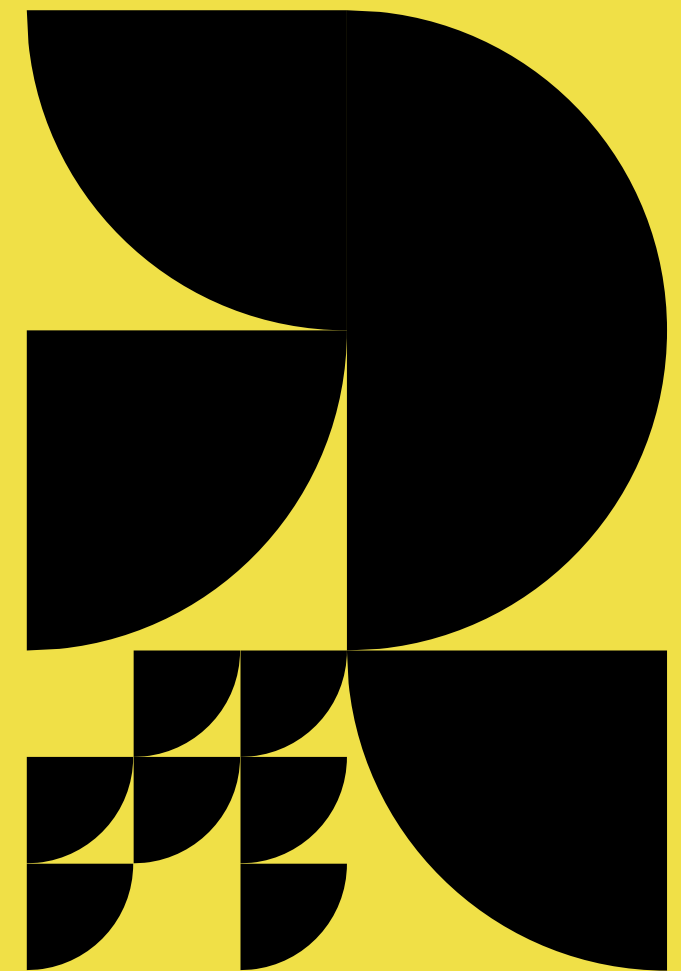


From Data to Action: Empowering Policies for Sustainable Choices

PS Lifestyle *conference*

Brussels • 13 May 2025 • 09:30–17:30 CET



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 101037342.



Morning: Spotlight sessions and policy insights

PSL

Time	Session	Speakers
9:00 – 9:30	Registration and welcome coffee	
9:30 – 10:00	Opening session – why this, why now?	Emmanuelle Maire Jussi Nevanlinna
10:00 – 10:30	Plenary 1 – Decoding sustainable living: key findings from PSLifestyle	Jussi Nevanlinna Luca Coscieme
10:30 – 11:00	Coffee break & discovery space	
11:00 – 11:40	Plenary 2 – Lifestyle change in action: local stories from the ground	Alexander Haneng Meta Pezdir Meneviş Uzbay Pirili Gregory Eve



Morning: Spotlight sessions and policy insights

PSL

Time	Session	Speakers
11:40 – 12:45	Plenary 3 – From data to decision: policy that enables change	Alba Godfrey Alison Burns Fred Dorsimont Samuele Tonello Vanessa Timmer Faustine Bas-Defossez Monica Pisani
12:45 – 13:45	Lunch break	
13:45 – 14:00	Morning session closing remarks	



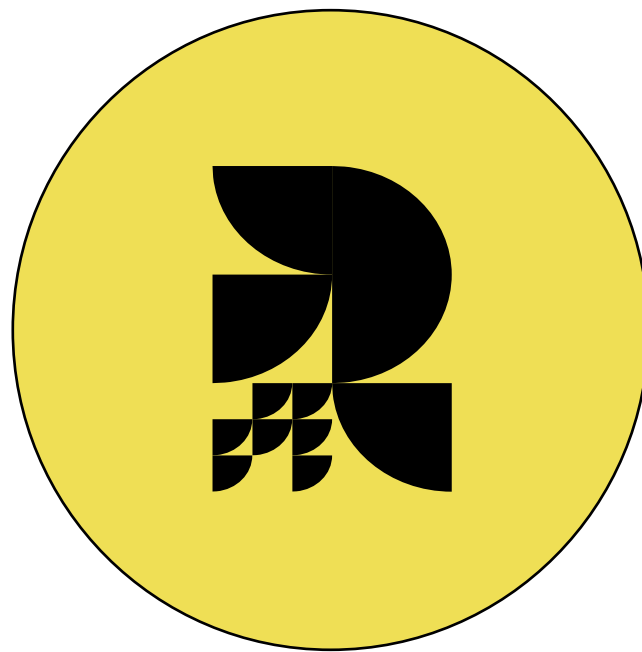
Afternoon: EU-level workshop



Time	Session
14:00 – 14:15	Setting the stage for collaboration
14:15 – 15:15	Turning insights into action – working group session
15:15 – 15:35	Coffee break
15:35 – 16:30	Plenary discussion – Scaling solutions across Europe
16:30 – 16:40	Final remarks
16:40– 17:30	Closing & networking drinks



Opening session: why this, why now?



Erwin Goor,
Project Advisor, European
Commission / REA



Jussi Nevanlinna,
PSLifestyle Project Lead,
SITRA



Emmanuelle Maire,
Head of Unit, Circular
Economy, DG ENV





Circular Economy

Emmanuelle Maire

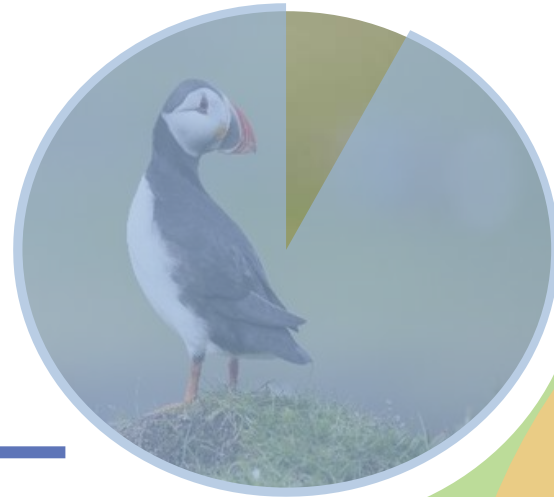
Head of Unit "Circular Economy, Sustainable Production and Consumption"

DG Environment, European Commission

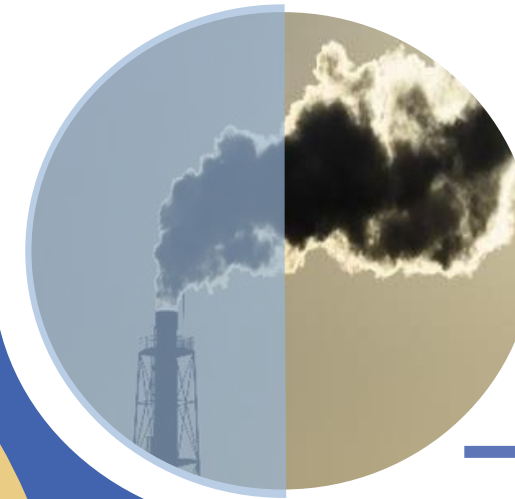
May 2025

Why act?

More than **90%** of biodiversity loss and water stress come from resource extraction and processing



About **50%** of total greenhouse gas emissions come from resource extraction and processing



Annual waste generation will increase by **65%** by 2050



Only **11.5%** of the materials used by EU industry come from recycling



Resource extraction **tripled** in the past five decades and is expected to rise by 60 per cent by 2060

3x

1970 2024

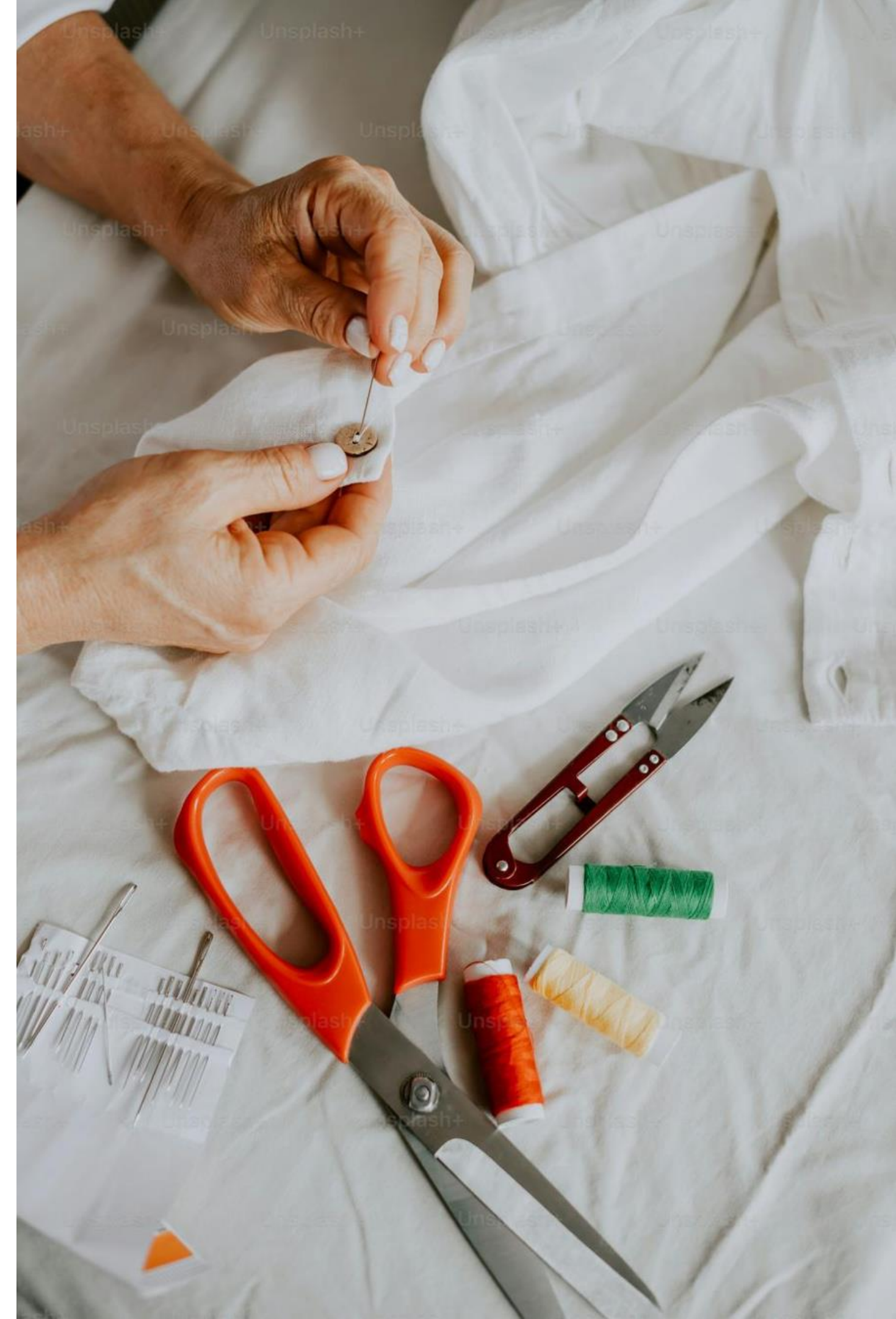


Sustainable lifestyles

- Essential to reduce environmental and climate footprints
- Shift from **linear to circular and sustainable** production and consumption models
- Includes also: sustainable energy use, transportation choices, food choices, water conservation, waste management

To on-board citizens:

- Raising awareness
- Giving access to resources
- Proposing actionable solutions



Use of collected data

For Policymakers

- Monitor progress in terms of lifestyle changes
- Design targeted, data-driven policies
- Tailor incentives and awareness campaigns

For Businesses

- Guide sustainable product development
- Track trends and preferences



The potential of Circular economy



- Stimulate **innovation** and innovative business models
- Increase **resource productivity** by up to 3% annually
→ GDP increase of 7% relative to BAU
- 700 000 new **jobs**
- Decrease vulnerabilities, increase **open strategic autonomy**
- **Resilient** supply chains
- Foster **competitiveness**
- Reduce operational **costs**

New business opportunities and
new markets



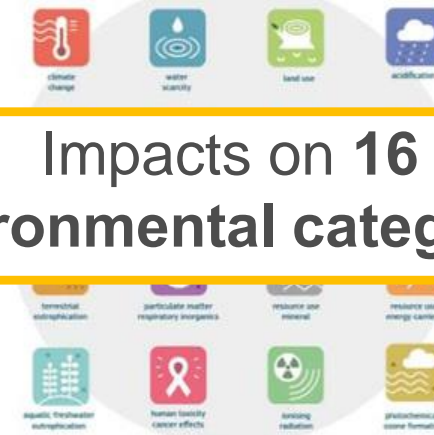
Consumers' demand for more
sustainable and circular products and
services

The Consumer Footprint Calculator

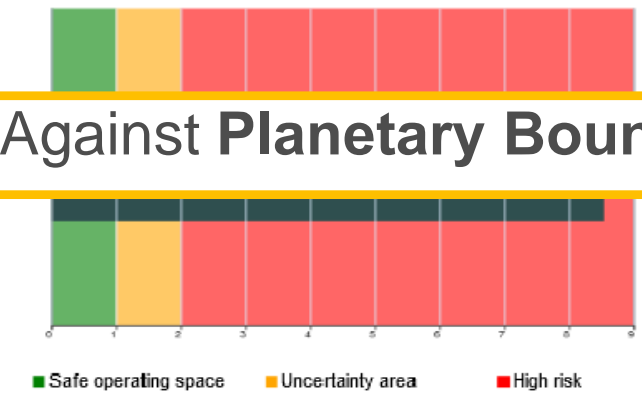
5 areas of consumption



Impacts on 16 environmental categories



Against Planetary Boundaries



How many portions do you consume every DAY of these food items?

Vegetables

Milk

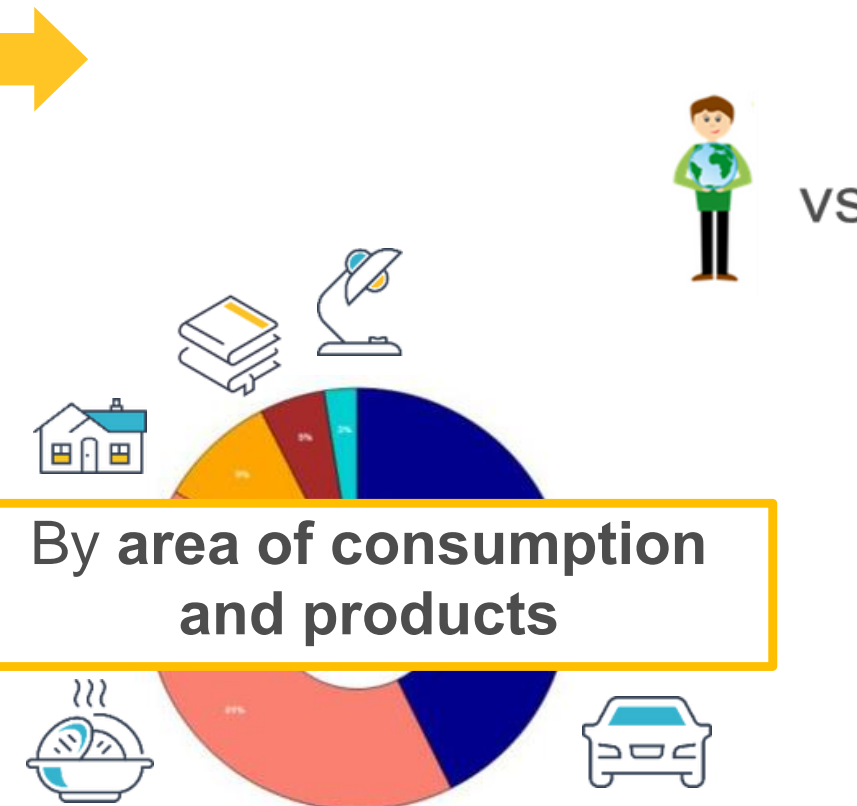
Bread

Bottled mineral water

Coffee

Tea

By area of consumption and products



Compared with the average EU citizen



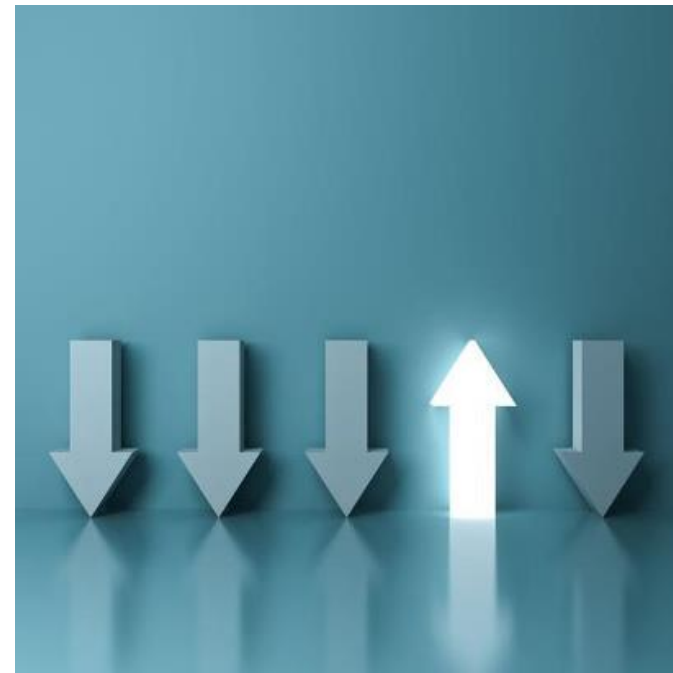
Against Sustainable Development Goals

Ecodesign for Sustainable Products Regulation



Broad Scope

Moving beyond energy-related products to a wide product scope



New sustainability & ecodesign aspects

e.g. Durability, CO₂ footprint, Recycled content, etc.



Horizontal measures

Common ecodesign requirements for products with similarities



Strong focus on product information

Digital Product Passport & Labels

Key product aspects under ESPR

- Durability
- Reliability
- Reusability
- Upgradability
- Reparability
- Possibility of maintenance and refurbishment
- Presence of substances of concern
- Energy use and energy efficiency
- Water use and water efficiency
- Resource use and resource efficiency
- Recycled content
- Possibility of remanufacturing
- Possibility of recycling
- Possibility of recovery of materials
- Environmental impacts, including carbon and environmental footprint
- Expected generation of waste materials



Digital Product Passport (DPP)

- A single, digital entry point to access product information throughout the product life cycle, on a need-to-know basis:
 - For consumers: data on environmental impacts, circularity, carbon footprint, etc.
 - For companies: information to facilitate reuse, repair remanufacturing, recycling etc
 - For authorities: compliance information (e.g. technical documentation, customs authorities)

Empowering consumers



- Information requirements and a **Digital Product Passport**
- **Ban of generic environmental claims** and rules to provide trustworthy product information to consumers → ban greenwashing
- Ensure **voluntary environmental claims** and labels are substantiated, verified and well communicated
- Create a **Right to Repair**
- Mark environmental excellence through **EU Ecolabel**



Unfair Commercial Practices Directive

Application required as of September 2026

► New rules:



Generic environmental claims banned
e.g. 'sustainable' 'ecological' 'climate neutral'



All sustainability labels must be certified by third party



Future performance claims based on implementation plan with targets, allocation of resources & regularly verified by independent 3rd party



Claims on products of neutral, reduced or positive impacts are not allowed, if based on GHG emissions offsetting

Proposed Green Claims Directive

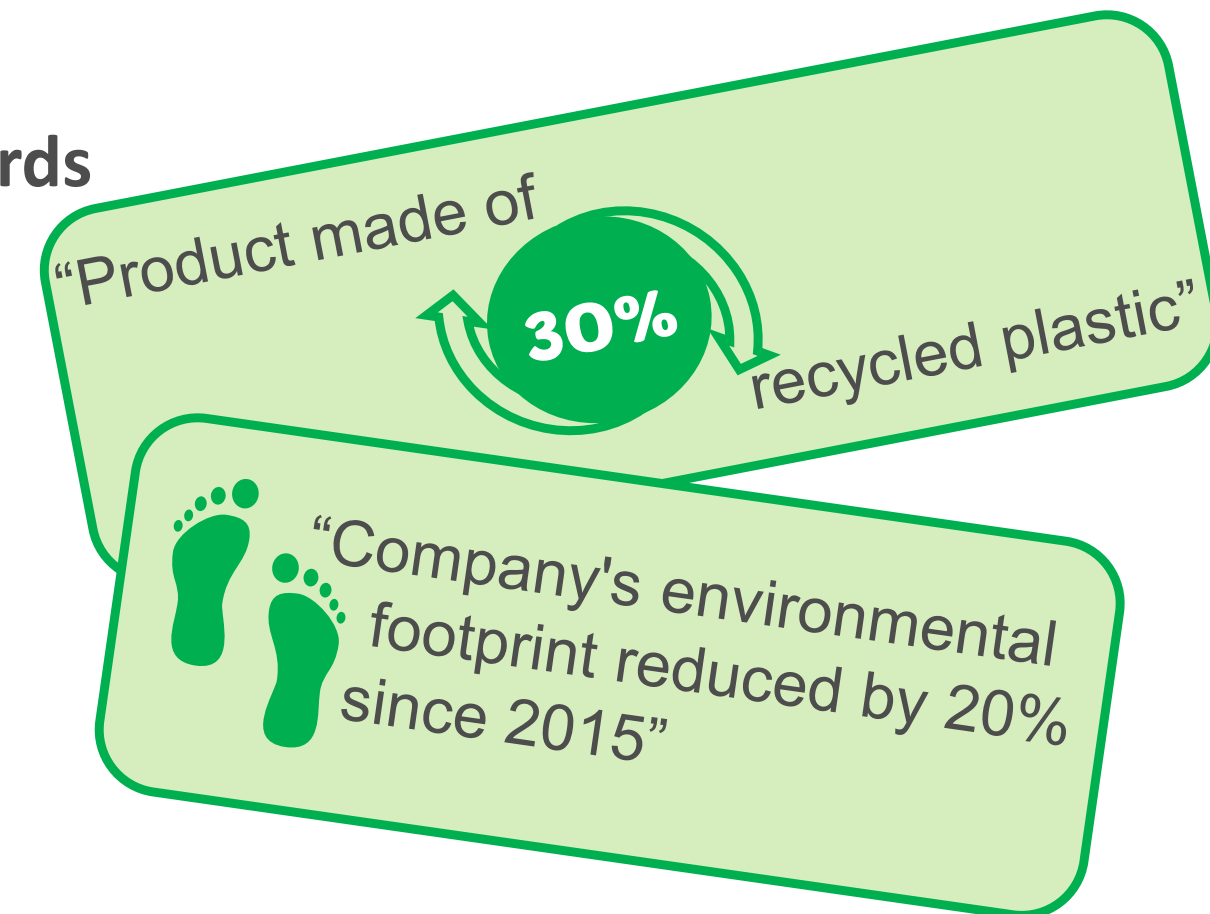
Adoption expected in 2025

➤ Green Claims Directive – complementary to Unfair Commercial Practices Directive (amended)

- ✓ how companies should back environmental claims
- ✓ business-to-consumer commercial communication does not apply to environmental
- ✗ claims regulated by other EU rules (e.g. organic label)

• Rules on substantiation of claims:

- ▶ widely recognised scientific evidence / relevant international standards
- ▶ demonstrates significance of the claim from a life-cycle perspective
- ▶ identifies trade-offs between impacts



Stakeholder engagement

5 June 2025
Stakeholders Day

#EU
GREEN
WEEK

Circular solutions for a
competitive Europe

- [News, events, good practices](#)

- Coordination Group of 24 stakeholders
- Leadership groups
- CircularTalks (webinars)
- Annual conference: **Green Week 2025**

Submit your own good
practices, knowledge,
strategies and voluntary
commitments



Learn more and keep in touch



[Circular economy action plan \(europa.eu\)](https://european-council.europa.eu/media/en/press-articles/2020/07/11/Pages/Circular-economy-action-plan.aspx)



[@EU_ENV](https://twitter.com/EU_ENV)



[@EUEnvironment](https://www.facebook.com/EUEnvironment)



[EU Environment and Climate](https://www.linkedin.com/company/eu-environment-and-climate)



[ourplanet_eu](https://www.instagram.com/ourplanet_eu)



[JRC Consumer Footprint Calculator:
https://knowsdgs.jrc.ec.europa.eu/cfc](https://knowsdgs.jrc.ec.europa.eu/cfc)

Thank you



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Plenary 1: Decoding sustainable living: key findings from PSLifestyle



Jussi Nevanlinna,
PSLifestyle Project Lead,
SITRA



Luca Coscieme,
Programme Lead
Sustainable Lifestyles,
Hot or Cool Institute



PSLifestyle conference

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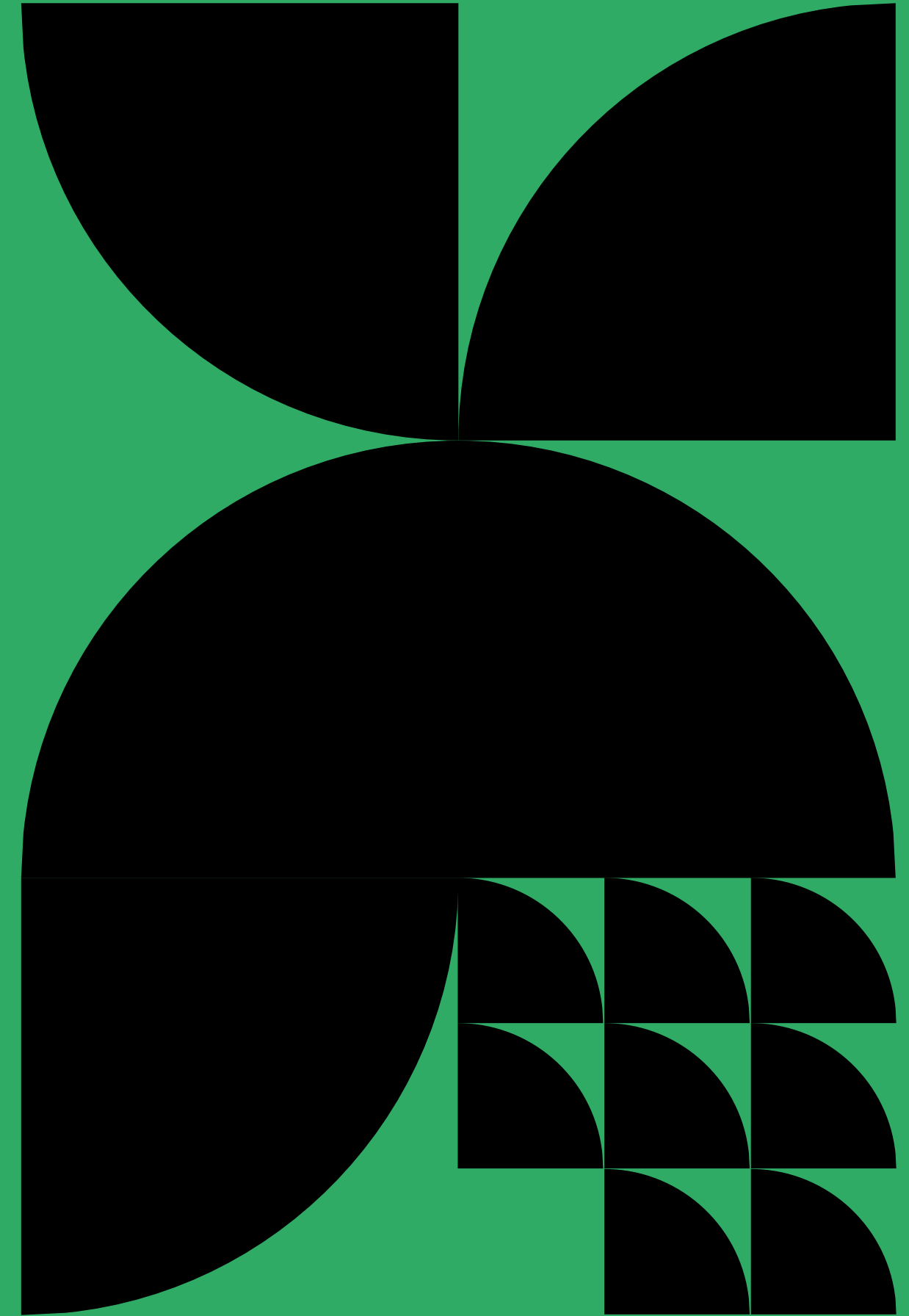
Decoding sustainable living

Key findings from PSLifestyle

Luca Coscieme – Hot or Cool Institute

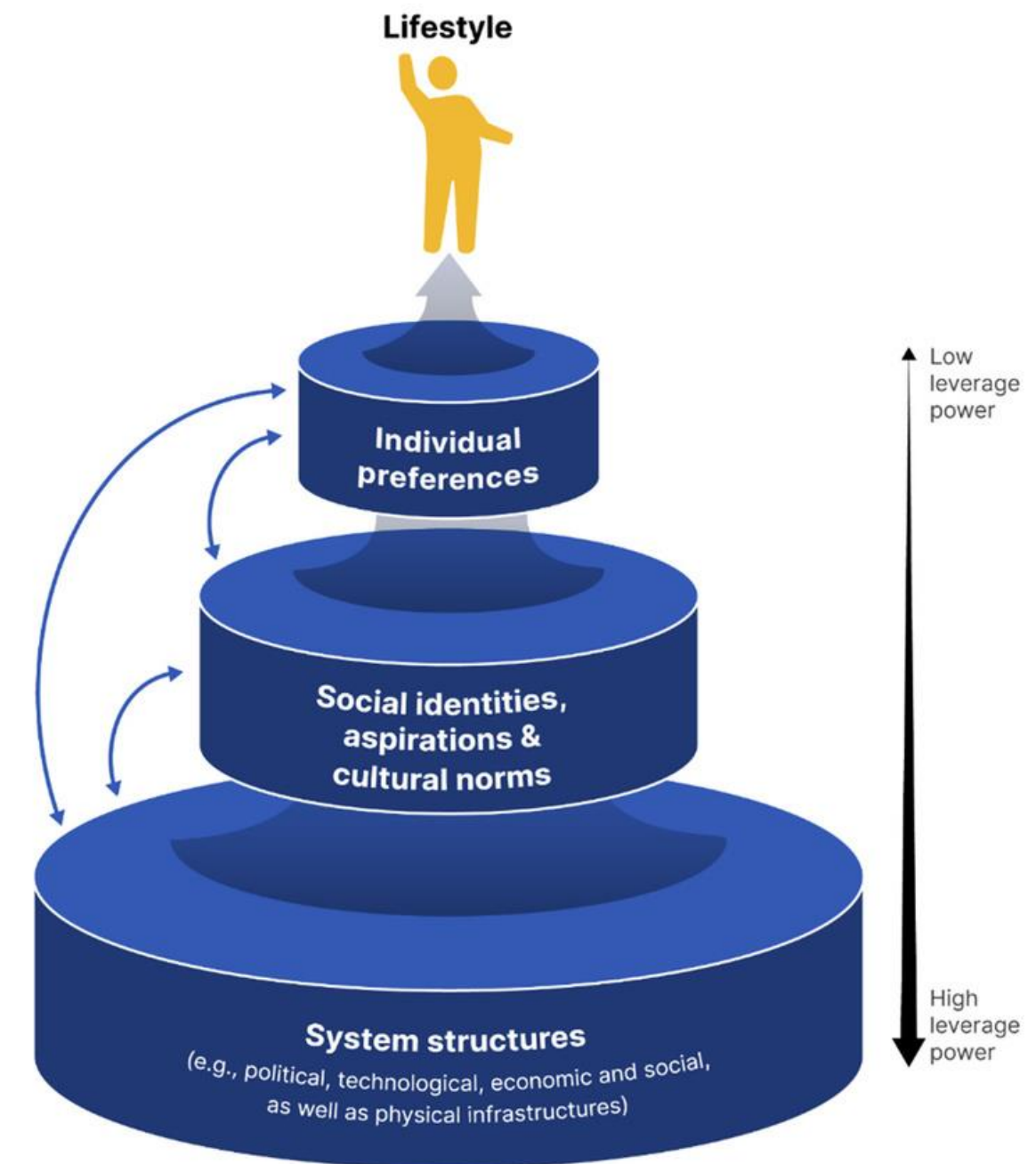


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 **pslifestyle.eu**

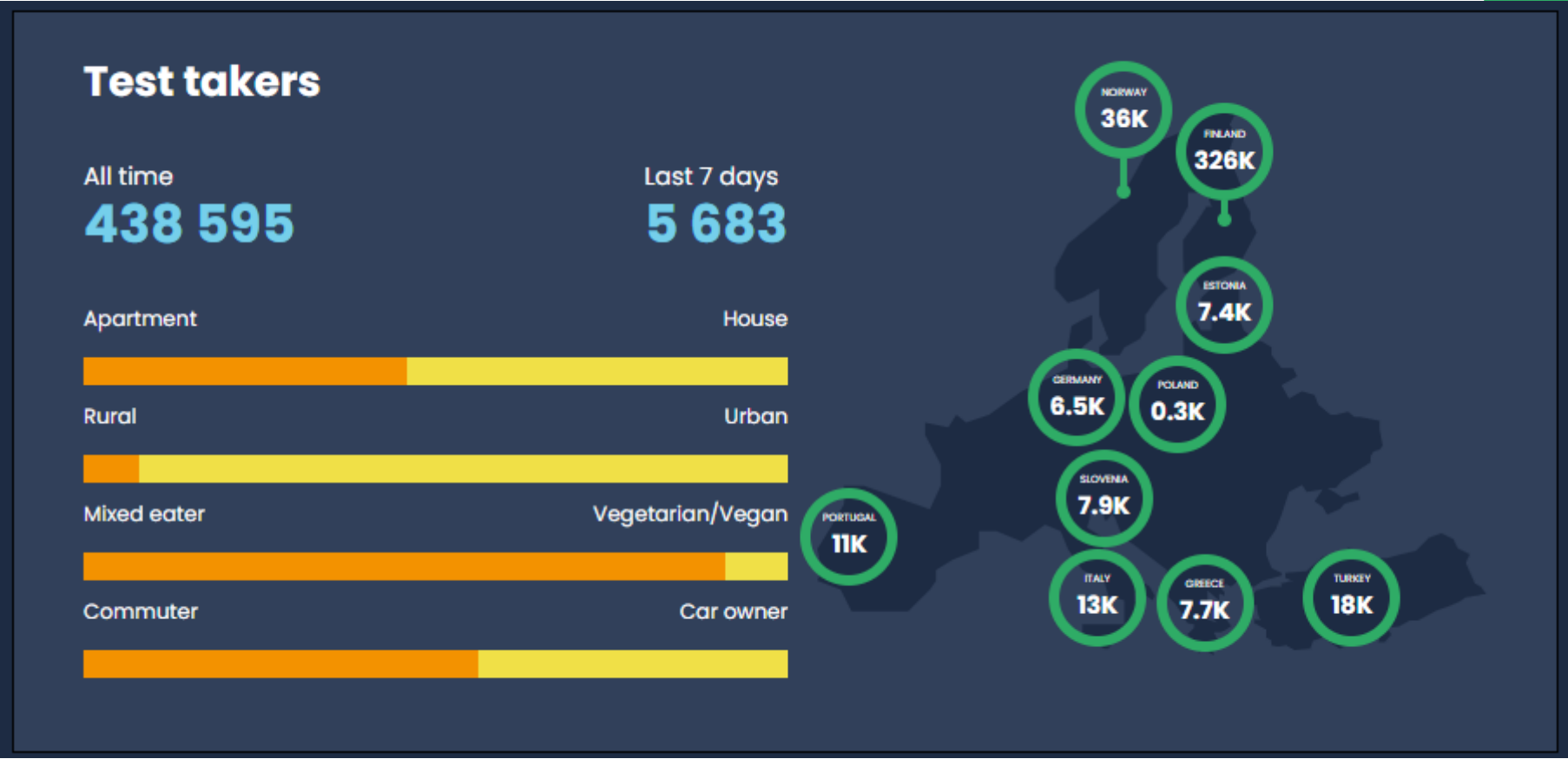
How lifestyle change happens



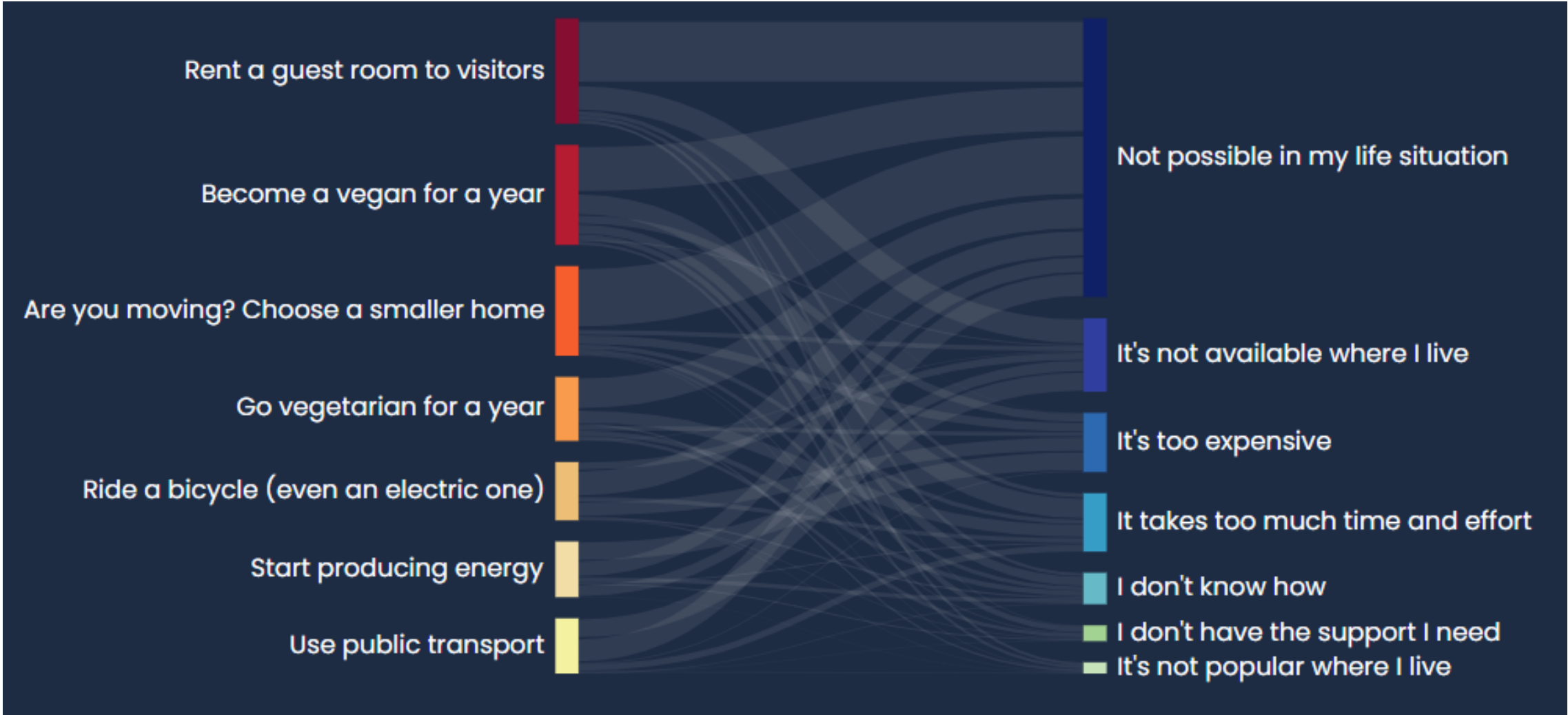
How lifestyle change happens

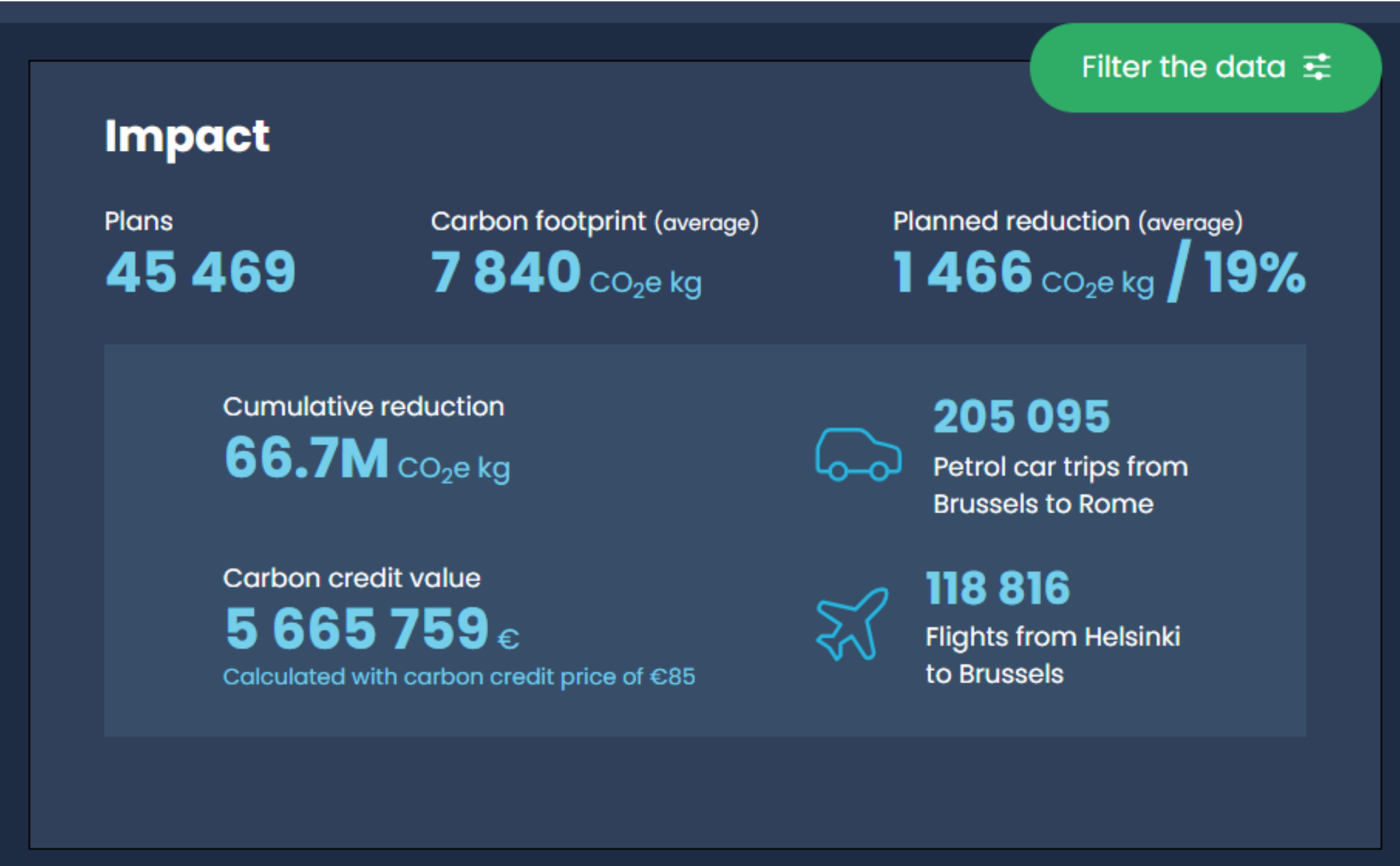


Motivation

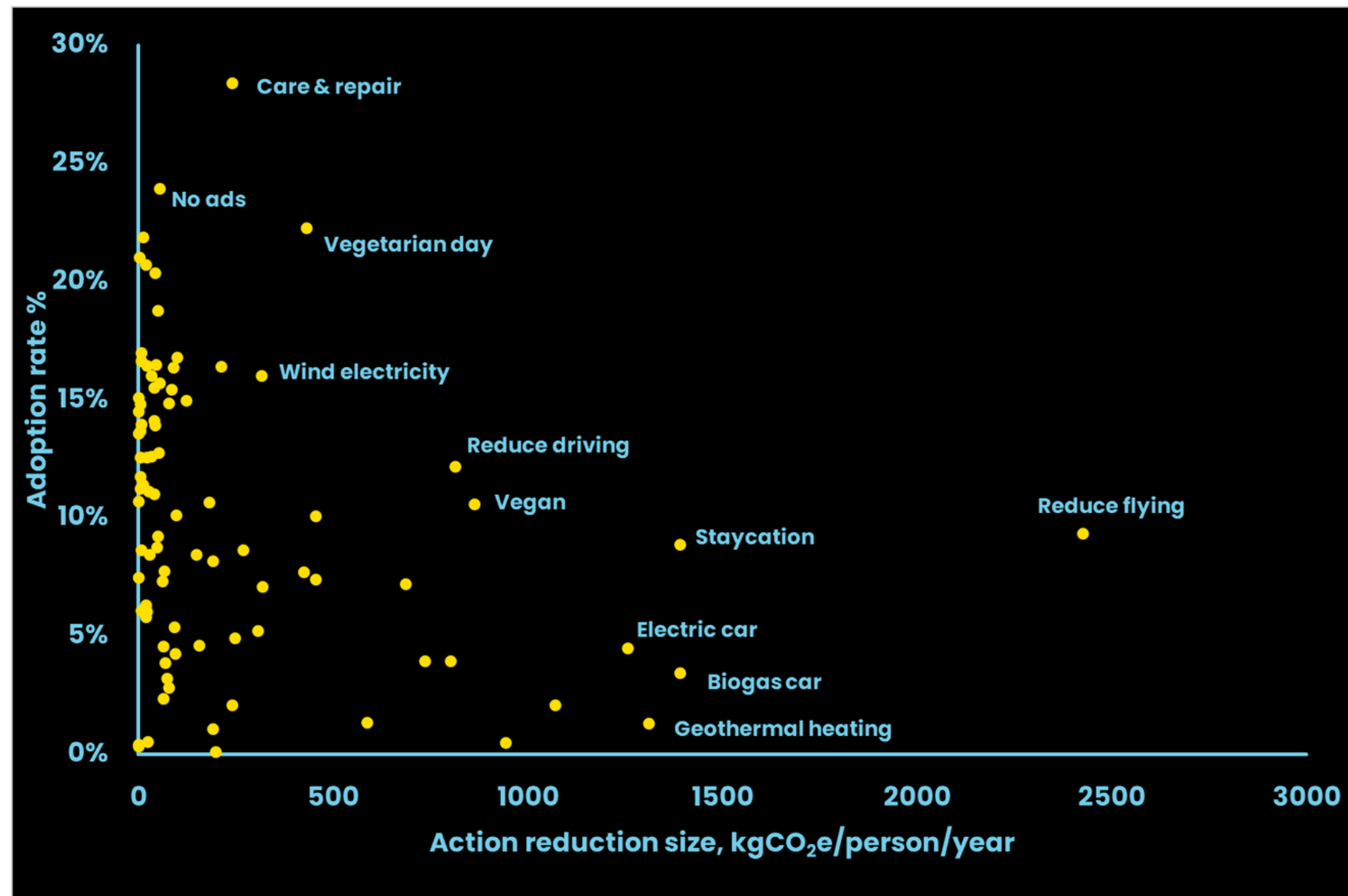


Barriers to action





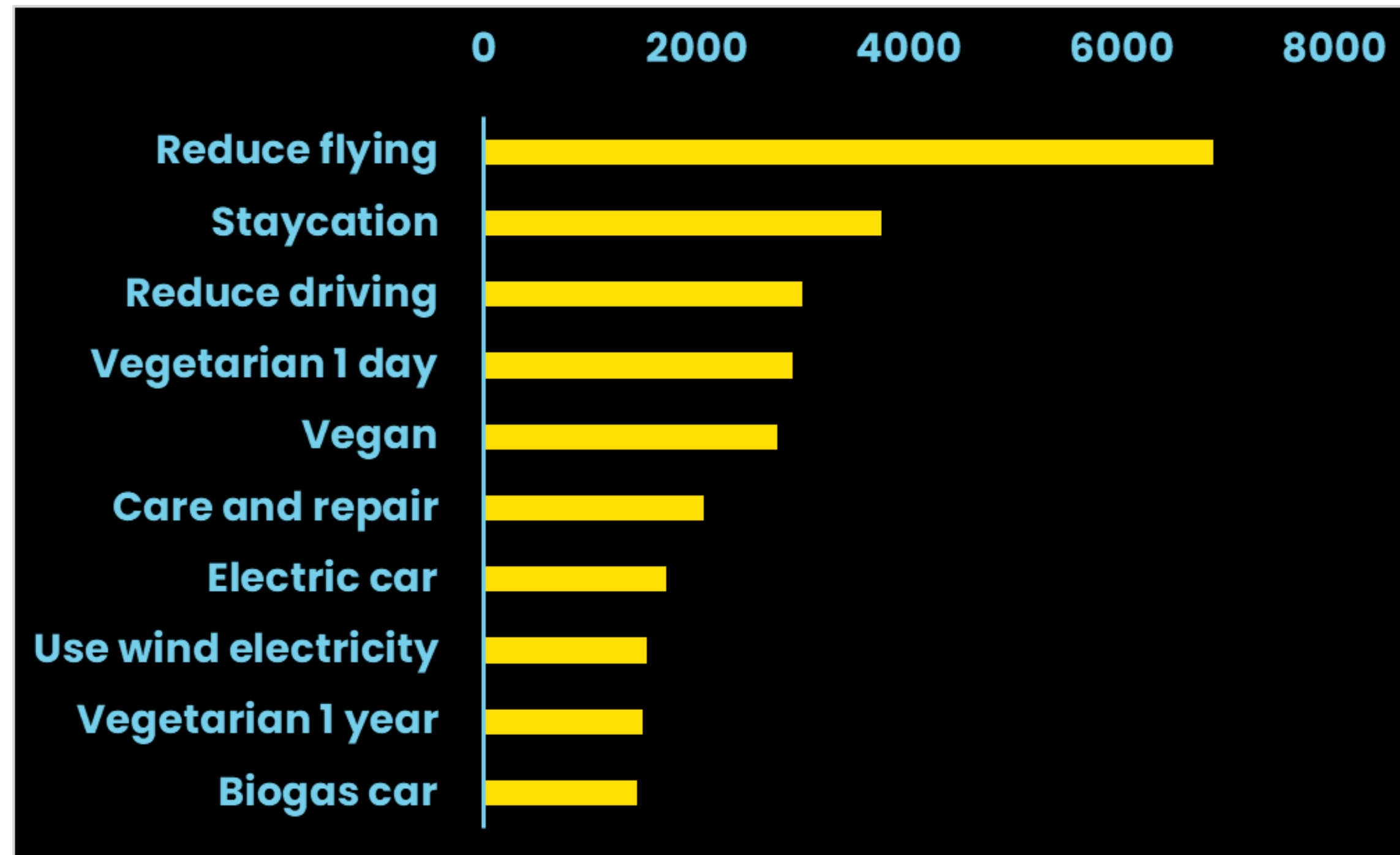
Main trends and insights (so far)



Sustainable Actions Cluster Around Simpler Choices

There's a "**convenience ceiling**" in voluntary sustainable behavior—policies need to shift the default, not just encourage action.

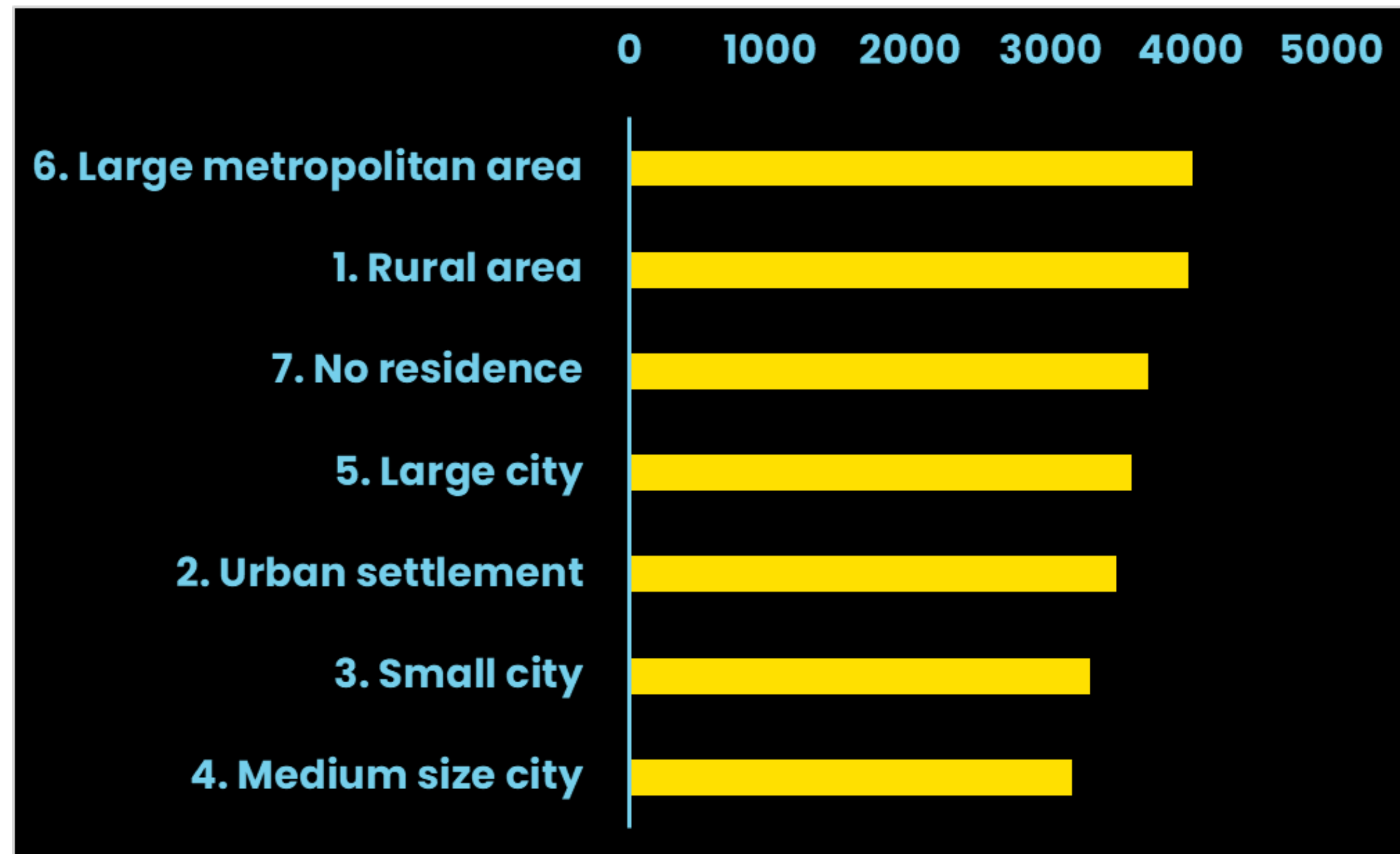
Main trends and insights (so far)



Sustainable Actions Cluster Around Simpler Choices

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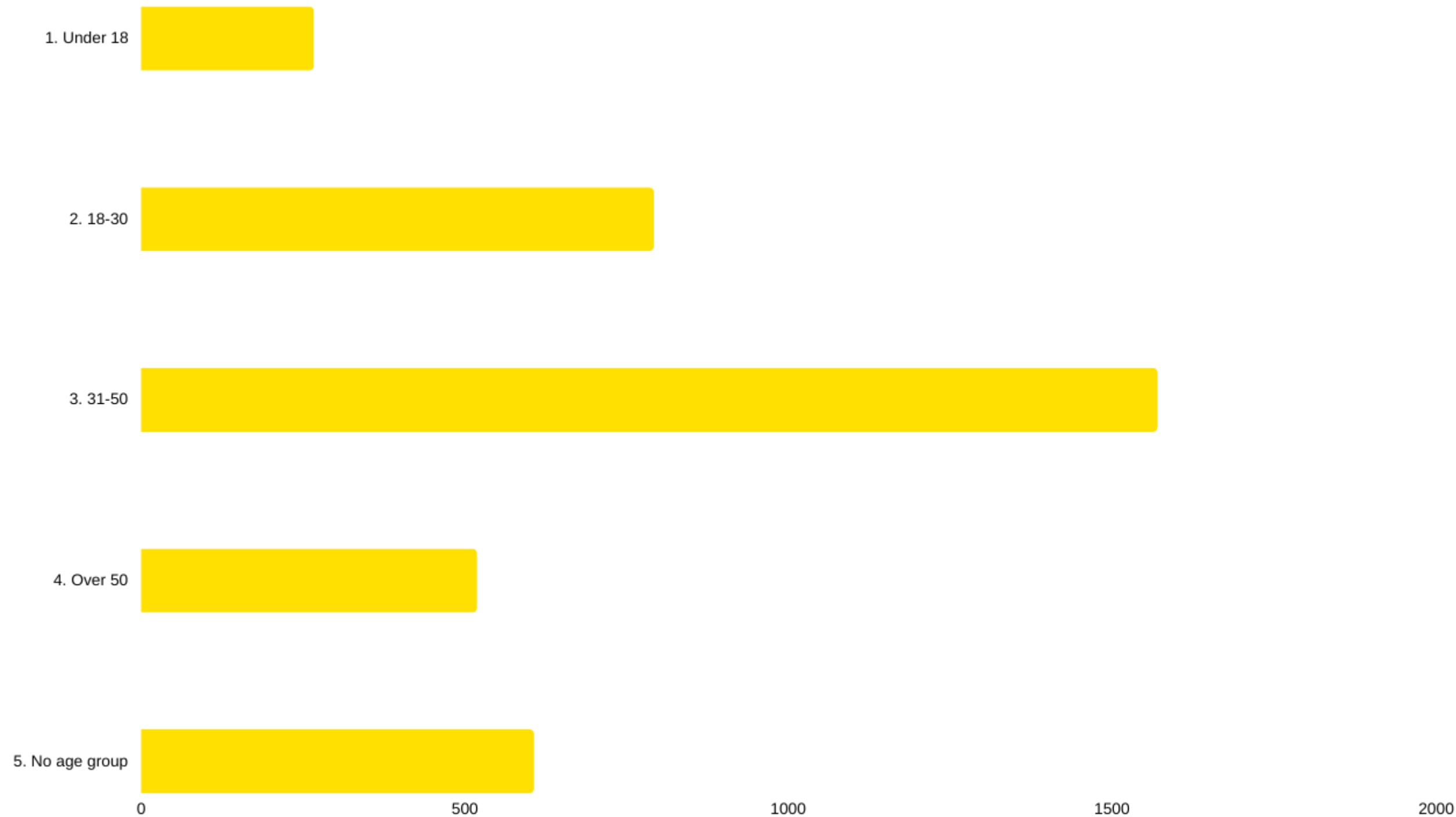
Main trends and insights (so far)



Transport is a Dominant Emissions Driver – Even in Urban Areas

Urban policy needs to go beyond offering public transport—address convenience, safety, and culture around car use.

Main trends and insights (so far)



Meat Consumption Decline Is Not Linear Across Age or Gender

Shifts in food behavior are **not purely generational**—cultural and economic factors play a more significant role than often acknowledged

Structural lock-ins determine unsustainable living

- People with **high motivation** to live sustainably often still have relatively high carbon footprints, highlighting **systemic constraints**.
- Affordability is one of the top barriers to sustainable living—**much more than lack of knowledge**.
- Transport emissions remain high even in **urban settings**, primarily due to car usage.
- Meat consumption is only **poorly related with demographics**

Unlocking Positive and Sustainable Lifestyles

Green Deal/Green Industrial Deal: Smart policies that enable sustainable lifestyles also support industrial competitiveness, energy independence, and social cohesion.



European Climate Pact: emphasizes citizen engagement, but often lacks behavioral insight that can guide *targeted messaging, peer learning models*, and demonstrate how to bridge the attitude-behavior gap.

Unlocking Positive and Sustainable Lifestyles

Circular Economy Action Plan: data shows that empowerment is not just about information—affordability, access, and convenience matter more.

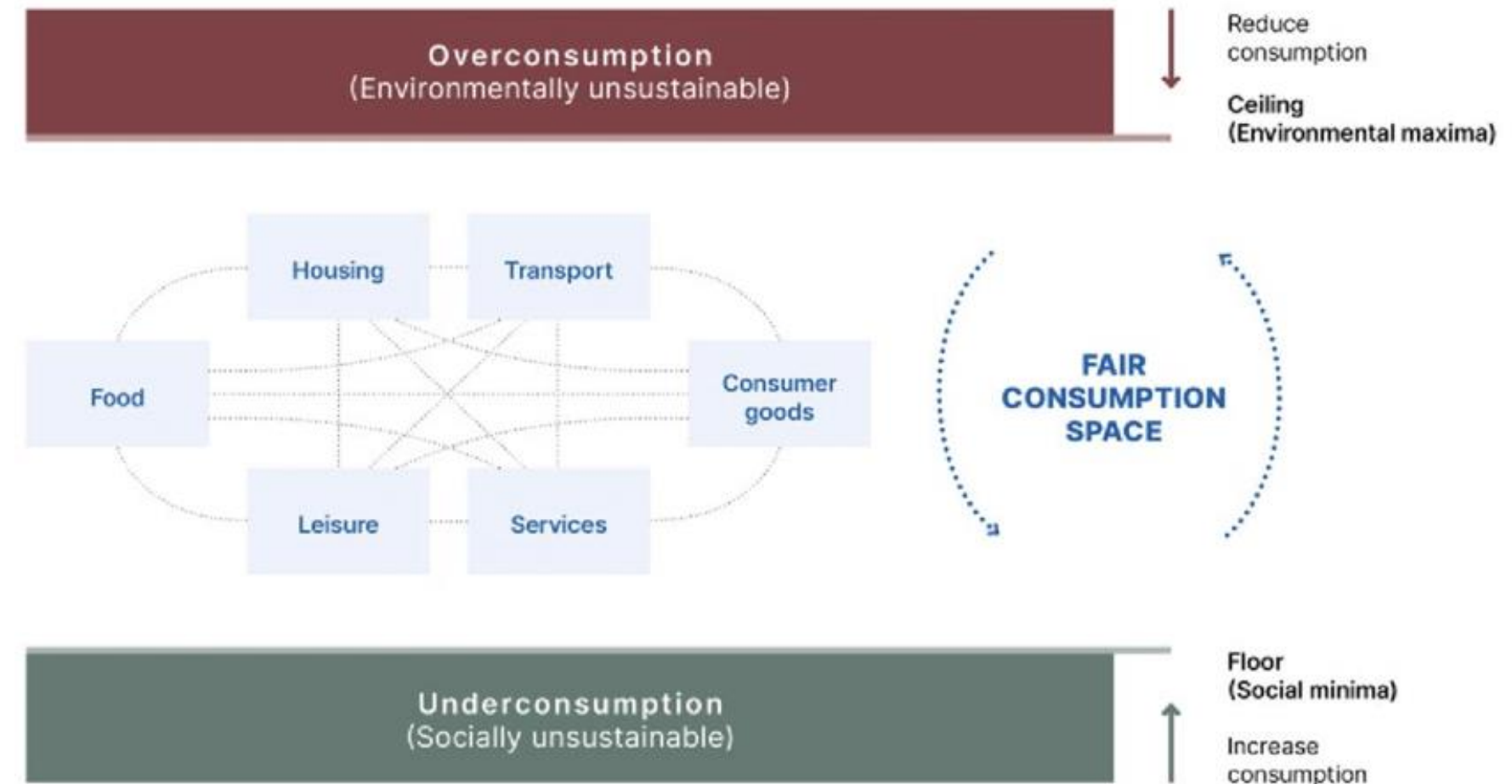
Horizon Europe and Mission-Driven Research Agendas:

Missions like “100 Climate-Neutral Cities” need behavioral data and public engagement tools that innovate in lifestyle metrics, sustainable behavior modeling, or citizen transition pathways.



Unlocking Positive and Sustainable Lifestyles

Just Transition: data reveals opportunities from reducing overconsumption and climate impact from high-income groups.

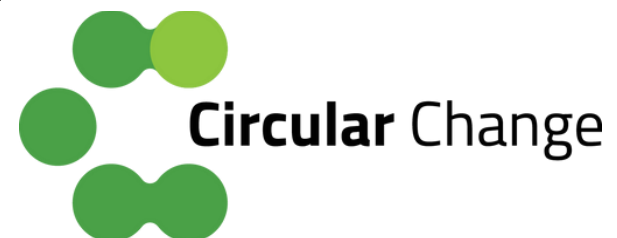


Social Climate Fund: data helps **identify social groups facing barriers** and tailor support programs.

SITRA



COLLABORATING CENTRE ON SUSTAINABLE
CONSUMPTION AND PRODUCTION



City of
Ljubljana



Coffee break & discovery space

11:00–11:15



**Take the
test**



PS Lifestyle conference

*From Data to Action: Empowering Policies for Sustainable
Choices*

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Plenary 2: Lifestyle change in action: local stories from the ground



Meneviş Uzbay Pirili,
Local Coordinator,
Zeytince



Meta Pezdir,
Stakeholder Curator
and Project Manager,
Circular Change



Gregory Eve,
CEO,
Green Apes



Alexander Haneng,
Director of Innovation
and Sustainability,
NHO Service og Handel



BBC Storyworks series

PSL

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feature presented by
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Home

A commercial production by
BBC StoryWorks

The European lifestyle app
helping to reduce our
individual emissions



PS Lifestyle conference

From Data to Action: Empowering Policies for Sustainable Choices

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TURKIYE PRESENTS



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 101037342.

Meneviş Uzbay Pirili
Zeytince

THE INSPIRATION OF A CITY: IZMIR'S STORY OF SUSTAINABLE LIVING



"HEROES DON'T ONLY LIVE IN MYTHS..."

**Some walk the streets of Izmir,
talk to young people, collect data and
build partnerships...
And sometimes, the greatest act of heroism...
is spreading hope."**

DEPARTURE

**IZMIR, A CITY FULL OF
INSPIRATION**

OLifestyle

Positif ve Sürdürülebilir
Yaşam Tarzı Projesi

İzmir Lansmanı



IZMIR

Our story begins in the heart of the Aegean.

Izmir is a city of openness, beauty, and optimism

2021 : A call came from Europe: PSLifestyle

“Lets embark on a journey to support more sustainable lifestyles”

Yes we are in!



JOURNEY

**A TEAM IN
ACTION**

Not just a project, it became a discovery

A dedicated core team + youth team joined us

Not just promote PSL; but build a local movement

Listened, adapted to local needs, collaboration with stakeholders across the city

TRANSFORMATION

SETBACKS & SHADOWS

But the journey wasn't always bright.

In 2022, our forests burned.

In 2023, a devastating earthquake struck.

Political tensions grew, and public hope faded.

In such times, talking about sustainability felt like a luxury.

Spreading PSL felt like pushing through walls.

SHIFT

**A TURNING
POINT**

IZMIR REFUSED TO SURRENDER

*The city took ownership of its future!
With the...*

- **Metropolitan and 15 District Municipalities**
- **Various Institutions**
- **Schools & Universities**
- **Digital Engagement**

**PSL became a shared mission — not just a tool.
PSL is part of everyday life in Izmir.**

PARTNERS

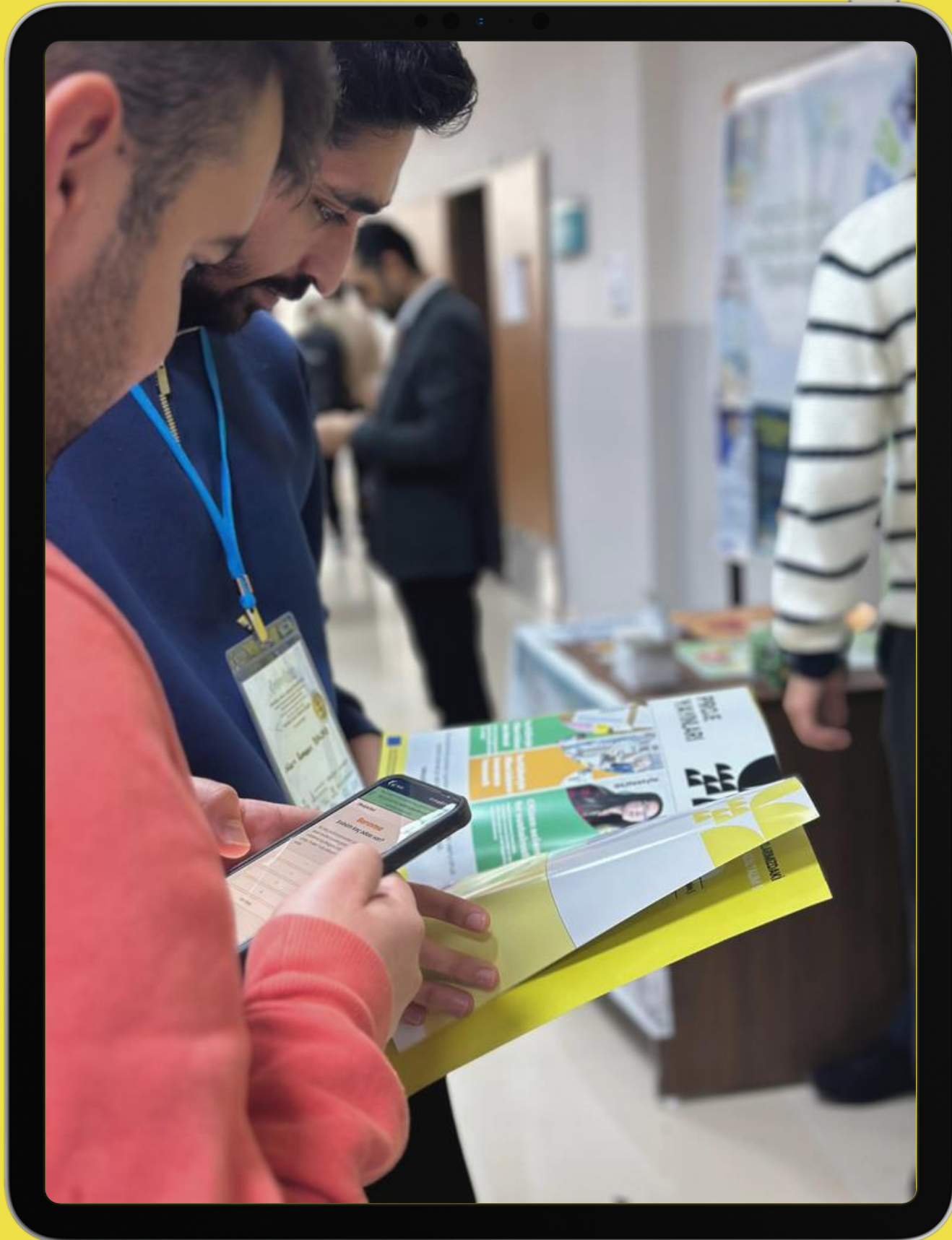
PSL



PARTNER MUNICIPALITIES IN İZMİR

Signed official protocols with
11 District Municipalities





LIFESTYLE TEST IN IZMIR'S HIGH SCHOOLS

- More than 30 high school...
- Students became part of the change

- List of Anatolian High Schools in Izmir
- MEV College
- Konak Anatolian High School
- Bornova Anatolian High School
- Izmir Girls' High School
- Yunus Emre Anatolian High School
- 15 July Martyrs Anatolian High School
- Karşıyaka Atakent Anatolian High School
- Salih Dede Anatolian High School
- Balçova Anatolian High School
- Nevvar Salih İşgören Anatolian High School
- Narlıdere Anatolian Imam Hatip High School
- Private Sahil Evleri Ege Bil Schools Anatolian High School
- Vali Nevzat Ayaz Anatolian High School
- Fatih Sultan Mehmet Anatolian High School
- Buca Anatolian High School
- Private Camlaraltı Anatolian High School

- Private Turkish Science High School
- Menderes Martyr Mehmet Kivık Anatolian High School
- Martyr Gökhan Bayraktar Anatolian High School
- Martyr Furkan Yavaş Anatolian High School
- Mimar Kemalettin Anatolian High School
- Gaziemir Nevvar Salih İşgören Anatolian High School
- Mehmet Seyfi Eraltay Anatolian High School
- Narlıdere Cahide Ahmet Dalyanoğlu Anatolian High School
- Güzelbahçe Borsa Istanbul Vocational and Technical Anatolian High School
- Sakize Lahur Girls' Anatolian Imam Hatip High School
- Private Karabağlar Delta Anatolian High School
- Private Oğuzhan Ozkaya Anatolian High School
- Bayraklı Anatolian High School

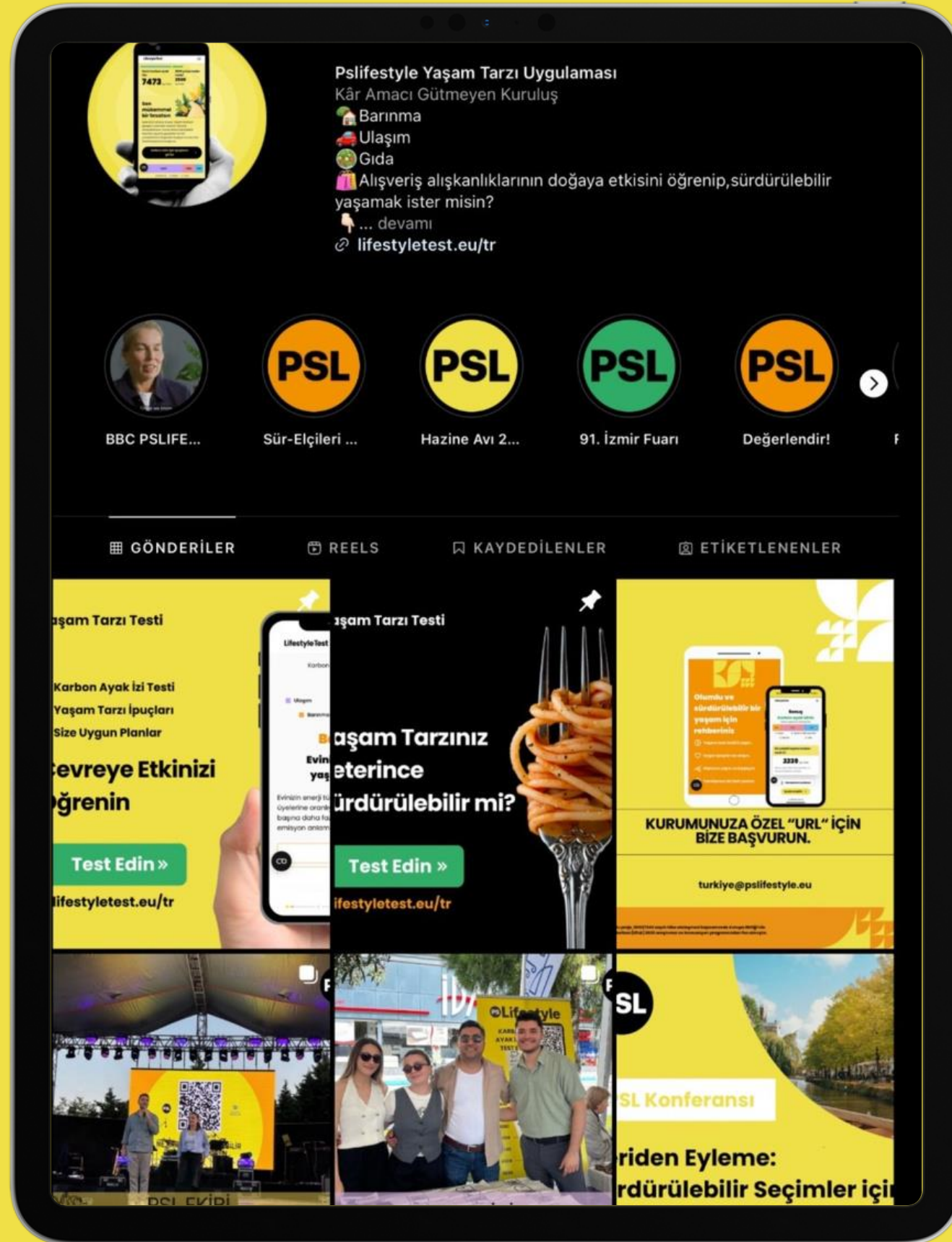


COLLABORATION WITH BUSINESS ORGANIZATIONS AND CIVIL SOCIETY

- ESIA
- İzmir Ticaret Odası
- Natural Rotary Foundation
- Social Climate Assoc.
- UNDP
- Foundation of Seeds
- Bayetav
- İzmir Youth Assoc.
- İzmir Youth Assoc
- Nature Association.

DIGITAL PULSE

PSL



DIGITAL PULSE WITH INSTA

- 3800 New Instagram Followers
- 293 Tailored Posts
- Instagram & Facebook Stories for Each Day since 2022



OUR VIDEO WON THE NATIONAL FIRST PRICE OF "YOUNG REPORTERS FOR THE ENVIRONMENT"

**#Movethedate of
Earth Overshoot Day with PSL
12K Views on YouTube**

PSL in
Action

OVER 130 EVENTS

**A TEAM IN ACTION
SINCE 2022**

PS Lifestyle

İYİ BİR YAŞAM İÇİN
YOLCULUĞUNUZA BAŞLAYIN!

Karbon Ayak İzinizi Bulun,
Yaşamınızı Planlayın,
Bir Etki Yaratın...



<https://pslifestyle-app.net/>

PS Lifestyle

Ayrıca diğer kentlerde

Avrupa'nın diğer kentlerinde

Avrupa'nın diğer kentlerinde

Avrupa'nın diğer kentlerinde

Avrupa'nın diğer kentlerinde

Avrupa'nın diğer kentlerinde

Avrupa'nın diğer kentlerinde

PSL Lifestyle, yaşam tarzındaki çevresel etkisi azaltmanıza

yardımcı olarak, pozitif, sürdürülebilir ve daha sağlıklı bir

yaşam tarzı

benimlemenizi için size ilham vermeye çalışmaktadır!

Bizimle iletişime geçin

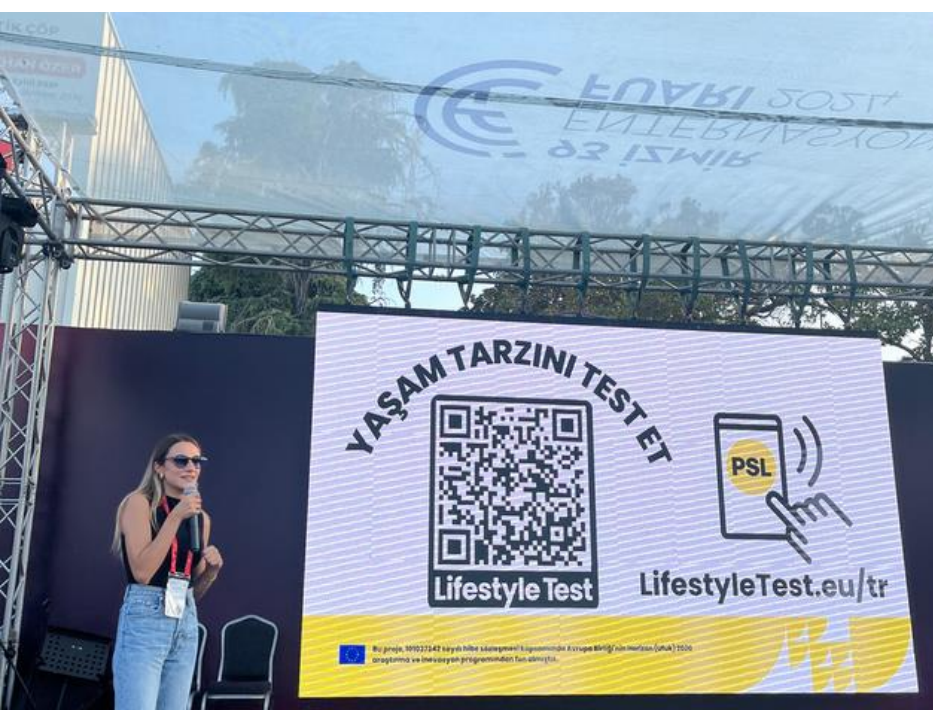
[@pslifestyleapp](#) #pslifestyleapp

[@pslifestyleapp](#) #pslifestyleapp

<https://pslifestyleapp.org>

PSL Lifestyle

2
INT.
FAIRS

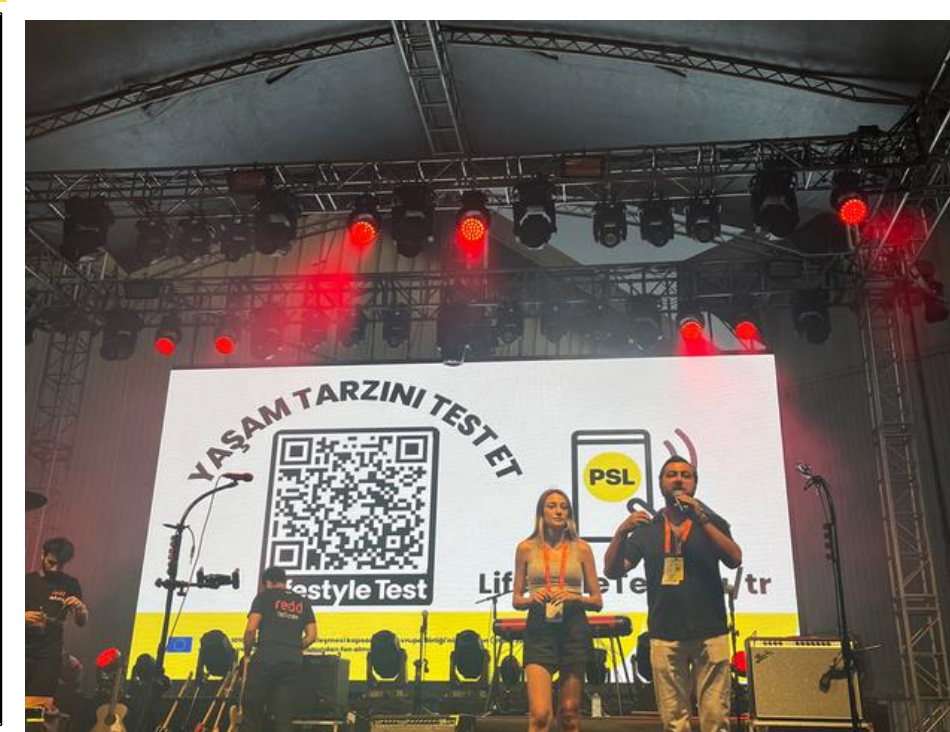


17
POP
CONCERTS

6
FESTIVALS



26 POLICY
AND
STAKEHOLDER
EVENTS



10
OPEN AIR
CINEMA
NIGHTS

**PSL in
Action**

TODAY IN IZMIR

**Beyond a Project;
PSL has become a city
Wide Movement:
Trusted Voice in Izmir!**

İzmir'le birlikte
Avrupa'nın Diğer Kentlerinde
Herkes için Pozitif ve Sürdürülebilir
Yaşam Tarzı Online Uygulamasını
Birlikte Yaratalım.

Pozitif ve Sürdürülebilir
Yaşam Tarzı (Positive Lifestyle) Projesi
İklim farkındalığı ve çevre bilinci
arasındaki açığı kapatmayı hedefliyor!

Proje Partnerleri

SİTRA

İCİTİ

ATKIN

DECO

Bizimle İletişim

@PSLizmir

GEZEGENDEN DEĞİL GİZLİN:)

AŞIRIYA KAÇIYORSUN,
REYE ETKİNİ FARK ET!

MIŞSIN AMA BİR REHBERE
İHTİYACIN VAR!

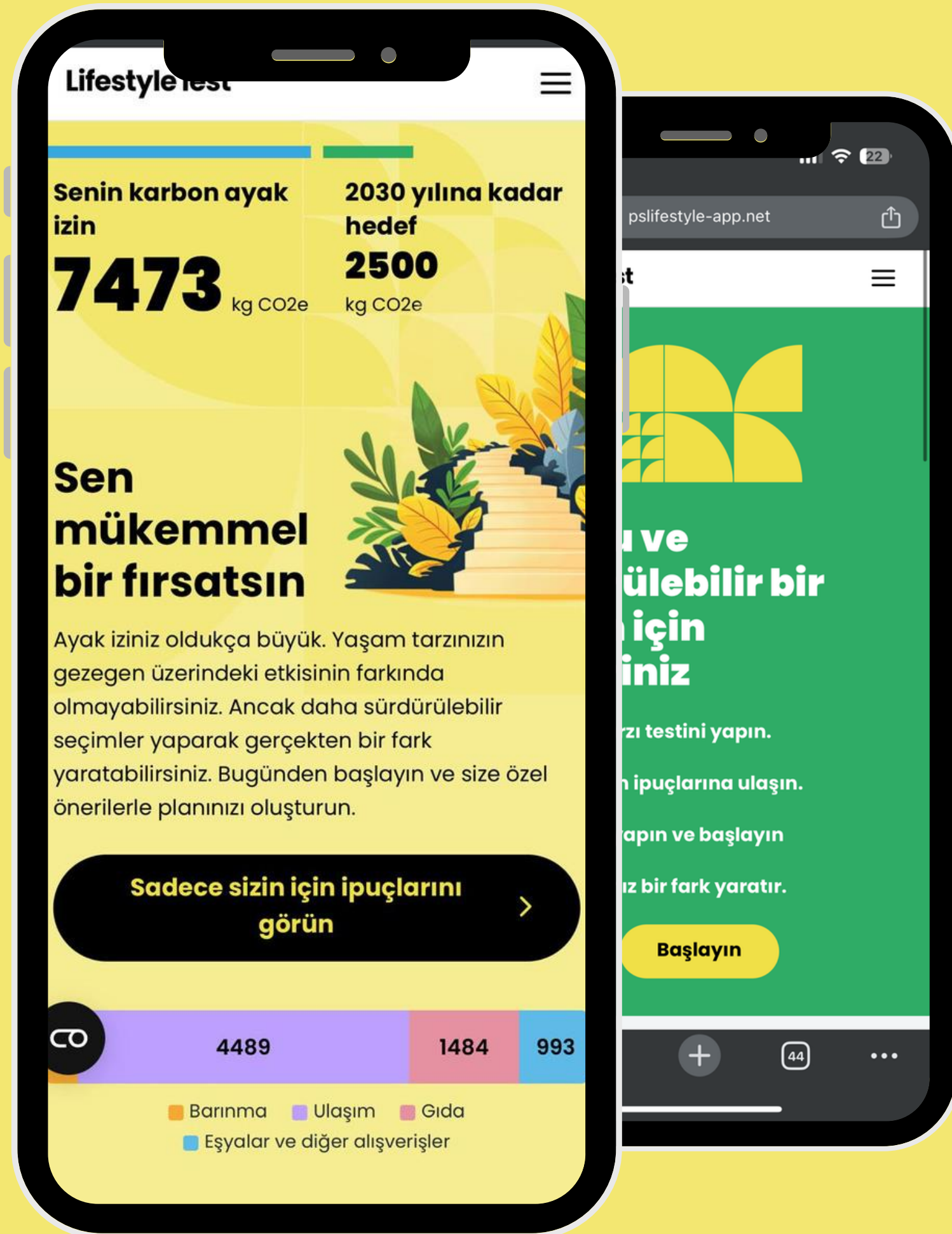
AVAŞÇI OLMAYA ÇOK
YAKINSIN!

RDÜ
KAHI

AŞAN
NSIN!

NEW BALANCE: WINNING TOGETHER

**Among 10 countries,
Türkiye ranks 3rd
in number of tests taken
nearly 20,000. TESTS**



LIFESTYLE TEST

19,552

- **But numbers are only part of the story.**
- **Lifestyle Test and its data is now integrated into Izmir's 2025–2029 Green Transformation Strategy.**
- **It's part of our city's climate-neutral future.**

THANK YOU

Let's continue building a greener, fairer future – together.

And now, we share Izmir's story with Europe – not just as a success, but as a message of hope.

From a Digital Tool to a Living Community

PSLifestyle in Slovenia



Mestna občina
Ljubljana



PS Lifestyle



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 101037342.



Got a Potato? Then You're Lucky!

During the 18th century, Empress Maria Theresa introduced potatoes to the Habsburg Monarchy to fight hunger and improve food security. Many **people were skeptical** and believed they were poisonous ...



Living a 'potato-full' life ...

It's about a good quality of life.

The Lifestyle Test offers a valuable opportunity to spark concrete, action-oriented conversations.

The Lifestyle Test is a powerful tool and catalyst.

When you know where you are, you can plan where you want to go.

We wanted the impact to last beyond the project itself.

Our goal was to build a meaningful and lasting local PSL community.



How can we build the PSL community?

Coming into the community –
to connect and engage.



**“Less, but better” – The President of
Slovenia Nataša Pirc Musar, PhD**

Listening to the community –
to respond.



**“My friend encouraged me, and then
curiosity led me to find out how
sustainable my lifestyle really is.” –
Lifestyle Test user**

Inspiring potatoes to grow ... with fairytales!

“I was a bit shocked at how high my score actually was. I also felt a bit of despair and confusion.”

"Mia was thinking about how to destroy the heart, but she couldn't remember what could stop such waste. **Just as she was about to give up**, she heard the voice of a robin:

'Mia, don't look for strength in your hands — **seek it in your heart**. This heart of trash was created by humans — **and only human love for nature can melt it.**'"

Ariana, primary school

"/.../ In these difficult times, marked by extreme weather conditions, they realized that **nature is governed by a fragile balance** that can be disrupted by even the smallest mistake. That's why they must respect nature and **give back to it as much as they take.**"

Darka, retiree



Meet our Slovenian PSL community!

1200 + members of our social media community.

Local name is ‚Na zeleni veji‘ (Engl. On a green branch).

More than 25 personalised Lifestyle test URLs.

Ownership over PSL within the communities.

More than 150 active members of the PSL community!

Living Labs were a great entry point.



„I like to talk to my kids about how our lifestyle impacts the world and together we look for better ways to have less impact and make more green/wise choices.“



Grandparents' Wisdom on Living a Long and Happy Life – full of 'potato luck'

"Live each moment to the fullest — right here, right now."

"Consider quitting smoking — for your health and for the planet."

"Taking a walk in beautiful nature every day."

"Patience and a cheerful perspective on life."



What is your advice?

"Everyone has their place in the world," said the little donkey, "We just have to remember that we must share it."

– Veronika H.



**Become a part of
our community!**

www.circularchange.com
join@circularchange.com

[https://www.ljubljana.si/en/
misija100@ljubljana.si](https://www.ljubljana.si/en/misija100@ljubljana.si)



Mestna občina
Ljubljana



PS Lifestyle



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 101037342.





Lifestyle change in action

Postcards from **Italy**

Country partners:

greenApes srl SB

Fondazione per lo Sviluppo Sostenibile



PS Lifestyle conference








*From Data to Action: Empowering Policies for Sustainable
Choices*

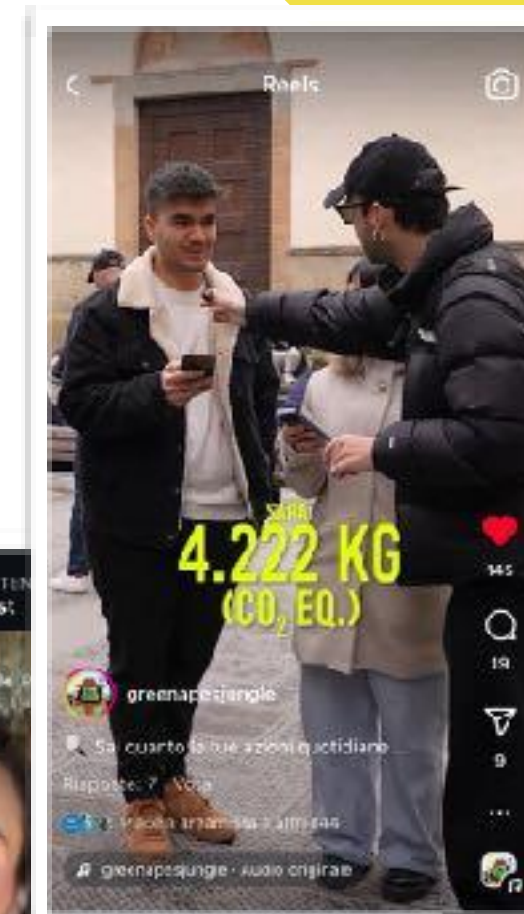
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Promoting the Lifestyle Test

Reaching different audiences, creating value for stakeholders

-  Newsletters & Press Releases
-  Social Media Presence
-  Videos: street reactions and testimonials
-  Community of practice via greenApes
-  Green Influencers challenging their audiences
-  Campaigns with cities / municipalities
-  Employee engagement with corporates
- ...



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Promoting the Lifestyle Test

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Two stories from Italy

- 📰 Newsletters & Press Releases
- 📱 Social Media Presence
- 🎬 Videos: street reactions and testimonials
- 👥 **Community of practice via greenApes**
- 🏌️ Green Influencers challenging their audiences
- 🏠 **Campaigns with cities / municipalities**
- 👤 Employee engagement with corporates

...



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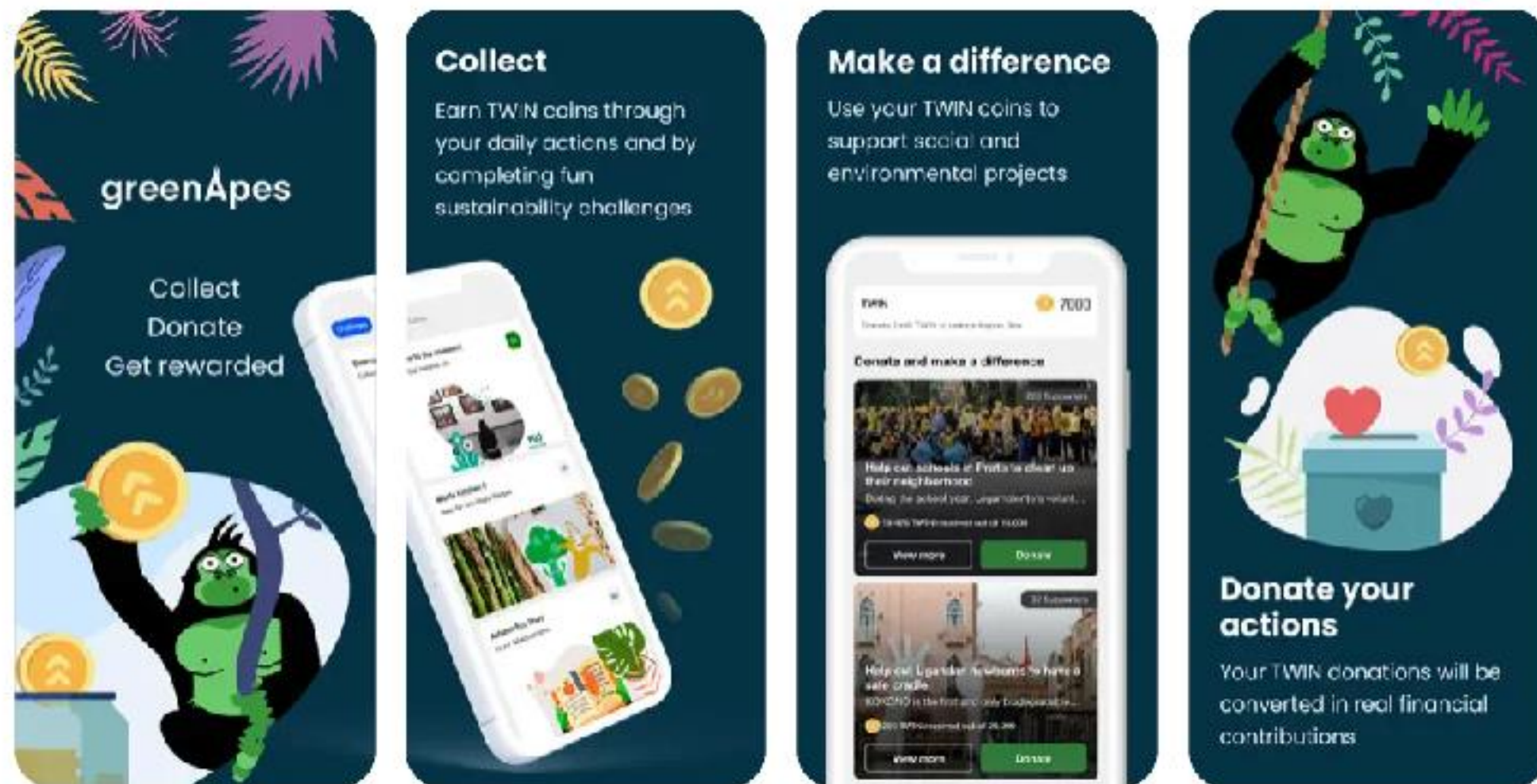
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1 – Community of Practice

Getting citizens to reflect and evaluate changes, via greenApes



greenApes is an app and digital platform **rewarding sustainable actions**.

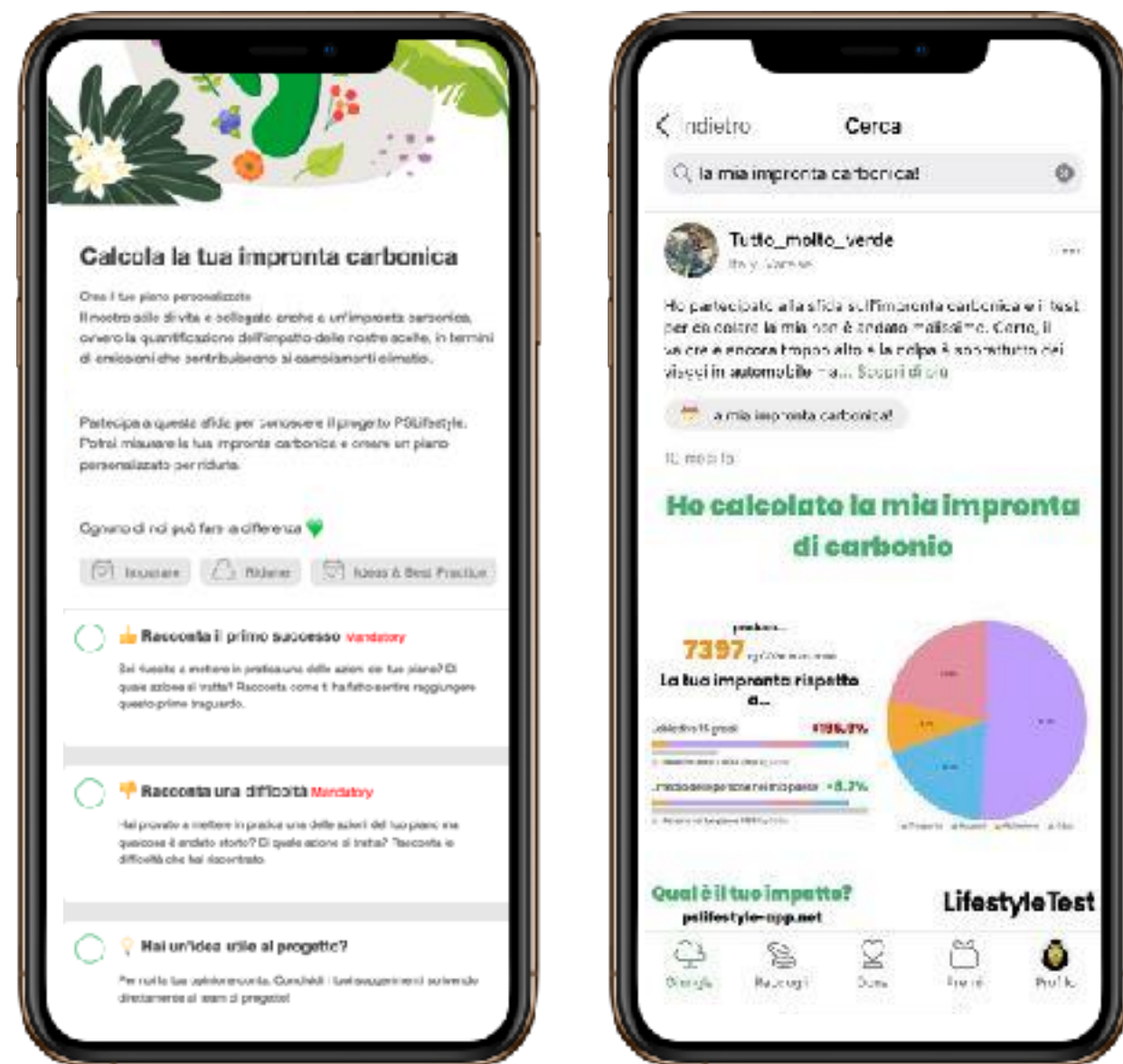
Citizens uptake positive actions, **collect** virtual credits, **donate** credits to support environmental and social projects (and **get rewarded**).

Two **dedicated challenges** were opened to engage citizens with the Lifestyle Test and **follow their actions**.



1 – Community of Practice

Getting citizens to reflect and evaluate changes, via greenApes



Participants were invited to:

- take the **test** & build their **plan**;
- share their immediate **reaction**;
- after some months, which **behaviours** they **adopted vs.** which they had a **hard time** with;
- provide ideas to improve the test.



300+ citizens took part



800+ reflections, ideas and practices were shared



12k+ active interactions (likes, comments)



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1 – Community of Practice

Getting citizens to reflect and evaluate changes, via greenApes



Some takeaways:

- Even informed citizens lacked knowledge of key behaviours driving their environmental impact;
- Committed users saw results as motivation for action, not as a source of discouragement;
- Transport caused most frustration: limited options locally, resistance to modal shift and some false myths;
- Peer sharing and horizontal learning boosted engagement and adoption of new behaviours.



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2 – Supporting Municipalities

Florence: the first city using the custom URL

Florence is one of the Italian cities selected by the EU among the 100 Climate-Neutral and Smart Cities aiming for carbon neutrality by 2030.

The Municipality used the Lifestyle Test to collect data and raise citizen awareness, within its campaign “Firenze per il Clima”.



2 – Supporting Municipalities

PSL

Florence: the first city using the custom URL

The city ran communication campaigns on social media and several channels, directing citizens to the dedicated PSL link.

Citizens could complete the test and build plans.

The city received aggregated data about the impact of citizens, plans and actions.



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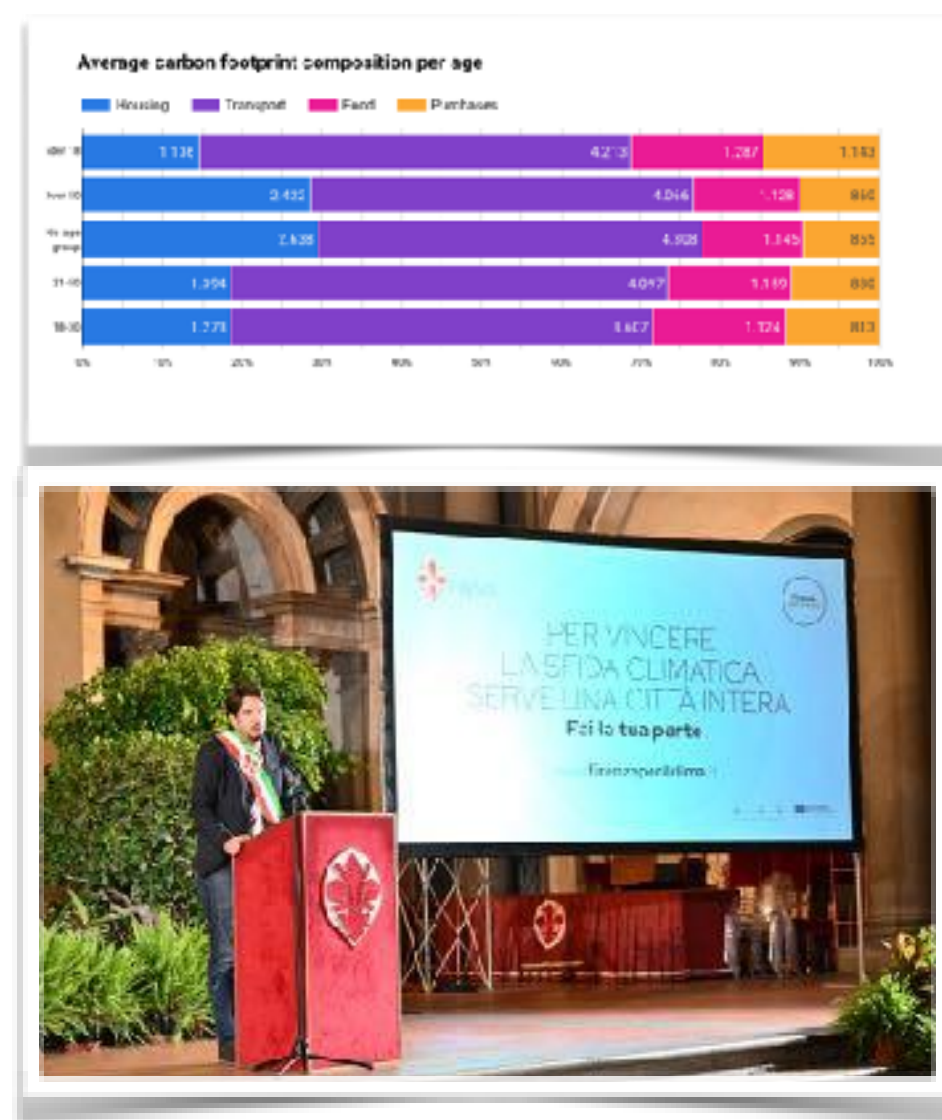


2 – Supporting Municipalities

Florence: the first city using the custom URL

Data provided a snapshot of the current drivers of impact among citizens.








Chosen or discarded actions (within the reduction plans) provide valuable insights on barriers/opportunities to drive lifestyle changes.



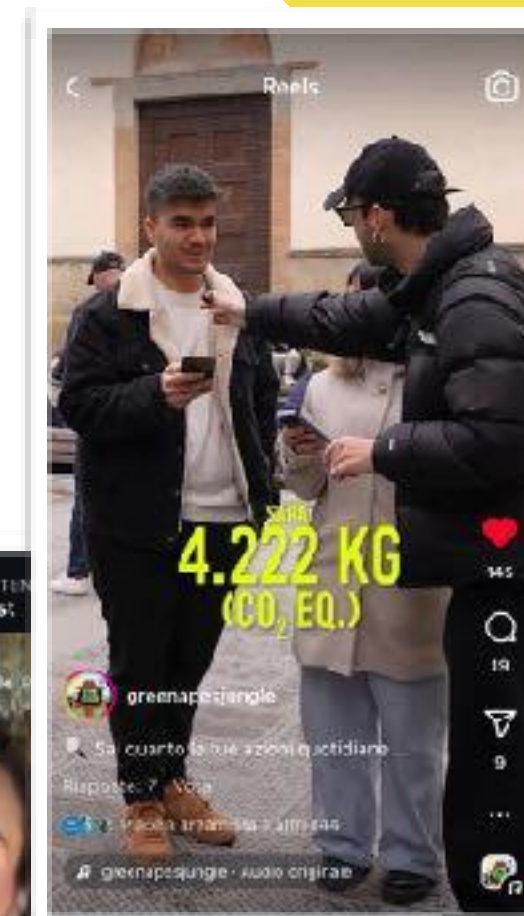
- 2500+** citizens took part
- 600+** plans built
- 5+** cities/municipalities followed
- 10+** companies employee engagement (so far)

And we keep going :)

Reaching different audiences, creating value for stakeholders

-  Newsletters & Press Releases
-  Social Media Presence
-  Videos: street reactions and testimonials
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...





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Thank You!

Italy country partners:

greenApes srl SB

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PS Lifestyle Test Norway



How it all got started... WCEF 2024



The partners in taking the test to Norway

The Norwegian
Consumer Council,



Norwegian Federation of
Service Industries and Retail
Trade, representing 7000+
companies.



parat

Framtiden i
våre hender

«The Future In Our Hands».
One of Norway's leading
environmental organizations
with 50 000
members

Trade union that organize
employees in both the private
and public sectors. 41 000
members

Marketing



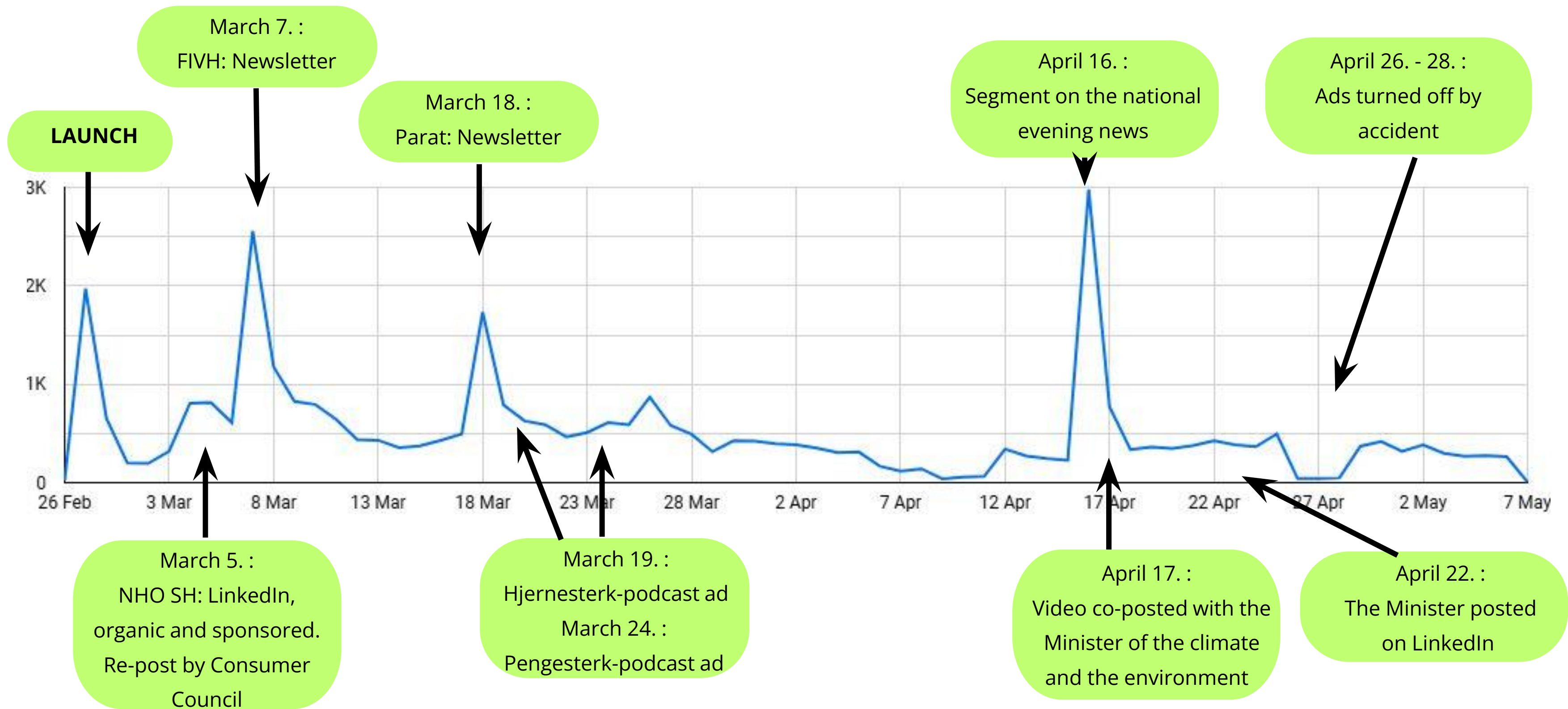
Video

NRK TV
Nyheter

FOTO: NTB

TODAY WE NORWEGIANS HAVE

23:17



37 000

tests taken in just 4 months!



Plenary 3: From data to decision: policy that enables change



Alison Burns,
Policy Officer,
DG RTD



Fred Dorsimont,
Director, Behaven



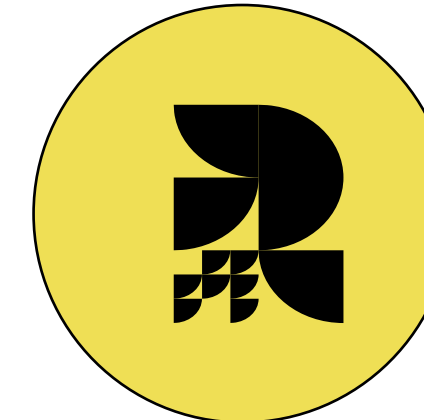
Samuele Tonello,
Research Coordinator,
EuroHealthNet



Vanessa Timmer,
Executive Director,
OneEarth Living



Faustine Bas-Defosse,
Director for Health,
Nature and Environment,
EEB



Monica Pisani,
Policy Officer,
DG CLIMA



Alba Godfrey,
Senior Project Coordinator,
EuroHealthNet



PSL recommendations:

**Practical, people-first
ideas to reshape how
we travel, eat, live
and consume**



Alba Godfrey,
Senior Project Coordinator,
EuroHealthNet



The need for a supportive policy context

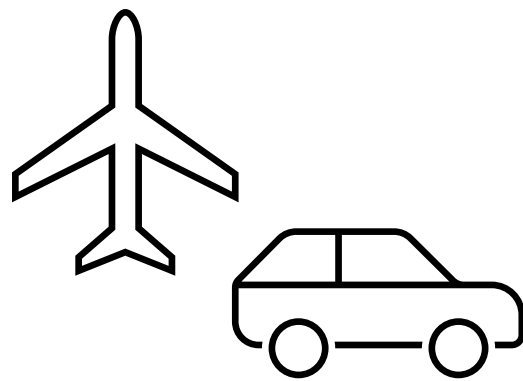
Systemic problems need systemic, structural solutions:

- individuals and communities need supportive policies to be able to make sustainable choices
- equity perspective: sustainable choices must be easy, accessible and affordable

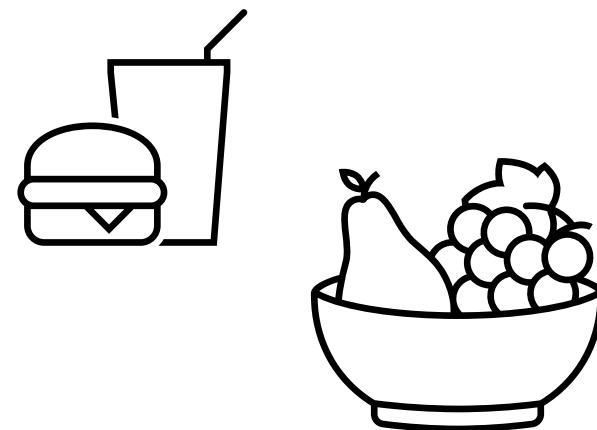


Launch of four Policy Briefs: learnings and policy recommendations from PSLifestyle

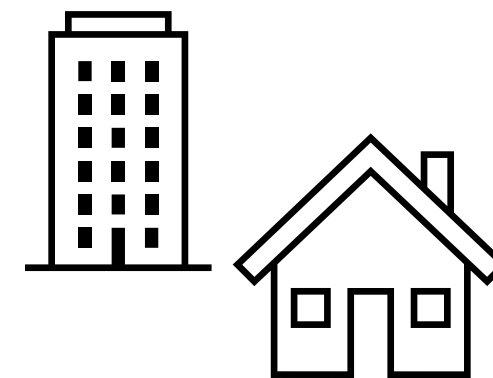
Shifting towards more sustainable, healthier...



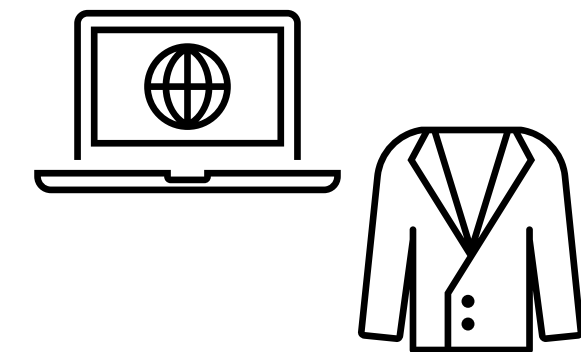
... transport systems



... food systems



... housing



... consumption & production of goods & services



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From Data to Action: Empowering Policies for Sustainable Choices

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What you'll find in each brief

- **Background context:** what is the situation now?
- **Call to action:** what needs to change?
- **Evidence from PSLifestyle:** what sustainable actions are people willing and able to take?
- **Policy recommendations:** how can policymakers support and enable sustainable change?
- **Case studies:** what is happening in PSL countries?



PS Lifestyle

Policy Brief: Food Systems



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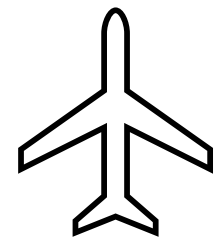
From Data to Action: Empowering Policies for Sustainable Choices



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Shifting towards more sustainable, healthier transport systems in Europe



Reduce emissions from air travel and promote local tourism



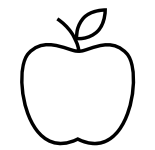

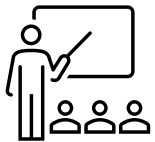



Reduce car dependency and promote active mobility



Establish robust regulatory frameworks

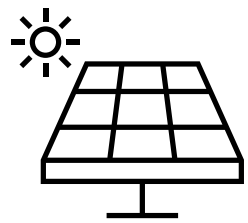


Shifting towards more sustainable, healthier food systems in Europe

-  Make healthy and sustainable choices accessible and affordable
-  Support public procurement of high quality sustainable food
-  Invest in education programmes
-  Tackle food deserts
-  Implement changes to expiry dates on product labels
-  Implement mandatory regulations and not self-regulatory frameworks



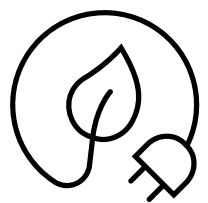
Shifting towards more sustainable, healthier housing in Europe



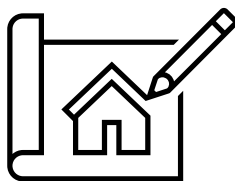
Provide subsidies to homeowners and landlords for sustainable renovations



Build small and sustainable housing as part of new spatial planning that promotes sustainable energy use



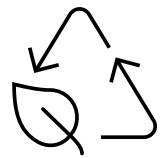
At the national level, implement the EU Energy Performance of Buildings Directive to improve energy efficiency of buildings



Support and encourage behavioural change to enable everyone to live more sustainably



Shifting towards more sustainable, healthier consumption & production of goods and services in Europe



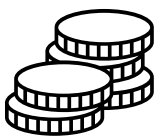
Encourage a shift towards circular business models



Harmonise and strengthen Extended Producer Responsibility



Enable and encourage behavioural shifts towards more sustainable options



Reduce cost barriers and increase accessibility to preowned goods and repair practices



PS Lifestyle

Thank you!

**To be continued in
the panel
discussion...**

a.godfrey@eurohealthnet.eu



PS Lifestyle

Policy Brief: Transport Systems



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*From Data to Action: Empowering Policies for Sustainable
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Plenary 3: From data to decision: policy that enables change



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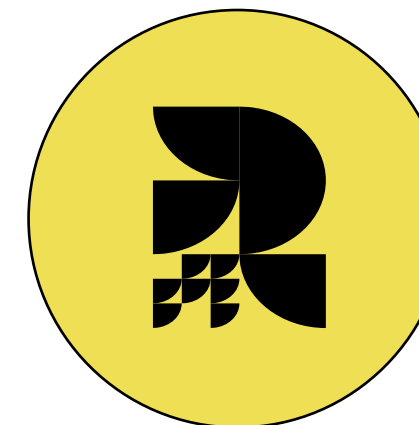
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Director for Health,
Nature and Environment,
EEB



Monica Pisani,
Policy Officer,
DG CLIMA



Alba Godfrey,
Senior Project Coordinator,
EuroHealthNet



Lunch break

12:45–13:45



**Take the
test**



PS Lifestyle conference

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Morning session closing remarks



Afternoon: EU-level workshop



Time	Session
14:00 – 14:15	Setting the stage for collaboration
14:15 – 15:15	Turning insights into action – working group session
15:15 – 15:35	Coffee break
15:35 – 16:30	Plenary discussion – Scaling solutions across Europe
16:30 – 16:40	Final remarks
16:40– 17:30	Closing & networking drinks



EU-level workshop

Turning insights into action



Working groups

PSL

Group 1

- **Vanessa** Timmer, OneEarth Living
- **Danielle** Brady, European Policy Centre
- **Erwin** Goor, European Commission / REA
- **François** Jégou, Strategic Design Scenarios
- **Nicola** Zingaretti, European Parliament
- **Jack** McQuibban, Zero Waste Europe
- **Camila** Cosse, De-construct Collective

Group 2

- **Philippe** Tulkens, European Commission
- **wim** vermeulen, Bubka
- **Marlene** Zanier, Climate KIC
- **Eva** Bille, European Environmental Bureau
- **Laurence** Castaigne, DG CLIMA, European Commission
- **Begüm** Önal, B-NL Academy & Consultancy

Group 3

- **Hans-Christian** Eberl, European Commission
- **Christophe** Gouache, Strategic Design Scenarios
- **Kate** O'Connor, One Earth Living
- **Xuelin** Zhang, ILVO
- **Doreen** Fedrigo, Climate Action Network (CAN) Europe
- **Frank** Smit, European Commission

Group 4

- **Alison** Burns, European Commission
- **Martin** Orešić, APPLiA
- **Matteo** Mascolo, FSC
- **Ana** Berdzenishvili, European Policy Center
- **Shima** Beigi, Mindful Smart Cities
- **Nick Davids**, Circular Flanders
- **Frankie** Ann Ashton, Labour international

Group 5

- **Mauro** Cordella, EC-ENV
- **Siavash** Farahbakhsh, ILVO
- **Rachel** Nelems, GGON
- **Kristian** Tsonevski, European Commission, DG JUST
- **Laura** Lynn De Sittry, KUL
- **Arthur** Schreuder, 4MedBox Europe BV
- **thierry** vancrombrugge, Federal authority



Guiding questions

What: How can PSLifestyle data drive smarter decisions, and what additional data would strengthen its impact?

Who: How can we unlock powerful cross-sector collaborations to scale up the impact of the Lifestyle Test and its data?

How: What policies and frameworks are necessary to effectively implement the insights and actions derived from PSLifestyle data and cross-sector collaborations, ensuring long-term sustainability?



Coffee break

15:15 – 15:35



**Take the
test**



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Plenary discussions

15:35 – 16:00



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Final remarks

16:00 – 16:30



THANK YOU!!

