



Deck of Solutions

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Introduction

The European Union Horizon-2020 project '**Co-creating a Positive and Sustainable Lifestyle tool with and for European Residents – PSLifestyle**' aims at enhancing the uptake of low-carbon lifestyles in line with the 1.5-degree target of the Paris Agreement. To this end, the project developed the Lifestyle Test, a free web app for European citizens to calculate their carbon footprint and be informed of sustainable lifestyle solutions they can implement to reduce their climate impact.

Since the launch of the Lifestyle Test in 2023, the project team collected **people's consumption and climate impact data** for further use and exploitation in research, as the basis of effective policies, civil society initiatives, sustainable business opportunities or research ideas to fill knowledge and data gaps.

The project team has been **engaging with key stakeholders from society through the implementation of workshops in the eight project case countries**, Estonia, Finland, Germany, Greece, Italy, Portugal, Slovenia, and Turkey, to disseminate project results and co-design solutions for a mainstream uptake of sustainable lifestyle options.

This document presents a **collection of sheets**, part of which have been used to facilitate stakeholder workshops, that contain aggregated results from the test users, with the aim of showcasing the data capability of the test and presenting a snapshot of what we can learn from the data product in terms of solutions for implementing sustainable lifestyles.

¹ <https://pslifestyle.eu/about/project>

The Deck of Solutions

The Deck of Solutions is an example of how data and insights from the Lifestyle Test data product can be presented to key actors, namely businesses, policy makers, academia and civil society organisations, highlighting data-supported solutions for enabling sustainable lifestyles. The Deck includes users results for the Lifestyle Test collected between December 19th, 2023, and August 31st, 2024. Results from the test will be made available on the European Data Portal from December 2024. More detailed information can be found in the deliverable D3.2 “Plan for exploitation and sustainability”.

The data presented here include an **overview of the carbon footprint profiles** of the users for each country and lifestyle domain; an overview of the **action plans created by the users**; an analysis of the **adoption rate of lifestyles options** and the **cumulative impact of action plans**, as well as the **barriers** faced by users. Overall, this information allows to define solutions for the enabling sustainable lifestyles.

The Deck of Solutions starts with an **overview of the country’s users’ average carbon footprint**, and its breakdown into four lifestyle domains: housing, transport, food, and purchases. This allows to identify key hotspots of carbon footprint in each country, highlighting key areas of intervention for reducing climate impacts.

Next, the Deck of Solutions presents an overview of the **action plans created by the users**, including the carbon footprint reduction that can be achieved if all plans are completed. This shows which solutions, or lifestyle actions, users are committing to, and which they are resistant to implement, and present useful information on the reasons why users do not wish to adopt certain solutions.

Finally, the Deck of Solutions explores the **rate of adoption of sustainable lifestyle options**, looking at how many users deem certain solutions to be feasible in their lives or not. This allows to identify “low-hanging fruits”, i.e. solutions of high feasibility, which are of interest for example to policymakers and business seeking information on solutions to scale-up immediately, stemming from their high rate of acceptance. It also allows to identify climate

mitigation solutions of high impact but low feasibility, signalling a deeper structural change needed to favour acceptance and access. Finally, solutions with high feasibility and high impact offer the greatest potential for effective carbon footprint reductions and should constitute a priority in policy and stakeholder agendas.

Data capability of the Lifestyle Test

PSL

The Lifestyle Test is collecting the following data:

Carbon footprint profile (including housing, transport, food, purchases)

Carbon footprint profile by country, gender, age, residence, and income class

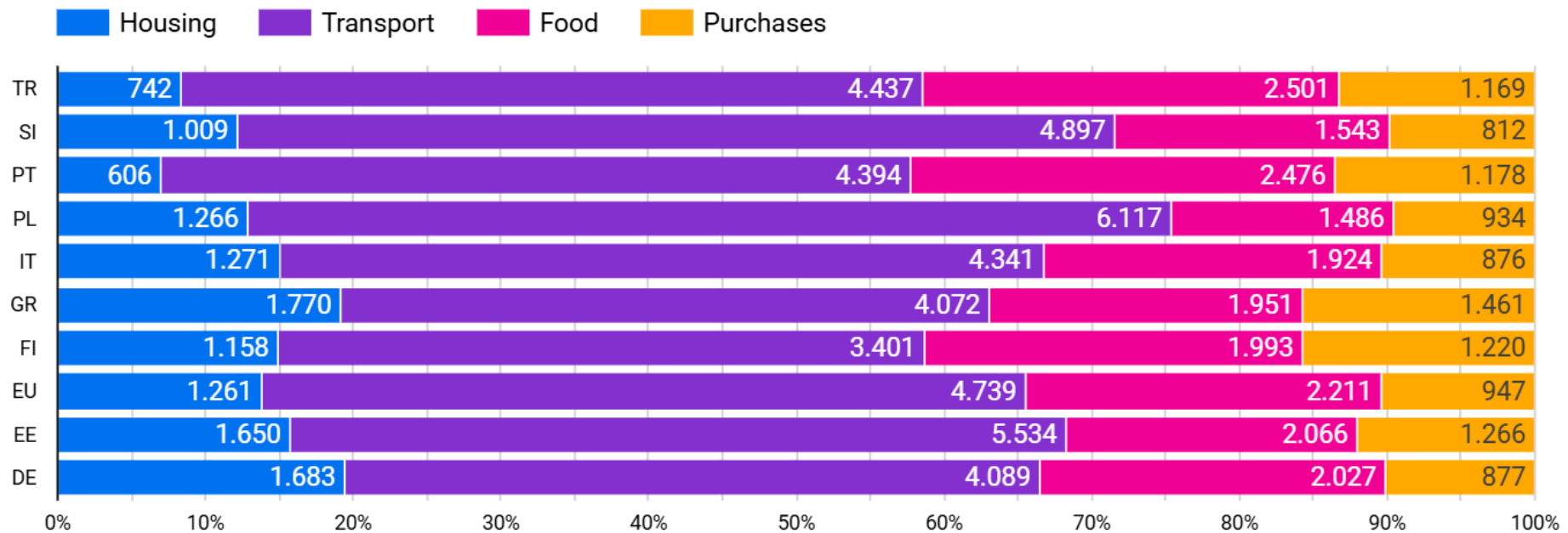
Number and reduction impact of lifestyle actions included in the users plans

- How often each action is included in the plans (i.e. what actions users prefer)
- What are the motivations for including actions in the plans
- What actions are users already adopting and what is their reduction impact
- What actions are users not willing to adopt and why
- What kind of support would users need for adopting an action
- What is the rate of completion of each action
- What is the reduction impact of completed actions

3

The Lifestyle Test collects information on the carbon footprint profile of the users. Based on the profile, the Test proposes to the user a list of actions to reduce his carbon footprint. The user can select some of these actions and create a plan to reduce his carbon footprint over time. It can also reject (or skip) some of these actions, providing a reason for that (e.g. it is too expensive, it is not available where I live). Coming back to their plan, users can in the future mark as completed the actions that have implemented in their daily life. This relatively simple structure allows to gather important information on the most effective and the most acceptable solutions for sustainable lifestyles.

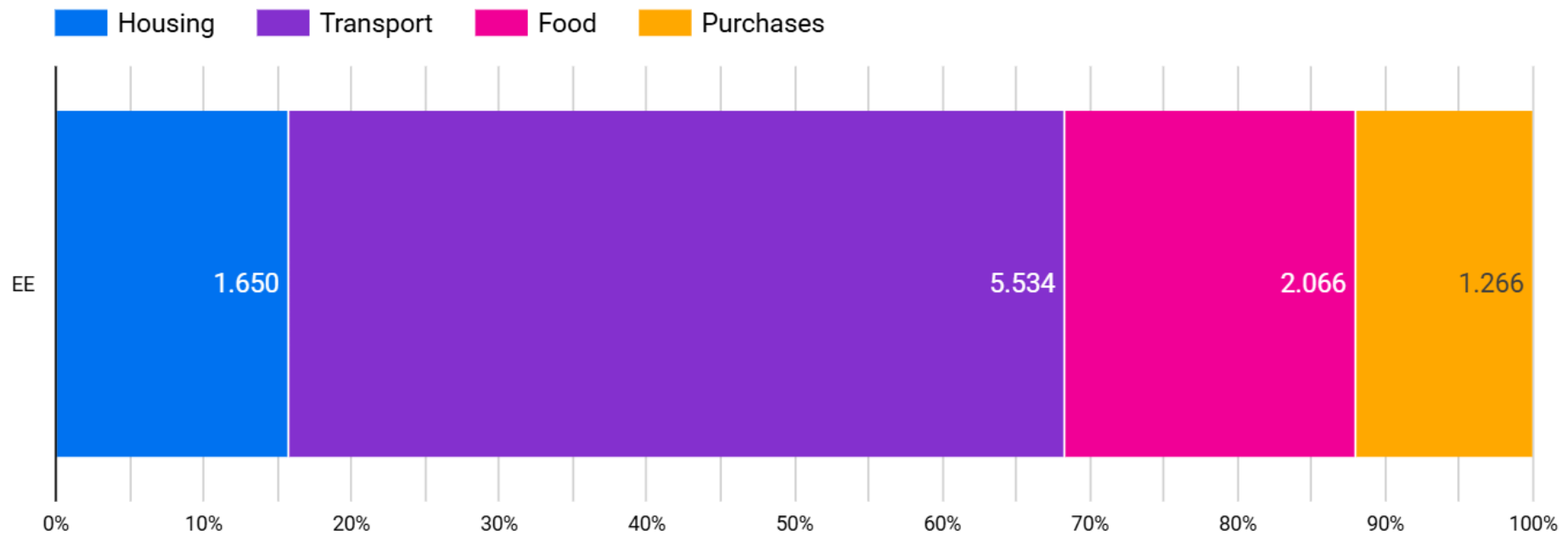
Average carbon footprint (kgCO₂e/person/year)



The results from the Lifestyle Test highlight that Transport is consistently the main contributor to the carbon footprint of lifestyle, followed by food. Housing tends to be a higher contributor than purchases, with, however, exceptions for Finland, Portugal and Turkey.

Deck of Solutions Estonia

Average carbon footprint (kgCO₂e/person/year) | Estonia

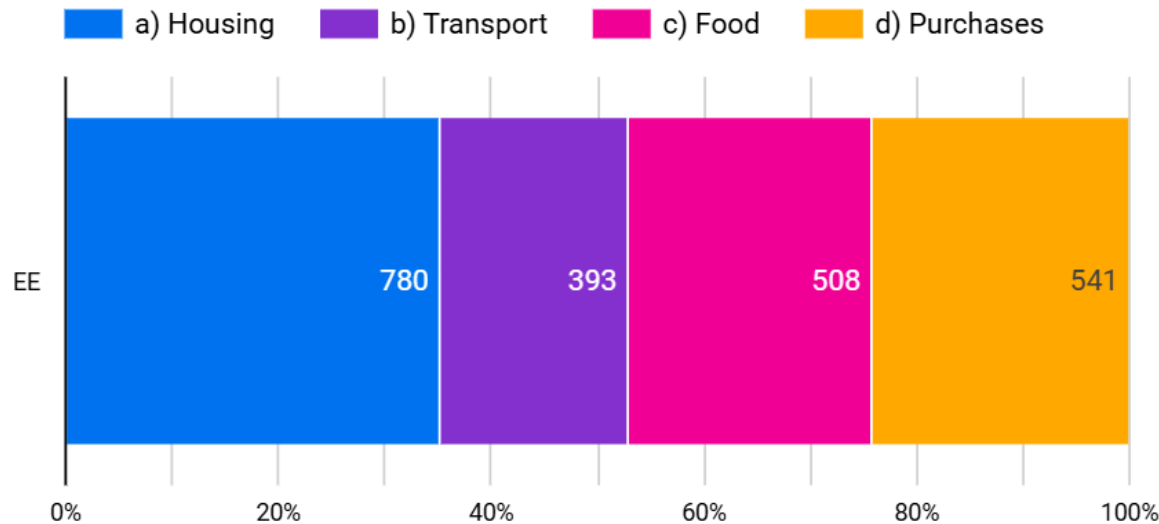


Transport is the main contributor to carbon footprint in Estonia and should be given priority. Food, housing and purchases are also important contributors. The main impact on climate from transport originates from **flights** (2.9 t CO₂e), followed by **cars** (1.9 t CO₂e). Solutions that address these two lifestyle components should drive policy and stakeholder agendas for enabling sustainable lifestyles in Estonia. The main impact from food come from **red meat** (700 kg CO₂e), **dairy and cheese** (550 kg CO₂e), then **beverages** (290 kg CO₂e).

What are people willing to change in Estonia?

Actions included in the plans

Numbers in the bars represent the total number of actions included in plans



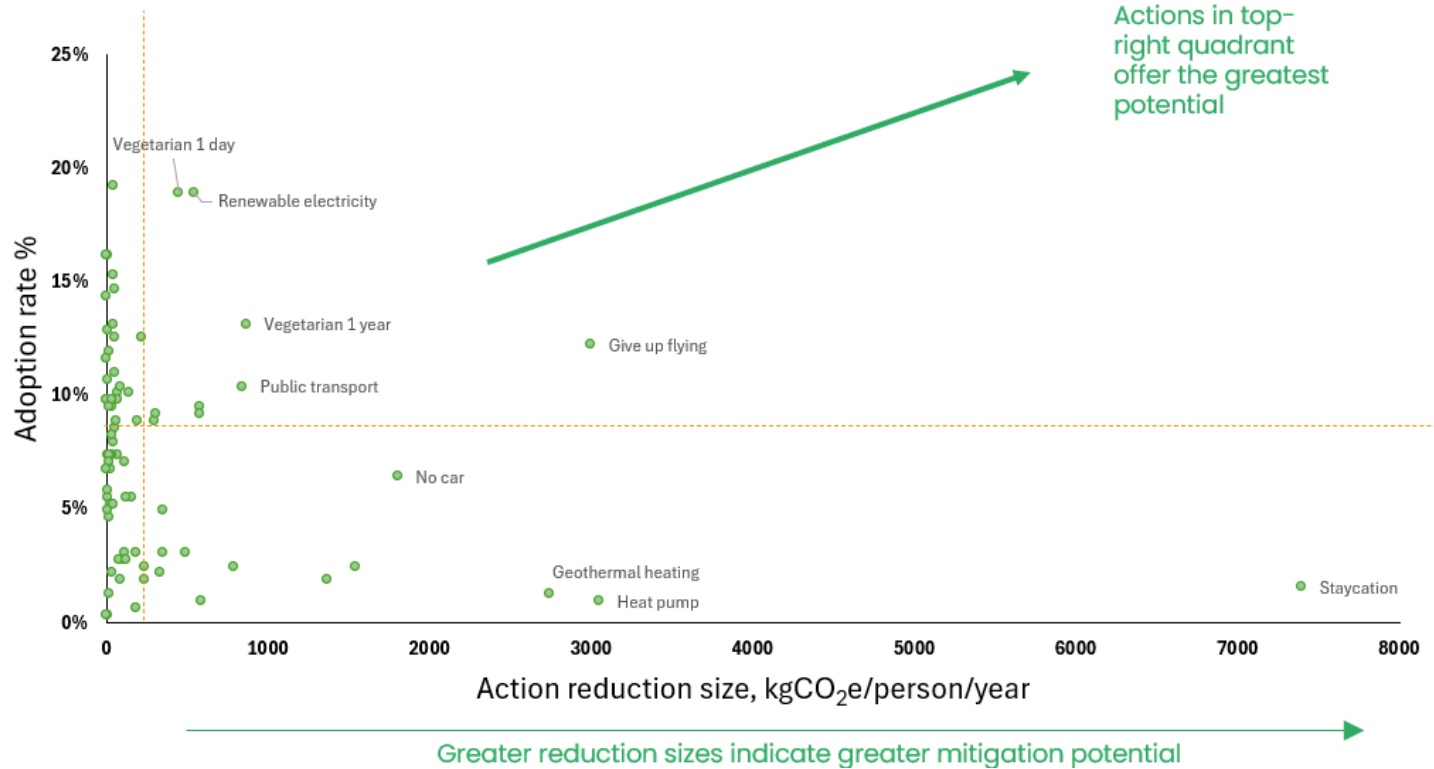
- Estonians are more willing to act on Housing and Purchases
- The average lifestyle plan of an Estonian user includes about **7 actions**
- The average emission reduction of the Estonian plans is 15% (**1.6 t CO₂e**)

Action Size and Adoption Rate of Plans in Estonia

ALL DOMAINS



Higher adoption rate indicates greater demand for lifestyle choice and opportunities to mainstream



The dotted horizontal line is drawn to indicate the average adoption rate across all plans for all countries. The dotted vertical line to indicate the average impact of adopted action plans in terms of CO₂ reduction, again considering all countries. Actions in the top-right quadrant (i.e. high adoption rate and high reduction size) offer the best mitigation potential.

Top 5 most chosen actions | Transport in Estonia

Actions	Share of plans including this action	Total carbon footprint reduction of the plans (tCO ₂ e/year)
Order groceries delivered to your home	13%	1.8
Give up flying	12%	117.8
Start using an activity tracker	11%	1.9
Use public transport	10%	28.6
Ride a bicycle to work	9%	4.6

Top 5 most chosen actions | Food in Estonia

Actions	Share of plans including this action	Total carbon footprint reduction of the plans (tCO ₂ e/year)
Have a vegetarian day	19%	27.6
Eat potatoes, barley and buckwheat instead of rice	16%	0.4
Go vegetarian for a year	13%	37.1
Buy a curved cucumber or some other "ugly" food products	12%	0.5
Switch from dairy to plant-based drinks	11%	0.4

Top 5 most chosen actions | Housing in Estonia

Actions	Share of plans including this action	Total carbon footprint reduction of the plans (tCO ₂ e/year)
Buy green electricity	19%	33.9
Turn off standby devices to conserve power and equipment	16%	0.1
Check seals on windows and doors	15%	2.3
Clean and maintain your fridge and freezer	14%	0.2
Take shorter showers	13%	0.2

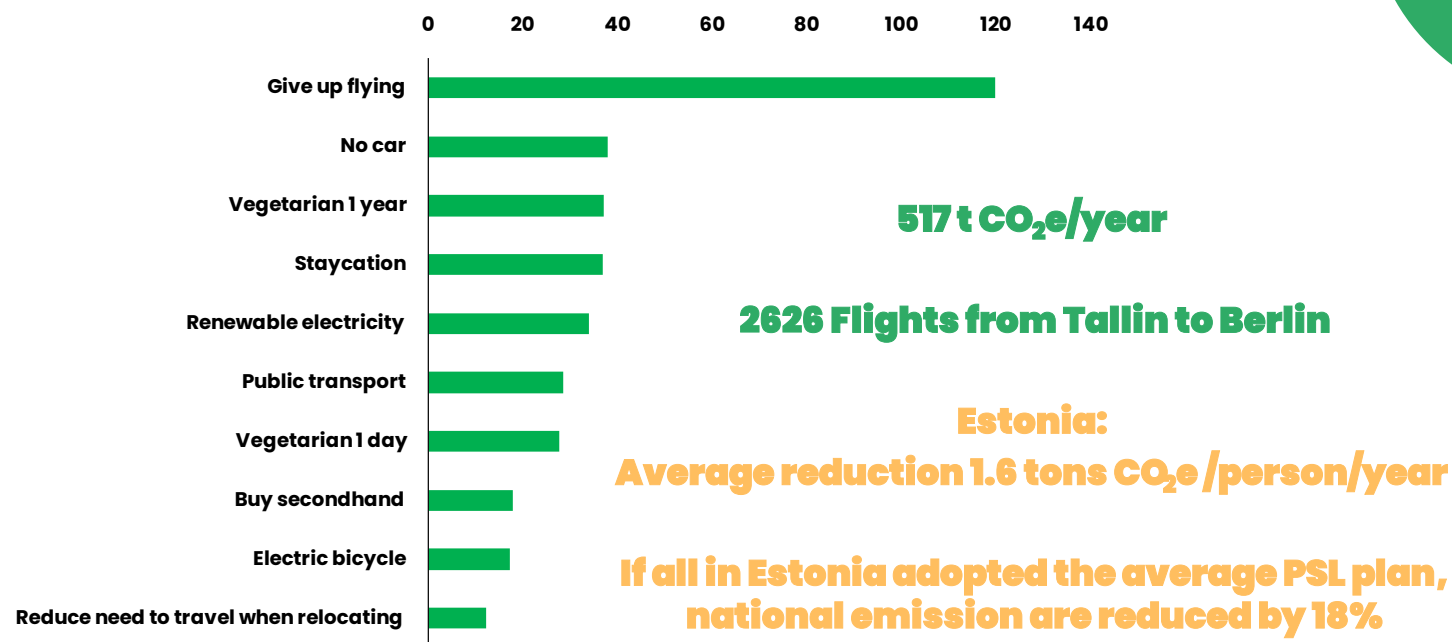
Top 5 most chosen actions | Purchases in Estonia

Actions	Share of plans including this action	Total carbon footprint reduction of the plans (tCO ₂ e/year)
Enjoy the benefits of water sports	19%	2.8
Stay in a family home on holiday	15%	2.6
Care and repair	12%	8.9
Try swimming in a lake or in the sea	10%	1.1
Prefer second-hand	9%	17.8

Top 5 most avoided actions in Estonia

All lifestyle domains	Share of plans excluding this action	Lifestyle domain
Buy green electricity	37%	Housing
Go vegetarian for a year	34%	Food
Rent a guest room to visitors	33%	Housing
Use biogas in your car	31%	Transport
Use bioethanol in your car	26%	Transport

Cumulative Reduction from Action Plans



In Estonia, **give up flying** is one of the most chosen actions. This is an action with high impact in terms of emission reduction. Policies and stakeholders should support this solution by developing alternatives to flying (e.g. train infrastructures), disincentivise flying, raise awareness on its climate impacts (e.g. through educational programs or regulating advertisement), and others.

Main reasons for rejecting actions in Estonia

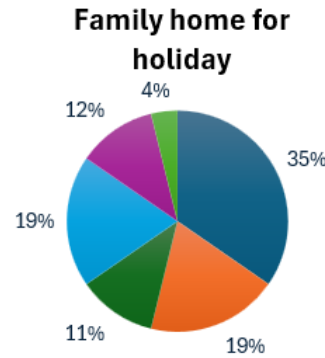
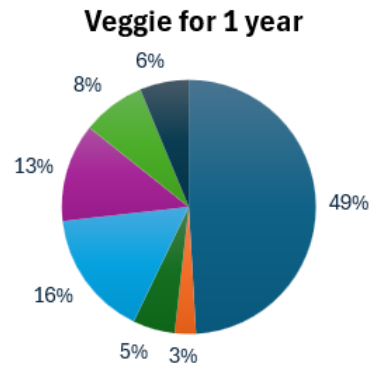
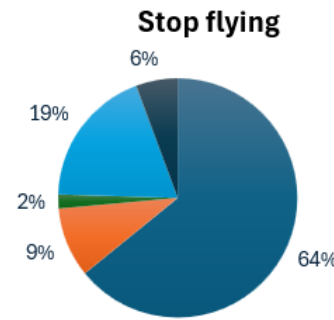
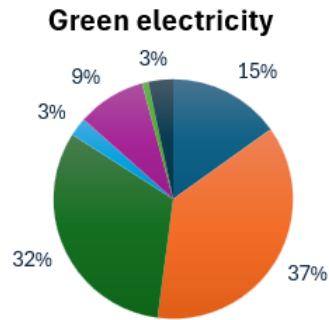
All lifestyle domains	Number of rejected actions
Not possible in my life situation	792
It's not available where I live	514
It's too expensive	356
It takes too much time and effort	189
I don't know how	141

*In Estonia, considering solutions across all lifestyle domains, structural factors related to **lack of access** play a bigger role in preventing users from accepting the sustainable lifestyle actions proposed by the Test. Barriers more strictly related to **willingness and know-how/awareness** play a less prominent role. This calls for the implementation of enabling policies and business models.*

Barriers faced by users in Estonia



- Not possible in my life situation
- It's not available where I live
- It's too expensive
- It takes too much time and effort
- I don't know how
- It's not popular where I live
- I don't have the support I need



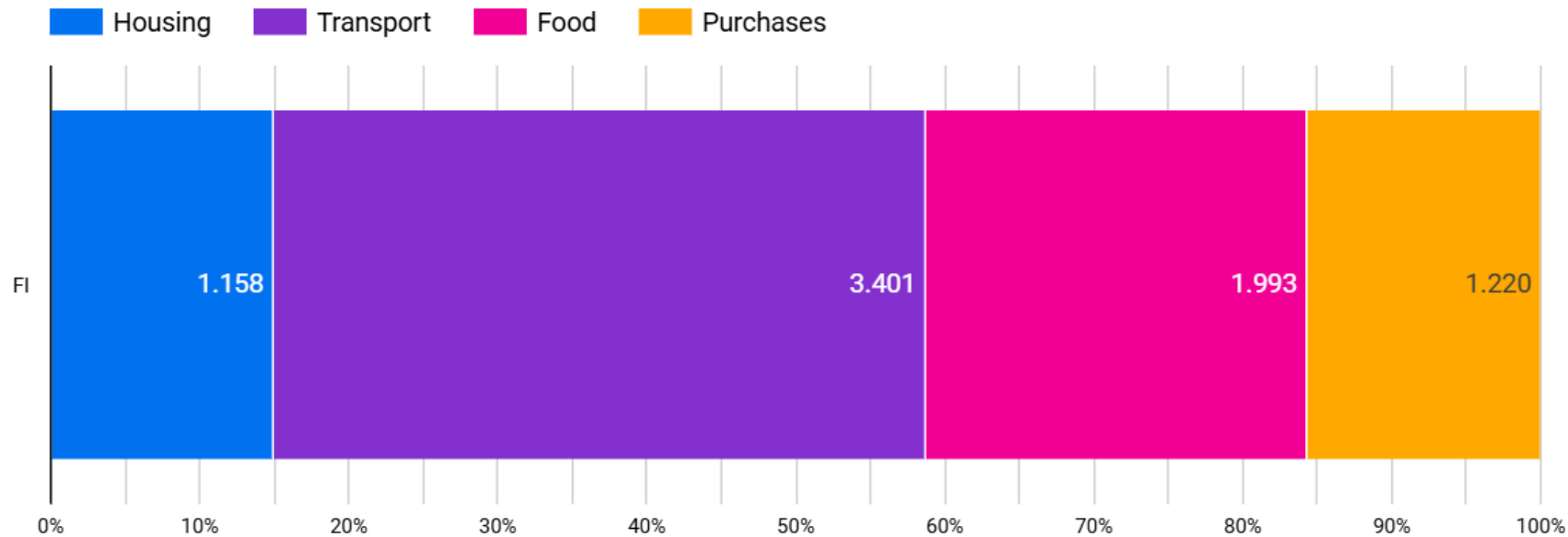
Action with bigger reduction size for each lifestyle domain

The Lifestyle Test provides information on the barriers that people are facing when trying to change their lifestyle considering each of the 100 actions modelled. This information is also available per gender, age, location, and income class.

Deck of Solutions Finland

Average carbon footprint (kgCO₂e/person/year) | Finland

Average carbon footprint (kgCO₂e/person/year) composition per country

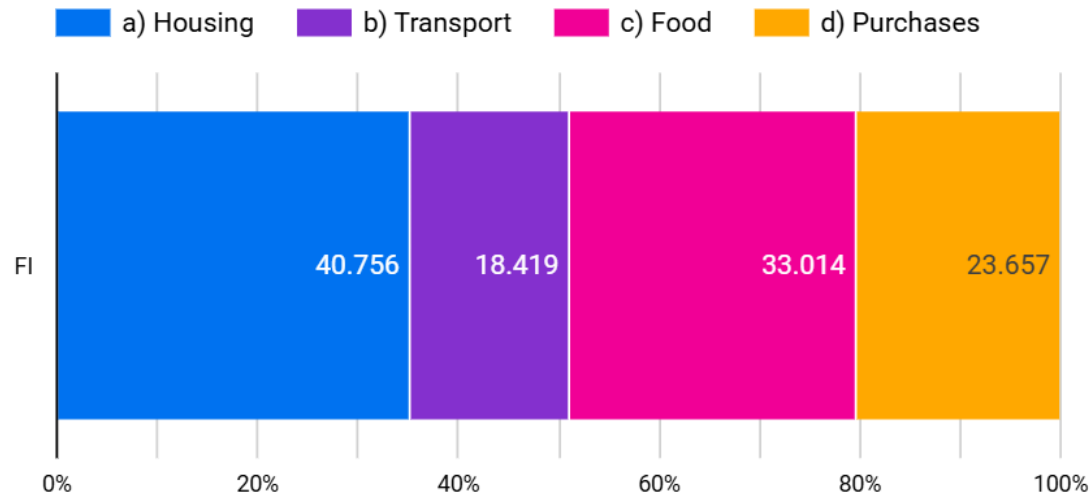


Transport is the main contributor to carbon footprint in Finland and should be given priority. Food, purchases and housing are also important contributors. The main impact on climate from transport originates from **flights** (1.8 t CO₂e), followed by **cars** (1.1 t CO₂e). Solutions that address these two lifestyle components should drive policy and stakeholder agendas for enabling sustainable lifestyles in Finland. The main impact from food come from **red meat** (0.64 t CO₂e), then **dairy and cheese** (0.61 t CO₂e), and beverages (0.27 t CO₂e).

What are people willing to change in Finland?

Actions included in the plans

Numbers in the bars represent the total number of actions included in plans

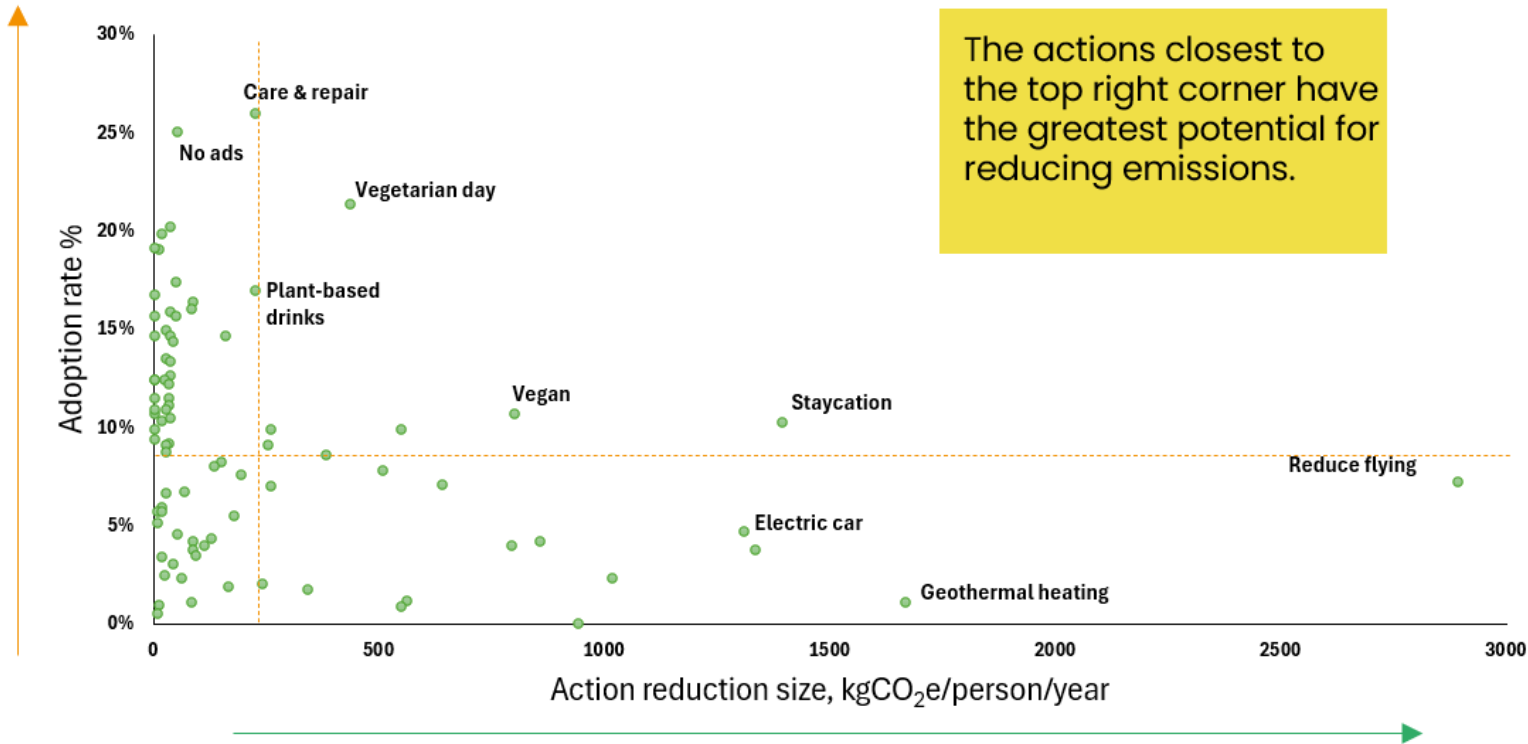


Number of actions included in the plans:
Considering all 13,216 plans created in Finland

- Finns are more willing to act on Housing and Food.
- The average lifestyle plan of a Finnish user includes about **8 actions**
- The average emission reduction of the Finnish plans is 18% (**1.3 t CO₂e**)



The impact and degree of adoption of actions in plans made by Finns



The dotted horizontal line is drawn to indicate the average adoption rate across all plans for all countries. The dotted vertical line to indicate the average impact of adopted action plans in terms of CO₂ reduction, again considering all countries. Actions in the top-right quadrant (i.e. high adoption rate and high reduction size) offer the best mitigation potential.

Top 5 most chosen actions | Transport in Finland

Actions	Share of plans including this action	Total carbon footprint reduction of the plans (tCO₂e/year)
Start using an activity tracker	20%	107.2
Make your holiday a staycation	10%	1887.6
Reduce driving	10%	337.3
Order groceries delivered to your home	9%	34.8
Ride an electric bicycle	8%	432.7

Top 5 most chosen actions | Food in Finland

Actions	Share of plans including this action	Total carbon footprint reduction of the plans (tCO ₂ e/year)
Have a vegetarian day	21%	1229.3
Eat potatoes and barley instead of rice	20%	44.5
Switch from dairy to plant-based drinks	17%	504.2
Make fast and delicious food from leftovers	16%	195.6
Buy a curved cucumber or some other "ugly" food products	15%	10.3

Top 5 most chosen actions | Housing in Finland

Actions	Share of plans including this action	Total carbon footprint reduction of the plans (tCO ₂ e/year)
Add a “no advertisement please” sign on your front door	25%	172.2
Clean and maintain your fridge and freezer	22%	7.9
Lower the temperature at home	19%	176.4
Check your window seals	16%	79.4
Buy wind-generated electricity	13%	308.4

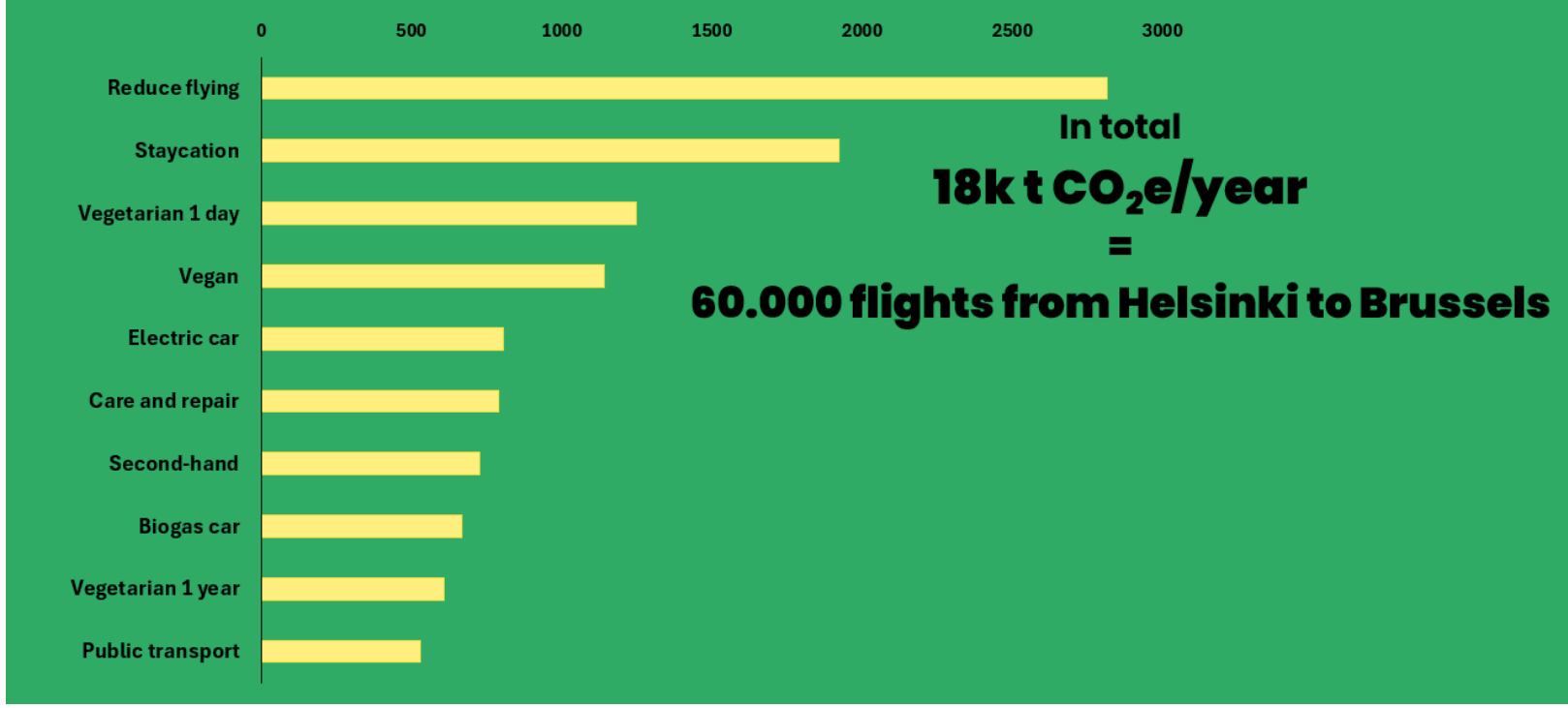
Top 5 most chosen actions | Purchases in Finland

Actions	Share of plans including this action	Total carbon footprint reduction of the plans (tCO ₂ e/year)
Care and repair	26%	782.3
Measure laundry detergent carefully	19%	2.5
Use your own shopping bags	19%	27.7
Try swimming in a lake or in the sea	17%	106.7
Stay in a family home on holiday	16%	95.7

Top 5 most avoided actions in Finland

All lifestyle domains	Share of plans excluding this action	Lifestyle domain
Rent a guest room to visitors	36%	Housing
When you move, move to a smaller home	27%	Housing
Become a vegan	27%	Food
Use biogas in your car	21%	Transport
Ride an electric bicycle	19%	Transport

Cumulative Reduction from Action Plans



In Finland, **give up flying** is not amongst the most chosen solutions by the users. Despite this, this action still holds the highest potential for emission reduction in Finland. **Make your holiday a staycation** is one of the most chosen actions with a cumulative high impact. Policies and stakeholders should support this solution for example by

reduced working hours for allowing longer holidays, or supporting business models that offer localized experiences (e.g. local culinary weekends or adventure packages).

Main reasons for rejecting actions in FinalInd

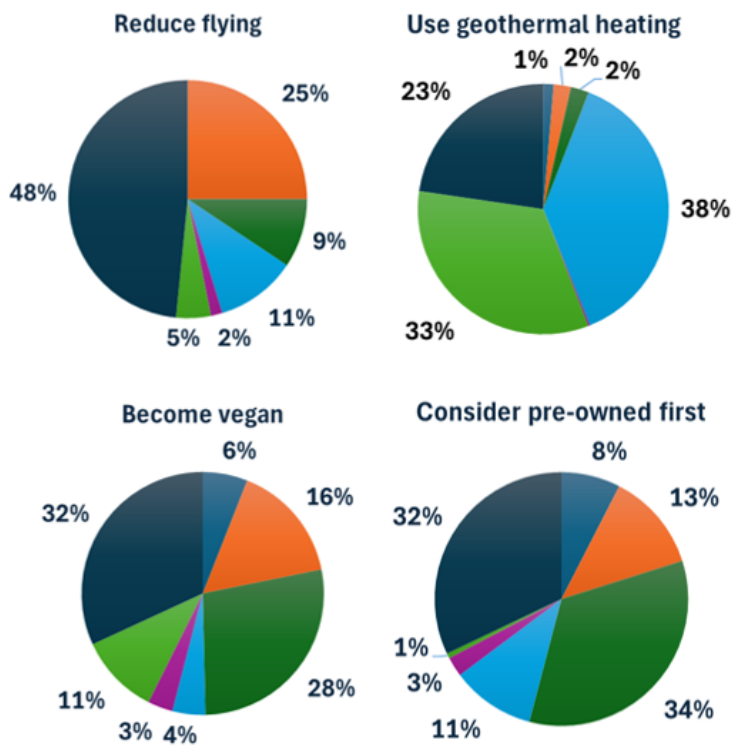
All lifestyle domains	Number of rejected actions
Not possible in my life situation	716
It's too expensive	427
I don't know how	212
It takes too much time and effort	196
It's not popular where I live	175

In Finland, considering solutions across all lifestyle domains, both structural factors related to **lack of access** and barriers more strictly related to **willingness and know-how/awareness** play an important role limiting the adoption of sustainable lifestyles. This calls for the implementation of enabling policies and business models as well as educational programmes and awareness campaigns.

Barriers faced by users in Finland



- I don't have the support I need
- I don't know how
- It takes too much time and effort
- It's not available where I live
- It's not popular where I live
- It's too expensive
- Not possible in my life situation



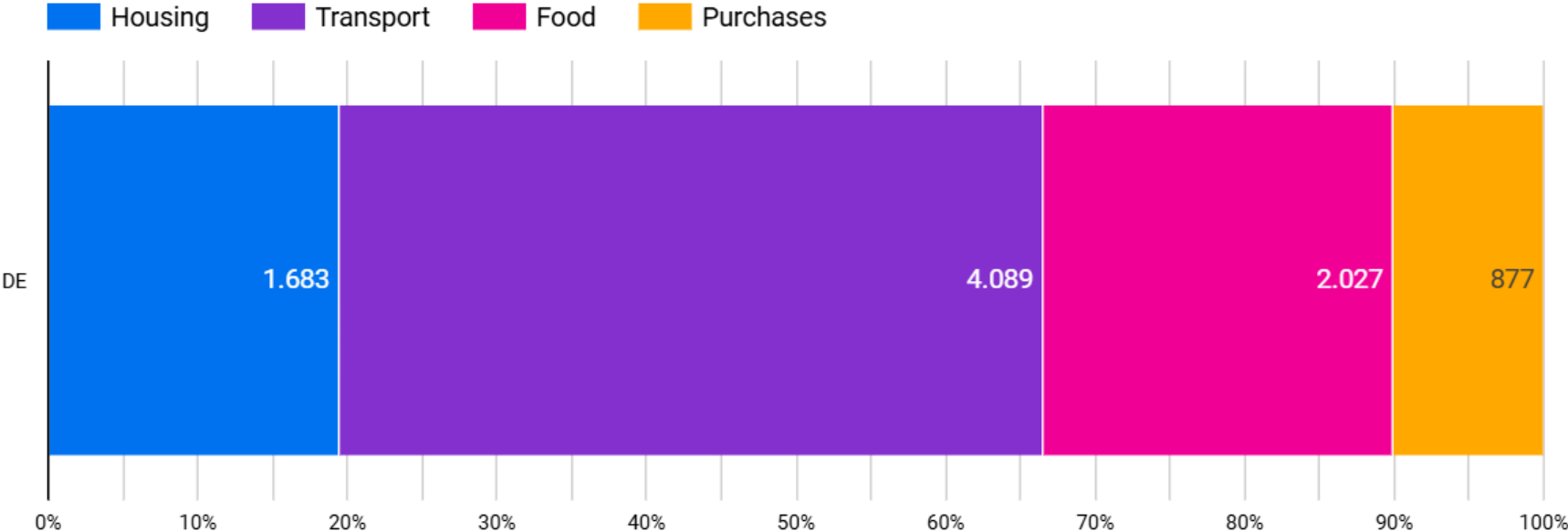
Action with bigger reduction size for each lifestyle domain

The Lifestyle Test provides information on the barriers that people are facing when trying to change their lifestyle considering each of the 100 actions modelled. This information is also available per gender, age, location, and income class.

Deck of Solutions Germany

Average carbon footprint (kgCO₂e/person/year) | Germany

Average carbon footprint (kgCO₂e/person/year) composition per country

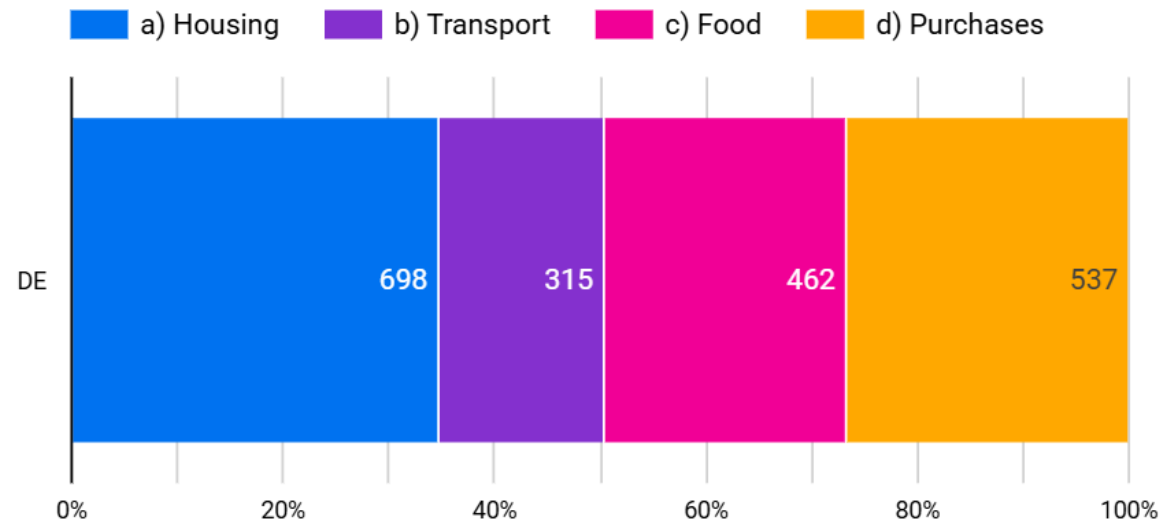


Transport is the main contributor to carbon footprint in Germany and should be given priority. Food, housing and purchases are also important contributors. The main impact on climate from transport originates from **flights** (2.1 t CO₂e), followed by **cars** (1.3 t CO₂e). Solutions that address these two lifestyle components should drive policy and stakeholder agendas for enabling sustainable lifestyles in Germany. The main impact from food come from **red meat** (0.65 t CO₂e), then **dairy and cheese** (0.56 t CO₂e), and beverages (0.26 t CO₂e).

What are people willing to change in Germany?

Actions included in the plans

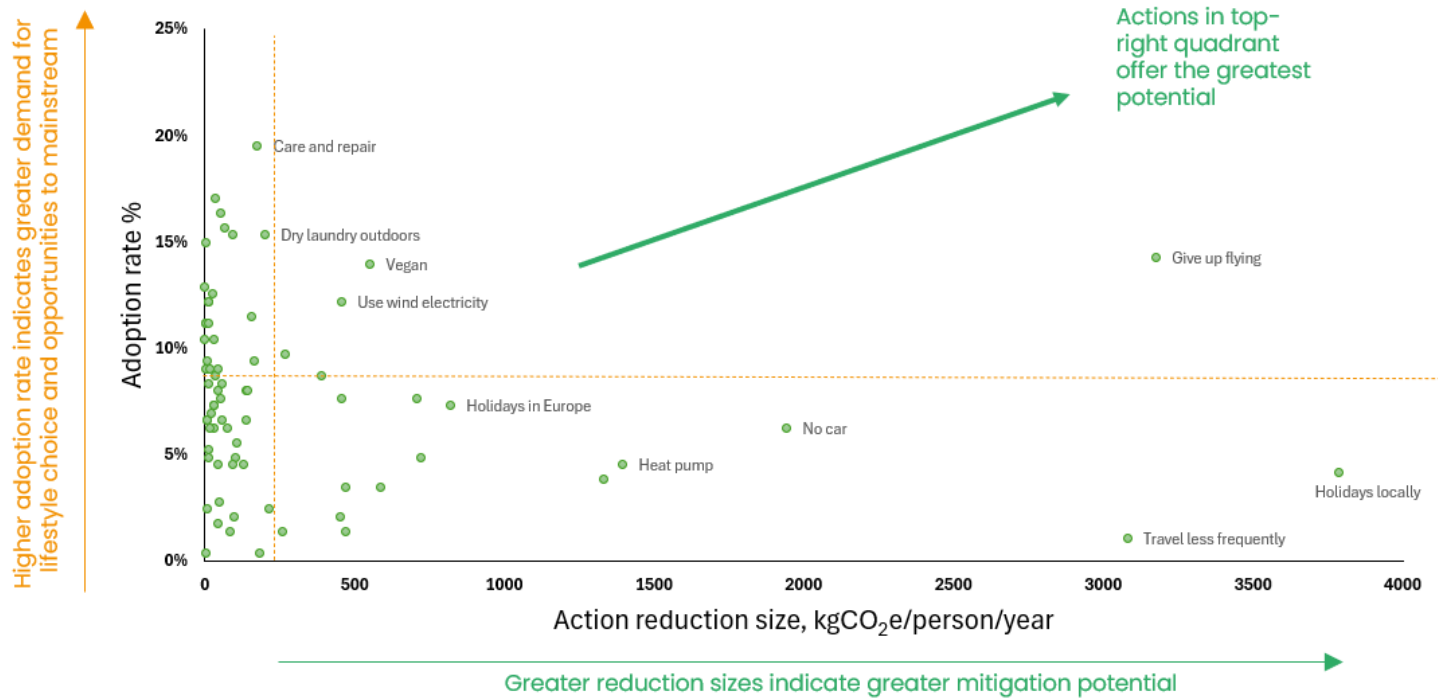
Numbers in the bars represent the total number of actions included in plans



- Germans are more willing to act on Housing and Purchases.
- The average lifestyle plan of a German user includes about **7 actions**
- The average emission reduction of the Finnish plans is 19% (**1.6 t CO₂e**)

Action Size and Adoption Rate of Plans in Germany

ALL DOMAINS



Average adoption rate for all options for all countries: 8.6%

Average reduction size of all action plans for all countries: 234 kgCO₂e/person/year

The dotted horizontal line is drawn to indicate the average adoption rate across all plans for all countries. The dotted vertical line to indicate the average impact of adopted action plans in terms of CO₂ reduction, again considering all countries. Actions in the top-right quadrant (i.e. high adoption rate and high reduction size) offer the best mitigation potential.

Top 5 most chosen actions | Transport in Germany

Actions	Share of plans including this action	Total carbon footprint reduction of the plans (tCO₂e/year)
Give up flying	14%	130.2
Take the train for holiday trips	11%	5.0
Use public transport	8%	15.5
Discover European travel destinations	7%	17.2
Use local services	7%	1.0

Top 5 most chosen actions | Food in Germany

Actions	Share of plans including this action	Total carbon footprint reduction of the plans (tCO₂e/year)
Avoid food leftovers	15%	4.1
Buy discounts food that are close to the best-before date	15%	2.8
Become a vegan	13%	21.4
Rescue surplus food	12%	0.9
Buy a curved cucumber or some other "ugly" food products	11%	0.4

Top 5 most chosen actions | Housing in Germany

Actions	Share of plans including this action	Total carbon footprint reduction of the plans (tCO ₂ e/year)
Add a “no advertisement please” sign on your front door	16%	2.4
Dry your laundry outdoors	15%	8.8
Save water when taking a shower	13%	0.009
Buy wind-generated electricity	12	15.5
Wash your clothes and dishes at lower temperatures	11%	0.4

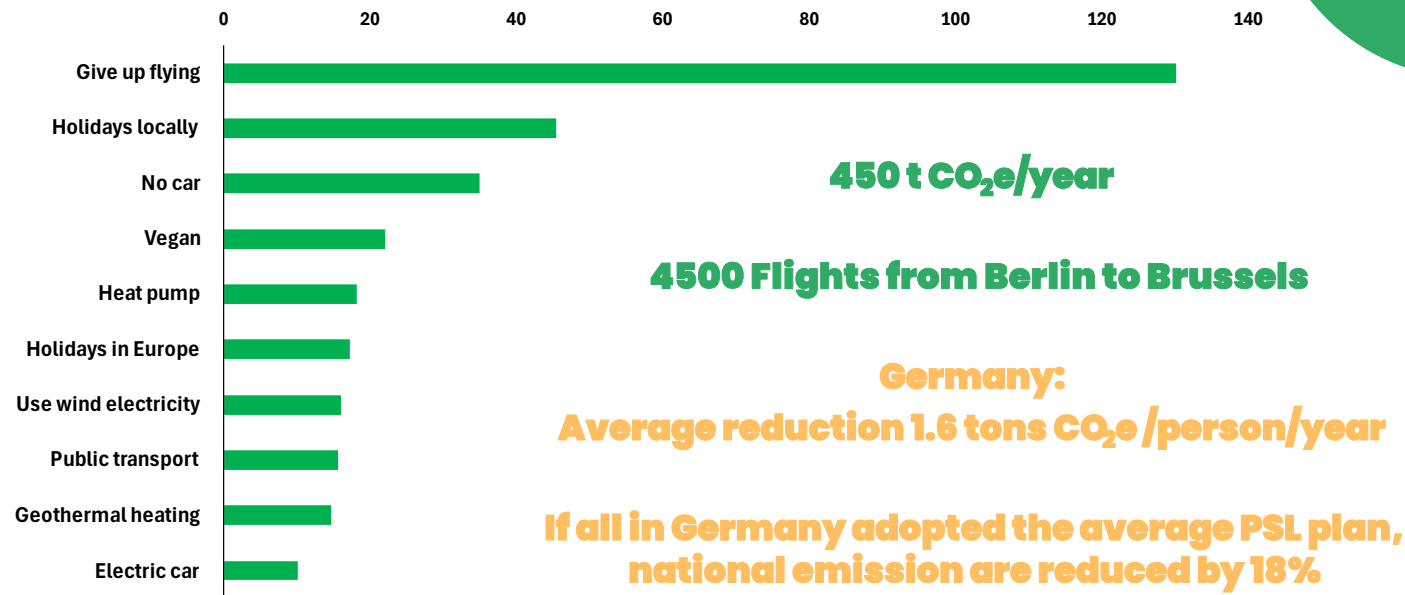
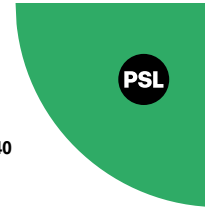
Top 5 most chosen actions | Purchases in Germany

Actions	Share of plans including this action	Total carbon footprint reduction of the plans (tCO₂e/year)
Care and repair	19%	9.8
Enjoy swimming in a lake or in the sea	17%	1.7
Measure laundry detergent carefully	15%	0.04
Use your own shopping bags	12%	0.3
Share newspapers and magazines	9%	0.4

Top 5 most avoided actions in Germany

All lifestyle domains	Share of plans excluding this action	Lifestyle domain
Become a vegan	26%	Food
Give up your car	26%	Transport
Use your apartment block's common facilities	23%	Housing
Use biogas if your car is compatible with it	20%	Transport
When you move, move to a smaller home	20%	Housing

Cumulative Reduction from Action Plans



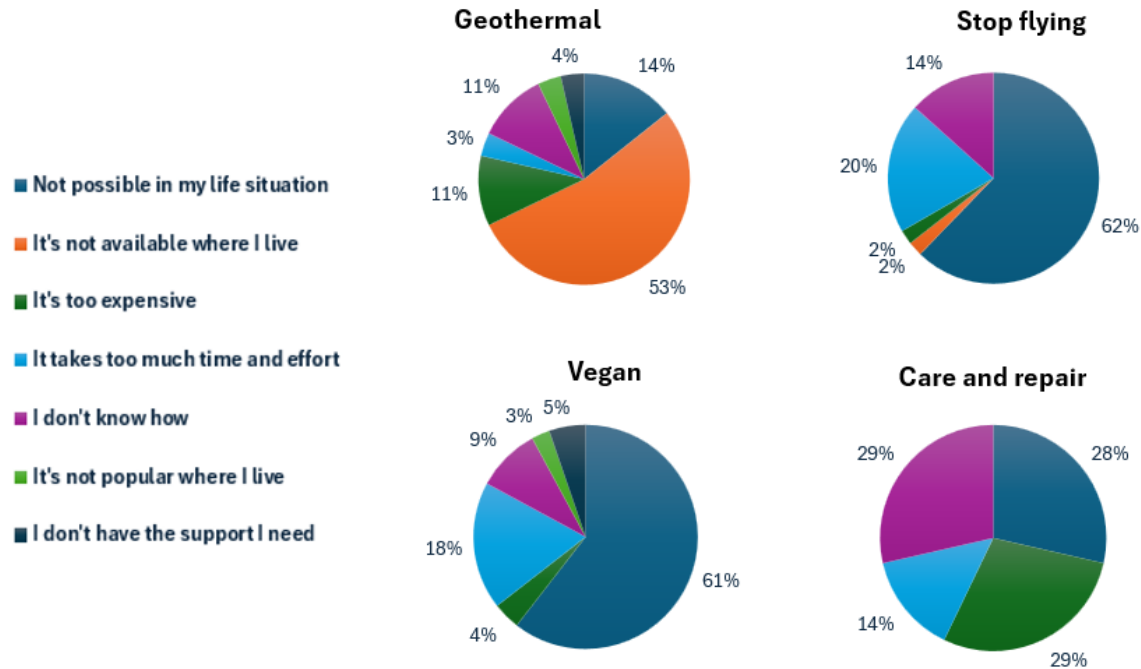
In Germany, **give up flying** is the most chosen solutions by the users, holding the highest potential for emission reduction. Policies and stakeholders should support this solution by developing alternatives to flying (e.g. train infrastructures), disincentivise flying, raise awareness on its climate impacts (e.g. through educational programs or regulating advertisement), and others.

Main reasons for rejecting actions in Germany

All lifestyle domains	Number of rejected actions
Not possible in my life situation	858
It's not available where I live	440
It takes too much time and effort	227
It's too expensive	226
I don't know how	207

*In Germany, considering solutions across all lifestyle domains, both structural factors related to **lack of access** and barriers more strictly related to **willingness and know-how/awareness** play an important role limiting the adoption of sustainable lifestyles. This calls for the implementation of enabling policies and business models as well as educational programmes and awareness campaigns.*

Barriers faced by users in Germany – example for selected actions

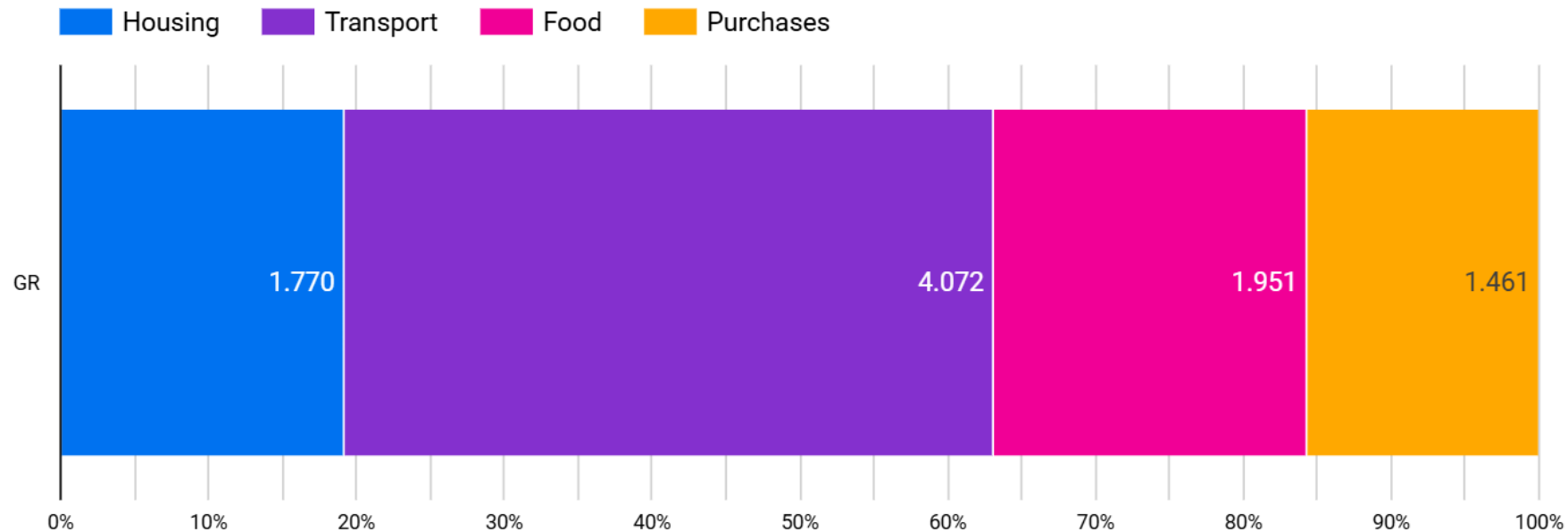


The Lifestyle Test provides information on the barriers that people are facing when trying to change their lifestyle considering each of the 100 actions modelled. This information is also available per gender, age, location, and income class.

Deck of Solutions Greece

Average carbon footprint (kgCO₂e/person/year) | Greece

Average carbon footprint (kgCO₂e/person/year) composition per country

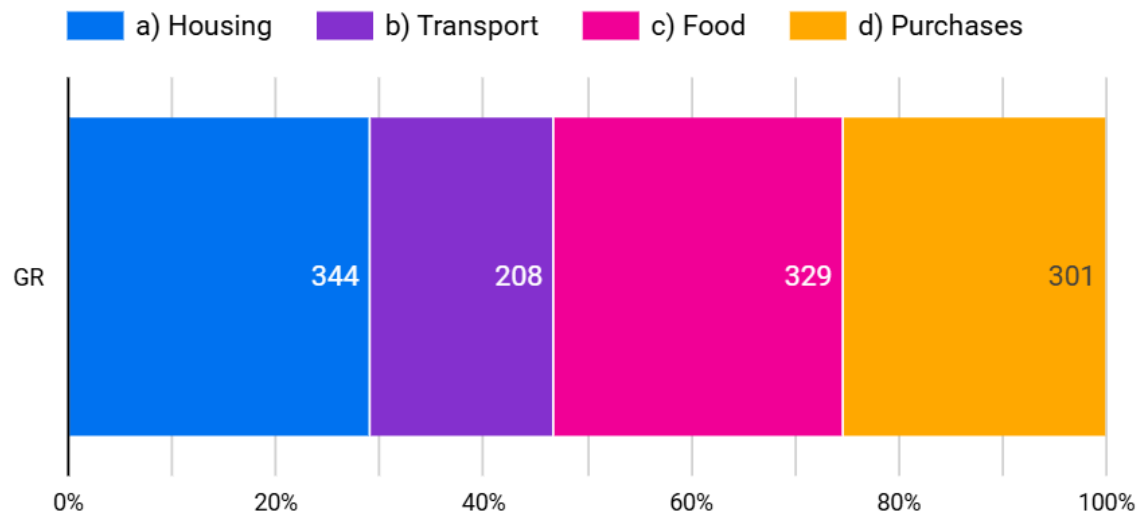


Transport is the main contributor to carbon footprint in Greece and should be given priority. Food, housing and purchases are also important contributors. The main impact on climate from transport originates from **flights** (2.4 t CO₂e), followed by **cars** (0.9 t CO₂e). Solutions that address these two lifestyle components should drive policy and stakeholder agendas for enabling sustainable lifestyles in Greece. The main impact from food come from **red meat** (0.68 t CO₂e), then **dairy and cheese** (0.54 t CO₂e)

What are people willing to change in Greece?

Actions included in the plans

Numbers in the bars represent the total number of actions included in plans



- Greeks are more willing to act on Housing and Purchases.

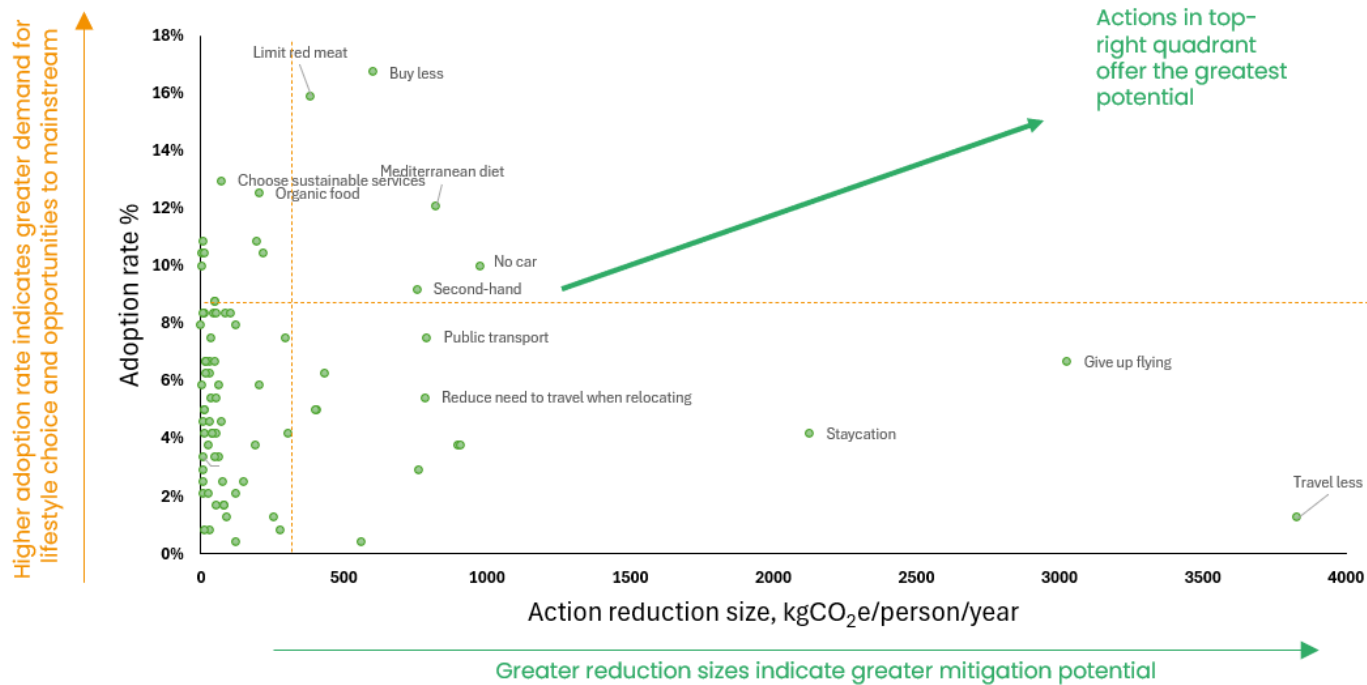
- The average lifestyle plan of a German user includes about **5 actions**

- The average emission reduction of the Finnish plans is 13% (**1.3 t CO₂e**)

Number of actions included in the plans:
Considering all 239 plans created in Greece

Action Size and Adoption Rate of Plans in Greece

ALL DOMAINS



Average adoption rate for all options for all countries: 8.6%
 Average reduction size of all action plans for all countries: 234 kgCO₂e/person/year

The dotted horizontal line is drawn to indicate the average adoption rate across all plans for all countries. The dotted vertical line to indicate the average impact of adopted action plans in terms of CO₂ reduction, again considering all countries. Actions in the top-right quadrant (i.e. high adoption rate and high reduction size) offer the best mitigation potential.

Top 5 most chosen actions | Transport in Greece

Actions	Share of plans including this action	Total carbon footprint reduction of the plans (tCO ₂ e/year)
Give up your car	10%	23.5
Start using an activity	9%	1.1
Use local services	8%	1.2
Use public transport	7%	14.2
Give up flying	7%	48.4

Top 5 most chosen actions | Food in Greece

Actions	Share of plans including this action	Total carbon footprint reduction of the plans (tCO₂e/year)
Limit red meat to once a month	16%	14.6
Eat organic food	12%	5.9
Have a vegetarian day	10%	5.4
Turn towards a mediterranean diet	10%	19.9
Replace meat to fish and seafood one a week	8%	1.8

Top 5 most chosen actions | Housing in Greece

Actions	Share of plans including this action	Total carbon footprint reduction of the plans (tCO ₂ e/year)
Plant a kitchen garden	11%	0.2
Turn devices on and off with an extension cord switch	10%	0.1
Add a "no advertisement please" sign on your front door	9%	1.0
Wash your clothes less often	8%	0.3
Use electricity during off-peak periods	8%	0.9

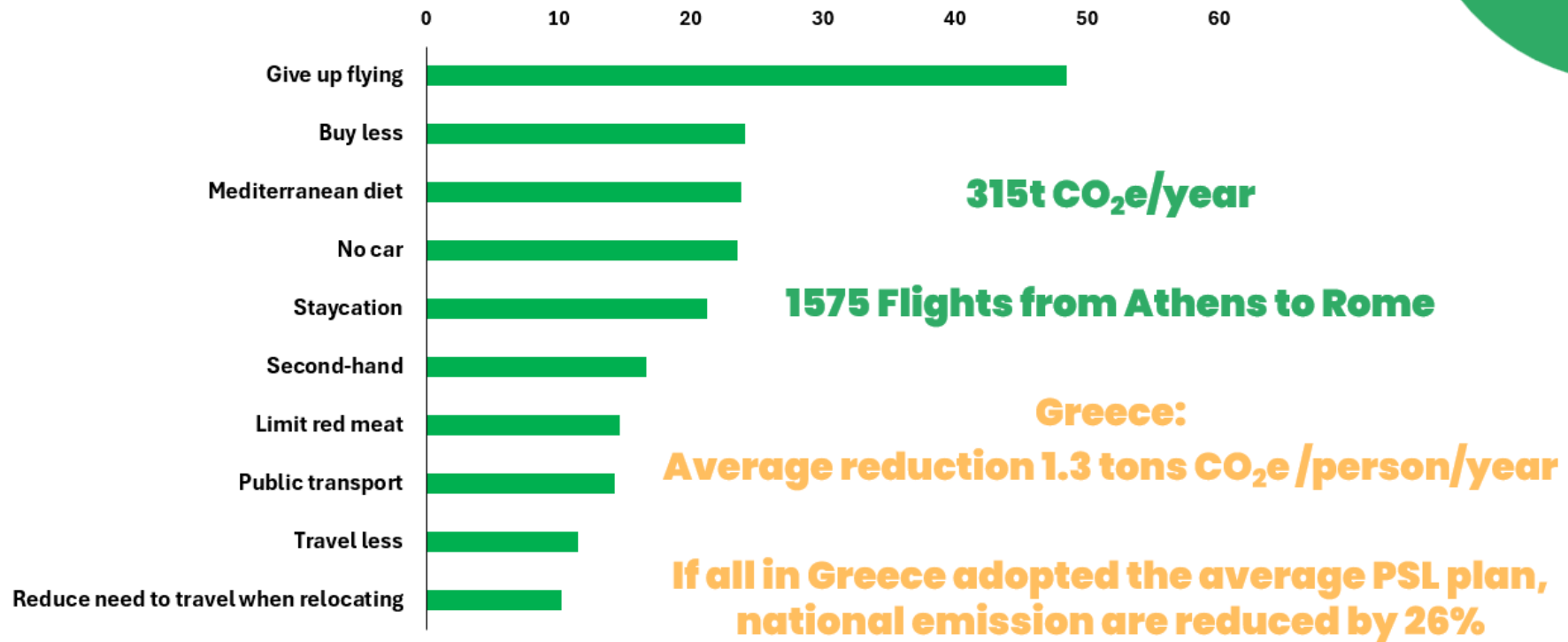
Top 5 most chosen actions | Purchases in Greece

Actions	Share of plans including this action	Total carbon footprint reduction of the plans (tCO ₂ e/year)
Only buy what you need	17%	24.1
Prefer responsible and sustainable services	13%	2.2
Care and repair	11%	5.2
Use your local library	10%	0.1
Establish a magazine shelf in your apartment building	10%	0.4

Top 5 most avoided actions in Greece

All lifestyle domains	Share of plans excluding this action	Lifestyle domain
When you move, move to a smaller home	39%	Housing
Rent a guest room to visitors	37%	Housing
Go vegetarian for a year	21%	Food
Stay in a family home on holiday	21%	Purchases
Give up your car	20%	Transport

Cumulative Reduction from Action Plans



In Greece, **give up flying** is often chosen by the users as a solution to reduce their carbon footprint, holding the highest potential for emission reduction. Policies and stakeholders should support this solution by developing alternatives to flying (e.g. train infrastructures), disincentivise flying, raise awareness on its climate impacts (e.g. through educational programs or regulating advertisement), and others.

Main reasons for rejecting actions in Greece

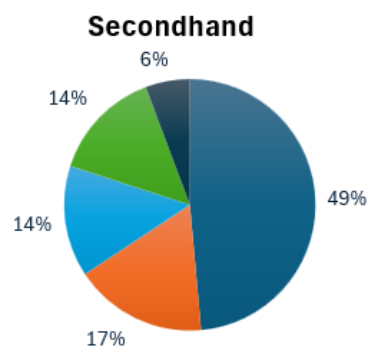
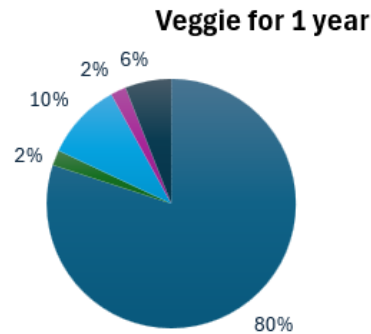
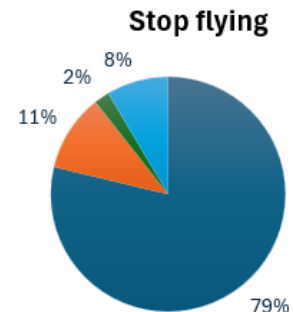
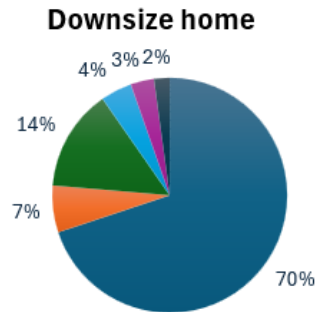
All lifestyle domains	Number of rejected actions
Not possible in my life situation	693
It's not available where I live	155
It's too expensive	150
It takes too much time and effort	113
It's not popular where I live	79

*In Greece, considering solutions across all lifestyle domains, structural factors related to **lack of access** seem to play a more important role in limiting the adoption of sustainable lifestyles, compared to barriers more strictly related to **willingness and know-how/awareness**. This calls for the implementation of enabling policies and business models.*

Barriers faced by users in Greece



- Not possible in my life situation
- It's not available where I live
- It's too expensive
- It takes too much time and effort
- I don't know how
- It's not popular where I live
- I don't have the support I need



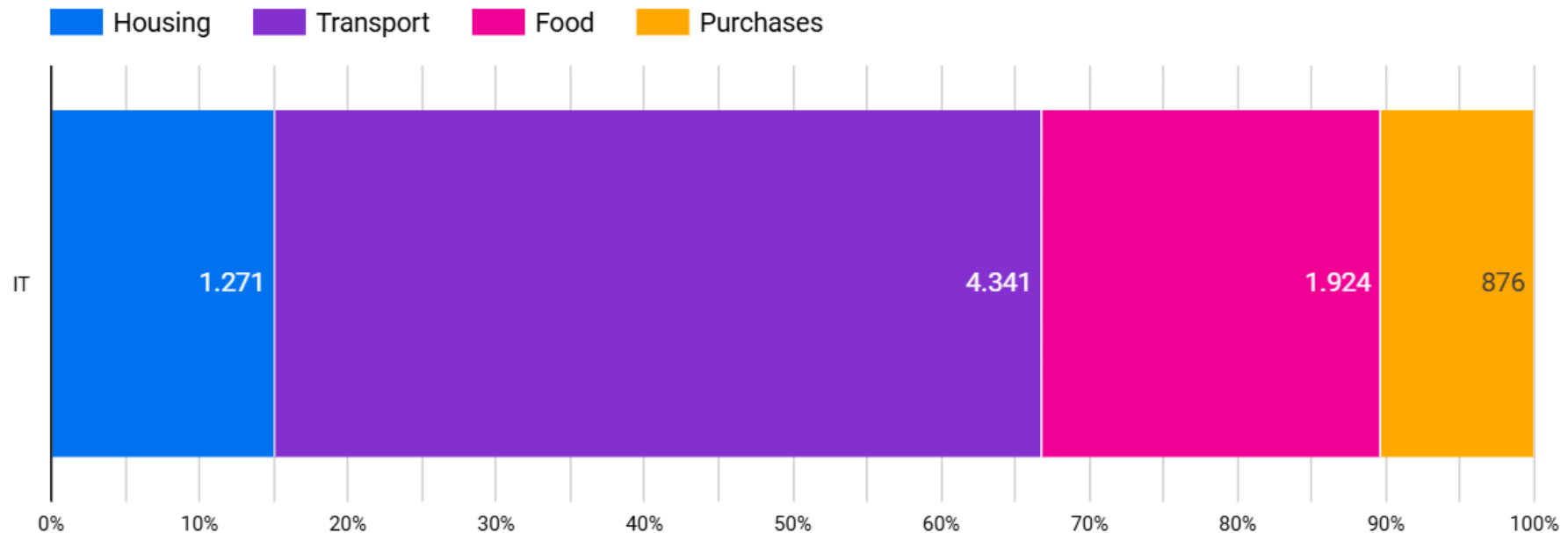
Action with bigger reduction size for each lifestyle domain

The Lifestyle Test provides information on the barriers that people are facing when trying to change their lifestyle considering each of the 100 actions modelled. This information is also available per gender, age, location, and income class.

Deck of Solutions Italy

Average carbon footprint (kgCO₂e/person/year) | Italy

Average carbon footprint (kgCO₂e/person/year) composition per country

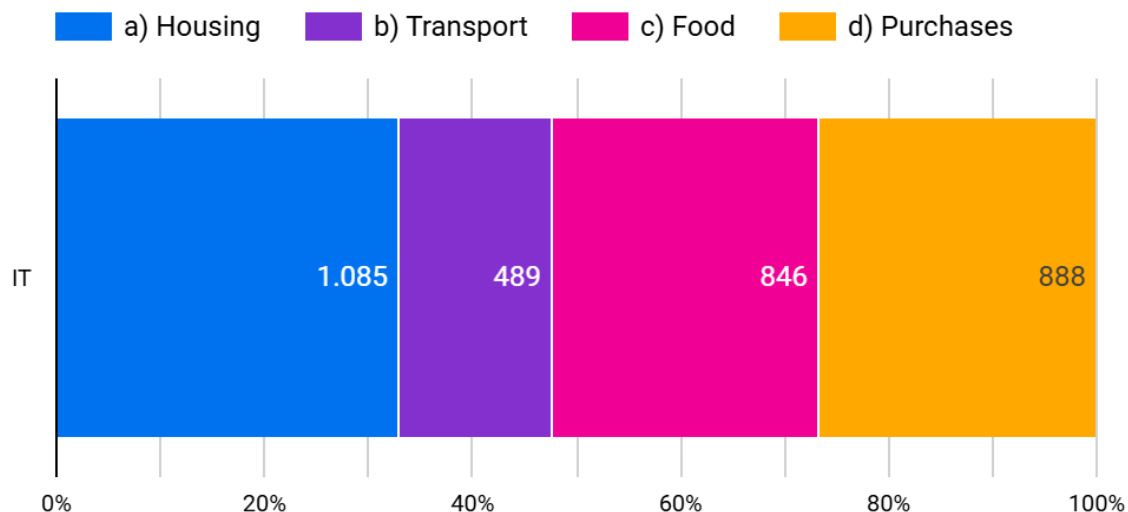


Transport is the main contributor to carbon footprint in Italy and should be given priority. Food, housing and purchases are also important contributors. The main impact on climate from transport originates from **flights** (2.5 t CO₂e), followed by **cars** (1.4 t CO₂e). Solutions that address these two lifestyle components should drive policy and stakeholder agendas for enabling sustainable lifestyles in Italy. The main impact from food come from **red meat** (1 t CO₂e), then **dairy and cheese**.

What are people willing to change in Italy?

Actions included in the plans

Numbers in the bars represent the total number of actions included in plans



Number of actions included in the plans:
Considering all 449 plans created in Italy

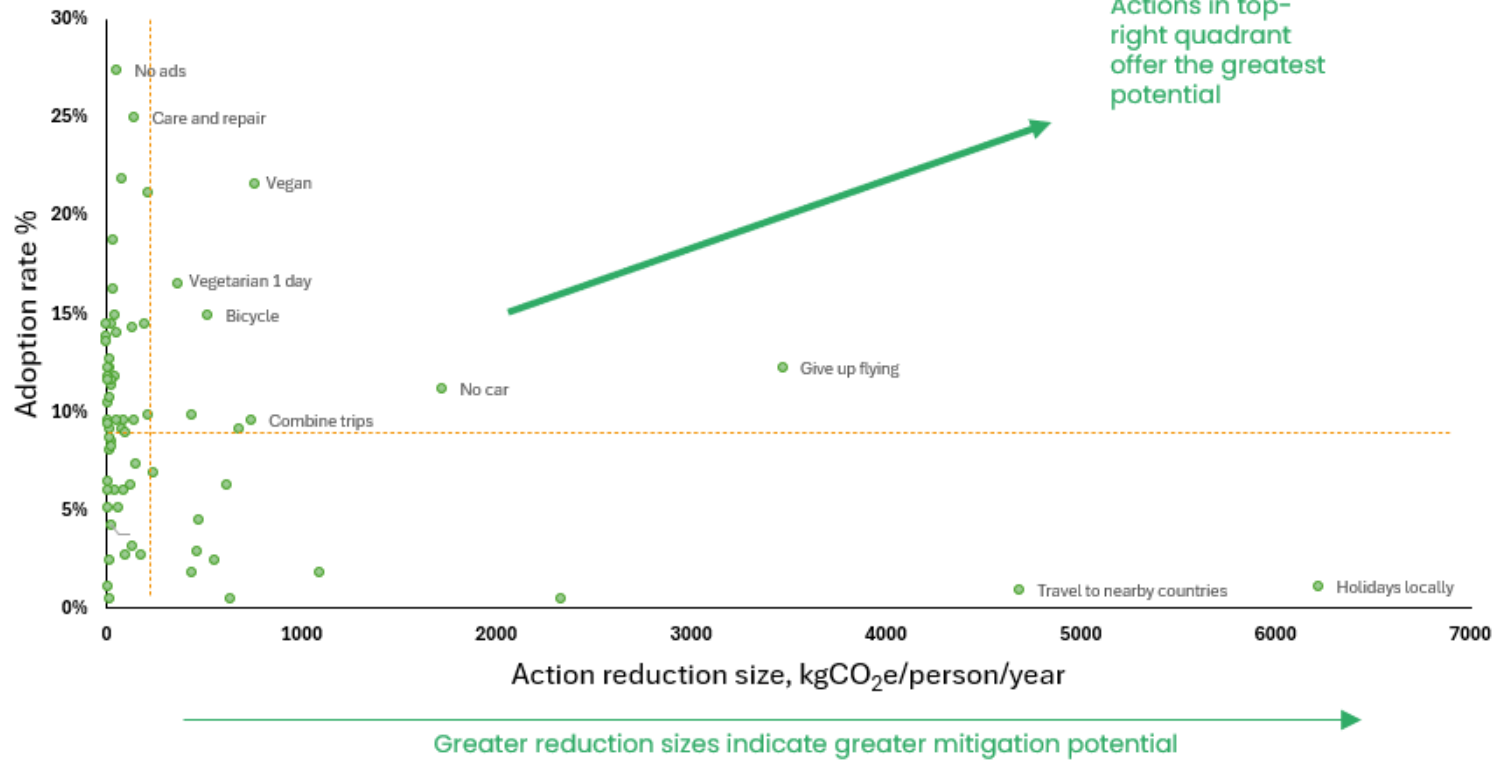
- Italians are more willing to act on Housing and Purchases.
- The average lifestyle plan of an Italian user includes about **7 actions**
- The average emission reduction of the Italian plans is 20% (**1.6 t CO₂e**)

Action Size and Adoption Rate of Plans in Italy

ALL DOMAINS



Higher adoption rate indicates greater demand for lifestyle choice and opportunities to mainstream



Actions in top-right quadrant offer the greatest potential

The dotted horizontal line is drawn to indicate the average adoption rate across all plans for all countries. The dotted vertical line to indicate the average impact of adopted action plans in terms of CO₂ reduction, again considering all countries. Actions in the top-right quadrant (i.e. high adoption rate and high reduction size) offer the best mitigation potential.

Top 5 most chosen actions | Transport in Italy

Actions	Share of plans including this action	Total carbon footprint reduction of the plans (tCO ₂ e/year)
Ride a bicycle (even an electric one)	15%	34.9
Start using an activity tracker	14%	3.3
Give up flying	12%	190.1
Give up your car	11%	86.1
Plan and combine your trips	9%	31.9

Top 5 most chosen actions | Food in Italy

Actions	Share of plans including this action	Total carbon footprint reduction of the plans (tCO ₂ e/year)
Eat only plant-based products	22%	74.1
Have a vegetarian day	16%	27.2
Vary your diet with different grains	14%	1.6
Eat organic food	14%	13.1
Buy an “ugly-but-good” food product	12%	0.7

Top 5 most chosen actions | Housing in Italy

Actions	Share of plans including this action	Total carbon footprint reduction of the plans (tCO ₂ e/year)
Add a “no advertisement please” sign on your front door	27%	6.3
Chose a renewable energy provider	21%	20.6
Check your window seals	14%	3.1
Dry your laundry outdoors	14%	8.3
Turn devices on and off with an extension cord switch	14%	0.1

Top 5 most chosen actions | Purchases in Italy

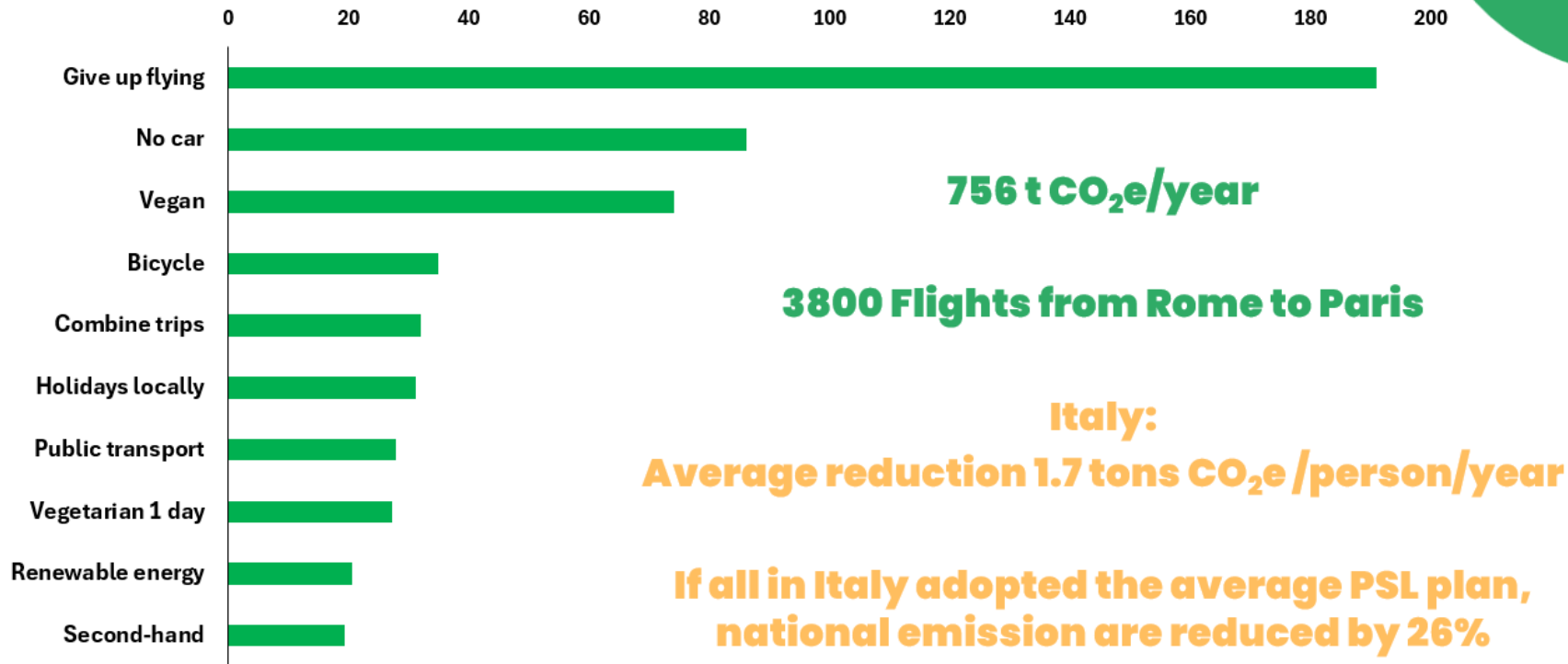
Actions	Share of plans including this action	Total carbon footprint reduction of the plans (tCO ₂ e/year)
Care and repair	25%	15.7
Prefer responsible and sustainable services	22%	7.8
Enjoy the benefits of water sports	19%	3.0
Stay in a family home on holiday	16%	2.2
Measure laundry detergent carefully	13%	0.6

Top 5 most avoided actions in Italy

All lifestyle domains	Share of plans excluding this action	Lifestyle domain
Give up your car	35%	Transport
Eat only plant-based products	24%	Food
Enjoy the benefits of water sports	22%	Purchases
Give up flying	20%	Transport
Chose a renewable energy provider	19%	Housing

Cumulative Reduction from Action Plans

PSL



In Italy, 12% of users have included **give up flying** in their plans. At the same time, 20% of users that have been proposed to give up flying have rejected this option. This is an action with high impact in terms of emission reduction. Policies and stakeholders should support this solution by developing alternatives to flying (e.g. train infrastructures), disincentivise flying, raise awareness on its climate impacts (e.g. through educational programs or regulating advertisement), and others.

Main reasons for rejecting actions in Italy

All lifestyle domains	Number of rejected actions
Not possible in my life situation	716
It's not available where I live	427
It's too expensive	212
It takes too much time and effort	196
I don't know how	175

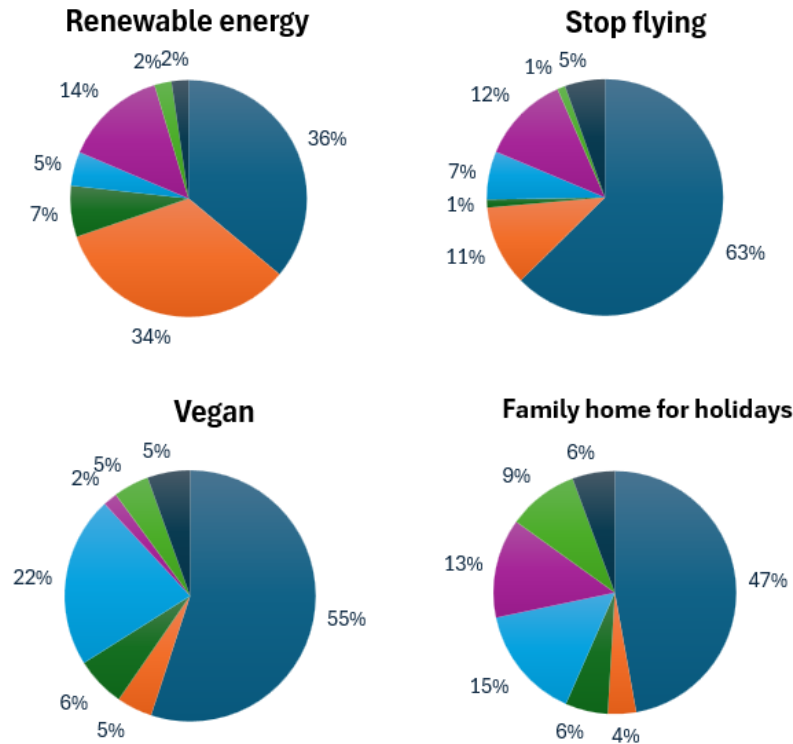
*In Italy, considering solutions across all lifestyle domains, structural factors related to **lack of access** play a bigger role in preventing users from accepting the sustainable lifestyle actions proposed by the Test. Barriers more strictly related to **willingness and know-how/awareness** play a less prominent role. This calls for the implementation of enabling policies and business models.*

Barriers faced by users in Italy



Action with bigger reduction size for each lifestyle domain

- Not possible in my life situation
- It's not available where I live
- It's too expensive
- It takes too much time and effort
- I don't know how
- It's not popular where I live
- I don't have the support I need

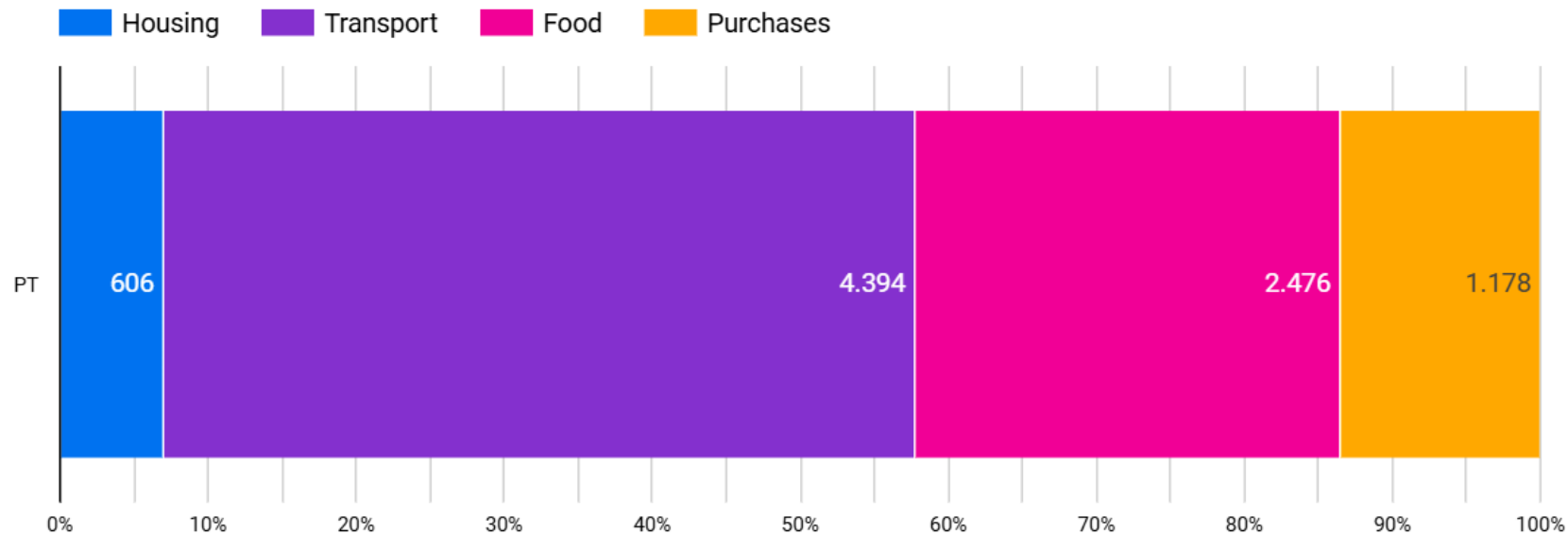


The Lifestyle Test provides information on the barriers that people are facing when trying to change their lifestyle considering each of the 100 actions modelled. This information is also available per gender, age, location, and income class.

Deck of Solutions Portugal

Average carbon footprint (kgCO₂e/person/year) | Portugal

Average carbon footprint (kgCO₂e/person/year) composition per country

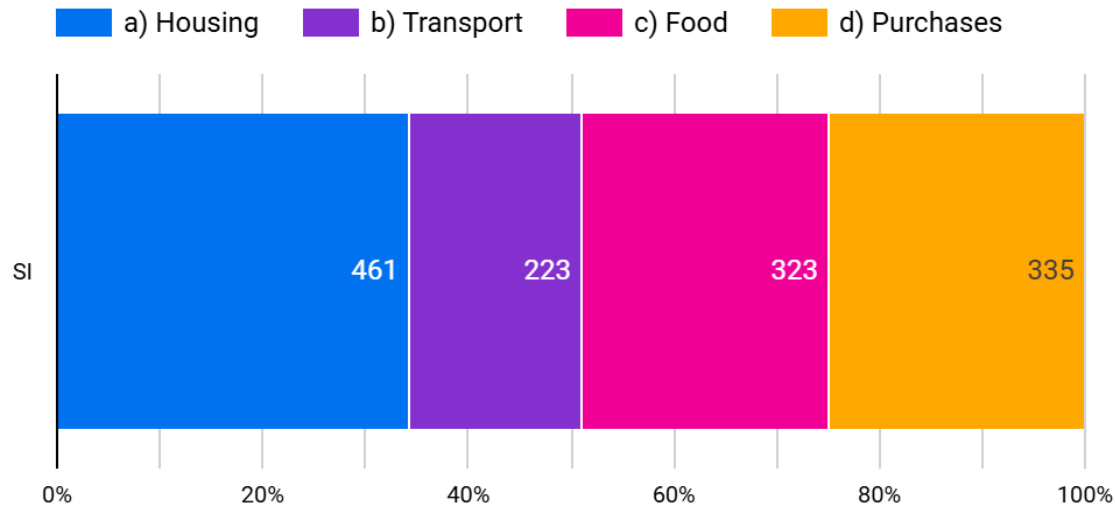


Transport is the main contributor to carbon footprint in Portugal and should be given priority. Food, purchases and housing are also important contributors. The main impact on climate from transport come almost equally from **flights** (2.0 t CO₂e) and **cars** (1.9 t CO₂e). Solutions that address these two lifestyle components should drive policy and stakeholder agendas for enabling sustainable lifestyles in Portugal. The main impact from food come from **red meat** (0.99 t CO₂e), then **dairy and cheese** (0.52 t CO₂e).

What are people willing to change in Portugal?

Actions included in the plans

Numbers in the bars represent the total number of actions included in plans



Number of actions included in the plans:
Considering all 340 plans created in Slovenia

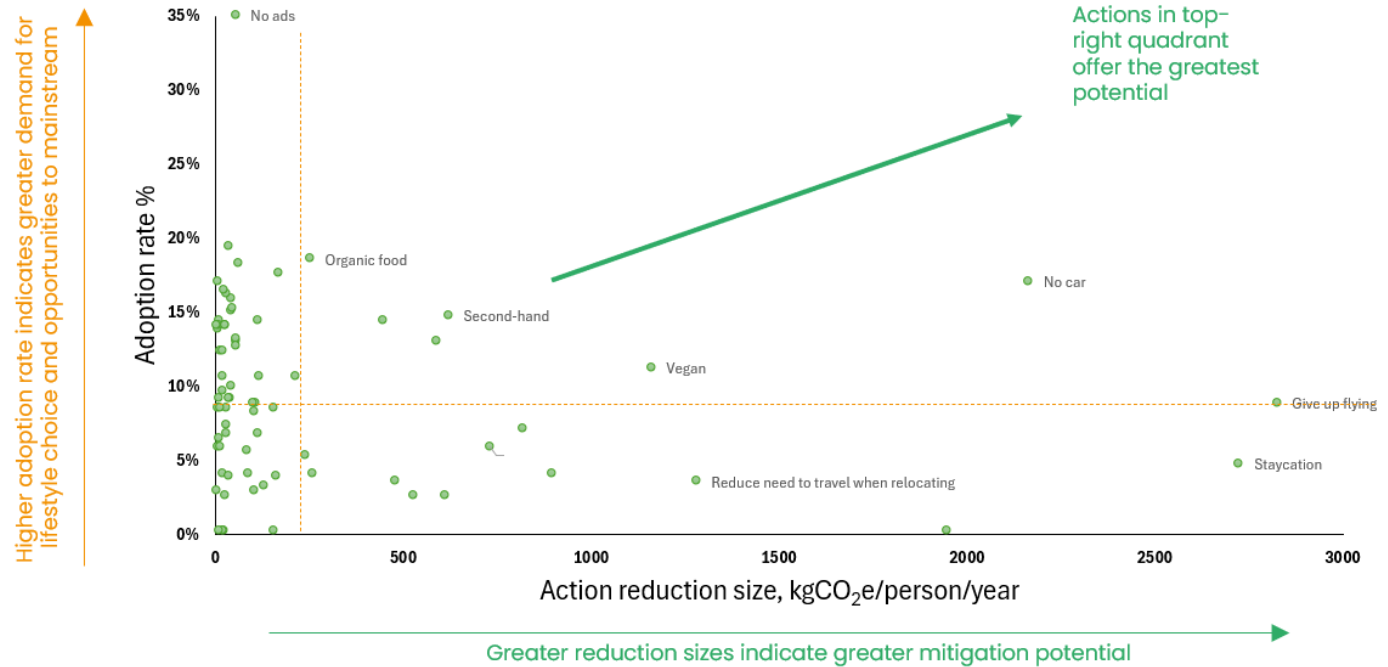
- Portuguese people are more willing to act on Housing, followed by Food and Purchases.

- The average lifestyle plan of a Portuguese user includes about **7 actions**

- The average emission reduction of the Slovenian plans is 18% (**1.6 t CO₂e**)

Action Size and Adoption Rate of Plans in Portugal

ALL DOMAINS



Average adoption rate for all options for all countries: 8.6%
 Average reduction size of all action plans for all countries: 234 kgCO₂e/person/year

The dotted horizontal line is drawn to indicate the average adoption rate across all plans for all countries. The dotted vertical line to indicate the average impact of adopted action plans in terms of CO₂ reduction, again considering all countries. Actions in the top-right quadrant (i.e. high adoption rate and high reduction size) offer the best mitigation potential.

Top 5 most chosen actions | Transport in Portugal

Actions	Share of plans including this action	Total carbon footprint reduction of the plans (tCO ₂ e/year)
Give up your car	17%	125.3
Ride an electric bicycle	13%	25.9
Start using an activity tracker	13%	2.3
Ride a bicycle to work	10%	4.1
Order groceries delivered to your home	10%	1.3

Top 5 most chosen actions | Food in Portugal

Actions	Share of plans including this action	Total carbon footprint reduction of the plans (tCO ₂ e/year)
Eat organic food	18%	15.7
Eat potatoes and barley-based food instead of rice	18%	3.8
Rescue a surplus lunch	16%	2.0
Join or establish a food co-operative in your neighbourhood	15%	1.9
Have a vegetarian day	14%	21.8

Top 5 most chosen actions | Purchases in Portugal

Actions	Share of plans including this action	Total carbon footprint reduction of the plans (tCO ₂ e/year)
Care and repair	18%	10.0
Stay in a family home on holiday	16%	1.0
Consider pre-owned first	15%	30.9
Try swimming in a river or in the sea	14%	1.2
Measure laundry detergent carefully	14%	0.04

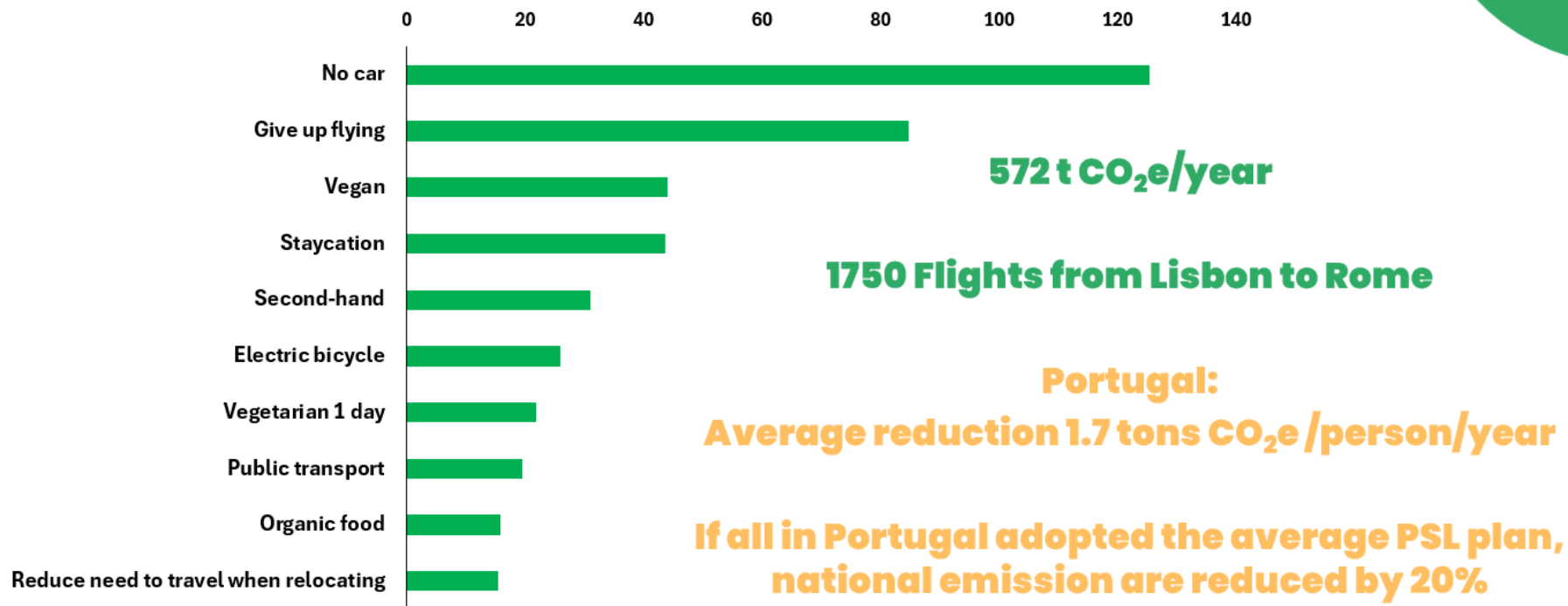
Top 5 most chosen actions | Housing in Portugal

Actions	Share of plans including this action	Total carbon footprint reduction of the plans (tCO ₂ e/year)
Add a “No advertisement please” sign on your front door	35%	6.1
Take shorter showers	19%	2.0
Turn devices on and off with an extension cord switch	17%	0.1
Monitor home electricity consumption online	16%	1.4
Sort waste for recycling	15%	2.2

Top 5 most avoided actions in Portugal

All lifestyle domains	Share of plans excluding this action	Lifestyle domain
Become a vegan	37%	Food
Rent a guest room to visitors	35%	Housing
Give up your car	26%	Transport
Ride a bicycle to work	25%	Transport
Go vegetarian for a year	23%	Food

Cumulative Reduction from Action Plans



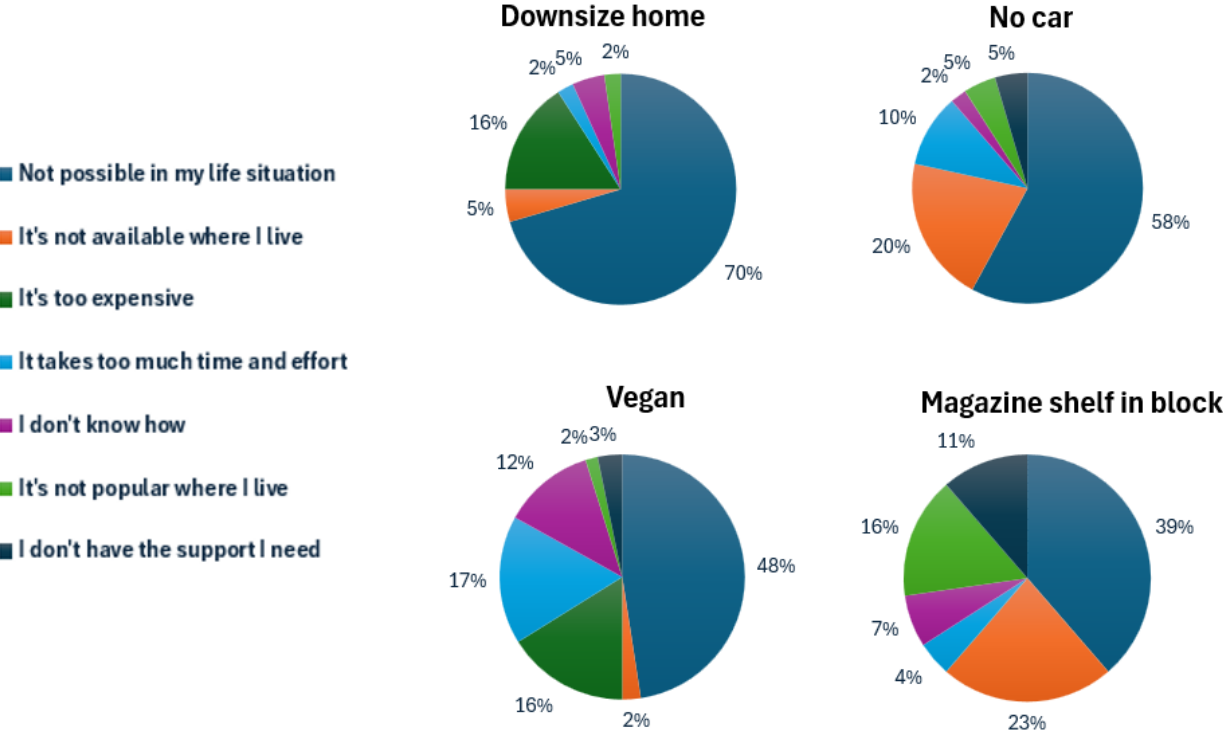
In Portugal, **give up your car** is the solutions with the highest potential to reduce people carbon footprint. **Give up your flying** is also an action with high impact in terms of emission reduction. Policies and stakeholders should support these solutions by developing alternatives (e.g. car sharing, public transport), disincentivise flying and private cars, and raising awareness on the climate impacts of car use and flying (e.g. through educational programs or regulating advertisement).

Main reasons for rejecting actions in Portugal

All lifestyle domains	Number of rejected actions
Not possible in my life situation	897
It's not available where I live	225
It's too expensive	215
I don't know how	184
It's not popular where I live	58

*In Portugal, considering solutions across all lifestyle domains, structural factors related to **lack of access** play a bigger role in preventing users from accepting the sustainable lifestyle actions proposed by the Test. Barriers more strictly related to **willingness and know-how/awareness** play a less prominent role. This calls for the implementation of enabling policies and business models.*

Barriers faced by users in Portugal

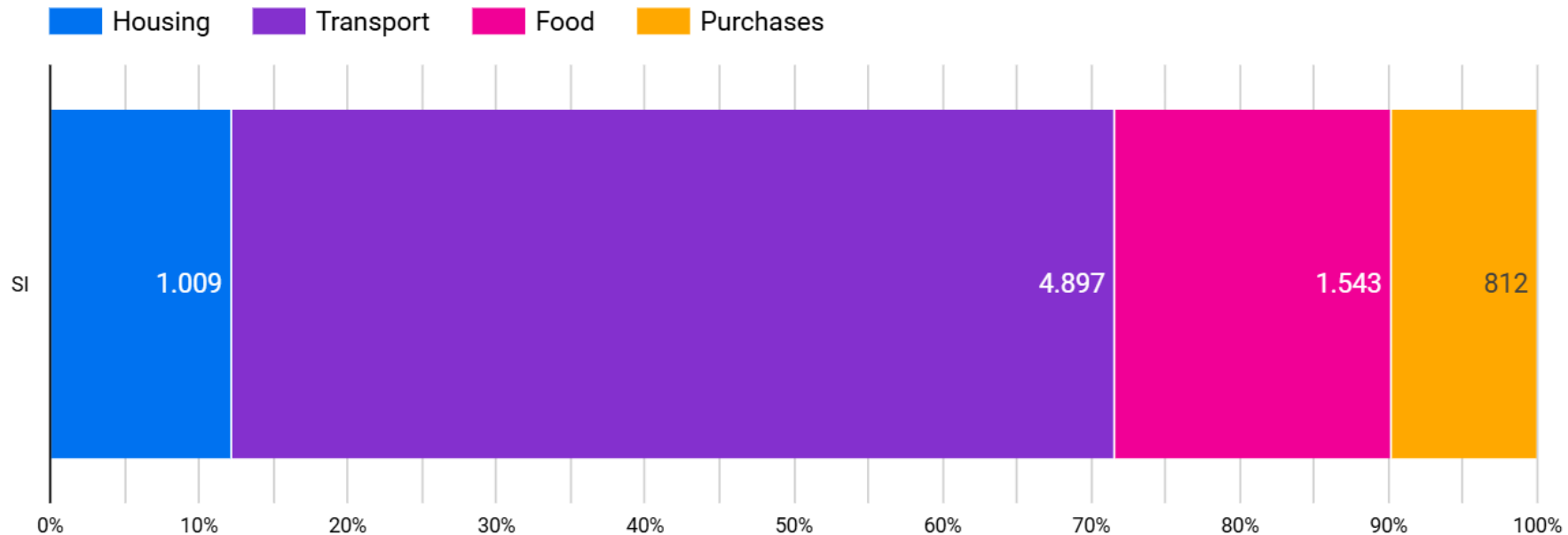


The Lifestyle Test provides information on the barriers that people are facing when trying to change their lifestyle considering each of the 100 actions modelled. This information is also available per gender, age, location, and income class.

Deck of Solutions Slovenia

Average carbon footprint (kgCO₂e/person/year) | Slovenia

Average carbon footprint (kgCO₂e/person/year) composition per country

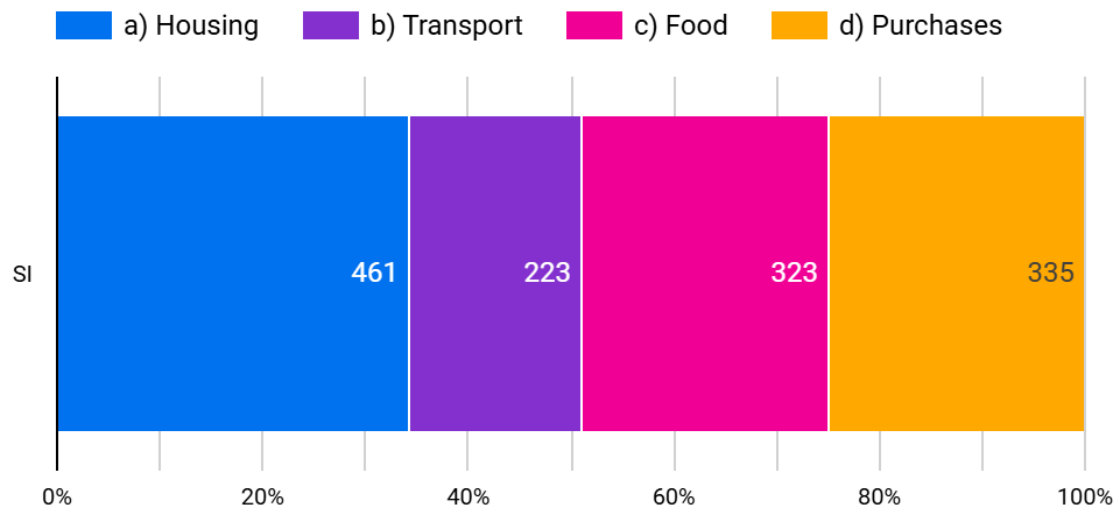


Transport is the main contributor to carbon footprint in Slovenia and should be given priority. Food, housing and purchases are also important contributors. The main impact on climate from transport come equally from **cars** (2.3 t CO₂e) and **flights** (2.3 t CO₂e). Solutions that address these two lifestyle components should drive policy and stakeholder agendas for enabling sustainable lifestyles in Turkey. The main impact from food come from **red meat** (0.52 t CO₂e), then **dairy and cheese** (0.27 t CO₂e).

What are people willing to change in Slovenia?

Actions included in the plans

Numbers in the bars represent the total number of actions included in plans



- Slovenians are more willing to act on Housing, followed by Food and Purchases.

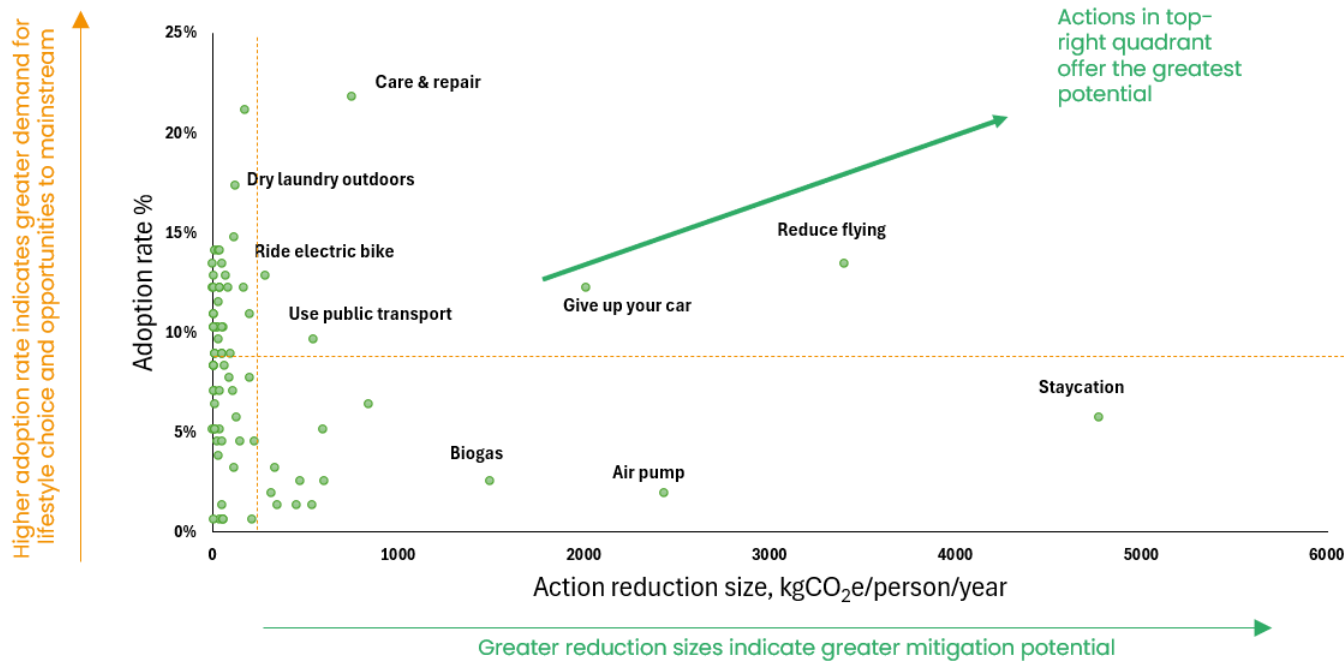
- The average lifestyle plan of a Slovenian user includes about **8 actions**

- The average emission reduction of the Slovenian plans is 22% (**1.8 t CO₂e**)

Number of actions included in the plans:
Considering all 229 plans created in Slovenia

Action Size and Adoption Rate of Plans in Slovenia

ALL DOMAINS



Average adoption rate for all options for all countries: 8.6%
 Average reduction size of all action plans for all countries: 234 kgCO₂e/person/year

The dotted horizontal line is drawn to indicate the average adoption rate across all plans for all countries. The dotted vertical line to indicate the average impact of adopted action plans in terms of CO₂ reduction, again considering all countries. Actions in the top-right quadrant (i.e. high adoption rate and high reduction size) offer the best mitigation potential.

Top 5 most chosen actions | Transport in Slovenia

Actions	Share of plans including this action	Total carbon footprint reduction of the plans (tCO₂e/year)
Give up flying	13%	125.7
Give up your car	13%	66.9
Ride a bicycle to work	8%	1.0
Ride an electric bicycle	7%	9.2
Use public transport	7%	16.3

Top 5 most chosen actions | Food in Slovenia

Actions	Share of plans including this action	Total carbon footprint reduction of the plans (tCO ₂ e/year)
Try the Mediterranean diet	19%	31.6
Eat organic food	12%	4.5
Switch from dairy to plant-based drinks	11%	4.8
Buy discount foods that are close to the best-before date	10%	0.8
Make fast and delicious food from leftovers	9%	1.5

Top 5 most chosen actions | Housing in Slovenia

Actions	Share of plans including this action	Total carbon footprint reduction of the plans (tCO ₂ e/year)
Dry your laundry outdoors	14%	4.0
Make sauna a once-a-week treat	13%	3.3
Add a "No advertisement please" sign on your front door	12%	1.4
Clean and maintain your fridge and freezer	11%	0.09
Take shorter showers	11%	0.3

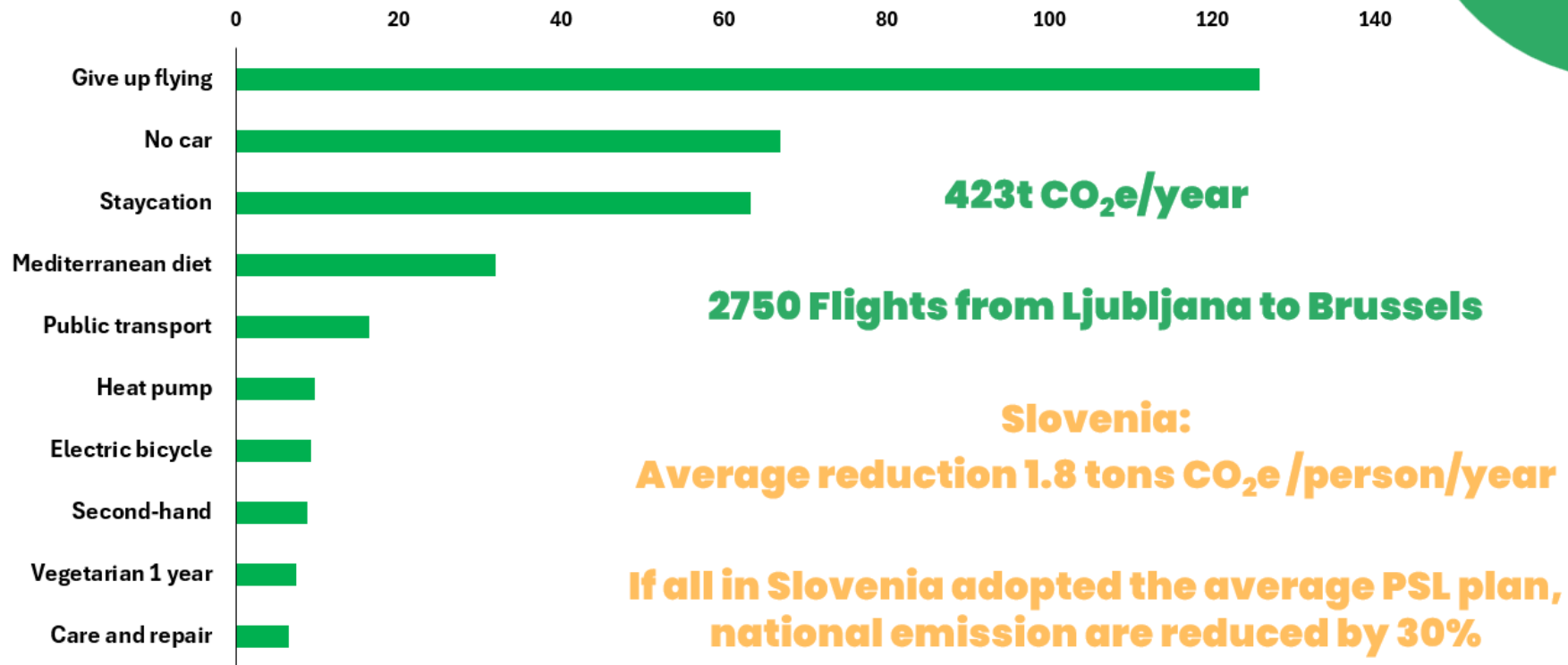
Top 5 most chosen actions | Purchases in Slovenia

Actions	Share of plans including this action	Total carbon footprint reduction of the plans (tCO ₂ e/year)
Care and repair	16%	6.4
Enjoy the benefits of water sports	13%	1.1
Consider pre-owned first	12%	8.8
Try swimming in a lake or in the sea	11%	0.7
Prefer responsible and sustainable services	10%	1.6

Top 5 most avoided actions in Slovenia

All lifestyle domains	Share of plans excluding this action	Lifestyle domain
Make sauna a once-a-week treat	21 %	Housing
Give up your car	20%	Transport
Rent a guest room to visitors	19%	Housing
Use biogas in your car	16%	Transport
Choose an electric car	13%	Transport

Cumulative Reduction from Action Plans



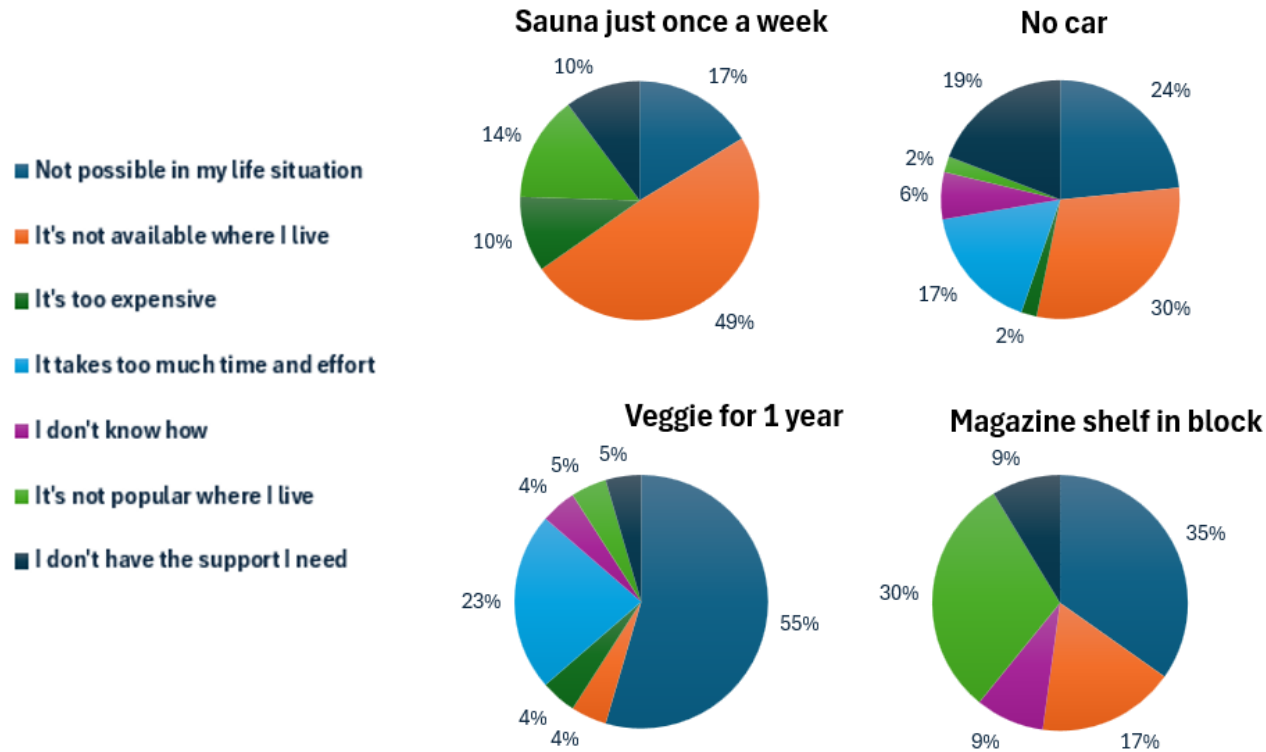
In Slovenia, **give up flying** is among the most accepted solutions by the users to reduce their carbon footprint. **Give up your car** is also an action with high impact in terms of emission reduction, it is relevant to a broader share of the users, but many of them reject it. Policies and stakeholders should support these solutions by developing alternatives to flying (e.g. train infrastructures), disincentivise flying, and raising awareness on the climate impacts of car use (e.g. through educational programs or regulating advertisement).

Main reasons for rejecting actions

All lifestyle domains – Slovenia	Number of rejected actions
Not possible in my life situation	198
It's not available where I live	186
It's too expensive	93
It takes too much time and effort	68
I don't have the support I need	58

*In Slovenia, considering solutions across all lifestyle domains, both structural factors related to **lack of access**, and barriers more strictly related to **willingness and know-how/awareness** play an important role limiting the adoption of sustainable lifestyles. This calls for the implementation of enabling policies and business models as well as educational programmes and awareness campaigns.*

Barriers faced by users in Slovenia

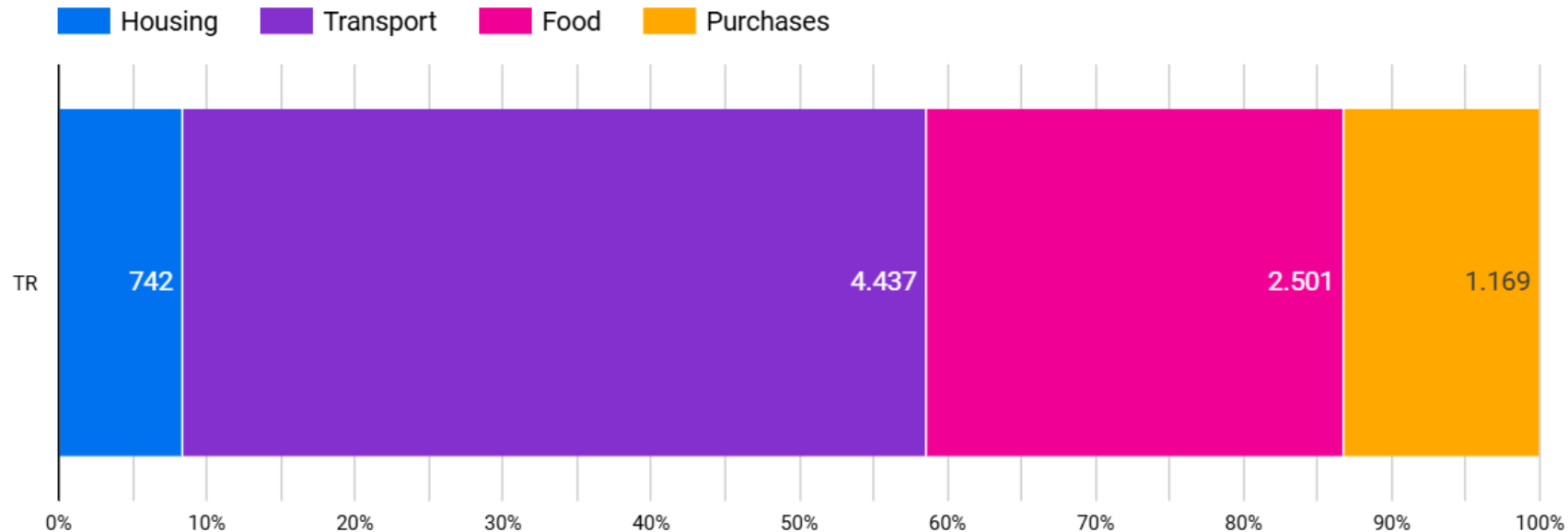


The Lifestyle Test provides information on the barriers that people are facing when trying to change their lifestyle considering each of the 100 actions modelled. This information is also available per gender, age, location, and income class.

Deck of Solutions Turkey

Average carbon footprint (kgCO₂e/person/year) | Turkey

Average carbon footprint (kgCO₂e/person/year) composition per country

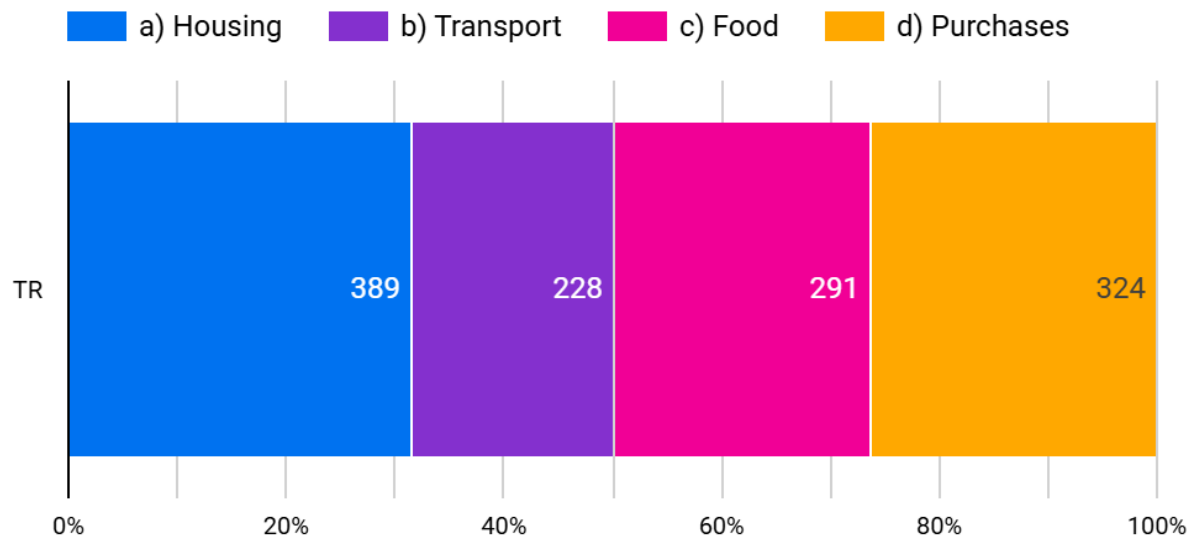


Transport is the main contributor to carbon footprint in Turkey and should be given priority. Food, purchase and housing are also important contributors. The main impact on climate from transport originates from **flights** (2.3 t CO₂e), followed by **cars** (1.3 t CO₂e). Solutions that address these two lifestyle components should drive policy and stakeholder agendas for enabling sustainable lifestyles in Turkey. The main impact from food come from **dairy and cheese** (0.73 t CO₂e), then **red meat** (0.69 t CO₂e).

What are people willing to change in Turkey?

Actions included in the plans

Numbers in the bars represent the total number of actions included in plans



- Turkish people are more willing to act on Housing and Purchases.

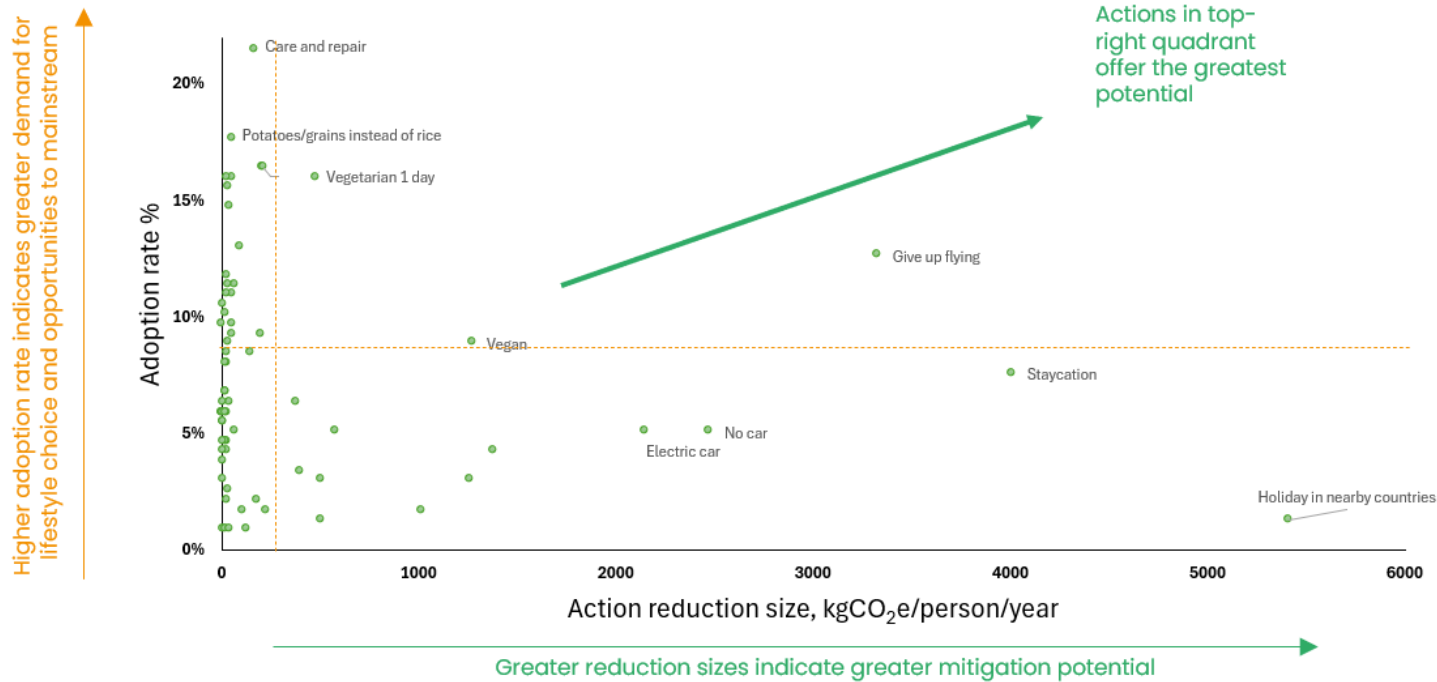
- The average lifestyle plan of a Turkish user includes about **5 actions**

- The average emission reduction of the Finnish plans is 20% (**1.6 t CO₂e**)

Number of actions included in the plans:
Considering all 328 plans created in Turkey

Action Size and Adoption Rate of Plans in Türkiye

ALL DOMAINS



Average adoption rate for all options for all countries: 8.6%
 Average reduction size of all action plans for all countries: 234 kgCO₂e/person/year

The dotted horizontal line is drawn to indicate the average adoption rate across all plans for all countries. The dotted vertical line to indicate the average impact of adopted action plans in terms of CO₂ reduction, again considering all countries. Actions in the top-right quadrant (i.e. high adoption rate and high reduction size) offer the best mitigation potential.

Top 5 most chosen actions | Transport in Turkey

Actions	Share of plans including this action	Total carbon footprint reduction of the plans (tCO ₂ e/year)
Ride a bicycle	9%	2.5
Give up flying	9%	91.9
Start using an activity tracker	8%	1.3
Try mobility as a service packages	8%	0.6
Take the train for holiday trips	6%	2.7

Top 5 most chosen actions | Food in Turkey

Actions	Share of plans including this action	Total carbon footprint reduction of the plans (tCO ₂ e/year)
Eat potatoes and barley instead of rice	12%	2.0
Switch from dairy to plant-based drinks	11%	7.6
Have a vegetarian day	11%	17.7
Make fast and delicious food from leftovers	8%	1.9
Carry your own water bottle	8%	0.7

Top 5 most chosen actions | Housing in Turkey

Actions	Share of plans including this action	Total carbon footprint reduction of the plans (tCO ₂ e/year)
Dry your laundry outdoors	11%	8.2
Add a “no advertisement please” sign on your front door	11%	1.9
Sort waste for recycling	10%	1.4
Lower the temperature at home	6%	1.0
Use curtains and blinds for heating and cooling	6%	0.5

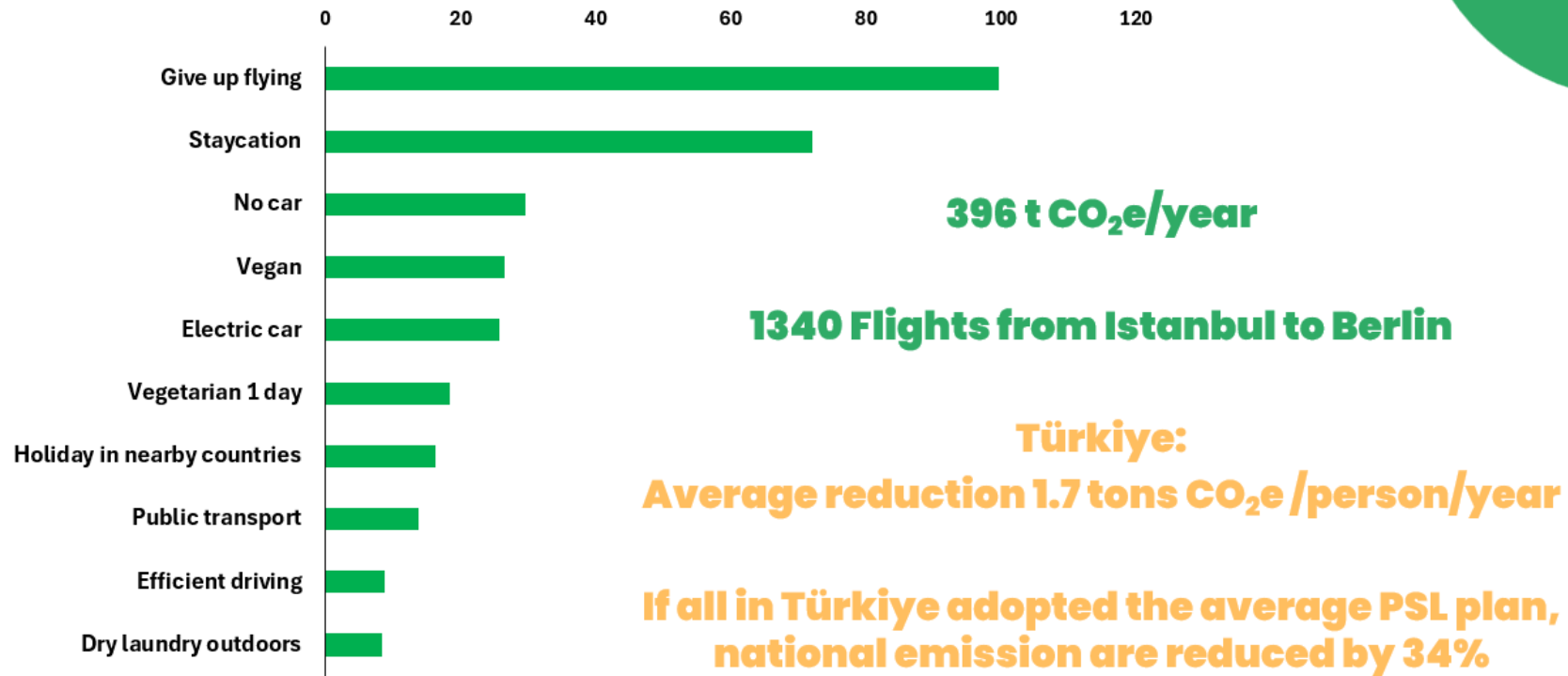
Top 5 most chosen actions | Purchases in Turkey

Actions	Share of plans including this action	Total carbon footprint reduction of the plans (tCO ₂ e/year)
Care and repair	15%	8.1
Try swimming in the sea instead of a swimming pool	11%	1.0
Enjoy the benefits of water sports	11%	1.3
Prefer responsible and sustainable services	8%	0.7
Use your own shopping bags	8%	0.2

Top 5 most avoided actions in Turkey

All lifestyle domains	Share of plans excluding this action	Lifestyle domain
Become a vegan	22 %	Food
Rent a guest room to visitors	19%	Housing
When you move, move to a smaller home	16%	Housing
Go vegetarian for a year	14%	Food
Give up flying	13%	Transport

Cumulative Reduction from Action Plans



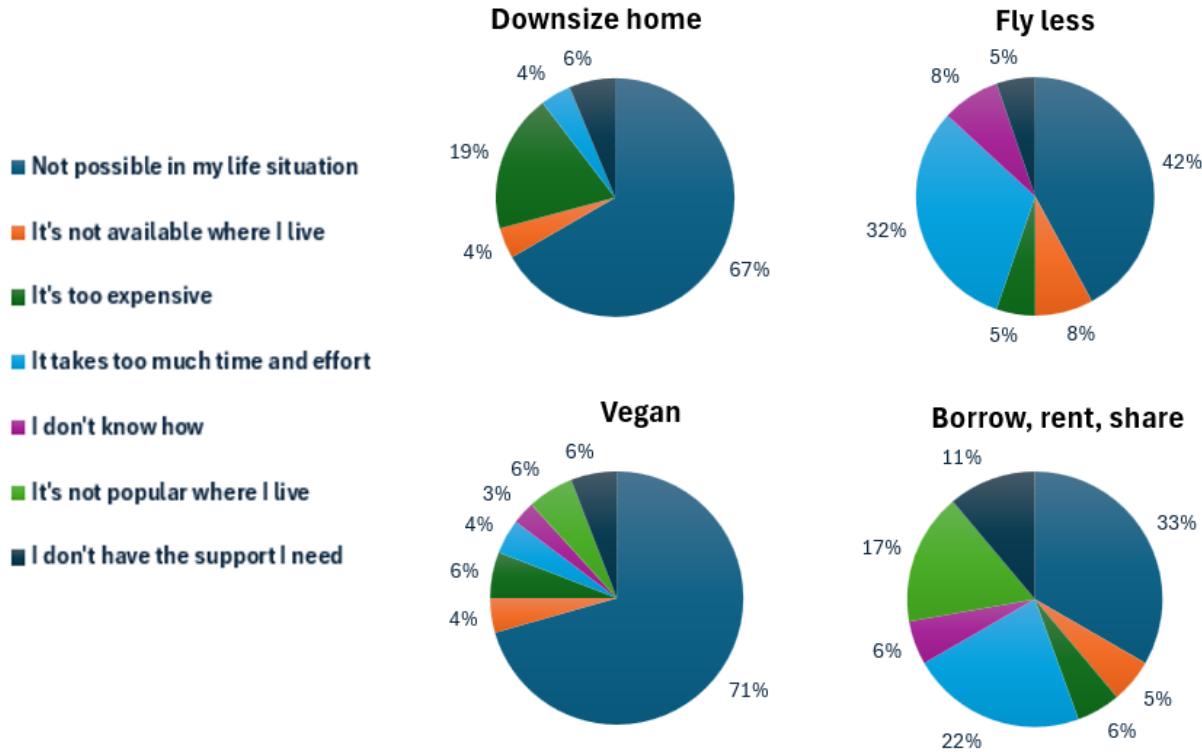
In Turkey, **give up flying** is the second most accepted solution by the users to reduce their carbon footprint. At the same time, 13% of users that have been proposed to give up flying have rejected this option. This is an action with high impact in terms of emission reduction. Policies and stakeholders should support this solution by developing alternatives to flying (e.g. train infrastructures), disincentivise flying, raise awareness on its climate impacts (e.g. through educational programs or regulating advertisement), and others.

Main reasons for rejecting actions in Turkey

All lifestyle domains	Number of rejected actions
Not possible in my life situation	446
It's not available where I live	108
It takes too much time and effort	83
It's too expensive	69
It's not popular where I live	56

*In Turkey, considering solutions across all lifestyle domains, both structural factors related to **lack of access**, and barriers more strictly related to **willingness and know-how/awareness** play an important role limiting the adoption of sustainable lifestyles. This calls for the implementation of enabling policies and business models as well as educational programmes and awareness campaigns.*

Barriers faced by users in Türkiye



Action with bigger reduction size for each lifestyle domain

The Lifestyle Test provides information on the barriers that people are facing when trying to change their lifestyle considering each of the 100 actions modelled. This information is also available per gender, age, location, and income class.

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