

--PRESS RELEASE--

Lifestyle Test Empowers European Residents Towards Positive and Sustainable Lifestyles, and is set to offer large datasets to European cities and stakeholders

28 May 2024. A [Lifestyle Test](#) helping residents jump start a positive and sustainable life across [eight European countries](#), with an uptake of nearly 200,000 tests conducted so far, has now launched an EU-wide version, making the test available to all residents in Europe. The test offers valuable data insights to European cities and multiple stakeholders, including policymakers, academia, civil society and industry, on the sustainable habits of European residents, fostering a collaborative approach to sustainable behaviour change.

Available in many local languages, the [free web app](#) encourages individuals to adopt positive, sustainable, and healthier lives and helps them **reduce their environmental impact**. By taking the Lifestyle Test, individuals can see their daily impact on the environment and get inspired via [tailored tips on lifestyle choices](#).

The app's dual mission is to marry individual and systemic change; through anonymous tracking, the test has amassed a rich knowledge base, illuminating both user behaviours and broader lifestyle trends across European countries. In this way, the project has two key features: the *Lifestyle Test*, which informs and empowers users to make sustainable lifestyle choices, and *Lifestyle Data*, which provides a comprehensive view of lifestyle habits across European countries.

Early insights from this dataset, unveiled at the recent World Circular Economy Forum (WCEF), offer critical perspectives on individual habits, aspirations for positive change, and the barriers impeding adoption.

Notably, the data highlights a prevalent desire for guidance among users, with a significant proportion citing "lack of know-how" as a key obstacle. This presents an opportunity for policymakers and industry to provide practical solutions, from educational resources to innovative products and services.

The dataset has also revealed that users feel empowered to make changes; approximately 8-10% of users create a plan of action upon completion of the test, with some countries exhibiting even higher rates, such as Italy with 20-25%. The current total number of plans formed comes to 18,000.

Plans formulated are set to result in significant carbon footprint reductions, whereby on average, plans made lead to a 30% reduction in a user's carbon footprint. The average footprint of users is 7500kg, with the average plan made promising a reduction of roughly 2250kg. To help achieve the EU's goal of keeping global warming under 1.5 degrees, each resident should aim to reach a personal footprint of 2500kg. Therefore, the outputs of the Lifestyle Test play a crucial role in advancing towards this critical goal.

User plans encompass a spectrum of lifestyle changes, from small adjustments like embracing repair and recycling practices to more substantial shifts such as reducing travel and adopting plant-based diets. Of the four lifestyle categories tracked in the Lifestyle



Test, transportation accounts for the largest portion of emissions (46%), followed by food (24%), then housing (21%), and finally things and purchases represent 10%.

PSLifestyle Project Lead Markus Terho of *SITRA* explains that: “Finding ways to live a good life within the limits of the planet, now and in the future, is possible. The Lifestyle Test helps people with what to do differently. We can all find our own way and help others to find theirs. Our choices shape the world!”

The PSLifestyle project is set to continue its path towards co-creating positive and sustainable lifestyles by initiating stakeholder workshops with academia, industry, civil society, and policy makers in the eight countries in autumn 2024. They will aim to collect local insights and innovative solutions on how to best deploy the Lifestyle Test throughout the EU as well as further identifying local and topical customisation needs.

The LifestyleTest is created by the PSLifestyle project. PSLifestyle is an EU-funded project with a [consortium of 16 partners](#): The Finnish Innovation Fund Sitra (Project Coordinator), Collaborating Centre on Sustainable Consumption and Production (CSCP), Solita, Hot or Cool Institute, ICLEI European Secretariat, EuroHealthNet, Let's Do It Foundation, The Green Tiger Foundation (GTF), Athena Research and Innovation Center, EKPIZO, Sustainable Development Foundation (SUSDEF), greenApes (GAPES), DECO, Circular Change (CCICE), City of Ljubljana, and Zeytince Ekolojik Yasami Destekleme Dernegi (ZEYDD).

Take the Lifestyle Test at lifestyletest.eu

Learn more about the PSLifestyle project on pslifestyle.eu. Follow and connect with the project on [Twitter](#) and [LinkedIn](#).

For general enquiries about the project, please contact the PSLifestyle Project Lead, Markus Terho (Sitra): info@pslifestyle.eu