



PSLifestyle Exploitation Plan for Civil Society

From local to EU level

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Abstract

This report summarizes the results of the PSLifestyle Stakeholder Workshops with Civil Society Organizations (CSOs) and provides an update on the latest developments in the PSLifestyle project. The project aims to support citizens in measuring and reducing their ecological impact through the Lifestyle Test, an easy-to-use tool that offers personalized suggestions for adopting sustainable lifestyles. Launched to the public in September 2023, the Lifestyle Test is designed to help citizens across Europe make everyday actions more sustainable.

The workshops aimed to raise awareness among CSOs in the eight project countries about the PSLifestyle project and its initial findings. They also facilitated discussions on improving the Lifestyle Test's data functions, exploring how the results can enhance CSOs' engagement with consumers and solutions for sustainability. Additionally, the workshops sought to identify further collaboration opportunities, such as expanding the tool to other countries and ensuring the scientific rigor of its data.

The workshops are key in building a data-driven movement that empowers CSOs to better engage citizens and promote sustainable lifestyles across Europe. The PSLifestyle project strives to involve four million European citizens, with a focus on data collection and sharing through the Lifestyle Test in the eight target countries.

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Introduction

The urgent need for a transition to sustainable, carbon-neutral societies has led to the emergence of numerous initiatives aimed at European citizens, in a variety of formats and spearheaded by different stakeholders. While these efforts have sparked a greater willingness among consumers to embrace sustainable lifestyles and consumption patterns, substantial barriers continue to impede broader adoption. Despite growing awareness and interest in sustainability, evidence suggests that we are still falling short of making the widespread shift necessary to align lifestyles with planetary boundaries, especially in key areas such as housing, transportation, food, and overall consumption.

Several factors contribute to this challenge, including the complexity of information environments, conflicting sustainability messages, entrenched consumerist behaviours, and systemic issues like market constraints and infrastructural limitations. At the individual level, lifestyle choices are shaped by a web of interconnected factors, creating complex behavioural patterns. Moreover, while ambitious sustainability initiatives and products proposed by decision-makers aim to steer consumer behaviour in the right direction, they often fail to reflect the diverse realities of various European social and consumer groups. As a result, the efforts of these actors, although well-meaning, often run in parallel with, rather than in sync with, consumers' day-to-day realities.

Understanding the needs, expectations, and aspirations of European citizens with respect to sustainable consumption is therefore essential. It is critical to examine the interplay between personal factors influencing lifestyle choices and the broader context in which these decisions are made, as this dynamic can facilitate positive change. Equally important is communicating sustainability in a way that is clear, concise, and aligned with the values, desires, and everyday realities of consumers. This is key to ensuring the successful integration of sustainable practices into consumers' regular food consumption habits. The PSLifestyle project aims to address these challenges by focusing on the effective communication and adoption of sustainable lifestyles.

The PSLifestyle project

The European Union Horizon-funded project "Co-creating Positive and Sustainable Lifestyle Tools with and for European Citizens – PSLifestyle" aims to bridge the gap between climate awareness and individual action while increasing citizen participation in sustainability efforts. The project engages citizens through a digital tool, called the Lifestyle Test (Box 1), to collect, monitor, and analyse their carbon footprint and consumption data, as well as co-research, co-develop, and implement everyday solutions for climate change.

The project builds a data-driven movement with and for citizens to enable more sustainable lifestyles across Europe. The goal is to engage 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 sharing through the Lifestyle Test.

The Lifestyle Test is based on the consumption-based carbon footprint calculator of the same name, developed by the project coordinator Sitra in 2017. In the PSLifestyle project, an improved version of the Lifestyle Test is developed and contextualized to align with citizens' local realities in the countries of the project. This is achieved by co-creating a localized version of the solution through citizen science labs (CSLs) to better understand the local capabilities, opportunities, and motivations of citizens in adopting more sustainable lifestyles.

The PSLifestyle project also collaborates with other societal stakeholders, including policymakers, businesses, civil society organizations (CSOs), and academia, to design solutions based on citizen data. After the co-development process in CSLs, the project focuses on the wider deployment of the service and its expansion into other European countries.

What is this report about?

This report provides a summary of the results from the PSLifestyle Stakeholder Workshops with Civil Society Organizations (CSOs) that took place between September and November 2024. The main objectives of the workshops were to increase awareness among CSOs across the eight project countries about the PSLifestyle project and the Lifestyle Test, including the results generated during its initial deployment phase (September 2023-July 2024). The workshops also aimed to facilitate discussions with CSO representatives on how to further improve the Lifestyle Test, particularly regarding its data functions and features. Another goal was to engage in conversations about the practical implications of the results and explore how these findings could enhance CSOs' work processes, especially in terms of consumer engagement and the solutions they offer. Additionally, the workshops sought to identify further collaboration opportunities, such as disseminating the Lifestyle Test, adapting it to other countries, ensuring the due diligence of scientific evidence, and more.

The workshops targeted professionals and representatives from CSOs in the social, environmental, and development sectors, with the potential for including other relevant fields. Organizers and members of community groups and other citizen initiatives working in the field of sustainability have been also engaged.

These workshops took place across the eight countries of the project, and similar workshops have been conducted for the other stakeholder groups (policymakers, industry and academia) with corresponding reports prepared for each one.

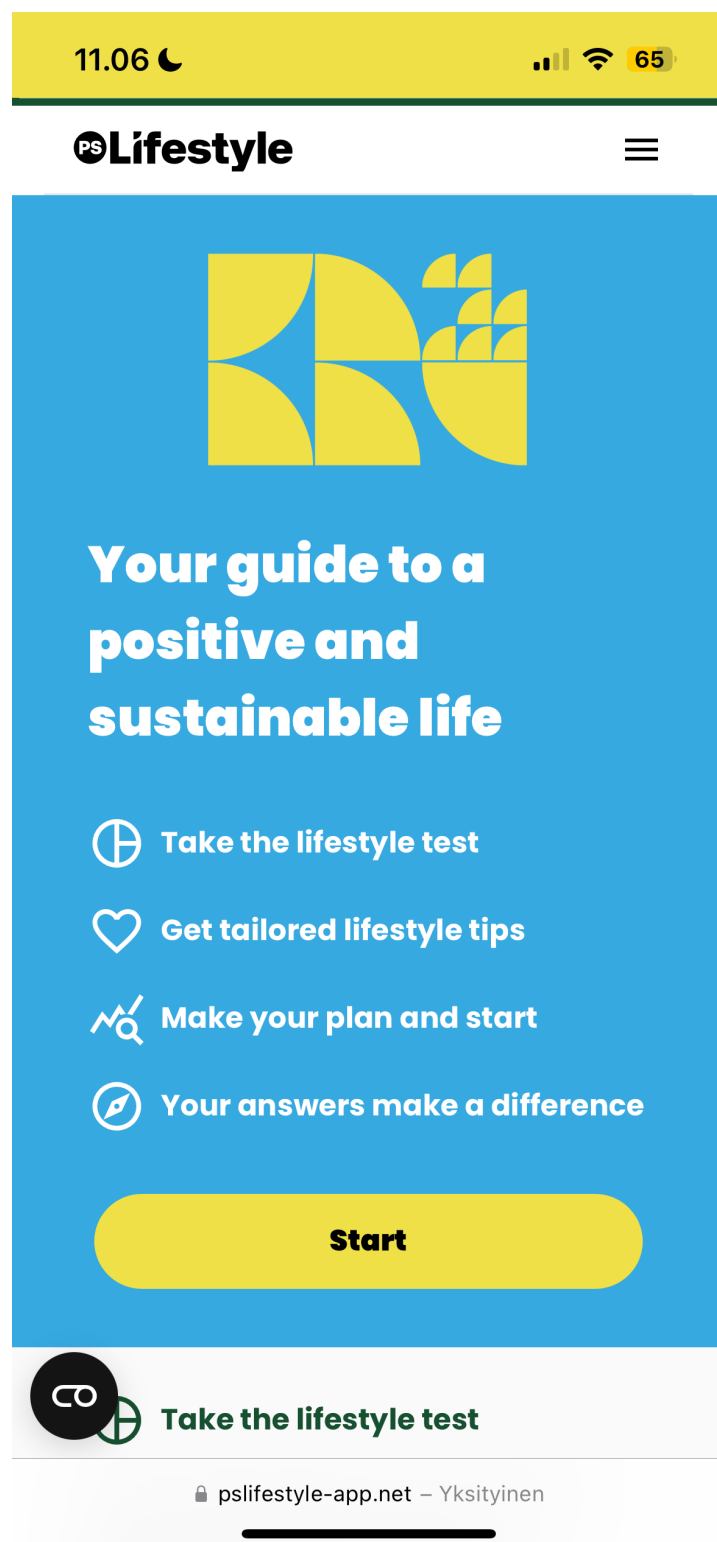
User's interaction with the Lifestyle Test

The Lifestyle Test is based on the carbon footprint calculator 'Lifestyle Test' set up by the Finnish Innovation Fund Sitra in 2017: <https://lifestyletest.sitra.fi/>. The Lifestyle Test is available as a web app and in the pilot countries' national languages. It has 3 main sections: a test / questionnaire, actions and plans.

Users' interaction will start with a measurement of their lifestyle carbon footprint through a series of questions pertaining to different living domains i.e., housing, transport, food and things and purchases.

As a follow up, and based on their results, users will be able to select and commit to a variety of practical actions), summarised in a lifestyle plan that could support them to improve their carbon footprint. Through the Lifestyle Test, users will be able to keep track of their progress and highlight the encountered barriers and drivers when implementing their lifestyle plans.

The data generated by the users will be unified into a data product which be presented to stakeholder groups.



The PSLifestyle Stakeholder Workshops

The PSLifestyle Decision Makers workshops were designed to engage a diverse range of stakeholders, including industry leaders, policymakers, academics, and CSOs. These workshops were held across the eight project countries: Estonia, Finland, Germany, Greece, Italy, Slovenia, Portugal, and Turkey. Each session was tailored to address the unique needs and priorities of the stakeholders, fostering meaningful discussions and actionable insights.

For **industry** participants, the focus was on identifying opportunities for innovative business models, products, and services driven by consumer insights. By leveraging these data points, companies can better align their offerings with evolving market demands and sustainability goals.

Policymakers explored existing policy gaps and assessed how the Lifestyle Test could serve as a catalyst for closing them. The workshops also encouraged the development of new policies and solutions to promote sustainability and effectively address emerging challenges.

Academics had the opportunity to discuss pressing research gaps in the field of sustainable lifestyles. The workshops aimed to spark new research ideas and highlighted how the tool's data product (and dataset) could contribute to advancing scientific knowledge and interdisciplinary studies.

For **CSOs**, the emphasis was on developing more impactful consumer engagement strategies. These workshops focused on bridging the gap between individuals and sustainable practices, empowering organizations to drive behavioral change and foster a deeper connection with sustainability initiatives.

Through these targeted discussions, the workshops aimed to foster collaboration, inspire innovation, and pave the way for actionable solutions across sectors.

Separate reports, similar to this one but focused on CSOs, has been prepared to share findings and insights from the other workshop series.

Workshop design in a nutshell

Goals, procedural information and participants

The **goals of the workshops** with Civil Society Organizations (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.
- 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 audience** for the workshops included professionals and representatives from CSOs in the social, environmental, and development sectors, with the potential to include other fields, as well as organizers and members of community initiatives working in sustainability.

The workshops began with an introduction to the project and its progress to date. The project team presented key details about the Lifestyle Test, including an overview and demonstration of the Lifestyle Test, as well as the results collected thus far. Participants were also given a preview of the data product; its functions and features as well as the key results that are emerging from the use of the Lifestyle Test.

The first interactive session focused on how the results, data, and the Lifestyle Test could drive sustainable behaviours, improve citizen engagement, and promote active citizenship. Key questions addressed included:

- 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?

The follow-up interactive session focused on the Lifestyle Test data product, gathering participant feedback on its features and usability. The key questions discussed included:

- Is there anything preventing you from using the Lifestyle Test data product?
- Is there anything confusing about the Lifestyle Test's data product? How user-friendly is it?
- What additional data would be useful to include in the Lifestyle Test?

A **snapshot of the suggested agenda** is provided in the appendix. The project partners implementing the workshops were encouraged to adapt and tailor the design to best fit their participants.

The **workshops collectively engaged 80 participants** across eight countries, with group sizes varying between countries: Finland hosted 15 participants, Germany 9, Greece 15, Italy 3, Slovenia 6, Turkey 19, Estonia 3, and Portugal 10. Demographically, most workshops reached a balanced gender distribution, though Italy's group was entirely men, and Turkey had most women participants. Age ranges typically spanned from mid-20s to mid-60s. Professionally, attendees represented a broad spectrum, including environmental advocacy groups, consumer organizations, sustainability educators, and social innovators. This diverse pool of participants contributed rich insights to the discussions on advancing sustainable lifestyles.

Workshop Results

Driving sustainable behaviours and active citizenship through the Lifestyle Test

**Are the generated results aligned with what the CSOs have been observing on the ground?
Are there any surprising new insights?**

Participants across the eight countries provided feedback on the Lifestyle Test data and its **alignment with local observations**. While many found the results consistent with fieldwork conducted by CSOs, **unique insights emerged**, offering valuable directions for future refinement.

Across most countries, such as Finland, Greece, Italy, Slovenia, Estonia, and Portugal, participants agreed that the **data largely aligned with existing trends observed on the ground**. This alignment affirmed the reliability of the analysis and its relevance to local sustainability efforts. Additionally in Finland, stakeholders emphasized the potential for deeper analysis to uncover actionable insights that could inform broader regulatory and industrial applications. In Estonia, CSOs highlighted the need for demographic segmentation to identify specific target groups for communication and engagement and/or simply for better understanding of the collected data.

However, **several surprising findings were noted in specific countries**. German participants highlighted the lower CO₂ impact of electricity compared to heating, the significant carbon footprint of mobility and transport, and the prevalence of “flight shame” across the Lifestyle Test. They emphasized that while people know what they should do to live sustainably, simplifying the implementation of these actions is crucial. In Estonia, interest in plant-based diets among the users of the Lifestyle Test stood out as an unexpected trend, prompting calls for better understanding user profiles to enhance data interpretation. In Turkey, discrepancies between data and field observations sparked deeper discussions. For instance, the high food-related carbon footprint seemed inconsistent with the Mediterranean diet prevalent in İzmir, though high animal product consumption might explain the result. Participants also noted that while climate awareness in İzmir is relatively high, it has not yet

translated into meaningful action. Frustrations over recycling inefficiencies and the high carbon footprint of transportation—due to frequent travel between districts in İzmir—were also highlighted.

The workshops revealed a **common challenge across countries: translating awareness into action**. Participants in Germany, Greece, and Turkey stressed the importance of providing practical steps and incentives to motivate behavioral changes. They also recommended making the proposed actions more realistic for local contexts.

Tailoring recommendations to regional realities emerged as a key priority. Turkish participants suggested aligning action plans with İzmir's local dietary habits and addressing urban mobility challenges. In Germany, participants proposed differentiating mobility data between private and business travel to provide more precise insights. In Greece, in particular, participants suggested clarifying whether the Lifestyle Test should account for professional activities or focus solely on personal life. Additionally, participants in Greece and Turkey emphasized the need for technical improvements to the web Lifestyle Test to enhance usability and engagement.

Overall, while most countries affirmed the consistency of the data with local observations, the workshops also highlighted opportunities for deeper analysis and further localization. Countries like Finland and Estonia underscored the importance of leveraging data for broader applications, such as regulatory frameworks and targeted communication strategies. Meanwhile, Greece and Turkey focused on improving user engagement and addressing contextual challenges to foster sustainable lifestyles effectively.

These insights collectively underscore the need for an iterative approach to refining the Lifestyle Test, ensuring that it not only reflects local realities but also drives tangible action toward sustainability.

What initiatives could be undertaken to tackle the identified issues and leverage points, from the CSOs perspectives?

CSOs from various countries proposed **numerous initiatives to address identified issues and capitalize on leverage points** for promoting sustainable lifestyles. While there is consensus on the importance of awareness, education, and collaboration, the suggestions reflect local priorities and approaches.

In Finland, participants highlighted the **importance of addressing the needs of marginalized groups**, such as the elderly and chronically ill, often overlooked in sustainability efforts. Leveraging data to amplify their voices and understanding their needs through customized insights were seen as critical steps. This could, for example, be reached through the Lifestyle Test's function to work with custom URLs. Collaboration with industries, such as geothermal energy providers, could also help target specific interests effectively.

Germany emphasized **practical solutions to foster engagement**, such as including gamification elements, offering savings information for sustainable measures, and providing regular reminders and rewards. Participants also suggested creating forums for peer exchange and promoting “better living” rather than moralizing language to reduce resistance to sustainable actions.

In Greece, **integrating sustainability into education** emerged as a key focus, with proposals to incorporate the Lifestyle Test into schools and universities. Other ideas included raising awareness campaigns, policy advocacy to

influence local governments, and collaborating with CSOs and environmental centers. Tailored incentives for different target groups and encouraging individuals to influence others were also prioritized.

Italy advocated for **extensive awareness campaigns** involving influencers, social media, and traditional media, alongside events in collaboration with local actors and large retailers. Disseminating studies and best practices through schools and associations was considered vital for increasing public engagement.

Slovenia proposed **making the Lifestyle Test more practical** by providing a directory of local sustainable initiatives, such as second-hand shops and farmers' markets. Participants also suggested creating a Lifestyle Test community where test-takers could connect, exchange ideas, and share services, all aimed at reducing carbon footprints collaboratively.

In Turkey, CSOs stressed the need for **greater engagement with political decision-makers** at local and national levels. Integrating sustainability themes into city strategic reports, improving municipal recycling systems, and **increasing public participation** through these reports were recommended. This increased participation of citizens could lead to them acting as solution partners as just a target audience.

Estonia focused on **using data for informed outreach and campaigns**. Identifying target groups, presenting fact-based arguments to counter misinformation, and showcasing the collective impact of small individual actions were identified as key strategies. Estonian actors' preference for clearer user profiles and scientific data / evidence presents an opportunity to build trust and encourage behavioral change.

In Portugal, participants emphasized the **importance of publicizing the Lifestyle Test to raise awareness**. Innovative and interactive approaches, such as gamification, workshops, and experiential events like testing electric bikes, were proposed to engage with citizens. Involving schools and municipalities in awareness campaigns and leveraging community resources to support initiatives were also considered crucial.

Across all countries, common themes emerged, including the importance of localized and context-specific approaches, fostering collaboration between stakeholders, and empowering citizens to take actionable steps. Leveraging data to tailor outreach and combining education, incentives, and practical tools were repeatedly highlighted as effective strategies for promoting sustainable lifestyles.

How can such people engagement insights be utilised to improve the effectiveness of initiatives led by CSOs to drive more active citizenship?

Insights from various countries offer valuable strategies for enhancing the effectiveness of CSOs in driving more active citizenship through data-driven engagement. A common approach is **tailoring communication** to resonate with different target groups. In all countries, CSOs can use the Lifestyle Test data to better understand what motivates individuals and craft messages that speak directly to their audiences. Estonia further refines this by suggesting using the Lifestyle Test's data to identify specific target groups, such as those interested in plant-based diets, and offering practical guides to help them make sustainable choices. Similarly, Portugal emphasizes the importance of connecting environmental impact with personal health benefits, as well as demystifying concepts like second-hand shopping to engage people on a more personal level.

Another recurring theme is **community building**, where CSOs aim to foster a sense of shared responsibility and engagement. Finland highlights the potential of building a vibrant community where active members encourage broader participation. Greece and Turkey focus on organizing interactive, collaborative activities such as tree-planting events and joint workshops (respectively) to attract more people and deepen their involvement. Slovenia also proposes fun, relatable activities, such as exploring water usage in daily life, to make sustainability feel more tangible and relatable for citizens.

Strategic planning is another crucial area where the Lifestyle Test and data product can make a significant impact. Germany suggests using the Lifestyle Test as a regular survey to track sustainability trends and pinpoint areas for improvement within organizations such as CSOs and their communities. Italy supports this approach, highlighting how such data can guide CSOs in designing more effective actions to change collective behaviors. Slovenia proposes integrating the Lifestyle Test into broader social and economic frameworks, such as youth strategies, to ensure sustainability is embedded at all levels of planning.

Education plays a central role in empowering individuals to adopt sustainable behaviors, and several countries emphasize its importance. Slovenia advocates for incorporating sustainability tools into school curricula, while Turkey focuses on developing ecological literacy through programs that foster behavioral changes. Estonia suggests creating tutorials or guides for individuals unfamiliar with sustainable choices, such as vegetarian eating, to make these options more accessible.

Collaboration and networking are also critical in maximizing the impact of sustainability initiatives. Turkey proposes strengthening the connections between NGOs and local governments to create joint projects and workshops on climate and carbon footprint awareness, while Portugal emphasizes the need for closer ties between organizations such as CSOs and policymakers to ensure sustainability policies gain traction. Finland suggests using data insights to show policymakers the widespread support for sustainability efforts, strengthening their influence and credibility when advocating for change.

Finally, **awareness campaigns** remain at the core of driving behavior change. Turkey recommends using media, advertising, and interactive workshops to raise awareness about carbon footprints and sustainable practices. Germany advocates for using the Lifestyle Test to introduce newcomers to sustainability, with additional resources to help them overcome challenges. Estonia further refines this approach by emphasizing the importance of demystifying behaviors and making sustainability more accessible through targeted campaigns.

While tailored communication and awareness campaigns are universal priorities, each country has distinct areas of focus. Finland, Estonia, and Germany prioritize using data for strategic decision-making and continuous improvement, as well as connecting to citizen needs (the latter a point in all countries). Greece, Turkey, and Slovenia focus on collaborative, community-driven activities to foster deeper engagement. Portugal and Italy emphasize the importance of connecting sustainability with personal benefits and using interactive methods to encourage participation. Turkey stands out for its focus on the role of NGOs in bridging the gap between citizens and policymakers to drive long-term change. By synthesizing these insights, CSOs can craft effective, context-specific strategies that promote active citizenship and sustainable living across diverse communities.

The Lifestyle Test Data Product: feedback into its features and functions

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

A cross-country comparison of barriers to using the Lifestyle Test data reveals a variety of challenges and opportunities that could be addressed to improve its effectiveness. These challenges primarily fall into three categories: data quality and transparency, accessibility and localization, and user experience and support.

Data Quality and Transparency is a significant concern in the context of which participants have raised the need for better verification of data, especially regarding margin of error and weightings. In Finland, there is particular emphasis on ensuring that the data is reliable and that its accuracy is transparent. Similarly, in Germany, there were calls for clearer communication regarding the basis of the Lifestyle Test's calculations and data sources. Both Finland and Germany highlighted the importance of making the data's origin and methodology more accessible and understandable for users and organizations.

Accessibility and Localization are crucial factors in many countries. In Greece and Italy, participants expressed the need for the Lifestyle Test to be adapted for specific organizations or regions. For example, Greece suggested that it could be localized for universities, ministries, and communities. Italy emphasized the need for more demographic-specific questions and a better understanding of the geographic diversity of the users. Slovenia shared a related concern, focusing on ensuring that the Lifestyle Test accurately represents different age groups, such as children and the elderly, who may not regularly use it but whose low carbon footprints could skew national averages. Estonia also raised concerns about the applicability of certain questions and suggestions that may not align with users' real-life situations, emphasizing the need for a solution that can accommodate the diverse contexts of users across regions.

User Experience and Support emerged as a challenge in Estonia, where participants mentioned the complexity of the interface and the lack of practical support to help users change their behaviors. For example, they pointed out that the Lifestyle Test should offer reminders or progress-tracking features to help users stay on track. Slovenia echoed similar concerns, suggesting that users need to understand the direct benefits of completing the Lifestyle Test and changing their lifestyle. There was also a need for more motivation to engage with the Lifestyle Test. Turkey highlighted the importance of local support teams to assist users, particularly in communities with lower capacity to interpret the data. This suggests that providing localized, on-the-ground support could help bridge the gap for users who may need additional guidance.

Finally, **Data Interpretation Capacity** is an issue in Estonia, where smaller NGOs might lack the resources to process and analyze the data effectively. This limitation underscores the need for organizations with fewer resources to have access to simplified reports or analyses that help them quickly capture the relevant information. Germany also mentioned the importance of having clear documentation and support materials to help organizations understand and communicate the data.

The barriers to using the Lifestyle Test data vary across countries, but common themes emerge in terms of improving data transparency, making the solution more accessible and relevant to local contexts, and providing the necessary support for users to make informed decisions. While Finland and Germany are focused on ensuring the reliability and clarity of the data, Greece, Italy, and Slovenia are more concerned with adapting the Lifestyle Test for different populations. Estonia and Turkey emphasize the need for practical support to help users interpret and act on the data, particularly in communities with fewer resources. Addressing these challenges can help improve the effectiveness of the Lifestyle Test and promote greater active citizenship across these countries.

Is there something confusing in the Lifestyle Test's Dashboard? How easy it is to use it?

The feedback on the usability and clarity of the Lifestyle Test's Dashboard varies across countries, revealing a range of user experiences and areas for improvement.

Positive Feedback on Usability. In Germany, Italy and Portugal, the data product received positive feedback regarding its ease of use and clarity. Participants in Germany and Finland appreciated the design and intuitive nature of the Lifestyle Test, suggesting that it had a good user experience overall. Similarly, in Portugal, users found the Lifestyle Test and the data product clear, easy to use, and easy to understand, with minimal confusion regarding the interface.

Issues with User Interface and Design. Despite the positive feedback, some areas of the data product were seen as lacking in Finland, Slovenia, and Estonia. In Finland, users found the data product easy to use but complained about visibility issues, such as text not being fully visible when reviewing selected actions. The general user experience was also not intuitive, which led to dissatisfaction. Estonia pointed out issues with the logic of the user interface, where users had difficulty to access the plan creation stage. Additionally, there were concerns about the clarity of the information displayed and the lack of transparency regarding the data collection and usage. This feedback highlights the importance of streamlining the user interface to ensure users can navigate the data product easily and understand how their data is being used.

Suggestions for Improvement. Across multiple countries, there were suggestions for enhancing the visual appeal and functionality of the data product. Slovenia recommended incorporating more visually engaging graphs. This could help make the data more compelling and easier to digest. Germany suggested simplifying the language used in some instances and introducing more varied graphics. Italy called for more detailed demographic information, particularly regarding geographic areas, which could help provide more specific insights into user data. These improvements would help users engage more effectively with the data.

Specific Clarity Issues. In Estonia, clarity about how data is used and what insights are provided was a significant concern. Participants found it difficult to understand what data was visible to respondents and how the analysis was being used. Providing more transparency in this regard could help users to have more confidence in the Lifestyle Test and its ability to provide valuable insights. Turkey raised a similar point, stating that the data product needs to be thoroughly reviewed to ensure that all information is clear and relevant.

Unanswered Questions. In Greece, participants expressed a lack of data regarding individual users. They were concerned that while information about users and their plans was available, insights into the actual users themselves were missing from the data product, which could hinder a deeper understanding of user behavior.

While the data product is generally considered clear and usable in several countries, enhancing transparency, visual appeal, and accessibility would likely improve the user experience and the effectiveness of the Lifestyle Test overall.

What additional data would be useful to include in the data product?

The feedback across countries suggests several useful additions to the Lifestyle Test to enhance its accuracy, relevance, and user engagement. These additions focus on improving demographic data, refining the questions, and introducing new areas of focus such as social and environmental behaviors, as well as expanding the Lifestyle Test's scope.

Demographic Data Enhancements. In Finland, participants suggested adding postal codes to the demographic section to provide insights into the geographical locations of the users. Additionally, a more granular breakdown of age groups, especially for those over 50, was recommended. Estonia also pointed out that more detailed demographic data would help better understand the results, and in Italy participants agreed, recommending additional questions about geographic areas and participants' work status (e.g., student, worker, retired). In Turkey, participants suggested updating income brackets to reflect the recent changes in average wages due to inflation, ensuring that the solution aligns with current economic realities.

Expanded Scope of Data. Germany proposed adding questions about positive environmental behaviors (referred to as the 'handprint') and climate compensation actions, to balance the focus on negative impacts. They also recommended tracking emissions from hobbies and activities, differentiating private and professional emissions (this in Greece, Italy and Slovenia too), and considering digital consumption (e.g., online streaming). These additions would capture a broader range of activities influencing the carbon footprint. Slovenia and Greece suggested including data on job-related activities, such as marking work-related travel or responsibilities that could be shifted to reduce emissions (e.g., EU project meetings could often be done online). Turkey also proposed adding more suggestions related to energy saving and and/or clarifying those on water sports.

Clarity and Personalization. Greece emphasized the need for clearer instructions and a more personalized approach, such as integrating the Lifestyle Test with other solutions, providing tailored suggestions based on users' actual behaviors. Turkey also suggested making the transition between the phases of the solution smoother, especially between the first phase (carbon footprint calculation) and the tips and planning phases. Participants indicated that the current design led to confusion, with users often abandoning the journey before completing all steps.

Social and Cultural Considerations. Finland highlighted the potential benefit of considering social and cultural footprints, enriching the Lifestyle Test's scope by examining how individual behaviors intersect with broader

cultural and social patterns. Greece similarly suggested adding more realistic actions tailored to the specific cultural and social context of different regions, ensuring that the solution aligns with local lifestyles and challenges.

Additional Functionalities. Participants in all countries proposed the inclusion of clearer visual explanations and the ability to track progress over time. In Turkey, participants suggested that incorporating "success stories" of individuals reducing their carbon footprint could serve as a motivational tool for others. Portugal proposed adding questions about the consumption of local products, while Slovenia recommended adding a feature for users to indicate whether they buy products with or without packaging, as this could provide deeper insights into sustainable purchasing habits.

Educational and Motivational Elements. Turkey further emphasized the need for educational visuals and explanations about the carbon footprint's impact. This would help users understand the broader context of their actions and motivate them to make more sustainable choices.

The proposed additions focus on improving demographic details, capturing a broader range of environmental and social behaviors, providing clearer guidance, and incorporating more personalized and local suggestions. These enhancements would make the Lifestyle Test more comprehensive, user-friendly, and relevant to diverse populations, helping individuals make more informed and effective lifestyle changes.



Figure 1: Impressions from the PSLifestyle CSOs workshops

Key recommendations for CSOs on the effective application of the Lifestyle Test

The Lifestyle Test offers a valuable tool for CSOs looking to promote sustainability and drive active citizenship. By leveraging the insights gathered from the Lifestyle Test, CSOs can refine their strategies, enhance engagement, and foster meaningful change in communities. Below are 10 key recommendations for how CSOs can apply and exploit the Lifestyle Test to maximize its impact and encourage more sustainable behaviors across different populations.

Enhance Targeted Communication. CSOs could use the Lifestyle Test data to craft personalized communication strategies tailored to specific demographics. By analyzing the results, organizations can segment their audiences based on their environmental behaviors and design messages that resonate more effectively with each group, thus fostering deeper engagement. This would allow for localized strategies that address specific challenges in different communities, improving the relevance and impact of sustainability initiatives.

Promote Behavior Change through Education. CSOs could leverage the Lifestyle Test to educate citizens about sustainable choices and behaviors. Incorporating tips, success stories, and educational content based on the results can help motivate individuals to adopt more sustainable lifestyles, while addressing common misconceptions and emotional barriers to change.

Enhance Personalization with Technology. By integrating the Lifestyle Test with existing technologies or apps, CSOs could offer more personalized suggestions, such as recommending eco-friendly actions based on a user's real-time activities, like walking or driving patterns. This approach would encourage more active participation by providing tailored solutions that fit users' lifestyles. Although this approach requires software development, its potential to encourage active participation and align solutions with users' lifestyles is high.

Build Partnerships with Local Governments and Corporations. Collaborating with corporations and local governments to promote the Lifestyle Test can significantly amplify its reach and impact by leveraging resources and networks to engage a wider audience, drive participation, and create large-scale initiatives supporting sustainable community practices.

Utilize the Lifestyle Test Data for Policy Advocacy. CSOs can further utilize aggregated data from the Lifestyle Test to advocate for policy changes. By analyzing trends and challenges revealed in the data, CSOs can identify gaps in public policy or systemic barriers to sustainability, enabling them to present evidence-based recommendations to policymakers for more effective climate action.

Foster Community Collaboration. CSOs can facilitate collaboration among different organizations and communities by using the Lifestyle Test to identify common goals and shared challenges. Joint initiatives, such as sustainability workshops, could be designed around the findings, fostering collective action toward more sustainable behaviors.

Monitor Progress and Encourage Continuous Engagement. CSOs can design follow-up initiatives that encourage individuals to track their progress over time. By incorporating regular check-ins, reminders, and updated action plans based on new Lifestyle Test results, organizations can sustain long-term engagement and promote continued behavior change, turning the Lifestyle Test into an ongoing tool for climate action.

Expanding the Reach. CSOs in countries where the Lifestyle Test has not yet been introduced are encouraged to explore opportunities for developing a localized version tailored to their specific contexts. This process involves adapting the questions and customizing the carbon footprint calculations to reflect the unique cultural, economic, and environmental realities of each region. By doing so, CSOs can ensure the Lifestyle Test remains relevant and resonates with their target audience. Additionally, efforts should focus on effective dissemination strategies to maximize participation and impact, fostering a deeper understanding of sustainable practices while empowering communities to take actionable steps toward reducing their carbon footprint. Expanding the Lifestyle Test to new countries not only broadens its reach but also strengthens the collective effort toward sustainability and climate action.

Conclusion

The Lifestyle Test stands as an important tool for driving sustainability and fostering active citizenship. It offers valuable insights into the environmental behaviors of individuals, empowering CSOs, among other decision makers, to shape more informed and targeted strategies. Through comprehensive data analysis, CSOs can promote deeper engagement, support behavior change, and advocate for essential policy shifts to advance sustainable lifestyles.

Through the PSLifestyle stakeholder workshops, we gathered valuable feedback on various topics, particularly on strategies for driving citizen behavior change and on the functionality of the Lifestyle Test and data product. This feedback will be considered for integration into future versions of the Lifestyle Test, pending a feasibility and impact assessment by the project coordinator, software development team, and local project teams.

The key feedback and recommendations gathered across different countries highlight the Lifestyle Test's potential while pointing out areas for improvement. Cross-country workshops and participant feedback revealed several opportunities to optimize the Lifestyle Test, particularly in terms of increasing data transparency, improving personalization, and refining the user experience. There is also a clear call for localization, as many countries emphasized the importance of adapting the Lifestyle Test to reflect the unique cultural, regional, and socioeconomic contexts. With these improvements, the Lifestyle Test can provide even more precise, meaningful insights, making it a more useful tool for diverse communities. Addressing the challenges identified—such as refining the Lifestyle Test's interface, clarifying data interpretation, and expanding its demographic scope—will ensure that the Lifestyle Test remains accessible and relevant to its users. Through more localized data, the Lifestyle Test can cater to local needs and sustainability challenges, allowing CSOs to design more tailored and effective initiatives. The integration of technology to offer personalized suggestions and enhance the Lifestyle Test's functionality will further position it as a critical tool in the efforts to reduce carbon footprints. The suggestions put forth by participants also emphasize the importance of education, collaboration, and data-driven advocacy. CSOs can leverage the insights gained from the Lifestyle Test to develop targeted educational campaigns, influence public policies, and build partnerships with corporations and local governments. Moreover, smaller organizations can benefit from easily accessible and user-friendly data to better utilize the results and develop actionable strategies for promoting sustainable lifestyles.

Ultimately, the Lifestyle Test is not just a tool for collecting data; it represents a vital step towards empowering individuals to take control of their environmental impact. By integrating continuous engagement, providing users with personalized feedback, and supporting long-term sustainability efforts, CSOs can maximize the impact of this tool. With these efforts, the Lifestyle Test has the potential to become an integral part of the global movement for climate action, contributing significantly to the reduction of carbon footprints and the promotion of sustainable behaviors worldwide.

Annex

Suggested agenda for the CSOs workshop series

Timing	Agenda item
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'	<ul style="list-style-type: none"> • 5' Introduction into the exercise • 45' Group exercise
The Lifestyle Test Dashboard: feedback into its features and functions	
40'	<ul style="list-style-type: none"> • 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.	

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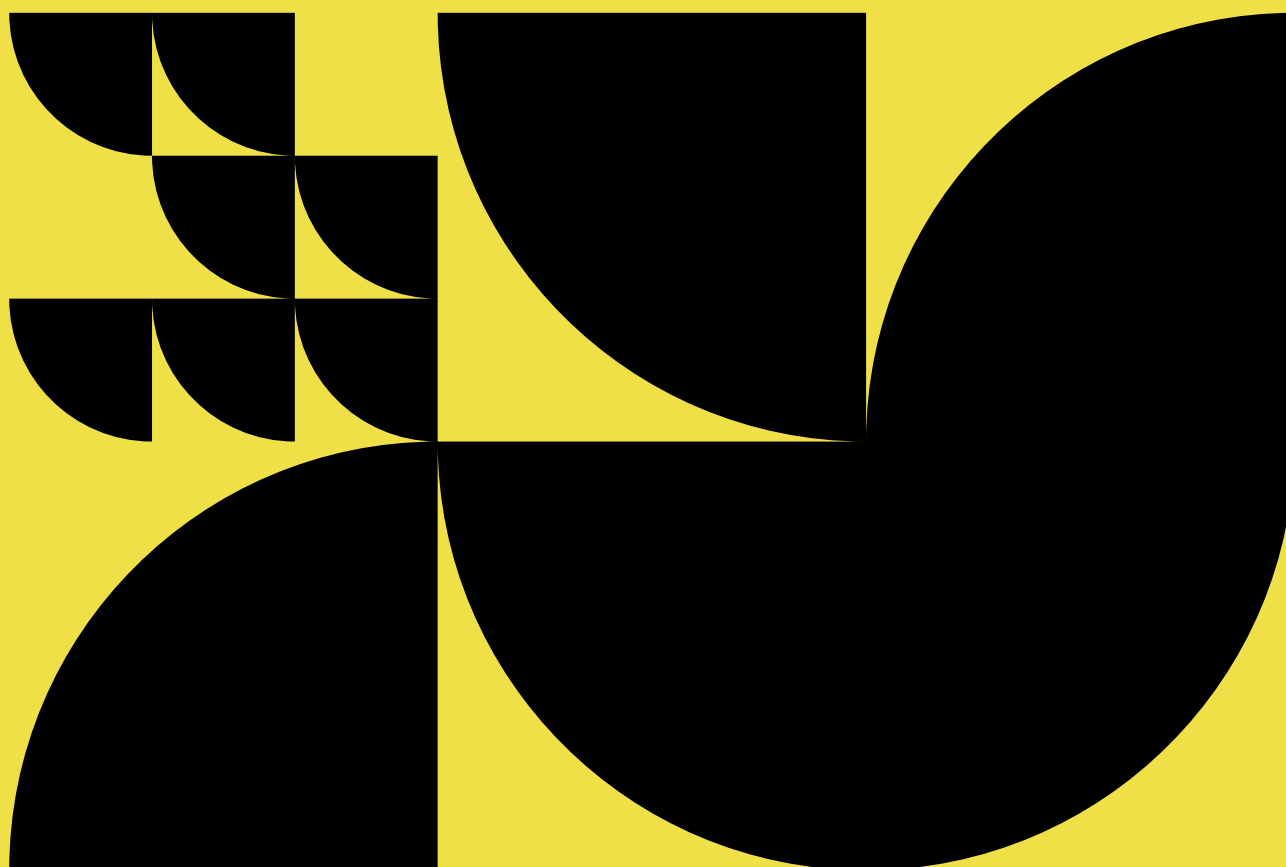
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