

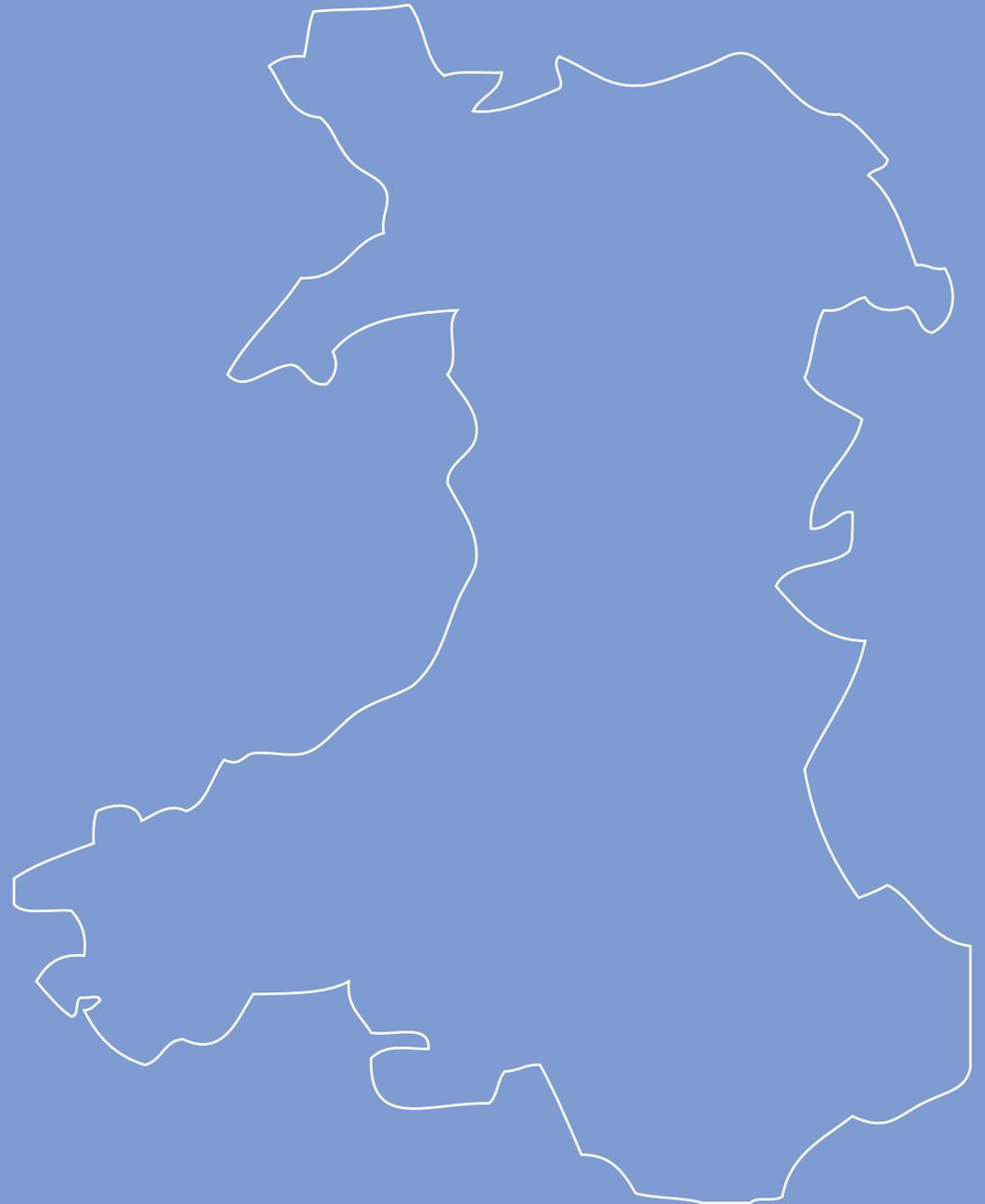
# **SUSTAINABLE DEVELOPMENT NARRATIVES FOR WALES**

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A FRAMEWORK FOR  
COMMUNICATIONS

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NOVEMBER 2013



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## THE BRIEF

The Narratives Project was commissioned in October 2011 by the Welsh Government to:

“Develop a compelling and clear narrative about Sustainable Development (SD) and Climate Change which will allow people to see the concepts in a positive, constructive and hopeful frame and to motivate them to both support the Government’s action and take action themselves”.

## WHO IS IT FOR?

The original project focused on communicating sustainable development.

## WHAT ELSE IS THERE?

The Framework is the ‘top end’ conclusions of a much larger body of research. This includes:

A review of academic literature on narratives in SD engagement.

Quantitative and qualitative public attitude research across Wales.

A review of existing government narratives. Interviews with leading figures in the Welsh Government.

An online survey of third sector organisations.

A working group into Welsh Values.

This larger body of research is reported in more detail in an additional report, ‘Annex Research Findings and Methodology’ which is available, on request, from the Welsh Government.

## THE AUTHORS

This document has been prepared by the Climate Outreach and Information Network and Andrew Darnton Research and Analysis who carried out the research on behalf of the Welsh Government. Views expressed in this report are those of the researchers and not necessarily those of the Welsh Government.

The Climate Outreach and Information Network [www.climateoutreach.org.uk](http://www.climateoutreach.org.uk) is a UK charity that supports public engagement on climate change through trainings, research and practical projects working with new audiences.

Andrew Darnton Research and Analysis [www.andrewdarnton.co.uk/](http://www.andrewdarnton.co.uk/) is an independent social research company that draws on a wide body of theory and practice across a range of disciplines. It has a focus on sustainability and the environment, health, global poverty, education and justice.

George Marshall

*COIN*

Andrew Darnton

*AD R&A*

November 2013

<b>Principles, Methodology and Application</b> <b>Pages 2-6</b>	<p>The approach and theoretical grounding of the Framework. The Principles contain the most important conclusions of the Project and users are encouraged to apply them creatively and consistently to the design of their SD communications.</p>
<b>Narratives</b> <b>Pages 7-15</b>	<p>The central column contains the narrative developed from the language found to work across all audiences. It is composed of segments that can be used on their own or recombined as required. The columns on either side contain 'shout outs' that explain or expand on the central narrative.</p>
<b>Word Store</b> <b>Pages 16-21</b>	<p>The recommended words and phrases were found to resonate strongly with members of the public and were used freely by them in discussion groups. The words to avoid tested poorly overall, although some may still work with specific audiences.</p>
<b>Naratif Cymraeg and Cronfa Eiriau</b> <b>Pages 22-38</b>	<p>The Welsh language was developed by Welsh speakers and tested in Welsh language discussion groups. It is not a translation of the English Narrative and provides a distinctively Cymraeg narrative and vocabulary on SD.</p>
<b>Who Are in The Segments</b> <b>Page 39</b>	<p>A short summary of six attitudinal segments defined through quantitative survey work. Each discussion group was recruited from people of the same segment so that researchers could identify more precisely the specific language and narratives that worked for each segment.</p>
<b>Segment by Segment</b> <b>Pages 40-41</b>	<p>Drawing on the detailed findings of the discussion groups, these are the recommendations for the language that works best for each of the different attitudinal segments. These findings are of most value for communicators working with well defined audiences with shared attitudes.</p>
<b>Chunk by chunk</b> <b>Pages 42-48</b>	<p>Twelve 'chunks' of sample text were tested in the discussion groups and are presented in the central column. The text most consistently approved is highlighted in green - the least approved is highlighted in red. Amber text received a mixed response and may work with some audiences. Unmarked text received no comment. The 'shout outs' on either side of the central text provide an explanation of the responses.</p>
<b>Images</b> <b>Pages 49-51</b>	<p>All the discussion groups were invited to comment on a portfolio of nineteen images. The Framework draws general conclusions on the images that worked but is careful not to be too prescriptive.</p>

## SOME SUGGESTIONS ...

Evaluate your approach of your current engagement strategy using the Principles (pages 5-6).

Evaluate your current communications materials using the group responses summarised in Chunk by Chunk and Images (pages 44-50 and 51-53).

Generate communications for a general audience from the Narratives and Images using vocabulary from the wordstore.

Remember that the Narratives are not a script and are intended to be pulled apart and reworked for specific audiences and topics.

Generate communications for specific audiences using the recommendations of Segment by Segment (pages 42-43)

## TEN QUESTIONS TO ASK WHEN APPLYING THE NARRATIVE

### 1. What attitudinal segment is the audience?

Understand the segment's motivation and compose messaging according to the segmentation model (Segment by Segment).

### 2. Is the audience rural or urban?

Reflect the different attitudes between rural and urban communities to landscape, culture and Welsh identity.

### 3. Is it bilingual?

The Government should go beyond the legal minimum, actively promote bilingualism as a central SD value and give the Welsh language an equal status in presentations and overall engagement. It should make a special effort to ensure that the bilingual experience in meetings is equally acceptable - even enlightening and pleasurable - to all!

### 4. Who is the communicator?

Build messages around the communicators, using the personal 'I' form to reflect their personal experience, enthusiasm and humour.

### 5. What is the medium of communication?

Different media require different approaches. All media should seek a participatory approach - for example by including case studies and a range of voices or contributions. The Welsh language is especially strong in spoken form and could be used more extensively in audio-visual media.

### 6. What examples and case studies will resonate?

Build engagement around examples and case studies that are specific to the audience's interests or locality.

### 7. What are the identity markers?

Identify and incorporate the values, images, words and stories that speak most strongly to the identity of the audience.

### 8. What are the hard choices?

SD is best defined in terms of choices. Tailored to the audience, identify specific examples of the hard choices that need to be made to optimise long term wellbeing or meet social and environmental goals. Invite the audience to understand and share in this decision making process.

### 9. What specific areas of behaviour change need to be addressed?

Identify areas requiring action and the collective and peer motivations that will encourage them. And, most important...

### 10. Does the amended narrative still reflect the Overall Principles?

The Principles are the foundation of the Overarching Narrative and need to guide any sub narrative or application.

## WHAT TO ADD

### DETAILED EXPLANATIONS OF SUSTAINABLE DEVELOPMENT AND HOW IT WILL BE APPLIED

The narrative recommends ways to 'frame' and present SD, but it requires a detailed explanation of how SD will be applied and what choices it will resolve.

### CASE STUDIES AND REAL LIFE EXAMPLES

SD still feels very theoretical. Case studies, especially those based around real and personal stories, are essential to bring it to life.

### AUDIENCE SPECIFIC ACTIONS AND BEHAVIOUR CHANGE

Any audience should be given specific actions and areas within which people can contribute. These should be framed in terms of collective values not self interest and encouraged with examples of what audience peers are doing.

### THE PERSONAL EXPERIENCE AND INTERESTS OF THE COMMUNICATOR

A communicator who can use the personal 'I' form and tell stories from their own experience will be more engaging and trusted.

### HUMOUR

Self deprecating humour is a highly effective form of engagement. If done well it creates a bond between communicator and audience, diminishes hierarchies and is an important identity marker in Wales.

## NAVIGATING CONFLICTS

**SD is all about dealing with different priorities and the conflicting demands of different interest groups. Real life requires doing this within tight budgetary constraints. The narrative provides some tools for navigating these conflicts:**

**Share the challenges** – be open with the public about the decision making process and recognise that making the right decision 'is not easy'.

**Promote the interests of the long term** – the public favours long termism and, if properly represented, this is widely understood.

**Use the language of 'balance'** – which has public appeal providing that the terms of engagement are seen to be fair.

**Enable participation** – many conflicts originate in unequal ownership or poor participation. An SD approach needs to give competing interests a voice and enable them to participate in both the decision making process and the results of policy decisions.

## ASPIRATIONS - MOVING FORWARD

The Framework aims to provide content for SD communication in Wales that is:

- Evidence Based
- Fully Tested
- User Generated
- Based on people's real values and concerns
- Rooted in the unique Welsh identity

The Framework promotes a consistent way for all sectors to talk about SD across Wales, with a common set of core principles and language creative variations in application and style

It will be most successful when different communicators work with it creatively to develop sub narratives that work with their own audiences.

The learning that comes through practical application is of immense value. The authors and Welsh Government encourage all Framework users to share their experience and findings via the [climate-change@wales.gsi.gov.uk](mailto:climate-change@wales.gsi.gov.uk) mailbox.

## A SHARED JOURNEY

### MODEST LEADERSHIP

People strongly dislike overambitious pledges and unfounded claims of leadership and achievement. Communications need to be modest, honestly recognise past failings, and anticipate future challenges.

### EXPLAIN AND EDUCATE

There is virtually no public awareness of the SD ambitions and principles proposed by the Welsh Government. It needs to be explained in every engagement as part of a wider strategy of awareness raising.

### INVITE CRITICISM

Be self critical and welcome challenge and debate as a crucial part of the SD process.

### SD IS AN OPEN-ENDED PARTICIPATORY JOURNEY

Resist the temptation to ask people to share a grand vision of the coming SD future. Stress that SD is a process of change and that the outcome will be shaped by everyone.

## WHAT THIS NARRATIVE CAN DO....

### A FRAMEWORK FOR EXPANSION AND APPLICATION

The Overarching Narrative provides a framework with well tested language. It should be rearranged and expanded for different audiences, places, and communicators (→Application).

### A SET OF PRINCIPLES FOR SD ENGAGEMENT

The principles set out above provide the foundation for any SD communications. The Narrative is constructed, in an illustrative way, out of tested language built on these principles; but is not a script and it should evolve with time (→Application).

## AND WHAT IT CANNOT DO...

### EVERYTHING AN ORGANISATION DOES IS COMMUNICATIONS

Every policy, activity and public interaction by any organisation reveals its priorities and underlying values.

This narrative will generate widespread cynicism if it is not supported by proof of real commitment to SD and public engagement.

### SHARE WITH OTHER COMMUNICATORS

Any one organisation has relatively little influence on public attitudes. This narrative will need to be used by a wider range of organisations and communicators, if it is to be most effective.

**JOBS ARE THE PRIORITY**

*Jobs are a number one concern so put them first (and frame SD as not just environmental).*

*Fairness is a key principle.*

*Quality (not just quantity) of jobs is important. The generic adjective 'Rewarding' covers both personal and financial rewards.*

We are in **tough times**.  
The absolute **priority** is dealing with the weak economy and unemployment.  
It's only **fair** that everyone should have rewarding and secure jobs and a **decent standard of living** that allows them to care for their families.

*Recognise that things are unusually difficult.*

*According to audience, 'tough times' may include wider environmental problems such as climate change.*

*A decent standard of living (rather than wealth or status) is a modest expectation and should be framed in terms of caring for others.*

**THE PRINCIPLES UNDERLYING SUSTAINABLE DEVELOPMENT**

*"Everyone knows" establishes a shared value based on collective common sense (→Word Store).*

But **everyone knows** that money and markets are not the only things that give people a good quality of life.  
In Wales we value the **other kinds of wealth** we possess in our relationships with our friends, family, and **communities**.  
And we have the **natural environment of** Wales, our **landscape**, mountains, rivers and seas, which make **people (me)** passionate about Wales.

*Social connections are a priority for all segments, so a generalisation is permissible. Introduce the principle of an equivalent (though not more important) source of social wealth.*

*Introduce environment after economy and society.*

*Landscape is the key environmental value and is strongly associated with Welsh identity.*

**NOT BUSINESS AS USUAL**

*Temper the 'bold' vision with realism, and recognise it will be hard to change.*

*Any application needs to fully establish the benefits and imperatives of SD in order to justify these challenges (→Applying).*

*Include climate change as an established (and no longer debated) global problem among others.*

Even though many of the problems we face (economy, **climate change**) affect all countries, Sustainable Development in Wales will seek **distinctly Welsh** solutions that draw on our rich natural resources (→Resources in Environment Narrative) and **the strength of our local communities**.

*Stress its emotional 'wellbeing' value - especially the personal meaning to the speaker.*

*Always combine global problems like climate change with clear tangible examples of local solutions.*

*Solutions include social and cultural assets among the national resources.*

Some recent **examples of [our] work** already show the kind of actions that follow from a Sustainable Development approach.

*Lead with case studies (and how they look and feel) followed by explanations of policy rather than leading with theory.*

## A SHARED JOURNEY

*State that this is a long term project.*

This is just the beginning of a **journey** that will affect **every person**, community and business in Wales. Doing it well - and it will be hard at times - will depend on everybody, NGOs and businesses, government and communities working together.

*Talk of a journey to imply that this is an open ended process.*

*Admitting your organisation is finding its way too and is welcoming critical friends builds a sense of honest partnership.*

That is why we want you to **debate the options**, help define our **course** and be actively involved in making your own changes in **how you live and work**.

*Personal behaviour change is included, but expressed as participation rather than responsibility.*

DIFFERENT PRINCIPLES

*Bilingualism is widely approved as a central quality of Welsh identity. It should be included in all definitions and actively applied in SD engagement (→Principles, Application).*

*Stress how unusual this is. People are entirely unaware of the Government's commitment to SD.*

Communities should be safe, sustainable, and attractive places for people to live and work, where people have access to services, and enjoy good health.

Wales should be a fair, just and **bilingual** nation, in which citizens of all ages and backgrounds are empowered to determine their own lives, shape their communities and achieve their full potential.

The Welsh Government is **different** because it has Sustainable Development (SD) as the central **principle** that shapes how it works.

*This language from One Wales One Planet was strongly liked and reflects widely shared values.*

*People want Wales to be different and like it to have firm principles.*

AN EYE ON THE FUTURE

*Stress jobs and economy come first but those that have a future.*

*It is important to ground this section with concrete examples that show how an SD approach can influence choices.*

Sustainable Development means that in meeting pressing **short term needs**, we will always seek to safeguard the long term interests of the people of Wales.

So when the Welsh Government puts employment first, it will prioritise the creation of rewarding and secure jobs in **emerging sectors**: jobs for the future.

And while money is critical to people's sense of wellbeing, the government will never lose sight of the other **social, environmental and health factors** that are so important for people's long term quality of life. And we need to hold them to account, to make sure that this is happening at the local as well as the national level.

*Emphasise that an SD approach means that these may be different kinds of jobs for new needs. These should be jobs that benefit people, the economy and the environment.*

*As in the main narrative, recognise money but as only one part of the equation.*

## COMMON SENSE

*Where possible, use the personal voice to explain the common sense metaphors.*

The Government calls this approach Sustainable Development, but really (I think) it is just 'applied common sense' to always think of the longer term benefits...just as it is common sense to keep fit or keep your car or house in good condition- even if it means investing a bit more effort or cost now.

*Find new metaphors for different audiences (not all people own a car or house).*

POPULAR POLICIES  
SHOW SD AT WORK

*Do not claim that these policies were generated by SD; they were not. However they can be cited as examples of the kind of long term choices that will follow from an SD approach.*

Some recent Welsh Government policies already show the kind of actions that can follow from a Sustainable Development approach.

Education: investing in our children's future with support for early years and university tuition fees.

Health: investing in our long term health with free prescription charges

Free parking at hospitals is a simple way to support families at the time they most need to be together

Single use bags - a small change that has long term benefits for our local environment, landscape and global environment.

*Place environment below other forms of social benefit.*

**Summary**

Environment is framed as a working landscape (a marker of overall Welsh identity) and local surroundings (a marker of community identity). Landscape can be presented as both an emotional attachment and a working resource base that responds to changing needs. Thus it fits within a deeper narrative of Wales as a hard working and creative country built on 'natural resources'.

**WORKING LANDSCAPE**

*Landscape is the key public connection with the environment and a unifying feature of what it means to be Welsh. However, note that it has different meanings to rural and urban audiences.*

*This formulation frames the environment as a resource that is subject to change.*

The natural environment of Wales: our **landscape**, water, seas, air and everything that lives in them, makes people **[me]** **passionate** about Wales.

This is a **living and working** landscape - not something to be put in a museum. It has been shaped by the **hard work of people**.

*Note: Speakers can use 'I' to express personal passion. The threat of climate change to landscape could also be mentioned here - especially flooding and droughts.*

*Talking of a working landscape neutralises the definition of 'environment' as an elite aesthetic hobby, and WG's SD policy as a 'conservation' agenda.*

**REAL / LOCAL**

*Use a socially inclusive definition of environment that includes local urban issues.*

And there is **another kind of environment** that is just as important to people's quality of life. **It starts at their front doors** with everyday concerns: the condition of the pavements, vandalism and crime, litter, and the quality of the air they breathe. People need tranquil green spaces wherever they live.

*Link local environment with community and quality of life.*

**NEW THREATS**

*An environmental version of 'hard times' reflecting popular realism. This can be expanded according to the audience.*

Like all countries, Wales is struggling with **major environmental problems**. The long term supplies of oil and gas are uncertain and fuel prices are so high that many people are finding it hard to pay their bills. **Climate change is already** changing our weather and increasing flooding.

*Climate change is presented as a reality (alongside other social and economic problems) that Wales has the potential to manage.*

NEW THREATS

*Emissions reductions are presented as a self interested and inevitable transition not a moral/planetary imperative.*

The Welsh Government is committed to reducing the emissions that cause climate change. This is not just our responsibility; it is the best way to support our transition to a more efficient, low carbon economy.

RESOURCE RICH

In Wales we are in a very strong position to make this transition.

It was our natural resources that built our country in the industrial revolution. And we are also rich in the natural resources that will meet these new challenges: the water, wind, forests and sun that can supply the energy needs of our people far into the future.

As we develop these natural resources we can increasingly hold on to the billions of pounds that we send out of Wales for energy, and can reinvest that in local jobs and opportunities for our own people.

*Frame the mining tradition as a 'natural resource' story to create a continuity with renewable energy. This storyline has strong popular appeal. In some communities it may be necessary to explain why coal mining is no longer a viable solution.*

*Frame renewable resources as serving the needs of Welsh people instead of sending money/resources out of Wales, a long held concern. Present the importance of self reliance, but do not make excessive claims about energy independence. Avoid empty targets and stress the potential.*

*Rivers and tides are more popular sources of renewable energy than wind.*

*Sun: insert self deprecating joke here.*

*Use examples of projects here.*

Climate change is not currently at the forefront of public concern and none of the focus groups mentioned it without prompting. When asked, all were aware of the issue and there was a mix of concern and scepticism. However, none of the participants acknowledged the scale of the issue or the level of the Welsh Government commitment.

### **1. Keep the issue of climate change alive in the public domain.**

Climate change should not be dropped from the public discourse. It is the key issue within SD that sets the pace for rapid change and is an issue on which many people expect Government leadership. Government communications need to be consistent and should not be led by the often volatile and cyclical media coverage.

### **2. Present climate change as an established (and no longer debated) problem and a firm basis for Government policy.**

Avoid reference to a debate or weak language such as “most scientists agree...”.

Always include climate change as a component of current economic, social and environmental challenges and the ‘tough times’ scenario.

Present action on climate change as a cross-party consensus.

### **3. Justify solutions to climate change as responses to the entire package of economic, social and environmental challenges.**

Highlight solutions that meet multiple needs. For example, fuel efficiency, public transport, fuel poverty alleviation, and the development of renewable energy all meet multiple needs.

Prioritise visible solutions based on economic and social gains (more jobs and community benefits) over solutions based on reductions (cutting emissions, reducing footprint).

Prioritise case studies with local community ownership and involvement.

### **4. Stress the Welsh context (over the global context).**

Emphasise local climate change impacts (especially in relation to flooding and extreme weather events) and need for adaptation at a local level. Highlight the particular strengths of Wales (natural resources, location, skills, resilience) in dealing with climate change.

### **5. Stress collective responses.**

Present action on climate change as a collective responsibility, which includes shared responsibility between Government and individuals.

Avoid language that over-emphasises people’s personal responsibility to “do your bit”.

As with SD as a whole, present the process of finding solutions to climate change as a shared and negotiated journey.

### **6. Encourage individual communicators to take personal ownership.**

The trustworthiness of the communicator is especially important with climate change.

Enable communication between peers, work colleagues and within social networks.

Encourage communicators to use the ‘I’ form to express their personal concern or commitment to action.

### **7. Follow segments’ lead.**

Some segments appear to talk climate change much more readily than others; those who are more happy to use the phrase tend also to be more likely to see themselves as ‘green’. For the less green, avoid leading on climate change (so as not to seem either marginal or obsessed). However, in order that climate change is normalised for the whole population, we also recommend that the phrase is used widely, but in amongst other big problems, and always accompanied with effective responses whenever possible.

ECO SPEAK

*People are confused about the planets metaphor.*

*People like fairness and understand limits but strongly dislike it when others define what they are or lecture them.*

Our environment has an **intrinsic value**. It is our **life support system**.

We consume the equivalent of **three planets** worth of resources. We must take no more than our **fair share** of the world's resources.

Sustainable development is **all about living** within our environmental **limits**.

*Most people distrust or disregard 'environmentalist' language.*

*An exclusively environmental definition (that ignores society and economy) leads people to believe that SD is a marginal issue.*

OVEREGGING

*People regard Wales as a small and relatively powerless player and do not believe that it can be an international leader in global politics.*

*Be careful when citing targets - like statistics, they feed cynicism and detract from core messages.*

*People doubt this and say: "other countries are already ahead of us".*

Wales is **internationally recognised** as a leader in this new form of Sustainable Development.

**Our target** is that **by 2050 we will...** (+ambitious target on emissions / waste etc).

We are generating new business opportunities in the **low carbon economy** that will create thousands of **new jobs**.

Other countries behave as though they are still in the 20th century- we are building for **the 21st century**.

*People have a visceral negative response to overclaiming - especially in relation to Wales.*

*People need to see clear evidence of change before they can accept a target.*

*People are not yet persuaded about the low carbon economy and do not see these jobs. They suspect that this is political hyperbole.*

TOO MUCH WELSH PRIDE

*Some people like this very much, but most people are repelled by overt nationalism and 'laughable' sloganeering.*

Wales is standing on its own two feet. The **dragon is rising**.

**TOO MUCH WELSH PRIDE**

*The survival metaphor, whilst powerful for Welsh speakers, does not work for many other people.*

*Stereotyped attributes of Welshness are seen as caricature.*

*Claims have to stand up against people's current experiences of where they live.*

In Wales we have always...(been something, done something, supported each other, survived).

As we say in rugby, there is a Welsh Way - agile, quick thinking, nippy, with strong team work.

People used to leave Wales to work away. Now they stay. And ever more people are coming here to live, because this is a great place to live.

*Be wary of sweeping generalisations about what Wales is or has been. Some people feel they are outsiders and excluded.*

*Wales can be a great place to live, but people do not perceive it to be a magnet for incomers in this way - or even want it to be.*

**FROTHY EXCITEMENT**

*People dislike (double) intensifiers which seem to be empty rhetoric.*

*People think this technological progress sounds costly (adding to a sense of environment vs. economy).*

Our world is at an extraordinary turning point. We are moving from polluting dirty fuels to new cleaner forms of renewable energy.

To do this we will have exciting modern technologies: smarter cars, and efficient modern houses: powered by wind, solar and wave power

*This is so exaggerated as to be untrue and is at odds with people's strong perception of current 'tough times'.*

*People do not want others to tell them what is 'exciting'.*

*Some people are so opposed to windfarms that they disregard anything mentioning wind power.*

## WORDS TO DRAW ON

UNDERLYING ETHICS	Words that support the ethos of SD.	GROUNDING TERMS	Words that frame SD proposals as realistic and relevant.
(Core) Principle	Refer to SD as a principle rather than a policy. Core principle - use this phrase (which is clear and ethical) rather than 'central organising principle' which suggests that it is a bureaucratic arrangement.	Different / difference	Offering a 'different' approach is more appealing to many people than offering radical visionary change. Overall people see Welsh 'difference' as a modest term that is more appropriate than bolder claims of Welsh exceptionalism.
Fairness Fairplay	The principle of fairness and fair play resonates strongly as a Welsh value. However the question of what constitutes 'fair' or a 'fair share' and who defines it is complex and must be negotiated (see below).	Real - realistic	Realism is preferred over vision, though the word should be used sparingly or it becomes devalued.
Protect Safe Strong	Protect, protecting, protection, safe and strong communities all scored well and can link the 'tough times' and SD frames. Strong is thus best associated with stubborn survival .	Responsibility	Responsibilities (especially social and family) emerged in conversations as a more commonly held concept than rights.
		Balance	This is a word of moderation and participation - SD should be described as seeking well integrated and balanced opportunities that are of short and long-term benefit to people, the economy and the environment.

## WORDS TO DRAW ON

IDENTITY MARKERS	Words that speak to people's concerns and a shared Welsh identity.
Welsh language	Include Welsh words and phrases in otherwise English communications whenever appropriate. Cymraeg is a powerful marker of a distinct Welsh identity that appeals across all groups including most non-Welsh speakers.
Bilingual	Cymraeg is respected by most non-Welsh speakers as the defining feature of Welsh identity. Bilingualism should be included in all definitions of SD.
Landscape	After language, this is the main marker of Welsh identity. The word 'landscape' is more inclusive of industrial areas such as the Valleys than 'countryside'.
Local	The strongest identification across all groups is with locality not nationality.

## WORDS TO AVOID

BRAVE NEW WORLD FROTH	Language that overeggs SD policy as an inspirational change to an aspirational future.	
[word]	[alternative]	[rationale]
Exciting	Avoid - allow people to make up their own minds	This is a word from marketing and people do not want to be told what is exciting.
Opportunity	Potential Our strengths	Opportunity is a word for business entrepreneurs not the general public which requires softer and more consensual language.
21st century (+vision, +future)	Avoid	This sounds like a sci-fi fantasy future to people who are more focused on managing in the present.
Vision	Principle (proven by example)	There is universal cynicism about visions and aspirations. They must be firmly grounded in real achievements.
Self sufficient, (energy Independence)	Using our own resources for our own benefits - jobs	Independence is a loaded term and not a shared aspiration. Self- sufficiency is not considered achievable without strong supporting evidence.

ECOSPEAK	The jargon of environmental empowerment.	
[word]	[alternative]	[rationale]
One Planet Living	Avoid or use a better defined concept of living within local constraints.	Previous language on One Planet Living is confusing and regarded as highly environmentalist. Few people identify with such global ambitions.
Life support system	Natural resources	This ecological language from the Natural Environment Framework was described as 'jargon'.
Lifestyle (sustainable, green lifestyle)	Way of life	Lifestyle suggests a consumption choice (with little commonality and dependent on means - hence divisive). 'Way of life' is more resonant as a shared value.
Global Planet	Local (in this region, community) Here in Wales	Both 'global' and 'planet' are identifiers of environmentalism. They also operate at a high level of scale from which the majority of people feel disconnected.

## WORDS TO AVOID

OVERSTATEMENT			ENFORCED ETHICS		
The jargon of environmental empowerment.			Government as a 'strict father' making ethical judgements.		
[word]	[alternative]	[rationale]	[word]	[alternative]	[rationale]
(Our) promise, pledge	We are doing (+solid examples).	Promises trigger cynicism. SD is not a pledge, it is policy in action.	Social justice (also equity, equality)	Fairness Decent / fair standard of living	Social justice implies a political programme to address it and redistribute wealth. If this is not intended, it is better to say fairness: an underlying principle which has strong acceptance.
Leader, leadership	Show but don't tell. State it as facts (first country in the world to...) always grounded in examples.	People are consistently repelled by claims of leadership and exceptionalism, even if true. Modesty and quiet honesty about achievements is required.	Fair share	Better defined examples of living within environmental constraints.	People strongly resent others, particularly the Government defining what is 'fair'. They feel judged and seek to avoid responsibility.
OUT OF PROPORTION			ASSUMED SOLIDARITY		
Language that exaggerates.			Language that asserts a non-negotiated or generalised assumption of commonality or co-operation.		
[word]	[alternative]	[rationale]	[word]	[alternative]	[rationale]
Simple Easy	Everyday Worthwhile (or just avoid)	Diminishes the scale of the problem, and the level of action required. Or else, if true, suggests action is trivial and can be avoided.	All, always...	I feel (communicator voice) Qualification (in my community, we try to, we believe in...)	Overstatements of Welsh qualities can be seen as out of date. People can feel excluded by such sweeping generalisations unless they are genuinely shared values.
Unique	Different	Very hard to prove, and sounds self-promoting.	(Work )together (All in it ) together	State well defined roles - and recognise room for negotiation.	People see 'together' as a way for others, particularly the Government to tell people what to do.

## WORDS TO USE WITH CARE

Sustainable	Use sparingly. Replace with more specific meanings (can be maintained, long term, environmentally sensitive, etc.).	Sustainable is seriously overused and is in danger of becoming meaningless. In compounds it is used to mean lasting or longer term (eg. sustainable economy). It's better to avoid using it as an adjective and unpack it in context.
Wellbeing	Quality of life, way of life (use with qualifiers eg. 'health and wellbeing' or 'family wellbeing' etc.).	Wellbeing is now being overused in the SD context. It is a policy specific word without a strong public meaning and does not communicate well.
(Economic) Growth	New (jobs etc) Securing, protecting, building, improving	Economic growth is a highly contested topic in a 'sustainability' context. In public it is possible to avoid it and talk instead about the positive aspects of a better life.
Stand together, work together, interconnected, solidarity, resilience.	Use carefully with attention to case studies and when relevant to specific contexts.	Cooperation does not always occur- it needs to be earned and worked for. Some people feel fundamentally disconnected and react strongly against assumptions of the cohesiveness of communities or assumption of partnership with government or organisations.
Community	Never neutral, as it assumes that community values or spirit are in place.	'Community' is used spontaneously by people to mean those people around them in the place where they live - as such it is not jargon. But care should be taken as some people feel that their local 'community' has gone.

## WORDS TO USE WITH CARE

Common sense	Use this phrase sparingly	Whilst common sense is a good grounding term, people are wary of Government or other bodies defining it, so use it carefully in context or as the opinion of the communicator ('to me it just seems like common sense that...').
Wind power	Refer in context. Put other renewables - hydro, forests, solar - in front.	There is widespread suspicion of windfarms - they are seen by many as being a direct attack on landscape. They need to be mentioned with caution in context.
Eco, green, carbon footprint, low carbon.	Only use in very specific 'environmental' areas. Avoid it in the wider SD language and especially in titles, straplines and calls to action.	Although rarely rejected, many people saw these terms as 'alternative', 'expensive' and peripheral to their day-to-day concerns. Of these 'green' is probably the most widely used, but while it is relatively free from stigma, it is not in any way motivational.
Climate change	Do not lead with climate change; insert it into all communications with the aim of normalising it in everyone's talk.	Although the underpinning logic for many policies and communications, climate change is not a phrase uttered by most of the public - even when prompted with it. It is not motivational and it is still associated with scepticism and debate. The aim should be to normalise it in communications, so it is a universally acknowledged fact. Methods to do this may include listing it along with other big and real problems (like the economic downturn). Always mention it in association with solutions (see Messaging Climate Change).

SWYDDI'N FLAENORIAETH

Mae angen cydnabod a derbyn ein bod mewn cyfnod anarferol o anodd.

Mae sicrhau fod yna swyddi da, o safon n bwysig iawn. Wrth gyflwyno datblygiad cynaliadwy (DC) mae'n rhaid sicrhau fod lle blaenllaw i'r pryder hwn, a dangos nad amddiffyn yr amgylchedd yw unig, na phrif achos DC.

Datgan fod hunaniaeth a lles yn mynd llaw yn llaw.

Atgyfnerthu cred sy'n bodoli'n barod fod yna gyfoeth cymdeithasol na all arian brynu, a dyhead am fywyd symlach.

Rydym yng nghanol cyfnod anodd.

Y flaenoriaeth yw'r economi wan a di-weithdra. Yr unig opsiwn teg yw bod swydd foddhaol a diogel a safon byw weddus sy'n eu gallu i ofalu am eu teuluoedd ar gael i bawb.

Mae pawb yn gwybod nad arian a'r farchnad rydd sy'n ein diffinio ni ac yn ein gwneud yn hapus - nid diwedd y gân yw'r geiniog.

Yn ôl y gynulleidfa, gall y cyfeiriad at "gyfnod anodd" gyfeirio hefyd at broblemau ehangach megis newid hinsawdd (→naratif amgylcheddol)

Mae tegwch yn holl bwysig.

Dim ond os oes ganddyn nhw'r modd i wneud hynny y gall pobl ofalu am eu teuluoedd. Mae angen safon byw weddus a derbynol ar bawb - mae'n bwysig gwneud y cysylltiad rhwng hyn a gofalu am eraill.

"Mae pawb yn gwybod..." - h.y - synnwyr cyffredin nid datganiad Llywodraethol ac yn awgrymu'r weledigaeth yr ydym oll yn rhannu (→ cronfa geiriau).

EGWYDDORION

Mae cysylltiadau cymdeithasol yn bwysig i'r holl grŵpiau, felly mae'n bosib cyffredinoli ar hyn.

Y fro yw'r endid cymdeithasol a daearegol hanfodol yma - os nad yng Nghymru gyfan, yng nghefn gwlad ac yng nghymunedau clos cymoedd y De.

Mae'n cyfoeth go iawn wedi'i wreiddio yn ein perthnasau a'n ffrindiau, ein teuluoedd a'n cymunedau a'n cysylltiad â'r 'fro' a'i thirlun.

Cyfleu egwyddor o foesoldeb traddodiadol - dylid gwerthfawrogi perthynas â chymdeithas glos y teulu / pobl y fro a'r fro / cynefin, ac awyr iach gymaint â chyfoeth ariannol a meddiannau. Mae amser i gyfri'n bendithion yn foethusrwydd i'w hawlio.

EGWYDDORION

*Defnyddio “yn y bôn” i bwysleisio mai hen ffordd Gymreig o sierhau bywydau ac arferion cynaliadwy ydym yn sôn amdano, nid rhyw syniad neu ffasiwn fodern, na gwleidyddeg pur chwaith.*

*Pwysleisio'r budd mae'r siaradwr ei hun yn mwynhau wrth iddo / iddi fod yn y wlad.*

*O Fôn i Fynwy - defnyddio idiomaau Cymreig cyfarwydd, sy'n ein huno ni, ac yn hawlio'r hanes sy'n cael ei adrodd fel un i Gymru (nid rhywbeth sydd wedi ei addasu ar ein cyfer ni).*

Yn y bôn, mae'r ymadrodd “synnwyr cyffredin ar waith” yn disgrifio'n dda beth yw cynaladwyedd.

(Yn fy marn i) Does unman yn debyg i Gymru. O Fôn i Fynwy mae popeth yma - y wlad o'n cwmpas - yn fynyddoedd, afonydd, y lan môr bendigedig.

*Cyflwyno'r amgylchedd ar ôl sôn am yr economi a chymdeithas*

*Mae'r tir yn bwysig ym mhob cyd-destun. Yma, Cymru = tir/amgylchedd.*

*Tirlun (gweler uchod) a'r wlad - rydym oll (bron) yng Nghymru yn falch o amlygrwydd hyfryd a thrawiadol y wlad a daearyddiaeth Cymru. Mae'n parhau i'n hysbrydoli ni i ryw raddau, fel gwnaeth ysgogi ein beirdd ers talwm, ond mae mawredd yr amgylchedd naturiol yn ein cyfyngu hefyd. Mae'r brodydd yn unedau mwy hylaw i ni deimlo'n ddiogel ynddyn nhw.*

NID BUSNES FEL ARFER

*Sôn am newid hinsawdd fel ffaith. Un o broblemau'r byd i gyd yn grwn sy'n cael ei gydnabod gan bawb.*

*Cychwynnwch gydag enghreifftiau ac astudiaethau achos, a dim ond wedi gwneud hynny, esbonio'r polisi.*

Er bod nifer o'r problemau sy'n ein hwynebu yn rhai byd eang (megis yr economi, a newid hinsawdd), rhaid eu deall a'u goresgyn yng nghyd-destun unigryw Cymru, gan ddefnyddio ein hadnoddau naturiol (→adnoddau yn y naratif amgylcheddol) a dyfeisgarwch ein cymunedau a'n poblogaeth. Rhaid datblygu mewn modd cynaliadwy.

Yn y blynyddoedd diweddaraf, mae rhai [o'n] polisiau wedi / yn dangos ein bod yn nesu at atebion cynaladwy.

*Rydym yn cyfosod problemau byd eang, gyda datrysiadau lleol. Mae llwyddiant yr ymatebion yn dibynnu ar adnoddau cenedlaethol, yn rhai cymdeithasol, diwylliannol a naturiol.*

*Defnyddio enghreifftiau adnabyddus sy'n gysylltiedig â pholisiau (heb roi'r argraff ein bod yn gorffwys ar ein rhwyfau).*

## TEITHIO GYDA'N GILYDD

*Gwaith ar y gweill yw hwn - rydym ond prin yn dechrau deall pa fath o batrum i'w ddilyn.*

*Dangoswch onestrwydd gan gyfaddef nad yw'r llwybr yn hollol amlwg i'ch sefydliad.*

Dim ond cychwyn taith ydym ni, taith fydd yn cyffwrdd pob un ohonom, boed yn unigolyn, yn gymuned neu yn fusnes.

Dyna paham y gobeithiwn y byddwch chithau yn archwilio'r opsiynau, yn helpu llywio'r cwrs, ac y byddwch yn rhan hanfodol o'r trawsnewidiad. Bydd llwyddiant yn anodd ar adegau ond bydd yn dibynnu ar bawb, cyrff anllwyodraethol, y sector preifat, y llywodraeth a chymunedau yn gweithio gyda'i gilydd.

*Mae'n brosiect hir-dymor, mi fydd eich sefydliad yn parhau gyda'r gwaith i'r dyfodol maith.....*

*Mae'r Cymry oll yn rhanddeiliaid sy'n cael hawlio'r cyfle i fynegi barn.*

## EGWYDDORION GWAHANOL

*Roedd y Cymry Cymraeg yn ddi-ffael yn annog a dymuno gweld dwyieithrwydd glân yng Nghymru - ac mae ein dymuniad i wireddu'r ddelfryd fel rhan ganolog o hunaniaeth Gymreig yn un gref. Roedd lleiafrif bach o bobl ddi-Gymraeg yn gwrthwynebu dwyieithrwydd Cymru. Rhaid herio'u gwrthwynebiad yn yr un modd ag y byddem yn herio eu diffyg diddordeb tuag at ail-gylchu ac ati.*

*Mae hyn yn wahanol ac yn anarferol. Ond mae pobl Cymru'n yn hollol anymwybodol o ymrwymiad LŶC i DC.*

Dylai cymunedau fod yn ddiogel, cynaliadwy a deniadol lle mae pobl yn byw, yn gweithio, yn cael mynediad at wasanaethau, a lle mae iechyd pobl yn dda. Dylai Cymru fod yn wlad deg, gyfiawn a **dwyieithog**, lle caiff dinasyddion o bob oedran a chefnidir eu grymuso i benderfynu ar natur eu bywydau eu hunain, llywio eu cymunedau a chyflawni eu potensial llawn.

Mae Llywodraeth Cymru'n **wahanol**, gan fod **egwyddor** datblygiad cynaliadwy sydd ganolog i'r ffordd y byddwn yn gweithredu.

*Daw'r geiriau hyn o "Cymru'n un: cenedl un blaned", ac roedd nifer o bobl yn ei hoffi'n ieithyddol ac o ran neges ac egwyddorion.*

*Mae pobl yn falch o draddodiadau bonheddig Cymru - i ni mae bonheddig yn golygu byw yn ôl ein hegwyddorion!*

## CYDBWYSEDD TEG

*Dangos pwysigrwydd swyddi da a chynaliadwy, ond ddim trwy aberthu cydbwysedd teg.*

*Rhaid rhoi esiamplau o sut mae arddull sy'n creu DC yn dylanwadu ar ein dewis.*

Mae Datblygiad Cynaliadwy yn golygu ymgynraedd at **gydbwysedd teg**. Wrth fynd i'r afael â'r problemau dybryd, byddwn ni yn gweithredu er lles tymor hir pobl Cymru.

Wrth fynd ati i greu **swyddi yn gyntaf**, blaenoriaeth Llywodraeth y Cynulliad yw creu swyddi boddhaol a diogel mewn **sectorau newydd**, ac economi gynaliadwy sydd ddim yn niweidio'r amgylchedd. Ac mae angen eu dwyn i gyfrif, i sicrhau bod hyn yn digwydd ar y lefel leol yn ogystal â'r lefel genedlaethol.

Er bod arian yn ffactor bwysig wrth sicrhau ein bod yn fodlon ein byd, nid diwedd y gân yw'r geiniog.

*Pwysleisiwch fod dilyn egwyddorion DC yn mynd i greu swyddi gwahanol, sy'n ymateb i anghenion gwahanol.*

## SYNNWYR CYFFREDIN

*Defnyddiwch lafar gwlad gan gymharu DC i synnwyr cyffredin, i gyfleu nad yw DC yn rhywbeth tu hwnt i ddylanwad pawb.*

Mae'r llywodraeth yn yn ei alw'n ddatblygiad cynaliadwy ond a dweud y gwir, **synnwyr cyffredin** yw e, i feddwl bob tro am yr effaith a'r budd tymor hir... yn union fel y mae'n gwneud synnwyr i gadw'n heini , i gadw'r **car neu'r tŷ** mewn cyflwr da - hyd yn oed os yw'n golygu buddsoddi dipyn mwy o ymdrech neu arian nawr.

*Defnyddiwch drosiadau gwahanol a newydd - does gan pawb ddim t□ neu gar.*

Mae'r amgylchedd yn cael ei ddisgrifio fel tirlun ar waith (rhywbeth sy'n gysylltiedig â hunaniaeth y Cymry) a'r 'fro' (sy'n hunaniaeth gymdeithasol). Caiff y tirlun neu'r 'fro' ei chyflwyno fel perthynas emosiynol ac fel ffynhonnell o adnoddau naturiol sy'n ymateb i anghenion sy'n newid yn gyson. Mae hyn yn cydgordio gyda'r ymdeimlad dwfn fod Cymru'n wlad weithgar a chreadigol gyda'n 'hadnoddau naturiol' yn sylfaen.

**TIRLUN AR WAITH**

*Tirlun/ 'y wlad o'n cwmpas' yn allweddol i gysylltu'r boblogaeth gyda'r amgylchedd. Mae undod cyffredinol i'r syniad fod y tirlun yn ein huno fel Cymry. Sylwer fod pobl drefol a phobl cefn gwlad yn meddu ar agweddau gwahanol o'r wlad.*

*Diffinio'r amgylchedd fel adnodd sy'n gallu newid.*

**LLEOL/GO IAWN**

*Defnyddio diffiniad cynhwysol o 'amgylchedd' drwy sôn am amgylchedd drefol.*

Does unman yn debyg i Gymru **yn fy marn i**. O Fôn i Fynwy mae popeth yma - **y wlad o'n cwmpas** - yn fynyddoedd, afonydd, y lan môr bendigedig.

Mae'r wlad o'n cwmpas **yn fyw** ac yn **gweithio gyda ni** - nid rhywbeth mewn amgueddfa yw hi. Does unman yng Nghymru sydd ddim yn dangos ein **llafur ac ôl ein llaw ni a'n cyndadau**.

**Nid dim ond 'cefn gwlad' sy'n bwysig i ansawdd bywyd** pobl. Mae'n hamgylchedd **yn dechrau tu allan i'r drws ffrynt** - ar y pafin. Ydi hwnnw'n lân? Oes 'na fandaliaeth oes na droseddu yn eich hardal chi? Oes na awyr iach yn eich dinas chi? Mae pobl angen mannau tawel, gwyrdd ble bynnag y maen nhw'n byw.

*Angen i siaradwyr fynegi angerdd personnal. Gellir cyfeirio at beryglon newid hinsawdd - e.e. llifogydd.*

*Nid cae chwarae i bobl o'r dinasoedd yw'r wlad. Mae'r tirlun ei hun yn anoddach i'w ddehongli nac y mae'n ymddangos ar y wyneb. Mae angen edrych yn fwy manwl i mewn i'r tensiwn sy'na rhwng pobl y wlad a phobl sy'n byw bywyd y dref.*

*Ein llafur ni a'n cyndadau - creu cysylltiad rhyngom ni sy'n byw heddiw, a'r bobl fu'n siapio'r tirlun - mae'r patrwm o be sy'n bosibl a'r hyn sy'n parhau yn weladwy...*

*Amgylchedd yn gysylltiedig â chymuned a safon bywyd.*

BYGYTHIADAU NEWYDD

Fel gwledydd eraill, mae Cymru'n ymdrechu i oresgyn problemau amgylcheddol sylweddol. Does dim sicrwydd y bydd cronfeydd olew a nwy yn parhau yn y dyfodol, ac mae prisiau mor uchel fel bod hi'n dra anodd i dalu biliau. Mae newid hinsawdd eisoes yn newid y tywydd ac yn cynnyddu llifogydd.

*Fersiwn amgylcheddol o 'amser caled'. Cyfaddef fod newid hinsawdd mor real â'r problemau cymdeithasol ac economaidd.*

*Datgan cyflawniad a pholisi Tydi pobl ddim yn defnyddio / deall "allyriad".*

*Cyflwyno newid hinsawdd fel rhywbeth sydd yn digwydd ond y gall Cymru, os byddwn yn dechrau cynllunio'n gall nawr, oresgyn yr effeithiau.*

*Mae lleihau gollyngiadau nwyon yn hunanlesol ac yn anochel - nid gorchymyn moesol mae LIC yn datgan yma.*

Mae Llywodraeth Cymru'n benderfynol o leihau gollyngiadau nwyon sy'n achosi newid hinsawdd. Nid yw hyn yn fater o gyfrifoldeb yn unig, mae hefyd yn gyfle arbennig i drawsnewid ein trefn ac annog economi effeithlon, carbon-isel.

CYFOETH NATURIOL

Mae sefyllfa Cymru'n bell o fod yn wantan. Ein hadnoddau naturiol a adeiladodd ein gwlad yn ystod y chwyldro diwydiannol. Mae gennym gyfoeth o'r adnoddau sydd eu hangen i wynebu'r heriau cyfoes: dŵr, gwynt, coedwigoedd a haul, er mwyn cwrdd ag anghenion pobl Cymru yn bell i'r dyfodol.

*Rhaid bod yn ofalus wrth droi 'n ôl i gyfnod y chwyldro diwydiannol!*

*Pwer dŵr ac afonydd yn fwy poblogaidd fel ffynhonnell ynni adnewyddadwy na gwynt.*

*Rhowch enghraifft yma!*

Wrth i ni ddatblygu'r adnoddau naturiol hyn, gallwn fwyfwy ddal gafael ar y biliynau o bunnoedd sy'n llifo allan o Gymru er mwyn talu am ynni, a medrwn... hyn, byddwn yn dal gafael yn biliynau o bunnoedd sy'n llifo allan o Gymru er mwyn talu am ynni, a medrwn eu buddsoddi mewn swyddi lleol a chynyddu cyfleoedd yng Nghymru.

*Mae sôn am adnoddau adnewyddol yn diwallu anghenion pobl Cymru yn ymateb i ddieter parhaus sy'n ymwneud â'r llif (hanesyddol a chyfoes) o adnoddau / arian allan o Gymru.*

*Crybwyll hunan- gynhaliath mewn ynni ond heb or-wneud y pwynt.*

## GEIRIAU I'W DEFNYDDIO

MOESEG	Geiriau sy'n cefnogi ethos Datblygu Cynaliadwy
Egwyddor (graidd)	Dylid cyfeirio at ddatblygu cynaliadwy fel egwyddor yn hytrach na pholisi. Efallai mai awgrymu mai dyhead i fod yn egwyddorol a gwreiddio'i holl weithgareddau ar egwyddorion cynaliadwyedd fyddai orau.
Tegwch / Chwarae teg	Mae 'tegwch' neu 'chwarae teg' yn un o'r gwerthoedd Cymreig
Amddiffyn Diogel Cryf Yma o hyd	'Roedd y bobl a holwyd yn hoff o'r geiriau "amddiffyn,cymunedau cryf a diogel", sy'n ffitio gyda'r teimlad ein bod yng nghanol 'amser caled' / 'cyfnod anodd'. Mae 'cryf' yn cyfeirio mwy at y teimlad o 'yma o hyd' [serch popeth], yn hytrach na 'goruchafiaeth' o unrhyw fath. Mae 'na bryder ymysg rhai na fydd hi'n bosibl sicrhau y bydd Cymry yma o hyd, os na fydd cyfleoedd ar gael ar gyfer y cenhedloedd i ddod, a bod 'na rhyw fath o drefn, leol efallai, i wrthsefyll y duedd o feddylfryd a chystadleuaeth fyd-eang....

## GEIRIAU I'W DEFNYDDIO

TERMAU SY 'N CYFLEU'R NEGES?	Geiriau sy'n gwneud i bobl gredu fod y cynigion ar ddatblygu cynaliadwy yn realistic a pherthnasol
Gwahanol / gwahaniaeth	Mae cynnig rhywbeth 'gwahanol' yn apelio mwy na gweledigaeth radical ar gyfer newid. Ar y cyfan mae pobl yn credu fod sôn am Gymru'n gwneud pethau'n wahanol yn fwy addas na honiadau mwy beiddgar fod Cymru'n eithriadol.
Real / go-iawn realistig	'Does dim llawer o groeso i 'weledigaeth'. Gwell gan bobl glywed pethau realistig / go iawn. Ond mae angen bod yn ofalus gyda hyn hefyd neu bydd gor-ddefnydd yn dibrisio'r gair, fel cymaint o eiriau eraill.
Cyfrifoldeb	Daeth cyfrifoldebau i'r amlwg (yn enwedig tuag at deulu a chymdeithas) yn bwysicach yn y trafodaethau na'r syniad o 'hawliau'. Mae traddodiad sefydlog o gymdeithas gydweithredol wedi bod, ac yn dal i fod yn hen ardaloedd diwydiannol y Gogledd a'r De, er mwyn sicrhau bod adnoddau (economaidd a chymdeithasol) ar gael. Mae diwygiad nawr o'r arferion hyn yn sbarduno sawl fenter gymdeithasol, megis siop a thafarn gydweithredol yn Llithfaen, garej gymunedol yng Nghlynnog Fawr, canolfan waith yn Llanaelhaearn, canolfan iaith Nant Gwrtheyrn, tafarn gymunedol ym Mhentrebach ger Pontsenni. Yr egwyddor y tu ôl i'r mentrau hyn oll yw ein bod ni yn gyfrifol am yr hyn sy'n digwydd yn ein bro, ac o fewn ein cymuned.
Cydbwysedd	Gair sy'n cymedroli ac yn annog cymry rhan - dylid disgrifio DC fel chwilio am gyfleoedd integredig a chytbwys sydd o fudd tymor hir i bobl, yr economi a'r amgylchedd.

## GEIRIAU I'W DEFNYDDIO

HUNANIAETH	Geiriau sy'n cyffwrdd â phryderon pobl a'r hunaniaeth Gymreig sy'n gyffredin iddynt
Y Gymraeg	Cynnwys geiriau Cymraeg ynghanol y Saesneg mor aml â phosib pan yn addas i wneud hynny. Mae defnyddio'r Gymraeg yn ddangosydd cryf o hunaniaeth Gymreig wahanol sy'n apelio ar draws y grŵpiau gan gynnwys y rhan fwyaf sy'n methu â siarad yr iaith. Enghraifft o hyn yw Y Senedd
Dwyieithog	Mae 'na leiafrif ymysg Cymry di-gymraeg sy'n gwrthwynebu dwyieithrwydd, ond i'r mwyafrif mae'n ddangosydd pwysig ac yn werth ei gynnwys ym mhob diffiniad o ddatblygu cynaliadwy. N.B. Dylid herio'r gwrthwynebiad yn yr un modd ag y byddem yn herio gwrthwynebiad i ail-gylchu er enghraifft.
Y Wlad / cefngwlad Tirlun / tirwedd	<p>I'r di-Gymraeg 'landscape' yw'r dangosydd arall o hunaniaeth Cymraeg. Nid yw'r term yn cyfieithu yn uniongyrchol. I Gymry Cymraeg mae 'na wahaniaethau craff i'w ystyried:</p> <p>Tirlun - efallai bod y gair yn fwy cyfarwydd i'r genhedlaeth iau - mae'n cyfleu daearyddiaeth eang, a golygfeydd arbennig, yn aml mae'n amlygu mawredd sydd ddim yn perthyn i bobl - cawn ni ei edmygu ond nid ydym yn byw ynddo'n hawdd; i rai, mae'n awgrymu cysylltiad dwfn, sydd bron yn ysbrydol.</p> <p>Tirwedd - eto, term i ddisgrifio daearyddiaeth eang, ond mae'n derm technegol ac amhersonnol braidd - un fyddem yn disgwyl ei ddarllen mewn dehongliad gwyddonol o olygfa hyfryd.</p> <p>Mae Cymry, ac yn enwedig efallai Cymry h□n, ac / neu'r Cymry sy'n byw mewn ardaloedd gwledig yn fwy tebygol o gyfeirio at 'Y Wlad' neu 'gefn gwlad' neu olygfeydd. Mae pobl cymoedd y De a'r De-ddwyrain yn fwy tebygol o drafod y Wlad'na' chefn gwlad'.</p>

## GEIRIAU I'W DEFNYDDIO

HUNANIAETH	Geiriau sy'n cyffwrdd â phryderon pobl a'r hunaniaeth Gymreig sy'n gyffredin iddynt
Lleol Y fro Milltir sgwar	<p>Bron yn ddieithriad, mae'r Cymry (boed yn siarad Cymraeg ai pheidio) yn perthnasu yn fwy i'r 'lleol' na phethau'n ymwneud â llywodraeth Cymru na'r DU.</p> <p>Mae lawer o Gymry Cymraeg yn falch iawn, a heb unrhyw oedi yn uniaethu fel Cymry.</p> <p>Ond eto, mae gan bawb diddordeb ym mhethau ein bröydd, yr hyn sy'n digwydd ym mro fy mebyd, yn ein milltir sgwar... Er bod gan bobl diddordeb mewn unedau ehangach [na'r fro uniongyrchol], nid yw'r "lleol" yn cyfeirio at arwynebedd sy'n gyfartal â maint awdurdod lleol er enghraifft [mae y rhain yn ffiniau diweddar, nid hanesyddol].</p>
Chwarae teg	<p>Mae'r rhan fwyaf o bobl yn gwybod beth yw chwarae teg. Efallai nad oes gan y Cymry disgwyliadau neu ddyheadau mawr, ond mae chwarae teg yn iawnder y dylid ei ymestyn i eraill a hawlio.</p>
Yma o hyd	<p>Mae'r Cymry yn falch ein bod wedi goroesi hyd yma, serch bygythiadau mawr, bo'r rheini yn rhai gwleidyddol, cymdeithasol, gwleidyddol a naturiol. Mae 'na rhyw hyder y medrwn oroesi a pharhau i fod dal yma am lawer o genhedloedd i ddod....</p>
Ffordd o fyw	<p>Mae "ffordd o fyw" yn awgrymu gwerthoedd cyffredin. Weithiau mae 'na hiraeth, rhamantus efallai, am yr hen ffordd Gymreig o fyw - ond mae'r term yn disgrifio sut yr ydym yn gweithredu o ddydd i ddydd. Mae'n debycach i "way of life", na "lifestyle" o ran ystyr. Mae "lifestyle" yn awgrymu gwneud dewis o bethau fyddwn yn eu prynu a'u defnyddio (heb fawr o ddim byd yn gyffredin ac yn dibynnu ar faint o arian sydd gan unigolyn neu deulu ac felly'n tueddu i greu rhaniadau)</p>

## GEIRIAU I'W HOSGOI

GWENIAITH AM DDYFODOL DISGLAIR	Iaith sy'n gorliwio polisi datblygu cynaliadwy fel newid ysbrydoledig i greu'r dyfodol rydym yn dyheu amdano	
Gair	yn fwy addas	dyma paham
Cyffrous	Rhaid osgoi hyn - cadw at y disgrifiad plaen	Mae pobl am benderfynu drostynt eu hunain os yw cynnig yn 'gyffrous' neu beidio.
Cyfle	Posibl Ein cryfderau	Pobl busnes sy'n hoff o ddatblygu a rhedeg ar ôl cyfleon. Mae'n fwy synhwyrol a phwyllog i archwilio posibiliadau. Rydym oll yn ymfalchio yn ein cryfderau ar y cyd.
Unfed ganrif ar hugain (+gweledigaeth, +dyfodol)	Osgoi	Mae pobl yn dehongli hyn fel ffuglen wyddonol yn enwedig os ydynt yn poeni am eu sefyllfa bresennol
Gweledigaeth	Egwyddor (rhaid ei disgrifio a phrofi'r egwyddor gydag enghraifft gadarn)	Mae yna sinigiaeth gyffredinol am weledigaethau a dyheadau. Rhaid i bob honiad gael ei gefnogi gydag enghreifftiau o lwyddiannau go iawn.
Hunan-gynhaliol (annibyniaeth ynni)	Defnyddio'n adnoddau'n hunain er budd ein hunain - a chreu swyddi	Nid oedd neb yn credu y gallem fod yn hollol hunan-gynhaliol - ond mae diddordeb mawr mewn symud tuag at sefyllfa le byddem yn gwneud defnydd llawer iawn gwell o'r hyn sy' gennym ni, ac yn gwastraffu / allforio llai o'n hadnoddau ni (ac felly'n gorfod mewnfario llai hefyd) Yn enwedig ar lefel lleol, mae diddordeb mewn systemau ynni sy'n gwasanaethu'r fro, neu unedau bychain o dai neu fusnesau. Ar lefel cenedlaethol - os oes achos i'w wneud dros fod yn hunangynhaliol o ran yr ynni sydd ei angen arnom, mae'n rhaid cael tystiolaeth gadarn o sut y gellir cyflawni'r dyhead.

## GEIRIAU I'W HOSGOI

ECO-IAITH	Jargon gwarchod yr amgylchedd	
Gair	yn fwy addas	dyma paham
Byw bywyd un blaned	Osgoi neu sôn am fyw o fewn terfynnau lleol	Iaith ar fyw bywyd Un Blaned yn gymysgylid ac yn or 'amgylcheddol'. Prin yw'r rhai sy'n uniaethu â'r ddel Fryd fyd-eang hon.
System cynnal bywyd	Adnoddau naturiol	Cafodd yr ieithwedd hon o'r Fframwaith Amgylchedd Naturiol ei ddisgrifio fel 'jargon'.

GORDDWEUD	Iaith sy'n gorliwio rôl llywodraeth a'r hyn y gall gyflawni	
Gair	yn fwy addas	dyma paham
(Ein) haddewid / llw	Rydym ni yn (enghreiffiau cadarn)	Mae pobl yn drwgdybio addewidion. Nid llw neu addewid yw datblygu cynaliadwy ond gweithredu polisi.
Arweinydd, arweinyddiaeth	Dangos nid dweud. Gwneud honiadau fel ffaith (y wlad gyntaf i...) gydag enghreifftiau pendant.	Yn gyson mae pobl yn ffieiddio honiadau trahaus am 'arweinyddiaeth' ac unrhyw honiad eu bod nhw'n 'eithriadol', hyd yn oed os ydi'r honiadau'n wir. Mae dweud y gwir yn dawel ac yn wylaidd am beth sydd yn / ddim yn cael ei gyflawni yn dacteg well.

## GEIRIAU I'W HOSGOI

ALLAN O BOB RHESWM	Iaith sy'n gwyrddroi maint a natur y broblem		YMHONI UNDOD	Iaith sy'n honni fod rhyw undod heb ei drafod neu gred ddi-sail fod yna bethau'n gyffredin neu fod yna gyd-weithredu	
Gair	yn fwy addas	dyma paham	Gair	yn fwy addas	dyma paham
SymL Hawdd	Cydnabod maint yr her (neu osgoi defnyddio "syml")	Rhaid peidio lleihau difrifoldeb y broblem, a faint o weithredu sydd angen. Os yw'n wir, fod y broblem yn hawdd, neu'r her yn un pitw, mae'n awgrymu fod gweithredu yn ddibwys ac y gellir osgoi gwneud hynny.	pawb, bob amser...	Rwy'n teimlo (llais y person sy'n cyfathrebu)	Mae gorbwyslais ar rinweddau Cymreig naill ai'n hen ffasiwn (roedd pethau'n arfer bod felly), neu ddim yn cyfeirio at bawb ('dwi ddim yn teimlo 'mod i'n perthyn i'r gymuned dwi'n byw ynddi)
Unigryw	Gwahanol	Anodd iawn i'w brofi, felly'n creu amheuon ac yn rhoi lle i'r rheini ffynnu	Gweithio gyda'n gilydd Pawb yn yr un cwch	Datgan swyddogaethau cydnabyddedig - ac adnabod fod lle i drafod	Mae pobl yn dehongli 'gyda'n gilydd' fel ystrydeb.

## GEIRIAU I'W HOSGOI

GORFODAETH FOESEGOL		Llywodraeth 'dadol' - a'r tad hwnnw'n un llym sy'n barnu ar sail foesegol
Gair	yn fwy addas	dyma paham
Cyfiawnder cymdeithasol (cyfiawnder a chydaddoldeb,	Tegwch Safon byw gweddus / teg	Mae cyfiawnder cymdeithasol yn awgrymu fod rhaglen wleidyddol i ddelio â hyn, ac i ail rannu cyfoeth. Os nad oes bwriad dweud hyn, gwell sôn am degwch: egwyddor boblogaidd.
Cyfran deg	Rhoi enghreifftiau gwell o sut mae byw o fewn cyfyngiadau amgylcheddol.	Mae'n gas gan bobl glywed sôn am 'ein cyfran deg' o adnoddau'r blaned, yn enwedig gan mai llywodraeth sy'n penderfynu beth sy'n 'deg'. Gall arwain at gyhuddiadau o hunan-gyfiawnder ymhlith y rhai sy'n chwilio am esgusodion (e.e. "fe wna i leihau fy nefnydd i ar ôl i chi leihau eich defnydd chi").

## GEIRIAU I'W DEFNYDDIO'N OFALUS

Cynaliadwy Cynaliadwyedd	Defnyddio'n anaml. Ceisio defnyddio ystyron sy'n haws i'w deall (hir dymor, amgylcheddol sensitif at ati)	Mae'r gair 'cynaliadwy' yn cael ei or-ddefnyddio Ar y cyd gyda geiriau eraill caiff ei ddefnyddio i olygu 'parhaus' neu 'hir-dymor' e.e. economic gynaliadwy) Gwell osgoi ei ddefnyddio fel ansoddair ac esbonio'r ystyr yn ei gyd-destun. Ychydig iawn o bobl sy'n gyfarwydd â'r term cynaliadwyedd!
Lles	Ansawdd bywyd, ffordd o fyw, (defnyddio gyda geiriau eraill e.e. 'iechyd a lles', neu 'lles eich teulu' ag ati)	Mae 'lles' neu 'wellbeing' yn cael ei or-ddefnyddio. Mae'n cyfeirio'n benodol at bolisi, dydi'r cyhoedd ddim yn deall y gair fel y cyfryw ac nid yw'n cynnig ei hun fel gair i'w gyfathrebu'n effeithiol.
Twf (economaidd)	Swyddi newydd Sicrhau, gwarchod, adeiladu, gwella	Mae'r cysniad o 'dwf economaidd' yn un dadleuol yng nghyd-destun 'cynaliadwyedd'. Yn gyhoeddus mae'n bosib osgoi'r term a siarad yn hytrach am agweddau gorau bywyd. Tu ôl i'r llenni dylid mynd i'r afael â'r her.
Sefyll gyda'n gilydd, gweithio gyda'n gilydd cydberthynas undeb, gwydnwch	Defnyddiwch rhain yn ofalus gan gynnig astudiaethau achos i roi cyd-destun i'r hyn sy'n cael ei gyflwyno	'Dydi cydweithio ddim yn digwydd bob amser - rhaid gweithio i'w haeddu. Mae rhai pobl yn teimlo'n ddi-gyswllt ac yn ymateb yn chwyrn yn erbyn y syniad fod cydlynu o fewn cymunedau neu fod llywodraeth neu gyrff eraill yn cymryd yn ganiataol fod yna bartneriaeth yn bodoli rhyngddynt a'r bobl.
Hiraeth	Roedd pob grŵp yn gyfarwydd â'r gair ac yn cymeradwyo'i ddefnydd yng nghyd-destun Cynaliadwyedd. Er nad oes cyfieithiad digonol, deallir mai 'rhyw fath o ddyhead, yn aml o bell neu o ddyfnder yr enaid, am Gymru, neu ryw Gymru o'r gorffennol'.	

## GEIRIAU I'W DEFNYDDIO'N OFALUS

Cymuned	Byth yn niwtral, gan ei fod yn cymryd yn ganiataol fod gwerthoedd cymdeithasol neu ysbryd cymdeithasol yn bodoli	Mae'r gair 'cymuned' yn cael ei ddefnyddio yn ddi-feddwl gan bobl i ddisgrifio'r bobl sy'n byw o'u cwmpas. Fel y cyfryw, nid jargon mo hynny. Ond dylid gofalu sut y defnyddir y gair gan fod pobl yn gwneud sylwadau megis 'mae hynny'n grêt os oes ganddoch gymuned': mewn rhai ardaloedd mae unrhyw ysbryd cymuned wedi hen ddiflannu. Yn yr achosion yma gall cyfeirio at 'gymuned' roi'r argraff o ddelfrydiaeth neu hunan dwyll.
Synnwyr Cyffredin	Peidiwch defnyddio'r ymadrodd hyn yn rhy aml	Gall sôn fod rhywbeth yn synnwyr cyffredin fod yn beth da ond mae pobl yn ddrwgdybus pan fydd y llywodraeth yn diffinio beth yw synnwyr cyffredin. Rhaid felly defnyddio'r term yn ofalus ac yn ei gyd-destun neu fel 'ym marn y person sy'n siarad' ('yn fy marn i dim ond synnwyr cyffredin yw...')
Ynni gwynt	Rhowch yn ei gyd-destun. Soniwch am ynni adnewyddol arall gynta fel hydro neu haul	Y farn gyffredin yw fod melinau gwynt yn fygythiad i'r tirlun. Rhaid sôn amdanynt yn ofalus ac yn eu cyd-destun. Rhaid gwneud mwy o waith i ddatblygu strategaethau / is-naratif yma
Eco, gwyrdd, ôl troed carbon, carbon isel	Defnyddio rhain wrth sôn yn benodol am yr amgylchedd - osgoi sôn amdanynt wrth sôn am gynaliadwyedd yn gyffredinol	Er mai prin oedd y gwrthwynebiad, ym marn llawer roedd y termau yma'n awgrymu rhywbeth 'amgen', 'drud' ac ymylol i'w problemau dyddiol nhw. O'r rhain 'gwyrdd' yw'r un ehangaf ei ddefnydd, ond er ei fod yn lled rydd o stigma, nid yw'n ysbrydoli neb chwaith - cadwch e allan o deitlau neu unrhyw ymgais i ddenu pobl i weithredu
Newid hinsawdd	Peidio ag arwain gyda newid hinsawdd; Rhaid bod yn fwy cyson mewn gohebiaeth yn y gobaith y bydd yn dod yn ran naturiol o iaith pawb.	Newid hinsawdd yw'r sylfaen rhesymegol ar gyfer llawer o bolisiau a chyfathrebu gyda'r cyhoedd. Eto, yn ein hymchwil ni nid yw'n rhywbeth sy'n llithro'n naturiol o enau'r cyhoedd - hyd yn oed pan gânt eu hannog i wneud hynny. Dydi'r pwnc ddim yn ysbrydoli neb (mae gan bobl ffyrdd o ymbellhau o'r cyfan - pwyntio at China ag ati) ac mae'n gysylltiedig â dadlau a sinigaeth. Dylid gosod nod o wneud y pwnc yn un cyffredin wrth gyfathrebu, fel y bydd yn dod yn ffaith gydnabyddedig. Gellir ystyried ei restru gyda phethau amlwg sy'n digwydd yn barod (fel y dirwasgiad economaidd), gan symud ymlaen yn sydyn i awgrymu fod gennym atebion ar sut i'w ddatrys
Byd-eang Y Blaned	Lleol, Yn (y rhanbarth, cymuned), Yma yng Nghymru	Efallai bod 'byd-eang' a sôn am 'y blaned' yn cyfeirio meddyliau pobl at amgylchedd-yddiaeth. Maent yn eiriau sy'n bell o'r hyn sy'n effeithio ar bobl o ddydd i ddydd. Wedi dweud hyn, roedd y Cymry Cymraeg yn edmygu'r darlun o'r ddaear wedi ei gymryd o'r gofod, ac mae 'na draddodiad o weithgarwch byd-eang (gan elusennau ac ati) yng Nghymru.

## Enthusiasts / Y Brwd

(17% of public)

Concerned about the environment, knowledgeable about SD and most likely to agree with the statement that “environment is more important than economic growth”.

Segment with the highest socio-economic and educational levels. The majority are women.

The least likely to describe themselves as ‘Welsh’.

The most likely by far to claim they ‘recycle everything that can be recycled’.

## Pragmatists / Y Pragmatwyr

(21% of public)

The segment most likely to say that success, wealth and economic growth are not important.

Favour environment over growth and support pro-environmental behaviours though not otherwise especially environmentally concerned.

High proportion of current or former parents.

Majority call themselves Welsh but also the most likely segment to describe themselves as ‘British’.

The most likely to have reduced their flying for environmental reasons, but below average in terms of ‘recycling everything’.

## Aspirers / Yr Uchelgeisiol

(15% of public)

Relatively the lowest levels of life satisfaction with money concerns.

Concerned about the environment and climate change though also consider that success and wealth are important values.

The youngest segment - nearly half are under 35, and only a fifth aged over 55.

The majority identify with being ‘Welsh’.

The most frequent flyers for leisure (but still a small minority annually), and below average for ‘recycling everything’.

## Locally Focused / Pobl eu Milltir Sgwar

(20% of public)

Favour economy over environment which they regard as the concern of an ‘alternative lifestyle’. Despite this they are concerned about waste and are committed recyclers.

Wide age range, but includes the most over 65s. Relatively low level of educational qualifications.

Strongly identify with locality, community and Welsh identity.

While average across most behaviours, they are the second highest recycling segment, and the second most likely to say they don’t throw away ‘any’ (or ‘hardly any’) food.

## Commentators / Y Sylwebwyr

(12% of public)

Very high levels of life satisfaction and financial security (the majority are home owner occupiers).

Strongly favour economy over the environment and highly sceptical about climate change.

Older age group - a third are retired (the highest of any segment).

Strong identification with being Welsh.

Mixed behavioural profile: below average on energy / water saving, above average on insulation, and the most likely to say they don’t throw away ‘any’ (or ‘hardly any’) food.

## Self Reliant / Yr Annibynnol

(16% of public)

Least educated and lowest income group.

They report the lowest levels of life satisfaction.

Low levels of expressed concern about social or environmental issues, and the least likely to think Wales should have SD as its central organising principle.

Below average undertaking of sustainable behaviours though also the least frequent flying segment.

[Segment]	[Findings]	[Implications]
<p><b>Enthusiasts / Y Brwd</b></p>	<ul style="list-style-type: none"> <li>Interested in politics in general; more tolerant of policy speak, targets, objectives etc.</li> <li>Also interested in SD, inc. concepts, language, policy goals, behaviours, but dislike 'deep green' environmentalist language</li> <li>Show reasonable knowledge about WG - but are sceptical about its powers, and its willingness to listen to the public</li> <li>Remain optimistic despite recognising that economic downturn means operating within "restricted" limits</li> <li>Some suspicion of big business, and preparedness to look for transformational change</li> </ul>	<ul style="list-style-type: none"> <li><b>Avoid sensationalism especially for this segment; 'rhetoric' should be backed up with evidence/statistics</b></li> <li><b>Could relegate 'tough times' frame to lower down the narrative: not the hook to catch this segment's attention</b></li> <li><b>Could reuse existing CC narratives, inc. 'One Wales One Planet' (chunk #11) but careful with 'life support systems'</b></li> <li>Allow space for narratives using traditional SD speak (eg. chunk #9)</li> <li>Respond well to talk of systems, competing interests, and doubts about prevailing economic model</li> </ul>
<p><b>Pragmatists / Y Pragmatwyr</b></p>	<ul style="list-style-type: none"> <li>Agree that we are living in tough times, and that "survival" is the first priority</li> <li>Conversely, tend to say there is more to life than money - which can in turn allow criticism of consumer culture</li> <li>See the economy as broken but don't see this as a specifically Welsh problem, more UK and global</li> <li>Sympathetic towards WG, and would even like them to be bolder, and treat the current crisis as an opportunity</li> <li>Need inspiring: dislike empty rhetoric, buzzwords "from Westminster" and SD jargon (can be "claustrophobic")</li> </ul>	<ul style="list-style-type: none"> <li><b>Avoid existing approaches to SD comms including One Wales One Planet (chunk #9) and Brundtland (chunk #11)</b></li> <li>'Tough times' frame should chime, but also put emphasis on relationships (eg. chunk #11)</li> <li>Messaging about 'real riches' / alternative prosperity should work well</li> <li>An opportunity for government to present solutions without being tarnished as part of the problem</li> <li>More ambitious / innovative talk welcomed, but as statement of intent (not overclaiming achievements so far)</li> </ul>
<p><b>Aspirers / Yr Uchelgeisiol</b></p>	<ul style="list-style-type: none"> <li>More interested in the economy than SD per se, although not at the expense of Welsh ways of life</li> <li>Wales seen as "a little voice in a big crowd" - not naturally a world leader, unless it does something exceptional</li> <li>Not engaged with global environment talk, but support local environment measures, and safe, secure communities</li> <li>Arguments need to ring true with places that people know: a need for local evidence</li> <li>Have a soft spot for traditional ways of life, and support Welsh even if non-speakers ("the bilingual stuff is lovely")</li> </ul>	<ul style="list-style-type: none"> <li><b>Beware overclaiming Welsh greatness and influence; be honest about Wales' place in the world</b></li> <li><b>Green jobs are appealing, as are any jobs; little interest in balancing tensions or principles (eg. 'One Wales' frame)</b></li> <li>Plenty of opportunity to engage on Welsh natural environment and urban environments (eg. chunks #5 &amp; 6)</li> <li>Customise narratives where possible to include local achievements / context / history</li> </ul>

[Segment]	[Findings]	[Implications]
<p><b>Locally Focused / Pobl eu Milltir Sgwar</b></p>	<ul style="list-style-type: none"> <li>• In love with the landscape: “we’ve got mountains, trees and everything” “...nowhere’s a big drive away”</li> <li>• Landscape could also provide renewable energy but this is not as salient as more immediate personal benefits</li> <li>• Like self-sufficiency but anxious about this leading to independence (generally not a politically active segment)</li> <li>• Tend to be supportive of WG action so far (inc. for the long term), but would like more local engagement in future</li> <li>• Language and landscape as keys to Welsh identity (but not all this segment speak Welsh)</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Take care with bold claims and bravura (eg. around Welsh greatness)</b></li> <li>• ‘Resource rich’ frame has potential but would need some context and explanation to go with it</li> <li>• Ready to be enthused with messages around ‘having your say’ (ie. the ‘contract’) but must be backed up with actions</li> <li>• Could lead with ‘tough times’ frame with use of Welsh language, ‘real riches’ and ‘local justice’ framings</li> <li>• Positive about WG action to date: build on successes to date, and identify specific local instances.</li> </ul>
<p><b>Commentators / Y Sylwebwyr</b></p>	<ul style="list-style-type: none"> <li>• Quite positive about the chunks in general; like principles of care for environment, but believe they can come at a cost to economy</li> <li>• Some appear obsessed with local litter and waste collection arrangements - critical of others’ actions</li> <li>• Put family first, but also concerned about costs of living, employment prospects, second homes...</li> <li>• Lots of Welsh problems are global problems: environment, economy</li> <li>• Perceive a decline in community - eg. not going to the pub anymore - just people looking out for their own</li> </ul>	<ul style="list-style-type: none"> <li>• Sympathetic to messages around renewables (eg. ‘resource rich’) but also need to acknowledge potential losses and trade-offs</li> <li>• <b>Take care mentioning waste with this segment: it can trigger long discussions.</b></li> <li>• Agree with ‘tough times’ - needs a gritty undertone to be plausible</li> <li>• See Wales as small but also of limited influence in the world; this could be an excuse for personal inaction</li> <li>• Tap in to talk about preserving traditional values (eg. ‘One Wales’ frame), and questioning the current economic system (eg. #4) - but do not assume ‘community’</li> </ul>
<p><b>Self Reliant / Yr Annibynnol</b></p>	<ul style="list-style-type: none"> <li>• Quick to criticise others: WG, local councils, retailers, immigrants, China, overpopulation etc. always looking for a way to debunk arguments (“I’m a cynical git. Sorry.”)</li> <li>• Agree with ‘tough times’ narrative, and call for ‘Welsh jobs for Welsh workers’</li> <li>• Not passionate about the Welsh landscape: “other countries have nature” and “there’s other things in life”</li> <li>• Can regard Welsh language use as simply wasteful bureaucracy</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Adept at avoiding personal responsibility; requests for action / collaboration unlikely to be successful - may be safer not to offer a ‘contract’</b></li> <li>• <b>Appeals to Welsh landscape likely to fall on deaf ears, or provoke anger / cynicism (eg. chunks #5, #8)</b></li> <li>• <b>Take care when discussing job creation (eg. ‘resource rich’) - could get sucked into migration debate</b></li> <li>• <b>Lead on ‘tough times’ (chunk #4) and don’t be overt about Welsh terms</b></li> </ul>

Introduction

Each of the 16 focus groups were presented with the same 12 'chunks' of text and asked to identify the parts that they liked or did not like. In the summary of findings below, the red text was consistently disliked across segments and the green text was consistently liked. The amber text interested people, but with mixed responses.

1. BODLON

The Welsh Government is internationally recognised as a leader in this new form of sustainable development. We are generating new business opportunities in the low carbon economy that will create thousands of new jobs.

Other countries behave as though they are still in the 20th century - we are building for the 21st century.

It is only fair that everyone should have a decent standard of living and be able to care for their family.

But in Wales we do not judge progress solely by money and markets. We know that our real wealth lies in our relationships with our friends, family, and community, and in our connection with our homes and landscape.

This is why the Welsh Government has decided that all of its policies must maximize the long term wellbeing of all people across Wales - not just increase the wealth of the rich or a few outside companies.

This is not how other governments work. But after all - this is the Government of Wales. And this is the Welsh way.

*People are concerned about jobs but are very sceptical that these will be delivered, stating that 'all the wind turbines are made in Germany' and that they have not seen any jobs in the area.*

*Some concern about freeloaders "yes, if they work for it".*

*This paragraph was consistently supported across all segments: 'can't argue with that'.*

*Widely disliked for its government overstatement. Seen as 'too isolating'. 'Something my dad would say'.*

*Claims of Welsh leadership were met with universal scorn across all segments.*

*Very little support - most people believe that Wales lags behind other countries.*

*Some cynicism of government. 'Yes, agree, but who defines what is decent?'*

*Generally liked- especially the sense of connection. It is important to note though the context has already established a strong assertion of living standards.*

*Neutral. Some cynicism about government and 'freeloaders'. Enthusiasts liked criticism of the rich.*

2. EXCITING FUTURE

*People fear that these new technologies will be 'too expensive' and are more concerned with renovating their current houses.*

*There are mixed feelings about renewable technologies, especially wind.*

Our world is at an extraordinary turning point. We are moving from polluting dirty fuels to new cleaner forms of renewable energy. To do this we will have exciting modern technologies: smarter cars and efficient modern houses powered by wind, solar and wave power.

*People do not find this especially exciting or extraordinary. Some like the idea but doubt the reality. 'nice sentiments - doubt if it will happen or even 'delusional nonsense'.*

3. WASTE

*There was very little interest in the waste argument: 'It's the least of our worries'. Some argued that others are responsible: 'the supermarkets cause the waste'.*

*Widespread cynicism of government targets generally.*

There is far too much waste in Wales - waste of food, energy, and resources. All in all we consume the equivalent of three planets' worth of resources. We have to start living within our means and behaving as though we live on one planet.

To help achieve this, the target is that we become a zero waste nation by 2050.

*Living within our means is by a few, but the one planet reference was confusing ('which planet?'). People dislike anyone, especially Government, deciding what a fair share is.*

*Not believed to be at all possible and it is 'too far in the future'.*

4. TOUGH TIMES

*Strongly liked, especially by Pragmatists and Commentators. Some thought it was over the top: 'Feels like the end of the world'; 'sounds like war propaganda'.*

*People did not like the generalised assumptions about Wales.*

*People responded well to protecting and securing.*

We are in tough times. The economy is weak and unemployment is high. Fuel prices are so high that many people are finding it hard to pay their bills. The whole economic system is being brought into question.

In Wales we are realistic people and we face up to problems. We have faced difficult times before. We have always survived because we are resilient and stand together.

That is why in these challenging times we will work together to protect our communities and families, and secure the future for our children.

*There was surprisingly little interest in challenging the 'whole system'. One Pragmatist thought this was 'communism'.*

*There was no stated resonance in any segment with the concept of Welsh survival.*

*Resonated with some but some people felt excluded from their community or said that people did not actually stand together.*

*Commentators and Pragmatists did not respond to the idea of working together - and were suspicious of Government intentions.*

5. ECOLOGICAL SERVICES

*Liked by a few but not strongly. One vocal dissenter reacted strongly against this because she saw it as softening up for 'turning the whole of Wales into one wind farm'!*

*Little interest.*

*Some interest, but this wording does not engage people strongly.*

The natural environment of Wales - **our landscape**, water, seas, air and everything that lives in them - **makes people passionate about Wales.**

But we don't see our environment as something apart from us to be put in a museum. This is a living and working landscape. There is not one part of Wales that has not been shaped by the hard work of people.

Our **natural resources** do not just nurture us - they serve us. And in turn we look after them and ensure that **they provide for us.**

Our greatest resource has always been our people. Their diversity gives us the resilience and strength that we will need to cope with social, economic and environmental challenges.

*Landscape strongly identified with environment and Welsh values.*

*People liked 'passion' with only one dissenter.*

*Hard work seen as strong Welsh value.*

*Some cynicism about the resources being owned by corporations. Further suspicion of wind farm rhetoric.*

6. LOCAL JUSTICE

*Strongly liked across all segments, with no disagreement. Especially resonant with the connection of 'our front doors' and the implicit appeal to social responsibility.*

*Although fairness is a generally resonant concept, there was strong reaction in all segments to the Government's claims: 'not true at all that the Government did this'.*

*Virtually no interest at all- only one Enthusiast agreed.*

The environment is not something far away - it starts at our front doors with simple things: the condition of our pavements, vandalism, litter, and our access to local green spaces.

It is fundamentally unfair that the pollution from industry and traffic is often highest in the area where our poorest communities live. That is why the government has made a priority of improving these areas.

Our responses to larger issues such as climate change must also consider social justice - making sure that our policies to reduce emissions are spread equally and help people out of fuel poverty.

6. LOCAL JUSTICE

*Negative response, especially Pragmatists. Wales is small and 'doesn't have any sort of kudos at all on the international stage'.*

We have always had solidarity with other people in other countries and we care that vulnerable people will be affected by climate change. So we will contribute fully to **international action** on climate change, and make sure that we take no more than our **fair share** of the world's resources.

*Strong dislike of the term 'fair share', which is 'lecturing', and cynicism over who would define it. Strong sense of self protection: 'if we cut back China will take more' (Pragmatist); 'we should care about poor people in Wales' (Commentator).*

7. COMMON SENSE

*Limited interest. One person liked, one disagreed: 'it's not true - we knocked it down and started again'.*

In Wales we have always built on what has gone before - our language, our culture and our landscape have always adapted to changing times.

*Mixed response to common sense. Some liked. One person expressed irritation with Government defining what 'common sense' is.*

So we know that it is strong common sense to build on what you have and make it better. Just as it makes sense to keep your car or your house in good condition - even if it means spending a bit more today to avoid much bigger costs later on.

*Mixed feelings about the tone: 'bit lecturing'. Some recognition and approval (especially Commentators and Self Reliants) of Government's policies (and some cynicism about the actual achievements).*

The Welsh Government is putting this approach at the heart of everything it does. It calls this sustainable development but really it is just 'applied common sense'.

When faced with hard choices it will choose the option that works best for the long term - such as investing in better early education and support for families now to prevent social hardship later. Or helping Wales to use energy more efficiently to prepare for future fuel price rises.

*Strong agreement with the failings of 'short term' government policy, though doubts that the Welsh Government could break this cycle and dislike of the claims of being forward looking.*

Governments often go for the cheapest short term options even if they are far worse in the longer term. But the Welsh Government will take the long term view. That is what makes us the really forward looking nation.

**8. RESOURCE RICH**

*General agreement, though concern that renewables are also generating profits for outside companies.*

Wales used to be the world's largest coal producer but most of the profits went to companies outside Wales. Now we don't even have the jobs and we have become dependent on oil and gas from outside.

*General agreement, though a few responses marked by a strong negativity towards wind farms.*

It was our natural resources that built our country in the industrial revolution. Now that we are facing climate change we are once again rich in the resources everyone needs - the wind, water, and land that can provide unlimited clean renewable energy.

*No strong liking (and some dislike) of self sufficiency or energy independence.*

If we develop these natural resources we can be more self-sufficient in energy.

We can increasingly hold on to the billions of pounds that we send out of Wales for energy, and reinvest that in local jobs and opportunities for our own people.

*Positive response to the ambition and jobs but some doubts about realism of the target: 'I like the boldness but it sounds like hedging bets'.*

**9. BRUNDTLAND**

*Only Enthusiasts and Pragmatists responded at all and they disliked the tone: 'it sounds like a political leaflet'.*

Sustainable development means enhancing the economic, social and environmental wellbeing of people and communities, achieving a better quality of life for our own and future generations;

in ways that promote social justice and equality of opportunity;

and ways that enhance the natural and cultural environment and respect its limits - using only our fair share of the earth's resources and sustaining our cultural legacy.

10. SMALL BUT POWERFUL

*Strong dislike of general overly patriotic sentiments, especially dragon is rising 'sounds like Bruce Lee movie!'.*

*Little interest- some doubt whether Wales really does have these powers.*

*People like the 'honesty' of small country but dislike the idea of Wales setting an example.*

Wales is standing on its own two feet. People used to leave Wales to work away. Now they stay. And ever more people are coming here to live, because this is a great place to live.

The dragon is rising.

The Welsh Government now has the powers to plan for long term goals: the wellbeing of current and future generations, protecting our unique landscapes, culture and language, making a transition to a sustainable economy.

We may be a small country, but we have big ideas and we are just the right size to set an example to the world. As we say in rugby, there is a Welsh Way - agile, quick thinking, nippy, with strong team work.

*Mixed feelings about people staying. Some like it, some say that people only stay because there aren't any jobs in England either.*

*Rugby metaphor not liked at all.*

11. ONE WALES

*Generally liked, especially by Enthusiasts and Pragmatists: 'lovely...my favourite'.*

*Liked by all groups.*

*Bilingualism respected by most 'even though I don't speak Welsh it's very important because it is part of our culture' (Locally Focused man).*

*Not liked: 'it's a dream'; 'not at the cost of everything else'. Life support system 'hated'.*

We want communities that are safe, sustainable, and attractive places for people to live and work, where people have access to services, and enjoy good health.

We want Wales to be a fair, just and bilingual nation, in which citizens of all ages and backgrounds are empowered to determine their own lives, shape their communities and achieve their full potential.

We recognise that our environment has an intrinsic value, is our life support system, and is central to our quality of life, sense of place, health and wellbeing.

## 12. OUR STORY

*A few likes, but generally disliked in all segments: 'all nonsense - candyfloss'. Many people do not identify with this stereotype version of Wales.*

*Some people strongly disagree - or do not feel connected in their own community.*

*People like the idea of debating and challenging, but do not agree that Welsh people have always done this.*

In Wales we have always told our own story. Our storytelling tradition is strong and alive - from the Eisteddfod to the pub. As we face the growing uncertainties of this century we will weave a uniquely Welsh approach to the future.

We are all interconnected, which makes it much easier for us to hear each other, and to write this story together.

We respect differences of opinion, so we will debate what we are doing. We have always always questioned central authority and if the government gets it wrong we expect the right to tell it so and be heard.

We expect the government to put its own house in order and make tough choices when they need to be made. Above all we want it to be honest and realistic with us, to listen, and support people and communities to take action themselves.

*Some like this, though generally doubt that it will happen. Cynicism that the government will listen: 'they only debate with a few selected people'.*

People's responses to images are complex and sometimes contradictory, combining a response to the aesthetic of the picture, the extent to which it speaks to their identity, and their pre-existing attitudes to the subject matter. For a more detailed analysis of the focus groups' responses to images contact:  
[EnvironmentalEvidence@wales.gsi.gov.uk](mailto:EnvironmentalEvidence@wales.gsi.gov.uk)

### WHAT WORKS

*People like striking images that are 'cheerful' and show 'nice weather'.*

*People respond strongly to images of landscape: 'It shows Wales is not just all about industry and coal and steel and whatever'.*

*Images of children score highly: 'It's her future...Keep everything for the future'.*

CHEERFUL AND STRIKING  
 (Principle: 'Feel Good')



### WHAT DOESN'T WORK

*However using children can be seen as exploitative (see below).*

*Clear blue skies can be read as false, unrealistic, or commercial.*

*'It's a bit chocolate boxy'... 'Looks like an ad campaign for windmills'.*

## WHAT WORKS

*Use images that are clearly taken in Wales and contain Welsh identity markers.  
'Yeah that's going to be my house'.*

*Always include people (or signs of human habitation) in images, especially landscapes (see Narrative: 'living and working landscape').*

*Include images of 'real' houses and urban life (Principle: 'Ground It').  
'I was born into a terrace like this back home'.*

WELSH IDENTITY  
(Principle: 'Make it Welsh')

## WHAT DOESN'T WORK

*But beware that they may be read as stereotyped or old fashioned.*

*Avoid pictures of unpopulated 'wilderness'.*

*'Scaleless, faceless' 'No people.. no jobs...no relation to Wales'.*

*Though be careful that these maybe read as 'old fashioned'.*

*'My grandparents lived in houses like this'.*

## WHAT WORKS

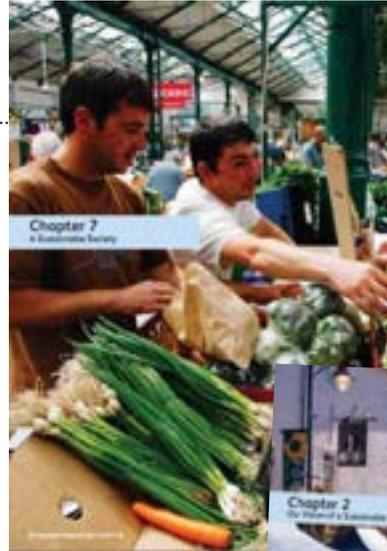
*Show sustainability as a way of living rather than a form of activism.*

*'I like those markets. Something that's not a massive Tesco that you go to once a week that sucks the profits away down to London and things.'*

*Use images of collective and community activities. (Principle: 'Belonging is the Reward'.)*

*Use informal and joyful images of 'real' people taking local ownership of sustainability.*

DEMOCRATIC AND PARTICIPATORY (Principle: 'A Shared Journey')



## WHAT DOESN'T WORK

*But be careful when using images of 'green' or alternative lifestyles. (Principle: 'Greens on the Plate but to the Side')*

*But be careful that they are representative of modern Wales. 'We have got a lot of different cultures here but you've only got a white person... in this crowded town centre'.*

*But avoid stiff and posed photographs especially with politicians (Principle: 'Modest Leadership') which look to people like a political image campaign.*

### Lead Organisation

*Climate Outreach Information Network.*  
[www.climateoutreach.org.uk](http://www.climateoutreach.org.uk)

*Project co-ordinator George Marshall.*

*Project manager Janey Forgan.*

### Lead Partner

*AD Research and Analysis Ltd.*  
[www.andrewdarnton.co.uk](http://www.andrewdarnton.co.uk)

*Research Manager Andrew Darnton.*  
*Project manager Karen Darnton.*

### Expert Advisory Group

The advisory group met on the 13th January 2012 for an all day 'Narrathon' to set the framework for the project, evaluate existing narratives and draft narratives for testing. The participants' occupations are given as they were in January 2012. Those marked \* provided additional input and reviewed the final products.

*Jayne Cox, Director,*  
*Brook Lyndhurst\*.*

*Dr. Tom Crompton, Change Strategist,*  
*World Wide Fund for Nature\*.*

*Jake Elster Jones, AD Research & Analysis\*.*

*Ed Gillespie, Director, Futerra.*

*Rich Hawkins, Director,*  
*Public Interest Research Centre (PIRC)\*.*

*Rhodri Thomas, Cynnal Cymru.*

*Professor Ken Peattie, Director, Centre for*  
*Business Relationships, Accountability,*  
*Sustainability and Society (BRASS)\*.*

*Roger Pride, Director of Marketing,*  
*Welsh Government.*

### Welsh Advisory Team

A specialist group was convened under the overall programme to advise about Welsh values and language. It held a half day meeting on the 8th January and contributed throughout the programme.

*Dr. Catrin Ellis Jones, Catrin Ellis Associates.*

*Roz Robinson, Executive Director,*  
*Cynnal Cymru.*

*Dr. Eimir Young, Bangor University.*

### Qualitative Research

Under the overall management of AD Research & Analysis Ltd, focus groups were moderated and analysed by:

*Dr Catrin Ellis Jones, Catrin Ellis Associates.*

*Dr Nick Nash, independent consultant.*

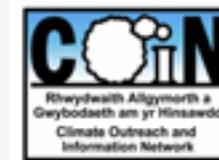
*Dr Wouter Poortinga, University of Cardiff.*

*Dr Lorraine Whitmarsh, University of Cardiff.*

*Dr Eimir Young, Bangor University.*



*Pictures: The Expert Advisory Group analyse narratives during the all day 'Narrathon' design session, January 2012.*



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