



Deliverable D3.9: Fostering Sustainable Lifestyles in Europe

Report and media item from high-level EU conference

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Abstract

The PSLifestyle high-level EU workshop was held on 13 May 2025 in Brussels, as part of the one-day final event of the PSLifestyle project, titled *“From Data to Action - Empowering Policies for Sustainable Choices.”* The event brought together over 43 representatives from EU institutions, civil society, industry, and academia, of whom 21 participated in the workshop for a focused, in-depth discussion.

The aim of the workshop was to explore the potential for scaling the PSLifestyle digital application, approach, and outcomes across EU Member States, and to co-create actionable recommendations based on citizen-generated data and behavioural insights collected over three years of implementation.

This session marked a key moment where project results intersected with the policy and practitioner communities. Key findings from the PSLifestyle dataset and citizen engagement activities were presented and explored in the context of current EU sustainability objectives. Participants examined how the approach could inform policymaking, enable cross-sector collaboration, and support behavioural change across Europe.

Several themes emerged from the discussions, including the need for emotionally resonant communication, the importance of trust and local relevance in data use, and the potential of lifestyle data to inform municipal initiatives and evidence-based policy. The workshop reinforced the PSLifestyle approach as both a behavioural engagement tool and a policy-relevant instrument, highlighting its value in contributing to the EU Green Deal, the European Climate Pact, and broader sustainability goals.

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1. Media item

Empowering sustainable lifestyles: EU-level workshop explores how digital insights can drive real-world change

A digital app meets a policy moment

With over 506,602 users across 10 European countries, the *Lifestyle Test* is emerging as a widely-adopted European app to support climate-friendly behaviour change. But its impact extends far beyond the individual. As discussions around behavioural data, systemic transformation, and citizen engagement grow more urgent, a recent high-level EU workshop asked a critical question: *how can we turn lifestyle insights into meaningful policy action?*

On 13 May 2025, the PSLifestyle project convened policymakers, researchers, civil society and business representatives in Brussels for a workshop titled *From Data to Action: Empowering Policies for Sustainable Choices*. The event served as the final public milestone of the four-year EU-funded initiative and focused on how to scale the Lifestyle Test to accelerate both personal and institutional transitions.

From test to transformation

The Lifestyle Test is a user-friendly app designed to help individuals understand their environmental footprint and plan sustainable lifestyle changes. Users who choose to take action after having taken the Lifestyle Test can create plans, track progress, and revisit decisions over time.

What makes the app uniquely powerful is not just its interactivity, but the richness of the data it generates. After completing the test, users are asked to explain why certain actions may not be possible for them - highlighting common barriers such as cost, lack of access, or knowledge gaps. These insights are not just informative for individuals; they offer a window into the systemic obstacles people face across Europe.

Real-world insights for real policy shifts

This data, participants agreed, is where the PSLifestyle approach truly shines. During the Brussels workshop, attendees explored how aggregated lifestyle data could be used to guide policymaking, inform innovation, and strengthen local sustainability planning. The workshop's facilitated group sessions identified several practical opportunities:

Informing local action: municipalities can use the data to identify priority areas for investment, service design or public communication. Localised insights make it easier to respond to what citizens need - and are ready for.

Enabling cross-sector collaboration: the data has value for education, research, business and civil society actors, who can use it to identify gaps in awareness, service provision or product design.

Aligning EU policy with public readiness: by identifying the lifestyle changes citizens are most willing to make - along with barriers they face - decision-makers can design smarter, more targeted policies and incentives.

With over 10% of users making lifestyle plans and continuing to engage after completing the test, the tool also provides early signals of shifting attitudes and behaviour. The Polish version, for example, is featured on IKEA Poland's sustainability page - demonstrating its utility for industry actors aiming to support climate-conscious consumers.

Data, trust, and emotional connection

While the data potential is clear, the workshop also underscored that numbers alone are not enough. Participants highlighted the need for emotionally resonant communication, trust in data governance, and tools that reflect people's lived realities. Importantly, sustainable living must be framed as something that enhances well-being, not as a sacrifice.

To scale further, the PSLifestyle approach must ensure data is representative, transparent, and usable by a range of actors - from municipal planners to school educators to green startups. Governance and ethics emerged as crucial concerns, especially when considering private-sector use of behavioural data.

From project to platform for change

The Brussels event closed with a strong sense of possibility. The insights are not just a dataset – they are a mirror of what people care about, and what is standing in their way. The workshop confirmed that the *Lifestyle Test* is not only an engagement tool, but a valuable resource for more inclusive, effective, and adaptive sustainability policies.

For governments and organisations looking to bridge the gap between climate ambition and citizen action, PSLifestyle offers a tested and scalable model. With further development, stronger partnerships, and ongoing dialogue, it could become a cornerstone of Europe's just and people-centred transition.

Take the test, explore the data and learn more about the PSLifestyle project at www.pslifestyle.eu.

2. Event overview

Event Name: From Data to Action - Empowering Policies for Sustainable Choices

Date: 13 May 2025, 9:00 – 17:00

Location: Salle des Guichets, BIP - Brussels, Belgium

This one-day event marked the culmination of the PSLifestyle project, combining its final public event with an EU-level co-creation workshop. The objective was to present the project's results and explore the future potential of the PSLifestyle approach, with a focus on how its app, data product and methodology could be scaled and applied across Europe to support sustainable lifestyles (see the agenda of the event in Annex A).

Organizers and work package links

The event was co-organised by ICLEI Europe, with support from the Hot or Cool Institute, EuroHealthNet, SITRA, and other consortium partners. It was structured around two complementary components:

- **Morning session (WP5 – Communication and Dissemination):**

Delivered as the project's final public event, this session featured:

- Spotlight presentations on project impact and its connection to European sustainability goals
- A demonstration of the digital application and key data outcomes
- Local stories from national implementations in the pilot countries
- Cross-sector policy recommendations
- A multistakeholder panel on policy relevance and future directions

- **Afternoon session (WP3 – Scale-up and Exploitation, Task 3.6):**

A facilitated EU-level workshop involving selected participants from diverse sectors. This session focused on collaborative group work and strategic discussion around the PSLifestyle outcomes. Three mixed stakeholder groups were asked to reflect on:

- What data and insights are most valuable and what is missing?
- Who are the actors that need to be involved to scale up impact?
- How can policies and systems support long-term behavioural change?

The day's structure enabled a smooth transition from dissemination to a focused dialogue, using the morning to align understanding and the afternoon to generate input for future application. Facilitation was coordinated by ICLEI and project partners, with each group supported by a facilitator and rapporteur.

Participation

The event brought together over 43 participants. In addition to general attendance, a core group of 21 participants took part in the EU-level workshop session.

The participant mix included representatives from the European Commission, namely, the Directorate-General for Environment (DG ENV), Directorate-General for Employment, Social Affairs and Inclusion (DG EMPL), Directorate-General for Research and Innovation (DG RTD), Directorate-General for Justice and Consumers (DG JUST), and the European Research Executive Agency (REA).

Participants also represented research and academia, civil society and non-governmental organisations, the private sector, and consultancies. Participating organisations included ICLEI, the European Environmental Bureau (EEB), Climate Action Network (CAN) Europe, Hot or Cool Institute, Circular Flanders, Fondazione per lo Sviluppo Sostenibile, Behaven, GreenApes, ILVO, EuroHealthNet, the University of the Basque Country, the Collaborating Centre on Sustainable Consumption and Production (CSCP), Let's Do It Foundation, GGON, Bubka, Climate-KIC, and ILBO. The PSLifestyle consortium was well represented, alongside pilot city stakeholders who shared insights from national implementation experiences.

In addition to direct outreach to key organisations, the participation process was supported by promotional efforts via newsletters and LinkedIn. The PSLifestyle consortium played a very active role in shaping this process, with invitations primarily extended through partner networks and coordinated outreach. The goal was to ensure balanced representation across sectors (policy, research, industry, and civil society) while maintaining thematic relevance. Particular attention was given to involving participants with direct experience in sustainable lifestyle research, implementation, or policymaking within a European context.

3. Objectives of the EU-Level Workshop

The EU-level workshop, held under Task 3.6 (WP3), focused on how the PSLifestyle app, dataset, and overall methodology could support sustainable lifestyle transitions across Europe. Building on the insights and context established during the morning session, the workshop offered participants the opportunity to engage more directly with the implications of the tool and data product for policy, collaboration, and scalability.

Structured around three guiding questions (what data is most useful, who needs to be involved, and how systems and policies can support change) the session aimed to generate practical input for future development. Emphasis was placed on gathering informed recommendations, identifying cross-sector opportunities, and exploring the applicability of project outcomes in broader European contexts, while also creating a space for perspectives from government, academia, civil society, and industry to converge around shared challenges and priorities.

4. Workshop structure

Format and facilitation

The workshop was adapted on-site to accommodate three discussion groups composed of participants from different sectors, including government, academia, civil society, and business. Each group was supported by a facilitator and rapporteur from the project team. Discussions were guided by printed materials, flipcharts and a shared structure to ensure consistency across groups (see the facilitation guideline in Annex B)

Session flow

- **14:00 – 14:15 | Introduction and framing**
ICLEI welcomed participants and outlined the workshop goals. The Hot or Cool Institute provided a short data recap to ground discussions in the project's behavioural insights.
- **14:15 – 15:15 | Working-group discussions**
Groups explored the three guiding questions (What, Who, How) in parallel, focusing on practical application and scaling strategies. Discussions were participant-led, with facilitators ensuring alignment with the session's objectives.
- **15:15 – 15:35 | Break**
Informal exchange continued over coffee.
- **15:35 – 16:00 | Plenary reporting**
Each group shared its main points, surfacing both overlapping themes and distinct sectoral perspectives.
- **16:00 – 16:30 | Q&A and closing**
The session ended with an open discussion and closing remarks, summarising key messages and outlining potential directions for follow-up.

Challenges and facilitation reflections

As with many in-person events, the workshop faced some participation-related challenges. While 85 participants had registered for the full-day conference, actual attendance was 43. For the EU-level workshop, 37 had registered, with 21 ultimately taking part in the afternoon. Although this was below the initial target, the smaller group size allowed for more focused discussions and smoother facilitation.

The original plan for five breakout groups was adjusted on-site to three mixed stakeholder groups. This required rapid coordination to maintain sectoral balance and ensure a diversity of perspectives within each group. Given

the varying levels of familiarity among participants with the PSLifestyle project, facilitators introduced the session with clear framing and a structured discussion flow, helping to establish a common starting point.

A key takeaway was the value of flexibility. The smaller group size encouraged more open and engaged conversation, and the structured format kept discussions productive. Despite the adjusted setup and limited time, the workshop produced concrete insights, thanks to effective facilitation, active participation, and a clearly defined session purpose.

5. Summary of group discussions and analysis



Figure 1. Participants discussing insights with all groups

The group discussions provided insights into the opportunities and limitations of scaling the PSLifestyle approach. While perspectives varied across sectors, participants consistently emphasised the value of citizen-generated data in shaping policy, the need for contextual relevance, and the importance of cross-sector collaboration.

WHAT: Data and insight needs

Participants recognised that the strength of the PSLifestyle project lies in the behavioural data it collects, particularly its ability to reflect what people are willing to do. However, they noted that the data's usefulness depends on its granularity and contextual relevance. There was agreement that more demographic detail (e.g. income, household type) and finer geographic resolution would support better integration into local planning and research.

A potential to use data for identifying policy demand signals or emerging trends was recognized. If the data set is viewed not just as descriptive, but as potentially strategic, it could help identify where public appetite aligns with possible policy shifts.

Participants also emphasised the importance of understanding not only the motivations and barriers behind actions, but also how these factors evolve over time. Data that captures only outcomes offers limited support for effective policymaking. By identifying why people choose or reject certain actions, interventions can be better tailored to real-world behaviours and constraints.

Finally, the potential use of this data by private actor, such as companies or insurers, was discussed with caution. While there is interest in applying the insights in innovation or service design, participants stressed the need for clear governance to ensure that data is used ethically and for public benefit.

WHAT: Key discussion points

- **More detailed demographic data and behavioural motivations**
- **Demand for locally relevant, geographically disaggregated data**
- **Suggestions to enhance user engagement through app features (e.g. tracking, feedback loops)**
- **Ethical use of data by private actors**
- **Potential to use data for identifying policy demand signals or emerging trends**

WHO: Key actors and collaboration pathways

Discussions highlighted that scaling the PSLifestyle outcomes will require engagement from multiple levels and sectors. Municipalities were seen as central actors due to their proximity to citizens and their role in implementing sustainability strategies. However, their ability to use the app effectively depends on access to representative data and support in applying it to local contexts.

Education systems were also identified as strategic entry points. Integrating lifestyle thinking into school curricula or youth programmes could help shift mindsets early and extend the app's reach to households. Similarly, civil society organisations and consumer associations were seen as trusted intermediaries that could help introduce the app in community settings.

Participants also pointed to the role of media and cultural institutions in normalising behaviour change. Stories based on PSLifestyle insights could make abstract concepts more tangible and shift public discourse. Finally,

partnerships with innovation ecosystems (such as business incubators or data collaboratives) were suggested as a way to link behavioural insights with practical applications in policy and service design.

A main point was that no single actor could scale sustainable lifestyles alone, effectiveness depends on support structures and partnerships. Effective exploitation must go hand by hand with ability to operate across silos, offering something of value to each sector while maintaining coherence and credibility.

WHO: Key discussion points

- **Municipalities are critical actors; but they need sufficient local data and resources**
- **Education systems are strategic entry points for early engagement and long-term cultural shift**
- **Media and cultural actors help frame sustainability in ways that resonate with identity and everyday life**
- **Innovation networks and public-private partnerships can apply insights to develop services and scalable solutions**
- **Community-level intermediaries serve as trusted connectors between citizens, data, and institutions**

HOW: Policy and systemic enablers

There was broad agreement that the PSLifestyle outcomes can inform policy, but it cannot replace systemic measures. Data should be seen as a resource for identifying behavioural trends, enabling targeted support, and legitimising public action, particularly where there is already citizen readiness.

Participants noted that the data is particularly valuable for designing integrated policies across lifestyle domains. For example, if insights show that people are willing to change food or mobility habits, policies can combine infrastructure, pricing, and communication to support those shifts. Behavioural insights can also help policymakers frame messages more effectively. Rather than focusing on sacrifice or obligation, communication should highlight personal and social benefits, such as wellbeing, autonomy, or shared values.

There was interest in using the tool to demonstrate collective progress and correct misconceptions that "no one else is acting." To build and maintain trust, participants recommended feedback loops that show how input from citizens is used. Closing this loop could enhance motivation and support the credibility of both the tool and the policies linked to it.

Participants viewed PSLifestyle not as an end product, but as a means to embed behavioural insights into broader systems change. The discussion reflected a nuanced understanding of behavioural change as both individual and systemic, requiring alignment across multiple domains.



Figure 2. Group work during the workshop

HOW: Key discussion points

- **Data can help align policies with citizen readiness and actual demand**
- **Data can support more coherent policymaking by linking behaviours across lifestyle domains**
- **Data could inform incentives, taxes, or regulations to encourage sustainable practices**
- **Framing policies around wellbeing and belonging can make them more relatable and increase effectiveness**
- **Using the data to highlight collective action may help counter the perception that individuals are acting alone**
- **Demonstrating how citizen input informs policy decisions could strengthen trust and engagement**
- **Systemic change and coherence are necessary**

6. Key cross-cutting insights

Several themes surfaced repeatedly across the working groups, regardless of the specific question or stakeholder background. These insights point to important considerations for behavioural and systemic change in the European context:

- **Trust and institutional legitimacy:** People are more likely to change behaviours when they trust the institutions leading the process. Transparency, accountability, and meaningful public participation are essential at all levels of governance.
- **Cultural diversity and inequalities:** Europe's behavioural landscape is not uniform. Political, historical, and linguistic differences shape values and readiness for change, making pan-European strategies more complex. Similarly, addressing social and territorial inequalities is crucial to ensure that interventions are inclusive and fair.
- **Behaviour as part of a wider system:** Individual behaviours are shaped (and often constrained) by infrastructure, regulation, economic conditions, and the availability of alternatives. Behavioural change cannot be addressed in isolation from the structural environment surrounding it.
- **Narratives and values:** Change is emotional and social. Narratives that connect with collective identity, local values, and everyday life tend to resonate more than abstract or rational messages. Shifting system-level values is complex and takes time, but moving from individualised appeals ("you should do this") to collective framing ("we are doing this together") can foster ownership, solidarity, and momentum.
- **Temporal perspective:** Many necessary behavioural shifts relate to long-term goals. However, decision-making is often short-term and risk-averse. Bridging this gap (by linking long-term systemic goals to near-term individual or community benefits) is a key challenge.
- **Policy coherence and alignment:** Contradictory messages (such as climate campaigns alongside fossil fuel subsidies) undermine behavioural strategies. Coherent policy signalling across governance levels and sectors is essential to reinforce trust and enable effective change.

7. Opportunities for policy integration

Drawing from the national and EU-workshops outcomes, it is possible to identify several areas where the PSLifestyle approach could support more responsive, effective, and citizen-informed policy development at local, national, and EU levels.

- One key opportunity lies in **grounding policy design in behavioural evidence**. If data shows that citizens are ready to take certain actions (such as reducing meat consumption or shifting transport modes). This can justify targeted support and increase the legitimacy of new measures. Behavioural insights also allow policymakers to focus resources on areas where change is most feasible and socially acceptable.
- At the local level, municipalities can **use the data to prioritise interventions that reflect citizen interests**. This supports more responsive governance and can strengthen communication with residents. However, this requires that data is representative and accessible at the necessary scale.
- At the EU and national levels, the dataset can **support policy alignment** by revealing where public expectations converge or diverge across regions. This can help streamline climate initiatives and reduce fragmentation.
- Participants also noted the **value of the data for communication strategies**. Showing that others are taking action can help build social norms and reduce perceptions of isolation, particularly when policies require visible public support or behaviour change.
- Finally, there is potential to use PSLifestyle as **part of policy monitoring and evaluation**. While not a substitute for formal indicators, the data could provide early signals of shifting attitudes or uptake, helping to adjust policies timely and identify gaps between intent and action.

The insights from the EU-level workshop provide validation of PSLifestyle's relevance for policymaking. They highlight how the dataset and tool can support both strategic planning and public engagement, especially when adapted to local contexts. The feedback gathered is useful for the project's outputs and guiding future efforts to ensure the approach remains aligned with institutional needs and real-world policy processes.

8. Conclusion

The PSLifestyle final event and EU-level workshop provided a valuable moment of reflection and forward-looking dialogue. As a one-day gathering, it effectively bridged the dissemination of project results with a structured exchange on future potential. The morning session anchored participants in the core achievements of the project, namely, the development of a digital app, dataset, and participatory methodology aimed at supporting sustainable lifestyle choices across Europe. The afternoon workshop built on this foundation by inviting participants to critically engage with the project's applicability in wider policy and governance contexts.

Throughout the workshop, participants recognised the relevance of PSLifestyle as more than a tool for individual engagement. It was viewed as a flexible framework capable of generating behavioural insights that can inform policy, enable collaboration, and support local and systemic transitions. The discussions emphasised the importance of improving data quality and representativeness, fostering trust and transparency, and aligning behavioural approaches with structural and institutional conditions. Participants also highlighted the need to embed behavioural insights into policy frameworks through long-term strategies, integrated messaging, and responsive governance.

While the session was limited in duration, it surfaced clear opportunities for policy integration and practical application. Importantly, the workshop confirmed the PSLifestyle approach's potential to support behaviourally informed, citizen-centred policymaking - provided that future efforts are adapted to context, strategically governed, and supported by meaningful cross-sector engagement. The insights gathered offer a useful foundation for the project's continued exploitation and for future initiatives seeking to connect behavioural data with system-level change.

Annex A

Agenda: From Data to Action – Empowering Policies for Sustainable Choices

Date: 13 May 2025 – **Venue:** Salle des Guichets, BIP, Brussels

Morning session – spotlight sessions & policy insights

09:00 – 09:30 | Registration & welcome coffee

Objective: Ease into the day with informal networking and coffee before the official start.

Format: Open registration and mingling

09:30 – 10:00 | Opening session – why this, why now?

Objective: Set the stage by introducing PSLifestyle – a bold initiative connecting individual action, digital tools, and public policy to accelerate Europe’s transition to sustainable living.

Speakers:

- **Erwin Goor, Project Advisor, European Commission / REA (5’)**
Welcome and initial words.
- **Jussi Nevanlinna, PSLifestyle Project Lead (10’)**
A dive into the project’s journey, what we’ve learned, and what’s next. From co-creation to data insights – why this project matters now more than ever.
- **Emmanuelle Maire, Head of Unit, Circular Economy, DG ENV (15’)**
Europe’s green transition starts with people. A policymaker’s take on the power of behavioural insights and collective action in shaping circular, sustainable futures.

10:00 – 10:30 | Session 1 – Decoding sustainable living: key findings from PSLifestyle

Objective: Bring the PSLifestyle results to life – showcasing how a sleek digital app, smart data, and real citizens are powering change across eight countries.

Speakers:

- **Jussi Nevanlinna (15’)**
A snapshot into the data product and the PSLifestyle app – from carbon footprint tracking to building your own action plan. What makes it work? What makes it stick?
- **Luca Coscieme (15’)**
What the numbers reveal: From living labs and local workshops, to surprising behavioural trends, regional differences, and a growing readiness to change.

<p>10:30 – 11:00 Coffee break & discovery space</p> <p>Objective: Allow participants to explore and interact with the app, and network.</p> <p>Format: Open exploration and informal discussion</p> <p>Highlights:</p> <ul style="list-style-type: none"> • QR-coded access to the app <p>Posters and visuals with key statistics</p>
<p>11:00 – 11:40 Session 2 – Lifestyle change in action: local stories from the ground</p> <p>Objective: Zoom in on people-powered change. See how PSLifestyle played out in real communities—and what we can learn from it.</p> <ul style="list-style-type: none"> • Kick-off video (5’): A BBC mini-feature to bring the human dimension to the fore • Moderator intro (3’) • Four country spotlights (30’, 7’ per case study, 2’ for moderating and transitions): <ul style="list-style-type: none"> ○ <u>Türkiye, Slovenia, Norway and Italy</u> share compelling stories of change, backed by data and driven by citizens. • Closing remarks (2’)
<p>11:40 – 12:45 Session 3 – From data to decision: policy that enables change</p> <p>Objective: Explore how data and behavioural insights can directly inform and accelerate effective policymaking at all levels.</p> <ul style="list-style-type: none"> • Introductory remarks (10’): Alba Godfrey, Senior Project Coordinator, EuroHealthNet <i>Introducing PSLifestyle’s recommendations: practical, people-first ideas to reshape how we travel, eat, live, and consume.</i> • Multistakeholder panel discussion (50’): <i>What needs to happen next to ensure policy enables people and businesses to make sustainable choices?</i> <ul style="list-style-type: none"> ○ Moderator: Samuele Tonello - EuroHealthNet ○ EU Policy: Alison Burns – DG RTD ○ EU Policy: Monica Pisani – DG CLIMA ○ Civil society: Faustine Bas-Defossez – EEB ○ Industry: Fred Dorsimont – Behaven ○ Academia: Vanessa Timmer – One Earth Living • Closing remarks (5’)
<p>12:45 – 13:45 Lunch break</p> <p>Enjoy a sustainable lunch and continue informal discussions.</p> <p>Format: Buffet lunch</p>

13:45 – 14:00 | Morning session closing remarks

Objective: Reflect on the morning discussions and transition into the collaborative afternoon.

Highlights:

- Recap of morning insights
- Preview of afternoon activities

Afternoon – EU Level Workshop: Turning Insights into Action

14:00 – 14:15 | Setting the stage for collaboration

Objective: Define the workshop's purpose and structure and align on goals for co-creation.

Speakers:

- **Welcome & framing (5'):** Katia Alarcón – ICLEI
- **Data recap (10'):** Luca Coscieme – HoC

Highlights:

- Workshop structure and methodology
- Data highlights to guide group discussions

14:15 – 15:15 | Turning insights into action – working group session

Objective: Develop recommendations and identify synergies to scale sustainable lifestyles across the EU.

Format: 5 groups + 1 facilitator + 1 note taker

Highlights:

- Draft practical and scalable recommendations
- Identify synergies across policy, industry, civil society, and academia
 - gm

15:15 – 15:35 | Coffee break

Objective: Refresh and informally exchange insights.

Format: Networking break

15:35 – 16:00 | Reporting plenary - scaling solutions across Europe

Objective: Share key outputs from each group and align on directions.

Format: Group moderators present highlights and proposals

Highlights:

- Emerging priorities and synergies

16:00 – 16:30 | Q&A and closing remarks

Objective: Summarise the day's outcomes and set the stage for future collaboration.

Content Highlights:

- Recap of shared insights and takeaways
- Next steps and commitment to continued cooperation

16:30 – 18:00 | Informal closing & networking

Objective: Wrap up the day with relaxed conversation and space for connection.

Format: Informal mingling & cocktails

Annex B

EU-Level workshop design & moderation guide

Time: 14:00 – 16:30

Location: Brussels

Partners: ICLEI Europe & HoC

Session objectives

- Transform morning insights into actionable EU-level strategies.
- Foster cross-sector collaboration.
- Co-design scalable pathways for sustainable lifestyles using PSLifestyle data and citizen engagement results.

Agenda overview		
Introduction 14:00 – 14:15	20'	Katia & Luca: Welcome and data recap
Group work 14:15 – 15:15	60'	Format: 5 groups of 6 people <ul style="list-style-type: none">• 1 facilitator + rapporteur each• Mixed sectors / roles• 3 guiding questions
Coffe break 15:15 – 15:35	20'	
Reporting plenary 15:35 – 16:00	25'	Bea: facilitates report in plenary. <ul style="list-style-type: none">• Each group has 5' to report key highlights• Identification of main trends & topics
Q&A + closing remarks 16:00 – 16:30	30'	<ul style="list-style-type: none">• Exchange in between tables• Q&A fostered by plenary reporting• Closing remarks
Informal closing & networking 16:30 – 18:00	1h30'	<ul style="list-style-type: none">• Networking & cocktails

Agenda flow & Roles

14:00 – 14:15 | Setting the Stage for Collaboration

Welcome & Framing (5'): Katia Alarcón (ICLEI)

- Tone: energetic, participatory.
- Communicates the goals of the workshop
- Key Message: “Let’s co-create what the EU’s transition needs together.”

Data Recap (15 min): Luca Coscieme (HoC)

- Focus: recent findings, dataset relevance, and how it can empower sectors.
- Deliverable: visual PPT summary
- ‘Setting the scene’ asking what key takeaway from this morning still resonates?

14:15 – 15:15 – Turning Insights into Action

Collaborative session	
Setup	<ul style="list-style-type: none">• 5 groups of 6 people• Each table has a mix of policy, industry, civil society & research.• 1 facilitator + 1 rapporteur per group.• Printed worksheets and markers provided.
Aims of the session	<ul style="list-style-type: none">• Explore the benefits of the PSL data and collect feedback on how to improve the dataset.• Identify collaboration opportunities between policymakers, industry, civil society, and research institutions.• Draft practical recommendations for implementing and scaling sustainable actions across Europe.
Guiding questions	<ol style="list-style-type: none">1. How can PSLifestyle data drive smarter decisions, and what additional data would strengthen its impact? (WHAT)2. How can we unlock powerful cross-sector collaborations to scale up the impact of the Lifestyle Test and its data? (WHO)3. What policies and frameworks are necessary to effectively implement the insights and actions derived from PSLifestyle data and cross-sector collaborations, ensuring long-term sustainability? (HOW)

15:15 – 15:35 | Coffee Break & Networking

- Informal networking and discussion opportunity.

3:15 PM - 4:00 PM: Plenary Discussion – Scaling Solutions Across Europe

- Moderators from each group present key takeaways and recommendations.

4:00 PM - 4:30 PM: Q&A and closing remarks

- Participants have the possibility to ask questions/comment on other tables’ discussion
- Closing remarks

4:30 PM – 5:00 PM Informal Closing & Networking

- Participants connect and explore potential collaborations in an informal setting.

Group distribution (proposed)

Group 1

Name	Surname	Organization	Role	Sector
Vanessa	Timmer	OneEarth Living	Executive Director	Civil Society, organized citizens & community-led initiatives
Danielle	Brady	European Policy Centre	Senior Policy Analyst	Think Tank
François	Jégou	Strategic Design Scenarios	Administrator	Design for public and social innovation lab
Nicola	Zingaretti	European Parliament	Group of the Progressive Alliance of Socialists and Democrats in the European Parliament	European Policy Making
Jack	McQuibban	Zero Waste Europe	Head of Implementation	Civil Society, organized citizens & community-led initiatives

Group 2

Name	Surname	Organization	Role	Sector
Philippe	Tulkens	European Commission	Head of Unit "Climate and Planetary Boundaries" (RTD B3)	Public Sector
wim	vermeulen	Bubka	Director Strategy & Sustainability	Industry/businesses
Marlene	Zanier	Climate KIC	Learning lead	NGO
Eva	Bille	European Environmental Bureau	Head of Circular Economy	Civil Society, organized citizens & community-led initiatives
Laurence	Castaigne	DG CLIMA, European Commission	Communications & Information Officer	Public Sector
Begüm	Önal	B-NL Academy & Consultancy	Founder & CEO	Consulting Agency

Group 3

Name	Surname	Organization	Role	Sector
Hans-Christian	EBERL	European Commission	Team Leader Circular Economy	Public Sector
Christophe	Gouache	Strategic Design Scenarios	Senior Designer-Researcher	Industry/businesses
Kate	O'Connor	One Earth Living	Associate	Non-profit/NGO
Xuelin	Zhang	ILVO	Researcher/Project Coordinator	Research institute

Camila	Cosse Braslavsky	Consumers International	Sustainable Consumption Specialist	Civil Society, organized citizens & community-led initiatives
Doreen	Fedrigio	Climate Action Network (CAN) Europe	Head of Production and Consumption team	Civil Society, organized citizens & community-led initiatives
Frank	Smit	European Commission	Policy Analyst	Public Sector

Group 4

Name	Surname	Organization	Role	Sector
Alison	Burns	European Commission	Policy Officer (for PSLifestyle)	Public Sector
Martin	Orešić	APPLiA	Outreach and Policy Officer	Industry/businesses
Matteo	Mascolo	FSC	Lead EU Affairs & Engagement	Civil Society, organized citizens & community-led initiatives
Ana	Berdzenishvili	European Policy Center	Junior Policy Analyst	Independent Think Tank
Shima	Beigi	Mindful Smart Cities	Founder	Startup
Camila	Cosse	De-construct Collective	Founder	Civil Society, organized citizens & community-led initiatives
Nick	Davids	Circular Flanders	Communications manager	Public Sector

Group 5

Name	Surname	Organization	Role	Sector
Mauro	Cordella	EC-ENV	Policy officer	Public Sector
Siavash	Farahbakhsh	ILVO (Flanders Research Institute for Agriculture, Fisheries and Food)	Senior Researcher	Research
Rachel	Nelems	GGON	CCS Working Group Lead	Civil Society, organized citizens & community-led initiatives
Kristian	Tsonevski	European Commission, Directorate-General for Justice and Consumers, Consumer Policy and Sustainability Unit	Trainee	Public Sector
Laura Lynn	De Sittuy	KUL	Research BAP Ph.D.	Academia
Arthur	Schreuder	4MedBox Europe BV	COO	Platform Personal Genetic Lockers for patient treatment plans
Frankie Ann	Ashton	Labour international	Convenor uk2zero. AND Li Policy and Campaigns Officer	Political climate change research
thierry	vancrombrugge	Federal authority	administrator	Public Sector

Project partners

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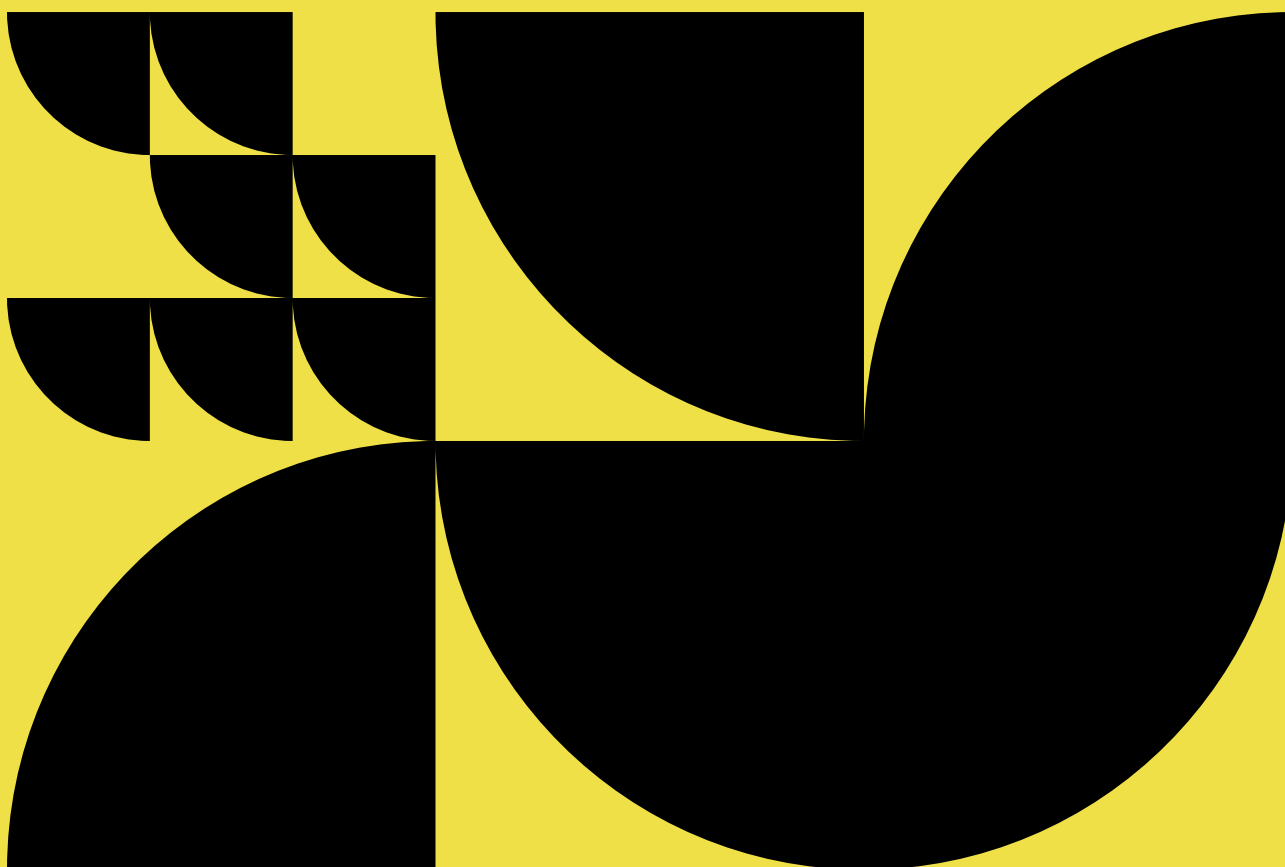
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