



D2.5 Guidebook for Pilots’ implementation – challenges & best practices

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Abstract

The PSLifestyle project's ***Guidebook for Pilots' Implementation – Challenges & Best Practices*** (Deliverable 2.5) consolidates insights gathered during **Work Package (WP) 2 “Citizen Science Pilots”** from the **eight pilot countries** (Estonia, Finland, Germany, Greece, Italy, Portugal, Slovenia, and Türkiye) in order to scale the **"Lifestyle Test"** across the EU. The report analyzes marketing strategies, stakeholder partnerships, and user engagement to promote sustainable lifestyle choices. **Key takeaways** highlight the importance of local adaptation, multi-channel outreach, and partnerships with local governments, industry, and civil society. The guidebook provides **practical recommendations** for scaling the project, offering tailored solutions to drive citizen participation and long-term sustainability efforts. These findings will **inform future EU-wide deployments** of the Lifestyle Test as well as for the continued work in the project, specifically **WP3 “Scale Up and Exploitation”** and **WP5 “Project Communications and Dissemination”**.

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Introduction

The **PSLifestyle project**, funded by the European Union's Horizon initiative, aims to bridge the gap between climate awareness and individual action by empowering citizens to adopt more sustainable lifestyles. Central to this mission is the **Lifestyle Test**, a web app designed to engage citizens across Europe in assessing their environmental impact and making positive lifestyle changes.

The **Deliverable 2.5 Guidebook for Pilot's Implementation** is a key outcome of the project's second Work Package "Citizen Science Pilots" (WP2) and focuses on the analysis and evaluation of the pilots' deployment across their eight countries: Estonia, Finland, Germany, Greece, Italy, Portugal, Slovenia, and Türkiye. Building on the foundational work laid out in deliverables **D2.2: Local Marketing Execution Plan** and **D2.3: Local Marketing Execution Plans for Partnering Strategies**, this Guidebook consolidates the insights, challenges, and best practices identified during the **Citizen Science Pilot** stage of the project. **D2.5** then serves as a natural continuation of the previous deliverables, offering a comprehensive resource for scaling the PSLifestyle project beyond the eight original pilot countries.

The **objective of this Guidebook** is twofold: to analyze the pilots' deployment by identifying commonalities and challenges across countries in terms of marketing activities value and partner/lead value, and to extrapolate these findings into summarised guidance for EU scale-up for the Lifestyle Test.

The Guidebook is **broken down into three main parts**: First, it provides an **overall outlook**, summarising the commonalities found throughout the pilot countries as well as the unplanned differences. Secondly, it extrapolates the lessons learnt into **10 guiding points for EU-scale up**. Key takeaways highlight the importance of local adaptation, multi-channel outreach, and partnerships with local governments, industry, and civil society. The final section provides the full **case studies of all eight pilot countries**, from which all information presented in this Guidebook was derived from. The case studies introduce each country's scenario, review their marketing and partner activities in regard to what worked well and what did not, and conclude with the "bigger picture" for future opportunities.

Furthermore, this deliverable does not only consolidate the results of pilot deployments, but also provides **valuable input for WP3**, the project's exploitation phase, and **WP5**, which organises project communication and dissemination. As such, the Guidebook will serve as a critical resource for scaling the project across Europe, offering practical recommendations and lessons for future deployments.

Lifestyle Test in the EU – An Overall Outlook

The Lifestyle Test was implemented across eight pilot countries—Estonia, Finland, Germany, Greece, Italy, Portugal, Slovenia, and Türkiye—as part of the PSLifestyle project. This section will summarise the commonalities and differences observed in the pilot implementations across these countries. It will focus on the three key areas: marketing activities value, partner/lead value, and a final summary that reflects the larger implications of these efforts for the EU scale-up.

MARKETING ACTIVITIES VALUE

The success of the Lifestyle Test in each country was largely dependent on the marketing activities used to raise awareness, attract users, and encourage engagement. A blend of digital marketing, in-person events, influencer collaborations, traditional media, and other outreach methods were employed, with varying degrees of success.

Traditional Media: Traditional media, including press releases, media articles, newsletters, and TV and radio campaigns, played a key in pilot deployment:

- *Press Releases:* Several countries utilised press releases to gain media attention. Germany, for instance, disseminated press releases to over 270 media outlets, which helped raise the Lifestyle Test's visibility among the general public. However, while this method broadened the reach, it didn't always translate into direct test completions, showing that press coverage alone was not enough for engagement without interactive follow-up.
- *Media articles:* Media articles were another effective channel for raising awareness about the Lifestyle Test. In countries like Portugal, widespread media coverage included over 170 national and regional outlets, helping establish credibility and reach a large audience. Similarly, articles in Greece and Slovenia amplified visibility and public interest, though these often needed follow-up campaigns to convert awareness into test completions.
- *Newsletters:* Personalised email newsletters were a more direct and targeted approach. In Greece, newsletters sent to 2,000 contacts achieved higher engagement than social media campaigns. Finland also used Sitra's newsletter to maintain interest, with updates encouraging users to complete their plans. Overall, newsletters allowed for deeper, more action-oriented engagement compared to broader media outreach.
- *TV and Radio Campaigns:* In Slovenia and Portugal, TV and radio proved effective in reaching broader audiences. Local radio/podcasts and TV stations in Slovenia increased visibility of the Lifestyle Test to citizens, while in Portugal the widespread media coverage was supported with appearances on TV/radio. However, the challenge lay in tracking how much this visibility converted into test completions.

Traditional media helped raise public awareness and lend credibility to the Lifestyle Test, particularly where digital presence was less impactful. However, the conversion of tests taken remained low and is a point to consider in future marketing strategies.

Event Participation and In-Person Engagement: Countries like Portugal, Slovenia, Estonia, and Türkiye found in-person events more effective in driving test completions, despite their resource-intensive nature. Portugal, for example, achieved a large number of tests taken by attending sustainability events and

workshops, where direct interaction with citizens proved essential. In Türkiye, participating in fairs and high-profile events allowed for greater reach, especially when combined with the distribution of materials like QR code stickers to encourage easy access to the Lifestyle Test. Similarly, in Estonia, events such as the NEXPO sustainability fair and the “Elephant in the Room” conference served as high-profile public launches, elevating the Lifestyle Test’s visibility among industry experts and sustainability advocates.

In Germany and Slovenia, physical events provided valuable feedback and personal connections with participants, which helped refine their marketing approach going forward. However, these efforts were resource-heavy, focusing on in depth planning and discussions with fewer participants rather than reaching a wide audience, which limited scalability.

Likewise, Italy’s experience at large fairs and events also resulted in fewer conversions despite significant effort. The Italian team discovered that it was difficult to capture attendees’ full attention at crowded events, leading them to focus more on smaller, targeted workshops.

The balance between resource allocation and impact will thus remain a challenge for event participant and a point to consider when scaling up the test across the EU.

Social Media Campaigns: Most pilot countries leaned heavily on digital marketing strategies to promote the Lifestyle Test. Social media platforms like Instagram, Facebook, LinkedIn, and X/Twitter were commonly utilised, with Finland, for instance, reporting success with paid targeted social media ads and influencer collaborations, particularly during key events like Overshoot Day or Black Friday. Estonia too had a larger success in digital marketing when combined with key sustainability events, however, overall, these campaigns did not garner high interactions on the platforms.

However, Germany found project-managed (paid) social media campaigns more helpful, as their early local digital campaigns struggled with low conversion rates. Several other countries, including Greece and Türkiye, also reported mixed results from social media. While social posts contributed to visibility, they often lacked the direct engagement needed to drive significant test completions. The Portuguese experience similarly showed that while social media posts helped raise awareness, they were not as effective in securing test takers, prompting a shift toward more in-person marketing efforts.

The above indicates a need for more central, paid campaigns that target the specific geographic/demographic audiences alongside engaging content that is adapted to each local context (i.e. language). For either central or local campaigns, resources such as budget and pre-existing successful channels need to be considered in their approach. Additionally, for future exploitation, it would be interesting to consider if there is a delay in digital marketing impact for test completions, in other words, once social media campaigns are initiated to build awareness, how long does it take to convert to tests taken or if the campaign does not convert at all. Another interesting element would be to compare this to other marketing activities like traditional media.

Influencer Marketing: Finland and Italy made significant use of influencers to engage broader audiences. Finland’s two influencer campaigns—one targeting sustainability-conscious individuals and another focusing on mainstream audiences with higher-than-average carbon footprints—proved successful. Italy also saw promise in this strategy, preparing to launch a campaign with a major sustainability figure boasting over 100,000 followers.

Influencer marketing demonstrated high engagement potential, particularly for reaching new, previously untapped audiences. However, the Italian and Finnish teams underscored the importance of careful selection to ensure influencers align with the sustainability ethos of the Lifestyle Test.

Overall, paid influencer marketing emerged as one of the key approaches to expand reach in future scaling efforts.

PARTNER/LEAD VALUE

Partnerships were a critical component of the pilot deployment strategies, with each country working to establish relationships with local stakeholders to extend the reach and impact of the Lifestyle Test. The value of partnerships in deploying the Lifestyle Test varied significantly across the pilot countries. Successful partnerships were those that allowed for deeper, long-term engagement and alignment with the core goals of the Lifestyle Test. Additionally, custom URLs, which were initiated after deploying the Lifestyle Test, were essential for building up partnerships. These custom URLs allow the partner to receive tailored (anonymised) data from the specific audience they engaged with, which they can then use to analyse and report on.

Government Partnerships: Engaging municipalities and local governments were a common strategy. In Finland, partnerships with pensioner foundations and the Martha Association allowed for large-scale dissemination of the Lifestyle Test, while cities like Florence in Italy incorporated the Lifestyle Test into broader sustainability campaigns. Germany, too, found success working with cities like Wuppertal and Solingen to integrate the Lifestyle Test into local sustainability initiatives. Estonia strategically used government partnerships at the right political moment, notably with the City of Tallinn and Tallinn's Green Capital 2023 campaign, "Rohekompass," which provided significant outreach. Additionally, Türkiye heavily made use of their relationship with the mayor in Izmir and municipal departments, which led them to have more credibility in promoting the Lifestyle Test in the city.

These city partnerships proved highly effective in engaging citizens and integrating the test into broader climate action strategies, making them a valuable model for future EU-level expansions.

However, not all countries found immediate success in securing municipal partnerships. Greece, for example, encountered bureaucratic delays and shifting political priorities that limited commitments from local governments. Similarly, Portuguese municipalities were initially hesitant to see the value of the Lifestyle Test until the concept of custom URLs was introduced, allowing for tailored data collection and feedback.

This highlights the importance of relevant value propositions for policymakers (i.e. data), sustained follow-ups, and effectively utilizing pre-existing relationships in the sector.

Industry Engagement: Companies, especially those with sustainability goals, were another key focus. In Finland and Italy, large corporations were engaged as multipliers, using the Lifestyle Test to enhance employee engagement with sustainability. Finland's partnership with Eläkeliitto and Italy's custom URLs for businesses allowed these organizations to gather valuable (anonymised) data on employee carbon footprints, aligning corporate interests with the goals of the Lifestyle Test. Moreover, Germany's collaboration with companies demonstrated that the Lifestyle Test could serve as both an awareness-raising tool and a means to promote sustainable practices within organizations.

However, engaging businesses proved challenging in other contexts. For instance, the Greek team noted that businesses were slow to respond to collaboration offers, and Portuguese attempts to collaborate with sustainable stores yielded fewer test completions than expected.

While the above highlights the need for refined targeting and compelling value propositions (i.e. data) when approaching these groups in future campaigns, overall corporate partnerships showed potential for scalability. In particular, when integrated into broader employee engagement programs or corporate social responsibility initiatives.

Academia and Civil Society: Collaborations with educational institutions and civil society played a key role in several countries.

Educational institutions proved to be fertile ground for embedding the Lifestyle Test into curricula and sustainability workshops. In Slovenia, the Lifestyle Test was integrated into school programs, while in Türkiye, partnerships with high schools and universities led to the adoption of the Lifestyle Test as part of broader environmental education initiatives. Similarly, the Greek team worked extensively with educational institutions to promote the Lifestyle Test, conducting workshops and organising events that targeted both students and faculty.

Civil society played a key role, particularly in Greece, Türkiye, Estonia, and Slovenia, where they leveraged their grassroots networks to engage communities in sustainability efforts. For example, in Türkiye, organizations like ESIAD helped organise events and workshops, promoting the test to broader audiences. Similarly, Slovenian NGOs integrated the test into community-driven campaigns, while in Greece they facilitated workshops that increased public engagement. In Estonia, collaboration with the Green Tiger Foundation (GTF), a sustainability network, provided extensive outreach, showing the value of leveraging existing civil society networks to deepen community engagement.

Similar to government and corporate outreach, engagement with academia and civil society proved effective when pre-existing relationships were strategically utilised, the Lifestyle Test could be embedded in their structures, and that the value proposition was clear (i.e. data).

THE BIGGER PICTURE: SUMMARY AND IMPLICATIONS FOR EU SCALE-UP

The pilot countries' experiences with the Lifestyle Test revealed several key insights for scaling the initiative across the EU. While digital marketing, influencer collaborations, and strategic partnerships all showed promise, the most impactful engagements were those that combined both digital and in-person elements and fostered deep, long-term relationships with partners.

Marketing activities value

A major takeaway is the need to balance digital outreach with in-person efforts. Social media campaigns are essential for broad awareness, but in-person events provide deeper engagement. Countries like Portugal and Türkiye found in-person interactions highly effective in driving test completions, while Finland and Italy expanded reach through digital marketing and influencers.

Resource allocation also remains a challenge for both. While in-person events are impactful, they are resource-intensive in regards to time it takes to prepare and time it takes to talk to each participant. Digital

campaigns offer greater scalability options on the platforms, but lack the personal touch needed for deeper engagement and require high budgets for paid advertisements.

Partner/lead value

Municipalities and businesses emerged as crucial partners. Cities offer direct access to citizens, while companies provide opportunities for employee engagement through sustainability initiatives. Academia/civil society additionally supported with engaging users from the grassroots level. These partnerships not only increase reach but embed the Lifestyle Test in ongoing sustainability efforts. Additionally, traditional media partnerships (i.e. journalists, radio/TV outlets) help raise awareness, build credibility, and provide a foundation for more targeted outreach.

The pilots revealed that the Lifestyle Test must offer tailored solutions to various stakeholders. Municipalities, businesses, civil society, and educational institutions each have different needs. Individualized trainings and custom URLs for data collection were highly effective in several countries and should be further developed to meet the diverse expectations of these groups.

Concluding Remark

Moving forward, it will be important to refine digital strategies, specifically their centralization on well-established accounts and the budget allocated for paid advertisements. Influencer marketing should also be further looked into, particularly in reaching new audiences. At the same time, partnerships with local governments, businesses, and academia/civil society will be critical in embedding the Lifestyle Test within long-term sustainability strategies, ensuring that its impact extends far beyond the initial test completion. By leveraging these insights, the Lifestyle Test can support the EU's efforts in promoting sustainable lifestyles to citizens across the continent.

Guidance for EU Scale-up

The experiences from the eight pilot countries provide **valuable insights for scaling up the Lifestyle Test across the European Union**. Drawing from shared commonalities and unique challenges in Estonia, Finland, Germany, Greece, Italy, Portugal, Slovenia, and Türkiye, the following guiding principles aim to support effective scaling, maximising reach, and deepening local engagement.

10 GUIDING PRINCIPLES FOR EU SCALE-UP

1. Tailor Approaches Based on Local Cultural Contexts: Each country's unique socio-political context influences how citizens respond to sustainability initiatives. For example, Portugal did not have another carbon footprint calculator so easily available in their market and Finland already had established the Lifestyle Test in their market before the project started. Moreover, for Türkiye the Lifestyle Test fit in the local political scene at the time, while in Greece the election period made it difficult to get political commitment and in Estonia the strong backlash against EU-led sustainability efforts/regulations as well as its history complicated its outreach campaigns. A flexible approach that adapts the Lifestyle Test and its promotion to local cultural and political realities is critical for scaling across the diverse EU landscape.

2. Utilise Traditional Media for Wider Reach: Press releases, media articles, newsletters, and TV/radio campaigns were effective tools in some pilot countries, particularly where digital engagement was lower, such as Greece and Portugal. Slovenia, for example, made use of local podcasts and morning shows to spread the word on the Lifestyle Test in their community. While traditional media may not directly convert to many test takers, it increases visibility and credibility for the Lifestyle Test, the project, and even the local partner. For an EU-wide scale-up, partnerships with both local and national media outlets should be prioritized to enhance the Lifestyle Test's legitimacy and broaden its audience.

3. Centralise Digital Marketing Campaigns: Centrally managed digital campaigns, like those implemented in Finland, should be prioritised. Centralised campaigns allow for consistency in messaging, and the platforms allow for targeting very specific geographic/demographic audiences. Ensuring that content is visually appealing and localised for the specific countries will maximise engagement. Additionally, combining the campaign with key seasonal or sustainable events/dates can help. However, two important points must be considered: 1.) the channels used must already have a large follower count and correlate with the target audience desired; 2.) the campaigns are paid advertisements, so resources must be sufficiently allocated.

4. Invest in Influencer Marketing: Finland and Italy demonstrated the high potential of influencer marketing. Collaborating with sustainability influencers expanded the Lifestyle Test's reach to new audiences, particularly among individuals less familiar with sustainability topics. Careful selection of influencers to align with the project's values is crucial. Expanding this strategy by allocating resources could significantly boost engagement, especially amongst digitally aware groups.

5. Balance Between Digital and In-Person Engagement: The pilots underscored the importance of both digital campaigns and face-to-face interactions. While digital outreach is scalable and reaches a broader audience, in-person events provide more meaningful engagement, especially in countries like Portugal, Estonia, and Türkiye. The EU scale-up should ensure that local teams have the resources to run both digital campaigns and resource-intensive, impactful in-person workshops.

6. Prioritize Partnerships with Local Governments: Municipalities serve as key access points for engaging citizens in sustainability initiatives. Many pilot countries, like Türkiye, Estonia, and Italy, found that municipal partnerships helped embed the Lifestyle Test within local climate strategies and/or context. Scaling efforts should build on these partnerships, offering tailored solutions such as custom URLs for data collection. Furthermore, continuous engagement and follow-up are essential, particularly in regions where the political scene is shifting or challenging to penetrate.

7. Offer Clear Value Propositions to Industry Partners: Corporate partnerships can drive sustainability from within organisations, as seen in Finland and Germany. Providing businesses with anonymised data on their employees' carbon footprints and offering sustainability workshops tied to the Lifestyle Test strengthens these relationships. Demonstrating the business case for sustainability, such as economic value or corporate social responsibility, will enhance corporate participation in future EU campaigns.

8. Leverage Civil Society Networks for Grassroots Engagement: Civil society organisations, especially in Estonia, Greece, Slovenia, and Türkiye, played a vital role in reaching communities at the grassroots level. NGOs and local community groups can facilitate broader test adoption by embedding it into ongoing sustainability initiatives. Scaling efforts should focus on identifying and leveraging existing networks that have trust and influence within their communities.

9. Customise Engagement for Different Stakeholders: Different stakeholder groups—municipalities, businesses, civil society, and academia—each have unique needs. The Lifestyle Test should be presented as a tool tailored to the interests of each group. While data remains fully anonymous, custom URLs for businesses, for example, allow organizations to track employee engagement. Likewise, workshops in educational institutions, as done in Slovenia, deepen the involvement of young people. Personalisation increases stakeholder buy-in and the overall effectiveness of the campaign.

10. Monitor and Evaluate Ongoing Impact Continuous monitoring of the Lifestyle Test's reach and effectiveness is essential for a successful scale-up. Pilot countries found that tracking test completions and using feedback to refine strategies was crucial for growth. Expanding this evaluation framework to the entire EU will ensure that campaigns remain relevant and responsive to user needs. Data gathered through the Lifestyle Test should be regularly reviewed and shared with stakeholders to maintain momentum. Finally, it would be interesting to monitor the time lag of different types of marketing activities converting into test completions.

CONCLUSION

The EU scale-up of the Lifestyle Test will require a multifaceted approach that leverages partnerships, balances digital and in-person engagements, and tailors initiatives to local contexts. The pilots demonstrated that partnerships with local governments, industry, and civil society are particularly effective in embedding the test within long-term sustainability efforts. Traditional and digital media campaigns, alongside influencer marketing, will be key to raising awareness and driving engagement at scale. Tailoring these approaches based on each country's unique cultural and political context is essential for success. By following these guiding principles, the Lifestyle Test can become a central tool for promoting sustainable lifestyles across the EU.

The Lifestyle Test in 8 Pilot Countries: The Cases

The **PSLifestyle project** was deployed across eight pilot countries—**Estonia, Finland, Germany, Greece, Italy, Portugal, Slovenia, and Türkiye**—with the goal of encouraging citizens to adopt more sustainable lifestyles through the use of the Lifestyle Test. Each country's implementation of the Lifestyle Test was shaped by unique local contexts, marketing activities, and stakeholder partnerships. This section presents case studies from these pilot countries, detailing the experiences, challenges, and best practices that emerged during their campaigns. Each case study was directly written by the local partner(s) that deployed the pilot in the country.

Each case study begins with **Introducing the Case**, providing the background and context necessary to understand the specific marketing and partnership activities carried out in the country. This section highlights the unique differentiation of each pilot, providing the background context on why and/or how each country adapted the Lifestyle Test to resonate with local citizens.

Next, the case studies focus on the **Marketing Activities Value**, reflecting on what was planned versus what was actually implemented. Each country assesses what marketing strategies worked well, and which were less effective. This section examines both traditional and digital marketing tactics, providing lessons learnt in driving user engagement with the Lifestyle Test. The goal here is to offer insights into the successes and challenges of marketing efforts in each local context.

Following this, the **Partner/Lead Value** section looks at the efforts to engage with key stakeholders and build partnerships or leads. This section provides an analysis of what was done versus what was planned in terms of partnership building, highlighting the activities that succeeded in engaging local policymakers, industry, civil society, and academia. Countries also discuss what could have been improved in fostering stakeholder relationships and the overall impact of these partnerships on the Lifestyle Test's adoption.

Finally, each case study concludes with **The Bigger Picture**, where countries reflect on which activities had the best return on investment, and which would be worth investing more in if scaling up. This section uses the lessons learnt to recommend which marketing activities and partnerships had the highest impact and potential for growth. The insights from this section will help inform future strategies for scaling the Lifestyle Test beyond the initial eight countries, providing guidance for maximising value and impact in a wider EU context.

Estonia (Partner: Green Tiger Foundation)

INTRODUCING THE CASE

As a digitally advanced nation with a tech-savvy population, Estonia would seem to be an ideal country to integrate tools like the Lifestyle Test into everyday life. Combine this with the nation's desire to catch up with the progress of its Scandinavian neighbours, particularly Finland, and Estonia should have a winning case.

On the other hand, Estonia, like other former communist societies, has seen a rise in consumerism as a symbol of freedom and progress. This historical legacy presents unique challenges in promoting sustainability, as consumerism is often seen as a hard-won right rather than a lifestyle choice to be moderated.

The main dissemination partner in Estonia is the Green Tiger Foundation (Rohetiiger, GTF), a cross-sectoral cooperation platform uniting over 90 organisations committed to accelerating sustainability efforts. GTF serves as the largest sustainability platform in Estonia, promoting cooperation between business, government, and civil society. Despite GTF's efforts, Estonia lacks a single, trusted public voice or spokesperson for sustainability, similar to Sitra in Finland. Industry lobbyists and many politicians have perpetuated narratives such as "we're so small that what we do doesn't matter", making it difficult to advance sustainability initiatives at the national level. No one has yet been able to make a compelling, unified case for sustainability across Estonian society.

Prior to the Lifestyle Test, Estonia did not have a widely used or up-to-date carbon footprint calculator. This absence presented an opportunity to introduce a cutting-edge, free tool, tailored to the local context, to promote greater public understanding of individual environmental impact. The team was confident that a level-headed, science-based footprint test would bring clarity to the public discourse and inspire action.

MARKETING ACTIVITIES VALUE

The Estonian team used a variety of marketing activities to promote the Lifestyle Test, focusing on events, conferences, trade fairs and digital media. The team's efforts can be categorised as follows:

Partnership with the City of Tallinn: One of the most important marketing partnerships was planned with the city of Tallinn, which was awarded the prestigious title of European Green Capital 2023. Due to development delays, the Lifestyle Test was instead integrated into a broader city-led campaign called Rohekompass.ee, which promoted sustainable actions to citizens. This campaign attracted over 15,000 users, of which around 800 were directly linked to the LifestyleTest.eu for suggestions and footprint calculations.

Official Launch at NEXPO: The official public launch of the Lifestyle Test in Estonia took place at the international sustainability fair NEXPO in November 2023 and the accompanying conference "Elephant in the Room". This high-profile event allowed the team to introduce the Lifestyle Test to a wide audience, including industry experts and sustainability advocates.

Social media campaigns: The team promoted the Lifestyle Test on Facebook through both paid and organic posts to maintain visibility among audiences interested in sustainability. Despite these efforts, the

promoted Facebook posts and stories generated an average of only 50-100 engagements per post, with limited conversion to completed tests. Recognising the limited impact, the team is developing a new social media campaign to increase online engagement, focusing on more compelling visuals and targeted messaging.

Engagement at events and conferences: The team attended eight sustainability-related events, both in-person and online, to raise awareness and educate potential users about the Lifestyle Test's capabilities. In April and May, many organisations held health and environmental awareness weeks, during which the Lifestyle Test was showcased and promoted internally within 28 GTF member organisations. Presentations at regional business centres in Tallinn and Pärnu demonstrated how organisations can use the test to engage employees and customers in sustainable practices.

Key date media coverage: The team ran campaigns on key dates such as Earth Day and Estonia's Overshoot Day (8 March). The media outreach on Overshoot Day resulted in coverage on the evening news of a commercial channel, leading to 500+ tests being taken - the best media coverage and user engagement achieved to date at no cost. This success highlighted the effectiveness of mass media support.

Media outreach challenges: Efforts to secure appearances on various TV channels since Overshoot Day coverage have been unsuccessful, highlighting the challenges of gaining media traction in a crowded or resistant media landscape. Competing news priorities have hampered our ability to reach a wider audience through traditional media.

Success with group activities: The Estonian team found that integrating the Lifestyle Test into group activities in conjunction with media campaigns was the most effective engagement strategy. When people take the test together - in workshops, events or organisational settings - they discuss the questions, share suggestions and strategise together. Feedback shows that this approach leads to more positive and hopeful attitudes towards sustainability issues, increasing motivation to adopt sustainable practices.

Insights and lessons learned:

What worked well: Partnerships with organisations and group activities significantly increased engagement and test completion. Media coverage of key environmental dates proved effective in driving user participation.

What didn't work well: Attempts to engage influencers had limited impact due to a small influencer community and potential reputational risks.

Lessons Learned: Personal interaction and community-based approaches resonate more with our target audience than digital advertising alone. Aligning campaigns with key dates and integrating activities into existing organisational events increases effectiveness.

PARTNER/LEAD VALUE

Estonia's main focus was to involve the 90+ member organisations of the GTF and the partners of the Let's Do It Foundation. By involving these partners, they aimed to create a multiplier effect, whereby the Lifestyle Test would reach not only the staff of the partner organisations, but also their wider client base.

Partnerships and their impact

Members of the Green Tiger Foundation: While initial success has been modest, the team is optimistic that an improved narrative that captures the pulse of society will increase engagement. By offering tailored support through the data dashboard, they can provide organisations with actionable insights, increasing their incentive to promote the Lifestyle Test to their stakeholders.

City of Tallinn: The partnership with Tallinn, despite challenges, used the city's status as European Green Capital to promote the Lifestyle Test. Although the Rohekompass.ee campaign attracted more users to the broader sustainability campaign tool than to the Lifestyle Test itself, it provides an excellent case study of a unique marketing approach that uses Lifestyle Test information and calculations at its core.

Local governments and communities: Recognising the growing interest of local authorities, they plan to engage more city governments and municipalities with a revised campaign narrative. By aligning their promotions with their focus on circular economy and bio-waste management, they aim to demonstrate direct relevance and benefit, making the test more attractive to municipal partners.

Challenges and mitigation strategies

Scaling user engagement: Despite participating in high-profile events, mass user adoption requires mass media coverage, particularly on television. The team recognises that achieving this level of exposure cannot be achieved by partner organisations alone and will require a broader, concerted effort.

Resource limitations: Limited resources have constrained our ability to undertake extensive media campaigns. To mitigate this, the team focuses on cost-effective strategies such as group activities and leveraging existing events.

THE BIGGER PICTURE

Looking ahead, the Estonian team plans to focus on activities that deliver both reach and engagement, while adapting to the new socio-political context in Estonia.

Adapting the message

Economic and political conditions have necessitated a change in approach. There is a strong backlash against EU-led sustainability efforts and regulations, with ESG issues sparking intense debate. Their initially optimistic approach has struggled in this environment.

In response, they are moving towards a more stoic, non-confrontational narrative around 'good deeds matter'. This approach aims to be inclusive and inviting, encouraging people to join them on a collective journey towards sustainability, hopefully without provoking defensive reactions.

Future strategies

- *Exploring new influencers:* Given the challenges with traditional influencers, the team plans to seek out different types of influencers not directly associated with wellness or sustainability. These may

include business leaders, community figures or personalities who can reach a wider audience without the associated risks.

- *Debunking sustainability myths:* They intend to adapt their original idea of producing 'sustainability myth-busting' video content by involving a diverse range of messengers, such as real business and community leaders. This strategy aims to dispel misconceptions, challenge negative narratives and provide credible voices that resonate with the general public.
- *Emphasising community engagement:* Future efforts will build on the success of group activities. By promoting and organising more collaborative events and organisational challenges, they hope to replicate the positive results seen when participants engage collectively with the Lifestyle Test. The team plans to organise community challenges where groups compete to reduce their collective carbon footprint, fostering a sense of camaraderie and shared purpose.
- The Estonian team aims to work with at least 10 communities in the spring of 2025, potentially reaching an additional 10,000 citizens.

Despite the initial challenges of achieving widespread adoption, they received a lot of positive and encouraging feedback on Lifestyle Test, particularly through group engagement and aligned partnerships. With refined strategies and a focus on collective action, they are optimistic that the Lifestyle Test has a potential to become a catalyst for sustainable change in Estonia.

Finland (Partner: Sitra)

INTRODUCING THE CASE

Finland's case regarding the Lifestyle Test is unique compared to the other PSLifestyle project member countries, due to the fact the first iteration of the Lifestyle Test was originally released in Finland already in late December 2017. The widespread success of the original Lifestyle Test – more than 1.5 million tests made in a country of 5.5 million inhabitants – resulted in growing interest towards a similar product in other countries outside of Finland. This interest ultimately led to the creation of the PSLifestyle project and the release of the new and improved Lifestyle Test that built on the success of its predecessor.

Due to the original Lifestyle Test's overwhelming success, the test itself had already become more or less 'mainstream' in Finland and saw a steady flow of organic traffic each month. This existing traffic and general popularity and widespread recognition of the Lifestyle Test allowed the Finnish PSLifestyle project team to aim for a rather ambitious goal of 500,000 tests taken and 50,000 plans created until the end of the project in September 2025. Additionally, due to the widespread popularity of the Lifestyle Test in Finland, the Finnish team could brand the launch of the PSLifestyle project's Lifestyle Test in August 2023 as the '*Renewed Lifestyletest*' (*Uudistettu Elämäntapatesti* in Finnish) and focus on promoting the new features of the test – such as the personalised action recommendations and the plan functionality – instead of creating a launch campaign for an entirely new product.

The Finnish team's goal from the get-go has been to broaden the market for carbon footprint calculators and promote sustainable lifestyles. They do not primarily view themselves as competing with similar tools in Finland or Europe; instead, they seek to attract users who might otherwise not use any such tools or otherwise find out about the effects of their lifestyles on the environment. The differentiation lies in the Lifestyle Test's casual and quick usability, unlike most other similar tools available in Finland. Moreover, the Lifestyle Test is backed by the promise that each time an individual uses it, their clicks are counted and contribute to enhancing the underlying anonymous data pool. This, in turn, helps society progress to be more positive and sustainable in general.

A major part of Finland's launch activities was ensuring a smooth transition from the old Lifestyle Test to the new one, in particular keeping the organic traffic that the original test had reached each month. Another major part of the launch marketing was utilising Sitra's own channels, such as newsletters, sitra.fi website, and social media channels. Because of the existing organic traffic and the chance to reach a relatively large number of Finnish citizens through Sitra's own channels, the Finnish team decided to prioritise partnerships that 1) could directly engage citizens to take the Lifestyle Test and especially to create a personal plan, and 2) lead to long-term activity, such as the Lifestyle Test being used in learning materials or a long-term commitment to use the test in an organisation.

Moreover, the Finnish team has found great success in paid social media ad campaigns and in particular collaborations with social media influencers. Future plans include further ad campaigns promoting updates of the Lifestyle Test (such as the new results page with the 'MyProfile' feature) as well as possibly doing another round of influencer campaigns in late 2024/2025.

MARKETING ACTIVITIES VALUE

The Finnish team tried out various marketing tactics to reach more audience for the Lifestyle Test. They had various social media marketing campaigns, two bigger influencer campaigns, many blogs and articles written on Sitra's website and collaborations with different organisations.

Social media and especially **Meta-marketing** were their "core" marketing efforts to get more users to the Lifestyle Test. With **social media marketing campaigns**, they focused on time or event specific marketing. They organised campaigns for example for Finland's Overshoot Day in April 2024, Black Friday in November 2023, and around New Year 2024. Every campaign consists of one to three ads and one or two copy texts, and the main channels have been Facebook and Instagram.

Results: These campaigns have been very successful, and the cost per result has been very low.

- The price for the link click has been **at the cheapest 0.09 euros** (Overshootday-campaign 2024) and highest 0.26 euros (Black Friday 2023 when the marketing prices are quite high because of the number of advertisers).
- With Meta-marketing Finland has managed to **reach almost 640,000 people** who have seen the ads and from these **58,000 have clicked to the test**.

Insights: From the Finnish experience, the key to success in social media marketing is to have an eye-catching picture/ad and well thought copy text (with a little word play, joke etc.). The downside for social media marketing is that moderating the comments to the ads takes a lot of time. For future campaigns they have considered focusing exclusively on story-ads to avoid this issue.

The Finnish team also organised **two social media influencer campaigns** with different target groups. After the launch of the renewed test, they focused on people who are already interested in sustainability. Thus, they collaborated with six small scale influencers (1,500-20,000 followers) who focus their content on sustainable lifestyles. The team got very valuable feedback about the Lifestyle Test from this campaign and reached almost 100,000 people with influencers' content.

In April 2024, the team **collaborated with influencers for Finland's Overshoot Day**. They selected influencers with a more mainstream audience and bigger than average carbon footprint to reach new audiences. Their aim was to reach people who are not familiar with sustainability, who might have an above average carbon footprint and who do not know their lifestyles' impact on the natural environment. In their content influencers did the test, presented their results, and considered how they could lower their own carbon footprint.

Results: This campaign was successful and managed to reach a lot of new people who were not familiar with the Lifestyle Test before.

- Almost **170,000 persons** saw the influencers' content and Finland got almost **20,000 tests** from this campaign.
- Together with the Meta-marketing Finland reached almost **59,000 tests during April 2024** which is over 40,000 tests more comparing to the previous months.

Feedback: The team also got some critical feedback for collaborating with influencers who are not a perfect brand match for Sitra, who consume a lot and advertise also non-sustainable lifestyle. However, the team considered that with these kinds of collaborations they can have more impact than reaching out to people who already have a moderate carbon footprint.

Insights: To gain an even bigger impact, in the future the Finnish team are planning to have a longer-term collaboration with some influencer(s) who would be willing to change their lifestyles to make them more sustainable. The team could follow their journey for example 6 months, and then would share their experiences and struggles and make the lifestyle change more relatable to their audience.

Finland has also published **articles and blogs** that deal with sustainable lifestyles and share insights from the Lifestyle Test data. These articles then link to the web app and encourage people to find out their carbon footprint. Articles are published on the Sitra.fi-website and shared through Sitra's social media channels. For example, in January 2024, they released a batch of "stickers", which could be shared with stakeholders, partners, and specific target groups.

The Finnish team also planned a **radio marketing campaign** to advertise the Lifestyle Test. However, as of now, they are unsure about the impact of radio ads and if it's worth the cost. Additionally, their prior plan was to have more constant Meta-marketing to direct traffic to the test, but because of the limited resources, they did not have time to implement this plan in the end.

After the successful Overshoot Day campaign, Finland did a **smaller scale Meta-campaign** in August marketing the new MyProfiles-action and is planning to have another round using the same ads in October 2024. For the fall 2024 Finland is planning a bigger marketing campaign around Black Friday which would include influencer collaboration and Meta-marketing. At the moment, Finland will focus on getting more users to the test, but in the future, they aim to direct the traffic to the plans themselves as they have a bigger impact on people's behaviour and lifestyle changes.

PARTNER/LEAD VALUE

The Finnish team decided to aim for **partnerships that could directly engage Finnish citizens** to take the Lifestyle Test and create a personal plan, and perhaps even more importantly generate long-term activity with the web app that would ideally lead to lasting behavioural change. The team organised a stakeholder workshop in October 2023 with the goal of attracting potential partners who could commit to a longer-term engagement with the Lifestyle Test in their work with their own external stakeholders. The event was successful and included promising discussions and preliminary plans for cooperation with multiple different stakeholders:

- *Eläkeliitto (The Finnish Pensioner's Foundation)*: including content for their magazine (120,000 subscribers) and other content with the idea to challenge their members and follow progress;
- *Martat (The Martha Association)*: including a joint workshop for their anniversary seminar;
- *Kierrätyskeskus* (chain of second-hand shops in Finland): including sharing the Lifestyle Test in their newsletter;
- *One or more municipalities in Päijät-Häme*: expressed interest for creating a 6-month sustainable lifestyle programme for some citizens. It would include climate and biodiversity action, and the goal would be to document progress and share best practices;
- *Partiolaiset (Scouts of Finland)*: possibly interested in using the Lifestyle Test as a handprint action in their carbon neutrality programme.

Out of these potential leads, the partnership with Eläkeliitto was established and they shared their customised Lifestyle Test URL with their magazine subscribers in the April 2024 issue. Additionally, a more focused "challenge campaign" has been tentatively planned for autumn 2024, where Eläkeliitto would challenge a smaller group (~30-50) of their most active members to create a plan in the Lifestyle Test and follow up on their plan for a 3-6 month period, after which they would be interviewed about the

experience and an article would be published on both Eläkeliitto and Sitra's platforms about the challenge campaign.

Sitra's team also organised two additional meetings with representatives from the Päijät-Häme region about a possible partnership with the "wellbeing coordinators" from different Päijät-Häme municipalities. Sitra presented the Lifestyle Test and all accompanying marketing/communications materials, including the possibility to create a custom URL for the coordinator's needs, but no further concrete actions resulted from those meetings. The other three potential leads (Martat, Kierrätyskeskus and Partiolaiset) did not yield further results in terms of partnerships, although these leads could be revisited at a later stage, e.g. in early 2025.

In addition to the partner leads from the stakeholder workshop, the Finnish team engaged with the Finnish teacher's union and created ready-made teaching materials about the Lifestyle Test that any teacher in Finland could freely use in their own classes. This engagement included two webinar presentations where the Lifestyle Test and the accompanying teaching materials were introduced to an audience of around 100 Finnish teachers. The webinars were well-received and garnered positive feedback from the participants. Several teachers expressed their interest in helping co-create more thorough and advanced Lifestyle Test-related teaching materials. We have tentative plans to possibly repeat such presentations in late 2024/2025, and possibly update our teaching materials with the help of Finnish teachers at a later stage.

On top of the above-mentioned partnerships that were the result of the stakeholder workshop, Sitra was proactively approached by the region of North Savo, who asked to utilise the Lifestyle Test as part of their SISU sustainable lifestyle campaign whose goal is to inspire and activate the citizens of North Savo to try out more sustainable lifestyles. Sitra has created a custom URL and automated bi-weekly reporting for the SISU campaign coordinators. Additionally, Sitra has funded an online sustainability course by an organisation called Jalotus, who have included the Lifestyle Test as part of their course materials.

Looking back at all of the activities related to partnerships and stakeholder management, the **number one lesson learnt** is to not underestimate the **time and effort required** to craft and spread key messages, build interest towards the product, generate leads, and, finally, to develop those leads into concrete partnerships and long-term collaborations with stakeholders that are nurtured and maintained to maximise their impact and effectiveness. This lesson became evident in the weeks and months after the Sitra stakeholder event in October 2023: while there was a relatively high amount of interest in the event itself, leading that interest to real, concrete partnerships proved to be difficult and time-consuming. Establishing and maintaining regular and engaging communications with the potential partner seems to be the most important key factor to consider for maintaining the momentum that is achieved during initial discussions.

Another major learning is that while the planning and kicking off different partnership activities can be difficult and time-consuming, **keeping track of how the activity is progressing** and what kinds of results it is yielding adds another layer of complexity to the whole process. One concrete partnering plan for the future that could address this challenge could be to fund an external partner organisation who could use and disseminate the Lifestyle Test in their own work with different stakeholder groups over a longer (e.g. 6 months) period of time. One such example organisation in Finland could be Nuorten Akatemia (Youth Academy in English), an organisation that actively promotes youth participation by collaborating with schools and other educational institutions and offers businesses and organisations opportunities to work with young people. In this hypothetical example case, Sitra could fund Nuorten Akatemia to freely use the Lifestyle Test in different events, idea labs, workshops, learning materials, and publicity campaigns all over Finland over a few months. This would reduce the amount of hands-on guidance and directing from Sitra's

part, freeing up our time for other important project activities. However, such a partnership would obviously come with other, mainly budgetary, considerations that need to be carefully weighed.

THE BIGGER PICTURE

In the future, on marketing actions the Finnish team will focus on a few bigger **influencer collaborations** and support these with more frequent social media marketing. For bigger impact, it is useful to collaborate with popular influencers with big audiences – this way it's possible to reach new audiences. It is very important to pick the right influencers for the collaboration and check their background well. It is also useful to know their engagement rate to get better results. In the future, a longer-term collaboration with some influencer(s) should be considered.

In **Meta-marketing**, the case in Finland showed that “less is more”. Ads should be planned visually and copy-wise well, but it is also enough to have one good ad and one or two copy texts for each campaign. Also, attaching social media marketing to specific dates or events works well. Meta-marketing gives a steady stream of traffic to the test, but it is not necessarily the most impactful way to change people's lifestyles. It is best to use it as a supportive tool and try to impact people also with other means.

To reach new audiences and have a more powerful impact on people's behaviour, it would be important to focus on **partnerships and stakeholders**. The Finnish team will aim to reach out to a wide range of different groups with mass email and present the Lifestyle Test to organisations who they could work with. However, getting and maintaining new partnerships takes time and resources, which the team has lacked during the past months. Even though partnerships can have a strong impact, the results can also be quite minimal depending on the partner. Despite this, the team wants to put more effort into gaining new partnerships in the future.

Dividing efforts between “**high-touch**” and “**low-touch**” **partnerships**, i.e. partnerships that involve varying degrees of hands-on planning, guidance and nurturing from Sitra, would be the goal. Ideally, Sitra could reach these so-called low-touch partnerships via mass emails and propose a general template for partnership activities, and in addition maintain 1-3 high-touch partnerships with more involved and personalised collaboration activities. Funding an external partner to use the Lifestyle Test in their work the best way they see fit, like the Nuorten Akatemia example case discussed in the previous chapter, could be an interesting partnership idea to look further into. As of July 2024, the Finnish team does not yet have concrete plans for additional partnership activities in addition to the existing ones described in this deliverable.

Germany (Partner: CSCP)

INTRODUCING THE CASE

In Germany, the growing consumer awareness of sustainable lifestyles is leading to a significant shift in purchasing behaviour, with more individuals prioritising environmentally and socially responsible products and services. This trend is driven by increasing concerns about climate change, environmental degradation, and a heightened awareness of collective social welfare. Despite these positive developments, sustainability has yet to achieve mainstream status, indicating a need for more robust engagement strategies to foster widespread behaviour change.

Recognising this challenge, various market players and organisations in Germany are launching initiatives aimed at closing the gap between sustainability awareness and action. To effectively implement these initiatives, it is crucial to gain first-hand knowledge of the local barriers and opportunities for sustainable living. Additionally, employee engagement has emerged as a key factor in the successful adoption and implementation of new sustainability ideas and solutions within organisations. By increasing awareness among employees, organisations can enhance buy-in and foster a culture of sustainability, encouraging employees to consider sustainability principles in their daily work.

The Lifestyle Test pilot in Germany is designed to address these needs and trends by offering a unique tool that not only measures individual carbon footprints but also provides ongoing engagement opportunities and actionable support to help users reduce their carbon footprints. Unlike other carbon footprint calculators in the German market, which often stop at measurement, the Lifestyle Test goes further by enabling users to take tangible steps toward sustainability. Furthermore, the Lifestyle Test offers the capability to generate custom URLs, allowing organisations to narrow down utilisation and data aggregation to specific target groups, such as residents of a city, employees of a company, or students at a university. This feature supports organisations in gaining a deeper understanding of the behaviours and needs of their specific audiences, enabling them to offer tailored sustainability solutions.

Given this current landscape in Germany, where no single carbon footprint calculator has achieved widespread adoption, the market is particularly receptive to innovative tools like the Lifestyle Test. The German case aims to capitalise on this openness by demonstrating the unique value of the Lifestyle Test through strategic marketing and partnership activities. By differentiating the offering with its comprehensive engagement features and tailored insights, the German team was well-positioned to establish the Lifestyle Test as a leading tool for promoting sustainable living in Germany.

MARKETING ACTIVITIES VALUE

CSCP implemented a range of marketing strategies to promote the Lifestyle Test in Germany, focusing primarily on its dissemination at events, conferences, and fairs, as well as through social and digital media. A dedicated German landing page was created to cater to the national audience, and communication toolkits were developed and shared with various groups, including citizens and influencers.

In practice, the Lifestyle Test in Germany was promoted at several **key events**, such as the Climate Dialogue involving 21 schools in Solingen in May 2023, the Kimiko Festival in Aachen in June 2023 with 2,000 participants, and the Sustainability Festival in Solingen in August 2023, which attracted 1,000 participants and 60 exhibiting organisations. The Lifestyle Test was also featured at the online event Wissenschaft im

Wohnzimmer through the Alfred-Wegener-Institut, garnering over 100 streaming participants, and at an online workshop in cooperation with the German Agency for Sustainable Development in October 2023. Additionally, at the Eurotowns General Assembly in November 2023, the Lifestyle Test was presented to European municipalities, including 20 small and medium cities. In summer 2024, it was then promoted at various festivals in German cities, including the Sustainability Festival in Berlin, the Sustainability Festival in Solingen, and the Wuppertal City Fair, engaging with over 250,000 attendees.

Additionally, **social media** played a critical role, with campaigns across Instagram, X/Twitter, LinkedIn, and Facebook through both PSLifestyle project and CSCP accounts, reaching a combined following of nearly 12,000. German translations were also provided for ad campaigns run by Sitra in May 2024. The Lifestyle Test was featured in five articles and one newsletter on the CSCP website, which attracts 50-60,000 visitors annually, and in the newsletter, which reaches nearly 1,000 subscribers. The Lifestyle Test was further promoted through partner newsletters, such as the Greenovate Europe newsletter.

Finally, the German team engaged in national-level activities, including two press releases disseminated to over 270 German **media** outlets, and one with the Verbraucherinitiative, the largest German consumer association. The Lifestyle Test was also featured in their magazine “Verbraucher Konkret” in December 2023, which has a reach of 10,000 printed copies, plus an online version.

What worked well:

- *In-Person Events:* These provided valuable qualitative insights through direct interactions with citizens as they took the Lifestyle Test. This personal engagement proved effective in deepening the participants' understanding and connection to the initiative.
- *Event Partnerships:* Collaborating with event organisers to increase the Lifestyle Test's visibility, such as through main stage presentations (e.g., in Solingen) and social media promotions (e.g., in Wuppertal), was a positive strategy for enhancing engagement.
- *Centrally Run Social Media Campaigns:* For example, the WP2 campaign managed by Sitra, with visually appealing materials, saw better conversion rates from ad clicks to completed tests.

What didn't work so well:

- *Resource Intensity:* The in-person events, while providing quality interactions, were resource-intensive, focusing on depth rather than breadth. This limited the overall reach and number of participants.
- *Initial Social Media Campaigns:* Early campaigns struggled with low conversion rates from clicks to completed tests, indicating a need for better targeting or content.
- *Press Release and Newsletters Impact:* Despite broad dissemination, the direct impact of press releases and newsletters on increasing test completions remains unclear, suggesting a need for more targeted or engaging content.

PARTNER/LEAD VALUE

The German team conducted a comprehensive stakeholder mapping exercise, identifying 270 key actors and multipliers for promoting the Lifestyle Test. These stakeholders were contacted and provided with an information package that included a one-pager or pitch deck on the Lifestyle Test, social media content, and other communication materials like the toolkit mentioned earlier. While this outreach was broad, the German team also developed closer collaborations with several organisations, including Verbraucherinitiative and the Gemeinschaftsnetzwerk Nachhaltigkeit, which has featured the Lifestyle Test

on its website since September 2023. While the broad stakeholder outreach identified 270 actors, not all contacts resulted in active partnerships. The wide-reaching approach may have diluted efforts, leading to less effective engagement with some stakeholders.

The German team's partnering efforts focused on three main groups: cities, companies, and influencers.

City Partnerships: A specific focus is CSCP's partnership with cities, in which they are focusing on cities in their region including Wuppertal, Solingen and Remscheid, but also city associations such as Eurotowns, which disseminated the Lifestyle Test among its German members. During summer 2024, they ran an initial social media campaign with Solingen and Wuppertal connected to the city festivals detailed above, which they plan to expand to a greater regional multimedia campaign in the fall. Cities' proximity to citizens and their existing climate initiatives made them ideal partners for integrating the Lifestyle Test into local sustainability efforts. For example, the Lifestyle Test was successfully integrated into Solingen's sustainability website and app.

Company engagement: CSCP is also exploring partnerships with companies with which they already hold relationships with, to utilise the Lifestyle Test as a tool to engage employees with the topic of sustainability and sustainable lifestyles. The Lifestyle Test is being used as both a tool for raising awareness and fostering employee engagement, with the potential to encourage sustainability thinking within these organisations. This is facilitated through a custom URL that allows specific data collection for each company. This was first piloted within their own organisation, encouraging all employees to participate by taking the Lifestyle Test and implementing actions to reduce their carbon footprint. The first trial within CSCP proved successful in driving the number of tests and reaching higher engagement through the creation of plans, therefore further collaborations with other companies are being prioritised.

Influencer Collaboration: In addition, CSCP are also expanding their reach through marketing with social media influencers to share the Lifestyle Test with their followership. Through the more engaging format and proximity that influencer content provides they hope to reach committed and engaged Lifestyle Test takers. Initial exchanges with influencers focused on sustainability content have been promising.

THE BIGGER PICTURE

The German team invested heavily in physical events, which provided valuable direct feedback from users. However, due to the intensive resources required, these interactions have proven less scalable. Online events could reach more people at a lower cost, but the team has deprioritised them for now.

City partnerships, internal pilots with companies, and influencer collaborations have shown strong impact and high scalability potential. These activities offer the best return on investment and can effectively broaden the reach of the Lifestyle Test.

Cities provide direct access to citizens and can integrate the Lifestyle Test into sustainability initiatives. Expanding city partnerships could make the Lifestyle Test a standard tool in municipal programs regionally or nationally.

The internal pilot at CSCP showed that using the Lifestyle Test as an employee engagement tool effectively raises awareness and promotes sustainable practices. Scaling this approach to other companies could drive wider adoption and foster a sustainability culture.

Influencers, especially those with large, engaged followings, could significantly boost participation and engagement with the Lifestyle Test. Expanding influencer partnerships could further enhance these results, and something to be looked further into in the future.

Greece (Partners: EKPIZO and ATHENA-RIC)

INTRODUCING THE CASE

In Greece, when individuals type into search engines how to measure their carbon footprint, they get many results and pre-existing calculators. Since the summer of 2023, the Lifestyle Test is one of the calculators that can be found. The development of the Lifestyle Test through the PSLifestyle project marks one of the steps Greece is taking to reduce climate change through a comprehensive strategy to make its citizens live sustainably. This move is in line with global efforts to reduce carbon footprints and promote and adopt an environmentally friendly lifestyle.

What makes the Lifestyle Test unique and innovative for Greece compared to other carbon footprint calculators is the personalised actions proposed by the web app and then the personalised plan an individual can make with the actions they have chosen. The user can see directly from the Lifestyle Test the reduction of their carbon footprint and the change that helps the planet become more sustainable.

What makes the Greek Lifestyle Test unique compared to the other pilot countries is the difference in the questions and in the suggested actions. For example, the different climate in Greece makes the Lifestyle Test include questions and actions for warm and cool weather. An Individual can see a more comprehensive online application depending on the difference in climate in Greece.

To ensure successful awareness of the Greek Lifestyle Test, to achieve the PSLifestyle project KPIs and to bring about a change to a more sustainable lifestyle by the users who take the test and make their own plans, various marketing and partnership activities were undertaken and summarised below.

MARKETING ACTIVITIES VALUE

Market Research and Segmentation: Extensive market research was conducted to identify the key demographics and preferences of the users who would take the Lifestyle Test, with campaigns designed afterwards. The goal of the research was to look at the trends of different generations to better communicate with different types of people and find the best ways to reach each target group. Identifying the target segments and their preferences helped the Greek team develop their local marketing strategy and produce the right messages for each segment.

Content development (communication material): Following the development of the marketing strategy and the identification of actions, the Greek team went on to develop the content, communication material and messages they wanted to feature. During this time period, a lot of communication material was produced: Business cards, t-shirts, a QR Code, bags, banners, flyers, posters, card trees, notebooks, pens, lanyards, images/photos for social media and websites, banners for websites, a slider for a website, and press releases.

Email campaigns and newsletters: A large number of emails (around 2,000) were sent to established contacts of the Greek partners. Each email list included different types of audiences, so tailored messages were developed to better reach and attract audiences and to increase engagement and call to action (i.e. Take the Lifestyle Test). The email campaigns appeared to be more responsive than others and the number of trials conducted increased rapidly. At the same time, professional newsletters were sent by both Greek

partners in order to increase awareness of the online application. The newsletters were moderately successful compared to the email campaigns.

Social media campaigns/posts: The Greek team launched social media campaigns by posting content on Facebook, Instagram, LinkedIn, and X/Twitter. The team tried out different social media content to increase engagement and awareness of the Lifestyle Test. It was necessary to create enough different content for each social media platform to also adapt for different platforms and target groups.

Event participation: The Greek partners prioritised participating in various events of their organisations or others, such as universities, other institutions, companies, etc. The events provided valuable direct contact with potential users of the Lifestyle Test, although participation varies. Also, at the events there is a great opportunity for communication and interaction with potential partners and multipliers to promote Lifestyle Test.

Media coverage: The Greek team contacted journalists from various media outlets, through press releases and direct emails. Initially, these efforts did not have immediate results; however, over time, the impact became apparent. The primary goal of distributing the press releases was not only to inform the media about the Lifestyle Test and the broader PSLifestyle project, but also to keep the Lifestyle Test in mind for future opportunities. This strategy proved successful, as several months later when an article was published on the EKPIZO website, it was republished by journalists, leading to requests for interviews and further media engagement.

What Worked Well:

- Event participation
- Email campaigns and newsletters
- Media outreach

The 3 above activities seemed to be the most effective and have the best results so far. The aforementioned approaches in implementing the activities were successful and the team will now try to invest more in these activities in order to achieve their KPIs.

What Didn't Work So Well:

- Social media campaigns/posts

On the other hand, these activities appeared to be less effective. From now on, the Greek team will redefine their strategy regarding these activities, learn from mistakes, and have a different approach that will allow them to better achieve their KPIs.

PARTNER/LEAD VALUE

Apart from communication activities, the Greek team tried to reach potential multipliers of the Lifestyle Test. The aim of this approach was firstly to promote the Lifestyle Test in their environment and secondly to integrate the web app into their website or promote it through social media, etc. A first list of potential multipliers was compiled after a survey was conducted in the beginning of the project. The survey aimed to get a better understanding of the "traffic" that potential multipliers have on both their websites and social

media. The content the multipliers provide was also taken into account. The first list of partners included companies, NGOs, universities, governments and municipalities, consumer associations, organisations that appear to be more environmentally friendly in their operations, civil society organisations, etc. The rationale behind these partnerships was to greatly expand the reach of the Lifestyle Test and its credibility and of course more test completions. Examples of the various partnership activities undertaken are:

- 1. Engagement with local government/municipalities, NGOs, agencies, consumer associations and other stakeholders:**
 - Partnerships with local governments and non-governmental organisations (NGOs) were vital in reaching out to different communities. These partnerships helped to organise workshops and events to demonstrate the use of the Lifestyle Test and its benefits.
- 2. Cooperation and communication with educational institutions:**
 - Partnerships were established with schools and universities. The aim was first to inform teachers and lecturers about the Lifestyle Test and then to integrate it into their lessons. This initiative aims to educate the younger generation about sustainability and empower them to take action not only for themselves, but also for their families in general.
- 3. Corporate Partnerships:**
 - Partnerships with businesses and corporate entities played a vital role in promoting the Lifestyle Test. Companies were encouraged to utilise the Lifestyle Test with their employees, promoting a culture of sustainability in the workplace.
- 4. Cooperation with other national or European projects:**
 - There is a win-win cooperation between 3 or more projects (“URBANA”, “RAMONES”, “Plastic fantastic”) with the same scope of action. With this cooperation, the Greek team aims to increase the awareness of the project and the Lifestyle Test itself to a specific group of people.

Furthermore, meetings online and in-person were organised with these stakeholders to give a brief overview of the Lifestyle Test functionalities and the possibilities of further exploitations that each partner offered. It is safe to say that universities and schools were most reciprocal, disseminating the Lifestyle Test within their courses and inviting the team to school events where representatives of the municipalities were also attending. The objectives of these events were to engage students in environmental activities, helping at the same time their correspondent municipalities. Regarding cities and municipalities, initial interest was shown towards the Lifestyle Test in Greece, especially during the election period, but unfortunately with no further commitment and effort to expand its outreach. Businesses and NGOs were then the toughest to approach since most of them did not respond to calls for collaborations.

Looking back on the engagement strategy, the Greek team infers that following up on potential partnerships, despite their initial level of interest/responses, and especially in the case of businesses, could have led to more favourable results. Overall, collaborations and partnerships has not yet bet as fruitful of an approach, in terms of test taken, as the Greek team initially envisioned.

THE BIGGER PICTURE

Based on experiences and the insights provided above, the **Greek activities that appear to have the best impact and the highest potential for better results** when scaled up are:

Physical Attendance at Events

- *Why it works:* Engagement through physical presence at events, especially in educational settings and community-driven activities, was highly effective. Schools and universities were particularly responsive, and these events offered the added benefit of connecting with municipal representatives.
- *Scaling potential:* Investing more in attending school and university events can lead to deeper integration of the app within curricula and projects. Expanding this strategy to more educational institutions in different regions could yield high returns. Additionally, targeting more municipal events and community activities outside election periods could increase awareness and engagement.

Mass Mailing Campaigns

- *Why it works:* Mass mailing allowed for broad outreach and was effective with certain groups (like educational institutions). With personalised follow-ups and targeted messaging, there is room for higher conversion rates, especially with businesses and NGOs.
- *Scaling potential:* Enhancing the email campaign strategy by personalising messages, creating segmented lists, and offering more incentives (e.g., showcasing success stories from universities and municipalities) could improve engagement. Focusing on timing and follow-ups with businesses is key, especially if the first outreach attempt did not align with their priorities.

Media Campaigns

- *Why it works:* Media promotions can reach a much wider audience, amplifying awareness and engagement beyond the stakeholders you can directly contact. Whether through traditional media (like radio, TV, or newspapers) or digital media (social media, blogs, online platforms), media channels have the power to scale outreach efficiently and quickly.
- *Scaling potential:* Media promotion already yielded interesting results, suggesting that our message resonates with a broader audience when given enough visibility. Media can also help overcome the engagement challenges with businesses and NGOs by increasing our legitimacy and demonstrating social proof through widespread coverage.

Activities with less return: Partnerships and collaborations, specifically with businesses and NGOs, proved challenging. However, engagement efforts would have been better if they had better timing and were revisited after the initial attempt.

The conclusion is to invest more in physical attendance at events within educational institutions and municipalities and to improve mass mailing campaigns by refining targeting and personalisation. These activities have proven successful and can be scaled for greater reach and impact, offering the best return value for cost per user.

Italy (Partners: greenApes and Fondazione per lo sviluppo Sostenibile)

INTRODUCING THE CASE

In Italy, while the term 'sustainability' is increasingly common in everyday conversations and is influencing citizens' purchasing decisions, significant confusion persists. Sustainability is still often seen as a sacrifice or a concern for the 'radical chic,' and is perceived as unattainable for those with lower incomes.

This is why the Lifestyle Test is such a valuable tool in the Italian market. Its greatest strength lies in demonstrating how simple changes can drastically reduce an individual's environmental impact. In Italy, the team emphasise the ability for users to create a personalised reduction plan based on their test results. The Lifestyle Test has been translated and adapted to the local context to ensure its relevance and effectiveness. Additionally, specific calls to action were integrated into the process, stressing the importance of creating a customised plan as a critical step toward enabling positive change. By allowing individuals to choose the areas of their lifestyle where they feel most comfortable intervening, the Lifestyle Test empowers them to make informed and impactful decisions. As a result, the Italian team has achieved a roughly 20% conversion rate between test completion and the creation of an actionable plan. This approach not only raises awareness, but also encourages users to take sustainable steps in a way that feels attainable and aligned with their personal circumstances.

The strength of both greenApes and Fondazione per lo sviluppo Sostenibile undoubtedly lies in their extensive network of contacts, which includes private citizens—largely due to greenApes' well-established community—as well as businesses, which are connected through the Foundation's broad network of partner companies committed to sustainable development. Public administrations, long-standing key partners for both organisations, are also a crucial part of this network. Their primary objective has been to involve as many valuable stakeholders as possible and demonstrate how the Lifestyle Test can become a genuine tool for change, enabling the measurement of internal shifts among employees and citizens.

MARKETING ACTIVITIES VALUE

The marketing activities led by greenApes and Fondazione per lo Sviluppo Sostenibile have been primarily centred around **digital communication**. Through posts on social media and a series of informative newsletters, they aim to engage citizens, public administrations, and the private sector in Italy, spreading awareness about the Lifestyle Test and its potential to drive sustainable change. However, the team's efforts extend far beyond simple outreach; the core of our strategy is focused on forming **strong partnerships** with stakeholders that they recognise as potential multipliers. These include cities, media outlets, and large corporations, all of whom can have the capacity to help amplify the message and drive widespread adoption of the Lifestyle Test.

The team's first major initiative was to map out key stakeholders across these sectors, analysing their capacity to influence their respective communities. For companies, their strategy involved targeting those with more than 200 employees who are already taking significant steps toward sustainability. These organisations, they believe, are more likely to resonate with the key messages promoted and to encourage

their employees to take the Lifestyle Test. For cities, the team focused their attention on those that have committed to carbon neutrality, positioning the Lifestyle Test as a valuable tool to measure and guide their progress, involve their citizens, and to understand the different areas of impacts their policies should be addressed to.

In addition to their partnerships, the team strategically targeted green **influencers** who are well-positioned to reach environmentally conscious audiences. They are now preparing to launch their first influencer campaign with a major figure in the sustainability space who boasts over 100,000 followers. This initial experiment will be a critical test of how well influencer marketing can drive engagement and conversions for the Lifestyle Test. Based on the results, they will refine their approach and plan additional campaigns, ensuring that they maximise both reach and impact.

By employing this combination of digital communication, strategic partnerships, and influencer engagement, the team aims to create a broad and sustained movement toward sustainable lifestyles in Italy.

What worked well:

- *Partnerships with cities:* The team focused on engaging cities in Italy that have already committed to climate neutrality. Florence is one of nine Italian cities chosen by the European Union as part of the 100 Climate-Neutral and Smart Cities initiative, aiming to achieve carbon neutrality by 2030. Within the "Firenze per il clima" campaign, the Lifestyle Test was adopted as a key tool for citizen involvement.
- *Partnerships as multipliers:* As a marketing strategy, the team decided to partner with companies as multipliers. They targeted firms with over 200 employees, offering custom URLs and audience carbon footprint data to enhance internal sustainability awareness. For larger companies, they also offered customised workshops to engage their staff further.

What didn't work as well:

- *Fairs & Larger Events:* Unfortunately, the Italian team discovered that their efforts to convert engagement and promotional activities into completed tests and plans were less effective than anticipated at large fairs and events, even those specifically focused on sustainability. It was challenging to create a focused moment, even briefly, to guide attendees through the test in such settings. To address this, the team prepared materials for them to take home and complete the Lifestyle Test later, but the results were still disappointing: fewer than 70 QR code scans, with even fewer tests completed, over three days of promotion.
- *Schools & Universities:* Unfortunately, this strategy also did not meet their expectations. The team had high hopes of involving schools and universities in this project, especially given the educational value of the Lifestyle Test. However, the bureaucracy surrounding these institutions made it impossible to engage them as they had hoped. Extracurricular activities must be planned well in advance, and when it comes to minors, it is not permissible for an external adult to interact with them during school hours.

PARTNER/LEAD VALUE

Partnering with cities and companies has proven to be the cornerstone of the Italian marketing strategy for the Lifestyle Test. These partnerships, particularly with organisations that have the potential to act as multipliers, have allowed the team to significantly increase the number of tests taken. By targeting companies with over 200 employees who are already taking steps toward sustainability, they have been able to introduce the Lifestyle Test as a tool to drive internal sustainability awareness and action. Custom URLs and carbon footprint data tailored to each company's workforce have further incentivised engagement, while customised workshops have provided a more hands-on approach for larger organisations.

Cities, especially those committed to ambitious climate goals, have also been key partners. Florence, for example, as part of the European Union's 100 Climate-Neutral and Smart Cities initiative, has integrated the Lifestyle Test into its "Firenze per il clima" campaign as a tool to engage citizens and measure progress toward carbon neutrality. This collaboration not only helps cities involve their residents in sustainability efforts, but also offers valuable insights into which areas their policies should focus on.

These partnerships have been instrumental in driving adoption of the Lifestyle Test and encouraging individuals and organisations to take meaningful steps toward reducing their carbon footprints. By aligning with partners who share their commitment to sustainability, the Italian team has been able to create lasting value and amplify the Lifestyle Test's impact on a much broader scale.

What worked well: Providing a custom URL allowed us to collect data on the carbon footprint and key areas of impact for the target audience. This approach gave companies and cities valuable insights into their community's environmental impact, making the Lifestyle Test more relevant and actionable for them.

What didn't work as well: Many companies and cities requested the ability to add custom questions and further tailor the Lifestyle Test. This feedback indicates that a higher degree of customisation is important to these organisations.

THE BIGGER PICTURE

The Italian journey with the Lifestyle Test has been focused on identifying the most effective ways to engage citizens, companies, and cities in reducing their carbon footprints. Through strategic partnerships, customised tools, and targeted outreach, they have learned what resonates and where adjustments are needed. While partnerships with cities and companies have been their most effective approach, they also recognise the potential of influencer marketing to expand their reach further. With these insights, they are considering increasing their investment in communication, particularly through influencer campaigns, to drive broader adoption. So far, their efforts have helped them refine their strategy and better understand what is worth pursuing and what is not.

Portugal (Partner: DECO)

INTRODUCING THE CASE

DECO recognised from the start of the project that it would adopt a strategy of proximity to citizens in the Portuguese context, introducing them to Lifestyle Test in person whenever possible and helping them to take the test.

The simple fact that so far there is not any other carbon footprint calculator in Portugal with the characteristics of Lifestyle Test (i.e. simple to use, free, without the need to create an account and provide personal and confidential data, and fully adapted to the national reality) makes this a unique tool that excites curiosity among its citizens, especially those who are already interested in sustainability.

To support this work, DECO has utilised a vast network of partners in Portugal, including 80 municipalities, around 170 national and regional media, more than 3,500 schools (through the DECOJovem programme), and other partner organisations.

MARKETING ACTIVITIES VALUE

In Portugal, the team has managed to fulfil most of the planned activities.

In the initial plan, four main activities were:

- Launch event
- Partnership with the media - especially with a generalist magazine
- Partnerships with influencers working on sustainability issues
- Promotion to DECO's social networks on festive/celebrity days

In addition to these activities, the following were also planned:

- Sending newsletters
- Holding workshops for young people (with the support of DECO's education program called DECOJovem)
- Holding workshops for adults (with the support of DECO's training program called DECO Forma)
- Outreach to municipalities with which DECO has cooperation agreements
- Promotion in the regional media

After the launch event, the first activity carried out was a **media** partnership with a generalist magazine, which resulted in the publication of four articles about Lifestyle Test.

The second planned activity was to create partnerships with **influencers**. However, as the previous activity (which was a paid one) did not have the expected results in terms of the number of tests, the team felt that this activity might not either, as it would not allow them to have direct contact with citizens.

So, instead of partnering with influencers, they contacted several **sustainable stores** (bulk and second-hand) across the country and went to each of them for a day to present Lifestyle Test directly to their customers.

In addition to this change, promotion on **social media** has taken place in a different way to what was initially planned: instead of promoting Lifestyle Test on festive days, the team opted for a more constant presence, publishing every two weeks, without forgetting the festive days.

In addition to these activities, the Portuguese team added another, **participation in events**, because they found that it would allow them to have a large number of tests in a short period of time. Another activity that the team is implementing and that they will continue to explore in the next months is the creation of custom URLs for various partners.

To date, the main dissemination activities carried out have been:

- Launch event in September 2023
- Publication of 178 articles about PSL in the media (including radio, TV, digital and print press)
- 6 newsletters were sent to a total of 9,529 people
- 116 posts on social media, with 1556 interactions, 208,583 impressions where 162,811 were sponsored
- 10 workshops in Portuguese schools, with the support of DECOJovem, reaching 591 students
- 12 workshops for adults, with the support of DECO Forma, reaching 345 citizens
- Participation in 7 events (mainly conferences and fairs) about sustainability and innovation
- Presence in 9 sustainable stores (bulk and second-hand stores) spending one day in each store and presenting the tool to the customers
- 23 partnerships with custom URLs

PARTNER/LEAD VALUE

DECO has a vast **network of partners** with whom it is very close: 80 municipalities, around 170 national and regional media, more than 3,500 schools (through the DECOJovem programme), and other organisations. For this reason, it has been relatively easy to encourage municipalities, the media and other organisations to promote Lifestyle Test to their audiences. The biggest difficulty - which the Portuguese team cannot control - is converting these announcements into actual tests taken.

Initially, these partnerships had one main purpose: to promote the Lifestyle Test, which was a challenge because the partners did not see the added value to it.

However, the possibility of creating **custom URLs** (a feature that became available after the promotional actions were planned and the Lifestyle Test was launched) has substantially increased the numbers in Portugal: of the more than 6,300 tests carried out in Portugal (in the beginning of September), more than 2,600 come from campaigns with a custom URL.

Organisations that use a customised Lifestyle Test URL receive valuable information about their citizens' carbon footprint and lifestyle choices in exchange for publicising and sharing the tool. This information helps to create strategies and initiatives that can meet the needs of citizens, while also making it possible to communicate the environmental performance of participating organisations. The more tests that are carried out through each organisation's custom URL, the more accurate the results will be, and everyone wins.

By utilising Lifestyle Test's custom URL feature, the team has so far established partnerships with 23 entities: 11 municipalities, 5 companies, 4 state bodies/entities, 1 university, and 2 campaigns/events.

THE BIGGER PICTURE

In the case of Portugal, the activities that had the greatest impact, translating into a large number of tests in a short space of time, were:

- Participation in events about sustainability, the environment, energy, etc.
- Holding workshops for adults and young people
- Creating personalised URLs for municipalities and other entities

The reality that while the Lifestyle Test is an online tool but still needs an in-person approach, i.e. personally presenting the Lifestyle Test to citizens and helping them answer the questions, was the main lesson the team learnt over the last few months. Given the characteristics of the Portuguese population presented in the first point, they believe that a generalist approach, exclusively online or through the media, would hardly work in Portugal.

Another conclusion they have reached is that topically relevant events such as on sustainability and the environment are the ones that allow the team to reach the greatest number of testers. They believe that the reason for this is that people are more willing to get to know the project and have their footprint tested.

Slovenia (Partners: Institute for Circular Economy Circular Change and the City of Ljubljana)

INTRODUCING THE CASE

The Slovenian version of the Lifestyle Test, co-managed by the Institute for Circular Economy Circular Change and the City of Ljubljana, represents a significant advancement in promoting sustainable lifestyles in Slovenia. The web app was first presented at the FIS Nordic World Ski Championships 2023 in Planica and officially launched at the ISPIM conference in June 2023.

To date, the project has carried out over 430 marketing-related activities across Slovenia, reaching an estimated audience of more than one million people. This wide-reaching campaign underscores Slovenia's commitment to fostering sustainable living and highlights the Lifestyle Test's pivotal role in driving this transformation.

Recognising the need for expert communication, the Slovenian team partnered with an external marketing agency to enhance the project's visibility, focusing particularly on social media and public relations. The core message conveyed is that the Lifestyle Test offers a crucial first step towards a sustainable future by helping users assess their carbon footprint and understand the impact of their lifestyle choices.

This message has been tailored to engage distinct groups—academia, businesses, civil society, and government—through customised strategies. To support this outreach, partnerships were formed with local opinion leaders, known as 'PSL Ambassadors,' including:

- Aljoša Bagola, creative director, writer, and public speaker
- Blaž Berlec, culinary and travel blogger, content creator at Yummyaventure
- Dr. Jerneja Jug Jerše, Head of the European Commission Representation in Slovenia
- Nina Gaspari, host of the Lovim ravnotežje podcast
- Tina Remic, co-founder of Trajnostni izziv 21 and sustainability workshop leader for schools

These ambassadors play a vital role in expanding the app's reach and influence across different sectors.

MARKETING ACTIVITIES VALUE

From the Slovenian team's marketing efforts, a multi-channel communication strategy was implemented to reach a broad audience. However, there were notable discrepancies between the initial plans and the outcomes achieved.

- **Events:** Participation in trade fairs yielded limited results due to the length of the Lifestyle Test, with only approximately 10 tests completed after several hours. In contrast, dedicated events such as conferences and workshops facilitated deeper engagement. By incorporating the Lifestyle Test into presentations, more interactive discussions were possible. Events like gift exchanges also generated significant interest. The ambassador, Aljoša Bagola, presented the project at a large national marketing conference for students, while Tina Remic integrated the Lifestyle Test into her workshops with high school students, further enhancing outreach.

- **Press Releases:** While several press releases were issued, media interest remained limited. However, a post-New Year gift exchange event attracted media attention without a press release, demonstrating that unique and relevant content naturally draws media coverage.
- **Media Articles and Newsletters:** The project was featured twice in the City of Ljubljana's regular magazine Ljubljana. The team also collaborated with partner organisations on newsletters, although the absence of a tracking mechanism hindered effective measurement. The team plans to improve tracking for future collaborations.
- **Social Media:** The Slovenian team's created Instagram and Facebook accounts experienced moderate growth, with approximately 1,000 followers on Instagram and 300 on Facebook. Content highlighting sustainable companies was particularly successful, leveraging the networks of these companies to extend their reach. Their ambassador, Blaž Berlec, also shared information about Lifestyle Test through his Instagram profile Yummyavanture.
- **Website:** The presence of multiple websites created confusion at the onset, making it difficult for Slovenian users to locate the Lifestyle Test. To address this, the team acquired a dedicated domain (www.nazeleniveji.si) to streamline communication and enhance the user experience.
- **Communications Campaign:** Appearances on podcasts and morning television shows increased visibility. Notably, they were featured on the Lovim ravnotežje podcast hosted by our ambassador Nina Gaspari, the KŠK podcast on Radio Kranj, and the Jutro na Planetu morning show.
- **Videos:** While initial video content underperformed, Instagram reels have proven more effective, and they plan to continue producing them with support from an external agency.

In conclusion, dedicated events and social media collaborations have proven the most effective, while improvements in search engine visibility and streamlined access to the Lifestyle Test are still required.

PARTNER/LEAD VALUE

The Slovenian team structured partnerships following the quadruple helix model, ensuring that academia, businesses, civil society, and government were well represented. Custom URLs and the integration of existing activities significantly contributed to the success of their approach.

In **academia**, Tina Remic, their PSL ambassador and founder of Trajnostni Izziv 21, conducted workshops in secondary and primary schools focusing on sustainable lifestyles and used the Lifestyle Test. They also collaborated separately with the Faculty of Economics, where the Lifestyle Test was used during their sustainability week activities. In addition, the team led a workshop at the Faculty of Arts, introducing the topic of sustainable development, and further expanding their academic outreach.

Businesses played a key role in supporting their initiatives. Through partnerships with large and important national organizations, including a bank, marketing agency, and media house, the Slovenian team were able to leverage their events and media platforms, which significantly boosted their visibility and outreach. This partnership approach provided valuable opportunities to connect with wider audiences.

Civil society engagement was primarily achieved through social media campaigns on the Na zeleni veji platform and by participating in community events such as European Mobility Week, and in their own organisation of events for the community (e.g. gift swap event). However, while these activities were successful, the prize game did not attract the anticipated level of participation.

Government representatives were involved through individual dialogues and participation in the Living Labs. Future phases will see a more active governmental role, particularly in utilising data generated by the Lifestyle Test.

Overall, integrating the Slovenian team's efforts with existing activities, such as regular school workshops and traditional corporate (sustainability-related) events, proved highly effective. Challenges remain in increasing engagement through prize games and further formalising government involvement for future stages of the project.

THE BIGGER PICTURE

To increase the impact and maximize the return on investment, the Slovenian team would focus on activities that combine both reach and higher engagement, specifically addressing the challenge of motivating individuals to complete the Lifestyle Test. One key insight is that people are more likely to participate when given the opportunity and time immediately, such as at conferences or when the activity is already integrated into an existing program. **Events** where direct interaction is possible—like workshops or targeted conferences—showed the highest engagement, especially when participants could complete the test on-site. Additionally, **leveraging loyal followers**, such as those from Yummyvanture, proved effective in sustaining long-term engagement.

Another critical challenge is the difficulty in finding the Lifestyle Test online in Slovenia. Even when the Slovenian team generated interest through TV or podcasts, users struggled to locate it on search engines. To address this, the team simplified navigation on the Circular Change website and registered a **Slovenian domain name**, www.nazeleniveji.si. Moving forward, they plan to further utilise this Slovenian name as it will be easier for local users to find, ensuring a smoother and more direct user experience.

Investing in **custom URLs** for each campaign and partner has been beneficial. These URLs not only streamline the user journey but also provide valuable data, allowing the team to measure which partnerships and campaigns yield the best results and adjust their strategies accordingly. A QR code could also serve in engaging and activating audiences, as it could provide an easy, one-click solution. Collaborating with **international partners** (like IKEA, Spar, and H&M, for example) who could then integrate custom URLs in their communication campaigns, could be an interesting future opportunity.

Türkiye (Partner: Zeytince Association)

INTRODUCING THE CASE

Izmir has committed to becoming a green and 'climate-neutral' city, in line with the Paris Climate Agreement and has voluntarily pledged to reduce urban emissions by at least 50% by 2030. In this context, significant strategies and initiatives are being brought forward economy, technology, infrastructure, and energy. However, alongside these major efforts in these areas, it is also essential for the city's citizens to participate in this process and adopt sustainable lifestyles to achieve this transformation. Although there is widespread awareness of the climate crisis in Izmir, many organisations and citizens themselves are unsure of the specific actions they can take to contribute to the city's green transformation.

For this reason, Zeytince Association, the lead organisation of the project in Izmir, are making a concerted effort to ensure that the Lifestyle Test reaches as many users as possible in the city. As a result of the various active and passive marketing activities the team has implemented, they have reached nearly 12,000 test users, the second highest number among the project partners after Finland. The strength of Zeytince's marketing strategies stems from the strong communication and collaboration network it has established with urban stakeholders. Its connections with the metropolitan municipality, district municipalities, universities, high schools, business circles, and public institutions in the city, have provided the team with the opportunity to promote the project to a large audience.

MARKETING ACTIVITIES VALUE

The Turkish marketing activities have primarily revolved around two key strategies. A pivotal aspect in achieving the high number of test takers mentioned above was the establishment of effective partnership and collaboration with a wide range of stakeholders in the city. In doing so, the first key strategy - **participating in various in-person events**, was made possible. During the events, the team engaged in direct interaction with numerous citizens, successfully utilizing and disseminating the Lifestyle Test. The second strategy has been **digital communication**, through which they had the opportunity to promote the PSLifestyle project and the Lifestyle Test to broader audiences via social media, media articles, and newsletters.

Below briefly outlines the marketing activities carried out within these two key strategies.

In-Person Events

- **Dissemination at Universities and High Schools:** Thanks to the agreements reached with the administrative teams of the universities in İzmir, the Lifestyle Test has been integrated into the Green Campus strategies of three universities to date, and students and staff from various faculties have used the web app. Additionally, the team conducted eco-literacy seminars for students at several high schools in İzmir, where the Lifestyle Test was introduced.
- **Participation in Fairs:** For two consecutive years, the team took part in the İzmir International Fair. At the stands of the metropolitan municipality and several district municipalities, the team introduced and utilised the Lifestyle Test. Also, the team took part in events organized on European Mobility Week and World Water Day. Although setting up stands at fairs or occasions does not lead to many tests being taken, it is effective in promoting the project and the Lifestyle Test itself.

- **Performing at events with large audiences:** Thanks to their partnership with the municipalities, before the main performance began at various large-scale events hosted by the city, the Turkish team was allowed to take the stage for 15-20 minutes to briefly introduce the project and the Lifestyle Test to the audience. The team also distributed stickers with a QR code for the Lifestyle Test, guiding the audience on how to use the web app.
- **Organisation of Workshops:** In collaboration with Aegean Association of Businesspeople, -ESIAD- and Izmir Rotary Club, the team jointly organised a four weeklong New European Bauhaus initiative in Izmir event (during 01 - 22 December 2023). The Event featured 16 workshops, panels, round table discussions and a mini festival, with participants coming from academic, design, art, and professional backgrounds. Discussions on how to co-design and co-create new ways of living that hold potential for sustainable cities were undertaken during the workshops and at the end of each workshop the Lifestyle Test was promoted.
- **Campaign for Municipal Staff:** A campaign was launched encouraging metropolitan and district municipality employees to use the Lifestyle Test. So far, the campaign has been limited to staff in the municipalities' sustainability departments, but in the coming period, it will be implemented on a much broader scale.

Social Media and Digital Marketing

- These activities include social media posts, YouTube videos, media articles, and newsletters. For example:
 - A video titled 'Move the Earth Overshoot Day with PSL,' launched in April 2023, won the National First Prize in the 'Young Reporters for the Environment' competition, garnering 12,000 views on YouTube and 7,000 views across other social media platforms.
 - The local Instagram account reached relatively rapid growth with approximately 5,000 followers.
 - The Lifestyle Test is being featured on the websites and social media accounts of several institutions the team collaborates with.

What worked well:

In terms of the number of tests taken, as mentioned above, the team achieved the greatest success through **in-person marketing activities**, where they had the opportunity to engage with a large audience to take the test. In addition to the strong collaborations/partnerships established with city stakeholders, the following factors contributed to the successful execution of these activities.

- **A Street Team:** A team of voluntary project ambassadors, primarily made up of university students, not only promote the Lifestyle Test within their own social circles, but also deliver outstanding performances at the events the team organises.
- **QR code stickers:** At almost all of the in-person events, the team distributed stickers designed for mobile phones with the QR code to the Lifestyle Test, which ensured that the test was conducted interactively and effectively.
- **Providing custom URL's and Dashboard Reports:** For most of the institutions the team collaborates with and holds events for, they create custom URLs and provide reports detailing their carbon footprint. This allows institutions, schools, universities, municipalities, etc., to gain valuable insights into the environmental impact of their communities. At the same time, this approach adds a scientific dimension to the implementation.

What didn't work as well:

- **Social media:** The Turkish team's marketing efforts through social media platforms (i.e. Instagram, LinkedIn) have not been particularly successful in increasing the number of Lifestyle Tests. However, all social media posts, newsletters, and videos have been highly effective in enhancing the visibility and credibility of Lifestyle Test, the PSLifestyle Project, and Zeytinçe.
- **Setting up a stand:** Setting up a stand at events like fairs or festivals has not proven to be an effective strategy in terms of cost or the number of tests taken. The presence of numerous other stands in the area tends to distract attendees, resulting in only a few visitors to the stand. Additionally, administering the test to individuals one-by-one is a labor-intensive and slow process. On the other hand, the materials displayed, such as posters, roll-ups, and small giveaways, greatly contribute to increasing the visibility of the project and raising awareness about sustainable lifestyles.

PARTNER/LEAD VALUE

Partnerships and collaboration with stakeholders in the city — including metropolitan and district municipalities, universities/academia, high schools, public institutions, chambers of commerce, and civil society organisations — have formed the backbone of the Turkish marketing strategy. Their personal and professional relationships with key figures in these institutions, along with their participation in project workshops and launch events, have played a crucial role in the success of the team's partnership strategy.

- **Izmir Metropolitan and District Municipalities:** Dr. Cemil Tugay, the Mayor of İzmir, is a prominent supporter of the PSLifestyle project. As the guest of honour at the launch event held to mark the start of the project in İzmir, he shared the importance of the project with the participants. His support for many of the events the team organised has been highly influential in the success of their marketing efforts. They also promote the Lifestyle Test through partnerships with district municipalities, particularly their sustainability offices.
- **Dept. of Arts and Culture of the Izmir Metropolitan Municipality:** Thanks to the protocol established with this institution as part of the PSLifestyle project, the Turkish team has been able to take the stage before performances organised by the department, promoting and implementing the Lifestyle Test to a large audience. This activity will continue in the upcoming period as well.
- **Academia and Universities:** In accordance with verbal agreements made with university vice-rectors and administrative offices, the Turkish team has been promoting the Lifestyle Test to students and staff in various faculties. The fact that the leader of the Turkish team is a university professor has been a key factor in facilitating their relationships within these institutions, allowing them to navigate the bureaucracy more smoothly.
- **Izmir Provincial Directorate of National Education:** This institution, responsible for public schools (primary, middle, and high schools) in İzmir, determined that the Lifestyle Test would be highly beneficial in high schools that have earned Eco-School status. As a result, the Turkish team established a verbal agreement to promote the Lifestyle Test among students in these high schools. Following the ethics committee report, the team will formalise the agreement in writing and begin promoting the Lifestyle Test in high schools across İzmir and its districts during the fall of 2024 and the spring of 2025.
- **Civil Society Organisations:** In İzmir, Zeytinçe organises various workshops and events in collaboration with CSO's and business chambers that focus on sustainability. In nearly all these events, the Turkish team promotes the Lifestyle Test. For example, in partnership with ESIAD

(Association of Aegean Region Industrialists and Businesspeople), they co-organised the European Bauhaus Movement in Izmir and the International Climate Crisis Conference, where they disseminated the Lifestyle Test in both instances.

THE BIGGER PICTURE

Considering the above, the areas and elements the Turkish team will focus on in the upcoming period can be outlined as follows.

First and foremost, it is important to emphasise the following point:

Broader Market Value: The number of tests conducted is certainly an important indicator of the success of the Turkish marketing strategy. However, another aspect that can be considered a “success” is the fact that, through the strong collaborations the team established with city stakeholders, they have reached far more people than the number of tests conducted because of the many activities carried out. For instance, the metropolitan municipality recognises the Lifestyle Test as a valuable tool in realising Izmir's climate-neutral goals and is considering including the reduction of citizens' carbon footprints in the ecology section of its 2025-2029 strategic plan under the chapter on environmental measures.

In the upcoming period, the Turkish team plans to intensify their efforts in the following areas to continue and enhance their marketing activities:

- First, they will strengthen communication and collaboration with public institutions, with a particular focus on expanding our partnerships with Izmir's district municipalities;
- Second, they will concentrate on universities in Izmir with which we have not yet established partnerships;
- Next, as their collaborations with Izmir's business sector and companies have been limited, they plan to increase dissemination in this area;
- Finally, the team has not yet engaged any paid influencers in their social media efforts; however, as they have received feedback from other project partners indicating that this strategy has been effective, they will consider this option as well.

Project partners

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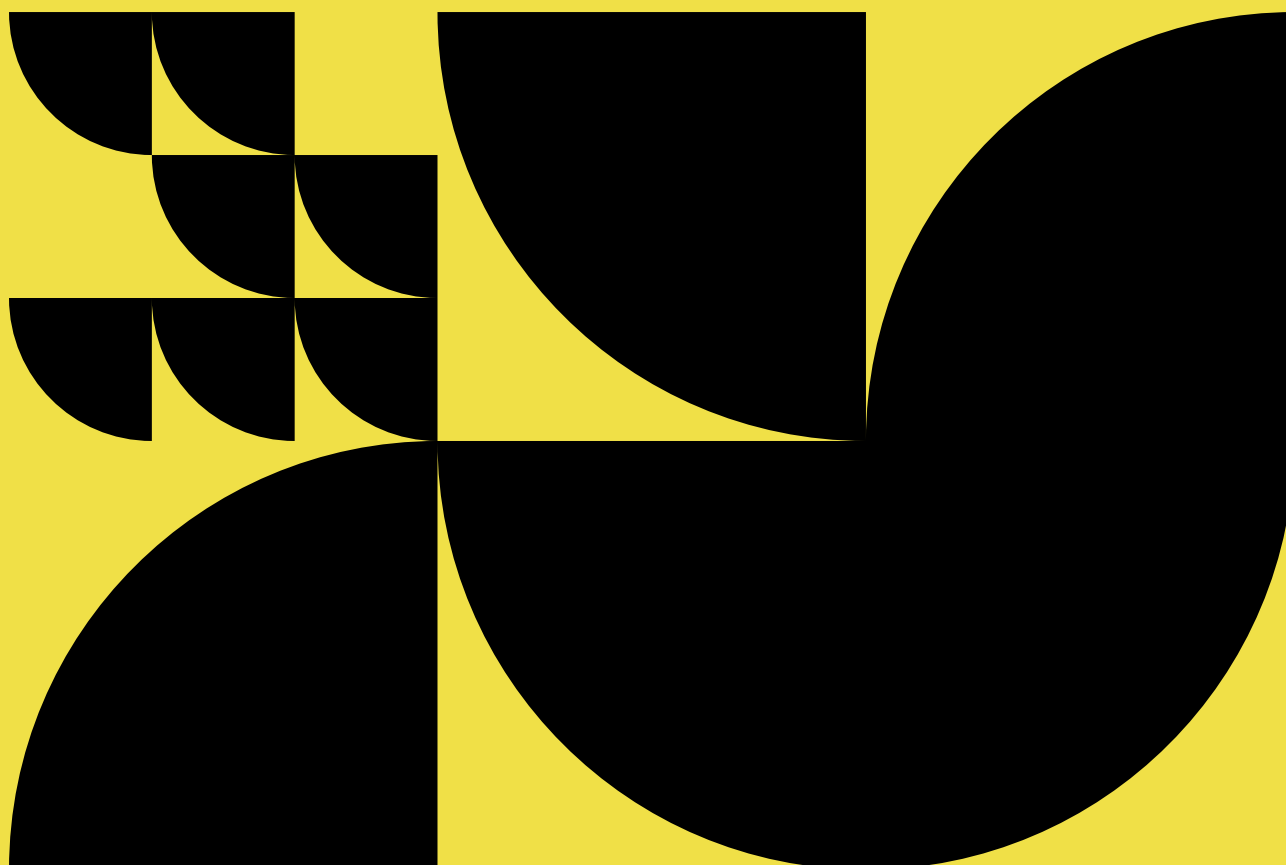
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