PSLifestyle

The PSLifestyle Citizen Science Labs Governance Framework

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ABBREVIATIONS

Athena RIC	Athena Research and Innovation Center
CCICE	Circular Change, Institut za Krozno Gospodastvo
CSCP	Collaborating Centre on Sustainable Consumption and Production
CSLs	Citizen Science Labs
CSOs	Civil Society Organisations
DECO	Associação Portuguesa para a Defesa do Consumidor
EKPIZO	Enosi Katanaloton Poiotita Tis Zois
FSS	Fondazione Sviluppo Sostenibile
GAPES	Greenapes SRL
GTF	Rohetiiger, Green Tiger Foundation
HoC	Hot or Cool Institute
LdIF	Let's Do It Foundation
MoL	Municipality of Ljubljana
PSLifestyle	Co-creating positive and sustainable lifestyle tool with and for European citizens
Sitra	The Finnish Innovation Fund Sitra
ZEYDD	Zeytince Ekolojik Yasamı Destekleme Dernegi

Abstract

The PSLifestyle Citizen Science Labs (CSLs) Governance Framework outlines the key **procedural considerations** that are necessary to factor in for the successful planning, establishment, running and monitoring of the PSLifestyle Citizen Science Labs. More specifically, the governance framework defines and brings together information related to the PSLifestyle CSLs **vision, purpose** as well as specific **themes of focus**; the **target group**; **place** and **timeline** of implementation; **operational procedures;** and the overview of the **team** and **people delivering the labs** and their **roles and responsibilities**. It will contribute towards ensuring a planned and systemic implementation of the PSLifestyle CSLs. The **primary audience** of this Governance Framework are the **PSLifestyle CSL local implementers** in the project's pilot regions Estonia, Finland, Greece, Germany, Italy, Portugal, Slovenia and Turkey.

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Introduction

Few topics gather as much consent around the globe as the general **vision for a good life and sustainable future**, among key actors, such as policy, industry, civil society organisations (CSOs), researchers, and citizens. Out of the 197 governing parties to the Convention of the Paris agreement, 193 have signed and ratified the terms [1]. Ever more businesses are taking proactive steps to lower their negative impacts, while practitioners including CSOs, researchers and universities are continuously generating up to date information and insights on what it means to live well and within planetary boundaries as well as work towards advancing the sustainable development agenda. Likewise, **citizens** around the world **discover their taste for more socially fair and environmentally conscious consumption and lifestyle patterns**. This appetite goes along with the growing understanding that living within the planetary boundaries does not necessarily need to translate into losing out on one's standard of living. Instead, it creates the **opportunity to win and realise synergies between the personal as well as the planetary well-being**.

However, citizens / consumers as well as key actors all too often hit their roadblocks when trying to explore these synergies. There are still **significant challenges** to **breaking down** the motivating yet potentially abstract **vision of a life in harmony with nature**. In that way, **ambitious targets and/or products / services** brought forward by key actors mean well but **do not always reflect the realities of some social groups**. Thus, some of the goodwill and energy of people and these actors run rather in parallel than in congruence. But for some time now, systemic actors and citizens have a new **tool** available in their kit which fosters **co-creation, ownership and reliable results** – it is called **citizen science**.

While various definitions for citizen science exist, they commonly stress that "[at] its most inclusive and most innovative, citizen science involves citizen volunteers as partners in the entire scientific process, including determining research themes, questions, methodologies, and means of disseminating results" [2, pg.15-18]. The prominent focus here is the **holistic engagement and participation of citizens**.

One **method** that is serving exactly that **purpose and takes citizen science at face value is the Living Labs methodology**. Living Labs define **innovation fundamentally through the participation of stakeholders like citizens**, so that **products and services reflect and serve their needs** and as such translate to more economically and socially sustainable solutions. Therewith, citizens play a key role in the design and innovation process.

The unique insights shared through this approach about the participants' lifestyles, interaction with spaces or process and consumption habits offer not only rich data to jointly design effective solutions of varying nature (e.g., policies, products, services and other) but at the same time often **form an experience of ownership and self-efficacy**. This **participatory dialogue process in turn has the potential to encourage long-lasting sustainable behaviours**. In this manner, science serves the needs of society and empowers its citizens and systemic actors.

PSLifestyle – bridging sustainability and citizen engagement

The European Union Horizon funded **'Co-creating positive and sustainable lifestyle tool with and for European citizens' - PSLifestyle** project focuses precisely on this. It does this by **engaging citizens through a digital tool** to collect, monitor and analyse their environment and consumption data as well as co-research, co-develop, and uptake 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 **PSLifestyle digital tool.**

The tool will be based on the **carbon footprint calculator 'Lifestyle Test'**, set up by the project partner Sitra in 2017. In the PSLifestyle project, an improved version of the digital tool will be further developed and contextualised to align with the citizens' local realities in the pilot regions. This will be done by co-creating a localised version of the tool through **citizen science labs** to understand the local **capabilities, opportunities, and motivations** of the citizens in engaging in more sustainable lifestyles. The PSLifestyle project will also work with other societal catalysts, including policymakers, businesses, civil society organizations (CSOs), and academia to design solutions based on citizen data. After the co-development process in citizen science labs, the project focuses on the wider outreach of the service and on expansion into other European countries.

What is the CSLs governance framework about?

The CSL governance framework outlines the key **procedural considerations** that are necessary to factor in for the successful planning, establishment, running and monitoring of the PSLifestyle CSLs. More specifically, the governance framework defines and brings together aspects related to the CSLs **vision, purpose** as well as specific **themes of focus**; the **target group**; **place** and **timeline** of implementation; **operational procedures**; and the overview of the **team** and **people delivering the labs** and their **roles and responsibilities**. It will contribute towards ensuring a planned and systemic implementation of the PSLifestyle CSLs. The following sections provide a more detailed elaboration of each of the aforementioned aspects.

The **primary audience** of this PSLifestyle CSL governance framework are the **PSLifestyle CSL local implementers** in the project's pilot regions. Nonetheless, its open and flexible language allows for this governance framework to be **read by everyone who might be interested in establishing and running citizen science labs**, beyond the context of the PSLifestyle project.

Complementing the PSLifestyle CSLs Governance Framework and jointly laying down the foundations of the PSLifestyle CSLs are the:

a). The **PSLifestyle Citizen Science Labs Manual**, a step-by-step guideline on organising and conducting lab meetings; and

b). **The Participant Recruitment and Engagement Strategy**, that reflecting the name cover aspects to maximising citizens' participation in the CSLs.

The PSLifestyle Citizen Science Labs

The PSLifestyle CSLs are a combination of **two participatory approaches**, namely, **living labs and citizen science**, that aim at **ensuring and enabling citizens' involvement** in shaping our **socio-economic and political frameworks** through **co-creation and data collection / provision**. Such methodological approach helps to **increase the transparency, credibility and legitimacy of solutions** that might impact citizens' lives.

Living Labs is a methodology between **open innovation, user-centred and participatory design** [3]. It emerged from the double hypothesis that having citizens in a key role in the design and innovation process would lead to services and products that fit better their

needs, which in turn then would translate to more economically and socially sustainable solutions. The living labs discourse stresses that rigorous co-design and testing with people is the best way to ensure socio-economic sustainability.

The variety of contexts in which citizen science is used, as well as the diversity of purposes and approaches of this method, gives rise to many different definitions of the term. Broadly speaking citizens science is understood as the **involvement and participation of the public in scientific research**. This participation could come in degree for example from **defining the process and/or determining the topics of discussion** to the **collection and/or provision of information / knowledge** to **analysing such information** and **placing them into a future outlook** to **defining the means of and/or disseminating the results** themselves [2].

The PSLifestyle project uses a **quadruple-helix approach** in all the project pilot regions. Quadruple-helix means a structured **involvement of the citizens, the public sector, the private sector, and the academic organisations in the research and innovation processes**. The CSLs will run in parallel throughout the project pilot regions by the project's local partners, in two stages. In **stage one**, the citizen science labs are conceptualised as labs **where citizens will be central to the discussions**. While in **stage two**, key actors such as **policy makers, industry, CSOs and academia will come together in a multi-stakeholder space** to design pathways for system change while involving also citizens in designing, implementing and monitoring the development of these systemic pathways.

The mandate and purpose of the PSLifestyle Citizen Science Labs

The PSLifestyle CSLs will bring together European citizens to **co-create and shape visions of good life** – within planetary boundaries as well as **co-design solutions for making such visions a reality**. Throughout six meetings, clustered in three lab iterations (please see **Table 2** & **Table 3** together with members of their community / city, citizens participating in the CSLs will have the opportunity to:

- **collect and provide information** through speaking and exchanging about **challenges they face in their neighbourhood/cities/regions in general** and **for more sustainable living** throughout 4 key areas such as food, mobility, housing and general consumption;

- **co-design solutions and every day** actions that hold potential for **overcoming those challenges** and **increase our share of sustainable living**; and
- **exchange on barriers** that could **inhibit the uptake of those solutions** as well as on **drivers** that could **accelerate their wider roll out**.
- **build future pathways / recommendations** of social, economic, political and other nature to key actors that could support making the visions of good life, within planetary boundaries a reality.

The **output of the exchanges** with the citizens will **directly feed into the content creation and localisation of the PSLifestyle digital tool** – a consumption-driven carbon footprint calculator that helps us become aware of our environmental impact and supports changing our behaviours towards more sustainable ones. Besides co-defining and localising this content, the **participants of the CSLs** will be **engaged to co-create the features and functionalities of the PSLifestyle tool, also.** This approach will ensure the tool reflects the needs and expectations of its users and as such increase the chances of its broad and continuous usage.

Besides, the two core mandates, the PSLifestyle CSLs will contribute towards further **increasing people's awareness about the need for more sustainable lifestyles**, beyond its participants also. Building upon the knowledge that our behaviours are largely influenced by those of our peers' and the society we are operating within [4], the participants of the CSLs will be encouraged to promote the findings and learnings of the labs among their social and community circles. In such capacity, the participants of the CSLs will be called '**The European Sustainable Lifestyle Ambassadors**'. Such an approach will contribute towards a larger outreach of the labs and project as well as further dissemination of the vision of good life for all, within planetary boundaries.

The guiding principles of the PSLifestyle CSLs

Citizen science labs as a unique engagement method develop their full potential through their various layers of engagement techniques thereby, reaching into the collective wisdom of their key target groups. In the context of the PSLifestyle project, these are primarily citizens and then other key actors such as policymakers, businesses, CSOs as well as academia / researchers. This holistic approach to explore complex challenges allows for tailored value creation for and with the people to design long-lasting solutions. While applications of citizen science labs will by design vary to consider the contexts, all labs have a few key principles in common that are closely connected and build on each

other. Evans et al., 2017 [5] and Ståhlbröst & Holst 2012 [6] have been consulted when developing these principles.

- **Reflection of real life.** A first key pillar of the PSLifestyle citizen science labs already hides in its name. While lab experiments usually refer to research done in optimal yet often artificial conditions, citizen science labs seek to bridge between the research methods used in labs and the complex, natural real-world context. This context is part of the experience of any service, product and innovation. Thus, to design viable solutions to certain challenges, the real-life context is taken into account right from the beginning.
- **Bridging between methods.** Tying onto the first principle, citizen science labs rely on a broad spectrum of research and innovation methods. This follows on the one side from the adaption when bringing lab experimentation into the real life and ever-unique contexts that the labs are being tailored to, to best fit their purpose; and on the other side, from the different topics that will guide the exchange of information and co-creation with the lab participants.
- **Active user engagement.** A third aspect that logically follows and ties onto the ones before is the realization that to understand the contexts and design innovation for the real-world contexts, CSL participants should not simply be observed as study subjects but engaged as active study contributors. Through this participatory process participants are as seen as domain experts and have recommendation and guidance power which in turn spurs ownership and self-efficacy and differentiates this from other forms of citizen engagement.
- **Transdisciplinary outlook.** Citizen science labs' ultimate goal is the value creation covering the diverse needs and desires of all stakeholders within the context frame. To achieve this overarching goal the CSLs necessarily draw upon the heterogenous insights of many domain experts. While the PSLifestyle's CSLs primary target group are citizens, the CSLs intermittently will work with other key stakeholder representatives also such as policy makers, businesses, CSOs as well as researchers. Only through the participation of all these groups and the proactive call for various perspectives can innovation be designed for and validated by the specific contexts unique to the realities at hand.
- **Added value.** The fifth principle ties onto the engagement of multiple stakeholder groups and the value creation covering diverse needs and desires. By design, the CSLs should lead to value creation that serve the needs of citizens as well as other

key stakeholders in the present as well as the future and thus has an inherent claim towards scoping pathways for good life for all, within environmental boundaries.

The Citizen Science Labs engagement process

Place of implementation and target group

The CSLs will be established and run in the eight project pilot regions with a predefined target number of participations throughout the 6 meetings of the CSLs (**Table 1**).

Table 1: The CSLs place of implementation and participation KPIs

Pilot region	No. of participations	Pilot region	No. of participations
Tallin, Estonia	175	Milan, Italy	160
Tampere, Raisio, Turku & Lappeenranta, Finland	180	Porto, Portugal	200
Athens, Greece	200	Ljubljana, Slovenia	150
Wuppertal, Germany	190	Izmir, Turkey	200

The exact **location** within a city or region where the CSL meetings will take place is an **important factor** that can have an **influence on how diverse and inclusive the pool of participants** will be. Furthermore, the location and its attractiveness can have an influence on the **type of content that will be generated**. For example, unconventional spaces could have an impact in the generation of innovative ideas and solutions [7]. Therefore, some key guiding points / characteristics of a good location are included below:

- ideally central and accessible by all population groups;

- within lively neighbourhood with the presence of citizen based or community initiatives;
- non-traditional, workspace studios (better for new experiences and creativity);
- large enough to host approximately 30-40 participants, with the possibility of working in smaller groups also;
- equipped with proper logistics;
- feasible within the planned project resources.

When identifying and selecting the appropriate location, it is advisable, where possible and fitting, for the local implementers to **connect with existing initiatives** such as innovation hubs, other living labs, university campuses and similar. Seek synergies with such initiatives could lead to **sharing resources and jointly working towards similar goals** as opposed to initiating processes from scratch and working in silos.

The **participants of the CSLs will be citizens** from **diverse socio-economic and cultural backgrounds**, within the project pilot regions, in the quest of bringing forward an **inclusive tool** that reflects the needs and realities of a different social groups.

The PSLifestyle Participant Recruitment and Engagement Strategy provides, both, a more detailed overview of the characteristics of the CSLs participants as well as more details on how to identify and select a good location for the CSL meetings.

Topical focus and timeline of implementation

The PSLifestyle CSLs, and citizen engagement within, as highlighted above, have **three overarching goals**:

1. co-creating and shaping visions of good life, within planetary boundaries in the project pilot regions (i.e., localising and contextualising the content of the PSLifestyle digital tool to align with citizens' realities);
2. co-designing and developing some of the functions and features of the PSLifestyle digital tool (improving user experiences and journey); and
3. further increase awareness about the need for more sustainable lifestyles.

To ensure the generation of comprehensive and structured insights and learnings, the PSLifestyle CSLs will be conducted in **three lab iterations, with two meetings per lab iterations (six in total)**. This journey will take place between April 2022 and March 2023. **Table 2** provides a short summary of the lab iterations and timeline, while **Table 3** provides a more detailed summary by including the themes and focus of each lab meeting within the overarching lab iterations.

At the end of each lab iteration, **guidelines for customising the PSLifestyle digital tool will be developed** by the lab iteration coordinator, which will be the basis for further improvement of the tool before its large-scale deployment after the finalisation of the PSLifestyle CSLs.

Table 2: A short overview of the lab iterations and timeline

Iteration round	Overarching theme	High level timeline
Lab iteration 1 2 X meetings	Introduction to the project, good life within environmental boundaries and the PSLifestyle digital tool	April – June 2022
Lab iteration 2 2 X meetings	Co-designing solutions, everyday actions and plans for a good life within planetary boundaries	September – November 2022
Lab iteration 3 2 X meetings	Pathways for making those solutions a reality and motivational profiles for good living	February – March 2023

Box 1: User interaction with the PSLifestyle digital tool

The PSLifestyle digital tool is based on the carbon footprint calculator 'Lifestyle test' set up by the Finnish Innovation Fund Sitra in 2017: https://lifestyletest.sitra.fi/.The **tool** will be available as a **web version** and in the **pilot countries' national languages**.

Users' interaction will start with a **measurement of their lifestyle carbon footprint** through a series of questions pertaining to different living areas i.e., housing, mobility, food and general consumption.

As a follow up, and based on their results, users will be able to **select and commit to a variety of practical actions** (i.e., Smart Everyday Actions), summarised in a **lifestyle plan** that could support them to improve their carbon footprint. Through the digital tool, users will be able to **keep track of their progress** and highlight the encountered **barriers and drivers** when implementing their lifestyle plans. The PSLifestyle digital tool will rely on **behavioural tools** to increase the likelihood of the **effective implementation** of the **lifestyle plans** as well as **improve users' experience** with the tool.

The data generated by the users will be unified into a dataset which be analysed and aggregated by the consortium partners before becoming a **subject of a dialogue and conversation** with the other **key project stakeholders** as a means to create **products, services and other actions plan**s that are based on **citizens' realities**.

[1] The Smart Everyday Actions, developed by the Finnish Innovation Fund Sitra, will be the starting basis and inspiration for the exchanges with the citizens / participants of the CSLs in the 8 pilot areas. Participants will validate, complement and contextualise the current actions to match their local conditions. To find out more about the Sitra's developed Smart Everyday Actions, please have a look at the respective publication: https://www.sitra.fi/en/projects/100-smart-ways-to-live-sustainably/#contact-us

Table 3: A detailed overview of the lab iteration focus and timeline

Lab iteration	Meetings' focus	Meeting & Timeline
Lab iteration 1 Introduction to the project, good life within environmental boundaries and the PSLifestyle digital tool	- Kicking of the CSL meetings and providing participants with a good overview of the context (PSLifestyle project, tool, good life within planetary boundaries) and what will we be doing together. - Bring the PSLifestyle CSL participants on the same page and establish a good basis for the rest of the process.	Meeting 1 By third week of April 2022
	- Provide a more detailed introduction to the PSLifestyle digital tool and have a first-hand experience with the tool. - Gather participants feedback on the tool's questions which provide the basis for calculating one's carbon footprint as well as it's features and functions.	Meeting 2 By third week of May 2022
Lab iteration 2 Co-designing solutions, everyday actions and plans for a good life within planetary boundaries	- Brainstorm and co-design solutions and everyday actions that could support tool users to reduce their carbon footprint across different lifestyle areas. The Finnish Smart Everyday Actions will serve as inspiration to the co-design of solutions and everyday actions. Participants will validate, exchange and further expand on these. - Further contextualise the content of the tool to reflect the local realities of different European regions.	Meeting 3 By third week of September 2022
	- Co-create and design plans for a good life, within planetary boundaries (i.e., sustainable living). - Exchange on support systems to make such plans a reality e.g., explore the potential of behavioural insights such as commitments, nudging, reminders and other behavioural tools that could support participants when implementing these plans - Increase people's understanding of their potential to contribute towards more sustainable living with their lifestyle patterns / habits.	Meeting 4 By third week of October 2022
Lab iteration 3 Pathways for making those solutions a reality and motivational profiles for good living	- Exchange on the effectiveness to implement the plans on a day-to-day basis, including barriers and drivers for more sustainable living. - Evaluate the impact of the plans on the participants' lives as well as the perceived impact on the environment.	Meeting 5 By third week of February 2023
	- Co-create pathways (roadmaps) for overcoming the identified barriers and exploit the drivers for more sustainable living. The pathways will target the project's key actors/beneficiaries, namely, policy, business, researchers/academia and CSOs. - Develop consumer motivation profiles for good life within planetary boundaries, that could improve the effectiveness of upcoming products, services and communication efforts targeting lay people that aim at increasing sustainable consumption patterns.	Meeting 6 By third week of March 2023

Delivery team and their roles and responsibilities

The PSLifestyle CSLs and respective journey is a **comprehensive process** that involves and relies on the **active contribution of multiple partners across the project's pilot regions** in various roles, for its effective delivery. In this process the overarching main roles, one can identify, are those of the **CSLs Coordinator, Lab Iteration Coordinator and Local Implementers**. **Table 4** provides an overview of these roles and related responsibilities.

The organisation and delivery of specific lab meetings requires additional roles and responsibilities which are detailed in the PSLifestyle Citizen Science Labs Manual.

Table 4: Roles and responsibilities of the PSLifestyle CSLs organising team

Role and project partner (s)	Responsibilities
CSLs Coordinator Partner: CSCP	- Design a high-level plan and governance framework for the PSLifestyle CSLs - Ensure the effective planning and organisation of the lab iterations and meetings within - Consult and work together with the lab iteration coordinators and local implementers for the effective implementation of the CSL meetings - Monitor and control the process and collect and collate lessons across the pilot regions - Seek opportunities for further improvement
Lab Iteration (LI) Coordinators Partners: LI 1: Sitra LI 2: HoC LI 3: CSCP	- Further specify the focus, aim and outcomes of the CSL meetings within the specific iteration - Guide local implementers in the design of the meetings, suggest a potential agenda and work / support local implementers in its tailoring, adaptation and further contextualisation - Suggest/provide recommendation of facilitation techniques that could support the generation of the necessary results - Support partners with the implementation of the specific techniques by providing further trainings on its utilisation - Develop templates to collect the outputs and results of the CSL meetings - Define the structure and produce the PSLifestyle digital tool customisation guideline at the end of the lab iteration
Local Implementers Partners: Estonia: LdIF & GTF Finland: Sitra	- Identify, recruit and bring participants to the CSL meetings - Further define and narrow down the topic of each lab meeting (in case there is a wish to go beyond the baseline agenda suggested by the lab iteration coordinator)

Greece: Athena RIC & EKPIZO Germany: CSCP Italy: FSS & GAPES Portugal: DECO Slovenia: CCICE & MoL Turkey: ZEYDD	- Plan, organise and run the CSL meeting(s). The PSLifestyle CSLs Manual provides a detailed guideline on what this could look like - Collect, analyse and report back the CSL meeting(s) results and outputs in the specified iteration transcribing template and overarching meeting summary report - Continue the engagement with participants, beyond the meetings also, to maintain their interest and ensure their continuous participation - Continuously promote the CSLs in the respective countries and disseminate its learnings / findings, beyond the participants also

Running the Citizen Science Labs

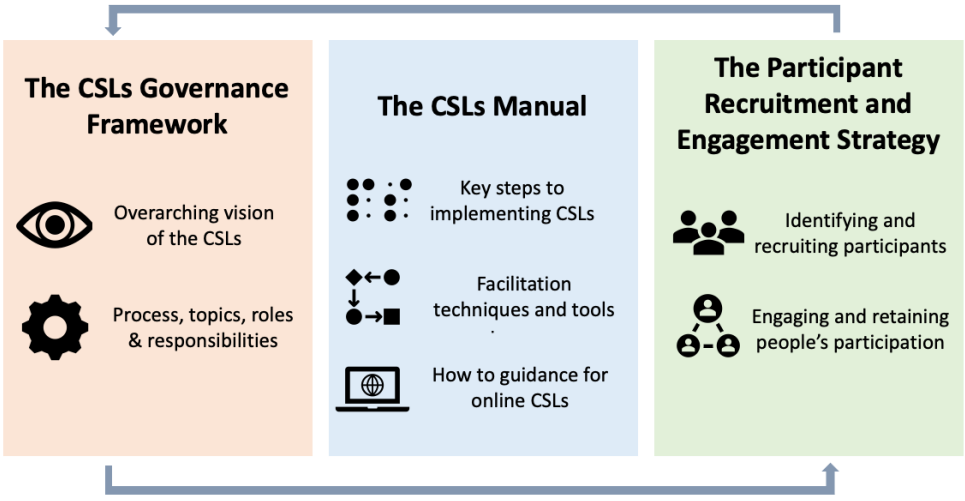

Figure 1: Key guiding documents for the PSLifestyle CSLs

The involvement of local implementers is crucial for the successful organisation, planning and implementation of the CSLs as well as citizen engagement within. Therefore, the ideation of the PSLifestyle CSLs as a whole, the meetings within and the various ways of recruiting and engaging with participants are developed in close cooperation with the local implementers.

Running the CSLs covers the need to materialise the recommended procedural steps in the key CSL documents, namely, the:

1. The **PSLifestyle CSLs Governance Framework** (subject of this document) outlines the key procedural considerations that are necessary to factor in for the successful planning, establishment, running and monitoring of the CSLs.

2. The **PSLifestyle Citizen Science Labs Manual** which has been brought together for the purpose of guiding and supporting the practical planning and implementation of citizen science lab meetings (i.e., step by step guideline); and
3. The **Participant Recruitment and Engagement Strategy** that defines a strategic approach to maximise citizens' participation in the citizen science labs.

Please refer to the PSLifestyle CSLs Manual and the Participant Recruitment and Engagement Strategy for more information on the topics each document covers.

To support the local implementers and further increase their skills and abilities to conduct the CSL meetings, **3 Train the Trainers online sessions** were conducted, the subject of which were the afore-mentioned documents and their practical implementation. Besides, as highlighted in **Table 4**, before each lab iteration, local implementers will be supported by the lab iteration coordinator with more **detailed action plans and respective meeting agendas** in the quest of reaching a successful implementation of the CSL meetings and achieving the desired results.

Monitoring & Evaluation

Throughout the conduction of the CSLs between April 2022 and March 2023, **monitoring and evaluation mechanisms will be established** to:

1. ensure the **appropriate results are being generated** i.e., insights to further improve the PSLifestyle digital tool both in terms of content as well 8as user experience and an **appropriate number of participants** are being engaged – aim 1;
2. **follow the procedural implementation of CSLs** for the purpose of ensuring it is effective and identifying challenges and opportunities as well as take corrective actions accordingly i.e., mitigate challenges and exploit opportunities – aim 2;
3. **collect and analyse consumption and behavioural findings** across the 8 project pilot areas and identify synergies and trade offs between them. The study variables for such analysis will be project's focal living areas: housing, food, mobility and other consumption and consumer behavioural determinants such as capability, motivation and opportunity, following the COM-B model [8] – aim 3;
4. **understand the impact** of the PSLifestyle CSLs and/or similar participatory approaches on social cohesion and the creation of a community feeling / responsibility to advance a particular goal i.e., increased share of sustainable living patterns – aim 4.

Different monitoring and evaluation mechanisms will be deployed to reach the various aims of the monitoring and evaluation process. The monitoring and evaluation efforts and related mechanisms will be coordinated by the CSL and lab iteration coordinators, with the support and active contribution of the local implementers. An initial overview is summarised in **Table 5** below.

Table 5: Overview of the aim and mechanisms of the monitoring and evaluation process

Aim	Initial mechanisms' overview
Aim 1 Ensure the appropriate results are being generate & number of participants engaged	• Transcription of the exchanges with the participants on basis of predefined templates and CSL meeting(s) summary reports; • Regular checkpoints with the local implementers.
Aim 2 Effective implementation of the CSLs	• Regular check points to reflect, exchange as well as share experiences and learnings on what has been going well and what could be improved; • CSL meeting(s) summary reports.
Aim 3 Collect and analyse consumption and behavioural findings	• Content analysis of the exchange transcriptions and the CSL meeting(s)summary reports.
Aim 4 Understand the impact of the CSLs on social cohesion and the community feeling for more sustainable living	• Questionnaires/interviews with the CSL participants

Engage with us

Understanding people's/citizens' behaviour, in their role as consumers also, is **key to the successful roll out of many products, services, policies and other initiatives** that aim at improving our living welfare, within planetary boundaries. The European funded **PSLifestyle project aims to be a key movement in building such understanding** through the PSLifestyle digital tool. The **PSLifestyle CSLs**, undertaken for the purpose of further improving the project's digital tool, are an effort towards **introducing a product that is co-created by people or its users and builds / reflects their local realities, needs and expectations**. The project will start from its pilot areas, namely, Estonia, Finland, Greece, Germany, Portugal, Slovenia and Turkey, and later on expand throughout Europe with the goal of reaching to 4 million Europeans through its various project activities.

Are you located in one of these countries and working with citizens and other key actors who are keen to actively engage? Feel free to **reach to the PSLifestyle project** to **explore synergies of collaboration** and jointly shape this transformative journey towards a better future for all!

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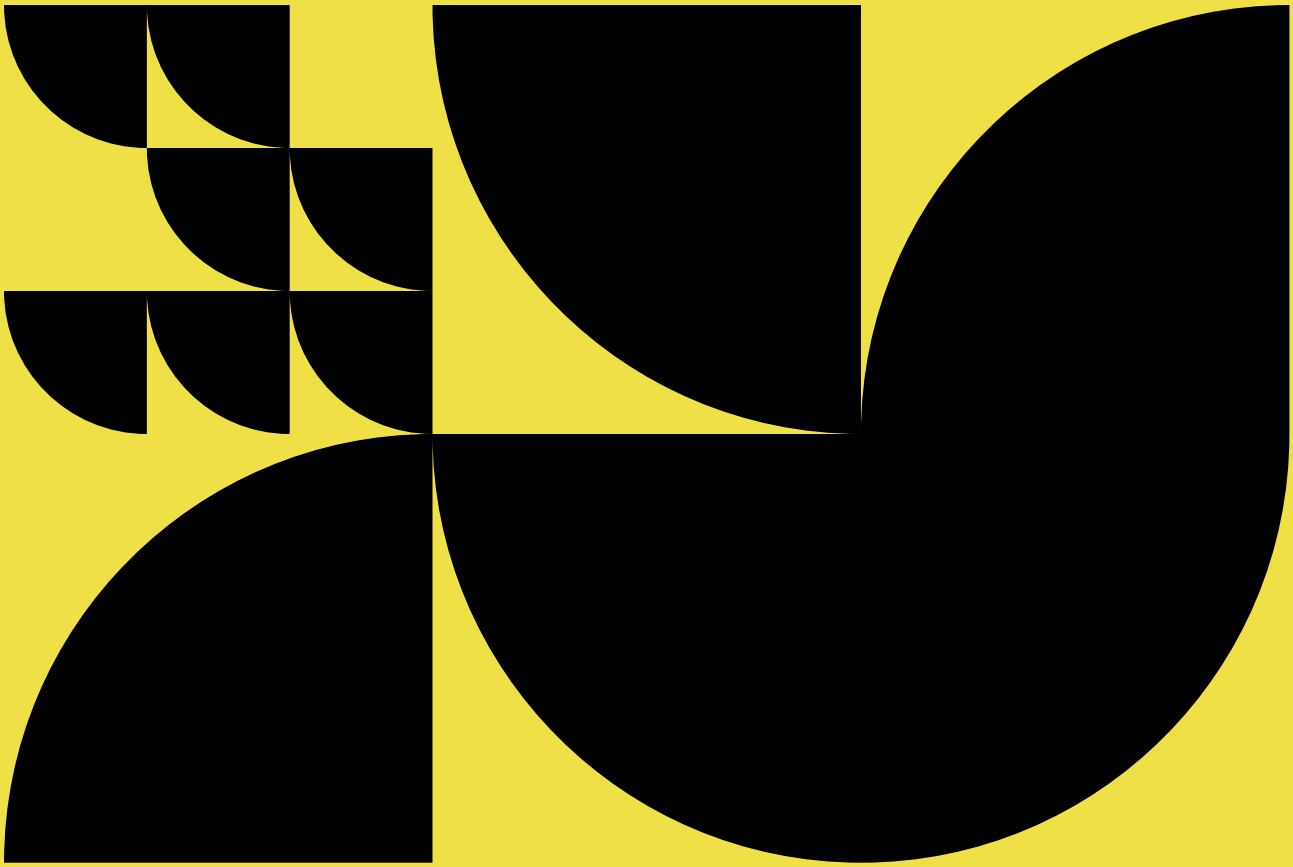

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