



PSLifestyle and PSDataSet guidelines for the governments

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Abstract

This report presents the outcomes of the PSLifestyle Stakeholder Workshops, which were conducted with government representatives and policymakers across eight European countries - Estonia, Finland, Germany, Greece, Italy, Portugal, Slovenia, and Turkey. These workshops were an essential component of the PSLifestyle project, designed to support the implementation and exploitation of its key results. Their purpose was to align the PSLifestyle Lifestyle Test app with policymaking needs and to explore how its data-driven insights can facilitate evidence-based sustainability policies at the local, national, and EU levels.

The PSLifestyle project, launched in September 2023 it's Lifestyle Test - an accessible web app that enables citizens to measure and reduce their ecological impact by receiving personalised sustainability recommendations. The workshops took place after the public release of the app and were structured to assess its effectiveness, identify policy gaps, and refine its functionalities to ensure greater relevance and usability for decision-makers.

Key outcomes of the workshops include:

- The identification of major policy gaps hindering sustainable lifestyle adoption, including regulatory inconsistencies, socio-economic barriers, and infrastructural challenges.
- The need for enhanced data granularity in the Lifestyle Test to allow for more localised policymaking and regional adaptation.
- Recommendations for integrating behavioural insights into policy design to encourage public engagement and compliance with sustainability initiatives.
- Strategies for multi-stakeholder collaboration to ensure that governments, businesses, and citizens collectively drive systemic change.
- The prioritisation of policy interventions based on feasibility, impact, and stakeholder engagement potential.

These insights will support the long-term integration of PSLifestyle's outcomes into sustainable policymaking strategies. Through these efforts, the project aims to bridge the gap between citizen action and policy implementation, fostering a coherent, data-driven approach to sustainability governance across Europe.

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Introduction

The challenge: turning climate awareness into action

The urgency of transitioning to a sustainable, carbon-neutral society is widely recognised. However, despite increasing awareness, translating concern into meaningful individual action and systemic change remains a considerable challenge. Many individuals across Europe express a willingness to adopt greener habits, yet they frequently encounter practical, financial, and infrastructural barriers that hinder their ability to do so.

Sustainability is closely linked to everyday choices in housing, transport, food, and consumption. Achieving meaningful change in these areas requires both individual commitment and supportive policy frameworks. However, conflicting sustainability messages, ingrained consumer behaviours, and gaps in policy and infrastructure often impede the widespread adoption of sustainable practices.

To overcome these barriers, individuals need clear, personalised guidance on reducing their environmental footprint, while policymakers require data-driven insights to design effective policies that support sustainable behaviours. This is where the PSLifestyle project plays a crucial role.

The PSLifestyle project

Funded under the EU Horizon Programme, the PSLifestyle project aims to bridge the gap between climate awareness and action in eight partner countries—Estonia, Finland, Germany, Greece, Italy, Portugal, Slovenia, and Turkey—by equipping citizens with personalised sustainability insights and providing stakeholders with evidence-based support.

At the heart of the project is [The Lifestyle Test](#), a digital tool designed to help individuals assess their environmental impact and receive tailored recommendations for a more sustainable lifestyle. It enables users to:

- Measure their carbon footprint across four key areas: housing, transport, food, and consumption.
- Receive personalised recommendations for meaningful changes.
- Develop a tailored sustainability plan and track progress over time.

Additionally, data collected from individual test responses contributes to a **unique and extensive dataset**—a growing repository of anonymised behavioural data that provides deep localized insights into citizens' motivations, challenges, and limitations in adopting sustainable habits.

For citizens, the tool serves as a personalised roadmap for reducing their environmental impact in a way that aligns with their lifestyle. For stakeholders, it offers valuable real-world data to understand behavioural trends and design strategies that effectively support sustainable living.

The PSLifestyle workshops

A key component of PSLifestyle is the Stakeholder Workshops, ensuring that findings translate into practical applications. These workshops engage policymakers, industry representatives, academia, and civil society, all essential in fostering sustainable lifestyles. Following the Citizen Science Labs (2022–2023), which refined the Lifestyle Test through citizen input, the workshops helped scale its impact. These structured sessions enabled stakeholders to analyse project outcomes and explore how they could influence sustainability policies, business models, research, and community initiatives.

The policymakers' workshop

Policymakers play a critical role in enabling systemic change. The Policymakers' Workshops, held in autumn 2024 across the eight partner countries, identified policy gaps and explored how PSLifestyle data could support better decision-making.

Participants—including government officials, policy experts, and advisors—examined sustainability challenges across the key sectors of food, transport, housing, and consumption. Discussions focused on:

- Identifying systemic barriers and policy ideas for enabling sustainable lifestyles.
- Leveraging data-driven policymaking and digital solutions for greater impact.
- Strengthening cross-sector collaboration.

These workshops also provided feedback on optimising the Lifestyle Test app and dataset to enhance policymaking. Insights gathered will continue to inform governance beyond PSLifestyle, ensuring an adaptable and scalable approach across different policy contexts. This report summarizes the key points of these discussions.

Workshop design

Goals, procedural information, and participants

The goals of the Policymakers' Workshops were to:

- **Create a collaborative space for dialogue:** Bring together a diverse group of government representatives, policy experts, and advisors to facilitate meaningful discussions on public policymaking.
- **Identify policy gaps and gather feedback:** Examine current gaps in public policy frameworks and systemic challenges for sustainable lifestyles.
- **Discuss the strategic use of the Lifestyle Test and data product:** Explore how the Lifestyle Test and data product could support public policymaking.

The workshops **targeted audience** included government representatives at local and national levels, along with experts and advisors who influence public policymaking. Preferably, participants had expertise in sustainability, climate change, or related fields, representing the four lifestyle domains: Food, Transport, Housing, and Purchases. A diverse range of perspectives, including those from different political affiliations and governance levels, was recommended to ensure a comprehensive discussion.

Workshop flow

The workshops began with an introduction to the PSLifestyle project, its goals, progress, and the Lifestyle Test app. This segment included a demonstration of the app and the data product, which formed the foundation for the discussions.

Session 1: Identifying policy opportunities and barriers

Participants discussed how PSL insights could help design innovative policies to promote sustainable lifestyles. Key discussions included:

- What were the most relevant policy opportunities for promoting sustainable lifestyles?
- What were the key barriers preventing these policies from being implemented?
- How could these barriers be addressed, and what specific policy actions could support this effort?

Session 2: Addressing Policy Gaps and Enhancing the Lifestyle Test

This session aimed to identify policy gaps and gather input for improving the Lifestyle Test. Key discussions included:

- How could the Lifestyle Test app and its data be enhanced to better address these gaps?
- Were there specific features or data elements that would make the app and the data product more actionable for policymakers?

Participants worked in small groups, and findings were presented to the plenary for collective discussion. A snapshot of the suggested agenda is provided in the appendix, with workshop implementers free to adapt and tailor the design to best fit their participants.

Participant information

All Policymakers’ Workshops took place in **autumn 2024**, across the **eight partner countries**—Estonia, Finland, Germany, Greece, Italy, Portugal, Slovenia, and Turkey—, participants featured a diverse range of people, bringing together professionals from public institutions, government bodies, and sustainability-focused organizations. Table 1 provides a detailed summary of the dates, formats, and participants’ demographics.

Table 1. Participants’ demographics

Country	Info
Estonia 15.11.2024 Hybrid	The workshop was attended by six participants , including four women and two men, aged between 35 and 60. All participants held senior roles in public institutions and were directly or indirectly involved in sustainability. Two attended in person, four joined online.
Finland 10.10.2024 Online	Eight participants took part, comprising six women and two men aged between 34 and 62. Most were specialists or project managers from municipalities, cities, or ministries, all with experience in sustainability-related topics.
Germany 24.10.2024 Online	Eleven participants joined the workshop online. The group included five men (average age 40) and six women (average age 35), representing all levels of government. Participants came from federal agencies, ministries, research organizations, and cities’ climate protection departments. Positions ranged from policy officers to experts and team leads.

Italy 19.11.2024 Online	The workshop included thirteen participants , with seven women and six men. The group consisted of three environmental deputy mayors, two environmental department officers, and several project managers and administrative officers from large municipalities. Representatives included those from Prato, a city selected for the EU's carbon-neutral initiative by 2030
Portugal 17.12.2024 Online	The 'all-together' workshop had 68 participants from across Portugal, including 55 women and 13 men. While the number of policymakers was unspecified, attendees held diverse roles in sustainability, HR, project management, and research.
Slovenia 30.09.2024 In-person	Five participants attended the workshop, including four men and one woman, with an average age of 49. Attendees held leadership roles such as the Head of the European Commission Representation in Slovenia, environmental protection leaders, and experts in marketing and digital transformation.
Greece 08.11.2024 In-person	The workshop was attended by nine participants , predominantly women aged between 40 and 60. Participants included government officials and policymakers from the Ministries of Environment & Energy, Development, and Economy & Finance, as well as representatives from regional and local offices. Roles included department heads, supervisors, and sustainability coordinators.
Turkey 15.11.2024 In-person	Twenty-eight participants attended the workshop, representing 15 local and national institutions. The group included decision-makers, strategy implementers, and experts focused on advancing sustainability in Izmir.

Workshop results

Identified policy gaps and barriers to sustainable lifestyles

During the Policymakers' Workshops, participants from Finland, Estonia, Germany, Greece, Italy, Slovenia, Türkiye, and Portugal highlighted a range of systemic obstacles that hinder the implementation of policies supporting sustainable lifestyles. While each country faces unique circumstances, the barriers identified can be grouped into broader challenges that require coordinated action. These fall into the following categories:

1. Fragmented and inconsistent policy direction

One of the most significant barriers is the lack of coherence and continuity in sustainability policies. Many local governments hesitate to take decisive action, often waiting for national authorities to provide clearer guidance. This results in fragmented regulations that vary between jurisdictions, causing confusion and weakening public trust. For example, Estonia's packaging waste regulations and Türkiye's vehicle emissions standards suffer from inconsistencies that stall progress. Similarly, in Slovenia, sustainability policies are frequently affected by short-term political agendas, making it difficult to sustain long-term commitments. Addressing this requires well-aligned policies at all governance levels, ensuring consistency and stability over time.

2. Politicisation and short-term policy cycles

Sustainability is often entangled in political debates, particularly during election cycles. In some cases, the term "green" is perceived negatively, associated with restrictive policies or elitist agendas. This leads to shifting political commitments and public scepticism. In Estonia, for instance, sustainability initiatives are sometimes framed as inaccessible, while in Germany, the diversity of political positions results in prolonged policy discussions and delayed implementation. To ensure continuity, sustainability must be integrated into long-term national strategies that transcend electoral shifts.

3. Financial and administrative constraints

Local governments frequently struggle with insufficient funding and complex administrative structures that hinder effective policy implementation. Limited budgets restrict investments in essential sustainability measures such as public transport, green infrastructure, and waste management systems. Additionally, bureaucratic inefficiencies and a lack of technical expertise slow down progress. Workshop

participants highlighted the need for dedicated funding mechanisms, capacity-building programmes, and improved coordination between agencies to enable municipalities to take meaningful action.

4. Overemphasis on individual responsibility over systemic change

While individual behaviour change plays a crucial important role in sustainability, policies and awareness campaigns disproportionately shift responsibility onto citizens while neglecting necessary structural reforms. Without systemic reforms—such as improved waste management, investments in public transport, and infrastructure for renewable energy—individual efforts alone cannot drive large-scale change. In Estonia, concerns were raised that tools like the Lifestyle Test might reinforce this imbalance unless accompanied by broader policy interventions. Similarly, in Germany, participants emphasised that things beyond individual actions, like enhancing public transport networks, is essential to complement personal sustainability choices.

5. Lack of coordination across sectors and regions

Effective sustainability policies require integration across multiple sectors. However, siloed governance structures and weak collaboration between public and private stakeholders limit coordinated action. In Türkiye, sectoral fragmentation has hindered the development of comprehensive sustainability strategies, while urban-focused policies have failed to address the needs of rural areas. Finland similarly noted that sustainability initiatives tend to overlook rural communities, which face distinct challenges such as limited access to transportation and infrastructure. A more integrated approach is needed to ensure policy alignment across different levels of government and sectors

6. Resistance to regulatory intervention

Governments often hesitate to introduce ambitious sustainability regulations due to concerns over public and business resistance. For instance, Estonia and Türkiye have delayed implementing stricter vehicle emission standards and green building requirements due to fears of backlash. While public support is crucial, delays in regulatory action can weaken progress. Workshop participants emphasised the importance of phased implementation, public consultation, and clear communication to build acceptance and minimise resistance to necessary reforms.

7. Social inequalities and cultural barriers

Sustainability policies must consider social and economic disparities to ensure fair implementation. Lower-income and rural populations may have limited access to sustainable options, such as public transport or renewable energy solutions, making it harder for them to participate in green initiatives. Furthermore, cultural norms and long-standing habits influence how sustainability is perceived and adopted. Finland noted that sustainable behaviours are often shaped from an early age, making

behavioural change more complex. In Türkiye, resistance to plant-based diets and sustainable food consumption highlights the need for policies that align with cultural and social realities.

8. Gaps in data and public awareness

A lack of comprehensive data on individual behaviour, carbon footprints, and the effectiveness of sustainability policies remains a significant obstacle. Without reliable localised data, policymakers struggle to design targeted interventions. Additionally, public awareness campaigns and sustainability education efforts are often insufficient, particularly in smaller cities and rural areas. Türkiye highlighted a gap in data on consumer preferences and local carbon footprint impacts, while Slovenia and Germany underscored the need for sustainability education in schools. Increasing investment in data collection, research, and awareness-raising initiatives is essential to bridge this knowledge gap.

9. Market and infrastructural lock-ins

Existing market structures, traditional supply chains, and underdeveloped infrastructure (e.g., low public transport coverage, insufficient recycling facilities) deter the uptake of sustainable options. High initial costs, such as for green roofs or solar installations, remain a persistent barrier without strong incentives or subsidies. Policymakers must focus on developing infrastructure and financial mechanisms that facilitate a smoother transition to greener choices.



Figure 1. Participants of the workshop in Slovenia, held on September 30, 2024.

Towards an integrated policy approach

Achieving a sustainable transition in Europe requires a coherent, long-term policy framework that integrates systemic reforms, public engagement, and strategic investment. Stability beyond political cycles is essential to ensure consistent progress. Strengthening local governance, fostering cross-sector coordination, and addressing structural barriers will be critical.

Key priorities include establishing clear and enforceable policies, enhancing local capacity through dedicated funding and streamlined administration, and embedding sustainability in public awareness and education. Greater coordination between governance levels, inclusive policymaking that accounts for social disparities, and evidence-based decision-making supported by robust data and research are also essential. Targeted financial incentives and infrastructure investments can address market inefficiencies and accelerate implementation.

A balanced approach, combining regulation, economic instruments, and civic engagement, will create the conditions for sustainable lifestyles to become both feasible and widely adopted. Overcoming political fragmentation, resource constraints, and structural inequalities will be central to ensuring long-term resilience and impact.

Policy opportunities for promoting sustainable lifestyles

Participants explored how PSLifestyle's Lifestyle Test and data product could address these barriers and support sustainable policymaking. While sustainability efforts often focus on encouraging individual behaviour change, the workshops reaffirmed that lasting change requires an enabling environment—where sustainable choices are not only encouraged but also practical, accessible, and structurally supported.

The PSLifestyle outcomes provide an opportunity to strengthen governance, improve policy coherence, and support evidence-based decision-making. However, workshop discussions underscored that its effectiveness depends on how well it is integrated into broader governance structures. To bridge the gap between ambition and practical implementation, participants identified six key areas where PSL insights could enhance sustainability governance:

1. Strengthening localised, data-driven decision-making

Effective sustainability policies must reflect local realities—including variations in infrastructure, mobility patterns, energy use, and consumption behaviours. However, many governments lack access to real-time, granular data to develop policies that are responsive to these local dynamics. The PSL data product could help fill this gap by:

- Providing evidence-based insights into consumption habits, mobility trends, and sustainability barriers to support place-based policymaking.
- Supporting adaptive policy design, where interventions are tested, monitored, and refined based on real-world data rather than static assumptions.
- Aligning policies with citizen needs, ensuring that sustainability initiatives are regionally relevant rather than generic, top-down mandates.

For example, mobility data from the Lifestyle Test could inform public transport investments, ensuring that new routes and services respond to actual travel patterns rather than projections. Similarly, insights on energy consumption behaviours could support policies that target specific communities where energy efficiency upgrades would have the most impact.

2. Embedding behavioural insights into policy design

While regulations and incentives play a role in promoting sustainable lifestyles, research shows that convenience, social norms, and structural factors have a greater influence on everyday decision-making. Participants highlighted the need for policy approaches that go beyond financial mechanisms by

integrating behavioural science into governance. PSL insights could support behaviourally informed policymaking by:

- Identifying key behavioural barriers (e.g., perceptions of inconvenience, lack of viable alternatives, or ingrained habits).
- Implementing "default green" policies, where the most sustainable option becomes the easiest and most accessible choice.
- Designing low-cost nudges, such as adjusting product placement, service design, or public communications to make sustainable behaviours more intuitive.

For example, rather than promoting public transport solely through awareness campaigns, policymakers could use PSL data to enhance convenience, reliability, and accessibility, ensuring that sustainable mobility is practically preferable to car use. Similarly, in the food sector, PSL insights could help reframe plant-based options as mainstream, using public procurement and supermarket policies to normalise sustainable diets.

3. Enhancing public awareness and strengthening citizen engagement

Sustainability cannot be achieved through regulation alone—public buy-in is critical. However, as workshop discussions revealed, many sustainability messages fail to resonate because they do not address specific concerns, local realities, or misconceptions. PSL insights could help governments communicate sustainability more effectively by:

- Identifying knowledge gaps and ensuring that public messaging is relevant and targeted rather than generic.
- Strengthening participatory policymaking, using PSL data to facilitate community-led sustainability initiatives.
- Embedding sustainability into education, ensuring that climate literacy becomes an integral part of learning systems.

For instance, participants suggested integrating the Lifestyle Test into schools and local engagement programmes, using it as a tool to connect personal actions with wider sustainability goals. By fostering early awareness and social reinforcement, these approaches make sustainability a shared community objective rather than an individual burden.

4. Addressing Socio-Economic and Structural Barriers to Sustainable Lifestyles

While economic incentives can help remove financial barriers, governance must also address the structural factors that make sustainability inaccessible to certain groups. Participants emphasised that PSL insights could help policymakers design socially inclusive policies that do not unintentionally reinforce inequalities. PSL data could inform:

- Regulatory adjustments that ensure sustainability policies do not disproportionately impact lower-income groups.
- Infrastructure planning that accounts for the needs of rural and underserved communities (e.g., public transport access, waste services, and energy-efficient housing).
- Social policy integration, linking sustainability with health, employment, and housing policies to create a more holistic approach.

For example, transport accessibility data from PSL could highlight where mobility poverty is limiting access to sustainable transport, guiding investment in well-connected multimodal networks. Similarly, insights on housing and energy efficiency gaps could support tailored retrofitting programmes that target vulnerable households without financial over-reliance on subsidies.

5. Strengthening multi-level and cross-sector governance

One of the most significant governance challenges identified was the lack of coordination between different levels of government and sectors. PSL insights could serve as a common evidence base, helping to align policies across jurisdictions and industries. PSL data could support:

- Better coordination between local, regional, and national sustainability strategies, reducing policy fragmentation.
- Public-private collaboration, ensuring that business innovations align with evidence-based policy goals.
- Cross-sector partnerships, integrating sustainability into urban planning, public health, and economic development policies rather than treating it as a narrow environmental issue.

For example, PSL data on consumer behaviour could help policymakers and businesses align sustainability incentives with actual public demand, creating a self-reinforcing cycle of adoption.

6. Guiding infrastructure investments for maximum impact

While economic incentives and funding remain important, infrastructure investments must be strategically planned to create the conditions for long-term behavioural shifts. PSL insights could help prioritise investments in high-impact projects, ensuring that resources are directed towards areas where they will drive the greatest sustainability benefits. PSL data could:

- Identify infrastructure gaps, such as inadequate public transport networks, insufficient waste facilities, or poor urban green space coverage.
- Ensure urban development aligns with sustainability goals, integrating PSL insights into city planning and land-use policies.

- Optimise investment choices, directing resources where they will yield both environmental and social returns.

For instance, rather than investing in generic transport projects, PSL data could highlight specific areas where improved public transport would significantly reduce car dependency, ensuring policy decisions are backed by behavioural evidence.

The workshops reaffirmed that PSL insights provide valuable data, but their impact depends on strategic integration into governance frameworks. To be effective, PSL data must be:

- Embedded into long-term policy planning, ensuring that sustainability goals are resilient to short-term political shifts.
- Used to refine regulations, ensuring that structural enablers complement awareness campaigns and incentives.
- Leveraged for cross-sector coordination, making sustainability a mainstream governance priority rather than a standalone environmental concern.
- Integrated into participatory policymaking, using data to build transparency, public trust, and citizen ownership of sustainability transitions.



Figure 2. A participant of the workshop in Turkey, held on November 15, 2024, taking the Lifestyle test on her phone.

Enhancing the lifestyle test and data product to better assist policymakers

Across the workshops, participants provided detailed feedback on how the Lifestyle Test and data product could be improved to better support policymakers in promoting sustainable lifestyles. Their suggestions highlight the need for greater specificity, inclusivity, and functionality to ensure the tool effectively captures diverse regional, demographic, and behavioural contexts.

1. Regional and contextual specificity

Policymakers emphasised the importance of tailoring the Lifestyle Test to reflect local realities. Proposed enhancements included:

- Site-specific recommendations, ensuring relevance to different geographic contexts.
- Regional CO₂ footprint data, allowing comparisons based on location-specific emissions.
- Contextualised insights, accounting for unique climatic and infrastructural conditions (e.g., Greece's island-based transport needs and hot climate).

These refinements would improve the applicability and credibility of the test in diverse policy environments.

2. Advanced demographic insights

Participants identified the need for more detailed demographic data to enable targeted policy interventions. Suggested improvements included:

- Collecting data on education level, district of residence, and expanded age groups.
- Providing segmented insights to help policymakers address barriers specific to different social groups.

This granularity would strengthen the test's ability to inform inclusive and data-driven policymaking.

3. Behavioural data and barriers

Understanding why individuals do not adopt sustainable behaviours is as important as tracking their progress. The test could provide deeper insights into user behaviour and skipped actions; participants proposed:

- Capturing skipped actions, with explanations (e.g., legal, financial, or practical barriers).
- Open comment sections, allowing users to provide qualitative feedback.
- AI-powered analysis, identifying patterns in behaviour change and resistance.

- Considering social influences, such as family dynamics and peer networks, which shape long-term habits.

4. Integration of systemic and structural impacts

Participants stressed the importance of linking individual choices to broader systemic changes. Suggested features included:

- Demonstrating how national and local policies complement individual actions.
- Highlighting government investments in renewable energy, transport, and infrastructure.
- Providing visual representations of systemic solutions, making sustainability efforts more tangible.

This approach would reinforce the concept of shared responsibility, helping policymakers engage the public within a structured governance framework.

5. Enhanced visualizations and decision support

To make data dashboards more actionable for non-technical users, participants recommended:

- Interactive dashboards with heatmaps, trend graphs, and readiness indicators.
- Comparative analyses between regions or demographic groups.
- Customisable views to help local governments identify key focus areas.

6. Focus on economic barriers

Recognising that affordability is a common constraint, participants suggested:

- Cost-benefit analyses, illustrating long-term savings from sustainable choices.
- Highlighting available subsidies and incentives, increasing awareness of financial support mechanisms.
- Economic impact insights, showing how sustainable shifts reduce household expenses (e.g., lower energy bills, reduced transport costs).

7. Sustaining engagement and nudging

Long-term engagement is essential for maintaining behavioural change. Participants recommended:

- Follow-up reminders and nudges, encouraging continued progress.
- Gamification features, such as challenges or milestone rewards.
- Linking users with local sustainability initiatives and peer networks, providing users with real-world action opportunities.

These enhancements would help keep sustainability at the forefront of users' daily choices, not only commitment over time but community involvement too.

8. Ensuring inclusivity and cultural sensitivity

A key consideration was ensuring that the Lifestyle Test accounts for diverse lifestyles, values, and norms.

Suggestions included:

- Distinguishing between different dietary habits (e.g., separating tea from alcoholic beverages in carbon footprint calculations).
- Recognising alternative transport modes, such as motorcycles or shared mobility solutions, particularly in countries where they are common.
- Adapting messaging and recommendations to align with cultural and religious practices.

Enhancing inclusivity would increase engagement across diverse populations and improve the accuracy of sustainability recommendations. The PSL tool should account for diverse religious, cultural, and dietary preferences.

9. Transparency and consistency

Participants highlighted the importance of building trust in the test's methodology and calculations. They recommended:

- Providing clear explanations of how emissions and sustainability scores are calculated.
- Ensuring consistency with other sustainability measurement tools.
- Communicating data limitations, clarifying that results are indicative rather than absolute.

Greater transparency would strengthen credibility, ensuring that both policymakers and users trust and act upon the insights provided.



Figure 3. Participants of the workshop in Greece, held on November 8, 2024.

Key recommendations

To maximise the impact of the Lifestyle Test and data product, its insights should be strategically integrated into broader sustainability policies. Rather than serving as a standalone tool, the test and dataset should function as complementary resources that strengthen **evidence-based policymaking, supports systemic interventions, and fosters long-term behavioural change**. Achieving this requires clear objectives, alignment with structural measures, public trust, and adaptability over time.

1. Integrating the Lifestyle Test into broader policy frameworks

The most effective way to utilise the Lifestyle Test is by embedding it within existing sustainability policies and governance structures. When linked to climate action plans, urban planning strategies, or educational programmes, the test can provide a **data-driven foundation** for targeted interventions. By aligning its insights with ongoing initiatives, policymakers can ensure that findings translate into tangible actions rather than remaining isolated assessments. Integrating the test into sector-specific policies, such as transport, housing, and energy, would allow its findings to inform decisions on infrastructure development, regulatory adjustments, and community-based initiatives.

2. Aligning the test's insights with systemic and structural interventions

While the Lifestyle Test captures individual behaviours, achieving long-term sustainability depends on structural reforms that remove systemic barriers. The test should be viewed as a **diagnostic tool**, helping policymakers identify where change is most needed. This approach prevents sustainability efforts from over-relying on individual responsibility and instead balances behavioural insights with necessary infrastructure and policy changes.

3. Using the test to support long-term, adaptive policy development

The Lifestyle Test is not just a snapshot of public behaviour; it is a dynamic resource that can track trends over time. Policymakers could use this data to monitor shifts in behaviour, assess the effectiveness of interventions, and refine strategies based on real-world insights. Treating the test as part of an ongoing cycle of policy evaluation would help governments anticipate future sustainability challenges and develop more responsive, flexible strategies.

4. Fostering public trust and engagement

For the Lifestyle Test to be effective, it must be perceived as a meaningful and transparent tool that genuinely contributes to public decision-making. Clearly communicating how the data is used and

demonstrating its role in shaping policy will be essential for maintaining trust. Policymakers can strengthen public engagement by establishing feedback loops, allowing citizens to see how their contributions are reflected in local and national sustainability efforts. Ensuring that the test is positioned as a tool for collective action, rather than a mere data collection exercise, can encourage long-term participation and increase its credibility among the public.

5. Ensuring strategic application and clear objectives

The Lifestyle Test should be applied where it provides the most value, avoiding overreach or misalignment with broader policy goals. Policymakers could use it to assess public readiness for new policies, identify barriers to sustainable lifestyles, or measure progress over time. A clear and strategic focus ensures that its findings are used effectively, supporting well-defined policy objectives rather than being applied in an unfocused or generic manner.



Figure 4. Participants of the Estonia workshop, held on November 15, 2024.

Conclusion

The Policymakers' Workshops highlighted the significant potential of the PSLifestyle project in supporting evidence-based policymaking for sustainable lifestyles across Europe. The Lifestyle Test provides a valuable data-driven foundation for understanding citizens' environmental behaviours, enabling policymakers to design targeted interventions that align with real-world challenges. However, the discussions also underscored that data-driven tools alone are insufficient—sustainable transitions require systemic reforms, long-term policy coherence, and public trust.

Workshop participants recognised the Lifestyle Test's ability to generate insights into citizens' sustainability habits, helping to inform policies in areas such as urban planning, transport infrastructure, and resource management. In particular, aggregated data from the tool can support policymakers in identifying behavioural trends, assessing the impact of sustainability initiatives, and securing funding for targeted interventions. The ability to integrate PSLifestyle insights into broader governance structures holds big potential to ensuring that sustainability policies are both effective and adaptable.

At the same time, the workshops reaffirmed several persistent challenges. Policy fragmentation, financial constraints, and inconsistencies in sustainability commitments at different governance levels continue to hinder progress. Many local governments lack the necessary resources and institutional support to implement ambitious sustainability policies, while public scepticism towards environmental regulations remains a barrier to engagement. Addressing these issues requires a coordinated approach that balances behavioural incentives with regulatory frameworks and infrastructure investments.

To maximise its impact, the Lifestyle Test should be embedded within comprehensive sustainability policies rather than treated as a standalone initiative. Its insights should be used to support data-driven decision-making, ensuring that policies are tailored to the specific needs of different regions and demographic groups. Additionally, transparency in how data is used—along with active public engagement—will be crucial in fostering trust and encouraging citizens to participate in sustainability efforts over the long term.

Looking ahead, the PSLifestyle project has the potential to bridge the gap between citizen action and policy implementation, fostering a more integrated and effective approach to sustainability governance. By aligning behavioural insights with systemic reforms and strategic investments, European policymakers can create an enabling environment where sustainable lifestyles become both practical and accessible. Through this balanced approach, PSLifestyle can play a vital role in accelerating Europe's transition towards a resilient, carbon-neutral future.

Annex

Suggested agenda flow for the Workshops

Duration	Agenda item
30'	Arrival, registration, name tags, and refreshments.
Setting the scene 40'	
5'	Opening and welcome Introduce workshop agenda and objectives.
10'	The PSLifestyle project - Presentation of the project, goals and activities. - Quick demo of the test and dashboards
15'	Presentation of use cases – Inspiration for innovation: - Sneak peek into the database. - Insights from Deck of Solutions - Showcase of PSL tool applications in public policy (use specific use cases ideas).
10'	Quick Q&A Address immediate questions
Discussion Part 1: Identification of policy ideas and opportunities 45'	
45'	- Groups discuss how to use PSL insights for public policymaking. - Depart from presented use cases, encourage new ideas and exchange. - Focus on thematic domains and data scope. - Collection of ideas. - Groups present their findings to the plenary.
Coffee Break 20'	
20'	Refreshments and informal discussions.
Discussion Part 2: Policy gaps and tool improvement 45'	
45'	- Groups identify policy gaps and suggest PSL tool improvements. - Collection of inputs. - Groups present their findings to the plenary.
Plenary Q&A, next steps and closing 20'	
15'	Additional questions and clarifications
5'	Outline next steps and thank participants.
Total time: 3 hours 20 minutes	

Project partners

SITRA



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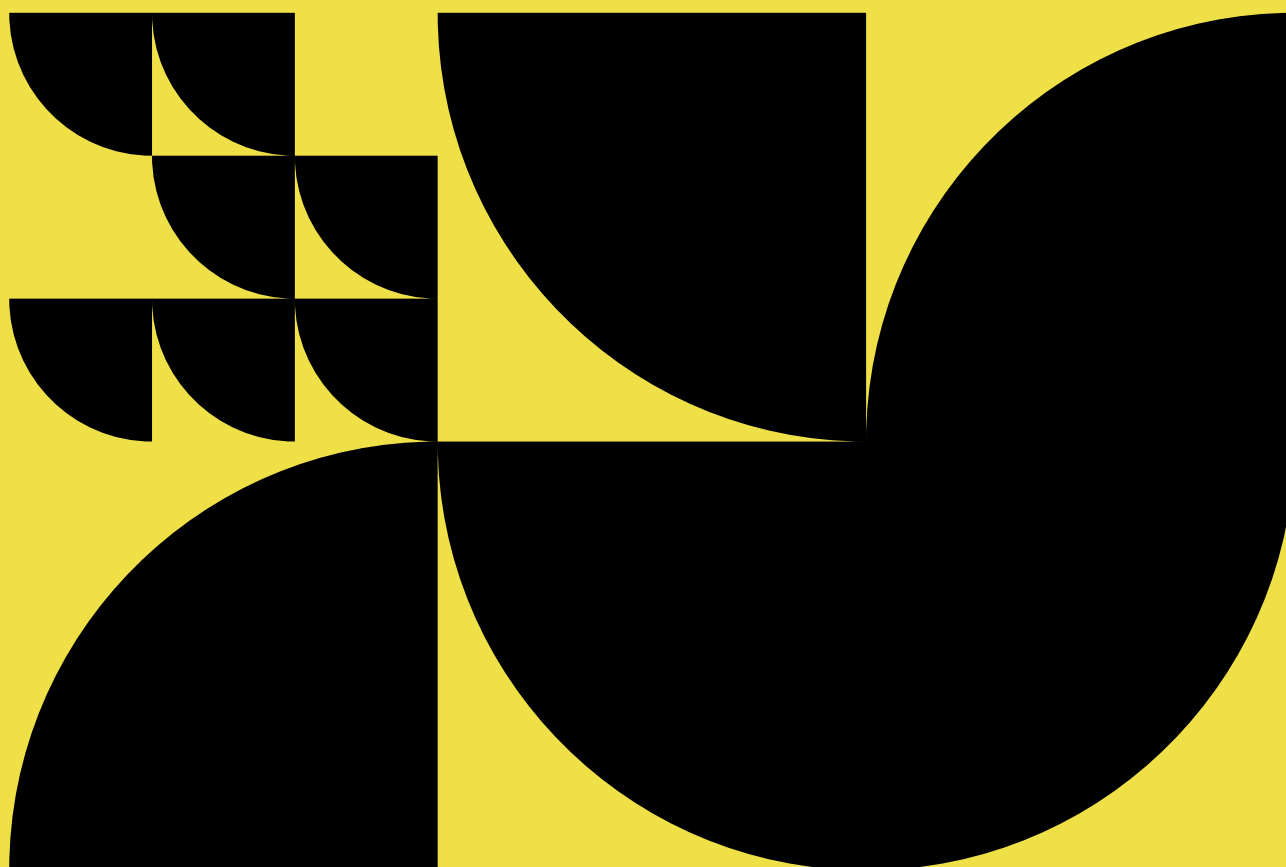
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