



# Plan for exploitation and sustainability

How to use PSLifestyle results to generate impact

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This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 101037342.

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# Deliverable Information

Deliverable No.	3.2
Deliverable Title	Plan for exploitation and sustainability
Work Package No.	3
Work Package Title	Scale up and Exploitation
Lead Organisation	Hot or Cool Institute
Main author(s)	Elli Latva-Hakuni (HoC), Beatrice Meo (HoC), Arlind Xhelili (CSCP), Dushyant Manchandia (Sitra), Jennifer Lynn Cote (ICLEI), Alba Godfrey (EHNet), Samuele Tonello (EHNet), Jasmin Miah (ICLEI), Luca Coscieme (HoC).
Reviewers	Eleni Petra (Athena – RIC), Filippas Bodare (Athena – RIC), Vittoria Papa (SUSDEF).
Nature	Report
Dissemination Level	Public
Deliverable Date	31 October 2024
Draft Number	2
Version history	<a href="https://pslifestyle.eu/resource?t=D3.1%20Plan%20for%20exploitation%20and%20sustainability">https://pslifestyle.eu/resource?t=D3.1%20Plan%20for%20exploitation%20and%20sustainability</a>
Version Number	2

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# 1. Introduction

In 2017, the Finnish Innovation Fund Sitra developed a digital tool for citizens, called the “Lifestyle Test”, to understand the impacts of their lifestyle and consumption habits. Following this initiative, the European Union Horizon-2020 project **‘Co-creating a Positive and Sustainable Lifestyle tool with and for European Residents’ – PSLifestyle** aims at enhancing the uptake of low-carbon lifestyles in line with the 1.5-degree target of the Paris Agreement. Furthermore, the project intends to **expand the user base and potential impact of the tool by adapting it to the context of eight European countries**: Estonia, Finland, Germany, Greece, Italy, Portugal, Slovenia, and Turkey.

By engaging citizens with a digital tool in the form of a free web app, the project will **collect and analyze their consumption and climate impact data** to be used and exploited in research, as the basis of effective policies, civil society initiatives, sustainable business opportunities or research ideas to fill knowledge and data gaps. The project will build **a data-driven movement with and for the citizens to enable more sustainable lifestyles across Europe**. More information on the PSLifestyle project and the Lifestyle Test can be found respectively in the [project website](https://pslifestyle.eu/about/project)<sup>1</sup> and in its [Lifestyle Test section](https://pslifestyle.eu/the-lifestyletest)<sup>2</sup>.

This document describes the **plan for generating impact from the data and results coming from the use of the Lifestyle Test**. It also presents **steps for further expanding its user base** and geographical reach, as well as future plans for the funding, monitoring and governance of the Lifestyle Test in the post-project phase.

The report is produced in three iterative versions. This version (PES V2) is structured in the following sections. Section 2 describes the key results and achievements of the project, namely the Lifestyle Test, the PSLifestyle Open Dataset and the Dashboard, and presents how the data is collected, organized, stored and accessed. The next version of the PES (V3), due in June 2025, will further expand on the latter elements relative to the post-project phase. Section 3 introduces the strategy for the use, exploitation and dissemination of the project results. It outlines the importance of stakeholders’ engagement, and it explores how data are processed and exploited. Section 4 elaborates on the stakeholders’ engagement workshops and their overarching goals within the context of the project results exploitation. It describes the iterative work done and progress registered since the start of WP3 and the processes that led to their implementation, discussing specificities and differences between National and EU-level workshops. This section also explores the strategy to scale up the project, and the

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<sup>1</sup> <https://pslifestyle.eu/about/project>

<sup>2</sup> <https://pslifestyle.eu/the-lifestyletest>

adaptation of the Lifestyle Test in other countries. These last two aspects will be further explored in the next version of this report (PES V3). Section 5 will be developed in the next version of this report (PES V3), and it will describe the plans for the post-project phase. It will provide details on how partners are planning to maintain and update the app and the data product, as well as favor their dissemination and exploitation in the mid- (within 5 years from end-of-project) and long-term (more than 5 years).

## Box 1: The PSLifestyle Citizen Science Labs in a nutshell

### The PSLifestyle Citizen Science Labs (CSLs)

The PSLifestyle CSLs were a combination of **two participatory governance approaches**, namely, **living labs and citizen science**, that aimed at ensuring and **enabling citizens' involvement** in shaping our **socio-economic and political frameworks** through **co-creation and data collection / provision**. Such methodological approach helps to **increase the transparency, credibility and legitimacy of solutions** that might impact citizens' lives.

The PSLifestyle CSLs have brought together European citizens **to co-create and shape visions of a good life** within environmental boundaries as well as **design solutions for making those visions a reality**. Throughout six meetings together, together with members of their community / city, citizens participating in the CSLs had the opportunity to:

1. **collect and provide information** through speaking and exchanging about challenges they face in their neighbourhoods/cities/regions and for more sustainable living throughout 4 areas such as food, transport, housing and general consumption;
2. **co-design solutions and everyday actions** that hold potential for overcoming those challenges and increase our share of sustainable living;
3. **exchange on barriers** that could inhibit the uptake of those solutions **as well as on opportunities** that could accelerate their wider roll out.

The **output of the exchanges** with the citizens **fed into the content and creation and localisation of the Lifestyle Test**. Besides co-defining and localising this content, the participants of the CSLs have been **engaged to co-create the functionalities of the PSL tool also**. This approach ensured the tool reflects the needs and expectations of its users and as such increase the chances of its broad and continuous usage.

The CSLs Governance Framework provides a more detailed overview of the project's citizen science labs.

## 2. Key results: the Lifestyle Test, the Open Dataset, and the Dashboard

The main key result of the project is the creation and the launch of the Lifestyle Test in the eight partner countries. The Lifestyle Test is accessible online as a free web app and allows people to understand the impact of their lifestyle by answering a set of simple questions, divided into four main lifestyle areas: housing, transport, food, and purchases. After taking the test, users are presented with a **detailed picture of their footprint and a list of tailored lifestyle tips / actions with calculated emission reductions** they could undertake to reduce their carbon footprint (Fig. 1). For example, if a carbon footprint is largely determined by frequent flights or long-distance car travel, it will be suggested to reduce travel and switch to transport modes with a lower carbon footprint, such as trains. The users can design their own plans for reducing lifestyle emissions over time by choosing among the suggested actions and track their progress by updating their plan. The localization of the test for the eight project countries, carried out during three rounds of citizen science labs (please see Box 1 for more information), required the collection and processing of local data and the contextualization of the questions of the footprint test, their corresponding answer options, as well as the list of actions to reflect local realities. This makes the results of the test relevant locally.

In addition to collecting data on the user lifestyle carbon footprint, and on what changes users are willing or not to undertake, the test also collects information on the motivations behind the user choices, as well as the underlying structural challenges and enablers for change (Fig. 2).

**This information will be fully anonymous and will be made available to different stakeholders to identify opportunities and promote agendas at the business, policy, research, and civil society level** for enabling 1.5-degree compatible lifestyles.



# I calculated my carbon footprint

I produce...

**4751** kg CO<sub>2</sub>e in a year

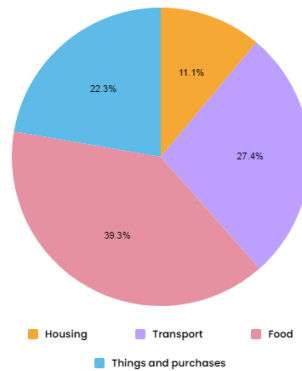
**Compared to**

Higher than 1.5 degree target **+90%**

● Target by 2030: 2500 kg CO<sub>2</sub>e

Lower than people in your country **-20.8%**

● People in your country 6000 kg CO<sub>2</sub>e



**What's your impact?**  
pslifestyle-app.net

**PS Lifestyle**

## Transport

Try avoiding long trips

**-23.1%**

2615 kgCO<sub>2</sub>e

☐ Skip this action

Transport

See more



Choose action

Travel less often but for longer

**-16.7%**

1891 kgCO<sub>2</sub>e

☐ Skip this action

Transport

See more



Choose action

Take the train for holiday trips

**-1.1%**

125 kgCO<sub>2</sub>e

☐ Skip this action

Transport

See more



Choose action

**Figure 1. Carbon footprint results (left side) and a selection of tailored lifestyle changes for transport (right side) from the Lifestyle Test.**

Why did you decide to skip this action?

☐ I don't know how

☐ I don't have the support I need

☐ It's too expensive

☐ It's not available where I live

☐ It's not popular where I live

☐ It takes too much time and effort

☐ I already do this

Cancel

Confirm

**Figure 2. List of motivations options from the skip function.**

All **footprint and lifestyle change data can be differentiated by demographic and socio-economic variables**, i.e. gender, age, income and location. This information is collected through the Lifestyle Test by means of optional questions asked after the carbon footprint calculation. This information is important for **understanding how different footprint profiles characterize different societal groups, what actions these groups are more willing to adopt, and what barriers they are facing**. By collecting information on the user location, all the above can be mapped at a resolution which allows for targeted business opportunities, policies, or civil society initiatives. For example, the data can be queried to analyze which are **the most frequent barriers that the residents of a city face when adopting an action** (e.g. switching to a vegan diet, or from private to public transport), or how income affects the user's willingness to adopt some actions instead of others. **The demographic data collected via the tool provides context to the carbon footprint data and is key to the exploitation of the results of the project.**

The data described above is collected and stored in the PSLifestyle Open Dataset. The Dataset is saved to a Firestore database on Google Cloud Platform. Access to the overall database is not open to the public and may be given only upon request to the project team. **Data collection, storage, use / sharing as well as deletion are handled in compliance with the applicable legal framework for personal data processing** (including the Charter of Fundamental Rights, GDPR, e-Privacy Directive–soon ePrivacy Regulation, and others) as outlined in the Data Management Plan.

To facilitate access to the data collected via the test, the **dataset is processed and presented via a Dashboard** implemented in Google Looker Studio for now, but may be changed as the consortium works on the data product strategy. Contents of the Dashboard will be streamed on the European Data Portal by December 2024. The exact type of content and data that will be streamed in the Portal is under discussion within the Consortium and will be outlined in the PES V3. The Dashboard on Google Looker Studio will be publicly available and accessible for stakeholders starting from late spring 2025, when its layout and user interface will be finalized and the entire data will be quality checked. The publication of the full dashboard will be communicated via the project website, the project and partners social media, and the project partners networks and communication channels. The status and date of the publication will be included in any presentation and communication activities (where appropriate) of the project. Stakeholders participating in the workshops, partner projects, and selected partners will also be updated on the publication via direct contact.

Currently, the dashboard is **structured into six main sections**, accessible by clicking on the respective section on the top left of the dashboard landing page. These sections are: **1. Key metrics; 2. Carbon footprint by domain; 3. Action Plans; 4. Skipped Actions; 5: “I already do this” Option; and 6: Feedback data**. The dashboard also includes a glossary page which provides explanations of the variables presented.

**The key metrics section** includes a summary of key statistics collected from the use of the Test, including the share of users that create a plan after calculating their carbon footprint. It includes data on the number of test takers, the total and average carbon footprint, the average carbon footprint of housing, mobility, food, and purchases, the average emission reduction implied in the plans, and other information. This section also presents tables where key results are broken-down by demographics such as age, gender, and residence.

## 1. Key metrics

Country ▾

Gender ▾

Select date range ▾

Age ▾

Income ▾

Residence ▾

9% 3%	Number of tests taken <b>294,004</b>	Average carbon footprint by test takers, kgCO <sub>2</sub> e/person/year <b>7,838</b>	Total emissions by test takers <b>2,304,520,682</b>
	Number of plans <b>25,365</b>	Average carbon footprint reduction of a plan, kgCO <sub>2</sub> e/person/year <b>1,722</b>	Total carbon footprint reduction of the plans, kgCO <sub>2</sub> e/year <b>43,668,275</b>
	Number of plans with completed actions <b>794</b>	Average carbon footprint reduction of completed actions, kgCO <sub>2</sub> e/person/year <b>1,388</b>	Total carbon footprint reduction of completed actions, kgCO <sub>2</sub> e/year <b>1,101,913</b>

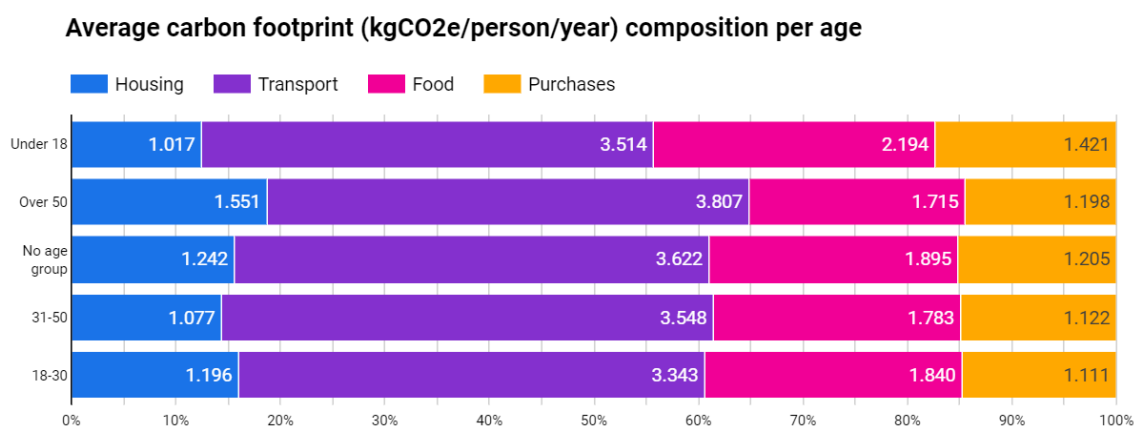
Carbon Footprints, kgCO<sub>2</sub>e/person/year

Country	Test takers ▾	Average total carbon footprint	Average housing carbon footprint	Average transport carbon footprint	Average food carbon footprint	Average purchases carbon footprint	Total carbon footprint (kgCO <sub>2</sub> e/country/year)
1. FI	239,861	7,625	1,151	3,371	1,876	1,226	1,828,865,990
2. TR	11,858	8,370	1,297	3,845	2,141	1,087	99,255,172
3. PT	8,367	8,819	791	4,540	2,332	1,156	73,789,587
4. IT	8,285	8,031	1,491	4,167	1,524	849	66,538,730
5. GR	7,110	9,699	2,075	4,544	1,734	1,347	68,958,341
6. SI	6,832	8,271	1,095	4,968	1,400	810	56,507,316
7. EE	5,714	10,378	1,697	5,549	1,861	1,270	59,298,331
8. DE	3,577	8,282	1,548	4,028	1,836	869	29,623,166
9. EU	2,368	9,010	1,192	4,674	2,203	941	21,335,259

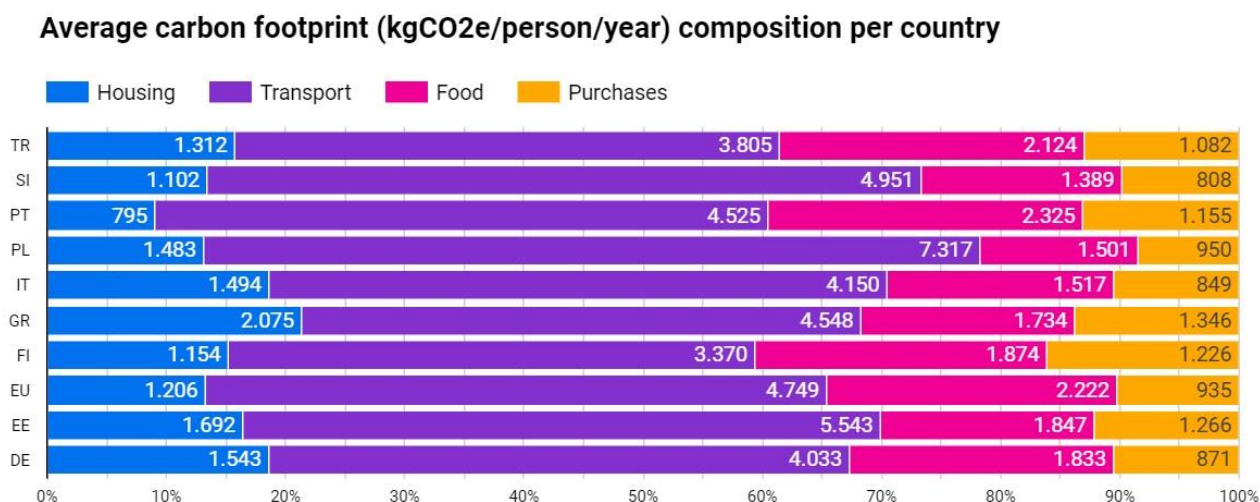
1 - 10 / 10 < >

**Figure 3. Key metrics in the PSLifestyle dashboard include an overview of key statistics collected from the users of the Lifestyle Test.**

**The carbon footprint by domain-section** presents graphs showing the contribution of different lifestyle domains (food, housing, transport, and purchases), and different categories within each domain (for example, car, public transport, flights – for mobility), on the carbon footprint of the users. This data is also presented by different demographic factors (gender, age, location).



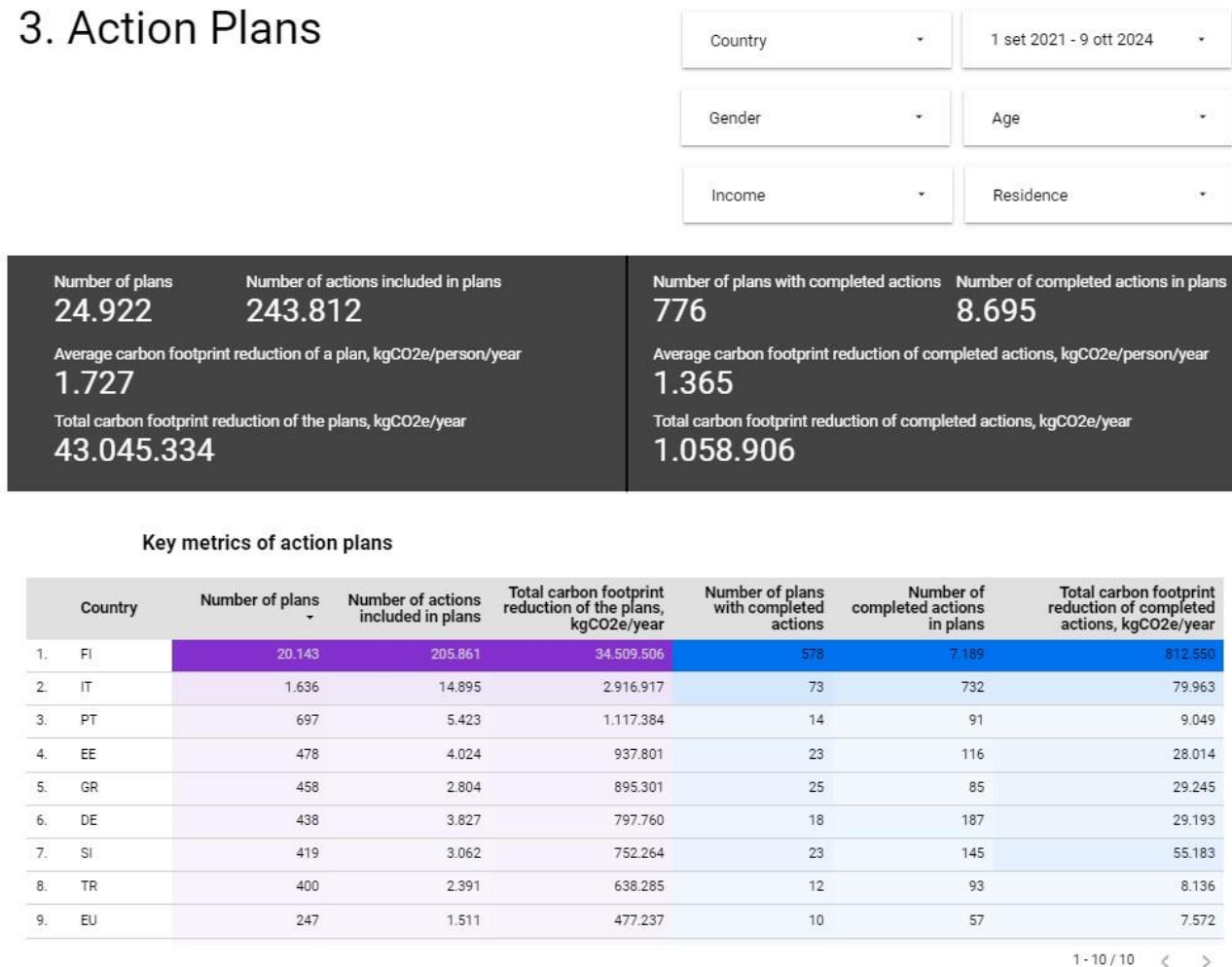
**Figure 4. Key metrics in the PSLifestyle dashboard are organized by demographic and socio-economic variables, such as for example by age groups. Other variables included are gender, location, and income.**



**Figure 5. The PSLifestyle dashboard illustrates the share of contribution of different lifestyle domains on the average carbon footprint per country.**

**The Action plans-section** includes data on the action that test takers choose in their plans as well as the action that test takers mark as completed when returning to the test. The section presents the number of test takers who made an action plan and returned to mark at least one action as completed. The section also lists each action and how many times they are included in the reduction plan and the number of times each action has been marked as completed. This information is also reported by grouping actions per their lifestyle domain, for example, how many times an action in the housing domain is included in the plan. The section also shows the percent share of how many plans include a certain action and how many times an included action has been marked as completed.

### 3. Action Plans



**Figure 6. The PSLifestyle dashboard includes information on the action plans and completed actions.**

**The Skipped Actions section** includes data on the actions that users are suggested but they decide not to include in their plans. This section provides data on what actions are more/less frequently skipped and for what reasons.

**The “I already do this” section** includes data on the actions that are suggested to the users, but the users are already adopting. This data provides information on the current degree of implementation of sustainable lifestyle options, and what demographic profiles are more frequently adopting certain options.

**The Feedback data section** includes data on what kind of assistance users are requesting for completing actions they included in their plans. This data is collected from users clicking on the “Need help?” button available for each option of their plans. Clicking the button opens a menu with the following text and options: **Your plan is looking great! Need some help with it? Please leave your requests below. They will help us make this service better and learn**

*more about sustainability.* (Options) “Reminders or calendars”, “Tips on how to take actions”, “Peer-support”, “Success stories”, “Meet-up and workshops”, “Mentoring or coaching”, “Help to invite others to join the change”. The Feedback data section includes data on how many users have asked for feedback, how many feedback requests have been received (in total and on average for all plans), and what are the most and least selected feedback options.

All the sections in the dashboard can be explored by filtering the data by the demographic factors (country, age, gender, income, residence). One additional filter allows the dashboard user to select the data for a specific period. These filters are easy-to-use through a series of drop-down menus located at the top of the dashboard.

## 3. A strategy for the exploitation of PSLifestyle results

### 3.1 Why stakeholder engagement is key to the exploitation and sustainability

The UN Environment Programme defines a sustainable lifestyle as “a cluster of habits and patterns of behaviour embedded in a society and facilitated by institutions, norms and infrastructures that frame individual choice, in order to minimize the use of natural resources and generation of wastes, while supporting fairness and prosperity for all” (Akenji and Chen, 2016). **Focusing on lifestyles instead of just consumption implies considering non-economic aspects of our lives, as well as the role of factors outside the marketplace, and of policy, business, innovation, and other factors that enable or constrain adopting any consumption or lifestyle choice** (Akenji et al., 2021).

Engaging with stakeholders is an essential aspect of the PSLifestyle project, as governments, industry, civil society and academia are both potential end-users of the data collected via the Lifestyle Test and play a pivotal role for enabling sustainable lifestyle changes.

The strategy for the exploitation of PSLifestyle results implies **presenting and discussing with stakeholders the data collected with the Lifestyle Test** with the aim of:

1. **Defining actions and initiatives from different stakeholders for enabling change** based on measured impacts, consumer needs and preferences, challenges to lifestyle change, and other elements informed by the results. The involvement of actors such as governments and businesses is directed towards systemic changes in support of individual changes.
2. **Collecting feedback for improving the tool features for data collection and processing**, also exploring possibilities for integration with other databases, surveys, or calculators as well as for developing tailor-made applications for different stakeholder cases (e.g., a company that wants to use the tool with their employees, or a local administration wanting to adapt the tool to their context, etc.).

Such exchange with local stakeholders will take the form of **co-creation workshops implemented across the 8 project case countries**. Section 4 provides an overview of how the above-mentioned aims are further tailored and adapt for the multi-stakeholder sessions.



### 3.2 Data processing and exploitation of results

The data collected via the Lifestyle Test, stored in the Open Database, and presented in the Dashboard, has been processed to further facilitate stakeholder engagement. The original data and the results of further elaborations are used to build a narrative that introduces the test and the data products, highlights key results, and suggests possible uses of the data by different stakeholder groups. This narrative is presented in a slide-deck (adapted for each country and stakeholder group) which unfolds in the following steps:

**Step 1: Introduction to PSLifestyle** – This first series of slides introduces the project, presenting summary statistics on the use of the test across all partner countries. The summary includes the number of tests taken in total, the number of action plans created, the number of participants in citizen co-design workshops, and the average emission reduction considering the action plans over total carbon footprint of consumption.

**Step 2: Why stakeholder engagement?** – For each stakeholder group, one slide explains the need for engagement, regarding both why each stakeholder action is fundamental for enabling sustainable lifestyles, and how can the test be used by stakeholders in their work.

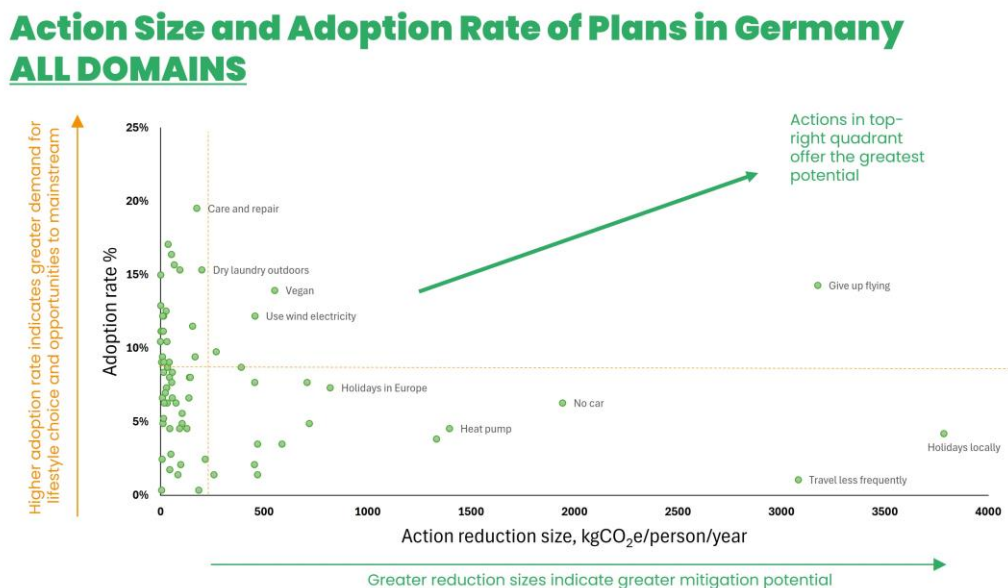
**Step 3: Lifestyle Test Demo** – A recorded demo of the Lifestyle Test familiarizes the audience with the test, it follows a presentation of the data capability of the test. The latter is a list of all data types collected via the test and included in the dataset.

**Step 4: Carbon Footprint overview** – A series of slides shows the carbon footprint profile of users for each country and for each lifestyle domain. This allows stakeholders to identify key hotspots of carbon footprint in their country of operation.

**Step 5: Overview of action plans** – This shows how many and which lifestyle actions users are committing to and the average emission reduction of their plans, as well as how many and which actions users are discarding and what are the main reasons for that. This overview allows stakeholders to understand what actions have higher acceptance and what are the main barriers people are facing when changing lifestyle.

**Step 6: Analysis of adoption rates** – This step presents graphs of the results of a correlation study of feasibility and climate mitigation impact of different lifestyle changes, using data from the Lifestyle Test. It allows to identify “low-hanging fruits”, i.e. lifestyle options of high

feasibility, which are of interest for example to policymakers and business as solutions to scale-up in a short time frame and via highly specific strategies. It also allows to identify high- climate mitigation impact actions of low feasibility, signaling a lack in enabling factors and gaps in knowledge and data. Actions with high adoption rate and high impact offer the greatest potential for effective carbon footprint reductions.



**Figure 7. Results from the dashboard are further elaborated to highlight, for example, correlations between the adoption rate of actions and their emission reduction impact.**

**Step 7: Cumulative impact of action plans** – One slide presents a graph with the emission reduction impact of each action multiplied by the number of users that have included the action in their plans. This shows the theoretical impact if all users complete their action plans. The slide also reports complementary statistics, including a calculation of the potential percentage reduction of the national carbon footprint if all citizens in one country would adopt the average plan of the Lifestyle Test users from the same country (e.g. if all in Italy adopted the average PSL plan, national emission are reduced by 22%).

**Step 8: Barriers faced by the users** – This set of slides deep-dives into the barriers that users are signaling when giving a reason to discard some of the suggested lifestyle actions. It starts with an overview of the barriers, then shows the most frequent barriers per each lifestyle domain, and finally the most frequent barriers for adopting the action of highest reduction impact for each domain (e.g. “stop flying” for mobility, or “become a vegan” for food).

**Step 9: Examples of Use Cases** – use cases refer to research studies, policies, initiatives, business ideas and other examples with use of data similar to what available in the PSL database. These cases are meant to show potential uses of the database and the test, for instance by scaling up existing local initiatives making use of the broad geographical spectrum and user base of the test, or by complementing existing cases on the basis of additional consumption behavior data collected via the test. Partners of the Consortium have collected these examples which are all stored in a Case Library file.

This slide-deck will be further developed, updated and published as deliverable D3.4.

### **3.3 Data Product distribution strategy**

This section will be developed in the next version of this document (PES V3) and it will describe how the dataset is accessible by stakeholders beyond the scope of the project. Two task-forces within the Consortium have been created and started working from June 2024 to define the distribution strategy (“Open Source” Task Force, and “Prosperous Future” Task Force).

## 4. Current exploitation activities

### 4.1 National Stakeholder workshops

Collaboration with stakeholders is key to design strategies for enabling sustainable lifestyles, as well as for improving and disseminating the Lifestyle Test.

**Stakeholders from government, academia, industry, and civil society are involved in the process through a series of workshops**, one per stakeholder group for each of the eight country partners, as well as engaging activities and events throughout the project.

Co-creation workshops are being held between September and November 2024 in eight European countries –Estonia, Finland Germany, Greece, Turkey, Italy, Portugal, and Slovenia– with the **aim to collaboratively improve the PSLifestyle Test, identify the best ways for stakeholders to utilize project data and results, and design actionable plans to support lifestyle changes**. One additional workshop will be organized at the European level during the first months of 2025, bringing together all stakeholder groups.

In-person sessions are prioritized, although hybrid or full-online event options have been considered in some countries to better reflect local needs and availability of participants.

During these workshops, stakeholders will be introduced to the data collected through the use of the tool and presented based on the 9 steps narrative described in section 3.2.

Apart from the CSO group, whose workshop focuses specifically on the food and consumption domains, the other three stakeholder groups will cover all four lifestyles domains. Participants will contribute to the creation of diverse outputs, from sustainable business models and civil society initiatives to research proposals and policy recommendations enhancing the uptake of low-carbon lifestyles options. The workshops insights will be collected and reported in four different deliverables (one per stakeholder group) due by the end of February 2025.

**The preparation of all workshops started in early 2024**, with an agreement on questions and formats between WP3 leaders and the consortium partners.

While local partners are responsible for the session planning and implementation processes, the overall coordination and guidance is provided by the task leaders. The WP3 leaders responsible for the workshop tasks are ICLEI and EuroHealthNet for the Government group, SITRA for the Industry, Hot or Cool Institute for Academia and CSCP for the Civil Society Organisations.

Facilitation techniques, agenda and materials for the four workshops have been finalized and shared with partners during the summer 2024. Moreover, task leaders provided support for

the participants recruitment process, which started in July/August 2024. To facilitate the reporting process, partners were provided with transcription templates as well.

The workshops guidelines, including workshop agenda and guiding questions can be found in the Annex at the end of this report.

## **PSLifestyle for Governments**

The aim of this workshop is to bring together government representatives, as well as policy experts and advisors, to **share the learnings from the first deployment period of the Lifestyle Test and discuss how the Lifestyle Test can support public policymaking** to facilitate and encourage the adoption of healthier and more sustainable lifestyles. Moreover, participants are invited to examine current public policy gaps and explore how the PSL tool can be improved to address these gaps effectively, gathering feedback for tool enhancement.

During the session, the PSLifestyle project is placed in the bigger context of the EU Green Deal, the Paris Climate Agreement and the Agenda2030, as well as national policy agendas. Stakeholders will be involved in a conversation about how these goals can be achieved by using the Lifestyle Test, and how policymakers can best utilize the project results to enhance sustainable and positive lifestyles. To support these questions and discussions, the workshops address the barriers that PSLifestyle and similar approaches are facing. **Behavioural change is difficult to achieve but policymakers can use such tools and apps to encourage individuals to opt for lifestyle choices.** They will learn about and discuss the communication that is needed and how best to reach people and enable everyone, regardless of their background, in particular those for whom it is most difficult to make sustainable lifestyle choices. The project also has gathered a wide range of information on how the test and lifestyle choices can be tailored to the local context which provides further useful insights for policymakers and practitioners.

In total, **eight government workshops – one per local partner** – are being organised. The workshops are held in the local languages and are set up in a similar way to the Citizen Science Labs that took place until mid-2023.

The **primary target group of the workshops are local, regional or national government representatives and policy experts.** All members of the target group will work in climate change, sustainability or similar topics and have expertise in the four lifestyle domains: Food, Transport, Housing, and Purchases.

The workshops **are taking place both online and in person, depending on the availability in the different countries.** While the guiding documents are provided in English and support in organizing the workshops is provided by ICLEI and EuroHealthNet, the workshop language itself will be the local language and the documents provided will mainly be translated. The

workshops last around 3 hours and half, and each follows a similar structure and agenda co-developed by the local partners, ICLEI and EuroHealthNet. Relevant material and agenda are shared with participants ahead of the sessions.

The results of the workshops will be collected into **1-page summary of the discussion and guidelines for governments and will inform the EU-level deployment task and the Learning Cookbook**. These will be co-created by the local partners, ICLEI and EuroHealthNet and the related deliverable is expected to be submitted in February 2025.

### **PSLifestyle for Industry**

The aim of these workshops is **to engage with businesses and entrepreneurs** and introduce them to the results of the PSLifestyle project, specifically the Lifestyle Test and the PSL Database which gives insight into the ability of citizens to engage with sustainable lifestyles and the barriers they face. Businesses and entrepreneurs can **help citizens in adopting sustainable lifestyles through the provision of new products and/or services or by making existing sustainable products and services more attractive**, in this way supporting a wider adoption of sustainable lifestyles. Further, engagement with businesses and entrepreneurs would also help the consortium partners understand what can be improved in the way the data is presented, bringing the opportunity for a larger uptake of the data in the wider business community. Finally, **opportunities would be made available for organizations to use the Lifestyle Test as a tool for employees' engagement on sustainability-related issues** and support companies in understanding how to help their own employees to live more sustainable lifestyles.

In total, **8 workshops with industry stakeholders are held across the 8 countries (1 per country)** and are run both online and in-person, depending on the single country's need and availability.

The workshop starts with the introduction to the context and development of the tool, as well as the database and its geographical scope. Building this context is important for generating new ideas which may not be considered by the project partners. This will be followed by the introduction to the **project results and to examples of data use for the design of new products and innovative business models**. The latter will be used as a basis for the co-design of business solutions that can enhance the uptake of low-carbon lifestyles options in the 8 case countries.

The **primary target is businesses directly dealing with consumers (B2C)** in the domains considered in this project (housing, transport and travel, food, and other consumption). In terms of the scale of businesses involved in the workshops, **attention is paid in creating a**

**good mix of businesses from SMEs and MSMEs to larger organisations, as well as small-scale local entrepreneurs.** However, the grouping is tailored based on the location where the workshops take place.

Project material and resources, such as the Lifestyle Test and the dashboard, are provided to the participants ahead of the meetings to ensure active and fair participation.

The **output of the workshops would be two-fold.** On one hand, the sessions will deliver **the proposals of new products and services deployment**, which will be co-created during the sessions and further brought together in the *"PSLifestyle Business Opportunities for Companies"*, a publicly available document that will feed into the workshop organised at the European level. On the other hand, businesses will be asked to give **insights on the use of the dashboard to identify improvement opportunities** to be considered at a later stage.

### **PSLifestyle for Academia**

The aim of these workshops is to engage with stakeholders from Academia (researchers, universities and research institutes), to present the project results and **identify new research ideas and opportunities, as well as research gaps to be further explored.** In this context, the project identifies a twofold goal for the academia workshops. On one hand, the exchange will highlight the **contribution that the project learnings can make to Academia.** In this regard, results will be shared from the Dashboard, which give insight into the ability and willingness of citizens to engage with sustainable lifestyles, and into barriers and enablers to change. These insights can support Academia in **identifying research ideas and develop further investigation into systemic transformations** needed for a transition to sustainable lifestyles. This latter point brings to the second aim of these workshops: identify data and research gaps, and how an improvement of the tool can address them. In this context, feedback on data collection, processing, and use will be collected.

During the workshops, participants will **be introduced to the project, its Lifestyle Test and Open Dataset, and the results generated** so far. The results will include key actions selected and/or skipped by users, motivations and limitations and other behavioural elements. This will facilitate the stakeholder engagement and the identification of strategies for a successful exploitation of the results within the Academia.

The exchange will focus on two aspects: the **creation of new research ideas and opportunities**, and the identification of research gaps and tool improvements on data collection features and potential set of analyses that could help bridge the latter. An additional exchange point could be proposed towards the end of the session regarding potential opportunities for further collaborations on the Lifestyle Test dissemination within Academia and additional support needed to enhance sustainable lifestyles.



Among the stakeholders involved in this round of workshops **are networks of researchers, universities, and research institutes** in the eight project case countries. To stimulate multi- and inter-disciplinary approaches, it is advised to recruit a **balanced group of experts in the four consumption domains** considered in PSLifestyle: food, housing, transport, and purchases. Ideally, **different areas of expertise would be represented in such groups**, including sustainability indicators, consumption behavior, sustainable production and consumption, policy research, and others. A **heterogeneous mix of post-graduate students, early-career researchers, and senior professors is also suggested** to bring as many different perspectives as possible to the table. Participants coordinating large research networks, either at the national or international level, could play a key role for dissemination and use of the Lifestyle Test and the data, and should then be identified as a priority.

To facilitate the exchange during the workshops, **stakeholders are provided with background material ahead of the sessions, including access to the Lifestyle Test**. This will allow researchers and other stakeholders to familiarise with the tool and the available data before joining the event.

During these sessions, participants are **divided into different groups to facilitate the discussion and the collection of insights**. The groups will not be focusing on a specific consumption domain but will cover the four of them.

The workshops will produce a **project exploitation plan for Academia and a collection of new research ideas**. The PSLifestyle exploitation plan will **outline major research and knowledge gaps** to be addressed and **potential pathways for the implementation of solutions across the 8 project case countries**. The outputs will also present ideas for new valuable datasets to be used by Academia stakeholders.

### **PSLifestyle for Civil Society**

Narrowing down to Civil Society Organisations (CSOs), the aim of the PSLifestyle workshops is to **increase the awareness of professionals and leaders within the CSOs sector**, across the 8 project countries, about **the project and the Lifestyle Test**, including the **results that have been generated** during the first deployment period of the tool (September 2023 – May 2024). **CSOs are quite an important stakeholder and in a unique role / position** when it comes to advancing the topic of sustainable lifestyles. They are **positioned in-between consumers and other key decision makers** and in such a setting, CSOs can **effectively engage and provide input to both ends**, whilst **identifying synergies and trade-offs as well as balancing the scale of interests**. The project aims to engage with **professionals and CSOs representatives from the social, environmental and development fields**, without excluding the possibility of working with participants from other fields as well. In addition, we seek to



engage with **organizers of community and other citizen initiatives** that are operating in the field of sustainability.

In this context, within these workshops, the project aims to **exchange with CSOs on the results' practical meaning** (Lifestyle Test and consumer / behavioral insights) and how these could be utilized in their work to **improve their operational processes** as well as **make them more effective** and the **solutions they put forward**. Moreover, the session seeks to **identify opportunities for further improvement of the Lifestyle Test**, specifically with regards to **data functions and features**, as a means of increasing their utilization of the tool. Finally, circulating back to their unique position, **opportunities for collaboration and dissemination of the Lifestyle Test** will be sought and identified.

The goals / aims outlined in the previous paragraph define and frame, to a large extent, the scope of the workshops with the CSOs representatives. Nonetheless, conscious that **discussing the vast insights** from all four PSLifestyle / Lifestyle Test living areas (housing, transport, food, general consumption) within the relatively short time of the workshops could be difficult, the project team has decided to **focus on certain key areas** which we believe **CSOs are operating largely**, namely, **food and general consumption**. The selection has been influenced by the partners' years-long practical experiences in the field. Nonetheless, this is not exhaustive, and we do not claim rigorous assessment of the on-the-ground situation.

Within the highlighted living areas, the insights / results provided to participants vary and revolve for example around the a). **main hotspot challenges within food and general consumption**, b). **key actions** most often **selected by consumers** groups, c). an overview of the **opportunities / barriers** that users have highlighted as well as d). the **use of engagement features** such as sharing the results or plans on social media channels. This for the purpose of giving CSOs an overview of the main **sweet / pain points for consumers** as well as **areas where change is perceived difficult** as a means for discussing with them on their roles and the various solutions that could be introduced to change the playing field.

At the end of the workshops, the CSO representatives are **informed and made aware** about the PSLifestyle project as well as their Lifestyle Test, including, hopefully, they would have **showcased their commitment for collaboration and partnership**. In addition, a result of these workshops would be an **increased understanding of how the data from the Lifestyle Test could be utilized** and **how could the Lifestyle Test with regards to data functions / features be further improved to allow for such data utilization**. Finally, and most importantly, ideally the workshop would lead to CSOs being **equipped with information they could leverage and capitalize upon** when **building strategies and initiatives for consumer**

**engagement** and **advancing / mainstreaming sustainable lifestyles** and the **identification** of some such **practical pathways** and **actionable next steps**, already within the workshops.

## 4.2 PSLifestyle application EU-level deployment

The learnings from the four workshops series will be channelled into an EU level workshop. This event will allow for an evaluation of the feasibility of the PSLifestyle application to cover all EU member states. In addition to that, the EU-level workshop will allow for opening up a dialogue across EU stakeholders, which is essential for a systemic and synergic implementation of solutions. The EU-level workshop will take place in the late spring of 2025, either in Brussels or at a European conference that brings together a wide range of the key actors relevant for PSLifestyle.

## 4.3 PSLifestyle Learnings Cookbook

The **PSL Learnings Cookbook** will bring together the project's overall findings and recommendations, as well as lessons learnt and best practices, drawing from outcomes across the project and in particular from the stakeholder workshops. It will aim to serve as a guide for users wishing to implement the PSL tool in new contexts not currently covered by the project, helping to exploit and scale up the lifestyle test. The **PSL Learnings Cookbook** will be available as a downloadable report, as well as in an interactive and easy to use e-guide format. EuroHealthNet will lead on developing the cookbook, with support from ICLEI, CSCP and HoC. The final version is due in April 2025.

## 4.4 Scaling-up PSLifestyle

### The European version of the Lifestyle Test tool

A **European-level version of the Lifestyle Test** has been developed and launched in April 2024, in addition to the eight country versions. This version is for users who live in Europe but outside of the case countries. The European version of the test is based on average European data (excluding data relative to the eight countries of the project). The **list of actions proposed to the users, as well as their emission reduction impacts, are representative of the average European context**. The accuracy of the data used to build the European version of the tool varies depending on the consumption domain considered. For food and mobility, the amounts of CO<sub>2</sub> equivalent embodied in the consumption of a food item or the use of different transport modes (i.e. the carbon intensity) do not vary much across Europe. On the

other hand, the carbon intensity of electricity consumption varies over ten-fold between European countries, being highest in Estonia and Poland and lowest in Sweden, Luxembourg, and Finland (EEA, 2023)<sup>3</sup>. Heating demand also varies substantially between countries depending on the climate and building conditions.

The data generated via the use of the European version of the Lifestyle Test is of relevance for stakeholders operating at the European level. This version allows for **engaging with citizens outside of the project countries**, which will otherwise not have the opportunity to take the test. The **data collected from users of this version is stored in the PSLifestyle Open Dataset and included in the Dashboard**, expanding the potential impact of the project and the scope for the exploitation of data and results.

## Applications of the Lifestyle Test in other countries

Apart from the European version of the test and the eight countries already represented, efforts are being made by the project coordinator Sitra to **engage with organisations outside of the Horizon consortium with the aim of implementing the test in additional countries** and increase the reach of the project. This will be carried out **through partnerships with local organizations** that have a deeper understanding of the local or regional context and are in a better position than project partners for marketing the test locally. Such partnerships are built as well by **actively using connections with pre-existing networks** such as Consumers International and the European Consumer Organization (BEUC)

Until now, the recruitment of other countries so far has taken place through the dissemination and engagement activities of our consortium, for instance via speakerships in international high impact forums, via our marketing web site, and through lead generation in B2B social media posts like Linked-In. This has resulted in the launch of the tool in one additional country (Poland) in May 2024, and the future release in Norway in early 2025. As more partner organizations will join, **the “community of practice” methodology would be continuously followed to ensure that new organizations get to learn from the country cases** where the test is already implemented, with a continuous exchange of knowledge and ideas. The support provided to the new organizations from the consortium partners would be voluntary, hence, no partner would be obliged to extend support and, before a new organization is added to the shared platforms of the project (Microsoft Teams, Miro, etc.), consent would be asked to all the consortium partners.

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<sup>3</sup> Greenhouse gas emission intensity of electricity generation in Europe (Available from: - Accessed 13/09/2023)

New organizations benefiting from the content developed in the PSLifestyle project would not be provided with any funding from the consortium partners. Obtaining funding for the localization and marketing of the test would be their own responsibility. In terms of implementation, the preference of the consortium partners is that new organizations would be added as new countries on the Lifestyle Test website. Hosting all existing and additional versions of the test on the same website allows for generating a larger database, whilst providing more regional diversity, besides being one of the major selling points for new organizations to join.

Organizations joining the consortium are provided with the technical knowledge developed in the project, such as the means to calculate consumption-based carbon emissions through a template excel sheet which allows for replicating the methodology used for the cases of country partners. However, new organizations would be responsible for data collection, project management, developing the content to be included in the test website, producing marketing material, and for any changes to the structure of the test (including new lifestyle options and other changes to the calculation template) they deem necessary to their case. Organizations are also required to provide technical expertise including one or more carbon emission analysts and marketing specialists.

Once new organizations are ready with their content for the localization of the test, they will be supported by Sitra for the development of the app content and the Go-To Market strategy, by Hot or Cool Institute for the calculations behind the test, and Solita for the technical implementation. Any needed text in their local language to be used in the test would also have to be provided via this interface by the new organizations.

The process for new countries to build a lifestyle test will be detailed in the **PSL Learnings Cookbook** and serve as a lasting legacy of the project.

## 5 The future of PSLifestyle

This section will be developed in the third version of the Plan for Exploitation and Sustainability (PES V3, D3.3), which is scheduled for completion by June 2025. It focuses on the critical phase following the conclusion of the project, outlining the strategic plans for the ongoing maintenance, updates, and enhancement of the Lifestyle Test app and the data product (the key exploitable results).

In addition to maintenance, this section will detail the initiatives aimed at fostering the development, dissemination and exploitation of these key exploitable results in both the mid-term (within five years post-project) and long-term (beyond five years). Recognizing the importance of sustainability and impact, two dedicated task forces have been established within the Consortium as of June 2024: the “Open Source” Task Force, which will explore collaborative and transparent approaches to sharing our resources, and the “Prosperous Future” Task Force, focused on ensuring the long-term viability and growth of the Lifestyle Test, the data product, and the underlying dataset.

Through these efforts, we aim to create a comprehensive framework that not only safeguards the integrity and usability of the Lifestyle Test but also maximizes its potential to generate lasting societal impact. This outline will detail the strategies, governance structures, funding avenues, and communication plans that will be essential for the successful continuation of our work.

In summary, the Consortium is exploring three scenarios for the continuation of our work.

One, a scenario in which we establish a new non-profit and independent organization that continues the work and grows its impact. The foundation would be a combination of a central team and satellite teams in local countries, including some/all current Consortium partners. This scenario is called **‘Shift 1.5 Foundation’**. The scenario is fully dependent on securing new external funding, public or private. Our primary aim and wish is to make this scenario a reality, and the latter two scenarios are fallback ones.

Two, a scenario in which we secure much more limited amount of new external funding, and hence there would not be a central team to lead the work, but a network of current / new partners who together operate as a network of partners. This scenario is called **‘PSLifestyle 2.0’**.

Three, a scenario in which we move the app and data product fully into maintenance mode due to not securing almost any new external funding. In this scenario, the app would remain

available in all original EU8 countries and those new countries that have or will join during the active phase of the Horizon 2020 PSLifestyle project, for instance Poland and Norway. The app naturally, as in all scenarios, would also be available in the open-source domain, where any new country, on their own initiative, and own climate calculations, could take it into use. Equally, the data product would remain accessible at minimum via [data.europa.eu](http://data.europa.eu) but our hope would be also to offer access to it via e.g. a dedicate web interface, even in this maintenance scenario. This scenario is called **‘maintenance’**.

To arrive at our preferred scenario, ‘Shift1.5 Foundation’, we organize our on-going and upcoming work into the following aspects of the continuation plan. Please note that we must address each of the aspects in all three scenarios – it is our execution success that determines which scenario becomes reality. Also, the deliverable D3.3. will discuss the outcomes of our work along each of the below aspects, in detail. And of course, our key exploitable results, the app and the data product, are the very same in each scenario. The difference is only in scope of impact – how much and far the results will be exploited.

## **1. Future Funding**

The objective is to secure multi-year (5+) funding to continue product (app, data product) and Go-To Market work both in current countries and to expand to new countries with the goal of increasing both user numbers and value of data. The key areas of work necessary to secure funding are:

- Our value proposition and impact case to potential funders – our ‘pitch’.
- Target funders (e.g. impact investors, foundations, public and multi-lateral organizations).
- Overview of our impact thus far and growth outlook and strategic milestones.
- Media and communication support (to strengthen the visibility and recognition of activities and results)

## **2. Future of Products (Key Exploitable Results)**

The objective is to keep developing both the app and data products (branded products) while ensuring that both products are accessible in open-source domain (non-branded products). For the branded products (Lifestyletest and Lifestyledata), we have three main goals that guide product development / new features: One, further app user growth. Two, further country coverage growth. Three, data value and utilization growth. Underpinning these all, the aim is to show lasting behavioural change across the countries.

- Future app product direction and roadmap, Lifestyletest.

- Future data product direction and roadmap, Lifestyledata.
- Future of technology architecture and platforms.
- Future open-source release and set-up for non-branded app.
- Open access to data via e.g. data.europa.eu and any other means.

### **3. Future of Go-To Market**

The objective is to keep executing Go-To Market activities in current countries and to expand into new countries. The goals in countries where the app is live (current countries) are to grow app user numbers, conversion to plans, and returning users to the app. We will build the Go-To Market approach and pick activities based on the learnings from the country pilots of the on-going PSLifestyle project. To prioritize new country pipeline, we have a systematic method and criteria by which we pick countries where likelihood for success is highest (D3.3. will discuss this in detail).

Our intention is also to execute a comprehensive Go-To Market plan for the data product, with the ultimate goal of driving usage of data in support of systemic change. Tactically, we will use the data product as a way of attracting new funders and countries to join, as part of our pitch.

And finally, our Go-To Market section will also discuss how we will keep making the PSLifestyle project and its many successes known.

- Future Go-To Market, app, current countries.
- Future Go-To Market, new countries.
- Future Go-To Market, data product, including post project publications.
- Future Go-To Market, PSLifestyle Project.

### **4. Future Organization**

The objective is to set-up and fund a new and independent, Europe based, non-profit foundation, to drive and structure all our future work. Under this chapter, D3.3. will discuss the following aspects of the operation:

- Purpose, founding principles, values.
- Governance and decision-making processes.
- Structure, key roles, competences, and operational mode (way of working).
- IPR, legal, GDPR considerations post PSLifestyle Horizon 2020 project.

- Business and communication plan for successful and sustainable development of the new entity.



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# Annex A

## 1. Government Stakeholder Workshop Guidelines

### Introduction

This document serves as a guideline for the design and implementation of the Government Stakeholder Workshop, and it contains suggestions for defining the meeting agenda, flows and exercises/discussions, as well as for recruiting participants. The list of materials needed before, during and after the meeting are included in this document.

The PSLifestyle CSLs Manual as well as the CSLs Participant Recruitment and Engagement Strategy could be considered for the organisation and implementation of the meetings as well as recruitment of government representatives.

Please take into consideration that some of the suggestions in this document might not fit into your context but would need to be adjusted according to your needs.

### Quick considerations and timeline

- The Government Stakeholder Workshop will take place **between September and early November 2024**. The running order of all Stakeholder Workshops is up to each partner.
- Partners are allowed to provide the results of the workshops within the implementation phase (the latest by the 3<sup>rd</sup> week of November). However, given the short time left for preparing the deliverable after this period, it is **highly recommended to fill-out and share transcription and reporting templates with Sitra within 1 week after the meeting has taken place**.
- In fact, as per our usual practice, once the meetings have taken place, we then need about one month to bring together the generated input and prepare the deliverable. The insights from the Government Stakeholder Workshops will be collated into a deliverable (D3.3) and will feed into the Stakeholder Workshop carried out at the EU level.
- To help participants familiarise with the PSL test and set expectations about the workshops, local partners will **send to them a few materials ahead of the session**. The list is included in this document.
- Final workshops materials will be provided before the end of August. The reason for this is to provide local partners with data analysis results that are as detailed as possible, to ensure the most effective and successful engagement with stakeholders

Timeline	Action item	By whom?
Early June	First full draft of the guideline prepared; some materials (Lifestyle Test results and prompts) might be missing	ICLEI, in collaboration with Sitra for the preparation of the project presentation
By end of June	Full and final draft of guideline, including all necessary	ICLEI, in collaboration with Sitra for the preparation of the project presentation

	materials (except from final DoS)	
July-up and until the date of the workshops	Recruitment of participants and workshop organisation	Local partners
August	Final version of DoS with updated results	ICLEI
End of third week of November	Final deadline to provide reporting and transcription templates	Local partners
End of November	Feedback and revisions / further information provided	ICLEI and local partners
Next steps would include the results analysis and deliverable preparation. Not subject of this document.		

*Despite the open nature of some sections / parts of this guideline, the overarching aims of the Government Workshops are more or less defined (see below) and not expected to undergo many changes. This approach allows local partners to continue with the communication about the sessions as well as the recruitment of participants.*

## **The PSL workshop with Governments**

### **Aim of the session**

The 3 goals of the Government Workshop:

1. Create a collaborative space for dialogue by bringing together a diverse group of participants who influence public policy-making, including government representatives, policy experts, and advisors.
2. Discuss how the PSL tool can support public policy-making to facilitate and encourage the adoption of healthier and more sustainable lifestyles among the population.
3. Examine current public policy gaps and explore how the PSL tool can be improved to address these gaps effectively, gathering feedback for tool enhancement.

### **Expected outcomes**

The Government Stakeholder Workshops aim to generate actionable insights that influence sustainable lifestyle policies and enhance broader policy-making processes. Insights from these workshops will be documented in guidelines for governments and will inform the EU-level deployment task and the Learning Cookbook.

## 1. Policy opportunities and barriers

Participants will identify specific policy opportunities and major barriers for adopting sustainable lifestyles within the domains of Food, Transport, Housing, and Purchases. The outcomes will focus on:

- **Policy opportunities:** Concrete ideas for government implementation, influencing sustainable lifestyle policies.
- **Key barriers:** Understanding and identification of major gaps and challenges in current policy frameworks.

## 2. Strategic use of data and tools

The workshops will collect feedback on how PSL insights can strengthen policy-making processes. Expected outcomes include:

- **Enhanced tool application:** Recommendations on integrating data into policy to support targeted, effective decision-making.
- **Actionable follow-ups:** Ideas to apply insights, ensuring tools like the PSL directly contribute to strategic policy development.

## Target audience & Recruitment tips

The primary target audience for the workshop are government representatives. Local partners can determine whether to engage national or local representatives based on factors like travel logistics, practicality, influence, availability, and existing networks. While government representatives are the main focus, it is essential to include policy experts and advisors from influential organizations, particularly those working closely with policymakers and in consumption-related fields.

To ensure a productive workshop, it is crucial to include attendees with significant decision-making power and/or expertise, representing the four lifestyle domains: (1) Food, (2) Transport, (3) Housing, and (4) Purchases. Participants must possess knowledge and experience in climate change, sustainability, policy making, or similar relevant topics. Additionally, ensure a balance of perspectives, including representation from different political parties and advisory approaches, for a comprehensive and impactful discussion.

### Keywords:

Policy formulation, regulation, standardisation, funding, advisory services, policy making, multilevel governance, local climate action, climate monitoring, sustainability managers at the city or national level, climate policies, sustainability policies, encouraging individual action by governments, climate targets.

These keywords are suggestions for identifying the target audience. However, the best way to find participants is to utilise your existing networks. Aim for 10–15 participants per country, **taking into account the drop-out rate.**

### Recruitment Tips:

In your invitation, include insights derived from the Deck of Solutions and country-specific calculation criteria to engage and familiarise participants with the tool before the workshops. Additionally, emphasise the opportunities for networking and discussion forums, as these can attract and further engage potential participants.

## Lifestyle Test consumption domains

All four domains covered in the PSL project: Housing, Transport and Travel, Food, and Purchases (general consumption).

## Suggested agenda flow

Duration	Agenda item
30'	<ul style="list-style-type: none"> <li>Arrival, registration, name tags, and refreshments.</li> </ul>
<b>Setting the scene 40'</b>	
5'	Opening and welcome <ul style="list-style-type: none"> <li>Introduce workshop agenda and objectives.</li> </ul>
10'	The PSLifestyle project <ul style="list-style-type: none"> <li>Presentation of the project, goals and activities.</li> <li>Quick-demo of the test and dashboards</li> </ul>
15'	Presentation of use cases – Inspiration for innovation: <ul style="list-style-type: none"> <li>Sneak peek into the database.</li> <li>Insights from Deck of Solutions</li> <li>Showcase of PSL tool applications in public policy (<b>use specific use cases ideas</b>).</li> </ul>
10'	Quick Q&A <ul style="list-style-type: none"> <li>Address immediate questions</li> </ul>
<b>Discussion   Part 1: Identification of policy ideas and opportunities 45'</b>	
45'	<ul style="list-style-type: none"> <li>Groups discuss how to use PSL insights for public policy-making.               <ul style="list-style-type: none"> <li>Depart from presented use cases, encourage new ideas and exchange.</li> </ul> </li> <li>Focus on thematic domains and data scope.</li> <li>Collection of ideas.</li> <li>Groups present their findings to the plenary.</li> </ul>
<b>Coffee Break 20'</b>	
20'	<ul style="list-style-type: none"> <li>Refreshments and informal discussions.</li> </ul>
<b>Discussion   Part 2: Policy gaps and tool improvement 45'</b>	
45'	<ul style="list-style-type: none"> <li>Groups identify policy gaps and suggest PSL tool improvements.</li> <li>Collection of inputs.</li> <li>Groups present their findings to the plenary.</li> </ul>
<b>Plenary Q&amp;A, next steps and closing 20'</b>	
15'	<ul style="list-style-type: none"> <li>Additional questions and clarifications</li> </ul>
5'	<ul style="list-style-type: none"> <li>Outline next steps and thank participants.</li> </ul>
<b>Total time: 3 hours 20 minutes</b>	

## Specific session flows

### Registration & Coffee 30'

- **Set up a welcome desk:** Prepare name tags, workshop materials, and a sign-in/consent form.
- **Staff assignment:** Assign staff to greet participants and assist with registration.
- **Coffee station:** Arrange light refreshments for networking.
- **Encourage mingling:** Foster a welcoming environment for participants to network and engage informally.

### Setting the scene

- **5' | Opening and Welcome:** The moderator opens the workshop by introducing the agenda and objectives. The importance of government participation in the PSL project and the mutual benefits of collaboration are emphasized. Participants are reminded of the pre-sent materials, including the link to the Lifestyle Test.
- **10' | The PSLifestyle Project:** The moderator presents an overview of the PSLifestyle project, detailing its goals and activities to date. This includes a quick demonstration of the Lifestyle Test and the accompanying dashboards, ensuring all participants understand the project's scope and functionality (make sure to present enough information in case pre-engagement was not done).
- **15' | Presentation of Use Cases – Inspiration for Innovation:** The moderator shares use cases to inspire participants. This includes a sneak peek into the database, insights from the Deck of Solutions, and examples of how the PSL can be applied in public policy making. Specific use cases are highlighted to spark interest and provide context for future discussions.
- **10' | Q&A:** Moderator opens the floor for a Q&A from which we will move on to the group discussion

### Discussion | Part 1: Identification of policy ideas and opportunities

- **5' | Group Formation and Setup:** Participants are divided into groups of 4-5. Facilitators provide each group with a flipchart or poster board and sticky notes. Each group is assigned a facilitator to guide the discussion and ensure a participant is designated to write down ideas and present later.
- **30' | Discussion on Policy Ideas:** Groups discuss how governments can facilitate the adoption of sustainable lifestyles by identifying key policy opportunities and barriers. Participants are encouraged to exchange thoughts on the presented use cases and generate new ideas. Facilitators guide the discussion with the following question
  - What are the most relevant policy opportunities for promoting sustainable lifestyles, and what are the key gaps or barriers preventing these policies from being implemented?
    - *Explore all PSL thematic domains—Food, Transport, Housing, and Purchases. Aim to identify concrete policy ideas that can be practically applied by governments and highlight specific major gaps or barriers that hinder policy implementation. Collect **specific examples** and case studies to illustrate practical applications.*

- **10' | Group Reporting:** Each group presents their findings in a plenary session. Facilitators ensure that key points and new ideas are captured for further analysis.

#### **Coffee Break | 20'**

- Participants take a break, enjoying refreshments. Facilitators suggest continuing informal discussions and networking.

#### **Discussion | Part 2: Policy gaps and tool improvement**

- **5' | Group Formation and Setup:** Participants reconvene in their groups.
- **30' | Discussion on Policy Gaps and Tool Improvement:** Groups identify existing policy gaps and barriers within the thematic domains and discuss potential improvements to the PSL tool to support better policy-making. Facilitators prompt discussions with guiding questions:
  - Considering the identified policy gaps, what are the most actionable opportunities using PSL tool insights, and how can the PSL tool (features or data) be enhanced to better support policymakers?
    - *Collect feedback on the critical enhancements needed for the tool, such as usability improvements or new data features. Outline follow-up actions that could be initiated, emphasizing practical next steps and actionable feedback to make the tool more effective.*
- **15' | Group Reporting:** Each group briefly presents their findings, allowing time for other groups to agree, disagree, and provide reasoning. Facilitators collect detailed insights.

#### **Plenary Q&A | 15 minutes**

- The floor is opened for additional questions and clarifications. This allows participants to address any remaining uncertainties and provides a platform for further discussion.

#### **Next Steps and Closing | 5 minutes**

- The moderator outlines the next steps for the project post-workshop, thanking participants for their contributions and attendance. This final segment ensures that participants leave with a clear understanding of how their input will be used and what to expect moving forward.

#### **Notes:**

- *If additional time is needed for any section, particularly the discussion segments, please feel free to extend it. The agenda can be adapted to suit different local contexts.*
- *Emphasize throughout the workshop how governments can benefit from the PSL project and the importance of their involvement.*

*Continuously remind participants of the four domains approach (Food, Transport, Housing, Purchases), the mutual benefits of collaboration, and the significant impact their contributions can have on public policy.*

### **Materials to be sent ahead of the Workshop**

- Link to the Lifestyle Test (explicitly requesting participants to test it)
- Introduction to the PSL Project, overview, goals, and the format of the session.



- Dashboard link with a glossary.

### **Materials needed for the Government Stakeholder Workshop**

- Participant list.
- Consent form.
- Slide deck with project introduction, PSL Dashboard, aggregated data, and project next steps.
- Transcription template.
- Reporting template.
- Flipcharts or poster boards for group discussions.
- Sticky notes and markers for collecting ideas.

### **Communication about data access and availability**

For transparency about data access and use, the following sentence can be communicated to stakeholders:

*"We will be able to share the data set from the dashboard with you **by end of March 2025**. However, starting from now, you can already implement the PSL test in your own environment. We will work on integrating your feedback from the workshop for improving the test and will keep you posted on updates and access"*

## **2. Industry Stakeholder Workshop Guidelines**

### **Introduction**

This document serves as a guideline for the design and implementation of the Business Stakeholder Workshop and it contains suggestions for defining the meeting agenda, flows and exercises/discussions, as well as for recruiting participant. The list of materials needed before, during and after the meeting are included in this document.

The PSLifestyle CSLs Manual as well as the CSLs Participant Recruitment and Engagement Strategy could be considered for the organisation and implementation of the meetings as well as recruitment of industry representatives.

Please take into consideration that some of the suggestions in this document might not fit into your context but would need to be adjusted according to your needs.

## Quick considerations and timeline

- The Business Stakeholder Workshop will take place **between September and early November 2024**. The running order of all Stakeholder Workshops is up to each partner.
- Partners are allowed to provide the results of the workshops within the implementation phase (the latest by the 3<sup>rd</sup> week of November). However, given the short time left for preparing the deliverable after this period, it is **highly recommended to fill-out and share transcription and reporting templates with Sitra within 1 week after the meeting has taken place**.
- Infact, as per our usual practice, once the meetings have taken place, we then need about one month to bring together the generated input and prepare the deliverable. The insights from the Business Stakeholder Workshops will be collated into a deliverable (D3.6) and will feed into the Stakeholder Workshop carried out at the EU level.
- To help participants familiarise with the PSL test and set expectations about the workshops, local partners will **send to them a few materials ahead of the session**. The list is included in this document.
- Final workshops materials will be provided before the end of August. The reason for this is to provide local partners with data analysis results that are as detailed as possible, to ensure the most effective and successful engagement with stakeholders

Timeline	Action item	By whom?
Early June	First full draft of the guideline prepared; some materials (Lifestyle Test results and prompts) might be missing	HoC, in collaboration with Sitra for the preparation of the project presentation
By end of June	Full and final draft of guideline, including all necessary materials (except from final DoS)	HoC, in collaboration with Sitra for the preparation of the project presentation
July-up and until the date of the workshops	Recruitment of participants and workshop organisation	Local partners
August	Final version of DoS with updated results	HoC
End of third week of November	Final deadline to provide reporting and transcription templates	Local partners
End of November	Feedback and revisions / further information provided	HoC and local partners
Next steps would include the results analysis and deliverable preparation. Not subject of this document.		

*Despite the open nature of some sections / parts of this guideline, the overarching aims of the Business Workshop are more or less defined (as seen below) and not expected to undergo many changes. This approach allows local partners to continue with the communication about the sessions as well as the recruitment of participants.*

## **The PSL workshop with Businesses**

### **Overarching question for the workshop**

*The overarching questions to be addressed during the workshops will be: how can the Industry develop opportunities for/and from the implementation of solutions and help overcome the barriers to implementation in their sectorial and local contexts?*

- How can the industry leverage the new insights created from the database to create new business opportunities or improve existing processes and products?
  - **Barriers can be** regulatory, financial, technological, or cultural challenges that prevent or slow down the adoption of better practices and/or the emergence of innovative solutions.

### **Aim of the session**

**The four goals** of Business Workshop for businesses:

1. Identify opportunities for developing new products and innovative business models or enhancing existing ones based on consumer needs and preferences.
2. Become aware of the existence of the database and its benefits for their work.
3. Get ideas/feedback on how the data product could be developed to better meet the needs of the stakeholders.
4. Help with disseminating the app (and the database).

### **Expected outcomes**

Discuss and identify the vital role businesses can play in overcoming barriers to sustainable behavior and triggering a more sustainable lifestyle via new products and services, as well as innovative business models.

### **Expected outputs**

The outcomes of the workshop will be compiled into concise summaries, capturing the key discussions. The expected outputs are organized into three categories:

1. **New Products and Innovative Business Models:** As part of the output, facilitators need to create examples of business models, services, or products to demonstrate to the participants how the insights can be applied to real-life solutions. The new products,

innovative business models and solutions created before the workshops by the partners will be reported. Any additional feedback or discussion on them will also be reported.

2. **Discussion on New Business Ideas:** The discussions on new ideas for businesses will also be documented.
3. **Feedback for the Dashboard:** The feedback for the Dashboard will be recorded and reported.

## **Target audience & Recruitment tips**

The target audience for the workshops is business representatives with decisional power working towards improving the offer of products and services – or interested in developing new business models – within the four lifestyle domains of food, transport, housing and purchases. The advise is to recruit among businesses already committed to support more sustainable lifestyles, as they will likely be more interested in using the test and the dataset. It is encouraged to reach out to business associations as well, as they may help scale-up and amplify the outreach of the project through their networks and promote further initiatives. If possible, efforts should also be made to secure the participation of women and youth entrepreneurs.

**Keywords:** Strategic planning, Marketing, Understanding of consumer behavior, B2C strategies, Consumer insights and trends, customer experience, sustainability managers in companies  
The given keywords for target audience are suggestions, the best way to find participants is to use the networks you already have.

Each team should aim to 10/15 participants per country. **However, remember to take into account the drop-out rate.**

RECRUITMENT TIPS: In the invitation, you can already add an insight based on the Deck of Solutions to spark interest. Highlighting the time for networking and discussion can also help the recruitment of participants.

## **Lifestyle Test consumption domains**

All four domains covered in the PSL project: Housing, Transport, Food and General Consumption.

## **Suggested agenda flow**

<b>8.30–9.00</b>	<i>Coffee &amp; breakfast 30'</i>	<ul style="list-style-type: none"> <li>Registration and finalisation of any procedural details</li> </ul>
<b>9.00</b>	<i>Opening and welcome 3'</i>	<ul style="list-style-type: none"> <li>Presenting the agenda for the day</li> </ul>
<b>9.03</b>	<i>PSLifestyle project briefly 7'</i>	<ul style="list-style-type: none"> <li>Short introduction to the project → Why should they be interested in what we</li> </ul>

		are doing? What do they get out of it?
<b>9.10</b>	<i>Demo of the test 10'</i>	
<b>9.20</b>	<i>Buffer time for questions 10'</i>	
<b>9.30</b>	<i>Introduce case examples - Inspiration for innovation 15'</i>	<ul style="list-style-type: none"> <li>Introducing Deck of solutions à Focus on few interesting solutions we have created with the help of the database</li> </ul>
<b>9.45</b>	<i>Q &amp; A 10'</i>	<ul style="list-style-type: none"> <li>Any feedback or new ideas regarding the offered insights and solutions?</li> </ul>
<b>9.55</b>	<i>Group discussion 15'</i>	<ul style="list-style-type: none"> <li>Questions: How can the results/solutions support you in your work? How would your organization benefit from this data?</li> </ul>
<b>10.10</b>	<i>Sneak peek into the database 10'</i>	<ul style="list-style-type: none"> <li>Demonstration of the database interface and features</li> <li>Privacy and ethics</li> </ul>
<b>10.20</b>	<i>Gathering feedback from the database 20'</i>	<ul style="list-style-type: none"> <li>Questions regarding the first reactions on the database</li> </ul>
<b>10.40</b>	<i>Wrapping up the discussion '20</i>	
<b>11.00</b>	<i>Event ends</i>	

## Specific session flows

### Setting the scene | Intro

- 7' | Moderator provides an **overview of the project goals** and activities implemented so far. Then it dives into the goals of the present workshop and the **importance of businesses participation** to the PSL project. The moderator reminds participants about the material sent ahead from the project partner (Link to the test).
- 10' | Moderator quickly presents the **Lifestyle Test** (which participant should be familiar with already, as they receive a link to the test and an explanation ahead of the in-person workshop), which leads into a discussion what is the main agenda of the session. **However, we don't assume that all the participants have acquainted themselves with the test beforehand.**

- 15' | Moderator presents use cases (new products and innovative business models) on how the tool results can be used in the context of Businesses. The intent is to inspire the participants and further spark their interest.
- 10' | Moderator opens the floor for a Q&A from which we will move on to the first discussion part.

### Group Discussion | Part 1: Discussion on new ideas for businesses

- Participants are divided into groups. The groups will not be focusing on a specific consumption domain, but will cover the four of them.
- 15' | Participants are invited to **discuss the use cases (business ideas, new insights) presented during the session and share ideas how they could use the database in their future work.** The aim is to facilitate a discussion on how the PSL Test and its data can be used by businesses. In this part we are collecting first reactions and the conversations can be quite brief. **However, if you feel like more time for this part is necessary you can add it. The agenda can be modified to fit different local contexts.**
- During the discussion a whiteboard will be used to collect comments/inputs on sticky notes. Facilitators take notes.

Discussion Part 1   Guiding questions
<i>How can the results/solutions support you in your work?</i>
<i>How would your organization benefit from this data?</i>

### Group Discussion | Part 2: Feedback on the dashboard

- 10' After the group discussion moderator will briefly present the dashboard and its capabilities.
- 20' | Participants are divided into groups. This group discussion aims at bringing stakeholder to identify what are the needs of businesses and how the dashboard could respond to these needs. Improvements could be from a data visualisation perspective, or from a test questions perspective (e.g. we should collect additional info on people lifestyles by adding a new question in the test/questionnaire) –functions of the tool that were not explored by users so far.
- During the discussion a whiteboard will be used to collect comments/inputs on sticky notes. Facilitators take notes.
- 20' Wrapping up the discussion. The moderator will briefly ask different groups their key takeaways from the group discussion. After this the moderator will present the next steps of the project/dashboard and assure the participants that their feedback will be taken into account.

### Discussion Part 2 | Guiding questions

*Is there something that prevents you from using the Lifestyle Test data?*

*Is there something confusing in the Lifestyle Test's Dashboard?*

*What additional data do you think would be useful to include in the Lifestyle Test? How would you present the data in the dashboard?*

### **Materials to be sent ahead of the Workshop**

- Link to the Lifestyle Test test (for participants to test it)

### **Materials needed for the Business Stakeholder Workshop**

- Examples of new products and innovative business models to show to the participants
- Participant list for the meeting
- Consent form
- Slide deck with Project Intro, PSL Dashboard and aggregated data & and the next steps for the project
- Transcription template
- Reporting template

### **Communication about data access and availability**

For transparency about data access and use, the following sentence can be communicated to stakeholders:

*"We will be able to share the data set from the dashboard with you **by end of March 2025**. However, starting from now, you can already implement the PSL test in your own environment. We will work on integrating your feedback from the workshop for improving the test and will keep you posted on updates and access"*

### 3. Academia Stakeholder Workshop Guidelines

#### Introduction

This document serves as a guideline for the design and implementation of the Academia Stakeholder Workshop and it contains suggestions for defining the meeting agenda, flows and exercises/discussions, as well as for recruiting participants. The list of materials needed before, during and after the meeting are included in this document.

The PSLifestyle CSLs Manual as well as the CSLs Participant Recruitment and Engagement Strategy could be considered for the organisation and implementation of the meetings as well as recruitment of Academia representatives.

Please take into consideration that some of the suggestions in this document might not fit into your context but would need to be adjusted according to your needs.

#### Quick considerations and timeline

- The Academia Stakeholder Workshop will take place **between September and early November 2024**. The running order of all Stakeholder Workshops is up to each partner.
- Partners are allowed to provide the results of the workshops within the implementation phase (the latest by the 3<sup>rd</sup> week of November). However, given the short time left for preparing the deliverable after this period, it is **highly recommended to filled-out and share transcription and reporting templates with Hot or Cool Institute within 1 week after the meeting has taken place**.
- Infacts, as per our usual practice, once the meetings have taken place, we then need about one month to bring together the generated input and prepare the deliverable. The insights



from the Academia Stakeholder Workshops will be collated into a deliverable (D3.5) and will feed into the Stakeholder Workshop carried out at the EU level.

- To help participants familiarise with the PSL tool and set expectations about the workshops, local partners will **send to them a few materials ahead of the session**. The list is included in this document.
- Final workshops materials will be provided before the end of August. The reason for this is to provide local partners with data analysis results that are as detailed as possible, to ensure the most effective and successful engagement with stakeholders

Timeline	Action item	By whom?
Early June	First full draft of the guideline prepared; some materials (Lifestyle Test results and prompts) might be missing	HoC, in collaboration with Sitra for the preparation of the project presentation
By end of June	Full and final draft of guideline, including all necessary materials (except from final DoS)	HoC, in collaboration with Sitra for the preparation of the project presentation
July-up and until the date of the workshops	Recruitment of participants and workshop organisation	Local partners
August	Final version of DoS with updated results	HoC
End of third week of November	Final deadline to provide reporting and transcription templates	Local partners
End of November	Feedback and revisions / further information provided	HoC and local partners
Next steps would include the results analysis and deliverable preparation. Not subject of this document.		

*Despite the open nature of some sections / parts of this guideline, the overarching aims of the Academia Workshop are more or less defined (as seen below) and not expected to undergo many changes. This approach allows local partners to continue with the communication about the sessions as well as the recruitment of participants.*

## The PSL workshop with Academia

### **Aim of the session**

The two goals of the Academia Workshop:

1. Discuss **research ideas and use cases** based on PSL data
2. Discuss **research gaps** and how they can be addressed by improving the tool (feedback on tool improvement)

### **Expected outputs**

The results of the workshop will be collected into concise summaries of the discussion among researchers, recapping on the identified research gaps and novel ideas

### **Target audience & Recruitment tips**

The target audience for these workshops are professors, heads of department, researchers, Ph.D. students and post-docs, research funders/funding institutes. Ideally, participants should represent a gender-balanced mix of junior and senior researchers, as well as representatives from institutions funding research. In terms of academic background, the advice is to target departments and research groups in the areas of Sustainability or Environmental Science working on sustainability indicators, Economics and Social Sciences working on consumption and consumption behaviours, as well as Business Schools, and Schools/Departments of Political Sciences in a balanced mix.

Each team should aim to 10/15 participants per country. **However, remember to take into account the drop-out rate.**

Some of the recruitment channels to consider could be local universities, research associations, research events/conferences, academic partners from other projects, etc.

### **Lifestyle Test consumption domains**

All four domains covered in the PSL project: Housing, Transport, Food and General Consumption.

### **Suggested agenda flow**

Timing	Agenda item
30' (before the meeting)	Registration & Coffee
<b>Setting the scene</b>	
20'	Welcome, agenda and objectives of the workshop
	The PSLifestyle project

	<ul style="list-style-type: none"> <li>Project goals and activities so far (focus on data collection and exploitation plans – e.g. other SH workshops)</li> <li>Presentation of the test, dashboard and DoS with key results [Including benefits for academia in using PSLs data]</li> </ul>
15'	Presentation of use cases (15'): The team presents <u>a few <b>ideas on how the tool results can be used</b></u> in Academia ( <i>use cases or research ideas</i> ).
10'	Quick Q&A
<b>Discussion   Part 1: research ideas and opportunities</b>	
30'	This discussion is focused on the <b>use cases</b> (research ideas) proposed during the introduction. Participants will be asked to give their suggestions/feedback on the proposed ones and on new additional ones.
<b>20' Coffee Break</b>	
<b>Discussion   Part 2: research gaps and tool improvement</b>	
45'	Collect feedback on data and research gaps in the sustainable lifestyle domain and how they can be addressed by tool improvement (data collection, processing, and use)
15'	Q&A
5'	Next steps for the project after workshop

## Specific session flows

### Setting the scene | Intro

- 5' | Moderator provides an **overview of the project goals** and activities implemented so far (from the tool co-design with citizens to the data collection and analysis). Then it dives into the goals of the present workshop and the **importance of academia's participation** to the PSL project. The moderator reminds participants about the material sent ahead from the project partner (Project presentation, link to online tool, etc)
- 15' | Moderator quickly presents the **Lifestyle Test** (which participant should be familiar with already, as they receive a link to the tool and an explanation ahead of the in-person workshop), the **PSL Dashboard** and the **Deck of Solutions** (indications on this are provided in the presentation material)

- 15' | Moderator present a few ideas (**examples of data use**) on how the tool results can be used in the context of Academia
- 10' | Moderator opens the floor for a **Q&A**

### Group Discussion | Part 1: identification of research ideas based on PSL data (30')

- **Group Formation and Setup:** Participants are divided into 4 groups of 5 people each. This will allow participants to feel more comfortable in sharing ideas and to have more time available for the exchange. The 4 groups will not be focusing on a specific consumption domain, but will cover the four of them. Facilitators provide each group with a flipchart and sticky notes. Each group is assigned a facilitator to guide the discussion and ensure a participant is designated to write down ideas and present later.
- **Discussion on Research Ideas:** Participants are invited to *discuss the use cases (research ideas) presented during the session and share ideas on potential new ones.* The aim is to facilitate a discussion on how the PSL Test and its data can be use by researchers. During the discussion a whiteboard will be used to collect comments/inputs on sticky notes. Facilitators take notes.
- 10' | Reportin in Plenary: each group reports the discussion

#### Discussion Part 1 | Guiding questions

*Would you say the data collected by the PSL test are of use to your research? How? (Please provide examples).*

### Group Discussion | Part 2: research gaps and feedback for tool improvement (45')

- **Group Formation and Setup:** Participants are divided into 4 groups of 5 people each. . Facilitators provide each group with flipcharts and sticky notes. Each group is assigned a facilitator to guide the discussion and ensure a participant is designated to write down ideas and present later.
- **Discussion on Research gaps and tool improvement:** This discussion aims at bringing stakeholder to identify *what are the research gaps in the sustainable lifestyles field* and the *tool improvements* that can help bridge/address these gaps. Improvements could be from a *data visualisation perspective*, or from a *test questions perspective* (e.g. we should collect additional info on people lifestyles by adding a new question in the test/questionnaire) -functions of the tool that were not explored by users so far. In this specific case, we want to identify opportunities for improvement based on academia needs  
Two whiteboards can be used, one for the research gaps and one for tool improvement. Participants add their input on sticky notes on the white boards.

#### Discussion Part 2 | Guiding questions

Intro to questions	
<p><i>The PSL test provides information on the carbon footprint of lifestyles, the level of adoption of different lifestyle options, and the barriers faced by citizens when trying to reduce their climate impact. It also provides such information broken down into demographic variables, including location, age, gender and income.</i></p> <p>Based on this:</p>	
1)	What do you think are research gaps still existing in understanding feasibility of sustainable lifestyles? (15')
2)	How would you improve the PSL test for addressing such research gaps? <i>(Specific features or additional data, e.g. new data points, survey questions, or data visualization tools)</i>
3)	(30')

Notes:

- If additional time is needed for any section, particularly the discussion segments, please feel free to extend it. The agenda can be adapted to suit different local contexts.
- Emphasize throughout the workshop how governments can benefit from the PSL project and the importance of their involvement.
- Continuously remind participants of the four domains approach (Food, Transport, Housing, Purchases), the mutual benefits of collaboration, and the significant impact their contributions can have on public policy.

## **Materials to be sent ahead of the Workshop**

- Link to the Lifestyle Test tool (for participants to test it)
- Intro to the PSL project, importance of Academia for PSL (and viceversa) and goals/format of the session
- Calculation Criteria paper

## **Materials needed for the Academia Stakeholder Workshop**

- Participant list for the meeting
- Consent form
- Slide deck with Project Intro, PSL Dashboard and aggregated data & project next steps
- Transcription template
- Reporting template

## **Communication about data access and availability**

For transparency about data access and use, the following sentence can be communicated to stakeholders:

*"We will be able to share the data set from the dashboard with you **by end of March 2025**. However, starting from now, you can already implement the PSL test in your own environment. We will work on integrating your feedback from the workshop for improving the test and will keep you posted on updates and access"*

## **4. CSO Stakeholder Workshop Guidelines**

### **Introduction**

This document serves as a guideline for the design and implementation of the workshop with CSOs and it contains suggestions for the meeting agenda, flows and potential activities. The list of materials needed during as well as before and after the meeting are included in this document.

We welcome you to choose activities, methods and lengths of sessions based on the your previous experiences and what you think would work best in your countries. Nonetheless, please keep in mind the final outcomes, which must be achieved by all partners.

The format of the workshop is open. The agenda can be tailored and adapted for both: in-person and/or online workshops.

The PSLifestyle CSLs Manual as well as the CSLs Participant Recruitment and Engagement Strategy could be considered for the organisation and implementation of the meetings as well as recruitment of CSOs representatives. Naturally, their content needs to be contextualised for this particular context.

### **Quick considerations and timeline**

- As it has been highlighted, please feel free to organise and implement the workshops with CSOs between September and half of November, in view of the workshops with the other decision makers such as industry, policymakers and academia.
- It would be ideal if the results of the meeting (i.e., reporting and transcription templates) are shared within 1-week after the meetings have taken place. Otherwise, as it has been highlighted, the final deadline for submitting the filled out reporting and transcription templates is the third week of November.
- For a detailed overview of the timeline, please have a look at the table below.

Timeline	Action item	By whom?
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Early June	First full draft of the guideline prepared; some materials (Lifestyle Test results and prompts) might be missing	CSCP, in collaboration with HoC and Sitra for the preparation of some of the materials
By mid July	Full and final draft of guideline, including all necessary materials (except from final DoS)	CSCP, in collaboration with HoC and Sitra for the preparation of some of the materials
July-up and until the date of the workshops	Recruitment of participants and workshop organisation	Local partners
Mid-August	Final version of DoS with updated results	HoC
End of third week of November	Final deadline to provide reporting and transcription templates	Local partners
End of November	Feedback and revisions / further information provided	CSCP and local partners
Next steps would include the results analysis and deliverable preparation. Not subject of this document.		

## **Workshop with CSOs**

### **Aims/goals**

The goals for workshops with the CSOs are:

1. **Increase the awareness of CSOs** across the 8 project countries **about the project and the Lifestyle Test, including the results** that have been generated during its first deployment period;
2. Exchange with CSO representatives on **further improvement of the Lifestyle Test** with regards to **data functions and features**;
3. **Exchange with CSO representatives** on the **results' practical meaning** and how these could be **utilized in their work to improve their work processes** (i.e., engagement with consumers) and the solutions they put forward;
4. **Identify** further **collaboration opportunities** e.g., dissemination of the Lifestyle Test, in case of global organizations, developing Lifestyle Test for other countries, due diligence of the scientific evidence etc.

### **Target audience**

1. **Professionals** and **CSOs representatives** from the **social, environmental and development** fields – other fields could be included as well;
2. **Organizers / members** of **community** and **other citizen initiatives** that are operating in the field of sustainability.

### **Lifestyle Test consumption domains**

1. Food and general consumption (things and purchases).

## Suggested agenda flow

Timing	Agenda item
Some days before the meeting	Please consider the possibility for some days before the meeting to send some background information to the participants beforehand e.g., the Lifestyle Test (link and quick summary of what it does, including dashboard overview), a summary of the carbon footprint methodology and similar.
15' (before the meeting)	Registration and finalisation of any procedural details (e.g., consent form, if online joining the conference room etc.).
<b>Setting the scene</b>	
30'	Welcome, agenda and objectives of the workshop
	The PSLifestyle project: an introduction and what has happened so far
	The Lifestyle Test: an introduction and a deep dive into the generated results
<b>Driving sustainable behaviours and active citizenship through the Lifestyle Test</b>	
50'	<ul style="list-style-type: none"> <li>• 5' Introduction into the exercise</li> <li>• 45' Group exercise</li> </ul>
<b>The Lifestyle Test Dashboard: feedback into its features and functions</b>	
40'	<ul style="list-style-type: none"> <li>• 5' Introduction into the exercise</li> <li>• 35' Group exercise</li> </ul>
<b>Next steps and closing</b>	
5'	The PSLifestyle and Lifestyle Test: where do we go next?
5'	Dissemination of the Lifestyle Test: what we can do together?
5'	Identifying communication channels: to keep the collaboration ongoing and sharing the results of the meeting
<b>Thank you and closing the meeting.</b>	

*Please note, this agenda does not include lunch and coffee break, which should add another 1-hour to it.*

Please find some more details below, only for those parts where we thought it would be beneficial to have some more information.

## Specific sessions flows

### Driving sustainable behaviours and active citizenship through the Lifestyle Test

**Suggested flow:**



- 5' | Moderator provides an introduction to the exercise and explains how the group work will look like and proceeds to divide participants into groups. The facilitation method is World Café. Participants will discuss each question in rotating rounds. There will be 3 tables each hosting one of the questions. Participants will move from one table / group to the other and discuss the respective question with the moderator. Participants will spend about 15' on each table / group. The guiding questions for each table / group are as follow:
  - **Table / Group 1:** Are the generated results aligned with what the CSOs have been observing on the ground? Are there any surprising new insights?
  - **Table / Group 2:** What initiatives could be undertaken to tackle the identified issues and leverage points, from the CSOs perspectives?
  - **Table / Group 3:** How can such people engagement insights be utilised to improve the effectiveness of initiatives led by CSOs to drive more active citizenship?
- 45' | Implementation of the exercise. At the various tables, it is a good idea to include prompts from the results overview (the slide deck on the results) and overall deck of solutions.

#### **The Lifestyle Test Dashboard: feedback into its features and functions**

- 5' | Moderator provides an introduction to the exercise and explains how the group work will look like. To ensure there is a lively exchange, one can keep the conversation in plenary. Each question will be discussed one after the other. To avoid for some participants remaining passive, the moderator is encouraged to invite every participant to speak, especially if the group is smaller. One can spend about 11' per question. The guiding questions are:
  - **Question 1:** Is there something that prevents you from using the Lifestyle Test data?
  - **Question 2:** Is there something confusing in the Lifestyle Test's Dashboard? How easy it is to use it?
  - **Question 3:** What additional data do you think would be useful to include in the Lifestyle Test?
- 45' | Implementation of the exercise. **Please consider the below listed highlights from Solita and Sitra:**
  - In the Dashboard, we cannot implement something that we don't have on the test.
    - In the dashboard, there is basically all the data that is gathered from the test.
    - Dashboard does not include Matamo data
  - What type of changes is possible to implement in the Lifestyle Test?
    - it's not possible to implement major changes, such as including several new questions etc.
    - The Lifestyle Test will hopefully continue to exist and ideas for further development are also welcome → we would not restrict the feedback only to changes that are possible within this Horizon project

- How do we get more users to use the tool? This is not the main topic for the workshop with CSOs nor the other decision makers.

## **Materials needed for the workshop with CSOs**

- Participant list – *HoC to develop (for all workshops)*
- Consent forms – *HoC to develop (for all workshops)*
- Slide deck on the PSLifestyle project – *(partners can recycle from previous slide decks)*
- Slide deck on the Lifestyle Test and the results (hotspots, most selected actions, opportunities and barriers, use of engagement features) – *HoC to develop*
- Materials for the group exercise 1: World Café template and results prompts – *CSCP to develop the facilitation technique / HoC to provide prompts*
- Materials for the group exercise 2: slides with the questions to be shown on the large screen / projector and prompts with some of the dashboard screenshot / features – *CSCP to develop the slide deck with the questions / HoC to provide prompts*
- Slide deck on the next steps: PSLifestyle and Lifestyle Test, dissemination and collaboration opportunities, overview of communication channels – *CSCP to develop*
- Transcription template – *CSCP has developed*
- Reporting template – *CSCP has developed*

## **Communication about data access and availability**

For transparency about data access and use, the following sentence can be communicated to stakeholders:

*"We will be able to share the data set from the dashboard with you **by end of March 2025**. However, starting from now, you can already implement the PSL test in your own environment. We will work on integrating your feedback from the workshop for improving the test and will keep you posted on updates and access"*

## Project partners





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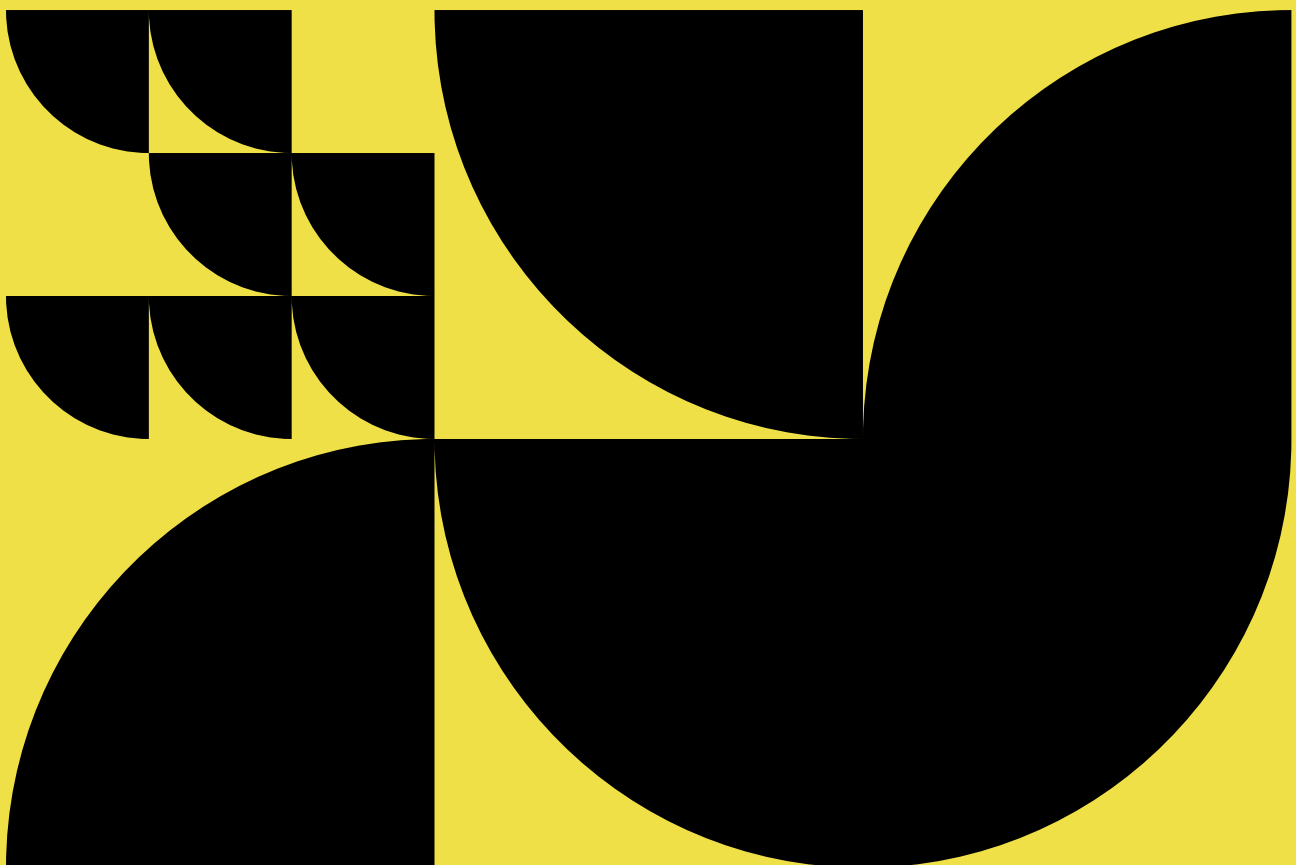
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This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 101037342.

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