PS Lifestyle

Plan for exploitation and sustainability

How to use PSLifestyle results to generate impact

pslifestyle.eu

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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 intents 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 Türkiye.

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[1] and in its Lifestyle Test section[2].

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 report (PES V3) expands on the previous version of the Plan for Exploitation and Sustainability (PES V2) and it 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. Section 3 introduces the strategy for the use, exploitation and dissemination of the project results. It outlines the importance of

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[1] https://pslifestyle.eu/about/project
[2] https://pslifestyle.eu/the-lifestyletest

stakeholders' engagement, and it explores how data are processed and exploited. Section 4 delve into the current project exploitation activities, particularly the stakeholders' engagement workshops and the marketing activities carried out throughout the project in the eight pilot countries. It describes the iterative work and the progress registered since the start of WP3 and the processes that led to the implementation of the workshops, discussing specificities and differences between National and EU-level sessions. This section also explores the strategy to scale up the project, and the adaptation of the Lifestyle Test in other countries. Section 5 describes the overarching strategy for future project exploitation and the partner-specific plans for the post-project phase. It provides 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-term (within 5 years from end-of-project).

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:

- **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;

- **co-design solutions and everyday actions** that hold potential for overcoming those challenges and increase our share of sustainable living;

- **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 Lifestyle Test

The main key result of the project is the creation and 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 carbon footprint and a list of tailored lifestyle tips / actions with calculated emission reductions they could undertake to reduce their environmental impact (Fig. 1). For example, if a user's carbon footprint is largely determined by frequent flights or long-distance car travel, they will get suggestions to reduce travel and switch to low-impact transport modes, 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 (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 locally relevant.

In addition to collecting data on users' lifestyle carbon footprints and their willingness or unwillingness to make changes, the test also gathers information on the motivations behind their choices, as well as the structural challenges and enablers that influence those choices. (Fig. 2).

This information is fully anonymous and will be made available in May 2025 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.
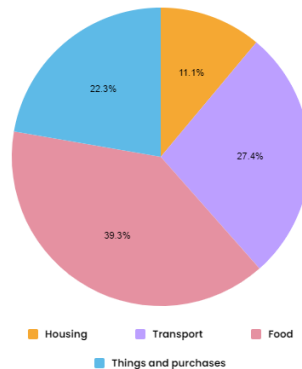
Figure 1: Carbon footprint results (left side) and a selection of tailored lifestyle changes for transport (right side) from the Lifestyle Test.

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 analyse 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 Open Dataset

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.

The PSL Dashboard

To facilitate access to the data collected via the test, the dataset was processed and presented via a Dashboard implemented in Google Looker Studio. Content of the Dashboard will be streamed on the European Data Portal[3] in July 2025.

The layout and the interface of the Dashboard is undergoing a significant improvement, also considering some of the feedback gathered during the co-creation workshops run in the eight project countries, and it will be publicly available online starting from June 2025.

As part of the ongoing effort to improve the data product under WP4, a new landing-page Lifestyle Data.eu[4] (Fig.3) is being produced to present the Lifestyle Data product[5] and to lead users to the new Dashboard. The website Lifestyle Data.eu is available since May 12, 2025. The publication of the new dashboard will be promoted through the project's communication channels.

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[3] https://data.europa.eu/en
[4] https://lifestyle-data.webflow.io/
[5] https://data.lifestyledata.eu/

Figure 3: New marketing page for Lifestyle Data

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 (Fig. 4) 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 (Fig. 5).

1. Key metrics

Country	Gender	Select date range
Age	Income	Residence

Number of tests taken	Average carbon footprint by test takers, kgCO2e/person/year	Total emissions by test takers
294,004	7,838	2,304,520,682
Number of plans	**Average carbon footprint reduction of a plan, kgCO2e/person/year**	**Total carbon footprint reduction of the plans, kgCO2e/year**
25,365	1,722	43,668,275
Number of plans with completed actions	**Average carbon footprint reduction of completed actions, kgCO2e/person/year**	**Total carbon footprint reduction of completed actions, kgCO2e/year**
794	1,388	1,101,913

9%
3%

Carbon Footprints, kgCO$_2$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 (kgCO2e/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

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Figure 4: 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 (Fig. 6) 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).

Average carbon footprint (kgCO2e/person/year) composition per age

Legend: Housing, Transport, Food, Purchases

Age group	Housing	Transport	Food	Purchases
Under 18	1.017	3.514	2.194	1.421
Over 50	1.551	3.807	1.715	1.198
No age group	1.242	3.622	1.895	1.205
31-50	1.077	3.548	1.783	1.122
18-30	1.196	3.343	1.840	1.111
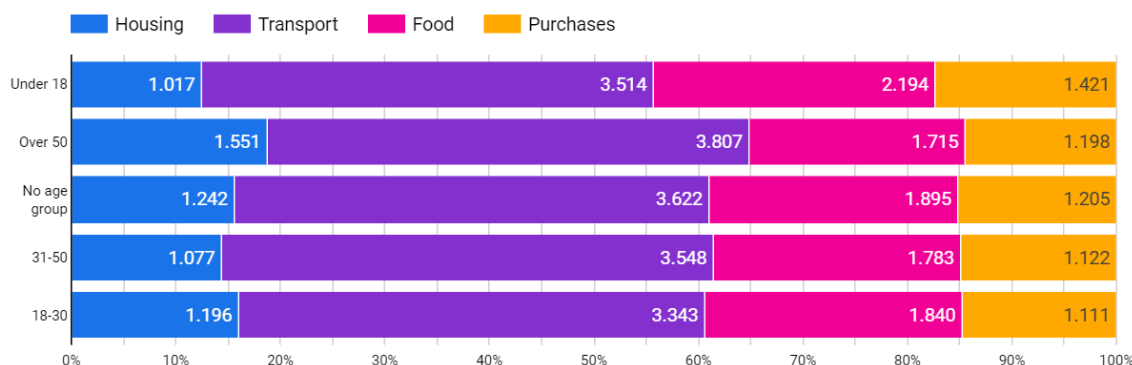
Figure 5: Key metrics in the PSLifestyle dashboard are organized by demographic and socio-economic variables, such as for example by age groups. Other variables included are gender, location, and income.

Average carbon footprint (kgCO2e/person/year) composition per country

Legend: Housing, Transport, Food, Purchases

Country	Housing	Transport	Food	Purchases
TR	1.312	3.805	2.124	1.082
SI	1.102	4.951	1.389	808
PT	795	4.525	2.325	1.155
PL	1.483	7.317	1.501	950
IT	1.494	4.150	1.517	849
GR	2.075	4.548	1.734	1.346
FI	1.154	3.370	1.874	1.226
EU	1.206	4.749	2.222	935
EE	1.692	5.543	1.847	1.266
DE	1.543	4.033	1.833	871
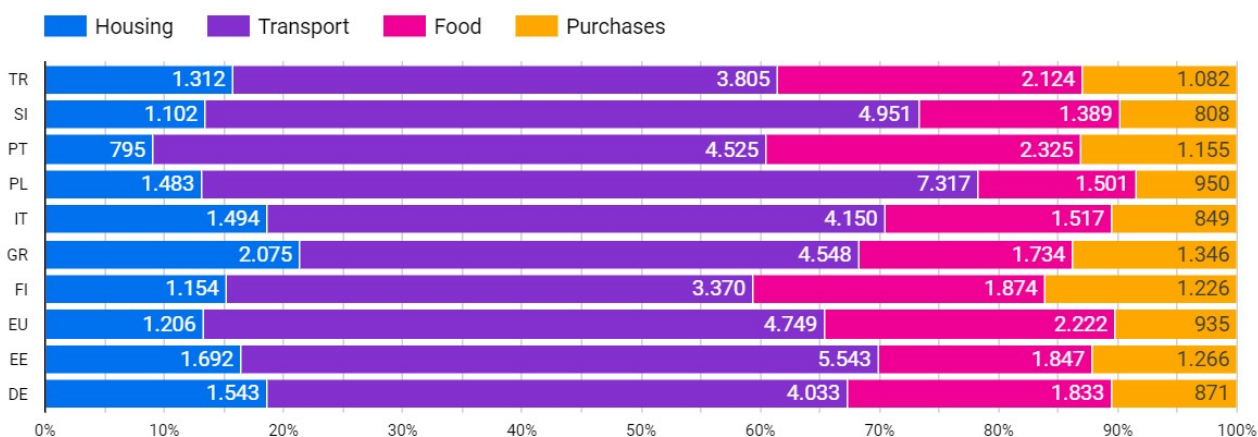
Figure 6: The PSLifestyle dashboard illustrates the share of contribution of different lifestyle domains on the average carbon footprint per country.

The Action plans-section (Fig. 7) includes data on the actions that test takers choose in their plans as well as the actions 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

Country ▾	1 set 2021 - 9 ott 2024 ▾
Gender ▾	Age ▾
Income ▾	Residence ▾

Number of plans	**Number of actions included in plans**
24.922	243.812
Average carbon footprint reduction of a plan, kgCO2e/person/year	
1.727	
Total carbon footprint reduction of the plans, kgCO2e/year	
43.045.334	

Number of plans with completed actions	**Number of completed actions in plans**
776	8.695
Average carbon footprint reduction of completed actions, kgCO2e/person/year	
1.365	
Total carbon footprint reduction of completed actions, kgCO2e/year	
1.058.906	

Key metrics of action plans

	Country	Number of plans ▾	Number of actions included in plans	Total carbon footprint reduction of the plans, kgCO2e/year	Number of plans with completed actions	Number of completed actions in plans	Total carbon footprint reduction of completed actions, kgCO2e/year
1.	FI	20.143	205.861	34.509.506	578	7.189	812.550
2.	IT	1.636	14.895	2.916.917	73	732	79.963
3.	PT	697	5.423	1.117.384	14	91	9.049
4.	EE	478	4.024	937.801	23	116	28.014
5.	GR	458	2.804	895.301	25	85	29.245
6.	DE	438	3.827	797.760	18	187	29.193
7.	SI	419	3.062	752.264	23	145	55.183
8.	TR	400	2.391	638.285	12	93	8.136
9.	EU	247	1.511	477.237	10	57	7.572

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Figure 7: The PSLifestyle dashboard includes information on the action plans and completed actions.

The Skipped Actions section includes data on the actions that users have decided to not include in their plans and have given specific reasons as to why not, by using the "I can't do this" function in the Lifestyle Test. 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 that the users have already adopted into their everyday lives. This data provides information on the current degree of implementation of sustainable lifestyle actions, and which demographic profiles are more frequently adopting certain actions.

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 action in 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.

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.

Reminders or calendars

Tips on how to take action

Peer-support

Success stories

Meet-ups and workshops

Cancel

Submit

Figure 8: The Lifestyle Test Help card for feedback collection

All the sections in the dashboard can be explored by filtering the data by the demographic variables (country, age, gender, income, residence). One additional filter allows the dashboard user to select the data from 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 took the form of co-creation workshops, implemented across the 8 project case countries between September and December 2024.

Each country dedicated one workshop to each project's key stakeholder group, namely policymakers, academia, businesses and civil society organisations.

Section 4 provides an overview of how the above-mentioned aims are further tailored and adapt for the multi-stakeholder sessions. The annex contains the guidelines designed to support local partners in the preparation and implementation of all workshops.

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-impact climate mitigation actions with 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.
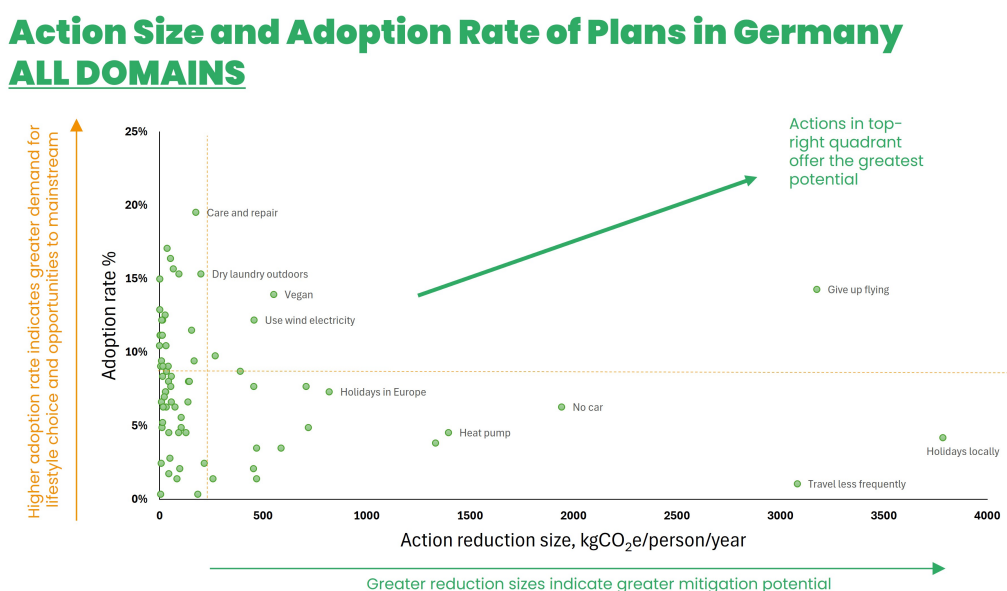
Figure 9: Results from the dashboard are further elaborated to highlight, for example, correlations between the adoption rate of actions and their emission reduction impact.

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 – some of which used 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

The data product was launched on May 13th at the Final Conference held in Brussels, titled "From Data to Action: Empowering Policies for Sustainable Choices." The conference was attended by European policymakers, industry leaders, civil society representatives, and researchers interested in leveraging data to promote more sustainable lifestyles.

The Final Conference consisted of two parts: "Spotlight Sessions and Policy Insights" sessions in the morning, followed by an EU-level workshop in the afternoon. The morning sessions were open to all registered participants. During the morning plenary sessions, discussions covered key data-driven insights from the PSL project, the structure and design of the data product, the quality and quantity of the available data, lessons learned from stakeholder workshops, and how data insights can translate into concrete policy, business innovation, and community-led change. The afternoon EU-level workshop was a co-creation session for a selected group of participants, representing various sectors, just like the morning sessions. The workshop aimed to formulate concrete, actionable strategies for scaling the utilization of PSLifestyle tools at the EU level, strengthen cross-sectoral cooperation, and discuss how the PSLifestyle dataset can support data-driven decision-making and what additional data might be needed.

To support the launch of the Lifestyle Test's data library, Sitra will represent the project and its' results at two conferences: the Greentech Festival in Berlin from May 20-22 and Reset

Connect London from June 24-25. These specific events were chosen to maximize visibility and engagement with key stakeholders in the sustainability and technology sectors.

Sitra's team identified events on technology, data and sustainability to be held in spring 2025, with the aim of showcasing the Lifestyle Test and the Data Library and reaching out to potential funders to continue PSLifestyle's work. The team identified around 20 events, from which three were finally selected based on their size, themes and target groups: Berlin GreenTechFestival, Paris ChangeNow, London Reset Connect.

In Berlin's Greentech Festival the team will represent the test and data library for event visitors in their exhibition space, give a speech on GTF Content Corner's stage and meet investors on B2B Networking Lunch and GTF Investors Crunch.

In London's Reset Connect the team will have a speaking slot on the Tech Hub and a pitching slot on the Pitch & Invest Main Stage. Team will also attend a Main Stage Panel Discussion with the title Avoiding the Valley of Death: Turning Successful Demos into Major Contracts and First-of-a-Kind Projects. During the event Sitra's team will also have an event space where they will showcase the Lifestyle Test and Data Library. After discussions with the Paris ChangeNow organisers, the team finally decided to skip the event as it was primarily aimed at start-ups seeking funding.

In addition to these dissemination activities, the data product's distribution strategy will be further refined and developed in the near future after the submission of this deliverable.

4. Exploitation activities during the project

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 through engaging activities and events throughout the project. Co-creation workshops have been held between September and December 2024 in eight European countries -Estonia, Finland, Germany, Greece, Türkiye, 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 multi-stakeholder workshop took place at the European level in May 2025. It should be noted that the implementation of the workshops was postponed from summer to autumn 2024, following the overall project extension granted in early 2024. This extended timeframe allowed central and local partners to successfully accomplish the objectives of these tasks.

The preparation of all workshops started in early 2024, with an agreement on questions and formats between WP3 leaders and the consortium partners. Based on this, WP3 co-leads provided a centralised framework to streamline design, preparation, implementation and reporting of the co-creation workshops, ensuring a consistent approach across all sessions and countries. While local partners were responsible for organising and implementing the sessions, the overall coordination and guidance was provided by the task leaders. The WP3 leaders responsible for the workshop tasks (t3.2 to 3.5) were ICLEI and EuroHealthNet for the Government group, SITRA for the Industry, HoC for Academia and CSCP for the Civil Society Organisations.

Facilitation techniques, agenda and materials for the four workshops were finalized and shared with partners in August 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.

In-person sessions were prioritized, although hybrid or fully online event options have been organised in some countries to better reflect local needs and availability of participants. Overall, the workshops run with the four stakeholder groups gathered 341 participants across eight countries. Group sizes differed across sessions and countries, with some workshops having fewer participants than anticipated. Although the smallest groups may not be fully representative, they still offered valuable insights and contributed meaningfully to the workshops' objectives.

During the workshops, local teams introduced stakeholders 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 focused specifically on the food and consumption domains, the other three stakeholder groups discussed all four lifestyles' domains considered in the project. Participants contributed to the creation of diverse outputs, from sustainable business models and civil society initiatives to new research ideas and policy recommendations enhancing the uptake of low-carbon lifestyles options. More details on the workshops design, implementation processes and outputs can be found in the following sections and have been collected and reported in four different deliverables (one per stakeholder group), submitted in February 2025.

Since the workshops, efforts have been undertaken to improve the Lifestyle Test and data product based on stakeholders' feedback.

PSLifestyle for Governments

The aim of this workshop was to bring together government representatives, 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 were 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 was placed in the bigger context of the EU Green Deal, the Paris Climate Agreement and the Agenda2030, as well as national policy agendas. Stakeholders were involved in a conversation about how the Lifestyle Test and the data can support in achieving these goals, and how policymakers can best utilize the project results to enhance sustainable and positive lifestyles. To support these questions and discussions, the workshops addressed 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 make more 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 contexts which provides further useful insights for policymakers and practitioners.

Eight workshops with governments, one per pilot country, were conducted between September and December 2024, and gathered 93 participants across countries. The workshops took place both online and in-person, depending on each country needs and availability, and were attended by government officials, policy experts, and advisors working in climate change and sustainability related areas. Additional country-specific planning information are reported in Annex B.

The workshops lasted around 3 hours, were held in local languages, and each followed a similar structure and agenda co-developed by ICLEI, EuroHealthNet and the Local Teams. ICLEI, in collaboration with WP3 co-leads provided Local Teams with supporting material for preparation, implementation and reporting of the workshops with Government. Such resources included agendas, participants recruitment recommendations, implementation strategies and reporting templates. The design of the supporting material was guided by the centralised framework established by the WP3 team. In addition, ICLEI provided guiding questions to facilitate discussions during the workshop sessions. The supporting materials for the workshops with Governments can be found in Annex A.

The workshops with Governments produced the following **key outcomes**:

- Identified policy gaps and barriers to sustainable lifestyles;
- Identified policy opportunities for promoting sustainable lifestyles;
- A list of feedback on Lifestyle Test and data product improvement to better support policymakers in promoting sustainable lifestyles;
- A set of key recommendations for integrating the Lifestyle Test and its data products into sustainability policies.

The **policy gaps and barriers** to sustainable lifestyles identified by participants across countries included short term policy cycles, administrative and financial constraints, as well as lack of coordination across sectors. To ensure continuity, sustainability must be integrated into long-term national strategies that transcend electoral shifts. Moreover, complex administrative structures and lack of funding do not allow for investments in essential sustainability measures. Siloed governance structures and weak collaboration between sectors as well hinder the implementation of effective sustainability policies. Market and infrastructural locks-in were also identified as barriers to climate-friendly lifestyles.

Participants then discussed potential **policy opportunities** for promoting sustainable lifestyles and highlighted the importance of enhancing data-driven decision-making, strengthening public awareness and citizens engagement, and addressing socio-economic and structural barriers to sustainable lifestyles. Local capacity needs to be enhanced through dedicated funding, streamlined administration and greater collaboration between governance levels. The behavioral insights gathered through the Lifestyle Test can effectively support the development of new climate policies and guide infrastructure investments for maximum impact. Participants concluded that there is an urgent need for a coherent, long-term inclusive policy framework that accounts for social disparities and integrates systemic reforms, strategic investment and public engagement in Europe.

Moreover, participants agreed on a series of **measures to improve the Lifestyle Test and the data products** to better support policymaking. These suggestions highlight the need for greater specificity, inclusivity, and functionality to ensure the tool effectively captures diverse regional, demographic, and behavioural contexts. Among these, stakeholders emphasized the need for:

- greater regional and contextual specificity of the tool (e.g.; site-specific recommendations and consideration of country-specific conditions, like climate or infrastructures);
- advanced demographic insights (such as more granular data on education levels, residence – city/district- or social groups) to enable targeted policy interventions;
- more granular insights on motivations and barriers (improving the skip function with action-specific reasons users can choose from);
- information on economic feasibility and co-benefits of sustainable lifestyle options.

Based on the workshops' outcomes, ICLEI proposes a set of **key recommendations for integrating the Lifestyle Test and its data products into sustainability policies,** strengthening evidence-based policymaking, supporting systemic interventions, and

fostering long-term behavioural change. The integration of the tool into existing policy initiatives can support data-driven decisions and enhance structural interventions, as well as allow track behavioural shifts, assess the effectiveness of interventions, and refine strategies based on real-world insights.

The results of the workshops informed the EU-level deployment task and the Learning Cookbook and were reported in Deliverable **D3.5 – PSLifestyle and PSDataSet guidelines for the governments[6]**, submitted by ICLEI and EuroHealthNet in February 2025.

PSLifestyle for Industry

The goal of these workshops was to engage with businesses and entrepreneurs and introduce them to the results of the PSLifestyle project, specifically the Lifestyle Test and the data product, 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. Further, engaging with businesses and entrepreneurs helped 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 pilot countries (1 per country) and were run both online and in-person, depending on the single country's need and availability.

The workshops started with the introduction to the project, the Lifestyle Test and its data product, as well as its geographical scope. Building this context is important for generating new ideas which may not be considered by the project partners. This was followed by the introduction to examples of how the project data can be used to design new products and innovative business models. Participants were then invited to discuss potential business solutions that can enhance the adoption of low-carbon lifestyles across countries. Project

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[6] https://pslifestyle.eu/resource?t=PSLifestyle%20and%20PSDataSet%20guidelines%20for%20the%20governments

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

The primary **target audience** of these workshops were sustainability-focused business leaders in food, transport, housing, and purchases. Business associations as well were engaged to broaden outreach, with participants mainly recruited through existing networks and referrals. 81 participants joined the workshops with businesses across the eight project countries. Additional country-specific planning information are reported in Annex B.

Guided by centralised framework established by the WP3 team, Sitra provided Local Teams with supporting material for preparation, implementation and reporting of the workshops with Industry, including workshop agendas, reporting templates and participants recruitment recommendations. In addition, Sitra provided guiding questions to facilitate discussions during the workshop sessions. Supporting materials for the workshops with Industry are available in Annex A.

The **outputs of the workshops** were two-fold. On one hand, the sessions identified the type of data businesses are most interested in and how such data can be used to support decision-making, defining opportunities for innovation and sustainability within the private sector. On the other hand, participants provided feedback to refine the Lifestyle Test and associated data products to improve their impact and better support businesses in promoting sustainable lifestyles.

Among the **most interesting insights for businesses**, participants mentioned the real-time data on individuals' preferences and early change signals, as well as context-specific data enhancing the design of products and services tailored to local realities.

In terms of **business opportunities arising from the use of the project data,** stakeholders emphasised the possibility to combine the Lifestyle Test data with additional datasets for developing sustainable products and services and targeted marketing communication. Also, local-specific behavioural insight can support businesses in the differentiation of their products and services that better serve local communities' needs. The Lifestyle Test proved useful for enhancing employee engagement and supporting sustainability reporting efforts within companies.

Stakeholders from the Industry sector provided **feedback on the Lifestyle Test and the data product's features and function**, identifying three main **areas of improvement**:

- Increase the granularity of the tool data, providing more detailed questions and recommended actions, improving the skip function and collecting more specific demographic data (such as residence by postal code, household composition, educational level, and occupation). To improve the questionnaire, suggestions included gathering information on the types of products users are most likely to repair or purchase second-hand and/or refurbished, the frequency of these behaviours, as well as the underlying motivations and barriers influencing such choices.

- Localize the Lifestyle Test at the sub-national level, considering country-, region-and city-specific characteristics and conditions that influence users' behaviours and lifestyles (e.g. city VS rural areas infrastructures).

- Enhance the user interface and overall user experience of the Lifestyle Test and the data product. Key suggestions included tailoring the Lifestyle Test to user responses, enabling customization for business use, and incorporating clearer, more moderate language in action recommendations. Enhancing nudging strategies, prioritizing accessible everyday actions, and improving the clarity of impact descriptions were also recommended. A more intuitive interface was also recommended for the Dashboard. Despite these areas for improvement, positive feedback was shared regarding the design, tone, and usability of the tools.

Based on the insights collected during the workshops with Industry, **key recommendations** have been designed **to optimize the utility and applicability of the Lifestyle Test and its data for businesses**.

To effectively scale the PSLifestyle Test, the project should focus on expanding business collaboration. To achieve this, customised questions and actions should be provided to tailor the tool to specific businesses and provide guidance for integrating the Lifestyle Test into their existing activities and internal systems.

Moreover, establishing a clear value proposition for businesses would support their understanding of the tool's relevance and the potential benefits it offers to their operations and sustainability objectives.

Finally, the Lifestyle Test and the data product would require important improvement in their functions, from granularity and localisation of its data to more specific information on users' motivations and barriers to lifestyles choices.

A more detailed elaboration of the results of the workshops with Industry is available in deliverable **D3.5 – PSLifestyle and PSDataSet guidelines for the governments[7]**, submitted by Sitra in February 2025.

PSLifestyle for Academia

The **goals of the workshops with Academia** were to engage with researchers, universities and research institutes, introduce them to the project results and identify new research ideas and opportunities, as well as research gaps to be further explored. Additionally, these sessions collected feedback on data functions and features of the Lifestyle Test and the data product for further improvement.

The workshops started with an introduction to the project, the Lifestyle Test, the Open Dataset, and the Dashboard, which gave 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.

The exchange focused on two aspects: the creation of new research ideas and opportunities, and the identification of research gaps and tool improvements that could help bridge the latter. Additionally, participants exchanged on the potential opportunities for further collaborations on the Lifestyle Test dissemination within Academia and additional support needed to enhance sustainable lifestyles.

Among the **target audience** involved in this round of workshops there were networks of researchers, universities, and research institutes, and 87 participants collectively joined the sessions across the eight project case countries. To stimulate multi- and inter-disciplinary approaches, it was advised to recruit a balanced group of experts in the four consumption domains considered in PSLifestyle (food, housing, transport, and purchases) as well as in different areas of expertise. Among participants there were university professors, PhD students and senior researchers with focus on areas such as climate change, behavioural economics, ecological economy, sustainable development, agricultural research and

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[7] https://pslifestyle.eu/resource?t=PSLifestyle%20Business%20Opportunities%20for%20companies%20-%20report%20and%20guidelines

sustainable behaviour assessment. Additional country-specific planning information are reported in Annex B.

Guided by the centralised framework established by the WP3 team, HoC provided Local Teams with supporting material for preparation, implementation and reporting of the workshops with academia, including workshop agendas, reporting templates and participants recruitment recommendations. In addition, HoC suggested guiding questions to facilitate discussions during the workshop sessions. Supporting materials for the workshops with academia are available in Annex A.

To enhance the exchange during the workshops, stakeholders were provided with background material ahead of the sessions, including access to the Lifestyle Test or, in some cases, research papers. This allowed researchers and other stakeholders to familiarise with the tool and the available data before joining the event. In some cases, participants were divided into different groups which did not focus on a specific consumption domain but covered the four of them.

The workshops with stakeholders from academia generated the following **key outcomes**:
- Insights on research ideas and opportunities
- Potential research gaps
- Feedback on Lifestyle Test and data product features

The first part of the discussion with academia was guided by the question *Would you say the data collected by the Lifestyle test are of use to your research? How?* and it analysed which project data best support the development of new scientific research. A cross-country analysis reveals that participants across Europe recognise the Lifestyle Test and its dataset useful for advancing research in areas related to lifestyle, behaviour, and sustainability, and more specifically in urban planning and mobility, sustainable food systems and consumption at local and regional level. Relationship between carbon footprint and income levels, as well as insights on structural barriers to and users' motivations for adopting sustainable lifestyles, were identified as highly valuable. Some people suggested that the Lifestyle Test can support the analysis of country- and region-specific trends of sustainable behaviours or even capture swift changes in consumption behaviours by providing early insights. Consumers personas can be created to develop more targeted and effective interventions and communication.

However, several participants across countries raised common concerns regarding the scope and detail of the data, noting that it may not sufficiently meet certain research requirements. Moreover, similar to what suggested by other stakeholder groups, more context-based data are necessary to design local solutions (for example, sustainable mobility infrastructures in urban areas versus rural areas).

During the second part of the session, stakeholders from academia explored potential research gaps around sustainable lifestyles and how to address such gaps by improving the Lifestyle Test. The discussion was guided by the following questions:
- *What do you think are research gaps still existing in understanding feasibility of sustainable lifestyles?*
- *How would you improve the Lifestyle Test for addressing such research gaps?*

The recurring element that emerged across countries when discussing research gaps was the importance of gaining a more nuanced understanding of the factors that motivate or hinder individuals in adopting sustainable and positive lifestyle choices. A key area of concern remains the persistent gap between individuals' pro-environmental attitudes and their actual behaviours.

In response to these gaps, participants proposed several improvements to the Lifestyle Test, the data product, and the dataset. There was a strong call to adapt these tools more closely to local cultural and demographic realities, ensuring greater relevance and accuracy, making sure important socio-economic and cultural factors are considered. Suggestions included integrating open-ended questions and qualitative methods to capture richer insights and refining the "skip function" by providing more detailed options. This would help clarify user needs and better identify specific obstacles to behavioural change. Moreover, more detailed demographic data can help the analysis of behavioural patterns for the design of more specific research and interventions.

Based on the results of the discussions with stakeholders from academia, the project team put together a few **key recommendations to maximise the level of applicability** of the Lifestyle Test and its data **to research**.
- Further localise data at the sub-national level to reflect local, socio-economic and cultural differences. This enhances the design of locally relevant research to further inform decision-makers at all levels.
- Expand demographic variables, such as educational level and employment type, for a deeper understanding of users' behaviours.

- Add features to collect qualitative data, such as open-ended questions or new options for the skip function.
- Integrate user engagement tools, like gamification elements, personalized lifestyle tips and email reminders, to encourage the use of the tool and track progress over time.
- Better identify motivations, barriers, and enablers that influence sustainable lifestyle adoption and help bridge the Attitude-Behaviour gap.
- Prioritise inclusivity and ensure demographic diversity and data representativeness.
- Strengthen engagement with stakeholders to co-develop local solutions. Feedback from stakeholders should be systematically integrated to refine the test and align it with local research priorities.
- Focus on future research priorities to ensure the provision of insights for policy design, particularly on overcoming barriers to sustainable lifestyles and behavioural tracking overtime for measuring the impact of interventions.

A more detailed description of the key outcomes of the workshops with Academia, is provided in the deliverable **D3.7- PSLifestyle and PSDataSet exploitation plan and guidelines, including priority topics for further research[8],** submitted by HoC in February 2025.

PSLifestyle for Civil Society

CSOs play a critical role in advancing the topic of sustainable lifestyles. As they are positioned in-between consumers and other key decision makers, 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 **aim of the workshops with Civil Society Organisations (CSOs)** were to:
- Raise awareness among CSOs across the eight project countries about the PSLifestyle project, the Lifestyle Test and the data product, including the results from its initial deployment phase;
- Facilitate discussions with CSO representatives on how to improve the Lifestyle Test, particularly in terms of data functions and features;

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[8]https://pslifestyle.eu/resource?t=PSLifestyle%20and%20PSDataSet%20exploitation%20plan%20and%20guidelines,%20incl uding%20priority%20topics%20for%20further%20research

- Explore the practical implications of the results and how they can be used to enhance CSOs' work processes, such as consumer engagement and the solutions they offer;
- Identify opportunities for further collaboration, including the dissemination of the Lifestyle Test, expanding its use in other countries, and ensuring the scientific rigor of its data.

The **target group** for these workshops were professionals and representatives from CSOs in the social, environmental, and development sectors, as well as organizers and members of community initiatives working in sustainability. These sessions attracted 80 participants across Europe, including environmental advocacy groups, consumer organizations, sustainability educators, and social innovators, and most of them reached a balanced gender distribution.

Considering the relatively short time of workshops, the project team has decided to focus on certain key areas which CSOs are operating largely, namely, food and general consumption. The selection has been influenced by CSCP's years-long practical experiences in the field. Nonetheless, this is not exhaustive, and the partner does not claim rigorous assessment of the on-the-ground situation.

Guided by the centralised framework established by the WP3 team, CSCP provided Local Teams with supporting material for preparation, implementation and reporting of the workshops with academia, including workshop agendas, reporting templates and participants recruitment recommendations. In addition, guiding questions were provided to facilitate discussions during the workshop sessions. Supporting materials for the workshops with CSOs are available in Annex A.

The first part of the discussion focused on how the project results can be used by CSOs to enhance the adoption of sustainable lifestyles and promote active citizenship, and it was guided by the following questions:

- *Are the results aligned with what CSOs have observed on the ground? Were there any surprising insights?*
- *What initiatives could be undertaken to address the identified issues and leverage opportunities from the CSOs' perspectives?*
- *How can insights into citizen engagement be used to improve the effectiveness of CSO-led initiatives?*

Key outcomes of this first session highlighted the relevance of the Lifestyle Test data to local sustainability efforts across countries, while pointing out the need for further demographic

segmentation to identify specific target groups for improving communication and engagement activities. Unexpected insights have been noted in some countries, such as the lower CO_2 impact of electricity compared to heating in Germany, or the users' motivation to adopt plant-based diets in Estonia. A shared challenge among countries was turning citizens' awareness into action. To tackle this, stakeholders recommended incorporating practical steps and incentives to encourage behavioural change, as well as providing actions recommendations tailored to local realities. Moreover, as emerged from discussions among other stakeholder groups, the Lifestyle Test questionnaire should consider the distinction between private and professional activities leading to a certain lifestyle.

A wide range of measures to tackle identified challenges was suggested by CSOs participants, including a more detailed and inclusive dataset to address the needs of marginalised groups; incorporating the Lifestyle Test into school and universities for educational purposes, or into city strategies; leveraging on awareness-raising campaigns and policy advocacy; and including the use of the Lifestyle Test in workshops and events to increase citizens engagement.

As last, a few areas of action have been identified across countries as key for CSOs to enhance sustainable lifestyles, including tailoring communication to resonate with different target groups, designing local community building and education initiatives, and strengthening collaborations between NGOs and local governments, as well as CSOs and policymakers, to maximise the impact of sustainable initiatives. Strategic planning within organisations was as well considered a crucial area where the Lifestyle Test and data product can make a significant impact.

As the second part of the workshop focused on collecting feedback on potential improvements of the Lifestyle Test and the data product, participants highlighted key priorities, specifically related to the quality level and localisation of the data, as well as to user experience aspects. Such recommendations included:

- Localising the Lifestyle Test and its data. More granular and demographic-specific data are critical address the needs of different target groups. Moreover, the tool could be adapted to the need of specific organisations and institutions.
- Expanding the scope of data, tracking positive environmental behaviour and including climate compensation actions.

- Improving User Experience of both Lifestyle Test and Dashboard, although proven clear and easy to use, and providing support for users' action plans implementation (e.g., progress-tracking features) and for data interpretation. Enhancing the visual appeal and functionality of the data product was among the suggestions provided.
- Including engagement and educational elements, such as "successful stories" or tips and informative visuals on environmental impacts of behaviours.

Built upon the results of these workshops, CSCP designed **some key recommendations for CSOs to effectively apply the Lifestyle Test** in their work. These include the use of the tool to enhance targeted communication strategies to specific demographics, promote the adoption of sustainable lifestyles through educational activities, provide more personalised suggestions through the integration of the Lifestyle Test with other existing tools (e.g. to track users' mobility patterns), building partnerships with Local Governments and companies, forster community collaboration and leverage PSLIfestyle data for policy advocacy.

Processes and results of the workshops with CSOs are described in greater details in the deliverable **D3.8- PSLifestyle exploitation plan for civil society – from local to EU level[9],** submitted by CSCP in February 2025.

4.2 PSLifestyle application EU-level deployment

Insights gathered from the national workshops contributed to the development of a European-level multi-stakeholder workshop, organised as a core activity under Task 3.6, and jointly led by ICLEI and HoC.

The event took place in Brussels, Belgium, on the 13th of May, in the context of the project Final Conference *"From Data to Action: Empowering Policies for Sustainable Choices",* planned under WP5. Scheduled in the afternoon, the workshop allowed participants of the conference to engage in this session seamlessly.

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[9]https://pslifestyle.eu/resource?t=PSLifestyle%20Exploitation%20Plan%20for%20Civil%20Society:%20From%20local%20to%20EU%20level

The objective of the workshop was to evaluate the feasibility of upscaling the Lifestyle Test in Europe and explore actionable strategies, identify areas requiring local customisation and explore collaboration opportunities among stakeholders for transformative change towards sustainable lifestyles.

ICLEI led on the organisation and logistics, while the recruitment of participants was a collaborative effort among all consortium partners, who leveraged their extensive international networks to ensure diverse representation.

The workshop convened 21 stakeholders from across Europe, including policy officers and representatives of EC DGs, representatives from businesses, academia and CSOs.

The event started with an overview of the workshop's objectives and a presentation of project outcomes, including policy recommendations and data insights previously discussed during the morning conference session. Participants were then divided into 3 groups, each facilitated by a moderator, to engage in a focused discussion. The dialogue was guided by the following predefined questions:

1. *How can PSLifestyle data drive smarter decisions, and what additional data would strengthen its impact?*
2. *How can we unlock powerful cross-sector collaborations to scale up the impact of the Lifestyle Test and its data?*
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?*

Key highlights of the discussion have been recorded by note takers and reported in a plenary session that followed. The event ended with a brief summary of the discussion's outcomes and suggestions on next steps.

The results of the EU level multi-stakeholder workshop will be summarised in the deliverable **D3.9-Fostering Sustainable Lifestyles in Europe - report and media item from high-level EU workshop**, due in June 2025.

Best practices of the EU-level deployment of the Lifestyle Test and the stakeholder workshops will be reported, together with the pilot activities (WP2) and the citizens science labs (WP1) into one overarching deliverable, the **D3.10 - PSLifestyle Learnings Cookbook**, due in June 2025.

4.3 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_2 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)[10]. 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 has been 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**

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[10] Greenhouse gas emission intensity of electricity generation in Europe (Available from: - Accessed 13/09/2023)

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 LinkedIn. This has resulted in the launch of the tool in two additional countries, Poland in May 2024, and Norway in February 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 from all the consortium partners.

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 the generation of a larger database, whilst providing more regional diversity, besides being one of the major selling points for new organizations to join.

Organizations interested in bringing the Lifestyle Test to a new country are provided with a comprehensive overview of the tasks, roles, and competencies required to join the PSLifestyle project. This includes access to technical materials developed during the project, such as the methodology and tools for calculating consumption-based carbon emissions. For this purpose, an Excel-based calculation template is provided, allowing new partners to replicate the methodology used by existing country teams. While the methodology can be shared, each new partner is responsible for sourcing national consumption data and determining relevant emission intensity values—either in-house or through external support. Guidance and expertise on the calculation process are available from the Hot or Cool Institute if needed.

New country partners are expected to appoint a dedicated project manager capable of coordinating a multi-faceted localization process. This includes adapting the Lifestyle Test content to ensure it is culturally and contextually relevant. Partners are encouraged to review and, where necessary, modify the questionnaire and action recommendations to reflect local societal norms, behaviors, and priorities. Localization also requires high-quality

translations of all user-facing text—approximately 75 pages in total—including the questionnaire, action recommendations, front-end copy, and legal texts (e.g., privacy policy and terms of use). Translators must have a strong command of both English and the local language, as well as a solid understanding of sustainability and climate-related topics. In addition, a skilled copywriter is needed to ensure the text remains clear, motivating, and engaging for the general public.

Alongside content development, each new partner must also develop a Go-To-Market strategy. This includes preparing marketing materials, establishing relevant stakeholder partnerships, and planning launch campaigns to ensure visibility and uptake among the local population. Communications capacity is also required to respond to user inquiries and maintain a digital presence. Once localization is complete, partners are supported through the implementation phase by Sitra (for project coordination and strategic support), Hot or Cool Institute (for emissions methodology), and Solita (for technical development). Finalized translations and all localized content are submitted via dedicated content management systems, after which the partner country version of the Lifestyle Test can be launched and integrated into the broader PSLifestyle ecosystem.

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.

4.4 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 national and EU-level multi-stakeholder workshops. It will aim to serve as a guide for users wishing to implement the Lifestyle Test 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 (in a flipzine). EuroHealthNet will lead on developing the cookbook, with support from ICLEI, CSCP and HoC. The final version of D3.10 - PSLifestyle Learnings Cookbook is due in June 2025.

4.5 Marketing Activities and Partnerships

The success of the Lifestyle Test and data product depends not only on their dissemination but on their long-term adoption, integration, and application across different sectors. Throughout the project, country partners played a crucial role in ensuring that the test was

embedded in institutional frameworks, used for research and policymaking, and leveraged by businesses, educators, and sustainability practitioners. These efforts were tailored to national contexts, ensuring that the Lifestyle Test remains a relevant and impactful tool beyond the lifespan of the project. For a more detailed description of marketing activities carried-out by the country partners during the duration of the project, please refer to the **Deliverable 2.5 Guidebook for Pilots' implementation – challenges & best practices –** published in October 2024 and available on the project website[11]. The following section summarizes key marketing activities run throughout the project that contribute to national strategies for exploitation and long-term use.

Estonia

In Estonia, the focus was on institutionalizing the Lifestyle Test within national sustainability strategies. The local partner engaged with policymakers, environmental agencies, and local government representatives to explore how the test could be used as a tool for evaluating carbon footprints and lifestyle choices at a national level. By integrating the test into existing sustainability assessment frameworks, the Estonian partner worked to ensure that it remains a reference point for public and policy-oriented sustainability discussions. From October 2024 onwards, activities in Estonia focused on boosting the visibility of the Lifestyle Test among business leaders and the broader public, particularly through strategic event participation and partnership development. The main goal was to create momentum for a national campaign titled "**Plan a Sustainable Year with Lifestyle Test,**" aimed at sparking collaborations and engagement within the business sector.

Key highlights include a strong presence at leading sustainability events. The Test was introduced to circular economy professionals at the III Estonian **Zero Waste Conference** in Tartu, while at Tallinn's high-profile **Impact Day 2024**, it received a main stage shout-out and ran an Expo booth that drew over 500 impressions and 35 direct test completions. The **Balanced Economy Forum** offered a premium opportunity to position the Test as an employee engagement tool for Estonia's top companies, capturing interest from three C-suite leads[12]. This conference brought together over 200 C-suite leaders from the Rohetiiger

network and beyond. Estonian business leaders interested in transforming their business model towards sustainability joined the event.

This was followed by a targeted outreach campaign to 80 stakeholders using a tailored B2B one-pager. The **Green Tiger Community Gathering** provided further exposure, with five companies committing to employee sustainability challenges in Q2 2025. Despite initial momentum, efforts to co-create a joint communications campaign with Green Tiger members were ultimately cancelled, as contacted companies were reluctant to take a public stance on sustainability—citing the cooling economy, shifting public focus toward war preparedness, and viewing the issue as less of a priority at this time.

Organic outreach continued through social media posts, newsletter mentions, and a press release marking 5,000 Estonian users, though these saw limited traction. The 2025 communication and exploitation strategy in Estonia included a large-scale outreach to affluent municipalities to promote the Lifestyle Test as a citizen engagement tool, targeting 10,000 users. Collaboration with Estonia's largest shopping centre for **International Zero Waste Day** brought visibility to sustainable living themes. Universities were approached for campus challenges, while the **Baltic Film and Media School** began developing youth-focused social media strategies. Custom employee challenges were also rolled out with Green Tiger member companies, and storytelling efforts tied to Earth Day and Biodiversity Day will spotlight data insights and new biodiversity-related actions.

Looking ahead, Estonia aims to scale up its presence at summer festivals, integrate the Lifestyle Test into upper secondary education, and encourage family engagement through schools. Between March and September 2025, the country is targeting 20,000 new test completions, 2,000 new personalized action plans, and six active organizational partnerships, including three universities—cementing the Test's role as a data-driven catalyst for sustainable change.

Finland

In Finland, the local partner prioritized academic and research integration as a means of long-term exploitation. The Lifestyle Test was positioned as a valuable resource for universities, research institutions, and policymakers seeking to understand sustainable consumption patterns. Finland ensured that the tool was not only used for immediate assessments but also embedded in longitudinal studies and educational programs, securing its relevance for future research on sustainable lifestyles.

To enhance outreach and engagement, Finland strategically aligned the marketing of the Lifestyle Test with key dates and events linked to sustainability, such as Overshoot Day, Black Friday, and the New Year. These campaigns leveraged the public's heightened awareness of sustainability-related themes during these periods, making the messaging more effective. For example, in November 2024, a major marketing campaign was launched before Black Friday, countering overconsumption narratives with sustainable lifestyle choices. Similarly, at the beginning of 2025, a "New Year, new me" campaign was rolled out, tapping into resolutions and habit changes. Both initiatives included story ads on Meta's platforms, collaborations with social media influencers, and organic social media outreach via Sitra's Instagram and LinkedIn channels.

The collaboration with four social media influencers reached over 120,000 people and generated more than 3,000 clicks to the test. However, the actual number of test takers was likely much higher because the influencers also shared the link on their Instagram Reels, where direct links cannot be included. With two Meta-marketing campaigns (Black Friday and New Year's), the team reached over 212,000 people and received more than 8,000 clicks to the Lifestyle Test. During Black Friday, online advertising prices are higher, resulting in a click price of €0.55 for the campaign. In comparison, the click price for the New Year's Meta-marketing campaign was €0.22.

Beyond these event-driven efforts, Finland also ran targeted social media campaigns, refining messaging for maximum engagement. Experiences from these efforts highlighted the effectiveness of clear, direct calls to action, such as "Try/take the Lifestyle Test." Planned future initiatives include a campaign around Finland's Overshoot Day, a summer campaign promoting sustainable holiday actions, and a "Back to School" campaign in August/September 2025.

In addition to online marketing activities, Finland explored strategic partnerships to extend the Lifestyle Test's reach. In early 2025, discussions were initiated with key stakeholders, including S-Ryhmä (a major Finnish retailer), Vattenfall (a leading European energy company), Tori.fi (Finland's top second-hand marketplace), and various event organizers such as Flow Festival in Helsinki. These partnerships aim to leverage the networks of established organizations, granting them access to custom data insights in exchange for promotional efforts.

Through a combination of research integration, targeted marketing, and strategic collaborations, Finland has ensured the Lifestyle Test remains a relevant and widely used tool for advancing sustainable lifestyles.

Germany

In Germany, exploitation efforts focused on corporate adoption, policy influence, and broad public engagement. The partner engaged with business leaders, sustainability officers, and industry groups to integrate the Lifestyle Test into corporate social responsibility (CSR) reporting, ESG frameworks, and sustainability monitoring programs. By aligning the test with industry sustainability standards, Germany ensured that it could serve as a tool for tracking and improving environmental performance in the private sector. Additionally, discussions with policymakers helped position the tool as a relevant resource for policy assessments and sustainable development initiatives.

To expand its reach, Germany implemented a multi-faceted marketing strategy that included influencer collaborations, city-level campaigns, and grassroots outreach. In November 2024, the first influencer campaign was launched with sustainability advocate @fraeulein_oeko on Instagram, generating engagement with environmentally conscious audiences. Further campaigns are planned for Earth Day and Germany's Overshoot Day, including a collaboration with an additional influencer team identified through an award process. The possibility of working with an influencer management agency is also being explored to expand outreach.

Beyond online marketing, strategic partnerships and collaborations played a crucial role in amplifying the test's impact. Through the WP3 workshops, connections were established with civil society organizations, academia, policymakers, and businesses, leading to follow-up collaborations via custom URLs and tailored reporting. Employee engagement initiatives are also being developed with companies from various sectors, including telecommunications and the food industry. Furthermore, Germany explored opportunities to integrate the Lifestyle Test into educational institutions, such as potential project synergies with Wuppertal University. The test has also been featured in the CATALYST project course on CO_2 calculators, with additional partnerships being identified to incorporate it into ongoing sustainability initiatives.

Through a combination of corporate engagement, public outreach, and institutional partnerships, Germany has established a strong foundation for integrating the Lifestyle Test across multiple sectors, ensuring its long-term impact on sustainable lifestyle transitions.

Greece

Greece has focused on embedding the Lifestyle Test within local sustainability initiatives, educational institutions, and community-led environmental programs. Recognizing the power of grassroots engagement, local partners have worked closely with municipalities, NGOs, and schools to integrate the test into citizen-driven sustainability projects. By ensuring that local governments, civil society organizations, and academic institutions continue to use the test to track behavioural change, Greece has laid the foundation for its sustained use at the community level.

The Lifestyle Test has been actively promoted across a range of events, educational activities, and media campaigns. In the education sector, it received strong interest at the 2nd National Conference on the 17 Sustainable Development Goals in Education, where teachers and educators provided feedback on how it could be adapted for classroom use. During a visit to Athens College, students took the test, leading to a follow-up presentation at the Athens College Conference, which will feature student-led projects on sustainable living and climate change. Additional school visits in Zografou and Moschato sparked conversations about sustainability, with teachers providing valuable feedback on how to make the test more practical for use in schools. The test was also presented at the ARSINOE-T4T online conference, where it was highlighted as a best practice for sustainability education. At the same time, discussions with municipalities such as Athens, Marousi, Kifisia, and Halandri, as well as representatives of the government, have explored further opportunities for integrating the test into education and policy frameworks.

Beyond education, the Lifestyle Test was showcased in multiple sector-specific workshops, where participants contributed insights on its application. During the Hearth Summit, discussions centred on how to tailor the test for businesses and individuals with nomadic lifestyles. PSL workshops provided opportunities for engagement with representatives from the civil sector and government, using interactive activities to foster discussion and collaboration. At the Forward Green Expo in Thessaloniki, one of Greece's leading trade shows focused on circular economy and sustainable business practices, communication materials about the test were distributed to attendees.

Public outreach and media campaigns have played a central role in ensuring the broad dissemination of the Lifestyle Test. A mass mailing campaign, previously successful in reaching large audiences, continued in April 2024. Social media platforms, including

Facebook, LinkedIn, X, Instagram, and YouTube, have been used consistently from October 2024 to March 2025 to share updates and engage the public. A press release sent in March 2025 reached over 300 journalists and media outlets, while the test was featured in both the Athena RC and EKPIZO newsletters. A dedicated video was produced between November 2024 and February 2025 as part of the project's outreach efforts. Local campaigns have also contributed to increasing awareness, with the Municipality of Agia Varvara in Athens distributing flyers and QR-coded stickers promoting the test.

Partnerships and collaborations have been instrumental in expanding the test's reach and ensuring its long-term sustainability. The initiative Ten Million Hands, which promotes decision-making and operational shifts toward sustainability, has expressed interest in integrating the Lifestyle Test into its platform and public engagement tools, with the possibility of maintaining this collaboration beyond the project's completion. Another significant partnership has been established with the RAMONES EIC PATHFINDER Project, which hosts the PSLifestyle.eu application on its platform to support data-driven environmental monitoring. OPENAIRE has been engaged in continuous discussions on leveraging PSLifestyle project outcomes, data, and tools, while the Opix spinoff from ATHENA RC is exploring opportunities to apply test insights for policy-making purposes.

Interest from the private sector is also growing, with ICT and energy companies considering potential applications for the test. Meanwhile, civil society organizations have begun to explore ways to incorporate it into their initiatives. Boroume & the Food Saving Alliance, which work to reduce food waste while increasing food donations in Greece, are discussing ways to integrate the test into their programs. Beelosophy, an initiative inspired by the world of bees, is exploring opportunities to use the test for environmental awareness campaigns. The environmental and humanitarian organization We4All is considering ways to incorporate the test into its reforestation and sustainability projects.

Through a combination of educational initiatives, grassroots advocacy, corporate engagement, and government collaboration, Greece has established a comprehensive and scalable strategy to embed the Lifestyle Test in long-term sustainability efforts.

Italy

In Italy, the exploitation strategy has focused on combining civic participation with institutional engagement, fostering a dual-track approach that leverages both grassroots energy and formal governance structures. The local partner has worked closely with

environmental advocacy groups, municipal governments, and educational networks to position the Lifestyle Test as a tool for public engagement, awareness-raising, and policy evaluation. Notably, collaborations with city councils and regional sustainability programs have created effective pathways for embedding the test into climate action plans and community engagement initiatives. These efforts ensure the test's long-term relevance within local sustainability governance.

To expand public visibility and engagement, Italy has embraced a dynamic communication and marketing strategy through both online and offline channels. One of the highlights was the production and dissemination of a street-reaction video, which used a humorous and relatable tone to capture public responses to sustainability-related questions. This helped demystify the Lifestyle Test and boost engagement through social media. Two additional explainer videos are in development, each tailored specifically to the needs of cities and businesses. These will serve as practical tools to help municipal administrations and private sector stakeholders introduce the test within their own communities. Italy has also piloted influencer marketing as a means of reaching broader and more diverse audiences. A collaboration with a prominent sustainability influencer, who has over 250,000 followers, has already launched. Custom URLs were created to monitor user engagement, and the influencer has shared both initial content and follow-up stories showcasing community participation. Based on the performance of this campaign and previous experience, further partnerships with both green and general lifestyle influencers are being considered to amplify outreach.

Strong institutional collaborations further underscore the test's growing traction across the country. The city of Prato, part of the EU's 100 Carbon-Neutral Cities initiative, integrated the Lifestyle Test into its "Prato Carbon Neutral" website in February, exemplifying how the test can support structured local climate action. In Reggio Emilia, a city-specific URL has been created, with plans to involve high school students alongside the broader public to encourage youth engagement.

Altogether, these initiatives—ranging from influencer-driven outreach to deep partnerships with municipalities—reflect a strategic and adaptive approach. By embedding the Lifestyle Test into diverse layers of Italian society, from youth education to local policy, the initiative has laid solid groundwork for fostering more sustainable lifestyle choices and enhancing community-wide participation in climate action.

Portugal

Portugal's approach to exploitation emphasized municipal-level adoption and cross-sector collaboration. From the beginning of the project, the local partner DECO worked with local governments, sustainability consultants, and public institutions to integrate the test into city-led sustainability programs and environmental education initiatives. Additionally, by partnering with public-private sustainability initiatives, it has positioned the test as a tool that can be leveraged by both policymakers and businesses to guide sustainability efforts.

Throughout the project DECO has implemented a comprehensive and coordinated marketing strategy to promote the Sustainable Lifestyle Test among citizens, partner organizations, and the media. A strong presence on social media has played a central role, with regular posts on Facebook, Instagram, and LinkedIn tailored to different audiences and aligned with relevant awareness dates. This digital outreach has been complemented by the production of graphic materials—customized banners and images, both with and without the test's URL—which were shared with municipalities and other partners. These materials helped maintain a consistent visual identity while amplifying the campaign's visibility across various online platforms.

In parallel, DECO integrated the promotion of the test into its educational and training programs. Within the DECOJovem initiative, sessions and workshops were conducted in schools targeting students aged 16 and over, encouraging sustainable behaviours and active engagement with the tool. For adults, particularly in workplace contexts, DECOForma incorporated the test into training sessions aimed at fostering more sustainable habits among employees.

Offline visibility was further boosted through DECO's participation in several conferences and thematic sustainability events. One standout example was the City of Zero initiative, where a dedicated stand significantly increased public engagement and test completions. To ensure nationwide reach, regular press releases were also disseminated to local and regional media outlets, helping to extend awareness beyond the digital sphere.

Among the key best practices were the consistent use of the campaign's visual identity, the adaptation of messaging to suit diverse partner audiences, and the hands-on involvement of both youth and adults in awareness-raising and training activities. Notably, direct public engagement at in-person events proved particularly effective in driving meaningful interaction with the test.

Slovenia

In Slovenia, the integration of the Lifestyle Test has been driven by a strong emphasis on embedding it within national sustainability frameworks while also cultivating a vibrant and recognizable public presence. The local partner strategically aligned with environmental organizations, government agencies, and research institutions to ensure that the test could serve not only as a participatory tool but also as a long-term analytical instrument for studying sustainable consumption trends. Close collaborations with universities and research bodies have positioned the test as a credible source of data and insight, reinforcing its value in shaping evidence-based sustainability policies.

Since late 2024, a parallel focus has been placed on branding and communication efforts that amplify the Lifestyle Test's accessibility and relevance. These efforts have been unified under the "Na zeleni veji" identity, which has quickly become a recognizable hub for promoting conscious living in Slovenia. A new domain and landing page— www.nazeleniveji.si—now hosts the Slovenian version of the test, seamlessly integrating it with other national sustainability messaging. Complementing this is a growing Instagram presence that shares tips, challenges, and visual storytelling, helping to build a community around sustainable lifestyles. The outreach has extended into diverse public, institutional, and cultural spheres. For example, the "Ljubljana Circular Series" was launched in cooperation with the City of Ljubljana, offering hands-on, practical experiences for residents as part of the city's journey toward carbon neutrality. A new podcast currently in development will further explore sustainability themes through PSL data, user reflections, and expert interviews. Creative engagement is another pillar of Slovenia's approach: the "Climate Fairytales" workshops (Podnebne pravljice), held at Ljubljana's Misija 100 info point, invite participants to transform their climate anxieties into inspirational narratives. These workshops reflect a broader commitment to making sustainability personally meaningful and emotionally resonant.

The test has also been featured at high-level events and in mainstream communication platforms, enhancing its visibility and legitimacy. Circular Change presented the Lifestyle Test at the 4th President's Forum on Systemic Change and Personal Action, positioning it as a key link between individual behaviour and systemic climate action. The test was included in the January 2025 edition of the Merkur catalogue, placing it alongside everyday eco-friendly products and reaching a wide general audience. Collaborations with Elle Magazine and the creation of ambassador videos on platforms like YouTube have further extended the test's reach into lifestyle and media spaces.

Partnerships have proven central to the Slovenian strategy. The City Museum of Ljubljana hosted a widely attended roundtable discussion on sustainable fashion, where PSL data helped frame discussions on shifting consumer habits. New alliances have also been forged with youth innovation spaces like Center Mladih Ljubljana, where the test will be used as an educational and engagement tool, and with programs like Transformator Slovenia Bootcamp, which uses the test in workshops for SMEs to foster sustainable innovation.

This multifaceted approach—combining national-level integration with grassroots creativity, digital engagement, and cultural partnerships—has ensured that the Lifestyle Test is not only a technical tool, but also a narrative platform and community catalyst. In Slovenia, the test has evolved into a gateway for storytelling, learning, and systemic reflection, anchored by a consistent brand identity and broad-based institutional support.

Türkiye

In Türkiye, the strategy for exploitation was built around institutional adoption in both business and policy sectors, and it was significantly strengthened through a wide range of outreach, educational, and communication activities. The local partner, Zeytince Association, worked closely with corporations, government agencies, educational institutions, and research centres to ensure that the Lifestyle Test was not only widely used, but also embedded within the country's evolving sustainability strategies. This alignment extended to corporate environmental reporting, national sustainability planning processes, and local climate initiatives.

A major boost came from a formal collaboration with the Turkish Ministry of National Education, which enabled the integration of the PSL tool into a year-long project titled "Carbon Footprint in High Schools," implemented across 30 pilot schools in Izmir. Students actively engaged with the test in their classrooms through interactive sessions and QR-coded materials. Parallel efforts extended to universities, where professors incorporated the tool into coursework, enabling large-scale participation and data collection.

Zeytince also fostered collaborations with civil society organizations, distributing QR codes and promotional materials to a variety of NGOs working on environmental issues. These networks expanded the reach of the test and anchored it within ongoing grassroots initiatives. Meanwhile, partnerships with municipalities led to the publication of the test link on city websites, integration into public seminars, and active promotion by municipal youth

teams in local neighbourhoods. The PSL test was also promoted at large public events through close collaboration with the Izmir Metropolitan Municipality. These included booths and presentations at the Izmir International Fair, the Tangarina Festival in Urla, concerts and film screenings at the Havagazı Cultural Center, and participation in European Mobility Week and World Water Day.

A key turning point for the exploitation of the test in Türkiye was the February 2025 conference hosted by the Izmir Planning Agency (IZPA), where Zeytince delivered a dedicated session to representatives from all district municipalities. The success of this engagement prompted new requests from municipal leaders eager to integrate the test into local sustainability agendas. As a result, multiple district municipalities entered new cooperation agreements, committing to the tool's ongoing use in community engagement and education.

In parallel, PSL implementation expanded across the private sector. Collaborations with major business associations such as the Aegean Region Chamber of Commerce, EGIAD, and ESIAD created new channels for promoting the test among companies. These engagements offered businesses custom URLs, carbon footprint dashboards, and insights into employee sustainability behavior—supporting the test's inclusion in corporate green strategies.

By aligning the PSL tool with both institutional policies and community-oriented outreach, the Turkish team ensured its long-term application across sectors. Whether through national education frameworks, green business networks, or large-scale public events, the Lifestyle Test in Türkiye emerged not only as a measurement instrument, but as a widely trusted tool for dialogue, learning, and transformation toward a more sustainable future.

Overall, each country partner played a vital role in transforming the Lifestyle Test from a temporary project deliverable into a long-term sustainability tool. The diverse approaches taken—ranging from institutional adoption, academic research integration, corporate application, and local government engagement—highlight the strategic efforts made to ensure the test remains a relevant and impactful resource.

Beyond individual efforts, the collective strategy of the project has ensured that the Lifestyle Test is now positioned to influence sustainability policies, business decisions, and community-led environmental actions.

5   The future of PSLifestyle

This chapter focuses on the critical phase following the conclusion of the project, outlining the strategic plans for the ongoing maintenance, updates, and enhancement of the key exploitable results, namely the Lifestyle Test and the data product within five years post-project.

Recognizing the importance of exploitation and impact beyond the project timeframe, two Task Forces have been established within the Consortium in June 2024: the "Open Source" Task Force, which explored collaborative and transparent approaches to sharing PSLifestyle resources; and the "Prosperous Future" Task Force, working on ensuring the long-term viability and growth of the Lifestyle Test and the data product.

The Task Forces contributed to designing the overarching strategy to safeguard the integrity and usability of the Test, maximizing its potential to generate lasting societal impact. This section will provide an overview the overarching strategy necessary for the successful continuation of the project across countries. It will also present the future exploitation efforts planned by each project partner, including those specific to the case countries.

5.1 Future Strategy to Continue and Expand Our Work

This section summarizes the status of the on-going work in the PSLifestyle Consortium to continue our initiative also in the future. As previously reported, the Consortium is exploring three scenarios for the continuation.

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 the local countries. This scenario is called **'Shift 1.5 Foundation'**. Two, a scenario in which we secure much more limited amount of new funding, and hence there would not be a central team to lead the work, but instead a network of partners only. 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 significant external funding. In this scenario, the app and data products 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. This scenario is called **'Maintenance'.**

Our primary aim is to make the first scenario, **'Shift 1.5 Foundation'** a reality, and thus the discussion here focuses on progress that the Consortium is making towards that goal.

As also reported previously, the Consortium set up "Prosperous Future" task force to initiate and lead the early-stage work focusing on the long-term viability and growth of the LifestyleTest app, the data product, and the underlying dataset. This work has now been moved into full execution phase, under two main tracks of work: 'Project Exploitation and Sustainability' (PES) work per each of the Consortium partners under WP3 and 'Future Strategy and Funding' work under Sitra's leadership. The discussion in this chapter 5.1 here focuses on the future strategy and funding work, while the PES related work is covered in dedicated sections in this deliverable.

The future strategy discussion is organized into four sections, first one covering status of fundraising, second one future of Go To Market, third one future of products, and the fourth section discussing future organizational aspects. Please note that the discussion here aims to provide an overview the strategy, but the real in-depth discussion is covered in the dedicated deliverable D6.3. Hence, the discussion is here is of general nature, helping the reader to get an idea what the strategy contains, and provided interest, we would kindly refer to the dedicated document to get a full understanding of our comprehensive continuation strategy and funding plan. This is done avoid duplication of work, both on the part of the readers and writers.

5.1.1 Status of Funding

The objective here is to secure multi-year (5+) funding to continue both product (app, data product) and Go To Market work in the current countries and to expand into new countries with the aim of increasing both user numbers and value of data. The long-term goal is to inspire people to shift to low carbon lifestyles in over 50 countries, ultimately helping remove 700 million tons of CO_2 across these countries.

The on-going funding work is organized into the following execution tracks:

- Value proposition and impact (non-profit) case to potential funders - our pitch.
- Key funding strategies we pursue - our approach.
- Target funders (e.g. impact investors, foundations, public sector) - our focus.
- Partnership(s) to strengthen our value proposition and reach - our partners.

Value Proposition and Impact (Non Profit) Case

We have taken a two-stage approach to build our investor value proposition. First, we set a comprehensive positioning strategy to clearly state who we serve, what we offer them, and

how we differentiate from the competition. Second, building on the positioning, we crafted an investor pitch in the form of a short slide deck and a written document that comes in two versions, a two-page and a four-page one.

Sitra has engaged Proxy.vc, a branding agency and venture capital investor to help crystallize the positioning strategy and investor pitch and produce the pitch materials. Proxy Agency was originally founded to build brands for Proxy Ventures' portfolio companies, startup brands that Proxy created and since then have gone on to become category leaders worth hundreds of millions, or billions (for instance, Supercell games and Oura wearable rings). Since then, Proxy's client base has expanded to include some of the leading investors in Europe, as well as large corporates with hundreds of millions of turnover. From this broad experience, Proxy intimately understands revenue models, metrics, and positioning - and importantly how to tell a winning story to investors.

Positioning (Brand) Strategy

Our positioning strategy has three core elements. One, encounter stage, where we make our first impression and thus must quickly resonate with and find a place in the audiences' mind. Here, a compelling description of what we are all about is critical. This stage describes our core audiences (who we serve and what unmet need we fulfil), category positioning (for immediate recognition and relevance), and offering (what unique value we bring to the audiences). Two, experience stage, where people directly engage with us, via the app and/or data product, either through personal experience or an investor demonstration. Here people experience our unique value first hand, and we must make our differentiators clear. Three, emotion stage, where we add human touch to our products and investor narrative. Please refer to the deliverable D6.3 for the in-depth overview of the positioning strategy.

Investor Pitch

Our investor pitch is founded on this positioning strategy but flows differently. It is designed to immediately connect us into an existing, recognized, and well understood market category and investment theme, and then to flow naturally from explaining unserved needs in that space to how we meet them. The idea is to have the audience 'get and nod to' each slide as a clear message which is easy to understand and agree with, thus arriving to the investment proposal as a natural and evident conclusion. The goal is to maximize the likelihood of a positive outcome - a further discussion on a more detailed investment proposal, and eventual positive funding decision. Please refer to the deliverable D6.3 for the overview of the pitch. The overview gives a clear idea of how we are initially reaching out to potential funders across the board. We also will naturally tailor the pitch per investor type and their focus, after the initial contact is made and a dialog started.

Impact (Business) Case

We offer potential funders clear impact in the carbon removal market, as well as along key funding themes of sustainable consumption and circular economy. We measure the carbon removal impact by the amount of CO_2 that people include in their lifestyle change plans. The amount of CO_2 can be valued both qualitatively and quantitatively. On the qualitative side, the CO_2 reduction moves people closer to the pathways to 1.5-degree lifestyles, and we can measure that shift, in how much closer individuals move to the pathways. On the quantitative side, the CO_2 reduction can be given a monetary value, by using market price for carbon credits. For instance, the cumulative 70 million Kg of CO_2e in the plans to date equals to 5.95 million Euros, using 85 Euros as the average price for CO_2e ton. Another perspective is to compare the CO_2e amount to something many of us do, for instance flying or driving. Here the saved CO_2e equals to over 115 000 2 hours flights like Helsinki to Brussels or over 425 000 petrol car trips from Brussels to Rome.) Deliverable D6.3 offers further perspectives into our impact, offering viewpoints how to best present to different funder types.

Key Funding Strategies

We pursue three complementary funding strategies to maximize our likelihood for success.

The first one is a blend of high touch engagement and wide out-reach. We apply the high touch engagement model with select, high success likelihood targets, some of whom we know either personally or from previous interactions. Here our approach if fully tailored per target. We apply the wide out-reach strategy to cover a high number (400-500) of potential funders. We execute this with an investment banking advisory firm, AIM Capital, whom Sitra has hired to help the Consortium. Our investor pitch is geared primarily to this wide out-reach engagement model as the first engagement step.

The second is designed to ensure that we cover private sector funders, public sector funders, and target public-private combination funding opportunities as well. Our work with AIM Capital ensures that we cover a large number of private sector funders, and it reaches also some public sector funders such as foundations. To broadly cover the public sector, however, we work with another investment advisory company, SpinVerse, who specialize in the public sector, in particular in EU funding vehicles such as Horizon and Life. SpinVerse also takes care of the public-private combinations, and advices us in targeting these opportunities. Like AIM Capital for the private sector, Sitra hired SpinVerse to support the Consortium on the public funding sector side.

The third one is used to take advantage of geographical interest that certain funders have. On the broadest level, our proposition is to participate in funding our wave I expansion

countries. This appeals to funders who look broad geographic, and in general large, impact in carbon reduction and advancing sustainable consumption and circular economy in wave I countries. On next level, our proposition is to fund a geographic region like Nordics, Baltics, or Balkans as the funding focus, either fully, or partly. These geographic regions offer a natural targeting method to pick funders and also likely very quickly lead into higher touch / more tailored funding engagements, which is always a step closer to a positive funding decision. Our most focused approach is a country level investment proposition to cover one single market fully, or together with a local consortium of funders.

We expand on the application of these funding strategies in the deliverable D6.3 further.

Target Funders

We use a funnel approach to track funding leads. The leads move from early stage and low touch to high touch engagements, and eventually to signing stage (Letter of Intent). We combine the leads from all above funding strategies into one single overview funnel. Additionally, we manage leads from each funding strategy by a dedicated funnel. The dedicated funnel ensures focus and attention to execution details, a necessity for success. We manage these dedicated funnels with the above-mentioned partners assisting us per funding strategy.

With Proxy VC, we focus on fine-tuning our investor pitch with our friendly funder/investor contacts. These are high touch engagements with people we have a strong relationship with.

With AIM Capital, we focus on the wide out-reach strategy, to cover a high number of potential funders, mostly in private sector but also some public sector ones, in particular foundations.

With SpinVerse, we focus on public funding opportunities, in particular the EU funding vehicles such as Horizon and Life. SpinVerse also assists us in targeting public-private funders as well as validating and fine-tuning our pitch to the public and public-private audiences.

In addition to the high touch engagement, wide out-reach, and EU funding funnels, we have two other funnels under work, PSLifestyle Consortium funnel and targeted country opportunity funnel. With the Consortium funnel, we cover pilot country (10) high touch opportunities that the Consortium partners in those countries have identified, as part of their Project Exploitation and Sustainability (PES) work.

We detail each of the funding funnels and current leads in the deliverable D6.3.

Partnerships for Funding and Reach

PSLifestyle Consortium decided to choose a lead partner for our future growth and funding. We set two goals for the partnership. One, to make us together more attractive for potential funders. Two, to help distribute the app and data product to new countries. We had learned the power of partnering during the country pilots. Partnering helped us gain distribution reach and marketing impact significantly. It was chosen as the cornerstone of our Go To Market strategy and each country executed it with strong results. Together we run more than 100 partner marketing campaigns. It also guided our feature development for the app and data product and gave birth to the magnificent five funding strategy. So it was natural to also partner for our future growth and funding for it.

We chose Consumers International as our funding partner. Consumers International is the membership organisation for consumer groups around the world, bringing together over 200 organisations in more than 100 countries. They advocate on behalf of the consumers globally, in key policy making forums and the marketplace, for instance at the World Economic Forum. So the gain for us was very clear - global distribution and promotion reach to over 100 countries. And for CI, our work represents a modern digital way to engage consumers around several of their strategic impact areas - addressing climate change, sustainable consumption, and circular economy. The partnership is attractive to us in another way too and significantly so - CI would participate in fundraising with us, importantly exploring potential funding from their network of current funders. And together our funding pitch is stronger (we gain distribution, CI gains modern consumer engagement platform), a win-win partnership.

The deliverable D6.3 discusses the partnership value exchange and background further.

5.1.2 Future of Go To Market

Our objective is to keep executing Go To Market activities in the ten current countries and to expand into new countries. In countries where the app is live (current countries) our goals are to grow app user numbers, conversion to plans, and returning users to the app. We will build the Go To Market strategy and pick GTM activities based on the learnings from the country pilots of the on-going PSLifestyle project. To prioritize the new country pipeline, we have a systematic method and criteria by which we pick countries of strategic importance and those where likelihood for success is highest.

The north star for our Go To Market work is our 10-year growth and impact aspiration. This sets the scene and target for all our Go To Market work. Our aspiration is to see the LifestyleTest helping people move towards positive and sustainable lifestyles in over 50 countries. For the data, it is our aim to bring insights for policy making and business innovation in these countries. Impact wise, we aim to help remove over 700 million tons of CO2e.

The discussion in deliverable D6.3 is organized alongside these two GTM tracks (current countries and new countries) and offers a dedicated section for each, covering also expansion country lists and logic for picking those. It also discusses the on-going expansion dialog with the lead countries. We also discuss the key learnings from our expansion to Norway and Poland, which both are already live in market with the app and data.

5.1.3 Future of Products

This chapter discusses how we will develop the app and data product further.

For the app, we have four product development drivers / focus areas. One, in the immediate future, to develop features and optimize user experience to increase conversion from test takes to plan makers. We today stand at 10% and aim to increase that to over 20%. Conversion in the best performing countries has already been at this level, so we know that this is possible. Two, develop features and technology capabilities that make it more attractive to partner with us. After launch, our first new feature development focused on partner marketing. This was critical for our Go To Market success and user growth. Partnering remains critical for scaling our user base and so we intend to keep investing in the area. Three, designing returning user experience and features/functionality that offer clear enough value for users to return to the app. For instance, reminders or help/tips to support people in realizing their chosen actions. Four, user-experience design and feature development to keep our app fit for market. Continuous product development is needed to remain relevant and modern.

The product roadmap for the data product is less evolved than the one for the app. This is simply because we only just launched the data product in early May. Now it is time to learn from market feedback, rather than ideate new functionality just internally. The early reception to the data product is positive and we feel that we managed to build a valuable product with right amount of functionality for successful market entry. That said, there are few things we already know are worth building. One, a comparison feature allowing side by side comparison of data visualization graphs, using two different sets of filters. Two, localize the marketing page (and eventually all data views too) to each of the languages in the current

ten countries we are present. Three, evolve the app questionnaire and actions to increase the value of the data further.

The underlying aspect of our product development roadmap is technology platforms. Our app and data run in the Google Cloud platform and we use various aspects of their cloud services and storage. This is explained in detail in our WP4 deliverables and for the technical view, please refer to them. There are a few technology platform aspects that are critical for our scaling, both for user growth and in the current countries and expansion to new countries.

Deliverable D6.3 discusses app, data, and technology platform product development roadmaps in detail.

5.1.4 Future of Organization

Our objective is to set up and fund a new and independent, Europe based, non-profit foundation, to drive and structure all our future work. We are designing the organizational blueprint for the foundation together with PSLifestyle Consortium members, Sitra (Consortium and fundraising lead), and Consumers International (country expansion and fundraising partner). We also expect that the seed/anchor funders will contribute to the organizational blueprint at a later stage. Our blueprint covers the following organizational aspects:

- Purpose and founding principles (terms of reference).
- Core activities, structure, key roles.
- Operational mode (way of working).
- Foundational assets (e.g. the app, data).
- Financial outlook (budget).

Ou purpose is best expressed as follows:

We are a non-profit for large scale carbon removal through behavioural change.

We measure our impact via how many people have taken the test, made a plan, and ultimately how much CO2e is saved per the plans.

The new organization will cover two types of activities, central and country specific ones. The central activities split into fundraising and partnering / business development, country expansion and related Go To Market, country user and data growth and related marketing,

product and technology development and operations. The county activities cover all the 5P Go To Market aspects and also fundraising / business development locally, or regionally.

We have not yet set in stone any organizational structure for the central or local teams. At this point, we have identified the key roles for the central team, and the country teams are defining their target state organizational make-up.

We have defined an annual budget required to run our central and country teams. The central team budget is planned to grow slightly over the first three years as we expand to new countries. The central team budget covers people, technology and product development, and marketing. The country budget covers people, Go To Market, and marketing. We split the budget into market entry (one off) and ongoing operations.

The new non-profit legal entity would receive the assets and related IPR developed in the Horizon 2002 EU funded project, PSLifestyle. The main assets developed in the project are:

1. Mobile optimised web-app for citizens called the LifestyleTest.

2. Large-scale data set of insights into sustainable lifestyles from app users called LifestyleData.

In addition, the project has created for separate online web pages to market and provide search engine visibility for both the app and data product as well as a set of digital marketing assets.

Deliverable D6.3 discusses each of the above organizational aspects in more detail.

5.2 Future exploitation of PSL results in the pilot countries and by other partners

This section explores the mid-short-term plans of each project partner for exploitation of the project key results, beginning with the overarching strategies of the non-pilot partners, followed by the detailed plans of the pilot countries (in Tables).

ICLEI

ICLEI plans to maintain visibility of the PSLifestyle project through its central channels by keeping the project website and social media accounts publicly accessible for up to five years following the project's end. While active updates on social platforms will cease, online presence will continue to offer access to key information and tools. Additionally, ICLEI will

disseminate the results of the project and promote the Lifestyle Test on an ad-hoc basis within its network, particularly leveraging the existing relationships with three consortium partners who are also ICLEI members. Although no new campaigns are foreseen, the visibility of PSLifestyle will be sustained through this stable approach to online communication and selective outreach to partner municipalities and organizations.

EUROHEALTHNET

EuroHealthNet envisions a dynamic and responsive exploitation of the PSLifestyle project outputs, particularly in relation to health and wellbeing. The organization will explore opportunities for post-project funding, including the possibility of launching a follow-up initiative supported by philanthropic foundations such as the European Climate Foundation. A key priority will be to deepen the exploration of the Lifestyle Test's relevance to public health, ideally in collaboration with both existing and new partners. To ensure ongoing visibility, EuroHealthNet will host a dedicated page on its website to promote the test, keeping it live for five years. Dissemination activities will be aligned with strategic events at both national and European levels, and the project will be showcased through channels such as the **EU Wellbeing Economy Coalition** and in relevant publications and policy briefs. Monitoring and dissemination will be actively pursued for at least two years, including formal and informal engagements such as events, bilateral meetings, and publications, with activities continuing on a more ad-hoc basis thereafter. Through this approach, EuroHealthNet aims to maximize the long-term impact of the project within its public health network.

HoC

Hot or Cool Institute envisions the Lifestyle Test as a core asset for advancing its research, advocacy, and policy engagement efforts. Building on its active role in the PSLifestyle project, HoC will integrate the test into a range of ongoing and future initiatives. The tool is already embedded in new project proposals, including one submitted to the EUKI program aimed at exploring citizen mobility needs and barriers in several Eastern European cities. In this and other contexts, the test will serve both as a means of stakeholder engagement and as a data collection instrument to inform sustainable urban mobility strategies.

Looking ahead, HoC is committed to contributing to the test's ongoing development, with a particular focus on enhancing its value as a research tool and policy resource. This includes working to improve usability and functionality so that the tool remains relevant and effective

in diverse policy and academic contexts. The Institute also plans to collaborate with advocacy organizations—such as ECOS—to develop a data-driven advocacy strategy. By leveraging the test's continuously growing dataset, HoC aims to influence lifestyle-related policies at both the European and global levels, promoting systemic change aligned with climate and sustainability goals. HoC will also actively engage with national partners to expand the geographical scope of the test and its underlying data platform. This may involve partnerships on a country-by-country basis or broader collaborations with networks such as C40 Cities, Consumers International, and various UN agencies. The goal is to ensure that the test becomes a globally applicable tool, capable of informing regionally tailored strategies for sustainable living. Furthermore, HoC will integrate insights from its cutting-edge work on nature-positive lifestyles into future iterations of the test. This evolution will enable the tool to capture not only carbon and consumption impacts, but also the role of nature and biodiversity in sustainable living.

In terms of dissemination, HoC will feature the test prominently in its communications and networking activities, positioning its associated dataset as the most extensive global resource on sustainable lifestyles. The data will also be used in collaborative reports and publications with leading sustainability actors such as UNEP and the Club of Rome, ensuring that the insights generated contribute meaningfully to international dialogues on sustainability transitions.

Solita

During April 2025 there are plans being developed and discussions ongoing regarding the PSL Tool and Solita's continuation actions. Whilst Solita is willing to work with existing partners, make new collaborations and assist in further outreach to extend the project impact, new opportunities that arise from this project will be assessed individually. There are several topics being actively discussed between Solita and partners:

- Support on the tool maintenance: as a minimum, Solita will remain responsible for maintaining the tool up until the end of the project. Discussions are currently ongoing, and plans being developed regarding the tasks expected for an organisation to handle the tool in maintenance mode.
- Support via investment: discussions are also ongoing regarding future financial investments and possible sales/commercialisation of the future tool versions.
- Change in project perspective: whilst the initial focus for the project was to make available open-source material (technical and supporting documentation), Solita and

SITRA are discussing the possibility for future "white label" versions of the tool which could be sold to customers. Either way, the publicly available data set should continue to grow.

- As contractual obligations are fulfilled, the terms and rates on future scoping and solution iterations will need to be negotiated separately.

Solita expects to have more clarity on the post-project plans, governance and partnering, by the project review meeting in Brussels early in (M45) June 2025.

Regarding plans on Communication & dissemination, Solita will carry out ad hoc dissemination activities of the project results to its network, at local, national and EU level events, focusing on those with a particular interest in ICT and climate relevant issues. The partner will continue promoting the project and its outcomes and encouraging user engagement.

Related to the ongoing discussions mentioned above, three topics are foreseen in exploitation: there is minimum need for user training, and user manuals are available to ensure users can effectively utilize the software; marketing and promotion activities by SITRA to promote the software to new potential users or clients; and a feedback mechanism is in place for collecting user feedback to identify areas for improvement and new feature requests.

When it comes to the maintenance of the Lifestyle Test, it has been monitored for over two years, with only a few updates needed. The Solita's Cloud environment containing the tool is constantly monitored and security patches will be released promptly as part of continuous monitoring for vulnerabilities. Also, a backup and recovery plan will be established to prevent data loss. Solita is working on a plan to ensure a thorough handover of all project documentation, source code, and knowledge to the maintenance team. This includes transferring all necessary access rights and permissions to the new team responsible for the tool maintenance; as well as a clear support plan outlining the roles and responsibilities of the maintenance team, including response times for different types of issues. All stakeholders will be informed about the transition process and any changes in contact points or procedures.

Estonia: Rohetiiger	
Post-project funding	**Access to the Lifestyle Test and Data product** will be provided by Rohetiiger in Estonia due to better strategic alignment. The basic cost of providing the customs links and access to user data can be covered by the Community Engagement Team. The minimum estimated cost to maintain the service with minimal marketing activity is €5000 for 5 years. Additional revenue can be generated by supporting the Lifestyle Data service (custom link sharing + later analysis) with sales support - from awareness building to community driven action planning. This could include the development of campaign marketing materials, hosting in-house workshops or user engagement activities, including introductions to the use of the Lifestyle Test, debriefing and discussion of action plans, and strategy development with the organisation. These packages could range from €1000 to €5000 and, depending on interest, there could be a 'supporter' level for organisations that commit to a multi-year collaboration and annual check-ups. **Strategic sponsorship & in-kind partnerships** - **Grants from local governments** (e.g. Tallinn Innovation Fund): subsidise roll-out at municipal level in districts with lower digital literacy. **Corporate CSR sponsorships** (e.g. renewable energy companies, banks with green bonds): Developing these services across the Baltic States may be attractive to many larger companies in Estonia, and we have already started discussions with a bank and a telecom company. Possible collaborations are being explored within the energy sector **(Alexela)** and with philanthropic foundations such as **SWEDBANK Foundation**. **Unlocking behaviour change for a sustainable Estonia:** Every day, Estonians make thousands of small lifestyle choices - what they eat, how they travel, how they use energy - that add up to 10.4 tonnes of CO_2e per person per year. The Lifestyle Test turns these abstract impacts into a clear, personalised carbon footprint score and an actionable roadmap of over 140 sustainable actions. Through Rohetiiger's network and community partnerships, we've already engaged more than 8000 citizens.

	From data to decision-making: Beyond the free public test, our Lifestyle Data product aggregates anonymised results to provide real-time insights into barriers to sustainable behaviour across regions, age groups and incomes. This data enables municipalities to tailor green policies, NGOs to target the most receptive groups, and companies to demonstrate the real-world results of their CSR initiatives. **Why partner with us?** - Proven Reach & Engagement: 8000+ tests completed, 30-50% workshop conversion rates in organisations. - Scalable model: A lean baseline of €5,000/year keeps the platform running, while fee-based packages and 'supporter' memberships fund continuous innovation and Baltic-wide roll-out. - Measurable impact: Partners receive regular dashboards showing CO_2e reductions, engagement metrics and policy recommendations. Market risk: limited organisational demand or workshop. Delivering the workshops to support the use of the LifestyleTest is a skill that needs to be valued. Qualified people may leave the organisation if their expertise isn't used. We could mitigate this risk by packaging the workshop format well - for example, by documenting it properly and filming it for future reference. Partnership dependency risk: over-reliance on a single large sponsor
Governance and Partnerships	There are currently no plans to launch a separate Lifestyle Test service or product in Estonia, as the strategic direction of both organisations in Estonia does not include actively targeting end users or the public. This opportunity may arise in the future, as Rohetiiger is in the process of reviewing it's strategy for the second half of 2026.
Communication and Dissemination	The annual campaign process would be similar for all 5 years. Basic marketing activity should include 2 major campaign waves per year with some paid advertising: Q2 **"Spring Surge"** campaign (March-May) and

	Q4 **"Year End Wellness"** push (October-November).
	Ongoing activity targeting Rohetiiger members should include
	Monthly social media posts featuring user success stories.
	Basic SEO/content hub on **"Healthy living in Estonia"** to cement organic baseline.
Monitoring and Evaluation	Metrics to track each year:
	Median monthly usage;
	Campaign lift (peak/baseline conversion, target ≥100x);
	Total annual tests;
	Organic channel contribution (newsletter sign-ups, referral link).

Finland: Sitra

Post-project funding	**Exploitation Activities & Financial Support:** In the event that a centralized project-wide team or foundation overseeing the expansion into new markets is not established, Sitra will seek external funding sources to maintain and update the Lifestyle test in Finland. The funding model involves reaching out to organizations and stakeholders that have already benefited from the Lifestyle Test, proposing a collaborative initiative, consortium, or joint venture where each party contributes financially. The goal will be to ensure the Lifestyle Test can continue to be maintained, updated (e.g., emission intensities, CO_2 impact formulas), and promoted through communication activities linked to sustainability-related milestones, campaigns and events, such as Earth Day, Overshoot Day, or Black Friday. These updates will help engage users and further the sustainability agenda.

Types of Funders:
The primary focus will be on engaging stakeholders who have a vested interest in the success of the Lifestyle Test. These will include e.g., municipalities, cities, civil society organizations, government agencies, state-owned enterprises, and companies with a strong commitment to sustainability and Corporate Social Responsibility (CSR). The funding effort will prioritize organizations that have already utilized the Lifestyle Test and see value in its continued existence. The objective is to create a broad coalition of stakeholders who will help finance the long-term upkeep and expansion of the project, particularly those invested in supporting grassroots movements toward a sustainable future.

Pitch & Story for Potential Funders:
The Lifestyle Test has proven to be a massive success in Finland, with over 350,000 tests taken using the updated version and more than 1.5 million tests taken with the original version from 2018-2023. The tool has raised awareness of climate impact among Finns, helping them make informed decisions and adopt lifestyle choices that reduce their environmental footprint, while also delivering benefits like time savings, cost reductions, and improved well-being.

The extensive user data collected has provided invaluable insights into sustainable consumer behaviour, trends in behaviour change, and the challenges people face in making sustainable choices. It has also identified the support and resources needed to help individuals make lasting changes. Widely used and well-received, the Lifestyle Test has become an essential tool for both individuals and organizations across Finland, including teachers who have integrated it into various curriculum subjects.

For years, the test and its data have been available for free, and in the future, we could seek funding partners to help ensure its future success and expansion. The Lifestyle Test has already made a significant positive impact, and with the right support, it could continue to benefit people, organizations, researchers, and policymakers for years to come.

Potential Risks & Contingency Plan:

1. **Failure to Secure Funding:**
   There is a risk that we may not find sufficient financial

	support to continue the expansion and development of the Lifestyle Test. If this occurs, we will pursue alternative strategies such as scaling down the project or seeking smaller, targeted funding sources from local organizations or international grants. 2. **Unfavorable Political Climate:** A shift in the political landscape or a decline in public interest in grassroots climate action could hinder our efforts to scale and promote the Lifestyle test. To mitigate this risk, we will ensure that the communications style and tone-of-voice in and around the Lifestyle test stays positive and encouraging, and avoid judgmental or divisive language that could be off-putting to users who are not particularly interested in the sustainability agenda. 3. **Technological Risks:** As a progressive web app, the Lifestyle Test is susceptible to technological challenges, such as bugs, security vulnerabilities, or errors in the calculation logic that could negatively impact the user experience. Limited development resources might also delay bug fixes or updates. To address this, we will ensure that the platform has a dedicated technical team and the necessary resources to handle, at minimum, app maintenance and troubleshooting efficiently. In summary, our post-project plan involves securing financial support from committed funders, leveraging the historical success and impact of the Lifestyle Test in Finland, and addressing potential risks with proactive strategies to ensure the long-term sustainability and expansion of the Lifestyle Test in the future.
Governance and Partnerships	**Governance Structure:** Sitra will be responsible for coordinating the long-term direction, funding calls, and technical upkeep of the Lifestyle Test in Finland. To guide the tool's future development, key partners from the PSLifestyle consortium could work together to provide strategic oversight, assist with decision-making, and help identify new opportunities to maximize the impact of the Lifestyle Test. **Partnerships:**

	Sitra will prioritize strengthening and maintaining the relationships established during the PSLifestyle project. These include e.g., the teachers union of Finland, different cities and municipalities, businesses, and civil society organizations. These partnerships will play a vital role in ensuring the Lifestyle Test continues to be applied and promoted effectively.
	The tool could also be utilized in workshops and events organized by Sitra, ensuring that it remains a valuable resource for engagement. Furthermore, Sitra will continue to support the integration of the Lifestyle Test into educational settings, such as high schools and universities, enhancing its reach and impact among specific target audiences—in this case students.
	Sitra's outreach will focus on engaging stakeholders that have previously benefitted from the Lifestyle Test, aiming to establish a joint consortium or other form of decision-making body that would be oversee the ongoing maintenance and development of the Lifestyle Test. Additionally, Sitra will create custom URLs/affiliate links for partner organizations interested in using the Lifestyle Test and the data product with their stakeholders or within their internal activities, further expanding the tool's influence and impact.
	In summary, the governance and partnership strategy will focus on collaboration with key stakeholders, aiming to establish a decision-making body to oversee future development, and the continued integration of the Lifestyle Test into various sectors and educational initiatives.
Communication and Dissemination	Sitra will continue to promote the Lifestyle Test through targeted communication efforts, emphasizing key milestones such as user growth and engagement figures. Additionally, outreach will align with significant annual events and campaigns related to sustainability, climate action, consumption, and lifestyle changes including e.g. Overshoot Day, Earth Day, Black Friday and New Year's Eve.
	The main communication channels will include Sitra's newsletter (16 000 subscribers), Sitra's social media platforms (143 000 followers in total: LinkedIn 65 000, Instagram 13 000, Facebook 16 000 and X 49 000), and the Sitra.fi website, which attracts 1.5 million visitors annually.
	Furthermore, milestone achievements will be shared with Sitra's

	board, which includes Finnish members of parliament. This will help ensure that the Lifestyle Test remains visible among policymakers and political leaders in Finland, reinforcing its importance in shaping sustainability discussions at the national level.
Monitoring and Evaluation	**Timeline:** Maintain regular dissemination efforts (website, social media, newsletter) and track engagement across different channels. Focus efforts on relevant events and dates such as sustainability awareness campaigns and test milestones. Track test and plan numbers on a quarterly basis. **Key Indicators:** Funding • Number of potential funders contacted via email/phone • Number of meetings held with potential funders • Number of signed funding agreements Partnerships • Number of organizations actively using the Lifestyle test • Number of custom URLs generated for partner organizations • Number of ongoing partnerships Communication & dissemination • Website traffic and social media engagement metrics • Mentions in (social) media, news or other publications **Monitoring plans:** Progress will be reviewed quarterly by Sitra's communications department, ensuring alignment with objectives. Additionally, an annual evaluation will be conducted to refine the strategy based on performance data and external developments.

Germany: CSCP	
Post-project funding	To ensure the long-term financial sustainability of the Lifestyle Test, we will adopt a multi-pronged approach that leverages existing networks, integrates the tool into new projects, and seeks external funding. **Funding Strategy:** The Lifestyle Test will remain a core offering of the CSCP's sustainable lifestyle team and be prominently placed on the CSCP website, allowing organizations to integrate it into their activities. We will proactively include the Lifestyle Test in future Horizon Europe proposals to expand its scope and application across additional countries and sectors. The pitch deck will be used in meetings with foundations (e.g. Deutsche Bundesstiftung Umwelt and European Climate Foundation), private sector stakeholders (Wuppertaler Stadtwerke), and public funders (regional, national, and EU-level institutions) to present the value proposition of the Lifestyle Test. **Target Funders:** - Public funding sources (regional/national sustainability programs, EU grants) - Foundations supporting climate action and behaviour change initiatives - Impact investors interested in digital solutions for sustainable living - Corporate partnerships for CSR (corporate social responsibility) and employee engagement programs **Risk Mitigation Strategy:** - Technological risks: Potential performance issues will be flagged to consortium partners for joint resolution and continuous improvement. - Market competition: There are several competing CO_2 calculators already in place in Germany. This makes the further dissemination of the Lifestyle test more challenging. We will keep focusing on and highlighting the unique selling

	points of our tool, e.g. easy usability, modern design and the option to create also a plan for reducing one's footprint. • Funding shortfalls: We aim to diversify revenue streams and funding sources to reduce reliance on a single funder.
Governance and Partnerships	**Governance Structure:** • CSCP will oversee the long-term strategy, funding acquisition, and technical maintenance of the tool. • A steering group could be established, involving key consortium partners, to provide strategic guidance and identify further exploitation opportunities. **Partnerships:** • Maintenance and strengthening of partnerships developed during the PSLifestyle project, particularly with cities, companies, and civil society organizations (CSOs). • Taking advantage of any opportunities that allow for integration of Lifestyle Test in other projects. • Application and use of the Lifestyle Test in workshops and educational formats.
Communication and Dissemination	• **CSCP website & Custom URLs:** The Lifestyle Test will be permanently featured on the CSCP website, with the offer to create a custom URL for organizations interested in using the Lifestyle Test for their target group and purposes. • **Social media:** The German-level social media pages will be maintained. • **Data & insights sharing:** The key findings, data and insights generated through PSLifestyle will be applied where possible and inform future projects, particularly those focused on sustainable lifestyles, Living Labs and co-creation workshops.
Monitoring and Evaluation	**Timeline:** • Every 3 months: Review progress on funding efforts, partnerships, and integration into new projects. • Annually: Assess the market landscape, competitor tools, and the Lifestyle Test's unique value proposition. • Ongoing: Maintain dissemination efforts (website, social media) and track engagement. **Key Indicators:**

	Funding & Exploitation:
	• Number of funding applications submitted
	• Number of meetings with potential funders
	• Secured funding sources
	<u>Partnerships & Governance:</u>
	• Number of organizations using the Lifestyle Test
	• Number of active partnerships maintained/developed
	<u>Dissemination & Engagement:</u>
	• Website visits and social media interactions
	• Number of custom URLs created for partners
	• Number of mentions in external reports/publications
	Monitoring Approach:
	• Quarterly check-ins in project team meetings to review progress against indicators.
	• Annual review to adjust strategy based on findings and external developments.

Greece: Athena – RIC & EKPIZO	
Post-project funding	• Exploitation activities will be funded externally from governmental bodies or via partnerships with NGOs/Non-profits.
	• Regarding partnerships, we will reach out to non-profit companies like Consumers international and NGOs like Ten million hands. Regarding external funding, we would aim for the Greek government or corresponding ministries and even the EU. Furthermore, we could reach out to for-profit organizations from the industrial sector within the environmental area.
	• The pitching process would include participating in proof-of-concept activities and EIC accelerators. We would also share user testimonials.

	The **risks** include: limited statistical data exploitation (due to the aggregated format of the dashboard and dataset), maintenance effort and cost, the fact that the IP ownership is still unclear which makes it impossible to properly plan for the future, unclear licensing agreements. Possible limitations to what can be done in Greece whilst still maintaining the pan-European nature of the app.
Governance and Partnerships	Possible exploitations include: connecting with local sustainability initiatives, adopting the test in smart city programs and national carbon reduction frameworks. Assuming we receive external funding, we plan to further develop the test based on the funder's needs, possibly including more questions/categories and more data metrics. Specific stakeholders we want to target for partnership opportunities: • NGOs (e.g. Ten million hands) • Non-profits (e.g. Consumers International, OpenAire, Opix) • Industry sector organizations • Local government (e.g. Municipality of Athens) • Government bodies • Research institutions • Private or semi-private organisations such as energy providers
Communication and Dissemination	• Increase awareness of the Lifestyle Test among individuals, businesses, and policymakers. • Encourage behavioural change by making sustainability actionable. • Ensure long-term visibility through targeted marketing and outreach activities and press releases. • Advertising the PSL in every event Athena RC and EKPIZO participate or organise.
Monitoring and Evaluation	**Marketing activities and events:** • The monitoring can be done through the lookerstudio data and the custom URLs for the next 5 years **Partnerships & Collaborations:**

	We will keep track of all possible partnerships and collaborations in an excel file with their intentions, ideas, funding possibilities and policies.

Italy: GreenApes & SUSDEF	
Post-project funding	
Governance and Partnerships	greenApes and Fondazione per lo Sviluppo Sostenibile started looking for additional funding to push the Lifestyle Test (and Data Product) beyond what could be done as individual partners. We are looking into national funding programs that could support additional outreach and communication, as well as evolutions of the tool. We are also initiating conversations with foundations supporting projects in the environmental space with the same purpose, to understand what kind of structure and funding model would facilitate the attraction of investments. The pitch currently can leverage on the history of the project, the advanced work in designing it as well as the institutional framework which initiated it, and the relevant numbers achieved (which are approaching 500.000 citizens and several cities and organisations involved). It is also extremely valuable to show how the tool differs from conventional carbon calculators: the possibility of creating a custom plan, localised impact numbers, the opportunity for cities, companies and organisations to collect aggregated data about the impact of their audience (and key-areas of improvement). The major risk is represented by the lack of funding to support a proper maintenance of the tool (Lifestyle Test and Data Product). It is important that the tool remains fresh and up to date with best practices in terms of performance and usability to not become obsolete and less relevant. Also, the advancements in the fields of AI could offer opportunities to develop a leading technology, while

	not pushing on the development might make emerging solutions more attractive.

Another major risk is represented by the fragmentation of the consortium with different countries and partners spinning off "their own" tools and activities, losing the "strength" and momentum of the EU-wide (or world-wide) activities.

An important mitigation factor is given by the fact that greenApes has the IT know-how, to make use of the open-source code of the app, while Fondazione per lo Sviluppo Sostenibile has led researching activities on impacts and sustainability. However, the current vision is to keep pushing the Lifestyle Test in partnership with the whole consortium, not to disperse the efforts and create "internal competition" on the tool. Of course, this would change IF Lifestyle Test and DataProduct were no longer maintained at a central and coordinated level, and thus we'd consider it purely as a mitigation factor. |
| **Communication and Dissemination** | Communication and dissemination will continue via the channels of FSS and greenApes (website, social media, newsletters). Relevant moments in the year will offer good opportunities to promote the use of the Lifestyle Test (e.g. Earth Day, Overshoot Day, World Environment Day…) with dedicated communication and content.

The test will also be consistently visible via the greenApes app (a platform engaging users in the adoption of sustainable lifestyles via the measurement of real-life actions as well as educational challenges).

When partnerships with the aforementioned stakeholders and multipliers (municipalities, NGOs, companies) are established, additional communication waves will emerge, driven and funded by the partners to reach their audiences. |
| **Monitoring and Evaluation** | The partners will keep monitoring the impact via the most relevant indicators aggregated by the Data Product, in terms of test taken, plans created and prospected CO2 savings.

At the same time, we will keep a registry of stakeholders that use |

the tool requesting "custom URLs" to aggregate data of their participating audiences. This will result in a total number of engaged organizations per stakeholder group.

The previous planning activities will be regularly happening after the end of the project. Coordination of communication and assessment of impacts in between partners in Italy (and possibly in coordination with the rest of the consortium) will happen proportionally to the additional funding attracted, at a national and international level.

Portugal: DECO	
Post-project funding	After the end of the PSLifestyle project, DECO intends to ensure the sustainability of its activities through a diversified funding plan. The activities to exploit the Lifestyle Test digital tool will continue to be supported by: • **Strategic publicity and dissemination partnerships** with regional media, municipalities and other entities. • **Applications for external financial support**, particularly from foundations and national funds with a mission aligned with the project's objectives. • **Ongoing awareness-raising and training activities in schools, universities and companies**, promoted by DECO with the support of the DECOJovem and DECO Forma programs • **Possible indirect revenue streams**, through events or training actions promoted using the tool. DECO will seek funding from: • **Private foundations**, such as the Calouste Gulbenkian Foundation, with a strong track record of supporting active citizenship and ecological transition initiatives. • **National public funding sources**, such as the Environmental Fund, managed by the Ministry of the Environment and Climate Action, which supports initiatives to transition to more sustainable lifestyles. • **Multilateral sources**, such as European funding programs for sustainability and environmental education (e.g.

Erasmus+, CERV, LIFE Programme).

DECO will present the financing proposal based on three value ideas:

- **Value of the data collected**: Through the PSLifestyle tool, it was possible to gather significant data on Portuguese citizens' behaviors and choices regarding sustainability. This data is valuable for public policies, environmental education and ecological transition strategies.
- **Importance of the tool's continuity**: Keeping the platform active and accessible to the public is crucial to ensure that citizens continue to have access to a resource that informs them and guides them towards more sustainable choices.
- **Training and behavior change**: The tool not only measures but inspires action. It is an educational and transformative tool that promotes conscious lifestyles in line with the Sustainable Development Goals.
  - Discussion of potential risks (e.g., technological, financial, market, or regulatory) that could hinder a sustainable exploitation of the results and a contingency plan for addressing the identified risks.

DECO is technologically dependent on the project partners. For this reason, various risks have been identified and contingency plans are created for each one.

Technological risk: The tool becoming outdated or maintenance failures could compromise its functionality.
Contingency plan: Establish partnerships with educational institutions or technology companies that can ensure that the platform is maintained and updated.
Financial risk: Difficulty in securing ongoing funding.
Contingency plan: Diversify funding sources and integrate the tool into complementary DECO projects that already receive regular support.
Market/usage risk: Low uptake by the target audience after the project.
Contingency plan: Reinforcement of communication and awareness campaigns, and creation of partnerships with entities that promote the use of the tool as part of local initiatives.
Regulatory risk: Changes in legislation relating to environmental data or financing.

	Contingency plan: Continuous monitoring of the legal framework, with support from DECO's legal team, and rapid adaptation to changes.

Governance and Partnerships	With the project entering maintenance mode, DECO is committed to ensuring its continued and useful operation in Portugal. The strategy for the post-project phase includes:
	
	• **Integration in DECO's regular activities**: The tool will be used in awareness campaigns, environmental education actions, school projects and initiatives promoted by DECO aimed at promoting sustainability in Portugal.
	• **Continued access to data results**: The data collected will continue to be analyzed and used to support the definition of environmental literacy strategies and local public policies, enhancing their practical usefulness.
	• **Governance and coordination structure**:
	    ○ The tool will be managed by an internal DECO team, as has been the case so far.
	    ○ Strategic decisions will be taken in conjunction with DECO's Board of Directors and the most relevant partner organizations.
	    ○ To ensure ongoing stakeholder engagement, DECO will continue to promote the tool, create outreach materials for partners and send periodic reports with aggregated information about its target audiences
	
	Partnerships
	To ensure the dissemination and ongoing impact of the lifestyle test and the data collected, DECO will mobilize and strengthen an ecosystem of strategic partners. These include:
	
	1. Target audience:
	• Citizens in general;
	• Schools and teachers, with the aim of young people being multipliers and spreading the word to their families; through the DECOJovem program;
	• Workers and companies, as part of environmental responsibility programs, through the DECO Forma program;
	• Municipalities will be able to use the tool to support their

	local climate action.
	2. Strategic partners for future exploration: • **Municipalities**: Key partners due to their ability to reach local populations and integrate the tool into climate action policies, mobility plans, environmental education strategies, etc. • **Companies**: They can use the test as an internal awareness-raising tool or as part of their sustainability and ESG strategies. • **Universities**: For advanced data analysis, development of new functionalities and impact studies. • **Civil society organizations**: Partners in boosting literacy and empowerment campaigns. • **Public entities**: Such as the Environmental Fund or the Portuguese Environment Agency, which could support the expansion and integration of the tool into national initiatives.
Communication and Dissemination:	DECO is planning a robust and integrated communication strategy to promote the results of the PSLifestyle project, as well as to encourage the continued use of the Lifestyle Test and the data product. This strategy will be articulated over the next five years and is based on four main axes: **1. Alignment with commemorative dates and thematic campaigns** DECO will schedule campaigns to publicize and promote the test around key dates related to sustainability and the environment, such as: • Earth Day (April 22nd) • World Environment Day (June 5th) • European Mobility Week (September) • Sustainability Day (October) These dates will be opportunities to launch specific campaigns, promote the results of the test, share impact data and renew the interest of the public and partners. **2. Digital communication and social networks** Digital presence will be one of the pillars of the communication strategy:

	• Creation of multimedia content (short videos, infographics, testimonials) adapted for social networks such as Instagram, Facebook and LinkedIn, with accessible language and appealing visuals. • Themed campaigns on social media, promoting the use of the test with inspiring messages, sustainable tips and highlights of relevant data. **3. Regular newsletters and collaborations** DECO will maintain a continuous flow of information notes for its regular partners, with updates on the data collected, best practices and opportunities for collaboration. **4. Participation in events and thematic networks** DECO will continue to participate in events, fairs and conferences related to sustainability, environmental education and social innovation, disseminating the tool and the data. The tool will be promoted in national and European networks and platforms working on sustainability and ecological lifestyles. **5. Strategy evaluation and adaptation** The communication strategy will be evaluated annually, based on metrics of tool use, digital reach, number of active partnerships and media visibility. Based on this data, DECO will adapt communication actions and formats in order to maintain interest and relevance among the different target audiences.
Monitoring and Evaluation	**Calendar of the main stages**

Period	Main activity
April 2025	Dissemination as part of Earth Day and actions in schools
May-October	Participation in events and sending of information notes. Launch of campaigns with personalized URLs by partner entities. Participation in events (such as City of Zero). Special actions during European Mobility Week.
November-December	Sending an Information Note with the year's data; planning for the following year
Annually	Internal evaluation and adjustment of the communication and partnership plan

	Every six months	Updating graphic materials and messages for social networks	
	Continuous	Digital promotion, support for partners, analysis of usage data	

Monitoring and evaluation indicators

To ensure effective monitoring, the following quantitative and qualitative indicators will be used:

Communication and dissemination indicators
- No. of posts on DECO's social networks per quarter
- No. of shares made by partners (municipalities, schools, companies)
- Estimated reach on social networks (engagement, views, clicks)
- No. of news releases sent, and no. of news published
- Participation in events and number of participants

Tool usage indicators
- Total number of tests carried out
- Segmentation of users by age, location and type
- Average level of users' carbon footprint

Partnership indicators
- No. of municipalities, universities, schools and other entities involved
- No. of actions carried out under the DECOJovem and DECO Forma programs
- No. of companies that have used the test as an awareness-raising tool

Qualitative indicators
- Testimonies from sessions or events
- Degree of interest from partners in maintaining/expanding collaboration

Evaluation methodology
- **Continuous data collection** through analytical tools (Google Analytics, social networks, forms);
- **Six-monthly internal reports** to assess progress and identify adjustment needs;

	• **Participatory annual review**, involving key partners to gather feedback and collaborative planning; • Whenever possible, **integration of results in public reports** to promote transparency and reinforce the credibility of the project.

Slovenia: CCICE & MOL	
Post-project funding	To ensure the sustainable use and promotion of the PSL Lifestyle Test and the data products in Slovenia, we plan to combine passive and active exploitation strategies. Passive strategies include continuing the visibility of the Test on established partner platforms (e.g. "Na zeleni veji", NGO and municipal websites), while active strategies will depend on partnerships with local authorities, companies, and public institutions. The City of Ljubljana is exploring several avenues to support the long-term use and visibility of the PSLifestyle tools after the project's official end. One potential pathway for continued support is through identifying funding within the city administration itself, especially from departments already engaged in climate and digital innovation. The Department for Environmental Protection, as the leading body for the Mission 100 Climate-Neutral and Smart Cities by 2030 (Mission 100), recognizes PSLifestyle as a relevant tool for supporting the Mission activities, especially stakeholder (including citizen) engagement. Additional alignment may be found with the Digitalization Office, particularly as the city prepares to launch the Ljubljana Digital Platform, where PSLifestyle could be one of the key citizen-oriented tools. Further opportunities may arise from collaboration with public companies and institutions that operate under the broader umbrella of city governance. These include municipal services (e.g. utilities, waste management and public transport). **Potential funders and supporters include:** • Municipalities (e.g. MOL – City of Ljubljana) • Ministry for the Environment, Climate and Energy (MOPE)

- Slovene Consumer Association (Zveza potrošnikov Slovenije)
- Regional Development Agencies (e.g. RRA LUR)
- Foundations with a sustainability focus (e.g. Coca-Cola Foundation via Sustainable Academy)
- Local innovation ecosystems, such as Technology Park Ljubljana, which hosts over 290 companies including tech, digital services, and sustainability sectors.

Our pitch for these potential funders will focus on the dual benefit of the tool: (1) enabling citizens and SMEs to understand and reduce their environmental impact, and (2) generating anonymized data to support evidence-based policymaking and targeted awareness campaigns.

 The City of Ljubljana sees the PSLifestyle tool as an important model for translating city-level climate goals into personal, practical citizen actions. The tool has the potential to support the long-term objectives of the Mission 100 initiative by giving residents a clear way to understand and reduce their environmental footprint. For funding partners, PSLifestyle offers:

- A ready-to-use platform to engage citizens at scale,
- A meaningful opportunity to promote behavioural change through data and storytelling,
- A low-barrier entry point for equity-driven outreach, supported by a strong communications infrastructure, including the Innovation Hub Mission 100, its upcoming Mobile Unit, widely distributed platforms like Magazine Ljubljana, the city's network of digital bus screens, and official channels such as the city website and social media.

Risks and mitigation:

- *Technological*: As the Test is in maintenance mode, limited capacity for adaptations. → Work with existing format and integrate into activities as-is.
- *Financial*: Limited direct revenue generation. → Rely on integration into funded projects and public-private partnerships.
- *Market*: Limited interest from users without engaging storytelling or incentives. → Use gamification, challenges, and local campaigns to motivate use.

	• *Regulatory*: Data protection concerns. → Emphasize the tool's GDPR compliance and open data principles. • *Political*: Future changes in political leadership or administrative focus could deprioritize PSLifestyle. → Anchoring the tool within the long-term strategies and the framework of the measures within the Mission 100.
Governance and Partnerships	We plan to build a loose yet active **multi-stakeholder partnership**, consisting of civil society actors (e.g. Circular Change), public institutions (municipalities, ministries), youth centre, and private sector partners (e.g. companies, media platforms). We envision the following key roles: • **Project coordinator/project manager**: responsible for coordination and reporting • **Main financial/project partner**: such as MOPE, City of Ljubljana, or Slovene Consumer Association • **Content & communication partner(s)**: responsible for co-creating workshops, communication campaigns, and bootcamps using PSL data Targeted partnership opportunities: • **Sustainability Academy**: integration of the PSL calculator into the e-learning platform • **Transformator Slovenia (bootcamp for SMEs)**: PSL as an innovation starting point • **Gea Colleague**: PSL as the tool integrated into educational activities • **Center Mladih Ljubljana in Cukrarna**: PSL as a tool to design sustainable youth lifestyles • **National Campaign**: if a national lead partner is secured (e.g. MOPE or ZPS) • **Master Card (or other financial institution)**: integrating PSL into marketing activities • **IKEA (or other retailers):** integrating PSL into marketing activities • **Olympic Committee of Slovenia:** promoting PSL as a tool for more sustainable and healthier lifestyle

	• **Slovenian Tourist Organization:** integrating PSL into communication activities and encouraging tourists to measure their footprint
Communication and Dissemination	Communication will possibly continue on existing channels (if funding is provided), particularly: • **Instagram and Facebook page "Na zeleni veji"** (with potential co-funding from MOL or other public calls) • **Podcast "Na zeleni veji"** – to integrate stories and practical examples of lifestyle change • **Local events**: e.g. "green breakfasts" with companies where PSL is used as a conversation starter • **Media outreach**: articles, newsletters, appearances in sustainability-related shows • **Workshops with youth and citizens**: co-designed using PSL data Moreover, over the next five years, the City of Ljubljana plans to continue communicating the key results and tools developed through the PSLifestyle project, through a mix of digital, internal, and traditional - printed media channels. The primary focus of communication efforts will be on encouraging individuals, institutions, and businesses to explore their personal or collective climate impact and adopt more sustainable behaviours. As one of the pilot cities in the Mission 100, Ljubljana sees the tools as important stepping stone toward widespread public engagement and behaviour-based emissions reduction. Promotional activities may be further strengthened through alignment with ongoing EU-funded projects, particularly SHIFT (Shaping habits for innovation future transformations). The pilot project focuses on connecting behavioural change, stakeholder collaboration and digital innovation to accelerate the city's transition toward climate neutrality. Through SHIFT, a series of public events, workshops, and field activities are being organized via the Innovation Hub Mission 100 and its Mobile Unit, offering ideal opportunities to promote the PSLifestyle Test directly to citizens. The Innovation Hub Mission 100 features a prominently displayed QR code which is also included on a digital interactive platform. Visitors (individuals and delegations) are encouraged to scan it to access the app and calculate their carbon footprint.

The City of Ljubljana maintains a strong and growing online presence via social media channels and a weekly newsletter. The following platforms will continue to be used to promote the PSLifestyle Test through storytelling, educational content, and links to other related content:

- Facebook (32,000+ followers), as of March 2025;
- Instagram (20,700+ followers), as of March 2025;
- TikTok (15,800+ followers), as of March 2025;
- weekly newsletter (cca 10,000 subscribers).

The city's official website (www.ljubljana.si), currently attracting around 230,000 monthly visits, is being fully renovated and planned to be relaunched in 2025, with improved user interface and functionality. This presents an opportunity to feature the Lifestyle Test and its QR code in relevant thematic sections, especially those related to climate action, digital services, and community participation.

PSLifestyle QR Code Promotion at Events and Outreach Activities
To simplify access and maximize visibility, a dedicated QR code linking directly to the Lifestyle Test will be used as a central promotional tool. Pathways will be explored to include the PSLifestyle QR code to be:

- Featured at events organized within the Ljubljana Innovation Hub Mission 100 and its Mobile Unit,
- Displayed at wider city events, festivals, workshops, and climate-related gatherings including within the city's facilities (especially large sport centers such sport parks Ilirija and Stožice),
  - Included in both printed and digital communication materials, such as flyers, guidelines, and posters, as well as on digital platforms, including screens in public transport buses.

Internally, the City can promote the Lifestyle Test through MOLovci, the internal newsletter for City Administration employees. This channel could be used to encourage staff to try the tool themselves, provide feedback, or integrate it into their projects and communication strategies.

	Print and Traditional Media Ljubljana Magazine (Revija Ljubljana) - the city will consider including the QR code in future editions to promote the Test and raise awareness of the city's broader climate neutrality goals. **Guidelines and Cross-Project Communication** The PSLifestyle Test will also be included in new practical guidelines being prepared by the City for citizens, public administration, and companies, outlining how each group can support the Mission 100 objectives through everyday behavior. Using the Test to understand one's current footprint is expected to be the first step in these guidelines, helping to contextualize personal impact.
Monitoring and Evaluation	When the new local consortium is established, we will consider developing a basic Monitoring and Evaluation framework, coordinated by the project lead. Key indicators would include: • Number of PSL users in Slovenia • Number of organizations/initiatives integrating the PSL Test (personalized links) • Number of workshops or events based on PSL data • Media and social media reach • Qualitative feedback from users and partners • Integration of Test findings or behavioural data into policy discussions or climate action planning **Timeline (tentative):** • **2025**: Setup of governance structure, funding applications, start with 2 pilots (e.g. Transformator, Cukrarna), relaunch of the City's website, launch of the Ljubljana Digital Platform, with possible integration of the PSLifestyle QR code, project SHIFT activities (until September 2026) – focus on promoting the usage of tool among individuals. • **2026–2027**: Scaling to additional organizations (e.g. youth centers, SMEs, municipalities, Olympic Committee, Slovenian Tourist Organization) and to businesses (Master Card, IKEA, Merkur …), • **2028**: National-level campaign and podcast relaunch – stronger integration into international network of PSL "leaders" • **2029**: Evaluation and strategy update

Türkiye

Post-project funding	To ensure the sustained exploitation of the PSLifestyle Lifestyle Test and its associated data product beyond the current funding period, we propose a blended financing model that combines public–private partnerships, data-driven services, and project-based integration. **Funding Strategy** - Public–Private Partnerships: We aim to engage municipalities, regional authorities, and private sector actors to embed the PSLifestyle tools into their digital sustainability platforms and climate action agendas. - Data-as-a-Service (DaaS): Anonymized lifestyle data will be provided to academic institutions, research bodies, and policymakers. - CSR-Based Corporate Sponsorships: We will reach out to companies aligned with the European Green Deal and ESG reporting frameworks. - Project Integration: PSLifestyle will be included in future national and international projects where Zeytince Association is a partner. **Types of Funders Targeted** We plan to reach out to: - Impact investors with a focus on sustainability and behavioural transformation - Environmental and social foundations - Regional institutions **Our Pitch to Funders** PSLifestyle is a data-driven digital public good that is: - Transformative: It bridges individual lifestyle choices with systemic policy transformation. - Engaging: It empowers citizens to participate in sustainability planning, in alignment with the European Green Deal and Türkiye's national climate strategies. - Valuable: It delivers insights that guide the green and digital transformation of cities and communities. **Risk Assessment and Contingency Plans**

	- Technological Risks: Some institutions may request customization of the PSL test. Currently, we lack clarity on procedures for technical support or IP permissions. - Financial Risks: Failing to find enough sources for covering the project dissemination and monitoring costs. Especially in-person engagement (FtoF marketing) requires staffing. Limited funding could jeopardize field activities. We aim to diversify funding and train local volunteer teams.
Governance and Partnerships	**Governance Structure** A dedicated core team of 2–3 individuals will be formed to oversee the continued exploitation of PSLifestyle. This team will manage stakeholder coordination, outreach strategy, and integration into new initiatives, with defined roles and responsibilities. Depending on scale and growth, we may also establish a formal governance model (e.g., a spin-off unit or steering group). **Partnership Strategy** We will continue to build upon Zeytince Association's network in İzmir, while expanding to other regions. **Strategic Plans** - **Geographic Expansion**: Targeting cities such as Ankara, Eskişehir, and İstanbul. - **Targeted Local Partnerships**: Collaborating with municipalities, regional agencies, NGOs, youth groups, and schools. - **Governmental Partners**: Renewing our Ministry of Education project for nationwide high school outreach. - **Future Projects**: Including PSLifestyle in upcoming national and EU-funded project proposals. - Ministry of Environment & Regional Development Agencies: Engaging national institutions for broader implementation.
Communication and Dissemination	**Digital outreach**: Active promotion on social media platforms, short video films, collaboration with local influencers. Media ENGAGEMENT: **PRESS RELEASES AND STORIES IN LOCAL MEDIA** **Education and Awareness Campaigns**: Participation in events and fairs, conducting interactive workshops and presentations at seminars will continue. **PSL data**: Collaboration with academia and research institutions in scaling up the use of dashboard data.

	Presentation at Regional/National Conferences: We plan to present papers at local, national, and international conferences to share the outcomes of the PSLifestyle project and explore the application of the collected data in research on sustainability.
Monitoring and Evaluation	**Timeline** • 2025-2028**:** Strengthening partnerships, expanding to new cities, and integrating PSLifestyle into new projects. • 2028-2030: Consolidating PSLifestyle as a reference tool for lifestyle-based sustainability engagement in Türkiye. We will track the following key indicators: • **User Engagement:** Number of completed Lifestyle Tests • **Partner Institutions:** Number and diversity of new collaborations (municipalities, schools, NGOs, etc.) • **Data Utilization:** Number of policy briefs, research studies, or reports using PSL data • **Event Participation:** Number of dissemination activities and participants reached • **Digital Outreach:** Social media reach, website traffic, and video engagement metrics • Secured funding sources

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Annex A: Guidelines for Stakeholder Workshops

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 3rd 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 materials (except from final DoS)	ICLEI, 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	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'	• Arrival, registration, name tags, and refreshments.
Setting the scene 40'	
5'	Opening and welcome • Introduce workshop agenda and objectives.
10'	The PSLifestyle project • Presentation of the project, goals and activities. • Quick-demo of the test and dashboards
15'	Presentation of use cases – Inspiration for innovation: • Sneak peek into the database. • Insights from Deck of Solutions • Showcase of PSL tool applications in public policy (**use specific use cases ideas**).
10'	Quick Q&A • Address immediate questions
Discussion | Part 1: Identification of policy ideas and opportunities 45'	
45'	• Groups discuss how to use PSL insights for public policy-making. o Depart from presented use cases, encourage new ideas and exchange. • Focus on thematic domains and data scope. • Collection of ideas. • Groups present their findings to the plenary.
Coffee Break 20'	
20'	• Refreshments and informal discussions.
Discussion | Part 2: Policy gaps and tool improvement 45'	
45'	• Groups identify policy gaps and suggest PSL tool improvements.

	• Collection of inputs.
	• Groups present their findings to the plenary.
Plenary Q&A, next steps and closing 20'	
15'	• Additional questions and clarifications
5'	• Outline next steps and thank participants.
Total time: 3 hours 20 minutes	

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 <u>new ideas</u>. Facilitators guide the discussion with the following question
  - o 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 <u>concrete policy ideas</u> that can be practically applied by governments and <u>highlight specific major gaps or barriers</u> 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:
  - o 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"*

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 3rd 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	HoC, in collaboration with Sitra for the preparation of the project presentation

	(Lifestyle Test results and prompts) might be missing	
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 associatians 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

8.30–9.00	*Coffee & breakfast 30'*	• Registration and finalisation of any procedural details
9.00	*Opening and welcome 3'*	• Presenting the agenda for the day
9.03	*PSLifestyle project briefly 7'*	• Short introduction to the project à Why should they be interested in what we are doing? What do they get out of it?
9.10	*Demo of the test 10'*	
9.20	*Buffer time for questions 10'*	
9.30	*Introduce case examples - Inspiration for innovation 15'*	• Introducing Deck of solutions à Focus on few interesting solutions we have created with the help of the database
9.45	*Q & A 10'*	• Any feedback or new ideas regarding the offered insights and solutions?
9.55	*Group discussion 15'*	• Questions: How can the results/solutions support you in your work? How would your organization benefit from this data?
10.10	*Sneak peek into the database 10'*	• Demonstration of the database interface and features • Privacy and ethics
10.20	*Gathering feedback from the database 20'*	• Questions regarding the first reactions on the database

10.40	*Wrapping up the discussion '20*	
11.00	*Event ends*	

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
How can the results/solutions support you in your work?
How would your organization benefit from this data?

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 <u>data visualisation perspective</u>, or from a <u>test questions perspective</u> (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".*

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 3rd 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 staekholders

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
Setting the scene	
20'	Welcome, agenda and objectives of the workshop
	The PSLifestyle project • Project goals and activities so far (focus on data collection and exploitation plans – e.g. other SH workshops) • Presentation of the test, dashboard and DoS with key results [Including benefits for academia in using PSLS data]
15'	Presentation of use cases (15'): The team presents a few **ideas on how the tool results can be used** in Academia (*use cases* or *research ideas*).
10'	Quick Q&A
Discussion | Part 1: research ideas and opportunities	
30'	This discussion is focused on the **use cases** (research ideas) proposed during the introduction. Participants will

	be asked to give their suggestions/feedback on the proposed ones and on new additional ones.
20' Coffee Break	
Discussion | Part 2: research gaps and tool improvement	
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

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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).

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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 <u>data visualisation perspective</u>, or from a <u>test questions perspective</u> (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.

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Discussion Part 2 | Guiding questions

Intro to questions

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.

Based on this:

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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? (Specific features or additional data, e.g. new data points, survey questions, or data visualization tools)* 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"*

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 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?

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.).
Setting the scene	
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
Driving sustainable behaviours and active citizenship through the Lifestyle Test	
50'	• 5' Introduction into the exercise • 45' Group exercise
The Lifestyle Test Dashboard: feedback into its features and functions	
40'	• 5' Introduction into the exercise • 35' Group exercise
Next steps and closing	
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
Thank you and closing the meeting.	

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 / groupn 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"*

Annex B: Country-specific workshops planning information

Planning information of the workshops with Governments

Workshops with Governments			
Country	**Date & Location**	**Participants groups size**	**Participants' demographics*** *As reported by the pilot countries
Estonia	15.11.2024 Hybrid (One workshop with all 4 stakeholder groups)	6	The workshop was attended by six participants, including four women and two men, aged between 35 and 60. All participants held senior roles in public institutions and were directly or indirectly involved in sustainability. Two attended in person, four joined online.
Finland	10.10.2024 In person	8	Eight participants took part, comprising six women and two men aged between 34 and 62. Most were specialists or project managers from municipalities, cities, or

			ministries, all with experience in sustainability-related topics.
Germany	24.10.2024 Online	11	Eleven participants joined the workshop online. The group included five men (average age 40) and six women (average age 35), representing all levels of government. Participants came from federal agencies, ministries, research organizations, and cities' climate protection departments. Positions ranged from policy officers to experts and team leads.
Greece	19.11.2024 Online	9	The workshop was attended by nine participants, predominantly women aged between 40 and 60. Participants included government officials and policymakers from the Ministries of Environment & Energy, Development, and Economy & Finance, as well as representatives from regional and local offices. Roles included department heads, supervisors, and sustainability coordinators.
Italy	19.11.2024 Online	13	Participants were divided into seven women and six men. The group consisted of three environmental deputy mayors, two environmental department officers, and several project managers and administrative officers from large municipalities. Representatives included those from Prato, a city selected for the EU's carbon-neutral initiative by 203
Portugal	17.12.2024 Online	13	The 'all-together' workshop had 66 participants from across Portugal, including 55 women and 13 men. The

	(One workshop with all 4 stakeholder groups)		online set up allowed stakeholders to join one break-out discussion based on their target group, and 13 people participated into the policy session. Among these, there were representatives of the City Councils of Azambuja, Loulé, Évora, Guimarães and Maia.
Slovenia	30.09.2024 In-person (One workshop with all 4 stakeholder groups)	5	Five participants attended the workshop, including four men and one woman, with an average age of 49. Attendees held leadership roles such as the Head of the European Commission Representation in Slovenia, environmental protection leaders, and experts in marketing and digital transformation.
Türkiye	15.11.2024 In-person	28	Twenty-eight participants attended the workshop, representing 15 local and national institutions. The group included decision-makers, strategy implementers, and experts focused on advancing sustainability in Izmir. Most of the participants were female (18) and the rest (10) identified as male.

Planning information of the workshops with Industry

Workshops with Industry

Country	Date & Location	Participants groups size	Participants' demographics* *As reported by the pilot countries
Estonia	15.11.2024, Hybrid (One workshop with all 4 stakeholder groups)	4 (In person 2, online 2)	The industry workshop was attended by four participants from a range of business sizes, including B2C and B2B. The attendees were at a management level or held roles related to sustainability. Three participants were members of Rohetiiger and had experience in sustainability-related topics. Three participants were female and one was male. The age range of the participants was between 35 and 45.
Finland	2.10.2024 In person	7	Most of the participants were at the management level in various companies and all of them had experience working with sustainability topics. Two participants identified as male, while the rest identified as female. The majority of stakeholders were between 40 and 50 years old.
Germany	20.11.2024 Online	4	In recruiting participants for the workshop, we reached out to more than 120 contacts and several of our business networks. We also had the workshop featured in the newsletters of the German Federal Association for Sustainable Economy (BNW) and the German Federal Association for Alternative Proteins (BalPro). In total, 12 people signed up for the workshop, and 2 indicated that they could not make it but would like to receive the materials afterwards. Despite these efforts, only 4 participants participated in the workshop. The participants represented 4 companies, one of them a

			multinational, two are large German brands, and one was a small business. All of the participants had a sustainability focus, with two holding impact assessment and management positions. In terms of sectors, 2 participants were from the food sector, one participant form the electronics sector and one from the retail sector. Please see the participant list below for more details. Demographics: 3 men, 1 woman, ages 25-50
Greece	31.10.2024 In-person	21	Almost all participants (6 male and 15 female) were based in Athens and were representatives of the private sector, NGO's, banks, and sustainability strategic consultancy firms (e.g.; Viosys).
Italy	24.10.2024 In person	17	There were a total of 17 participants, representing private-sector organizations of various sizes, ranging from micro to medium-large companies. The group was fairly balanced in terms of gender. In terms of age, two or three participants were in their 30s, while the others were in the 40-60 age range. This diverse mix of organizational backgrounds and age groups contributed to a broad range of insights and perspectives during the discussions.
Portugal	17.12.2024 (One workshop with all 4 stakeholder groups)	7	The 'all-together' workshop had 66 participants from across Portugal, including 55 women and 13 men. The online set up allowed stakeholders to join one break-out discussion based on their

			target group, and 7 people participated into the session with businesses. Several companies were represented, such as Gebalis, Gesamb, NoFootprintGroup, BNP Paribas and ULS Algarve.
Slovenia	30.09.2024 (One workshop with all 4 stakeholder groups)	8	The 'all-together' workshop had 24 participants from across Slovenia, of which 8 (six females and two males, with an average age of 48 years) joined the session with businesses. This group represented a broad range of high-level professional roles within various sectors. The participants included Chief Operating Officers, CEOs, entrepreneurs, directors, design managers, economists, consultants specializing in sustainability and the circular economy, and a research director.
Türkiye	25.10.2024 In-person	12	12 participants (8 female and 4 male) joined the workshop in Türkiye and came from various sectors, such as engineering, sustainability, agricultural chemistry, food education, automotive, carbon footprint technologies, and others.

Planning information of the workshops with Academia

Workshops with Academia			
Country	**Date & Location**	**Participants groups size**	**Participants' demographics*** *As reported by the pilot countries*
Estonia	15.11.2024, Hybrid	6 (In person 2, online 4)	The academic workshop was attended by six participants from four major universities in Estonia. All participants were

	(One workshop with all 4 stakeholder groups)		at the level of PhD students or PhD candidates, 2 of them were professors in their field. All participants were somehow related to sustainability. Five participants were female and one male. The age range of the participants was between 30 and 45 years.
Finland	26.9.2024 In person	15	Most of the participants in Finland were researchers focusing on sustainability topics, human behavior, or a combination of both. All participants had experience working with sustainability topics. Three participants identified as male, while the rest identified as female. The group was diverse in age, ranging from 27 to 62 years old.
Germany	7.11.2024 Online	6	In recruiting participants for the workshop, we reached out to more than 60 contacts from our network as well as some of HoC's contacts. In total, 10 people signed up for the workshop and a total of 6 participants participated in the workshop. The participants represented 3-4 different universities, and 2 research institutes. All participants were researchers, in addition to one of them being the founder of a research institute. Despite the relatively low number of participants, the participants were in good positions within their institutions to influence the consideration of the Lifestyle Test in their peers' as well as overall institutional work
Greece	27.09.2024 In-person	32	Participants in Greece came from Athens and mostly Xanthi. The group was formed by 19 men and 13 women, of which 10

			professors, 3 teachers, 12 researchers and 7 PhD candidates.
Italy	22.10.2024 Online	4	The participants from Academia included a balanced mix of researchers, administrative staff, and professors. Among them were two male researchers aged between 35 and 40: one is a Research Fellow in Design Thinking at the University of Florence and the other serving as a postdoctoral researcher and adjunct professor within the Department of Social and Political Science at the University of Bologna. Additionally, a female participant, around 30 years old, represented the administrative side as an Administrative Assistant and Sustainability Office representative of the European University Institute of Florence. The group also included a female associate professor, aged 50+, who coordinates the University Sustainability Board and serves as the Rector's Delegate for Sustainability from the University of Venezia.
Portugal	17.12.2024 (One workshop with all 4 stakeholder groups)	7	The 'all-together' workshop had 66 participants from across Portugal, including 55 women and 13 men. The online set up allowed stakeholders to join one break-out discussion based on their target group, and 7 people participated into the session with academia. A few municipalities representatives joined this session as experts in education, together with researchers from the University of Évora and of Coimbra.

Slovenia	30.09.2024 (One workshop with all 4 stakeholder groups)	5	In Slovenia, the group included two faculty professors from the Faculty of Arts and one teacher. Additionally, an Association Manager from the Youth Help Centre attended, contributing insights from the non-profit sector. This blend of experienced academic and sector representatives fostered a balanced perspective on sustainable lifestyle initiatives.
Türkiye	27.09.2024 In-person	12	Academics from four universities in Izmir, PhD students, as well as researchers from the Municipality and independent research institutions attended this workshop. The majority of participants were women, and most of the academics were from the fields of economics and sociology. Researchers in the field of Urban planning and political science also joined the event.

Planning information of the workshops with CSOs

Workshops with CSOs			
Country	**Date & Location**	**Participants groups size**	**Participants' demographics*** *As reported by the pilot countries
Estonia	15.11.2024, Hybrid (One workshop with all 4 stakeholder groups)	3 (In person 1, online 2)	The participants held senior management positions in their organisations. All participants were indirectly related to sustainability. Two participants were female and one male. The age range of

			the participants was between 35 and 45 years.
Finland	19.9.2024 In person	15	In the CSOs workshop, we had 15 participants, most of whom were at the management level in various organizations. Additionally, project coordinators and specialists attended. All participants had experience working with sustainability topics, with many coming from environmental organizations. In the workshop we also had representatives from consumer organisations. Four participants identified as male, while the rest identified as female. The group was diverse in age, ranging from 27 to 62 years old.
Germany	17.10.2024 Online	9	The participants (5 women and 4 men, between 25-65 years) represented consumer organisations at national and local level, social innovation and regional business development organisations, sustainability education, and a faith organisation. Most of the organisations work directly with citizens and consumers. Among them, there were representatives of Agado, Forum for Social Innovation, and Neue Effizienz Institute.
Greece	5.11.2024 In-person	15	The workshop participants were by a diverse range of demographics, providing a broad spectrum of perspectives on sustainable lifestyles. Attendees included individuals from various age groups, predominantly between [age range, e.g.,

			25-78], with representation from both younger and older age brackets. In terms of gender distribution, there was an almost equal representation of male and female participants. Participants belonged to a variety of civil society organizations, covering areas such as environmental advocacy, social services etc. This diversity helped to develop a debate that reflected the different priorities and challenges facing each sector.
Italy	22.10.2024 In person	3	The participants included three males representing four civil society organizations, two of which are well-known entities, such as WWF and Legambiente. Two of the participants were approximately in their 50s, while the third was around 35 years of age.
Portugal	17.12.2024 (One workshop with all 4 stakeholder groups)	10	The 'all-together' workshop had 66 participants from across Portugal, including 55 women and 13 men. The online set up allowed stakeholders to join one break-out discussion based on their target group, and 10 people participated in the session with CSOs.
Slovenia	30.09.2024 (One workshop with all 4 stakeholder groups)	6	The workshop with Civil Society Organizations (CSOs) brought together a diverse group of participants, all dedicated to advancing sustainable lifestyles within their communities. The six attendees—four males and two females, with an average age of 45—represented a range of professions including social pedagogy, economics, political science, and leadership within sustainability

			organizations. Their combined expertise and community insight provided a comprehensive view of the challenges and opportunities related to sustainable practices in Slovenia.
Türkiye	09.10.2024 In-person	19	Among the participants from different professional backgrounds, teachers and women were in the majority (13 females and 6 male). Communicators, students, sociologists and sustainability specials were also in the room. Most of the participants were between 18-25, 45-50 and 65-70 years old.

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