

### **PSLifestyle: Co-creating a Positive and Sustainable Lifestyle tool with and for European Citizens**

28 February 2022. A newly-launched Horizon 2020 project is **closing the gap between climate awareness and individual action**. **PSLifestyle** aims to deeply engage with and mobilise individuals in eight European countries to adopt positive, sustainable, and healthier lifestyles by helping them reduce their environmental impact. PSLifestyle's **online tool** will help individuals get informed about the environmental impact of their day-to-day lives as well as inspire them to think about their current habits and how they could be changed through smart everyday actions.

Through **PSLifestyle Living Labs**, individuals will engage with other locals in their neighborhood and city to jointly develop and shape visions of a good life with the environment in mind. By joining the Living Labs, individuals will then help design solutions to make those visions a reality. The Living Labs will take place in **eight European countries**: Tallinn (Estonia), Tampere (Finland), Wuppertal (Germany), Athens (Greece), Milan, Parma and the Tuscany Region (Italy), Lisbon and Porto (Portugal), Ljubljana (Slovenia), and Izmir (Turkey). Within these Living Labs, individuals will contribute to further improving the PSLifestyle online tool, including the tool's functions and even how it could look like. By participating, individuals will become part of the European Ambassadors for Positive and Sustainable Lifestyles.

The PSLifestyle project is a **consortium of 16 partners**: The Finnish Innovation Fund Sitra (Project Coordinator), Collaborating Centre on Sustainable Consumption and Production (CSCP), Solita, Hot or Cool Institute, ICLEI European Secretariat, EuroHealthNet, Let's Do It Foundation, The Green Tiger Foundation (GTF), Athena Research and Innovation Center, EKPIZO, Sustainable Development Foundation (SUSDEF), greenApes (GAPES), DECO, Circular Change (CCICE), City of Ljubljana, and Zeytinçe Ekolojik Yasamı Destekleme Derneği (ZEYDD).

Learn more about how the PSLifestyle project will help individuals to adopt a more positive and sustainable lifestyle on the **PSLifestyle website**.

Follow and connect with the PSLifestyle project on Twitter **@PSLifestyle EU** and **LinkedIn**.

For general enquiries about the project, please contact the PSLifestyle Project Manager, Markus Terho (Sitra): [info@pslifestyle.eu](mailto:info@pslifestyle.eu)

