carbon free essentially

*Defined by the United Nations Framework Convention on Climate Change (UNFCCC)



Some people have a general understanding



Products or packaging that will break down and not lay around in the environment for many years



Breakdown quickly



Breaks down into a natural product



Naturally breakdown in a relatively short period of time



Able to be decomposed into harmless waste



Breaking down in the soil... Breaks down in water

Biodegradable

Biodegradable means anything capable of decomposing rapidly by microorganisms under natural conditions.* 56% of respondents attempted to define biodegradable. Roughly half gave a high-level explanation of breaking down or degrading with no extra detail. Around a third mentioned breaking down in a specific context only. Around a quarter referenced breaking down organically, naturally, or with microbes. Just over 10% referred to the 'safety' or 'naturalness' of the end products. A small percentage conflated it with compostable, suggested that it requires a specific environment (e.g., water), or that materials 'dissolve'.

Some are still learning



Can be thrown away into compost



Being able to recycle



Be environmentally friendly



Dissolve back into nature

*Defined by the European Environment Agency.



Some people have a general understanding

”
Replenishes what it takes

”
They rotate crops and stock, reusing fields and letting them regenerate between rotation

”
Way of farming that improves and restores farming land

”
Organic products, no herbicides or pesticides

”
This means you can eat healthier food

”
Regenerates the environment

”
To do with soil health and water retention

Regenerative agriculture

Regenerative agriculture is an outcome-based farming approach that restores carbon, water, and nutrient cycles, to enhance soil health, increase biodiversity and improve livelihoods. It is broader and less prescriptive than organic farming.* 20% of respondents attempted to define regenerative agriculture, indicating low familiarity and understanding. Of those, around one third mentioned restoring or regenerating land and ecosystems. Around one quarter mentioned improving soil health. Small percentages mentioned water retention, carbon sequestration and stock/crop rotation. Some equated it with natural or organic farming.

Some are still learning

”
Organic products, no herbicides or pesticides, no GMO

”
Means eco friendly materials are being used to products

”
Replanting on same ground

”
Reusing the land frequently

”
Using solar panels on the farm to create electricity

*Defined by the World Business Council for Sustainable Development (WBCSD)



Some people have a general understanding

”
Minimise and stop any negative effects on the environment caused directly by the company

”
Means that actions actually improve the natural environment

”
Companies regenerating bush land and caring for the environment

”
The benefits to nature outweigh the negatives

”
Nature is being repaired and regenerated

”
Halt and reverse nature loss

Nature positive

Nature positive is a global goal to 'halt and reverse nature loss by 2030 on a 2020 baseline, and achieve full recovery by 2050'.*

Only 16% of respondents attempted to define nature positive, indicating low familiarity. Of those, the majority understood it generally as minimising harm, looking after nature, or restoring nature loss. Only a small percentage mention the idea of doing more good than harm. The most common misconception was to do with being generally positive toward nature.

”
Having nature's interests at heart - things like replacement tree planting or not using pesticides - minimal impact on nature overall

”
Being respectful and cautious of the environment

”
Be positive to nature

”
Awareness of your actions

”
Positive effects on nature

”
Being mindful of environment impact

Some are still learning

*Defined by the Taskforce on Nature-related Financial Disclosure (TNFD).



Some people have a general understanding

”
A product that can be recycled, re-used or repurposed rather than sent to landfill

”
Recirculation and reuse of resources

”
Reuse and recycle concepts

”
Reducing waste

”
Reusing materials

”
A mobius loop of goodness where one product is turned into another

Circularity

Circularity is a system where materials are kept in circulation through maintenance, reuse, refurbishment, remanufacture, recycling, and composting, so they never become waste.* Only 9% of respondents attempted to define circularity, indicating very low familiarity and understanding. Of those, around one third conflated it simplistically with recycling or reuse. Less than one in five referred to a closed-loop or circular system.

Some are still learning

”
It can be recycled and is very environmentally friendly

”
Everything goes back into the soil

”
Basically the recycling of waste

”
Something to do with rotation

*Defined by the Ellen MacArthur Foundation.



Some people have a general understanding

”

Without cruelty

”

A product is made or grown in a fair and responsible way

”

Sourced without harming the environment or people

”

A better deal for workers in developing countries

”

Animal and environmental ethics

”

Fairness in supply chain; purchased raw materials; no slave labour involved in harvesting/production

Ethically sourced

Ethically sourced means products are created with fair labour practices, safe and environmentally responsible work environments, and a sustainable supply chain.* 51% of respondents attempted to define ethically sourced. Of those, around one third mentioned environmental sustainability and a similar number mentioned fair labour or worker welfare. Around one in ten mentioned animal wellbeing. A small percentage mentioned communities. A small percentage equated it with particular countries, or other sustainability terms.

Some are still learning

”

Coming from good source

”

A better term for protecting the environment

”

done in the right way', 'honest'

”

It means that they have got there products from a reputable supplier

*Defined by the Forest Stewardship Council (FSC).



How has trust in sustainability claims changed in the last four years?

I really want to know if they are genuine

I don't know how much is true

In 2021

86%

of Australians were sceptical about the social or environmental claims brands and businesses make.

In 2025

82%

of Australians remain sceptical, representing little improvement despite four years of sustainability efforts.

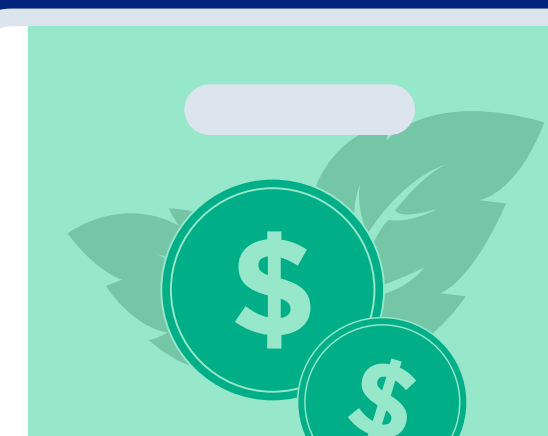
Greenwashing, bluewashing, pinkwashing—they are all under scrutiny. **How brands tell their story is the difference between love and scepticism.**



Watchdog probes more than 100 Australian firms on greenwashing

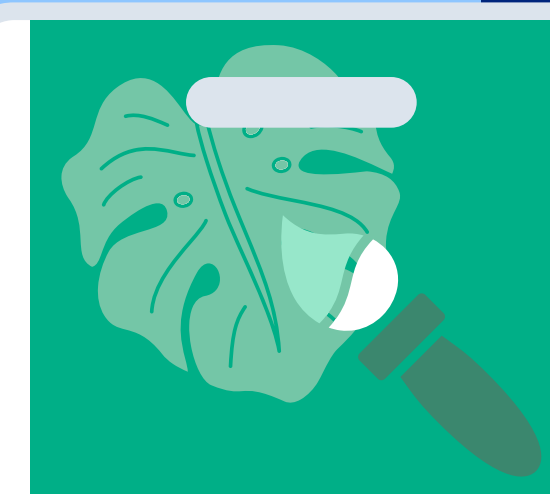
Amy Bainbridge 10 May, 2023

Bloomberg



Active Super ordered to pay \$10.5 million in ASIC's third greenwashing court action

18 March 2025



ACCC to crack down on 'greenwashing' after survey reveals spike in misleading claims

theguardian

Survey question: 'I am often sceptical about the social or environmental claims that companies make.' Strongly agree, agree, disagree, strongly disagree. Graph represents those who either 'agree' or 'strongly agree'.



Some sustainability terms generate greater confidence than others

It's important to note that even when terms are highly trusted by consumers in the know, overall awareness of the term might still be very low. We call this the **knowledge-trust gap**. The greater the gap, the bigger the opportunity for brands that get their communications right.

84% Nature positive

of those who have heard of this term trust brands more when they use it **but only 24% of all people have heard it**

83% Ethically sourced

of those who have heard of this term trust brands more when they use it **noting that 63% of all people have heard it**

82% Circularity

of those who have heard of this term trust brands more when they use it **but only 16% of all people have heard it**

80% Regenerative agriculture

of those who have heard of this term trust brands more when they use it **but only 29% of all people have heard it**

77% Biodegradable

of those who have heard of this term trust brands more when they use it **noting that 77% of all people have heard it**

75% Renewable energy

of those who have heard of this term trust brands more when they use it **noting that 85% of all people have heard it**

74% Sustainable

of those who have heard of this term trust brands more when they use it **noting that 88% of all people have heard it**

71% Science-based targets

of those who have heard of this term trust brands more when they use it **but only 25% of all people have heard it**

67% Emission reductions

of those who have heard of this term trust brands more when they use it **noting that 66% of all people have heard it**

59% Net-zero

of those who have heard of this term trust brands more when they use it **noting that 66% of all people have heard it**

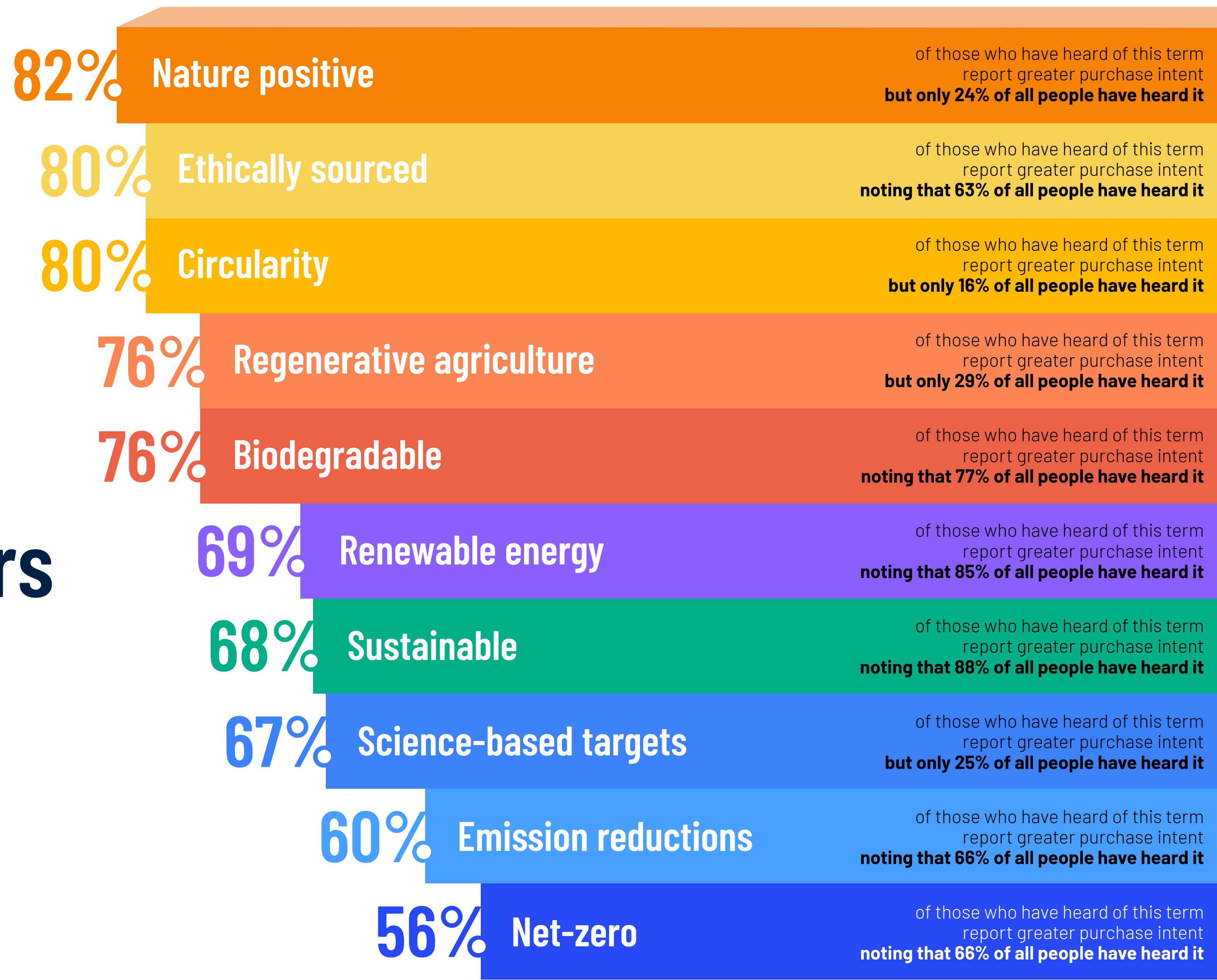


Some sustainability terms generate greater incentive to purchase than others

Again, note that even when terms support greater intent to purchase for consumers in the know, overall awareness of the term might still be very low.

The greater this **knowledge-intent gap**, the bigger the opportunity for brands that get their communications right.

Survey question: 'I am more likely to purchase a product that uses this term.'
Graph indicates the percentage of people who either 'agree' or 'strongly agree', out of those who have already indicated that they have heard of the term.





Where you communicate impacts consumer trust

News media coverage tops the list in 2025

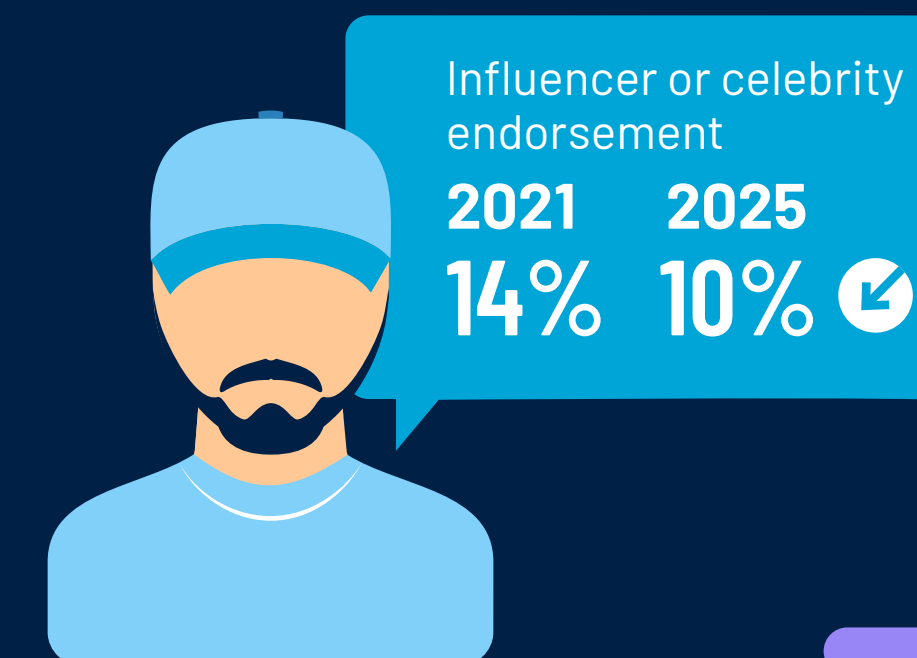
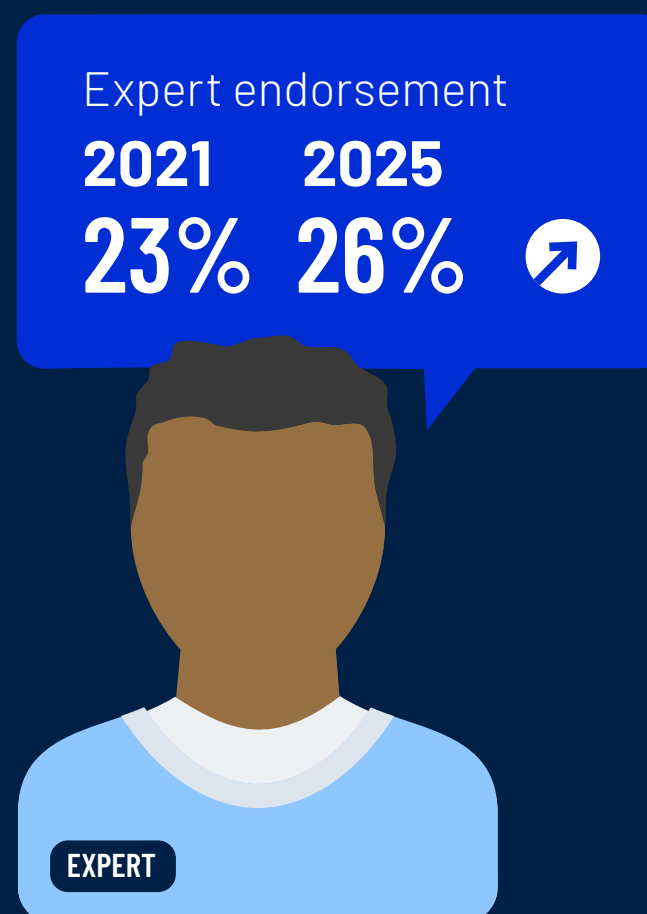
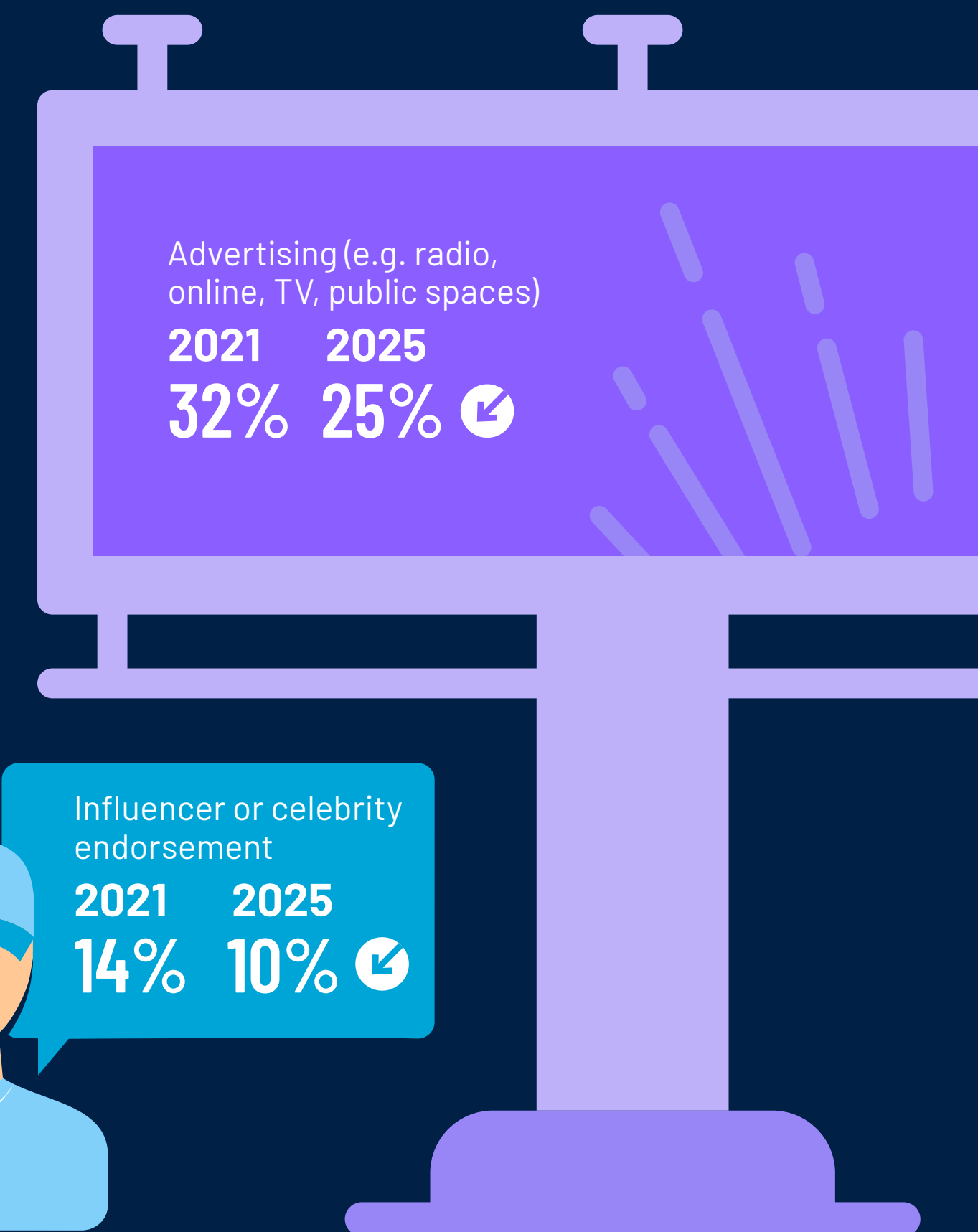
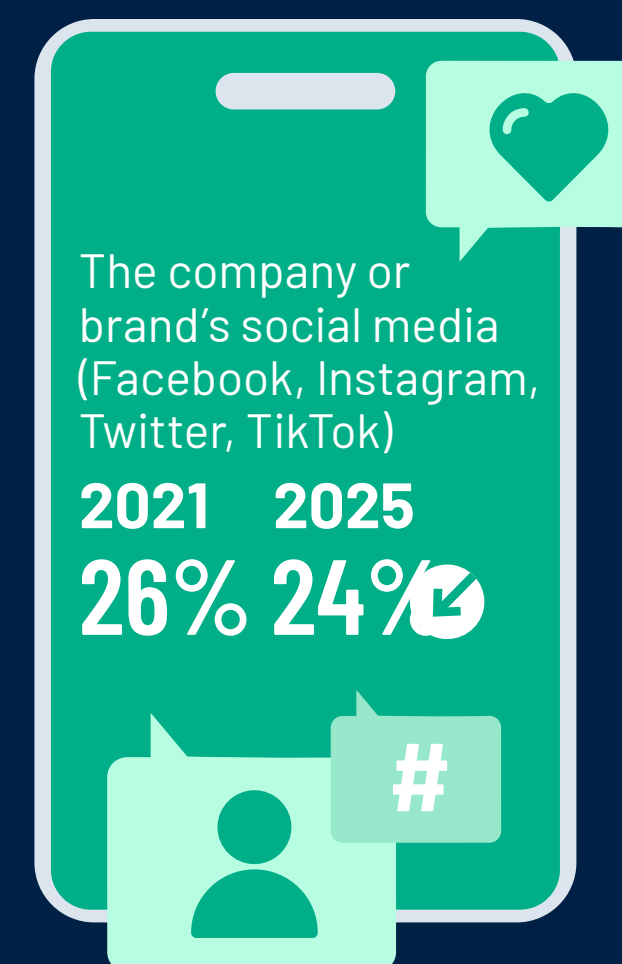
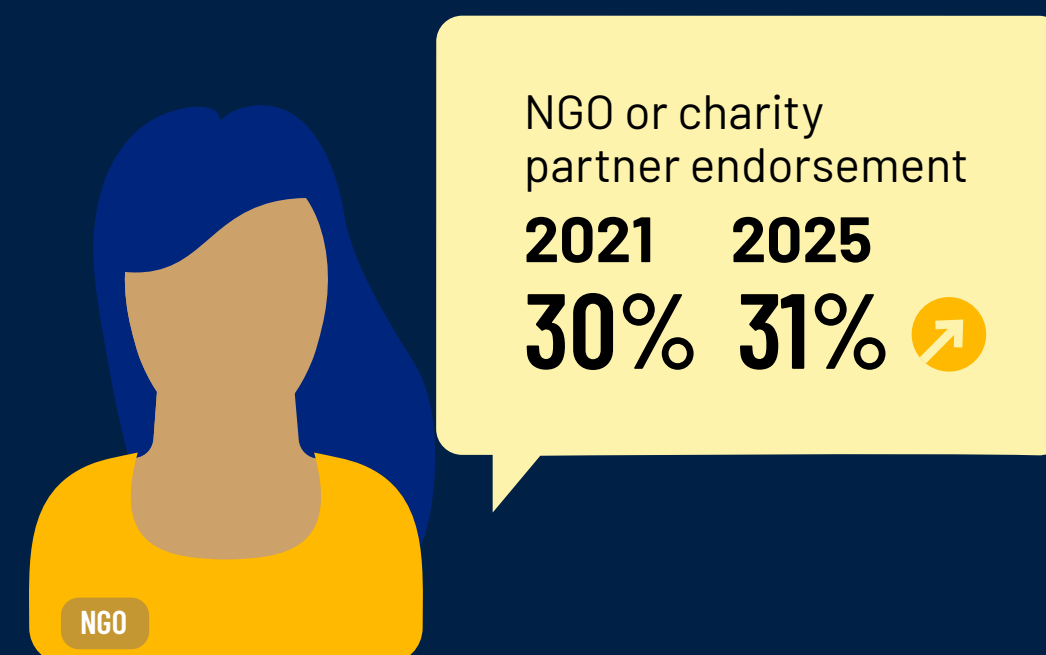
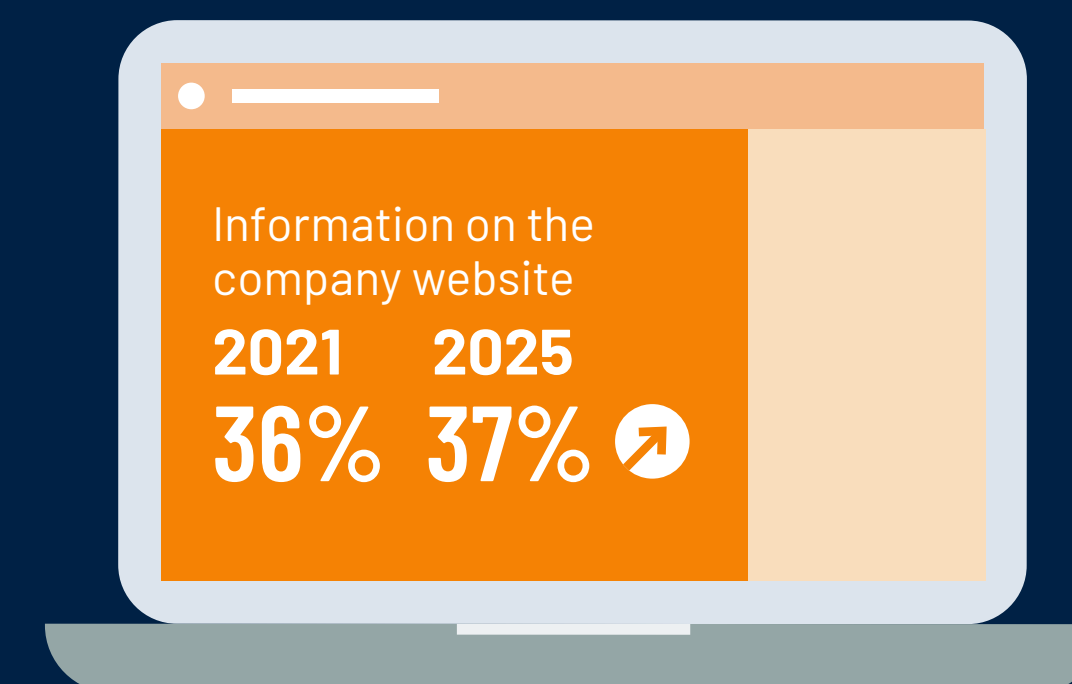
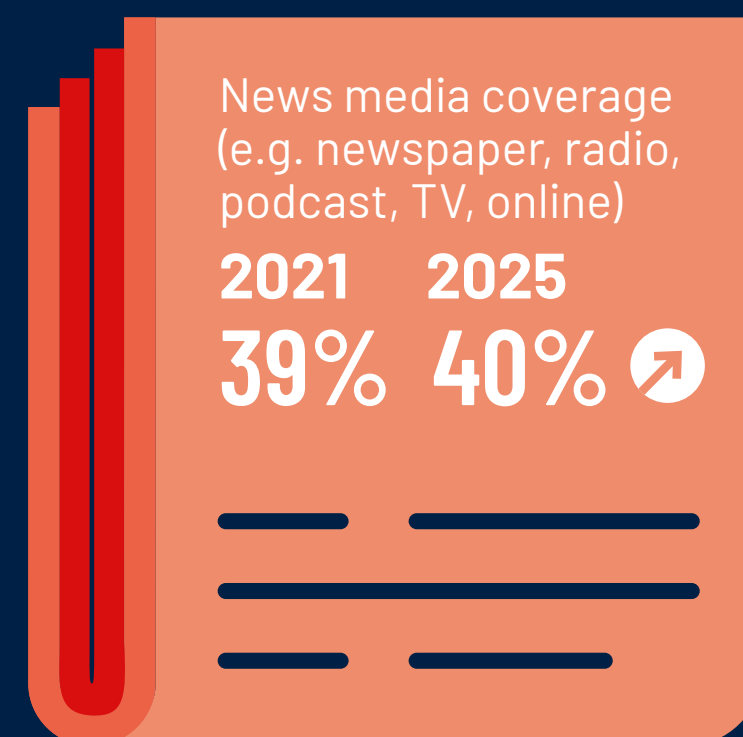
Trust has stayed steady or grown for:

News media coverage, company website, NGO or charity partner endorsement, expert endorsement and company e-newsletters or direct mail.

Trust has dropped for:

Packaging and in-store signage, advertising, social media and influencer or celebrity endorsement.

Survey question: 'Which of the following communications makes you believe a brand or business is helping to improve social or environmental issues? (select as many communication types as apply)'





What you can do

1.

Before you say you need to do

Consumers expect walk before talk—and they value certain actions more than others.

2.

Radical honesty is rewarded

Australian consumers resent having the green wool pulled over their eyes. They trust truth tellers—even when it's not pretty.

3.

Know the graveyard of dead terminology

What terms should no longer be used (and what you might use instead)

4.

Educate your customers and stakeholders

We've given you a head start by translating the four most misunderstood terms in this report into accurate, everyday language



1

The golden rule—before you **say** you need to **do**

Consumers expect real, consistent action on sustainability, right across your business. Rethinking your products or packaging is a the number one thing they want to see.

Survey question: 'Which of the following actions makes you believe a brand or business is helping to improve social or environmental issues? Select as many actions as apply.'



Actions speak louder than words

Actual proof that they are doing all of these instead of mere words

Telling is not enough. It has to be seen to be believed



2

Radical honesty is rewarded

The good news for businesses at the start of their sustainability journey, is that admitting you need to take more action is one of the biggest trust builders.

Australian consumers' top three preferences are:



Survey question: 'From the options presented, please choose five types of communication that would make you most likely to believe a brand or business is actually doing something to improve social or environmental issues (Select 5 with from 1st to 5th preference)'



3

Know the graveyard of dead terminology

It's important to note that these terms are **not direct substitutes** and that the list of 'what's in' is not exhaustive.

Net-zero has a specific definition according to the Corporate Net-zero Standard from the Science Based Targets Initiative, and should be used within this context.

Even though carbon neutral is supported internationally as a term via ISO14068 and in Australia by the Climate Active certification, South Pole advises against its broader use in corporate climate communications due to the rapidly evolving, global regulatory landscape surrounding environmental claims.

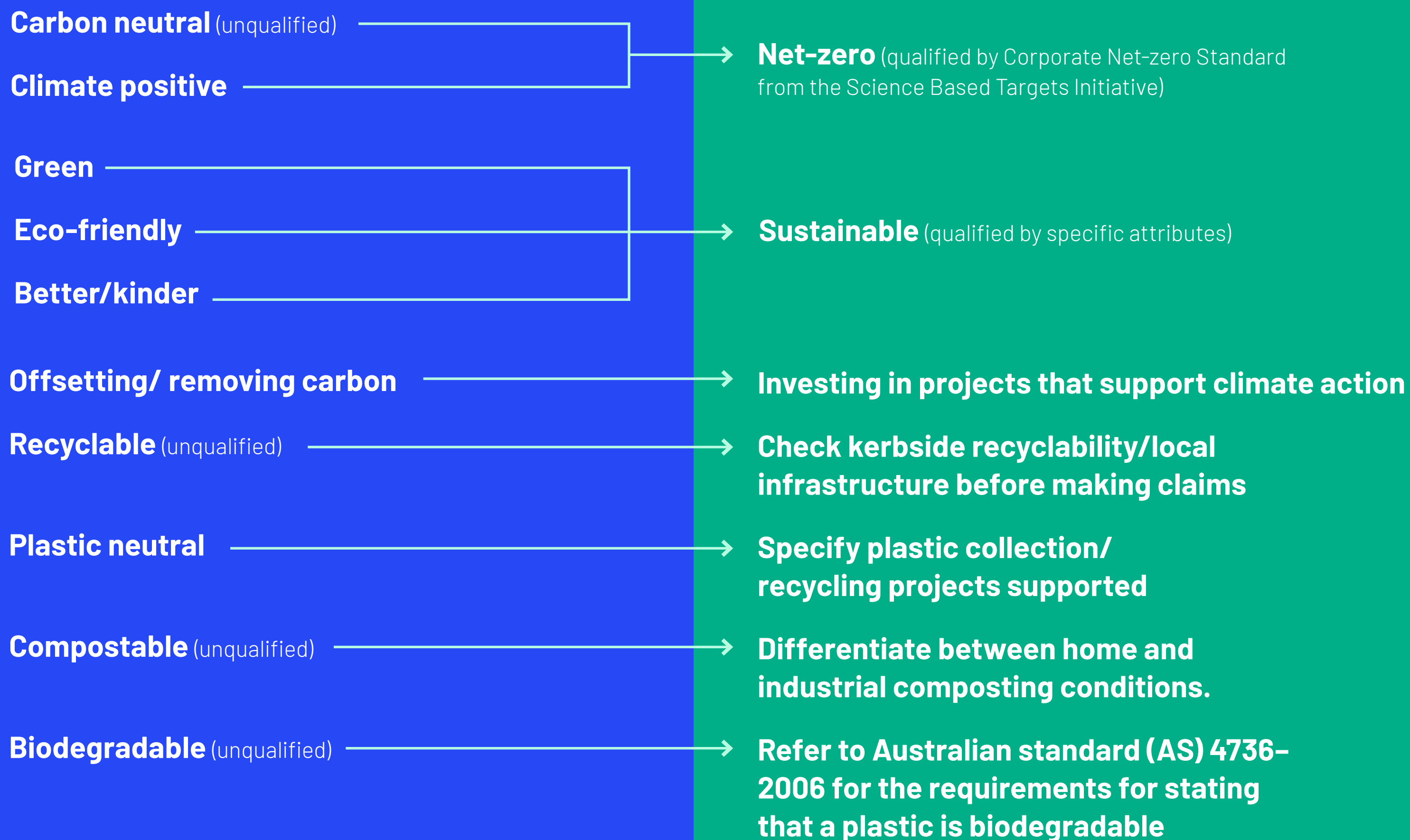
Some terms can be described in various ways, depending on context. For example, 'offsetting carbon' could also be called 'beyond value chain mitigation', but this is unsuitable for a consumer-facing context.

What's on the way out:

General, inaccurate, unsubstantiated

What's in:

Specific, credible, and backed by data.





4

Educate your customers and stakeholders

The gap between how many people actually know a term, and the degree of trust or intent to purchase they have when they do know the term, represents wins that can be made by businesses that successfully cut through and educate consumers. **The terms with the biggest gaps are circularity, nature positive, regenerative agriculture and science-based targets.**

So, let's translate them using everyday language that doesn't sacrifice accuracy:

If targets have not been formally validated by the SBTi, but are aligned with methodologies that keep global temperature increase to 1.5 °C, the phrase 'targets aligned with science' is accurate.

Circularity

It has never been more important for the world to shift from a take-make-dispose way of doing things, to circular products and systems. Circularity means that a product is made to be repaired or reused and then—at the end of its life—to have its materials recovered and recycled back into new products. This keeps resources cycling in a continuous loop, keeping waste out of landfill and reducing the need to extract raw materials from our planet.

Nature positive

We rely on nature for just about everything, from our food to our clothes and homes. But taking from nature takes a toll. So, it's time to go beyond sustainability, to leave nature even better than we found it. Measuring how a business' products and supply chain impacts ecosystems is the first step. Then, it's about finding ways to avoid damage, restoring what has been lost and investing in restoration projects. Ultimately, being nature positive is about giving back more than we take.

Regenerative agriculture

Regenerative agriculture is about farming in ways that makes our land and ecosystems better and better. It's about building up living soil and healthy waterways by planting biodiverse natives, avoiding heavy tilling and using fertilisers wisely. The result? Nutrient-rich farmland, more carbon drawn back into the ground where it belongs and healthier crops for people like you.

Science-based targets

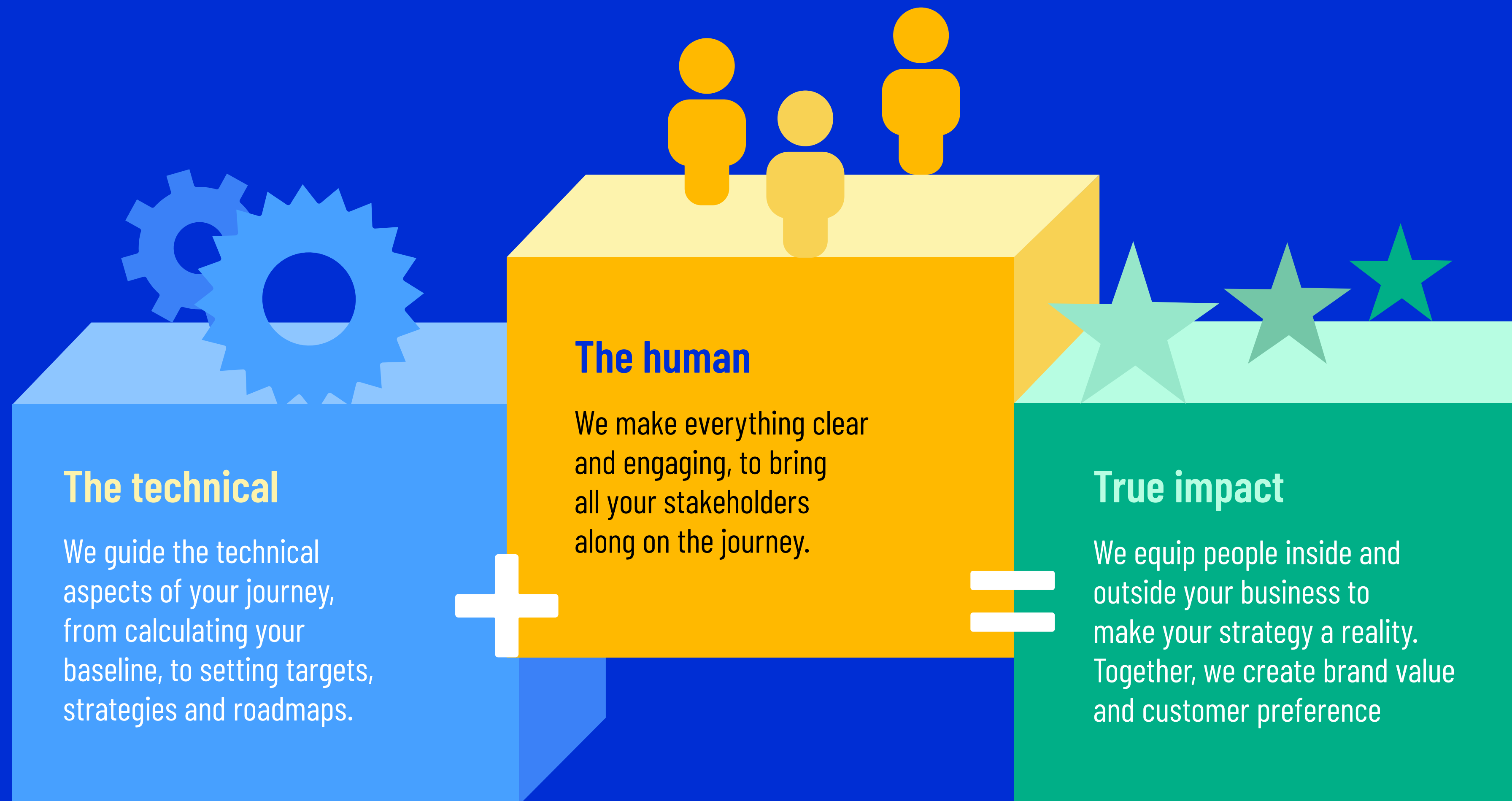
Greenhouse gas reduction targets that line up with the latest climate science for keeping global temperature increase to 1.5 °C. Science-based targets have been checked and approved by the independent and internationally recognised Science Based Targets Initiative (SBTi).*



We're South Pole

We're a team of strategists and creatives, working hand-in-hand with sustainability and climate experts. We help you craft your strategy, tell your story and translate complex information in a way that is clear and compelling.

In 2022, the climate company South Pole joined forces with Republic of Everyone—a multi-award-winning creative agency with 20 years experience in sustainability strategy and impact communications.





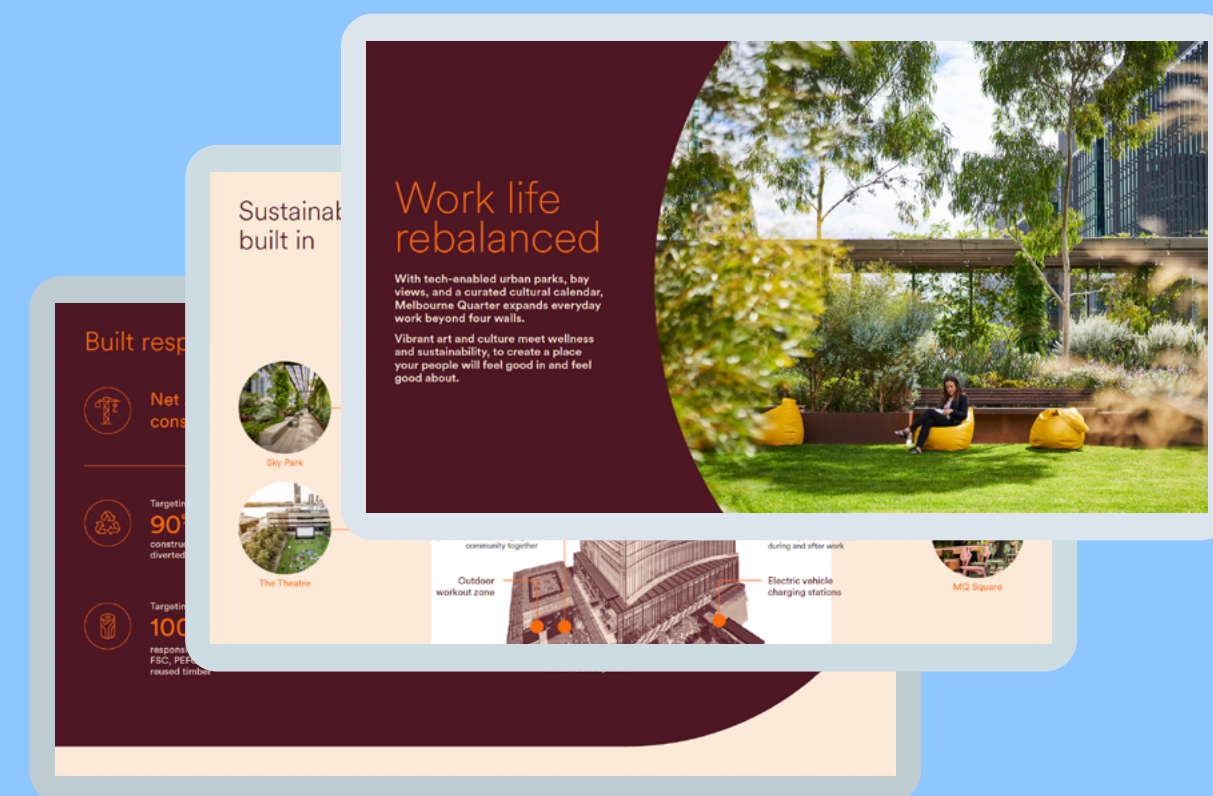
Case studies

Sustainability storytelling Lendlease

Lendlease are city shapers and asset creators. They were developing two of the most sustainable buildings in Australia—Melbourne Quarter Tower and Victoria Cross. But potential tenants didn't yet fully understand how outstanding these buildings are. So, we needed to make their talk as good as their walk.

How we helped

We crafted compelling sustainability positioning statements and core messaging for both buildings—adaptable across any asset. Then, we designed pitch decks that translated technical sustainability information for a tenant audience.

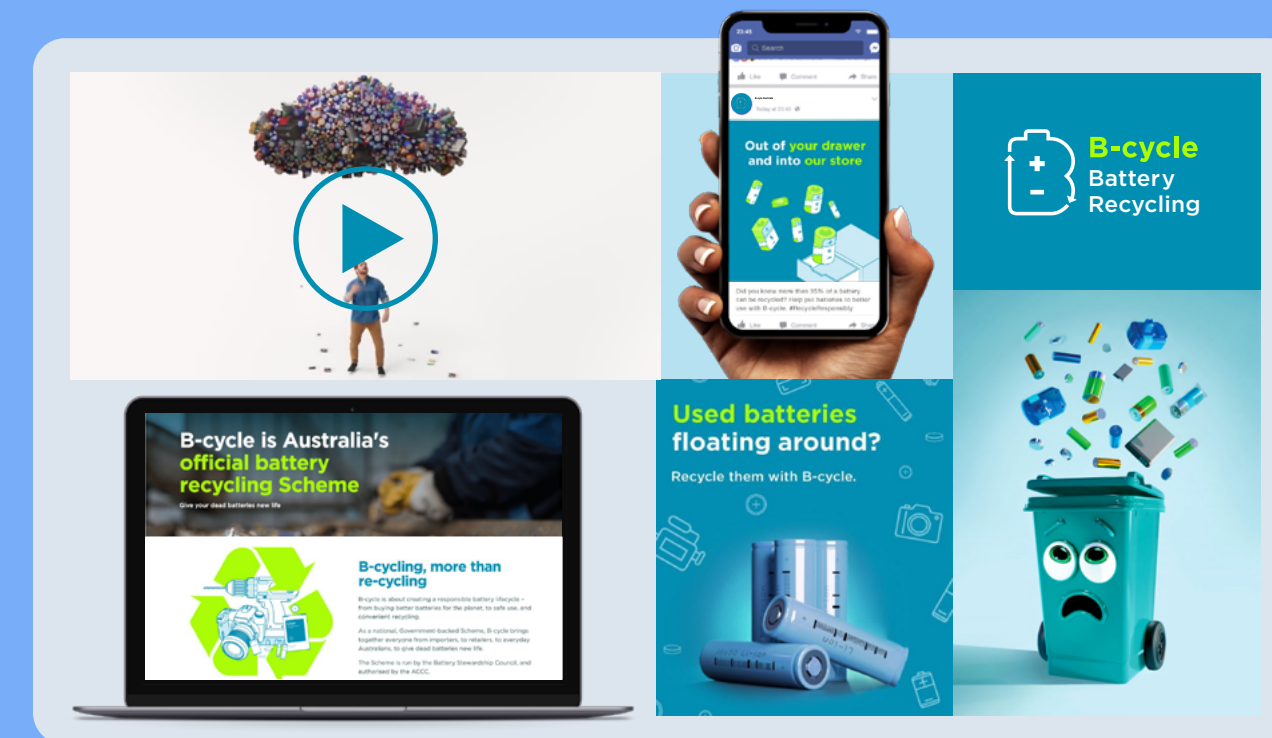


Brand and campaigns B-cycle

As a Australia's first national, government-backed battery recycling scheme, B-cycle brings together everyone from importers, to retailers, to everyday Australians, to give dead batteries new life.

How we helped

We worked with the Battery Stewardship Council to create the B-cycle brand, launch campaign, messaging and creative assets. Since launch, there has been a significant improvement in battery recovery rates nationally, reaching 71% in 2022-2033. This goes to show the real-world impact that can be achieved when a strong mission meets powerful creative messaging.

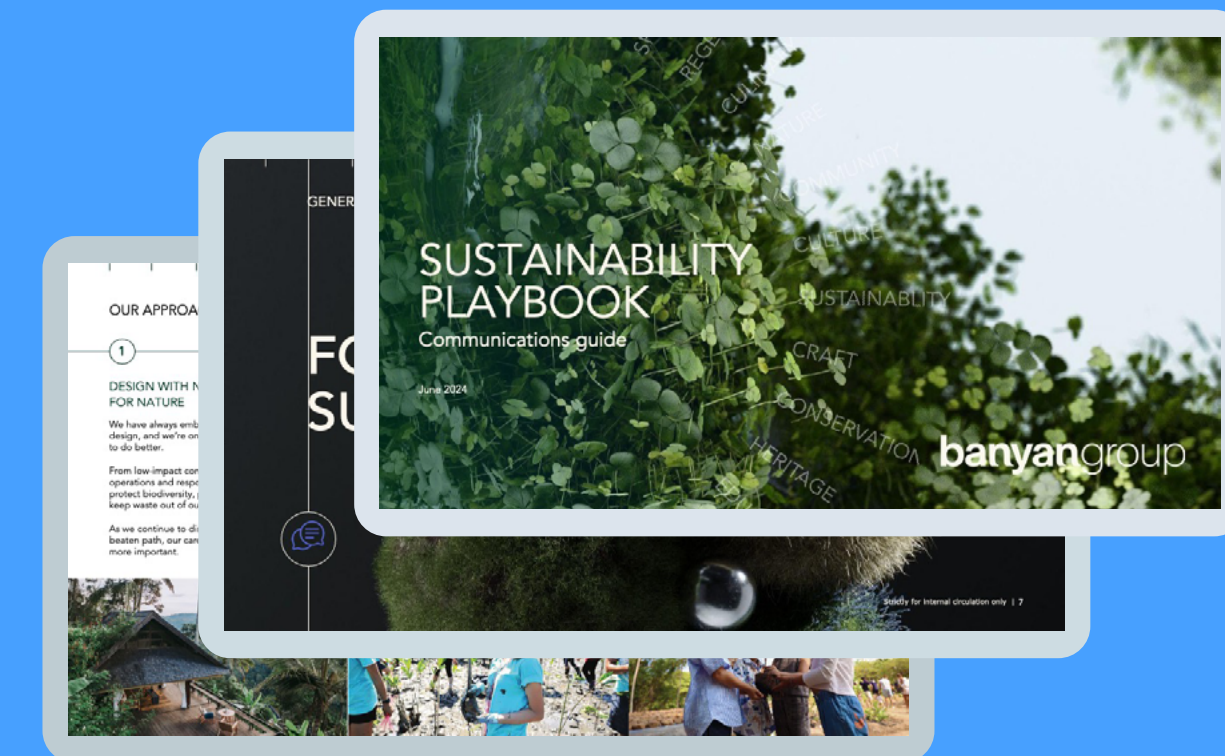


Sustainability vision, story and communications playbook Banyan Group

Responsible travel is at the heart of Banyan Group, but they didn't yet have a clear way to tell this story. They needed a way to help employees understand what is happening in sustainability across the company, how they should talk about it, and how they can craft their own sustainability communications.

How we helped

Through deep research and stakeholder engagement, we defined Banyan's sustainability vision, and structured their sustainability story, to help them communicate with both internal and external audiences. Then, we created a simple communications playbook.





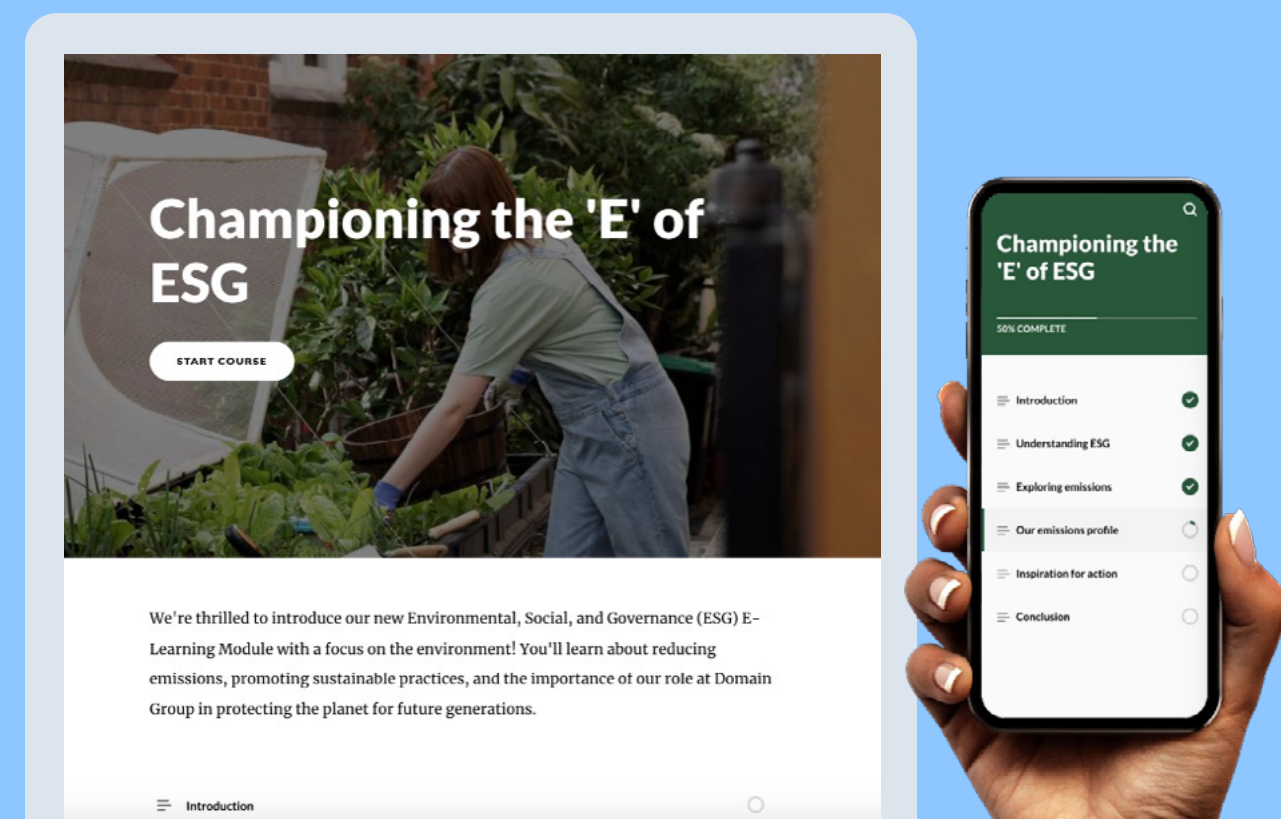
Case studies

Internal training Domain

Domain is a digital property portal in Australia. They wanted to instil an emission reductions mindset across the business, so that everyone in the company was championing a lower-carbon future.

How we helped

South Pole developed a 20-minute online training module covering ESG fundamentals, the impact of emissions on the property sector, and the essential role of employees in driving sustainability. The training is hosted on Domain's internal learning platform, empowering all staff to contribute to a more sustainable future.



Collective impact, communications strategy and creative Hort Innovation

Hort Innovation is the grower-owned corporation for Australia's horticulture industry. Their Nursery and Garden Marketing Program aims to increase demand for quality Australian green-life products.

How we helped

Since 2013, we have been the key brand and communications partner for the Nursery Marketing Program. We developed a program brand, Greener Spaces Better Places, and engaging educational content, including urban greening guides, reports, consumer video series and nursery events.



Framework, storytelling and reporting Autodesk

Autodesk is a global leader in software design, based in San Francisco. They have strong ambitions to lead the industry in impact-based action, and have been working with South Pole since 2020.

How we helped

South Pole crafted a sustainability positioning and master narrative for impact at Autodesk. We designed a sustainability framework that simplifies their impact intent on a page. Then, as the Autodesk brand evolved, so too did the impact brand—we created a visual style to capture it. Today, we continue to work with Autodesk to deliver their annual impact reports.





What others had to say



These insights highlight just how important it is to communicate in clear and relatable ways when we talk about sustainability. It shows that while Australians care deeply about these issues, the language we use can either build trust or create confusion - making this research a valuable tool for shaping more meaningful conversations with our customers.

Erika Martin
Head of Sustainability,
Country Road Group



This report offers a timely reality check on Australia's progress in shifting the sustainability lexicon, from vague and unsubstantiated claims to language that is qualified and clearly explained. For brand communicators, it presents both a responsibility and an opportunity to lead: to educate and engage consumers in ways that build trust. Ultimately, the how we do that is about demonstrating how a company is taking meaningful action and making these terms tangible. Showing, and not just telling.

Lauren Sinfield
Public Affairs & Advocacy,
IKEA Australia and New Zealand



It's encouraging to see that Australians continue to value sustainability while retaining a healthy degree of scepticism, especially of terms they aren't familiar with. The report findings demonstrate the need to create clear and simple messages to build trust and avoid greenwashing, while using different channels to explain the full sustainability story.

Brooke Sprott
Head of Corporate Affairs & Sustainability,
Unilever ANZ



When we talk about **sustainability**, we're talking about having a resilient, life-giving planet for generations to come

That's a big deal

Using the right terminology and translating businesses' efforts in a way that everyone can understand is just one part of the solution.

So, as we tell our stories, we must remember that to narrow sustainability down to a marketing angle is to miss the point entirely. This is about bringing everyone along on the journey—our people, customers, suppliers and investors—to create this better world we want to live in.

We need everyone, everywhere to keep going. And we're here to support you, every step of the way.



It's time to talk

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