

--PRESS RELEASE--

Over half a million tests power Europe's largest dataset on sustainable living

9 September 2025. More than half a million citizens across ten European countries have tested their carbon footprints and lifestyle choices through the Lifestyle Test. In total, they generated more than **500,000 Lifestyle Tests** and over **50,000 personal action plans**. This makes it the continent's largest dataset on sustainable living and an invaluable resource for Europe's green transition.

The new Lifestyle Data platform makes this dataset open and free to use, with filters by country, age, gender, income, housing and more. Unlike model-based projections, it reflects lived realities. It reveals which sustainable actions people are willing to adopt and why others remain less appealing.

"Unlike traditional models, this dataset captures real choices from citizens themselves by linking carbon footprints with the actions they plan and take. That makes it the first of its kind in Europe", says Jussi Nevanlinna, PSLifestyle Project Lead. "It shows where people are ready to change, and where systems must step up to make sustainable living easier".

The findings highlight both opportunities and barriers. Many participants are ready to switch to a sustainable bank or add a vegetarian day to their week. Other actions, such as downsizing homes, remain less attractive. These contrasts provide valuable evidence of what feels achievable and where systemic support is still needed.

Lifestyle Data is already being used to inform policymaking, guide research, shape new business models and inspire community initiatives - helping stakeholders design solutions that make sustainable living easier and more accessible.

To turn data into action, PSLifestyle held workshops with policymakers, businesses, researchers and civil society in eight countries, followed by an EU-level dialogue in May 2025. From these discussions, the consortium identified key lessons that highlight where change is most urgent: barriers must be removed so sustainable choices become the easiest option; actions must reflect cultural practises, local conditions and everyday needs; and lasting impact depends on trustworthy, transparent data and stronger collaboration across sectors to turn insights into real changes

About the Project

PSLifestyle (*Co-creating Positive and Sustainable Lifestyle Tool with and for European Citizens*) is a Horizon 2020 project (Grant Agreement No. 101037342) that ran from October 2021 to September 2025. Coordinated by the Finnish Innovation Fund Sitra, the consortium brought together 16 partners across 10 countries: CSCP, Solita, Hot or Cool Institute, ICLEI Europe, EuroHealthNet, Let's Do It Foundation, Green Tiger Foundation, Athena RIC, EKPIZO, SUSDEF, greenApes, DECO, Circular Change, City of Ljubljana, and ZEYDD.



The project's mission has been to close the gap between climate awareness and individual action, co-creating tools and insights with and for European citizens.

Take the Lifestyle Test: <https://lifestyletest.eu>

Explore the Lifestyle Data: <https://www.lifestyledata.eu/>

For general enquiries about the project, please contact PSLifestyle Project Lead Jussi Nevanlinna (Sitra): info@pslifestyle.eu.