



Designing the PSL Tool - 102

Specifications of the PSLifestyle Application and Dataset –
Version 2

Deliverable 1.7

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Abstract

In 2017, the Finnish Innovation Fund Sitra developed a digital tool for citizens to understand the impacts of their lifestyle and consumption habits called the “Lifestyle Test”. After taking the test, the citizens were presented with a series of alternative lifestyle options with associated emission reductions. The test has been done over a million times in Finland.

Following the first application, **the Horizon 2020 project PSLifestyle**, aims at expanding the user base and potential impact of the tool by improving it with new features and adapting it to the context of eight European countries: **Estonia, Finland, Germany, Greece, Italy, Portugal, Slovenia, and Turkey**. The result of this process is the launch of the **PSL tool**.

Following the first round of citizens science labs aiming at localizing the PSL tool, this report provides an overview of the design and implementation process of Lab Iteration 2 and their findings. The contextualization of the tool is essential since the tool needs to reflect different local realities around Europe, for example, capabilities, opportunities, and motivations of the citizens in engaging in more sustainable lifestyles. In addition, taking feedback from many diverse sets of citizens could increase the acceptability of the tool across the different regions, also.

The analysis of the results from Lab Iteration 2 show useful inputs were given in all countries to support the localization of the Smart Everyday Actions (SEAs). Participants pointed out the need to review wording, language and content used for some of the SEAs presented (especially for the Housing and Food domains) to improve both comprehension and relevance of the action list.

The results from meeting 4 reveal a general appreciation for the tool and its final goals, but a better interface – tool structure and design- and content visualisation – data, information, etc.- was requested to facilitate the user experience and enhance the user journey. Moreover, participants pointed out the elements like reminders, sharing features and planning calendars would help provide a better user engagement.

The Beta version of the PSL tool can be accessed [here](#).

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1. Sustainable Lifestyles and the PSLifestyle Project

1.1 Introduction to the project and the PSL tool

The European Union Horizon funded **'Co-creating positive and sustainable lifestyle tool with and for European citizens' - PSLifestyle project** aims at enhancing the uptake of low-carbon lifestyles in line with the 1.5-degree climate targets of the Paris Agreement. These targets require changes in our consumption, a shift in social and cultural norms associated with goods and ownership¹, and wider system changes. With this in mind, the PSLifestyle project will work with European citizens and other societal catalysts, including policymakers, businesses, civil society organizations (CSOs), and academia to design solutions based on citizen data.

By **engaging citizens with a digital tool** the project aims at collecting, monitoring and analysing their environment and consumption data as well as co-researching, co-developing, and uptaking everyday life solutions for climate change. The project will build a data-driven movement with and for the citizens to enable more sustainable lifestyles across Europe.

The ambition of the project is to **engage a total of four million European citizens** - with a particular focus on eight European countries: Estonia, Finland, Greece, Germany, Italy, Portugal, Slovenia, and Turkey- in data collection and data sharing through the **PSL tool**.

Moreover, the project will work with other societal catalysts, including policymakers, businesses, civil society organizations (CSOs), and academia to design solutions based on citizen data. After the citizen science labs, the project will focus on the wider outreach of the service and on expansion into other European countries.

¹ Girod, B., Vuuren, D., & Hertwich, E. (2014). Climate policy through changing consumption choices: Options and obstacles for reducing greenhouse gas emissions. *Global Environmental Change*, 25. <https://doi.org/10.1016/j.gloenvcha.2014.01.004>

The tool is based on the Finnish **carbon footprint calculator** '[Lifestyle Test](#)', set up by the project partner Finnish Innovation Fund Sitra in 2017, and the development of a localized version is realized through **citizen science labs**, that aim to understand the local **capabilities, opportunities, and motivations** of the citizens in engaging in more sustainable lifestyles.

The PSL tool 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, General Consumption). After taking the test the users are presented with a list of personalized alternate lifestyle options or “smart everyday actions” based on their responses with associated emission reductions. The users will then be able to design their own plans by choosing among the showcased actions and track their progress throughout the implementation period.

The localization of the tool for the project pilot countries requires contextualization of questions and their corresponding answer options, as well as the list of actions that reflect local realities. This is the core activity and goal of the three project’s lab iterations, and in particular, of lab iteration 2, main focus of the present report

1.2 About the report

Following the *PSLifestyle Application and Dataset – VI*², this document reports the findings of the second iteration of citizen science labs, aiming at co-designing the PSL tool in the context of the pilot countries considered in the project.

After a short summary of Lab Iteration 1, the present document briefly reports the planning process of Lab Iteration 2, to then move to the analysis of the data collected during the citizens science labs implemented in the 8 project pilot countries.

² Dushyant, Manchandia (2022). Designing the PSL tool 101. Specifications of the PSLifestyle Application and Dataset version 1. PSLifestyle project.

2. The PSLifestyle Citizens Science Labs

The PSLifestyle Citizen Science Labs combine **two prominent participatory approaches** – **living labs and citizen science**. These approaches commonly aim at **ensuring and enabling the involvement of citizens in shaping our social, economic, and political realities through co-creation and data collection**. This helps to increase the transparency, credibility, and legitimacy of solutions that impact the lives of citizens themselves.

The **first iteration of the labs** focused on introducing citizens to the concept of sustainable lifestyles along with an introduction to the PSL test. The **second iteration of the labs** focused on designing the “smart actions” which people can take to reduce their consumption footprint and testing the frames which can make those actions more appealing to citizens. The labs also test ways to make users return to the tool and engage them more. Finally, the **third iteration of the citizen labs** will engage users on understanding motivational factors which would help in adapting the tool and associated actions to a large population of citizens.

More information for the design process for the labs, along with its theoretical underpinnings and [The PSLifestyle Citizen Science Labs Governance Framework³](#) could be explored in the previous public reports for the project.

A summary of Lab Iteration 1

The first round of citizens science labs took place in the 8 pilot countries between May and June 2022.

The overall learnings have been analyzed by the consortium partner Sitra and can be divided into 4 core categories: lab design, tool usability, stakeholder engagement and overall citizen engagement strategy.

Lab Iteration 1 set the stage for the PSL tool co-creation process before its official launch in 2023. Feedback from participants on the design of the labs helped the project partners improve the process for the following phases and iterations.

A full overview of the results from Meeting 1 and 2 can be found in a previous labs report called Specifications of the PSLifestyle Application and Dataset | Version 1

³ Xhelili, Arlind (2022). The PSLifestyle Citizen Science Labs Governance Framework. PSLifestyle Project.

2.1 Planning Lab Iteration 2

The aim of the second round of Citizens Science Labs was two-fold. On one hand, we aimed at involving citizens in the development of the PSL tool by asking them to **locally validate a list of 100 Smart Everyday Actions (SEAs)** focusing on the understandability and comprehensiveness of the proposed actions (meeting 3). The full list of SEAs includes the so-called **Type A Actions** – actions whose emission reduction can be calculated and measured–, and the **Type B/C Actions**, or challenges – lifestyle options for which a reduction potential cannot be calculated, but still considered to have an indirect impact on people’s lifestyle carbon footprint. On the other hand, lab iteration 2 aimed at testing the potential implementation of the SEAs by proposing labs’ participants to **explore the tool’s SEAs feature, give feedback on the individual action plan process and its usability, and share insights and suggestions to co-design a new feature for long-term user engagement** (meeting 4).

A more detailed overview of the questions we addressed / the type of feedback we sought with lab participants is presented in the results section as an introduction to the meeting.

The planning and design of meeting 3 and 4 (lab iteration 2) was carried out by Hot or Cool Institute (HOC) and the Work Package leader Centre for Sustainable Consumption and Production (CSCP): they delivered the agenda and materials needed for local partners to co-design, implement and report on their labs following the project guidelines. The agendas provided for Lab Iteration 2 can be found in the Annex.

Finally, the labs were scheduled between the 2nd week of September 2022 and 3rd week of November 2022. As for lab iteration 1, some countries carried out the meetings in one city only, whilst others decided to hold the labs in multiple locations, based on their own preferences and resources.

Country	Location
Estonia	Tallinn, Tartu, Online
Finland	Turku, Tampere, Helsinki
Germany	Wuppertal, Solingen, Cologne, Online
Greece	Athens
Italy	Parma, Prato
Portugal	Lisbon, Online
Slovenia	Ljubljana
Turkey	Izmir

Table 1. Cities where the labs took place in each country.

3. Results

Overall, **the labs were able to attract 325 participants in the first meeting and 276 participants in the second meeting across the eight countries.**

This section reports the feedback gathered during meeting 3 and 4 and presents the findings of the analysis.

The results will influence the later versions of the tool and responses will guide the strategies to disseminate the tool to the citizens once it is launched.

3.1 Meeting 3

The purpose of Meeting 3 was to gather people's feedback on the Smart Everyday Action list. As the actions were presented by domains – housing, transport, food, and consumer goods –, participants' feedbacks have been gathered and analyzed following the same category structure.

The meeting was divided into two exercises. In the first exercise, people carried out a **language check and commented on the understandability of the SEAs list**. The second part entailed a **comprehensiveness check**, in which participants were prompted to **reflect on the local relevance of the actions** and to provide suggestions for new potential sustainable options based on their context and needs.

The tables below report an overview of participants' feedback on the SEAs and a more detailed analysis of this feedback, reported by domain and exercise (understandability and comprehensiveness).

Exercise	Summary of Participant Feedback
<p>Language check: Understanding/comprehension prompt questions</p> <p>1) Is the action and the meaning clear and understandable? 2) Is it phrased in a non-complicated and broad audience friendly way? 3) Is there any action (title and/or description) that is not understandable? Why? What would you change? 4) Do you feel addressed in an adequate way by the action? Is there anything that makes you feel uncomfortable or angry?</p>	<ul style="list-style-type: none"> All domains presented a few actions with unclear or incomplete wording. Participants suggested the addition of information or rephrasing for a more concrete, less generic message. Such feedback was recurrent across countries. In several cases participants suggested that to be fair and less intrusive, the action descriptions should acknowledge the limitations that exist for implementing lifestyle changes, depending on personal situations or external contexts. This is necessary to avoid any sort of negative feelings. Next to the rephrasing of entire action titles and descriptions, some participants suggested to substitute single words that might trigger negative feelings (e.g.: in Portugal someone suggested to use of the word "conscious choice" instead of "smart choice").
<p>Comprehensiveness check prompt questions</p> <p><i>1) Is /are there any locally relevant action(s) missing?</i> <i>2) Is there any action in this list that is out of place and should be removed?</i></p>	<ul style="list-style-type: none"> Content Irrelevance: Some people found several actions irrelevant to their personal situations and local context, and suggested changes to the SEAs list (by adding new actions – recurrent in all domains and countries- or deleting others). Both the addition of new actions and the removal of others were requested mostly in the Housing and Food domains. Country-specific examples are reported in the domain sections

	<p>below.</p> <ul style="list-style-type: none"> • There was a general trend of public unacceptance of some practices (e.g., sharing flats, cars, spaces), representing a limitation to a wide implementation in several countries. However, only a few actions were suggested to be removed: that was the case for those practices considered uncommon in the local context. • Beside social and cultural resistance, participants across countries highlighted other factors as barriers for the uptake of some SEAs: economic limitations (especially in the housing domain) and the lack of infrastructures (especially in the transportation domain) were among the most mentioned ones. • Although participants understood the project focus being on consumption at the individual level, many pointed out the importance of the producers and providers' responsibilities towards the environment and society. • In some cases, participants suggested their appreciation for additional resources (links to websites, more info, etc.) about useful initiatives to enhance the uptake of the SEAs at the local level.
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Domain	Summary of Participant Feedback
<p>Housing Understanding (Wording)</p>	<p>Some actions titles and descriptions in the housing domain were considered too generic, vague, and somewhat incomplete in several countries (DE, IT, ET, PT), with missing information needed for a full understanding of the action's meaning and impact (e.g., <i>Check your window seals; Install</i></p>

	<p><i>water meters and monitor water consumption; Monitor home electricity consumption online, etc).</i></p> <p>Suggestions for improvement were more concrete wording and to merge similar actions.</p>
<p>Housing</p> <p>Comprehensiveness</p>	<p>During the comprehensiveness check of the housing domain, participants indicated that several actions were irrelevant for the local context or difficult to implement . This feedback is consistent across countries. In most cases, participants did not suggest deleting such actions, but rather reformulate them based on local contexts or enrich them with additional resources to increase people knowledge and facilitate their implementation.</p> <ul style="list-style-type: none"> • Actions such as <i>“Start producing electricity”, “Consider making your house more energy-efficient”</i> or <i>“Buy a solar collector”</i> are difficult to implement due to financial reasons, according to citizens in Italy, Estonia, Finland and Portugal. • In some cases, participants felt limited in implementing a change when a shared/common decision with other people is required. This is the case for people living in blocks of flats and for actions such as <i>“Start producing energy”</i>. • The relation with strangers/others represents a concern for some citizens also when it comes to actions such as <i>“Consider sharing your living space with more people”</i>(TUR) or <i>“Where possible, share a washing machine with your neighbours”</i> (DE), which generate a feeling of unsafeness and distrust. • Participants also pointed out that the actions could and should be connected with cost-saving benefits.

	<p>The reasons above motivated participants to suggest the removal of some actions. Country-specific examples are reported below.</p> <ul style="list-style-type: none"> • <u>Italy</u>: Rent your extra room for a week; Use the common facilities at your housing company. • <u>Germany</u>: Take shorter showers; Rent your extra room for a week; Establish a magazine shelf in your apartment building; Wash your clothes less often. • <u>Portugal</u>: Rent your extra room for a week; Try out a cooler room, might sleep better!. • <u>Slovenia</u>: Use bathroom floor heating moderately. <p>Also, new actions were suggested for the housing domains in all countries, covering a wide range of topics; though, most of them refer to practical recommendations on water and energy saving. Examples are: "Build or renovate energy-efficiently" (DE); "Collect the water to be re-used" (IT); "Take advantage of night electricity!" , "Instead of using the air conditioner, use a fan during the hot days of summer" (GR).</p>
<p>Transport Understanding (Wording)</p>	<ul style="list-style-type: none"> • In the transport domain, participants felt that some actions title and descriptions do not take into consideration the difference between urban and rural areas. Based on this, new demographic questions on living districts were added to the tool test, allowing users to indicate whether they live in a rural or urban areas. Moreover, the project team improved the conditions by which different actions are proposed as feasible to different users. • This concept was then extended to the

	<p>comprehensiveness check phase, where the debate focused on questioning whether people “should simply not engage themselves or their children with activities they cannot find nearby”. This was the case in the Finnish lab for the action <i>Find hobbies close to home</i>.</p> <ul style="list-style-type: none"> • Unclear wording: Some actions were indicated to lack a proper definition or a clear and concrete explanation. This was the case, for example, for the actions <i>If you move, move closer</i> for the Finnish and Greek labs’ participants; <i>Travel less often but for a longer time</i> for Finland, Portugal and Germany; <i>Stay at Home accommodation</i> for Portugal and Germany. <p>Some people perceived some SEAs in the transport domain to “trigger negative feelings as addressing bad consciousness”, and therefore suggested to rephrase them in a more friendly way (e.g. <i>Take the train for holiday trips</i> in DE and PT; or <i>Travel to Malaga instead of Thailand</i> in FI).</p>
<p>Transport Comprehensiveness</p>	<p>Most of the people found the transport-related actions important for a transition to a sustainable society. But many mentioned different types of barriers and limitations in taking them up.</p> <ul style="list-style-type: none"> • Many participants pointed out the importance of acknowledging that some actions are not for everyone and that the individual situations and conditions must be taken into account. In this context, different types of barriers were mentioned: <ul style="list-style-type: none"> • health conditions (e.g., mentioned when discussion the action <i>moderate use of car heating and use muscle power on the way to work</i> in PT); • lack of infrastructures or local

services;

- personal/work situations (e.g., *Telecommute, Travel less but for longer* in IT and DE).

- **Lack of information:** In some cases, participants expressed the interest in having more information about the impact of the recommendations (type B/C actions) on their personal carbon footprint (e.g.: *Switch from a swimming pool to a lake* in Portugal). A few people, especially in Germany, pointed out that public educational and awareness campaigns can be powerful tools to support the uptake of sustainable living in harmony with nature (e.g.: indicate how to enjoy outdoor activities without impacting the natural environment).

A recurrent comment across countries, and especially highlighted in Italy and Finland, suggested that the PSL tool could provide resources (websites/apps/certified tools) to learn more about certain topics and local initiatives for the uptake of sustainable mobility options.

- A few comments indicated a **controversy between actions**, leading to confusion among users: some actions address traveling abroad, while others limit the travel activities to local contexts.

Participants suggested the removal of some Type B/C actions. A few country-specific examples are reported below.

Italy: Order groceries delivered to your home; Find hobbies close to home.

Germany: *Start using an activity tracker; If*

	<p><i>you're moving, move closer to work and hobbies; Spend a weekend holiday at home; Travel less often but for a longer time; Take a cycling holiday.</i></p> <p><u>Slovenia</u>: <i>Travel to Malaga instead of Thailand.</i></p> <p>Regarding the new actions suggested for the transport domain, they addressed the same (or similar) topics covered by the existing SEA list, emphasizing the need for reducing individual traveling, avoiding business trips and opting for the most sustainable (and healthy) mobility modes (walking and biking) where possible.</p>
<p>Food Understanding (Wording)</p>	<ul style="list-style-type: none"> • Text length: Participants pointed out the excessive length of some action descriptions, suggesting the addition of pictures and visual material to facilitate the assimilation of concepts. • Moralistic tone: in some countries (especially DE) the food-related actions were identified as “too moralistic” compared to those in other domains. One example is represented by the description of the action “<i>Have a vegetarian day</i>”, where the sentence “<i>Vegetarian days require no effort</i>” was negatively perceived and therefore suggested to be deleted. • Incompleteness: Some people felt they would benefit from a more complete and clearer action description to understand the importance and relevance of the proposed sustainable options (IT, DE, PT). In Portugal, for example, the actions “<i>Choose local food at stores and marketplaces</i>” and “<i>Rescue a surplus lunch</i>” were vaguely described. <p>In other cases, labs participants indicated that some actions were missing information about their contribution to climate change</p>

	<p>mitigation (e.g. <i>Plant a kitchen garden</i> in IT or <i>Switch to drinking water for 5 days</i> in PT).</p>
<p>Food Comprehensiveness</p>	<ul style="list-style-type: none"> • Repetitiveness: According to some participants topics such as vegan food and food waste occurs more often than others, suggesting the possibility to merge or delete similar actions. • Participants across countries (especially in FI, DE, IT, TR) identified limitations and barriers to the implementation of some actions in the food domain due to: <ul style="list-style-type: none"> - economic reasons (e.g.: high costs of organic food); - social and cultural resistance (E.g. food traditions in Italy and Turkey make harder for citizens to let go of meat, cheese, wine and coffee); - lack of public subsidies and policies (low access to sustainable food alternatives- E.g. "<i>organic food is not well publicized and not always available in the shops</i>" (IT,); - lack of knowledge and information sharing from local authorities and institutions, for example on food waste, organic food and vegan diets (FI, DE, IT). • Connected to the previous point, feelings like concern and scepticism were expressed by many when talking about sustainable food labelling, pointing out the need for more clarity and trust. • In some cases, people suggested to increase the challenge and proposed, for example, a vegan diet rather than

	<p>a vegetarian one (FI).</p> <p>As for the other domains, participants suggested the removal of some Type B/C actions in the food living area. Country-specific examples are reported below.</p> <p><u>Estonia and Italy</u>: Choose local lake fish. <u>Germany</u>: Learn a plant-based recipe; Participate in the vegan or meatless October challenge; Rescue a surplus lunch. <u>Portugal</u>: Use the one-plate approach when you eat; Switch to drinking water for 5 days.</p> <p>The analysis of new actions suggested for the food domain reveals that citizens across countries would like to be provided with suggestions on conscious food consumption, and creative tips on food preservation and preparation. Moreover, several comments underlined the importance of raising awareness on the link between the climate, biodiversity and water impacts of food consumption.</p>
<p>General consumption Understanding (Wording)</p>	<ul style="list-style-type: none"> • Content Repetitiveness: Participants reported that a few actions in the general consumption domain are repetitive (e.g., <i>Give a useful gift</i> and <i>Give the gift of time</i>), and suggested combining or removing some of them. • Incompleteness: as for the other domains, participants indicated that some actions in the general consumption area lack of a more concrete description, especially for new or sensitive practices (E.g.: <i>It's lending day</i>; <i>Vote for politicians who think sustainably</i>).

General consumption

Comprehensiveness

- **Trust issues and cultural resistance:** as for the food domain, citizens in different countries expressed distrust when thinking about more general consumption practices like *“Crowdfund and invest in sustainable solutions”, Establish a magazine shelf in your apartment building, or “Use responsible service providers”* (especially in IT and FI). The cultural resistance was also mentioned among the limitations to the uptake of sustainable actions in the Consumer Goods domain (e.g.: *KonMari your home & buy only what’s necessary in IT*).

General Consumption was the domain with the lowest number of actions requested to be removed from the list. Here below we report a couple of examples.

Greece: *Vote for politicians who think sustainably, Give the gift of time.*

Turkey: *donate your clothes.*

The analysis of **new actions suggested** for the general consumption domain indicates the interest for further suggestions on circular practices (e.g. rent or share tools/clothing; second-hand purchases; repurposed clothing), as well as increase awareness about conscious consumption and reduced consumption levels, besides having tips on how to extend the lifetime of a product. Estonian citizens mentioned that having recommendations linked to the topic of **Waste management** can help increase people knowledge and awareness about the products' end-of-lifecycle stage.

3.2 Meeting 4

While meeting 3 focused on the content of the SEAs list, session 4 aimed at collecting **feedback on the PSL tool's user experience and usability, as well as insights on potential long-term user engagement**. Yet, the SEAs content seemed to be a recurrent element participants commented on in the fourth meeting as well.

The lab was divided into two main exercises: the first focused on the **PSL tool and the SEAs section**, while the second on the **PS Plans page and user engagement**.

Tool sections	Summary of Participant Feedback
<p>SEA section: transition page Prompt questions</p> <p><i>How did you find the transition from the lifestyle test & results to the SEAs section?</i></p>	<p>The first part of the discussion focused on the transition phase between the footprint calculation and the SEAs section.</p> <p>Some participants felt the transition from test results to the SEA's was easy and discreet (FI), while others found the page long and difficult to navigate, suggesting the need to provide more information about the shift between different sections (TUR, IT, EST).</p> <p>For some people, the user's carbon footprint feature presented in the result page and its comparison with national averages was useful and motivating.</p> <p>Yet, some people in Italy were confused by the percentages in the footprint breakdown chart and those in the domains section below, and suggested a visual division between the two elements.</p> <p>To increase users' motivation, a more cheering wording could be use in the transition phase between the test and the SEAs page.</p> <p>In Germany, for example, participants suggested that:</p> <ul style="list-style-type: none">○ the sentence "You're 105% above the 1,5, degree target" could be rephrased to "You're doing already better than

	<p><i>the average xy, if you reduce further by about 50% you manage to reach the 1,5 degree target".</i></p> <ul style="list-style-type: none"> ○ The wording "<i>doing things right</i>" could be rephrased with "<i>there are several options to do something meaningful</i>" <p>Nevertheless, criticisms were raised in some countries:</p> <ul style="list-style-type: none"> - The "<i>Continue</i>" button was not visible enough or not properly working (FI, DE, TUR) - Moving from the results page to the SEAs section required too much scrolling down (FI, TUR) - Participants felt they would need more information about the user journey (e.g.: what to expect in terms of next steps and time needed in the tool – FI, DE, TUR, EST)
<p>Actions composition</p> <p>1) <i>Was it clear and/or easy to understand that there are different types of actions? (i.e., key actions that contribute to reducing one's footprint, challenges and ideas)</i></p>	<p>In this phase, participants focused on the usability of the page introducing the SEAs, and gave feedback on the user experience and interface elements.</p> <p>Several participants found the SEAs section informative and easily understandable, thanks to the colour coding and the division of one's footprint in the upper bar.</p> <p>1) Many participants across countries felt the difference between Type A, B and C actions (as well as the icons related to those) was not always clear and understandable (GR, FI, TUR, IT, EST), suggesting the need to clarify this aspect at the beginning of the user journey.</p> <p>Moreover, several people (FI, DE) found it difficult to understand that the recommendations (Type B/C Actions) don't lead to a footprint reduction if marked in the tool as "done", and expressed interest in having a calculated reduction potential for all the</p>

2) Was it easy to spot and is the amount of emission reduction clear and understandable for you?

3) Was the separation of the actions between the living areas clear (with the heading and the colors)?

4) How did you find the logic of choosing a key action (and then one of the sub-choices)

actions.

2) Regarding the **emission reduction connected to each (type A) action**, some participants found it difficult to understand the logic behind it – e.g.: some did not understand that their emissions would be reduced when choosing an action- (FI, DE, TUR).

Also, the new estimated footprint connected to the chosen actions is not visible enough: users felt the need to emphasize it with images and encouraging phrases. Some suggested to have this element fixed on top of the page, for full visibility even when scrolling down the page (IT).

As for now, the reduction potentials of the actions are shown by domain. However, some people would prefer to see them sorted by relevance and impact, rather than for lifestyle dimension (DE).

3) Some participants (GR, TUR, IT) pointed out **the need to have a better and clearer separation of the different types of actions within each domain**, ideally in different tabs, to avoid an “endless scroll down”. Italian participants suggested a division of action by “effort required”.

Yet, in some countries people appreciated the presence of colour coding to identify the different living domains (FI).

Finnish and Turkish citizens suggest that small icons (e.g. a small house, vehicles, etc)- together with the colour coding- could help users better differentiate the living domains. Moreover, “having the icons on the top of the page as a short cut could help” (FI).

Also, participants in Germany suggested to improve the option sorting feature by adding choices as “already doing it”, “will do”, “not applicable”, “no interested”.

<p>as well as choosing the challenges and ideas?</p>	<p>When an action is already implemented in someone’s life, the tool should celebrate users’ achievement with motivating texts, such as “great job!” or “Congrats!”.</p> <p>4) For many participants across countries, the process of choosing the SEAs was not very clear and user-friendly.</p> <p>In Finland, Italy and Turkey, for example, citizens could not understand “how to choose” the SEAs, and German and Italian users would prefer to directly select sub-actions (instead of having to click on the test question related to the actions). Moreover, some participants in Italy did not understand that the action selection process was already part of the user’s plan creation.</p>
<p>Relevance of the actions</p> <p>1) Were the suggested actions (all categories) relevant to you? – this mainly in the context of did they correspond with your responses in the lifestyle test and your results</p>	<p>1) In many cases (GR, FI, DE, TUR) participants were suggested actions that were irrelevant to their test results, triggering frustration among users.</p> <p>This was the case especially for the so-called “recommendations” (Type B/C Actions): some of them were considered being too vague and not linked to the test questions (e.g. <i>grow vegetables in the garden</i>): this gave the impression that the personal carbon footprint has not been assessed properly (DE).</p> <p>Moreover, someone pointed out that a few actions were irrelevant not only for their test results, but also for their local context. To address these issues, a double solution was considered. Next to revisiting, together with the country partners, some of the actions content to increase the local relevance of the recommendations, technical improvements on the tool logic is implemented to ensure relevant actions are displayed based on the users’ answers to the test.</p> <p>To make the experience more relevant to the users, participants in Germany and Italy</p>

2) Was the number of suggested actions reasonable? – too few, too much, just enough

suggested to add filter questions about users' personal contexts and situations (*e.g.: Do you own the building/ apartment you are living in?; Are you forced to use a car to go to work as there is no public transport and it's too far away for biking?*).

Next to it, the tool could show a "top-tips-for-me" section, that, following a more generic list of type B/C actions, showcase recommendations relevant to the single user case.

The discussion on action relevance brought participants to comment on the **content** as well.

The wording of some SEAs does not match their actual scope (or ease of its implementation), diminishing people's effort and triggering a sense of frustration among users. To overcome this challenge and manage users' expectation, some (DE) suggested to mark such actions with "easy" or "harder".

Yet, people appreciated the presence of recommendations (even when not tied to carbon footprint), as they give more options to choose from, and a broader view of what people can do. Others expressed their wish to see a numerical impact for the type B/C actions as well (even if minimal).

In other cases (IT), users considered the main actions too hard to achieve, and written with a **strong and intimidating wording**. This led to suggesting a more appealing, fun and encouraging language.

2) Regarding **the number of displayed actions**, some participants found it to be reasonable, and even suggested the possibility to expand the list (GR, IT). In other cases, people considered the action list too long (FI, DE, TUR, IT) and suggested to

	<p>use a drop-down list feature under each domain (FI) or to show them by relevance/impact (DE) and keep the more general actions in a separated section.</p> <p>Also, many suggested that the text of some actions -especially the type b/c actions- was too long (GR, FI, DE).</p> <p>It is worth mentioning that such comment, related to the wording and the content composition of the actions, was not raised as much in the previous lab as in meeting 4. In fact, it is possible the action text was perceived to be too long only when seen on mobile screens (meeting 3 was carried out mainly on printed material rather than with the online version of the tool)</p>
<p>Skip function</p> <p>1) <i>For now, the skip function will be shown only for the main actions and not for the challenges/ideas. Do you think it should be presented for all the types of actions?</i></p> <p>2) <i>If you would think about a reason to not commit to a certain action, why would that be? What is stopping you right now from taking actions like presented in the PSLifestyle tool?</i></p>	<p>Although alternative printable material was provided to local teams, some countries did not manage to collect feedback on the skip feature because not functioning at the time of the lab (GR, TUR).</p> <p>1) Many people found the Skip function useful and wished it to be available for all actions, challenges, and ideas, though with the risk of having to click to many times during the user journey (FI, DE). Some countries (e.g.: IT) had participants with contrasting positions on this. In that case, many did not understand the feature's utility (as users can proceed through the list without skipping an action).</p> <p>2) When it comes to limitations to the uptake of the SEAs, most of the participants mentioned factors that are external to the tool, such as personal or economic situations (FI, DE, IT). In some cases, people did not feel ready to implement bigger changes (DE) or to commit to changes in all lifestyle domains (FI) due inconvenience, life circumstances or motivation.</p> <p>3) For someone, an open-ended text space</p>

3) Is this form of a skip function helpful or would you have preferred to have a space to provide more detailed information?

for further information on user's motivation was seen as a good voluntary option (FI, IT), although it would bring the risk of increasing the test's length. For others (DE), it would make sense only if the final goal of that text is clearly understood by users.

Participants in Germany, Italy and Estonia shared a **few suggestions to make the skip feature more practical (and increase the commitment rate)**:

- Users should be able to choose a timeline for the actions and keep options in their plan for a later stage (adding a "remind me later")
- The tool should show the skipped actions with future reminders, to give users the chance to include it in their plan at a later stage
- There should be less clicks

Provide hints, suggestions and resources to facilitate the uptake of actions, increase the commitment rate and avoid skipping them

Tool sections: Plans page

Summary of Participant Feedback

Prompt questions

What were your first impressions with the PSL Plans page?

E.g., was it easy to understand and use (marking actions as complete, removing actions from the list, changed results), visually attractive, do you like how it shows in the PSL tool?

The feedback analysis shows divergent position and perceptions. In many cases, part of the remarks collected were influenced by the Plan Page not functioning properly (tech issue). Yet, when negative feedbacks were given, they were often accompanied by suggestions, indicating participants' motivation and willingness to contribute to the process.

Content:

- Some participants expressed a positive feeling towards the PSL Plans page, considering it being **visually motivating and interesting**. Yet, more colours and symbols would be

appreciated (GR, DE). Others stated that the **visuals are a bit boring and old fashioned** (FI) and the overall page should be **more user friendly and visually attractive** (TUR, EST).

- Many users across countries would benefit from more information on what to expect from the user journey and the next pages and steps in the tool, as well as being linked to external resources to enhance the uptake of the SEAs.
- Show the aspects where the person is already doing well to motivate and acknowledge efforts (DE, FI, EST)
- Choosing the suggested actions and completing them could be named differently (e.g.: *Making a plan/ Executing a plan*) and differ visually

Planning Page usability and interface:

Participants in all countries felt the need to have a more intuitive Planning Page and indicated the elements that require improvement or change.

- The **tool structure is not as clear as it could be:** more information on the different tool sections can facilitate the user journey. This comment is common across all countries. Users in Estonia pointed out that the difference between the Plan Page and the SEA page is not clear, and the Plan Page does not appear as such, but rather looks like a list of tasks.
- The user does **not have access to a clear overview of the chosen actions** divided by domains. Many Some participants felt such an element could make the tool more user friendly

	<p>(TUR). An example could be the possibility to send their list of chosen actions to their e-mails (EST).</p> <ul style="list-style-type: none"> - Participants across countries felt the process for choosing the SEAs was too long, and that a division of actions into different domain tabs can improve the user experience in this first section of the tool. This would reduce the amount of clicking needed as well. Someone also suggested to add the most impactful actions at the top of the list for each category - The reductio in one's footprint was not clear or easy to see (FI, TUR). In this case participants suggested the possibility to show two bars in the upper part of the tool, to show one's progress compared to the original footprint (FI) or use a pop-up window with the updated footprint. - The "Next" button was not visible enough (FI, TUR, DE, EST)
<p>Carbon footprint reduction feature</p> <p><i>1) In connection with the previous question, is it clear / useful how the carbon footprint changes based on your completion of the actions?</i></p>	<p>1) For some people, the carbon footprint feature was clear and visible, but it could be improved with colors and additional visual elements (GR, DE). In other cases (FI, EST) this feature was considered confusing as the logic behind the emission reduction is not explained or the feature not shown clearly.</p> <p>Among the suggestions made to improve this feature (DE) there was:</p> <ul style="list-style-type: none"> o A more motivating wording (e.g.: "So far reduced: 0% out of xy%") and colour for reduction indicator (green) o Improve visibility of the feature by adding a growing/shrinking bar (depending on the user's carbon footprint level) o Add more information to explain the percentage of footprint reduction

<p>2) Does it motivate you to continue implementing the plan? What else would motivate you to complete more actions?</p>	<p>triggered by an action (DE) Show additional non-selected actions when users' emission reduction level is still low.</p> <p>2) Regarding the users' motivation to implement the action plans, some users felt demotivated when looking at a long list of highly challenging actions and at the low reduction potential (e.g.: less than 1%) of the easiest ones.</p> <p>Someone mentioned the possibility to add incentives such as bonuses for completing actions or unlocks of a wallpaper, video etc (GR), as well as seeing the changes in a visual format (FI).</p> <p>Among the elements that could keep the users motivated to implement their plan are:</p> <ul style="list-style-type: none"> - The option to share one's plan with peers/friends/ family - The possibility to choose among gradual actions, and not only radical ones - The possibility to give feedback to the tool - Cheering options (e.g. Well done!) when actions are ticked as implemented - The option to export and print the plan as a pdf
<p>Plan implementation: user preferences</p> <p><i>Thinking about the plan implementation, how often do you think you are to take up new actions, besides the one you would include initially in the PSL plan?</i></p>	<p>Not all countries gathered feedback on this section.</p> <p>Some participants suggested to define timelines for each action at the beginning of the planning process; after these self-defined (chosen) timelines new actions might be suggested by the app.</p> <p>Some users indicated that the uptake of new actions also depend on their scope (i.e.: the difficulty/effort level)</p>

Feedback on User Engagement

During the last exercise in meeting 4, participants were asked to contribute to the design of a feature that can help the users engage with the PSL tool in the medium-long term.

Some guiding questions have been suggested to local partners to support the discussion. Participants' insights and suggestion gathered during this session are reported in the table below.

Prompt Questions	Summary of Participant Feedback
<p>How would you feel engaged? What can a useful planning feature be?</p> <p>1) <i>Do you want to do the ones who have a higher reduction potential? Or do you want to try a category?</i></p> <p>2) <i>Would you choose a few of the actions and add a few more while you go further, or do you want to try one after the other?</i></p> <p>3) <i>Would you like to have reminders on picking up these actions?</i></p>	<p>When asked about their motivation to engage with the tool, several people felt more encouraged by looking at actions with a higher reduction potential and suggested to initially hide the lower percentages (e.g. 1%) to only show it later.</p> <p>Regarding the implementation process, some users prefer to choose and implement a few actions one after the other, rather than all at the same time.</p> <p>In some cases, users chose a few actions to start building their plan, and went back into the page to add more on their list. They realised no "add more" button is available, and suggested it as additional feature, to facilitate the user journey.</p> <p>Many people in almost all the surveyed countries found push messages (or emails) useful reminders to pick up the chosen (or new) actions. Some mentioned the ideal frequency they would like to receive them (weekly, monthly, annually). Turkish citizens mentioned that receiving feedback and tips from the tool regarding their plans progress could be a useful additional feature.</p> <p>Among additional recommendations for user engagement features, participants mentioned:</p>

	<ul style="list-style-type: none">- Social features that allow users to share their activities with others (e.g., group activity and networking, possibility to “Like”, link to Social Media platforms, etc.) (FI, DE, EST).- Forum for exchange and maybe online chat with bot or real person with help on actions (DE)- Additional information on concrete actions (e.g. everyday hints or suggestions on local services) (FI, EST)- Competitions and gamification (FI, DE)- News and Data sharing (FI)- Examples (of actions and lifestyles) and support (peer groups or specialists) to reach users’ goals or how to start with baby steps (FI, DE)- The challenge of the week: one self-selected action, every week a new topic (DE)- Action planning timelines and calendars
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4. Conclusions

As mentioned in the first part of the report, the goal of this analysis is to categorize and compare the feedbacks collected in all pilot countries during lab iteration 2, to improve content, interface and engagement features of the PSL tool.

The feedback will be further analysed and implemented throughout the development phase. Recurrent feedbacks on urgent updates will be prioritised and implemented before the start of Lab Iteration 3. Among those, the pressing need for content translations into local languages was mentioned by both participants and consortium partners.

Looking at **meeting 3**, it is possible to summarise the most urgent feedback as follow.

In the language and wording section, participants pointed out:

- the presence of some long and discouraging description texts
- the need for more information about the topics covered by the action
- the need of acknowledging the potential challenges users can face when up-taking specific smart everyday actions
-

The analysis of the feedback on action relevance reveals that:

- Lab participants are motivated to take action, but more locally relevant options must be presented.
- In support of this, more information and references to external content are necessary to enhance a safe and impactful uptake of low-carbon actions.
- Some users identified locally irrelevant actions and requested their modification or removal.
- Social and cultural factors still represent a barrier for the uptake of sustainable actions in local contexts. This aspect, together with a sense of community distrust in a few cases, leads to a low social acceptance of sustainable practices, such as those connected to the concept of a shared economy (sharing food, spaces or goods with neighbours).

Regarding **meeting 4**, a summary of recurrent feedback is presented below.

Users across countries found the PSL tool a nice-to-have application to learn about lifestyle carbon footprints and sustainable living actions.

Yet, many shared the need to improve its usability and user experience.

Among the most mentioned improvements there are:

- Additional information about the tool sections and the user journey.
- A clearer visual separation of the tool sections and their content (avoid the endless scroll down).
- A change in the logic for presenting type B/C actions (currently too generic, vague, or not relevant for most of the users).
- More clarity about the logic and calculation behind the footprint reductions shown for each action.
- Social and planning features for a medium-long term user engagement.

The first steps that will be taken for the improvement of the tool include the polishing of the test flow, the customisation of recommendations based on test answers and users motivation, a review of content wording, the implementation of a plan feature and the design of engagement features.

Overall, most of the participant across Europe were already aware of the importance of taking action toward a more sustainable living. However, several valued the additional contribution that the labs had on increasing the perception of their agency power and appreciated the co-creative and participatory approach adopted in the PSL project.

5. Annex

Lab iteration 2 | Planning of Meeting 3

Suggested Agenda Flow

- 30' before the meeting / Registration
- **10' Welcome and aims of this workshop**
- **20' Setting the scene: A reminder to the PSLifestyle project and 1,5 degree lifestyles**
 - o A reminder to the PSLifestyle project and the concept of good sustainable lifestyles, including 1,5 degree lifestyles
 - o A reminder to the lab and PSL tool user journey
 - o Summary of what we have done so far: lab iteration 1 and how we have used the feedback from it
- **120' The PSL tool and 100 smart everyday actions**
 - o Language check (understanding and comprehension)
 - o Comprehensiveness
- **20' Quick round of feedback**
 - o Any final remarks from the participants
 - o Feedback on the meeting
- **10' Closing and next steps**
 - o Immediate next steps for the project after meeting 3 (integrating the feedback into the tool) etc.
 - o Dates of meeting 4
 - o Any other activities to keep participants engagement from one meeting to the other

Lab iteration 2 | Planning of Meeting 4

Suggested agenda flow

- 30' (before the meeting)- Registration

Setting the scene

- o 10' Welcome, agenda and objectives of the workshop
- o 10' The PSLifestyle project – A reminder

Interactive exercise 1 – The PSL tool and the SEAs

- o 20' Time to try the PSL tool and the SEAs
- o 60' Participants impressions (interactive part)

Interactive exercise 2 – The PSL tool and the lifestyle plans (PSL Plans)

- o 10' The PSL Plans
- o 40' Participants impressions (interactive part)

How would you feel engaged? – Collective brainstorming

- o 15' Implementing the PSL plans for the next 3 months

How can we make this experience even better?

- o 15' Quick round of feedback

Any final remarks from the participants

Feedback on the meeting

Closing and next steps

- o 10' Next steps for the project after meeting 4

Project partners

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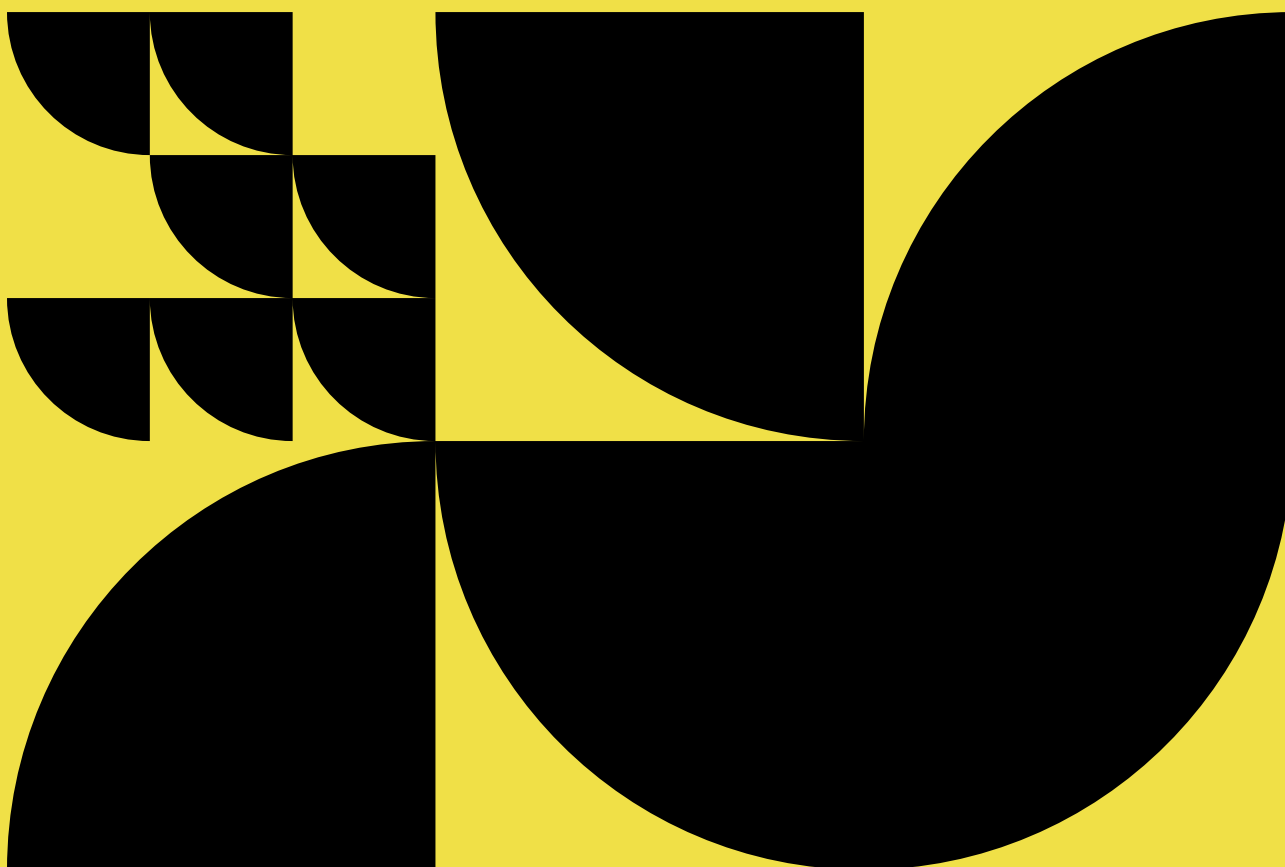
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