



PSLifestyle Business Opportunities for companies

Report and guidelines

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 pslifestyle.eu

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Abstract

This report summarizes the results of the PSLifestyle Stakeholder workshops with businesses and provides an update on the latest developments in the PSLifestyle project. The project aims to support citizens in measuring and reducing their climate impact through the Lifestyle Test, an easy-to-use test that offers personalized suggestions for adopting sustainable lifestyles. Launched to the public in September 2023, the Lifestyle Test is designed to help citizens across Europe make their everyday choices more sustainable.

The workshops aimed to raise awareness among businesses in the eight project countries about the PSLifestyle project, the Lifestyle Test and its initial findings. The workshops examined how consumer insights derived from the Lifestyle Test data product could aid businesses in enhancing their practices and contribute to the development of innovative sustainability solutions. Additionally, the engagement with businesses focused on identifying potential improvements of the test's data functions and exploring how these can help businesses in finding new opportunities.

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The PSLifestyle project

The European Union Horizon-funded project "Co-creating Positive and Sustainable Lifestyle Tools with and for European Citizens – PSLifestyle" aims to bridge the gap between climate awareness and individual action while increasing citizen participation in sustainability efforts. The project engages citizens through a digital app called the Lifestyle Test (Box 1), to collect, monitor and analyse their carbon footprint and consumption data, as well as co-research, co-develop, and implement everyday solutions for climate change.

The project builds a data-driven movement with and for citizens to enable more sustainable lifestyles across Europe. The goal is to engage four million European citizens, with a particular focus on eight European countries - Estonia, Finland, Greece, Germany, Italy, Portugal, Slovenia, and Türkiye.

The Lifestyle Test is a consumption-based carbon footprint calculator and guide developed and contextualized to align with citizens' local realities in the project countries. This is achieved by co-creating localized versions of the app in citizen science labs (CSLs) to better understand the barriers and challenges, as well as the local capabilities, opportunities, and motivations of citizens in adopting more sustainable lifestyles.

Unlike traditional top-down initiatives, PSLifestyle empowers individuals by providing them with an accessible, engaging, and practical app to understand and mitigate their own climate impact. By co-developing solutions with citizens and ensuring they are tailored to local contexts, PSLifestyle fosters a sense of ownership and agency, making sustainable living not only achievable but also desirable.

From the data provided by citizens, we have insights into what people plan to do, what they are unable to do, and the barriers they face in achieving a more sustainable lifestyle. The data collected from the use of the Lifestyle Test are exploited by engaging with policymakers, businesses, civil society organizations (CSOs) and academia, to co-design solutions for enabling positive and sustainable lifestyles.

The exploitation of the PSLifestyle results involve sharing and discussing Lifestyle Test data with stakeholders with the aim of:

- Defining actions and initiatives from stakeholders for enabling change based on consumer needs and preferences, challenges to lifestyle change, and other elements informed by the results. The involvement of actors such as governments and businesses are directed towards systemic changes in support of individual changes.
- Collecting feedback for improving the Lifestyle Test and its data product, also exploring possibilities for integration with other databases, surveys, or calculators as well as for developing tailor-made applications for different stakeholder cases (e.g., a company that wants to use the test with their employees, or a local administration wanting to adapt the test to their context, etc.).

After the co-development process in CSLs, the project focuses on the wider deployment of the service and its expansion into other European countries.

What is this report about?

This report summarizes the results of the PSLifestyle Stakeholder workshops focused on businesses that took place between September and November 2024. The co-creation workshops aimed to identify how consumer insights derived from the Lifestyle Test could provide insights to product and service development and marketing. This included informing stakeholders about the results generated during the initial deployment phase (September 2023-July 2024) and the potential benefits for their work.

Another goal was to facilitate discussion on how to further improve the Lifestyle Test and the data product, particularly regarding its data functions and features.

By leveraging these insights, companies can better align their products and services with evolving market trends and expectations and sustainability goals. Additionally, the workshops sought to identify further collaboration opportunities, such as disseminating the Lifestyle Test to a wider audience.

These workshops took place across the eight project countries, and similar workshops have been conducted for other stakeholders, with corresponding reports prepared for each group.

Box 1: The Lifestyle Test and its user journey

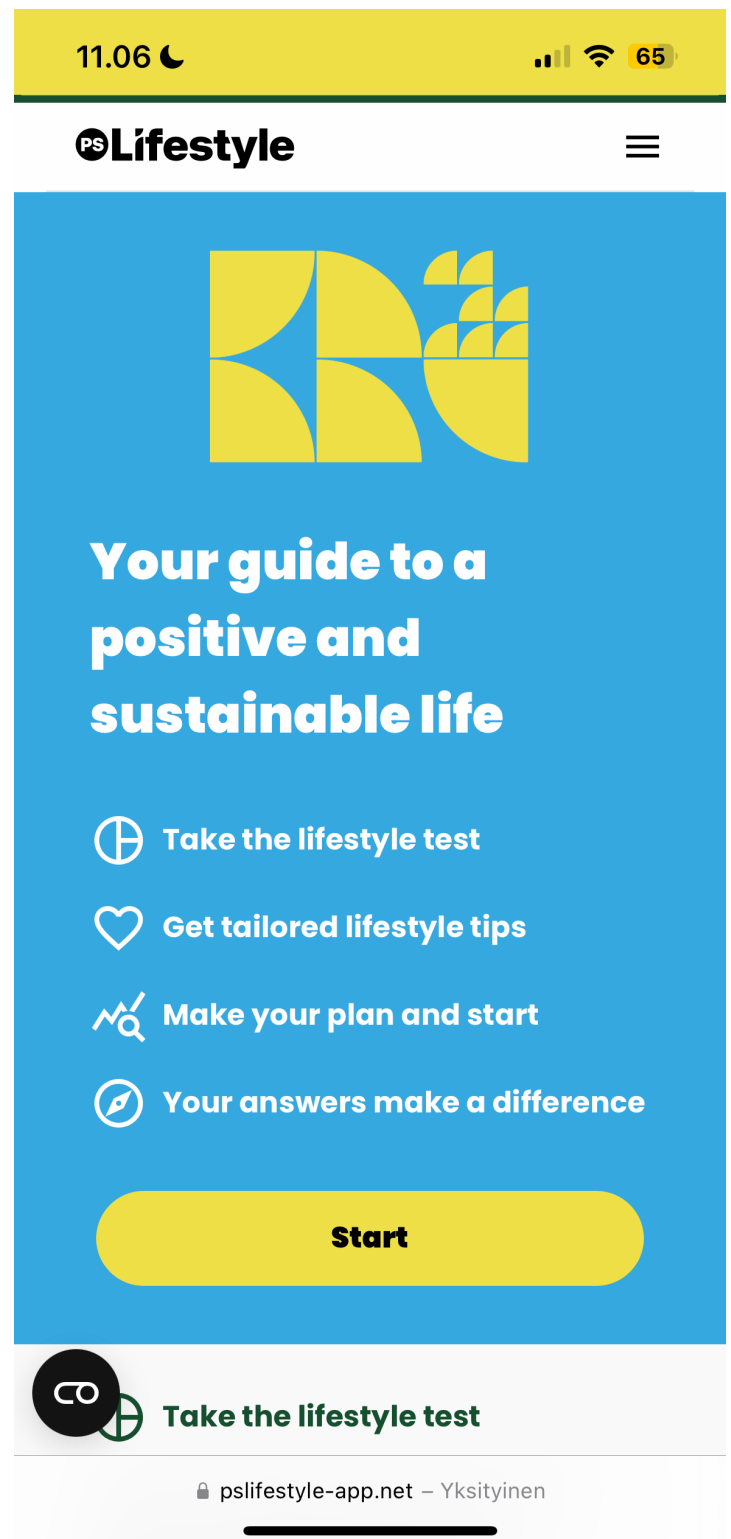
The Lifestyle Test is based on the carbon footprint calculator 'Lifestyle Test' designed by the Finnish Innovation Fund Sitra in 2017:

<https://lifestyletest.sitra.fi/>. The Lifestyle Test is available as a **web version** in the **pilot countries'** **national languages**.

The users' interaction starts with a **measurement of their lifestyle carbon footprint** through a series of questions pertaining to different lifestyle domains i.e., housing, mobility, food and purchases.

Based on their results, users will be able to **select and commit to a variety of actions**, summarised in a **lifestyle plan** that could support them to reduce their carbon footprint. Users will be able to **keep track of their progress** and highlight the encountered **barriers and drivers** when implementing their lifestyle plans.

The data generated by the users are unified into a data product and a dataset which will be presented to the **stakeholder groups**.



Box 2: The PSLifestyle decision makers workshop in a nutshell

The PSLifestyle Stakeholder workshops were designed to engage a diverse range of stakeholders, including industry leaders, policymakers, academics, and civil society organizations (CSOs). These workshops were held across the eight countries of the project: Estonia, Finland, Germany, Greece, Italy, Slovenia, Portugal, and Türkiye. Each session was tailored to address the unique needs and priorities of the stakeholders, fostering meaningful discussions and actionable insights.

For industry participants, the focus was on identifying opportunities for innovative business models, products, and services driven by consumer insights. By leveraging these data points, companies can better align their offerings with evolving market demands and sustainability goals.

Policymakers explored existing policy gaps and assessed how the test could serve as a catalyst for closing them. The workshops also encouraged the development of new policies and solutions to promote sustainability and effectively address emerging challenges.

Academics had the opportunity to discuss pressing research gaps in the field of sustainable lifestyles. The sessions aimed to spark new research ideas and highlighted how the test's data could contribute to advancing scientific knowledge and interdisciplinary studies.

For CSOs, the emphasis was on developing more impactful consumer engagement strategies. These sessions focused on bridging the gap between individuals and sustainable practices, empowering organizations to drive behavioral change and foster a deeper connection with sustainability initiatives.

Business workshop design in a nutshell

Goals, procedural information and participants

The goals of the workshops with businesses were to:

- Examine how businesses can leverage consumer insights derived from the Lifestyle Test and the data product.
- Facilitate discussions with participants on how to improve the Lifestyle Test, particularly in terms of data functions and features.
- Raise awareness among businesses across the eight project countries about the PSLifestyle project and the Lifestyle Test, including the results from its initial deployment phase.
- Identify opportunities for further collaboration, including the dissemination of the Lifestyle Test.

The target audience for the workshops was business representatives with decisional power working towards improving the offer of products and services – or interested in developing new business models – within the four lifestyle domains of food, transport, housing and purchases. The objective was to recruit businesses already dedicated to promoting sustainable lifestyles, as they are more likely to engage with the test and utilize the dataset. Additionally, business associations were targeted, as they can help scale and expand the project's outreach through their networks and foster further initiatives. It was determined that the most effective approach to engage participants was to reach out to individuals already within our networks and ask them to suggest potential invitees. Through this snowball effect, the aim was to identify stakeholders who would find the workshop content both insightful and beneficial for their work.

The workshops began with an introduction to the project and its progress to date. The project team then presented key details about the Lifestyle Test, including an overview and demonstration of the test, presenting the results collected thus far. The presentation highlighted how businesses can use the Lifestyle Test's results and insights to find new ideas and opportunities. Participants were also given a preview of the data product, highlighting its functions and features, which formed the foundation for the subsequent discussions.

The first interactive session focused on how the results and the new insights presented during the session could benefit participants in their own work and gather ideas on how they could use the data in their future work. Key questions addressed included:

- In what ways can the consumer insights gathered from the Lifestyle Test support you in your work?
- How would your organization benefit from this data?

The follow-up interactive session focused on the Lifestyle Test data product, gathering participant feedback on its features and usability. The key questions discussed included:

- Is there something that prevents you from using the Lifestyle Test data?
- Is there something confusing in the Lifestyle Test's data product?
- What additional data do you think would be useful to collect from the Lifestyle Test? How would you present the data in the data product?

The workshops general agenda is provided in the appendix to this report. The workshop facilitators in various countries have tailored the agenda to suit their specific contexts. The workshops collectively engaged 81 participants across eight countries, with group sizes varying between countries: Estonia hosted 4 participants, Finland 7, Germany 4, Greece 21, Italy 17, Slovenia 8, Turkey 12, and Portugal 7. Demographically, most workshops featured a balanced gender distribution, though Germany's group was entirely men, and Estonia and Slovenia had mostly women participants. Age ranges typically spanned from mid-30s to 60s. Professionally the attendees had a diverse mix of organizational backgrounds from micro to medium-large companies. This diverse pool of participants contributed rich insights to discussions on advancing sustainable lifestyles.

Workshop Results

Leveraging data from the Lifestyle Test for business innovation and sustainability

The first part of the discussion focused on how the consumer insights gathered from the Lifestyle Test could support businesses in their work. Participants across all countries saw significant value in the data results, reinforcing the reliability of the analysis and its relevance to local sustainability efforts.

Key takeaways from the first discussion include:

- The types of data businesses are most interested in
- How data can be used to support decision-making
- Opportunities to refine the Lifestyle Test for greater impact

In Finland, the businesses valued **the real-time data on individuals' lifestyles and early change signals** as the data product's greatest asset. They emphasized the need for data that would capture **early indicators of evolving consumer needs** not yet identified by their business's website analytics or by other market research methods.

In Germany, Estonia, Portugal, and Finland, **tailoring marketing strategies** from the data was a key interest. Businesses in Germany saw the potential of **combining the data from the Lifestyle Test with other datasets** for further **product/service development and marketing communication**. The data was deemed particularly advantageous for smaller companies that maintain strong ties within their local communities. This localized focus could enable these companies **to differentiate their products/services** from those of their competitors, both for inbound use in product/service development and outbound use in marketing communications and sales.

The Lifestyle Test and consumer insights data also proved useful for enhancing **internal processes**: 1) **for employee engagement** via increasing awareness and engagement with sustainable practices among employees and 2) supporting **sustainability reporting** efforts within companies.

In Italy, the Lifestyle Test data was seen as a tool to drive **employee engagement** via awareness and support of sustainability initiatives. Companies and employees could gain inspiration for new initiatives such as carpooling or investing in energy-efficient technologies. In Slovenia, the idea of issuing a PSLifestyle **certificate for companies** with a certain percentage of employees achieving low CO2e footprints was popular. This certification could incentivize sustainable behaviour in the workplace. In Türkiye, both the test and the data behind it were seen as valuable for **training programs** aimed at raising climate crisis awareness.

Additionally, in Greece, businesses found that the data could **support sustainability reporting** and **promote sustainable practices** internally. In Slovenia and Greece, companies expressed interest in incorporating the data into ESG (Environmental, Social, and Governance) reports, thus showcasing their employees' sustainability initiatives.

It was agreed in Estonia that the Lifestyle Test can be used internally to engage the workforce, but for client engagement, the questionnaire must be adaptable to align with marketing themes and business interests. In Germany, participants noted that although the Lifestyle Test and accompanying data provide a useful foundation, they may not offer enough detail for companies with more advanced sustainability initiatives. Similarly, in Estonia, participants indicated that companies are keen to acquire **more specific data** to better address their individual requirements. The feedback from the workshop emphasizes the necessity of **customizing the Lifestyle Test to collect data that addresses the specific needs of business stakeholders**. This call for more specific and detailed data will be discussed further in the next chapter.

The Lifestyle Test data product: feedback into its features and functions

While the overall response to the Lifestyle Test and the data product was positive, the business workshop participants also highlighted several opportunities for improvements.

These future development ideas can be grouped into three key areas:

- Increase the specificity and detail of the data collected through the Lifestyle Test
- Localize the Lifestyle Test at the sub-national level
- Enhance the user interface and overall user experience of the Lifestyle Test and the data product

More detailed questions and recommended actions

Across all countries, there was a unanimous call for enhancing the **granularity of the data** collected through the Lifestyle Test. In Finland, the data shows the overall interest in repairs but does not specify which products people prefer to repair themselves or through services. Businesses were also keen to identify which items consumers are more inclined to rent, borrow, or buy second-hand, and to understand the barriers preventing such behaviours. In Finland, it was proposed to use separate questions to determine how often users purchase second-hand clothes and how often they buy refurbished electronics, to increase specificity in the consumption category. This further insight would be helpful both in marketing communications (target audience identification and message creation/finetuning) and in product/service development (most needed products, services, features). The below country examples illustrate these opportunities.

In Germany, it was suggested to expand the things and purchases category to include questions and recommendations on **repairing appliances, using trade-in options and recycling programs**. Additionally, gathering data on **waste management and recycling** was mentioned as beneficial for businesses, according to participants from Greece.

In Italy and Portugal, participants proposed adding a new option under the housing category for the question “What kind of electricity do you use?” to include the option of **producing their own electricity**. They also requested adding more recommended **actions on energy efficiency**. In Turkey, participants requested the addition of a question regarding the extent to which individuals use various technologies to create a digital footprint.

A suggestion from Germany proposed including more questions in the food category on nutrition to ask questions on **alternative proteins**. Participants suggested that the questionnaire and recommendations should focus on a flexitarian diet rather than strict labels like mixed eater, vegetarian, or vegan. The test could include actions like eating meat only once a week.

Participants from Slovenia suggested separating the answers to 'personal' and 'business' in the transport category. This would enable companies to understand the impact of **business-related travel** and how much CO₂ their employees produce for these business reasons.

Improved skip function and further insight into motivations

Participants from Finland requested data on which motivation filters people use when choosing actions (indicating action intent which is useful for targeting products, services and messages) would provide and more granularity on the skip function (providing further insight into what types of products/services/pricing could help unlock areas/roadblocks that prevent people from adopting those actions in their daily life). They suggested deleting the option "Not possible in my life situation" as it doesn't provide stakeholders with useful intel on consumer needs or barriers. They also proposed using AI to analyse feedback in the 'skip function'.

Detailed demographic data

In Italy, participants noted that the **consumption data** would have limited relevance at the corporate level due to the lack of specificity in the demographic questions. Participants from Italy and Finland suggested including **more specific demographic data**, such as residence by postal code, household composition, educational level, and occupation. This would enhance the test's relevance and provide clearer insights into the behaviour of different user groups and be helpful in product/service development and marketing communications. In Slovenia, the questions in the Lifestyle Test were perceived as very simplified and more suited for personal use rather than professional business reporting.

In Estonia it was suggested to add a new demographic question on **how ready users are to adopt new sustainable habits** in the next few months. This approach could help understand how motivation plays a role in completing the recommended actions and help calibrate how current versus future oriented the potential market opportunities are.

Provide more clarity and transparency

Participants from Estonia emphasized the significance of demonstrating trustworthiness through transparent explanatory **background materials and FAQs**. They recommended developing improved explanatory materials to enhance the system's trustworthiness, ensuring users have confidence in the data they are utilizing.

The need for more **clarity and transparency** was emphasized by participants from Estonia, Italy, and Germany. In Estonia, additional information was seen as necessary to help users understand the climate impact of everyday life, as this concept is unfamiliar to many.

Participants from Germany suggested that it would be beneficial to understand the proportion of emissions resulting from basic assumptions with a geographical context versus those resulting from direct answers of the users. By separately distinguishing assumption-based calculations from answer-based ones, it would facilitate a clearer understanding of how the footprint is allocated within the data.

Turkey emphasized the need for local support teams to help users, especially in communities with less capacity to interpret data. It indicates that localized, on-the-ground support could assist users who require additional guidance.

Enhance the user interface and overall user experience

Participants from Estonia and Greece pointed out issues with the user interface and experience. In Estonia, the interface texts were considered cumbersome in the Lifestyle Test, and some of the recommended actions were perceived as insufficiently tailored to the users based on their answers in the questionnaire. In Finland, the user experience of the data product was not seen as intuitive, with participants finding the interface challenging to navigate and key features not clearly labelled or easily accessible.

Participants from Portugal wanted to enhance the overall usability of the Lifestyle Test and the data product by making the **questionnaire more customizable for businesses**. This approach would enable businesses to **integrate the Lifestyle Test into their own platforms** while allowing them to modify and add supplementary questions to gather data that aligns with their specific needs.

In Turkey, **focusing on different nudging methods** was mentioned as a strategy to encourage people to move from recommended actions to the planning phase. In Estonia it was proposed to **design small nudges based on the**

data. In Portugal and Turkey, it was suggested to use moderate wording in actions, promoting recommendations rather than strict mandates such as "stop flying." In Italy, participants suggested that the data product could be improved by shifting the focus more on everyday actions that are simple and accessible to everyone. They also recommended providing clearer descriptions of the impact of each action and organizing the action plan to display the most impactful actions first.

Feedback from Germany, Greece, and Portugal identified several strengths of the Lifestyle Test and the data product. In Germany, participants noted the design, scope, and tone of the test. In Greece, the test and the data product were described as user-friendly and useful for raising awareness. In Portugal, companies provided positive feedback on the layout of the data product and the way in which information was presented.

Localize the data at the sub-national level

In the workshops, it was noted that there is a need to further localize the Lifestyle Test beyond the national level to better capture **regional variations**. In Estonia, the questions were seen as metropolitan-centric, lacking consideration for rural specificities. In Greece, participants noted that the questions were not entirely suited to the local landscape, suggesting a need for improved localization of the questionnaire to better reflect the distinctive features of different regions.

Figure 1: Impressions from the PSLifestyle business workshops



Key recommendations

The PSLifestyle workshops for businesses highlighted the test, data product and dataset potential as a powerful set of resources for gaining new consumer insights. The results of the workshops provide key insights on how to improve the Lifestyle Test, the data product and the dataset to meet diverse needs of businesses even further. The following recommendations are designed to optimize the utility and applicability of the Lifestyle Test and its data for businesses.

Expand business collaboration

To effectively scale the PSLifestyle Test, the project should focus on expanding business collaboration. To expand collaboration, it is essential to understand the different needs of businesses and allow **custom questions/actions** in the app. In the workshops, representatives from smaller businesses mentioned that they might need more resources to integrate the test into their platforms. Providing tailored solutions and personalized guidance can be beneficial for them. In contrast, larger businesses typically possess more resources and capabilities but may have more intricate requirements. It is essential to provide scalable solutions that can be **integrated into their existing systems** and processes. This approach will increase the attractiveness and engagement of the test for businesses.

Establish a clear value proposition for businesses

To highlight the versatility of the Lifestyle Test and its data product, there needs to be a clear value proposition for businesses. The benefits for companies from these tools should be distinctly outlined. The Lifestyle Test can be instrumental in aiding stakeholders in developing and refining their internal **sustainability strategies**. The data product helps businesses understand customer needs and preferences, allowing them to create **new products and services** that meet market demands. It also aids in refining **product and service marketing communications**. Defining the applications of the Lifestyle Test and data product, as well as how they work together, can highlight their value to businesses.

Improve the Lifestyle Test features

To maximize the utility of the Lifestyle Test, it is important to improve the **granularity and localization** of the data. This considers urban and rural differences in adopting sustainable lifestyles and aligns the test with socio-economic and cultural dynamics. More localized adjustments also create a more engaging and relatable experience for users. The data product can be further developed by adding **new questions, recommended actions, demographic questions, and more options to the 'skip-function'** in the Lifestyle Test. Insights from the Lifestyle Test can also be **integrated with other databases** to enhance data quality.

Conclusion

The PSLifestyle project has shown potential to influence sustainable living through its innovative test. By involving various stakeholders across eight European countries, the project has highlighted the importance of a collaborative, data-driven approach to sustainability. Businesses have been a crucial partner in identifying new opportunities, gaps, and actionable insights that can help stakeholders to align their offerings with evolving market demands and sustainability goals.

- 1) **Businesses Benefit from Data-Driven Insights:** The Lifestyle Test provides companies with valuable consumer behaviour data, helping them identify market gaps, adapt to sustainability trends, and tailor and communicate their offerings to meet evolving consumer expectations.
- 2) **Customization and Localization Are Essential:** To maximize its impact, the Lifestyle Test must be further refined, enhancing data granularity, aligning with local realities, and adapting to business and organizational needs, both in terms of app customization and technical integration.
- 3) **Collaboration Drives Systemic Change:** Engaging policymakers, businesses, researchers, and citizens is key to fostering sustainable lifestyles. Strengthening partnerships will accelerate the transition to more sustainable consumer behaviours across Europe and beyond.

As PSLifestyle progresses towards wider deployment and integration, its capacity to influence policy, offer consumer insights to businesses, support academic research, and empower individuals remains crucial. By consistently refining the Lifestyle Test and enhancing collaborations with businesses and other stakeholders, the project is well-positioned to lead efforts in promoting sustainable lifestyles across Europe and beyond.

Annex

Suggested agenda for the Business workshop series

Timing	Agenda item
15' (before the meeting)	Registration and finalization of any procedural details (e.g., consent form, setting tables etc.)
3'	Opening and welcome
17'	PSLifestyle project briefly and demo of the Lifestyle Test
15'	Introduce the generated results and new insights from the data
15'	Group discussion: • In what ways can the consumer insights gathered from the Lifestyle Test support you in your work? • How would your organization benefit from this data?
10'	Demonstration of the database interface and features
20'	Group discussion: • Is there something that prevents you from using the Lifestyle Test data? • Is there something confusing in the Lifestyle Test's data product? • What additional data do you think would be useful to collect from the Lifestyle Test? How would you present the data in the data product?
20'	Wrapping up the discussion and networking
2'	Thank you and closing the meeting

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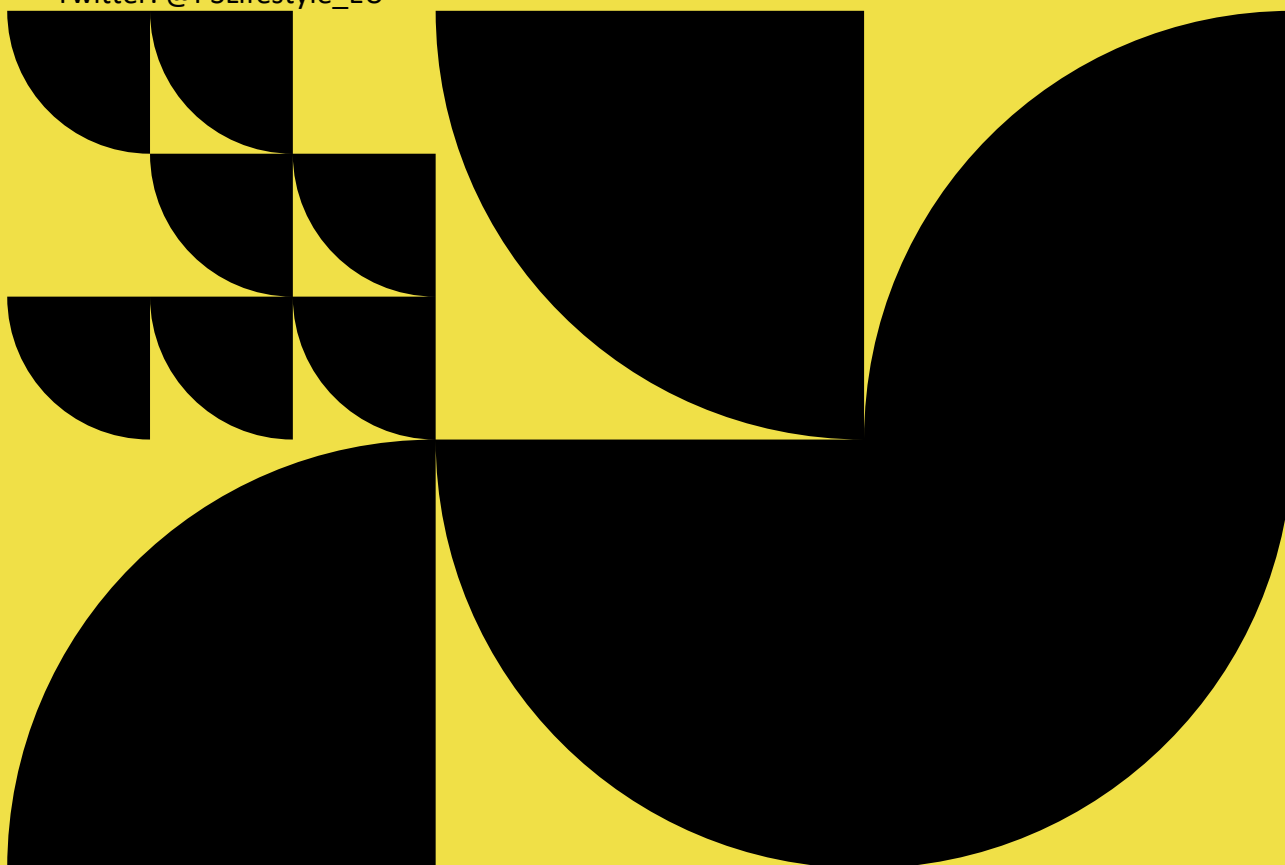
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