



PS Lifestyle

Learnings Cookbook



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pslifestyle.eu



Uncovering the environmental impact of everyday systems and choices

About

The PSLifestyle project is a Horizon Europe initiative aimed at empowering individuals to adopt more sustainable lifestyles while providing decision-makers with actionable, data-driven insights. At its core is the Lifestyle Test, an engaging digital tool that helps users understand the environmental impact of their daily choices and offers practical recommendations to reduce their footprint.

The project addresses the urgent need to align everyday consumption patterns with planetary boundaries, supporting the EU's goal of climate neutrality by 2050. It contributes to solving this challenge by offering citizens practical tools to reduce their carbon footprints while generating robust behavioural data to guide systemic change.

By combining citizen engagement, behavioural science, and data analytics, the project promotes sustainable living across Europe. The Lifestyle Test not only supports individual reflection and behaviour change but also enables users to track their progress over time, fostering motivation and long-term commitment.

Beyond its role in raising personal awareness, the Test serves a strategic purpose by facilitating the anonymised collection of lifestyle data. This information is invaluable for public authorities, researchers, businesses, and civil society actors, helping to inform sustainability policies, guide evidence-based decision-making, and design more targeted interventions.

Introduction



The PSLifestyle Learnings Cookbook summarises the key findings, lessons learned, and practical recommendations from the PSLifestyle project. Drawing on activities implemented across eight countries, it distils what worked, what could be improved, and how to successfully replicate the PSLifestyle approach elsewhere. The Cookbook is designed as a hands-on guide for stakeholders—such as policymakers, civil society actors, and practitioners—interested in adapting and scaling the Lifestyle Test and related outcomes in their own contexts.

The PSLifestyle Learnings Cookbook is a practical guide designed to support the replication and scaling of the PSLifestyle approach. It draws on key insights, outcomes, and lessons learned throughout the development and implementation of the Lifestyle Test. This guide is aimed at policymakers, researchers, civil society actors, and businesses interested in promoting sustainable lifestyles through participatory, data-driven methods.

Rather than presenting a theoretical framework, the Cookbook offers step-by-step guidance based on first-hand experience. Each section corresponds to a different phase in the PSLifestyle journey—from initial development to citizen engagement, piloting, stakeholder collaboration, and ultimately scaling the approach for broader impact.

By following the steps outlined in this guide, readers will gain a clear understanding of how to adapt and implement similar initiatives in their own contexts, with a particular focus on how they can tailor, roll out and scale up the Lifestyle Test in their locations. Rather than developing their own test from scratch, readers can benefit from the extensive work already carried out in the PSLifestyle project. The guide shows what has been done so far, allowing replicators to focus only on the steps that are most relevant to their context and objectives. Practical tips, replicable methodologies, and references to further resources are provided throughout to facilitate adaptation to different cultural, institutional, and geographic settings.

This Cookbook includes:

- [Step 1: Development and localisation of the Lifestyle Test](#)
- [Step 2: Citizen Science Labs](#)
- [Step 3: Piloting and marketing activities](#)
- [Step 4: Multi-stakeholder workshops](#)
- [Step 5: Developing a data product](#)
- [Step 6: Scaling-up and sustainability](#)
- [A practical checklist for replicating the Lifestyle Test](#)

The Cookbook is available in two user-friendly formats:

- A downloadable PDF report.
- [An online flipzine.](#)



STEP 1:

**DEVELOPMENT AND FINE-TUNING OF THE
LIFESTYLE TEST AND DATA COLLECTION**

Aim

This step forms the foundation of the PSLifestyle approach, supporting all subsequent activities. The main objective is to develop a user-friendly, scientifically sound Lifestyle Test that enables individuals to assess their environmental impact and receive tailored recommendations for more sustainable living.

Building on this, the step also involves creating a complementary data collection system that aggregates anonymised user insights to support evidence-based decision-making by public authorities, researchers, and other stakeholders.

Process and Methodology

The PSLifestyle project draws inspiration from a digital tool called „Elämäntapatesti“ (Finnish for 'Lifestyle Test'), originally launched in Finland by the Finnish Innovation Fund Sitra in late 2017, prior to the Horizon Europe project. The original test consisted of a carbon footprint calculator designed to help individuals understand the environmental impact of their daily choices and encourage more sustainable living. The test quickly gained popularity, with over 1.4 million completed tests since its launch. Building on this success, the test was further refined and expanded within the PSLifestyle project, adding new key features such as personalised action recommendations and plan creation functionality. The Lifestyle Test is one of the key results of the PSLifestyle project (see Section on '[Key Results](#)'), designed to help bridge the gap between climate awareness and personal action.

The technical development of the Lifestyle Test was not a one-off task but an evolving process. While this step began early in the project, it continued to develop in parallel with other activities, integrating insights from citizen engagement, piloting, and stakeholder collaboration (more on this in the next steps). Through iterative co-creation

and continuous feedback, the tool was progressively refined to enhance its local adaptability and overall effectiveness. Behaviour change elements in the tool were informed by the COM-B model (Capability, Opportunity, Motivation – Behaviour), a behavioural science framework that helps identify the conditions required for change. Originally developed in the public health domain, COM-B has proven valuable in designing interventions that promote sustainable lifestyles by analysing what enables or inhibits desired behaviours. Taking on the Finnish experience, the first major activity in the PSLifestyle project was to define a clear framework for the refinement and further localisation of the Lifestyle Test. The consumption domains identified during in the Finnish test were Housing, Transport, Food and Purchases. These domains were selected based on their relevance to sustainability goals, their potential for behavioural change, and their connection to everyday lifestyle decisions.

As part of the PSLifestyle project, the team developed an approach for securely collecting and managing anonymised data. This allowed for insights to be gathered across contexts and informed various levels of governance, from local to EU-wide.

The technical development of the digital tool was led by an interdisciplinary team of technical, behavioural, and policy experts. Their work drew on sustainability research and early stakeholder input, including co-creation sessions and workshops (detailed in later sections). These are the main technical components used to build the Lifestyle Test:

- **TypeScript** – the programming language used for both front-end and back-end functionality, providing high maintainability through advanced type-safety features and broad industry support
- **React + Redux** – a frontend framework with composable, component-based architecture and technological maturity, used to build the user interface with reusable components supporting long-term maintenance and future feature development
- **Firebase** – a hosting platform used to deploy the web application, providing scalable, secure cloud infrastructure with reliable performance globally across different countries without the need to manage dedicated server infrastructure.
- **Firestore** – a document database used to store and retrieve test data efficiently, supporting the application's dynamic architecture.
- **Firebase Functions** – a serverless backend used to handle data processing and calculations, automatically and economically scaling with application traffic.
- **BigQuery** – a data analytics platform used to process and analyse questionnaire responses, enabling the production of consumer behaviour CO2 insights.

The resulting system is a modern web application that implements the test functionality in a data-driven way. Test questions, answer choices, CO₂ calculations, and other text content in the Test can be modified by non-technical personnel through two distinct content management system (CMS) platforms: Google Sheets and Locize. These enable project partners—particularly in different countries—to easily modify and localize the content of the Test. Specifically, partners could:

- Translate or adapt the wording of questions and answer options.
- Modify suggestions or examples to better fit national or regional lifestyles.
- Ensure cultural, behavioural, and linguistic relevance for their target users.

This flexible content management approach made it possible to maintain a consistent structure and user experience across countries, while still tailoring the content to different audiences.

Once the Lifestyle Test was developed within the PSLifestyle project, eight countries—Estonia, Germany, Greece, Italy, Portugal, Slovenia, Turkey, and Finland—adapted the tool to their national contexts, integrating the features developed under the project. Each

country tailored the content, including the questions, answer options, and suggested actions, to reflect their specific cultural, linguistic, and behavioural context.

At a later stage a "standard" European version was developed. The European version of the Lifestyle Test was created to make the tool accessible to users across all EU countries, including those not represented by a national partner. It offers a pan-European experience by using EU-wide averages for CO₂e (emissions) calculations and adapting the content to be free of country-specific elements. Designed for inclusivity, scalability, and cross-border relevance, the EU version supports individuals and stakeholders in promoting sustainable lifestyles across the continent—regardless of national affiliation. All versions retain the core PSLifestyle methodology, and the localisation process allowed for a more relatable and engaging experience for users. A technical due diligence assessment confirmed the overall robustness of the test's software architecture. Early user testing led to significant improvements in usability, accessibility, and the overall user experience. For example, based on feedback highlighting that the original action cards were confusing and difficult to interpret, the structure of the cards was completely redesigned.



Key Results

Lifestyle Test – A dynamic digital tool that helps users assess their environmental footprint and offers personalised recommendations for more sustainable living. Quick and easy to complete, visually appealing, and designed to motivate users toward more sustainable lifestyles. The Lifestyle Test concludes with a personalised set of recommendations based on the user's responses across different lifestyle domains.

LifestyleData – Supports the collection and aggregation of anonymised lifestyle data gathered through the Lifestyle Test. The first iteration („v0.5“) of the LifestyleData product is a Google Looker Studio-based dashboard that presents detailed insights into users' carbon footprints, planned lifestyle changes, skipped or already adopted actions, and support needs. It is designed to inform public policy, guide research, and support sustainability strategies and product and service design across sectors. The data, which is filtered by demographics such as age, gender, location, and income, enables a granular understanding of behavioural trends and barriers. A refined version of the data product („v1.0“) was released in May 2025. Further information is provided in Step 5.

Lessons Learned for Replication

- Start simple and iterate: Begin with a minimum viable version of the Test and refine it based on feedback.
- Encourage co-creation: Engage end users directly at early stages in the development process to help ensuring the tool is grounded in everyday realities and better reflects the needs, values, and motivations of diverse communities
- Tailor to local contexts: Adapt language, tone, examples, and behavioural assumptions to reflect cultural and national specificities.
- Enable local ownership: Focus on developing practical, user-friendly tools—such as the CMS—that empower local teams to manage, adapt, and update the Test independently. Ensuring partners can take ownership of the implementation process helps embed the Test within national and local systems and supports long-term sustainability. In the PSLifestyle project, local teams still relied on the technical partners to make many changes rather than be fully autonomous, slowing down the process. This could be improved in subsequent localisations.

Further Reading

- ▀ [Designing the PSL tool.](#)
- ▀ Lifestyle Test Calculation Criteria – [Finland](#), [Norway](#), [Türkiye](#), [Slovenia](#), [Italy](#), [Greece](#), [Germany](#), [Estonia](#), [Europe](#).
- ▀ [Open-source launch on the Lifestyle test app webinar.](#)



STEP 2:

CITIZEN SCIENCE LABS



Aim

To co-create and improve the Lifestyle Test while developing tailored recommendations that reflect local cultural, linguistic, and behavioural contexts.

Process and Methodology

Citizen Science Labs (CSL) – defined as meetings with citizens aimed at ensuring and enabling citizens' involvement in shaping our socio-economic and political frameworks through co-creation and data collection / provision – were used as collaborative spaces to test and refine the digital tool in real-time with end users. These labs facilitated rich conversations around sustainability behaviours and ensured the Lifestyle Test could be adapted to national and regional contexts.

The CSLs were implemented in the 8 countries involved in PSLifestyle, and involved exclusively citizens. These spaces aimed to be inclusive and to this end, a [Participant Recruitment and Engagement Strategy](#) was developed. This document explains the strategies to recruit participants and the factors to consider in the process (location of the venue, date and time, accessibility, communication, etc.) to make sure that CSLs involved a diverse group of participants, especially vulnerable groups.

A [PSLifestyle Citizen Science Labs Governance Framework](#) and [PSLifestyle Citizen Science Labs Manual](#) were also developed to guide and support the practical planning and implementation of citizen science lab meetings. The manual explains how to optimise resources before, during, and after a meeting. The 'before part' needs to consider the design of the meeting, communication with participants, logistics, and final arrangements. The 'during' part aims is to ensure participants find the meeting insightful, there is a collaborative exchange between them, and that discussions lead to the expected outputs. Finally, the 'after part'

considers how to best retain participants and ensure a continuous engagement.

In each country, the CSLs were conducted in three lab iterations between April 2022 and March 2023, with two meetings per lab iterations (six in total). The feedback gathered during these labs helped improve the test's usability, visual appeal, emotional tone, and language clarity. This led to more relatable and contextually appropriate experiences for users in different countries. It also helped refine the guidance and action suggestions. A PSLifestyle Citizen Science Labs Governance Framework and PSLifestyle Citizen Science Labs Manual were also developed to guide and support the practical planning and implementation of citizen science lab meetings. The manual explains how to optimise resources before, during, and after a meeting. The 'before part' needs to consider the design of the meeting, communication with participants, logistics, and final arrangements. The 'during' part aims is to ensure participants find the meeting insightful, there is a collaborative exchange between them, and that discussions lead to the expected outputs. Finally, the 'after part' considers how to best retain participants and ensure a continuous engagement.

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Key Results

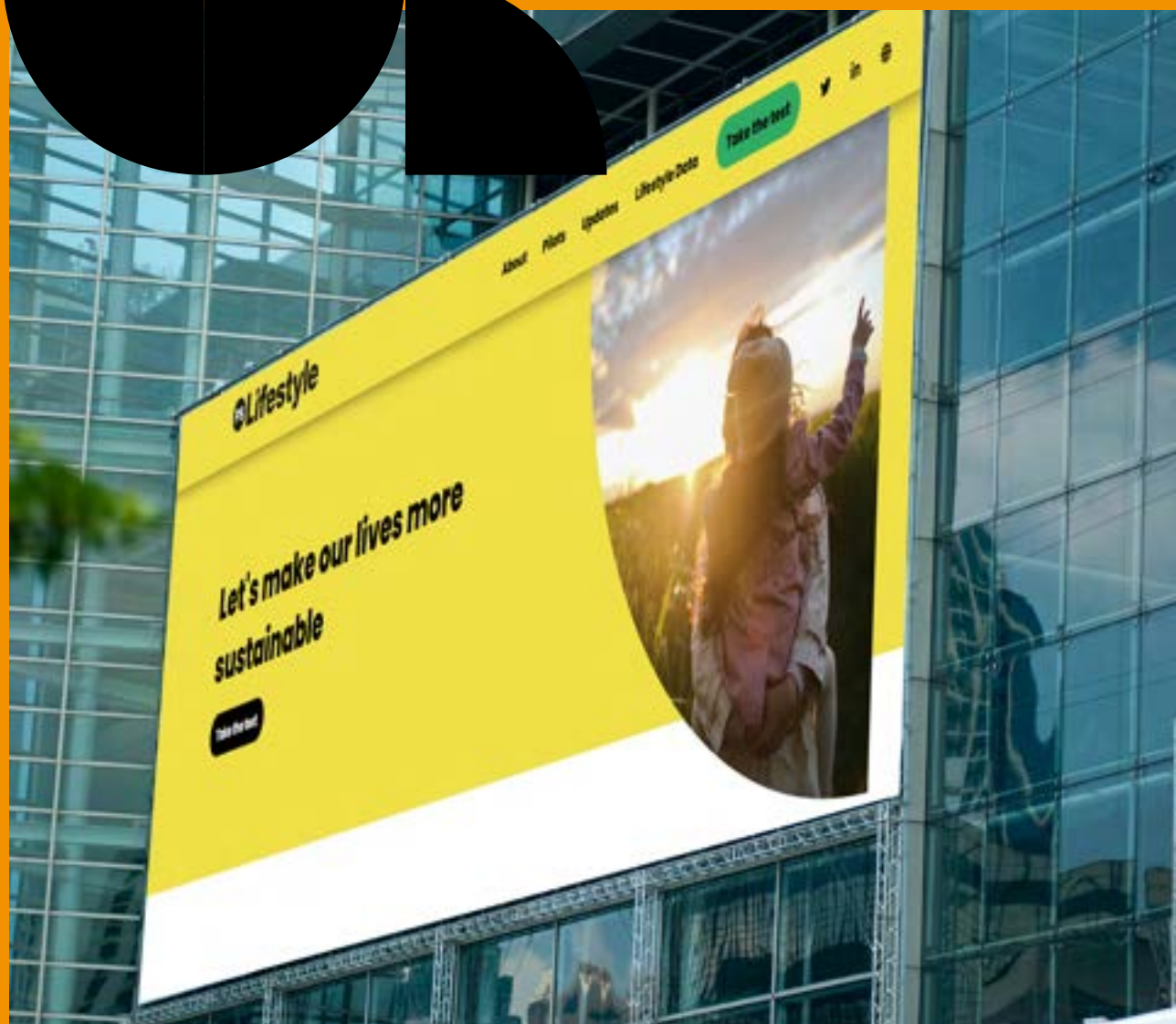
- Enhanced usability and visual design of the PSLifestyle Test, including e.g. redesigned action card structure.
- Country-specific versions aligned with local needs and values
- Greater understanding of how citizens perceive and interact with lifestyle-related guidance.

Lessons Learned for Replication

- **Tailor recruitment approaches:** Use trusted networks and culturally sensitive outreach to ensure inclusivity/representativeness of participants and of the final test.
- Planning is key: location, accessibility, date, time, language used, amongst other factors, are essential to consider to make sure CSLs are inclusive and representative. A well planned process with set roles facilitates the management of this process.
- **Engage and welcome:** during the meetings, it is important participants feel welcomed. To do so, it is essential to welcome them warmly, to remain flexible to adapt to changing requirements, to maintain the conversation open and inclusive, and to always include a wrap-up session to share the learnings of the day.
- **Value emotional feedback:** Understanding how users feel about sustainability content informs better design.
- **Adapt content iteratively:** Keep refining based on user input, especially regarding tone, examples, and action options.
- **Motivate to retain:** a motivated participant is more likely to come back if needed. Thank you messages can be shared via email or other platforms, action points and next steps help keeping the focus high, and detailed feedback is also essential.

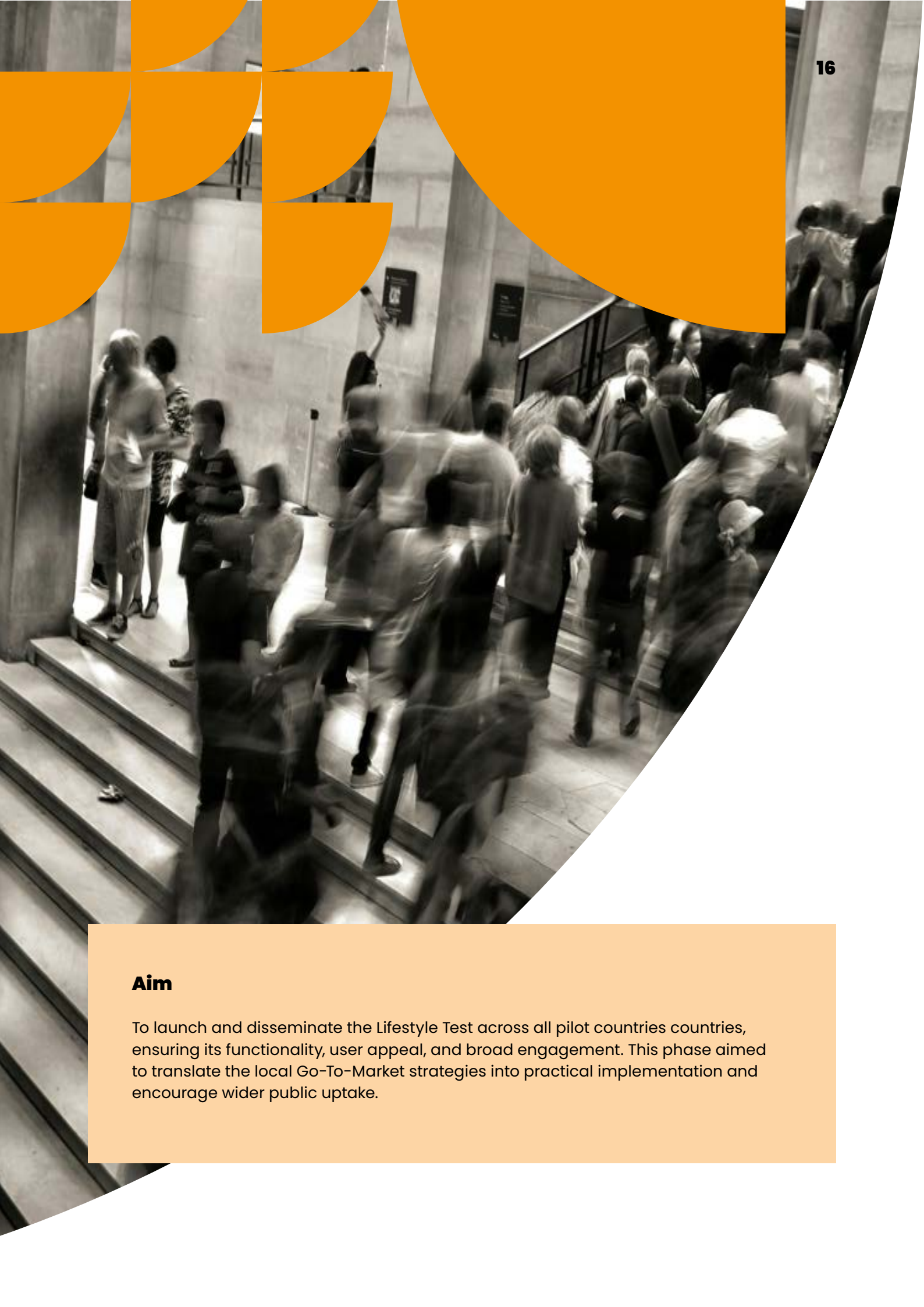
Further Reading

- ▀ [The PSLifestyle Citizen Science Labs Governance Framework](#)



STEP 3:

PILOTING AND MARKETING



Aim

To launch and disseminate the Lifestyle Test across all pilot countries countries, ensuring its functionality, user appeal, and broad engagement. This phase aimed to translate the local Go-To-Market strategies into practical implementation and encourage wider public uptake.

Building on the outcomes of the Citizen Science Labs ([Step 2](#)), which provided initial user feedback, inputs for local customisation, and engagement insights, the piloting phase focused on deploying the refined versions of the Lifestyle Test at national level in eight project countries. These efforts went hand in hand with the implementation of marketing and scaling-up plans, which were designed to be deployed during the piloting phase to attract as many users as possible to the Lifestyle Test. More on this will be detailed in Steps 5 and 6.

The piloting phase of the PSLifestyle project involved the deployment of the Lifestyle Test across the eight participating countries. Pilots were launched in two phases. The first involved early "soft launches" in Estonia, Slovenia, and Türkiye using version 0.5 of the Lifestyle Test—a minimum viable product (MVP) with limited features compared to the final 1.0 release. Deploying this early version proved strategically important, as it enabled these countries to align their launches with national campaigns and events that created strong momentum for outreach and engagement (e.g. Tallinn Sustainability Month and the Planica Ski World Championships in Slovenia). These high-visibility moments presented ideal opportunities for marketing and dissemination, making it a priority to release a test version that was market-ready, even if not feature-complete.

The second phase—the full launch with the complete 1.0 version of the Lifestyle Test—took place in August 2023 across the remaining pilot countries. The launch phase ran for several months in each country, where locally tailored Go-To-Market plans had been developed with the support and guidance of the project's central coordinating team, who was responsible for overseeing the overall success of the marketing and dissemination activities across all pilot countries. These plans followed the overarching European strategy but were tailored to national circumstances, target groups, and communication environments.

Piloting activities focused on:

- Executing the local Go-To-Market strategies
- Collecting user feedback and observing how different user groups interacted with the Test and identifying barriers to completion
- Testing technical infrastructure (including stability, loading times, and user flows)
- Monitoring functionality, ease of use, and accessibility across devices
- Continuously sharing user feedback and error reports with the central team, which coordinated responses and resolution efforts with the software development team.

Local partners monitored piloting results in continuous feedback loops to enable improvements to both the technical and content aspects of the Test. Simultaneously, project-wide analytics generated the first large-scale anonymised dataset from the Lifestyle Test. This dataset provided early insights into lifestyle behaviours across the pilot countries and supported content and feature updates to the Test. In practice, each country adapted and deployed its localised version of the Lifestyle Test through digital promotion, stakeholder engagement, and in-person events, applying the shared PSLifestyle methodology to their national context.

For example, in Germany, the Test was actively promoted through collaborations with city administrations, integration into municipal services, and visibility in public spaces such as transportation hubs. In Greece, the approach focused heavily on participation in national fairs and leveraging media channels like television and radio to reach diverse audiences. In

Portugal, piloting efforts worked closely with educational institutions and sustainability networks to boost citizen engagement. Meanwhile, in Turkey, a creative video campaign complemented by community outreach, particularly with Syrian immigrant populations, ensured broader accessibility and inclusion.

An important aspect of stakeholder engagement was the introduction of partner campaign functionality. This feature allows local country teams to generate customised links to the Lifestyle Test for specific partners. When users access the test through one of these links, their data can be segmented from the overall dataset, enabling tailored analysis and comparison with the broader user base.

This capability has proven highly valuable and in demand among a wide range of institutions, organisations, and other partners across all pilot countries. Many are keen to gain insights into the lifestyle and consumption patterns of their own communities—whether employees, clients, members, or customers. To date, over 100 partner campaign links have been created, demonstrating strong and sustained stakeholder interest throughout the consortium.

Key Go-To-Market activities that were proven effective during the project's launch phase include:

- **Partner marketing:** Leveraging partnerships increases reach and visibility. Focus on making the app valuable and easy to integrate to encourage partner promotion and funding.
- **Influencer collaboration:** When carefully selected and well-briefed, influencers can drive strong engagement and conversions at relatively low cost.
- **Social media:** Effective for building awareness and, in some cases, driving cost-efficient user conversions.
- **Seasonal campaigns:** Aligning marketing efforts with key calendar moments (e.g., Overshoot Day, New Year, Black Friday) boosts relevance and engagement.
- **Event presence:** Participating in or aligning with events helps build high-impact awareness and encourages conversions.
- **Media outreach:** Press coverage enhances credibility and broadens visibility.
- **Educational outreach:** Engaging schools and universities raises awareness and often results in strong conversion rates.

More detailed information on the specific marketing activities and scale-up strategies developed in each country is presented in the 'Further Reading' section of this chapter.

Key Results

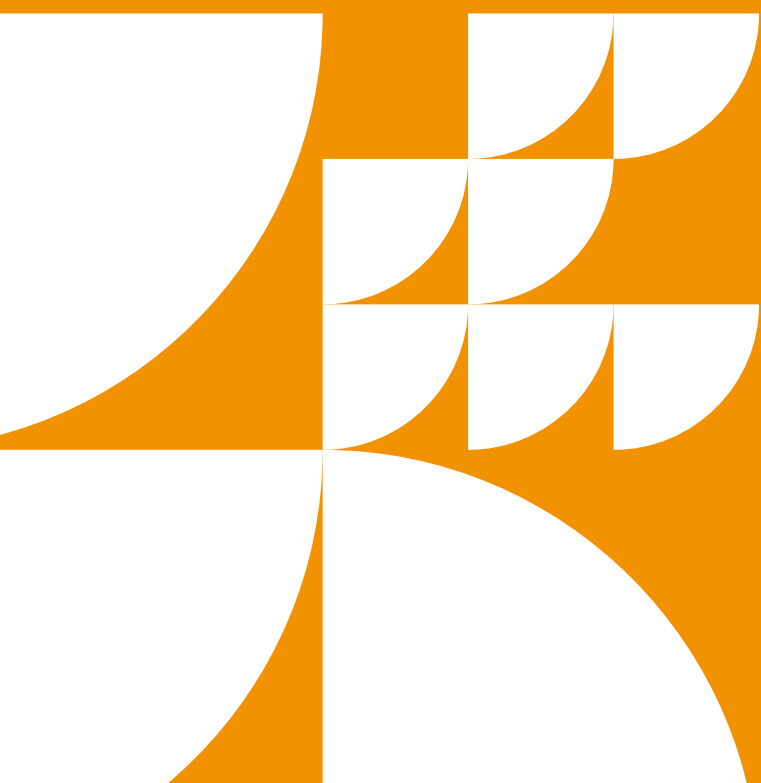
- Over 499,525 Lifestyle Tests completed throughout the project
- Potential 76,040,493 kgCO₂e/year emission reductions through plans
- More than 2300 marketing and dissemination activities conducted across all pilot countries
- More than 100 partner campaigns created across all pilot countries

Lessons Learned for Replication

- **Local relevance:** Successful engagement required adapting the Lifestyle Test's language, tone, and framing to reflect national values, behaviours, and priorities
- **Strategic communication:** Well-planned communications and marketing activities proved essential for raising awareness and driving participation. Localised outreach strategies were particularly effective in reaching diverse audiences
- **Balance consistency and flexibility:** Maintaining the core PSLifestyle methodology while allowing local adaptations proved essential for ensuring both comparability and resonance.

Further Reading

- ▀ [Guidebook for Pilots' implementation – challenges & best practices](#)
- ▀ [PSL Marketing calendar & activities summary](#)
- ▀ [Influencer collaboration](#)
- ▀ [Marketing around the overshoot day \(Finland\)](#)
- ▀ [Stories Videos](#)





STEP 4:

**STAKEHOLDER ENGAGEMENT:
CO-CREATION WORKSHOPS**

Aim

The Stakeholder Workshops aimed to bring together policymakers, researchers, businesses, and civil society actors to:

- **Showcase and disseminate results:** present the PSLifestyle Lifestyle Test and the Data product, communicate project outcomes, and demonstrate how the tool and data can support co-designed solutions for sustainable lifestyles.
- **Collect feedback and ideas:** Invite participants to suggest new business models, policy options, civil society initiatives, and research directions that could help advance sustainable lifestyle transitions.

The workshops also reflected on the early outcomes from the national piloting phases and explored how efforts could be further developed, integrated, and scaled within broader sustainability strategies. By facilitating dialogue and co-creation, the workshops sought to identify opportunities, challenges, and pathways for wider adoption and refinement.

The PSLifestyle project organised a series of stakeholder workshops to engage a broad range of actors, including representatives from local, regional, and national government bodies, environmental and sustainability-focused NGOs, CSOs, academic and research institutions, and businesses active in sustainable innovation. These workshops served to validate the relevance and usability of the Lifestyle Test from multiple professional perspectives, gather structured feedback, and co-develop ideas for future adoption.

Workshops were organised both at the national and EU level. While the national workshops were designed as sector specific – each country held a series of four workshops, one for each stakeholder group identified –, the EU-level workshop brought together policymakers, researchers, and network representatives into one session, to reflect on national lessons, exchange ideas for cross-border collaboration, and explore how the Lifestyle Test could align with wider European sustainability and green transition goals.

In the EU-level workshop, breakout groups allowed deeper exchanges between different stakeholder types, capturing both strategic insights and practical feedback. Participants were encouraged to be candid in sharing their perspectives on both the strengths and limitations of the Lifestyle Test.

Stakeholders were presented with an overview of the PSLifestyle project aims and key results, namely the Lifestyle Test and the data product, including key findings from the data collected and analysed. Discussions revolved around:

- How the Lifestyle Test could be useful for stakeholders to support a wider adoption of sustainable lifestyles
- Opportunities and challenges for integrating the Test into existing sustainability initiatives
- Practical suggestions for improving the usability and applicability of the Lifestyle Test, including data collection features and user engagement features

- Needs for further research, capacity building, and collaboration across sectors

The workshops offered an important opportunity to hear directly from stakeholders about their views on the initial outcomes of the project and the future of the Lifestyle Test. These discussions gave valuable insights into how local, regional, and national actors perceived the Test's usefulness, what challenges they anticipated in using it, and what support they would need to adopt similar approaches within their activities.

To provide stakeholders with a more detailed overview of the project results, the project team developed a Deck of Solutions—a series of visual summary sheets presenting aggregated data collected through the Lifestyle Test, with the aim of showcasing the data capability of the test and presenting a snapshot of data-supported solutions for enabling sustainable lifestyles. The Deck of Solutions (DoS) offers insights into users' carbon footprint profiles across different countries and lifestyle domains, highlights the action plans created by participants, analyses the adoption rates of lifestyle options and the cumulative impact of these plans, and identifies key barriers encountered by users. Together, this information supports the development of targeted solutions for enabling sustainable lifestyles. It is important to keep in mind that this blueprint needs to be updated with new user data as data collection via the Lifestyle Test progresses.

The following is intended to provide tips and indications on how to best use the Deck of Solutions to engage with stakeholders.

The Deck of Solutions can be utilised to:

- **Facilitate stakeholder workshops.** Organise workshops using the Deck as a discussion tool. The data can serve as a basis for brainstorming sessions, helping stakeholders identify local challenges and co-create solutions. This collaborative approach fosters a sense of ownership and commitment to sustainable practices.
- **Inform Policy and Decision-Making.** Policymakers can leverage the Deck's data to inform the development of targeted policies that address specific environmental issues prevalent in their regions. For example, if the data indicates high carbon emissions from transportation in a particular area, policies can be designed to promote electric vehicles or improve public transportation infrastructure.

How to best use the Deck of Solutions:

Tailor the presentation to your audience. Each country section in the DoS provides localized data, reflecting the unique consumption patterns and environmental impacts of its residents. Utilize these country-specific insights to make your presentations more relatable and impactful. For instance:

- Germany: Highlight the data on transportation choices and energy consumption to discuss potential areas for improvement in urban mobility and energy efficiency.
- Italy: Focus on dietary habits and waste management practices to promote sustainable food consumption and waste reduction initiatives.

Showcase data-driven solutions. The DoS not only presents data but also suggests actionable solutions tailored to each country's context. Use these recommendations to propose practical steps that stakeholders can implement, such as:

- Encouraging the adoption of energy-efficient appliances.
- Promoting sustainable transportation options like cycling or public transit.
- Advocating for reduced food waste through community programs.

Monitor Progress and Adjust Strategies. Regularly review the data presented in the Deck to assess the effectiveness of implemented strategies. Tracking changes over time allows stakeholders to adjust their approaches as needed, ensuring continuous improvement towards sustainability goals.

By integrating the insights and recommendations from the Deck of Solutions into your communications and strategies, you can effectively engage stakeholders and drive meaningful action towards sustainable lifestyles.



Key Results

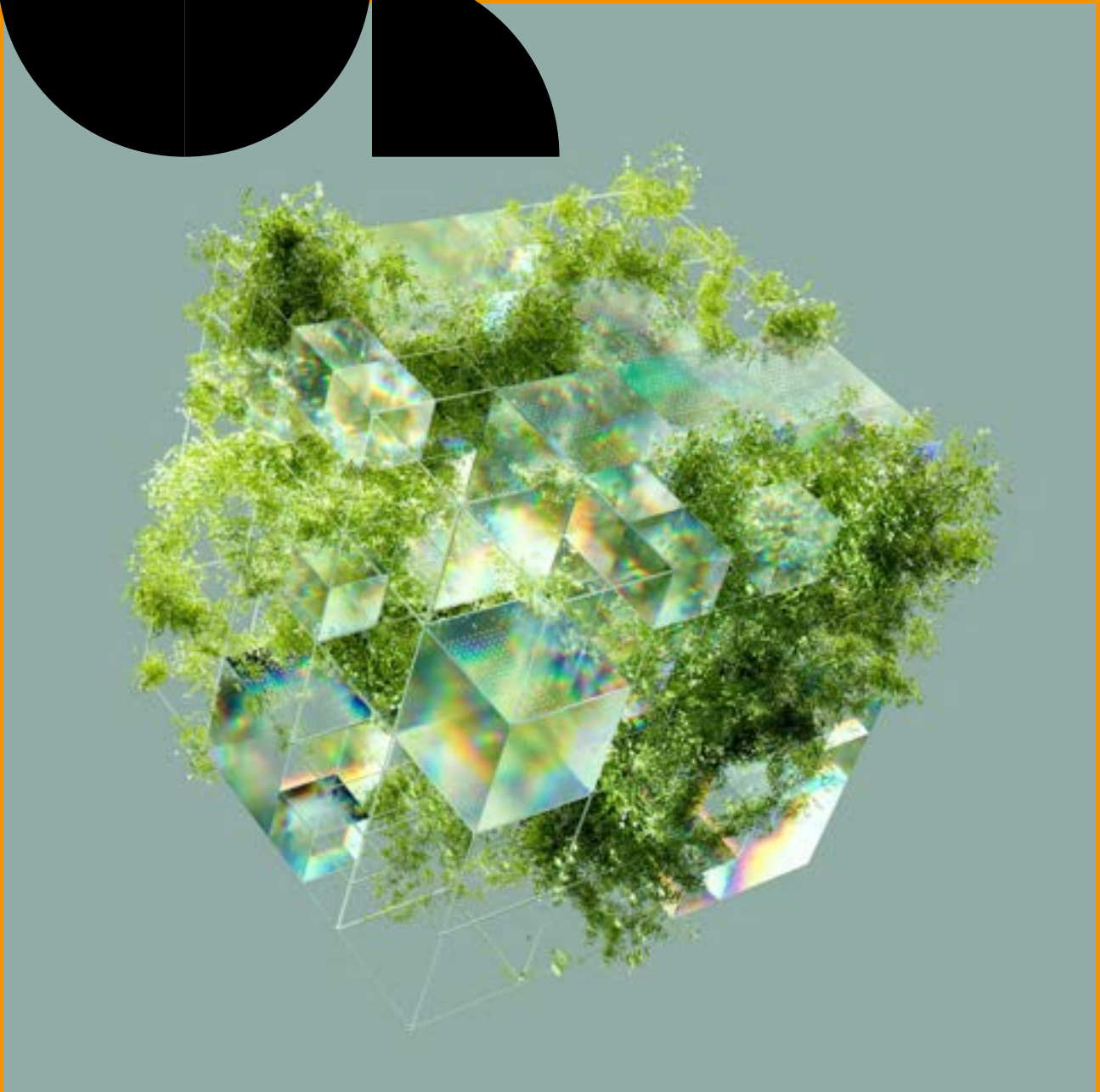
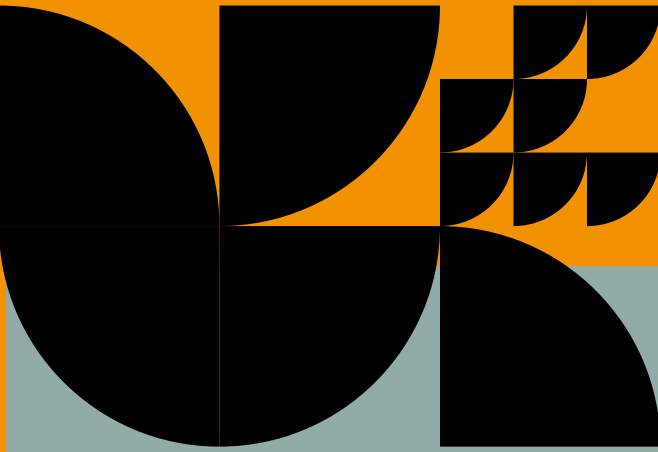
- Organisation of over 30 national workshops across eight countries and one EU level session, involving a diverse range of stakeholders from government, civil society, business, and academia.
- Engagement of more than 340 stakeholders at the national level and of 21 participants at the EU-level.
- A set of key practical recommendations for business opportunities, impactful policies, civil society initiatives and addressing research gaps
- Stakeholders' suggestions for tool and data product improvement.

Lessons Learned for Replication

- Targeted recruitment: Successful workshops depend on early identification and outreach to the right mix of stakeholders, tailored to local contexts and policy landscapes. Moreover, planning workshop sessions in the context of other bigger events can help secure a good quantity and quality of participants.
- Diversity of perspectives: Involving a balance of policymakers, businesses, civil society organisations, and researchers—whether together or individually—led to richer feedback and more actionable recommendations.

Further Reading

- [PSLifestyle Exploitation Plan for Civil Society](#)
- [PSLifestyle and PSDataset guidelines for the governments](#)
- [PSLifestyle Business Opportunities for companies](#)
- [PSLifestyle and PSDataset exploitation plan and guidelines, including priority topics for further research](#)
- [Deck of Solutions- Lifestyle Test Data and Consumer Insights Material for Stakeholder engagement](#)



STEP 5:

DEVELOPING A DATA PRODUCT

Aim

The purpose of the LifestyleData product development has been to create an informative and easy-to-use analytics platform that enables the insights gathered through the LifestyleTest to be effectively utilised by various stakeholder groups (policymakers, industries, academia, and civil society). While increasing users' understanding that the impact of their lifestyles matters, the data collected through the tests can also support systemic change, enabling the creation of measures that foster an environment conducive to adopting sustainable lifestyles.

For this enabling to be effective, it is essential that relevant stakeholders have access to locally relevant and socio-demographically rich insights, for example, on what kinds of sustainable everyday actions consumers are willing to take, which ones they are not, what barriers and challenges they face in adopting sustainable lifestyles, and what kind of help they need. This data helps stakeholders design measures—such as policies, products and services, research, and civil society initiatives—that support the adoption of sustainable lifestyles.

Already today, the LifestyleData dataset is the largest publicly available user-based dataset focused on sustainable consumption in Europe, with rich and anonymized socio-demographic and consumer behavioural insights.

The aim of the data is primarily to help policymaking and business innovation, as well as to CSO organisations and academics in designing strategies to support a fair transition to sustainable lifestyles.

Process and Methodology

The development of the data product began in October 2024 with the formulation of a vision and strategy, outlining key features, primary user groups, and potential use cases for the data.

By the end of 2024, a more detailed user needs analysis had been conducted through country-specific stakeholder workshops. These workshops helped identify how useful the data product is perceived to be by the stakeholders (policymakers, industries, academia, and civil society), whether there are any data gaps or functional challenges that hinder its usability, and how the product could be improved. Workshops provided valuable feedback for further developing the data product to better meet the needs of stakeholders and helped clarify potential

use cases for the data. By the end of 2024, the architecture of the data product was also drafted—comprising marketing page, main data visualization page, and data library (built in Looker Studio).

At the beginning of 2025, work continued on refining the vision and strategy for the data product. The design efforts focused on further developing the layout of the data product pages and the data library in Looker Studio, as well as improving the navigation logic between the data product, the LifestyleTest marketing page, and the PSL project page. In addition, a developer team was established, roles and responsibilities were defined, and the development of the code was initiated. In February 2025, planning began for the launch strategy of the data product, along with the identification of potential launch events. The mapping of events focused on

identifying European forums that emphasize ecological sustainability and the role of technology as an enabler. In addition, the first version of the prototype for the main page's key elements was completed, along with the design of the data product's marketing page. A review on Looker Studio's data visualization capabilities was conducted to optimize the data product development.

In March 2025, the first version of the data visualization queries to the backend was completed, thus visualizing real data. Insights from the stakeholder workshops were applied to refine the features of both the first and second pages of the data product. Additionally, the copywriting and design of the marketing page and Looker Studio data library were edited to ensure alignment with the overall data product experience.

In April 2025, a final review was conducted for all user views of the data product, its data architecture, and the navigation logic. The designs for the data product's marketing page, first and second pages, as well as the Looker Studio Data Library, were finalized.

The data product was launched in May 2025. The release was initially carried out as a "soft launch" during the final conference of the PSLifestyle project, titled "From Data to Action: Empowering Policies for Sustainable Choices", held in Brussels on 13 May.

The conference consisted of two parts: a final public event and an EU-level co-creation workshop. During the morning sessions of the final event, the data product was demonstrated, and key data outcomes were presented. The afternoon EU-level workshop focused on strategic dialogue and collaborative work, guided by questions similar to those explored in national stakeholder workshops. The workshop discussions particularly highlighted the need for more detailed demographic data and insights into behavioural motivations, a demand for geographically disaggregated data, and the potential of using data to identify emerging trends at an early stage.

The public launch was carried out at two established European events: the Greentech Festival in Berlin (20–22 May) and Reset Connect in London (24–25 June). The Greentech Festival is an annual high-level conference that provides a global stage for pioneers, visionaries and outstanding leaders to discuss the sustainable business solutions that will be needed to enact lasting change. Reset Connect London is an annual flagship and centrepiece event of London Climate Action Week and bridges the gap between sustainability and energy professionals, large corporations, government leaders, policymakers, tech providers, investors, innovators, purpose-led brands and entrepreneurs.

In addition to the main launch events, all partners communicated about the data product in their respective partner channels.

During autumn 2025, potential new features, increasing value of data, will be implemented as the longer-term funding situation becomes clearer. The LifestyleTest will be further developed to enable richer data collection and utilization, particularly by refining the details of demographic questions and enhancing the options for skipping actions. Additionally, the aim is to integrate compelling insights from the data product directly into the LifestyleTest to highlight the collective impact of the app users have already made and to show that the user is not alone, but rather part of a larger group of people in that country and across Europe who are making plans to reduce their carbon footprint and move towards a sustainable lifestyle.



Key Results

- To optimize the LifestyleData usability the data product has three parts. The first provides a summary view and highlights of the data with drill down capability – the LifestyleData main page. The second part provides the full data set in a predefined aggregated format that can be further refined by the user with different data filters – the LifestyleData Library. The first and second components are aimed at professionals working in public policy development or product and marketing strategy in the private sector. The third part provides the library data content as downloadable CSV file that will be available from the European Data Portal.
- In addition to the main three parts there is a separate marketing page (www.lifestyledata.eu) to grow interest of professional audiences.
- **LifestyleData main page** – The main page has two parts: a frontpage and a drilldown view. It is designed to drive business innovation, inform public policymaking, guide research, and support sustainability strategies across sectors. All footprint and lifestyle change data can be filtered by demographic and socio-economic variables, i.e. gender, age, income and location. This shows how different footprint profiles characterize different societal groups, what actions these groups are more willing to adopt, and what barriers they face. The data allows for targeted business innovation, policies, or civil society initiatives.
- The frontpage has 8 sections that present number of tests taken, cumulative impact and average carbon footprint and planned reduction, most popular actions selected per week and most rejected/skipped actions, most adopted actions and their cumulative impact, how much reduction potential resides in skipped actions, most frequent motivations for selecting actions, most common reasons to skip actions, and most popular support needs.
- The drilldown page is action specific and has six sections that provide individual action breakdowns of the weekly growth trend of the cumulative impact, how large is the interest in each country, key demographics of those who have picked this action, what other actions they typically select in combination with this action, demographics of users who have skipped this action, and the cumulative impact of the action selected for the drilldown analysis.
- **LifestyleData Library** – Presents the data in table format in Looker Studio, designed to support further exploration of the data for those who wish to analyse deeper. It provides anonymized, demographically segmented insights derived from the LifestyleTest, covering four key areas: housing, mobility, food, and purchases. The library is structured into eight main sections:
 1. Key metrics;
 2. Carbon footprints;
 3. Planned user actions;
 4. Actions already taken;
 4. Barriers to actions;
 5. Support needs;
 6. Circular Actions
 7. User guide. Users can explore

readiness for sustainable actions, filter results by various socio-demographic variables, and we will add later download capability of the data.

- The data can be filtered by demographics such as age, gender, location, and income, which enables a granular understanding of behavioural trends and barriers. It will be made openly accessible online later and streamed via the European Data Portal.
- **LifestyleData dataset** – As mentioned previously, this data is a downloadable as CSV file (LifestyleData-set) that will be available from the European Data Portal. This dataset can be utilised by specialist and data scientists with their own data analytics tools for even more detailed analysis of the data than what is possible by using the LifestyleData Dashboard or Library.

Lessons Learned for Replication

- **Most effective utilization strategy:** use the existing LifestyleData product as a service instead of building your own stand-alone version. This would make updating of features more effective and allow for building a unified dataset and ensure comparability across countries using the LifestyleData product. To learn how your organization could get involved, see www.lifestyledata.eu

In case you decide to rather build your own version of the data product then consider these key lessons learned:

- **Co-create with potential end users:** Start this process early

on to understand their needs, improvement ideas, and possible use cases. See Step 4 of the Cookbook for more detailed guidance. This approach helps ensure that the product is well-aligned with real-world contexts and practical requirements.

- **Consider key use cases and ease of use:** Design the product to serve a set of key use cases and clear target audiences while remaining intuitive and accessible. Utilize the LifestyleData main page and Library products as inspiration for your product design.
- **Design for continuous data growth:** Build the product on a data source that generates continuous inputs that expand the data over time. This enables the generation of fresh and relevant insights.
- **Design for easy scalability:** Design the product architecture to accommodate easy addition of new data sources (e.g. new country, new city, new customer) within the existing data structure or growing load without compromising performance of the data product. Design for scalability guarantees that the data product structure can be adjusted while growing the data product use.

Further Reading

- ▀ [LifestyleData marketing page](#)
- ▀ [From Data to Action conference deck](#)
- ▀ [Deck of Solutions](#) – Lifestyle Test Data and Consumer Insights Material for Stakeholder engagement
- ▀ [Policy Brief: Transport systems](#)
- ▀ [Policy Brief: Food Systems](#)
- ▀ [Policy Brief: Housing](#)
- ▀ [Policy Brief: Purchases](#)



STEP 6:

SCALING-UP AND SUSTAINABILITY

Aim

The scaling-up and sustainability activities of the PSLifestyle project aimed to extend the reach, usability, and long-term impact of the Lifestyle Test beyond the original pilot countries. The objective was to prepare for broader adoption across new regions, embed the Test into existing policy and practice frameworks, and ensure

Process and Methodology

Building on the experience of piloting ([Step 3](#)) workshops ([Step 4](#)), and other policy/business related activities ([Step 5](#)), scaling-up efforts combined strategic planning at European level with targeted support for national and local initiatives. Activities focused on two complementary dimensions: expanding the reach of the Lifestyle Test geographically and establishing a foundation for its long-term sustainability.

Geographical expansion involved identifying new regions and countries interested in adopting the Lifestyle Test. Partners engaged new stakeholders through presentations at European-level events such as the Covenant of Mayors conference and the World Circular Economy Forum, direct outreach to municipalities and city networks, and by leveraging existing European city platforms.

Participation in international events and presenting the PSLifestyle project and Lifestyle Test at high-level forums has significantly boosted visibility and sparked interest beyond the original consortium of eight pilot countries. These outreach efforts have led to active discussions with potential partners across Europe and beyond, resulting in two new countries—Norway and Poland—joining the Lifestyle Test ecosystem by June 2025. Poland launched its localised version in May 2024, followed by Norway in February 2025. Interest continues to grow in several other countries, with many more in the pipeline.

Importantly, the main bottleneck is not demand, but execution capacity. Expanding the Lifestyle Test to a new country is a resource-intensive process that requires close coordination and dedicated effort.

To streamline and support this scaling process, the project coordinator Sitra has developed a comprehensive suite of standardised materials, including a detailed replication guide, localisation and CO₂ emissions calculation guidelines, go-to-market strategy templates, and technical documentation covering e.g., content management, testing, and debugging.

At the same time, significant sustainability efforts were made to integrate the Lifestyle Test into existing policy frameworks in order to scale up within existing partner countries. For example, in Finland and Portugal, local partners initiated discussions with city administrations to explore embedding the Test into municipal climate strategies. In Greece, the team worked with educational institutions to pilot the use of the Test in school sustainability programmes. In several countries, partners aligned their proposals with European Green Deal targets and national climate action plans, facilitating smoother institutional integration.

Strengthening partnerships and expanding networks were key pillars of the scaling strategy. Partners deepened collaborations with municipalities, universities, businesses, and NGOs engaged during piloting, while also reaching out to new actors.



For instance, some pilot teams approached umbrella organisations representing multiple cities, aiming to scale adoption more efficiently through network effects. As mentioned earlier in this report, one of the most effective stakeholder engagement tools has been the partner campaign functionality. This feature allows country teams to generate unique links to the Lifestyle Test, enabling partner-specific data collection and analysis. It has proven especially popular among organisations eager to gain insights into the sustainability habits of their own audiences. With over 100 campaign links created to date, the strong uptake across pilot countries underscores the value of this targeted engagement approach.

Parallel to these activities, partners developed a Sustainability and Exploitation Plan, setting out future options for ownership, maintenance, and funding models. The plan explored practical governance scenarios, including anchoring the Lifestyle Test in public sector digital infrastructures or creating a consortium of partners to oversee its evolution.

Promotion efforts continued at both European and national levels. Project outcomes were showcased at major policy events, including the EU Sustainable Energy Week and local climate conferences. Online campaigns, final newsletters, and targeted stakeholder briefings were also used to maintain visibility and encourage adoption beyond the project's end.

While substantial groundwork was laid during the project, full expansion and scaling are expected to continue beyond the formal end of PSLifestyle, driven by the partnerships, structures, and practical resources established during these final stages.

Key Results

- Production of a detailed replication guide, adaptation templates, and technical manuals to support new adopters.
- Presentation of PSLifestyle outcomes at five major European policy events, expanding visibility across sectors.
- Development of the PSLifestyle Sustainability and Exploitation Plan, outlining governance, maintenance, and scaling options.
- More than 100 partner campaigns created across all pilot countries.
- Norway and Poland added as new countries to the Lifestyle Test ecosystem.
- Over 11 million people reached across Europe.

Lessons Learned for Replication

- **Early planning for sustainability is essential:** Successful scaling requires building sustainability considerations into project activities from the beginning, not as an afterthought.
- **Leverage existing networks:** Engaging multipliers such as city networks or umbrella organisations significantly amplifies outreach potential.
- **Policy alignment enhances uptake:** Linking the Lifestyle Test to broader policy goals, such as climate neutrality or the Green Deal, increases its relevance and attractiveness to institutions.
- **Flexibility is key:** Scaling strategies must adapt to the different capacities, priorities, and political realities of potential new adopters.
- **Clear, practical resources facilitate replication:** Providing standardised, user-friendly materials greatly improves the likelihood that new stakeholders will adopt and adapt the Lifestyle Test successfully.

Further Reading

- ▀ [Plan for exploitation and sustainability](#)





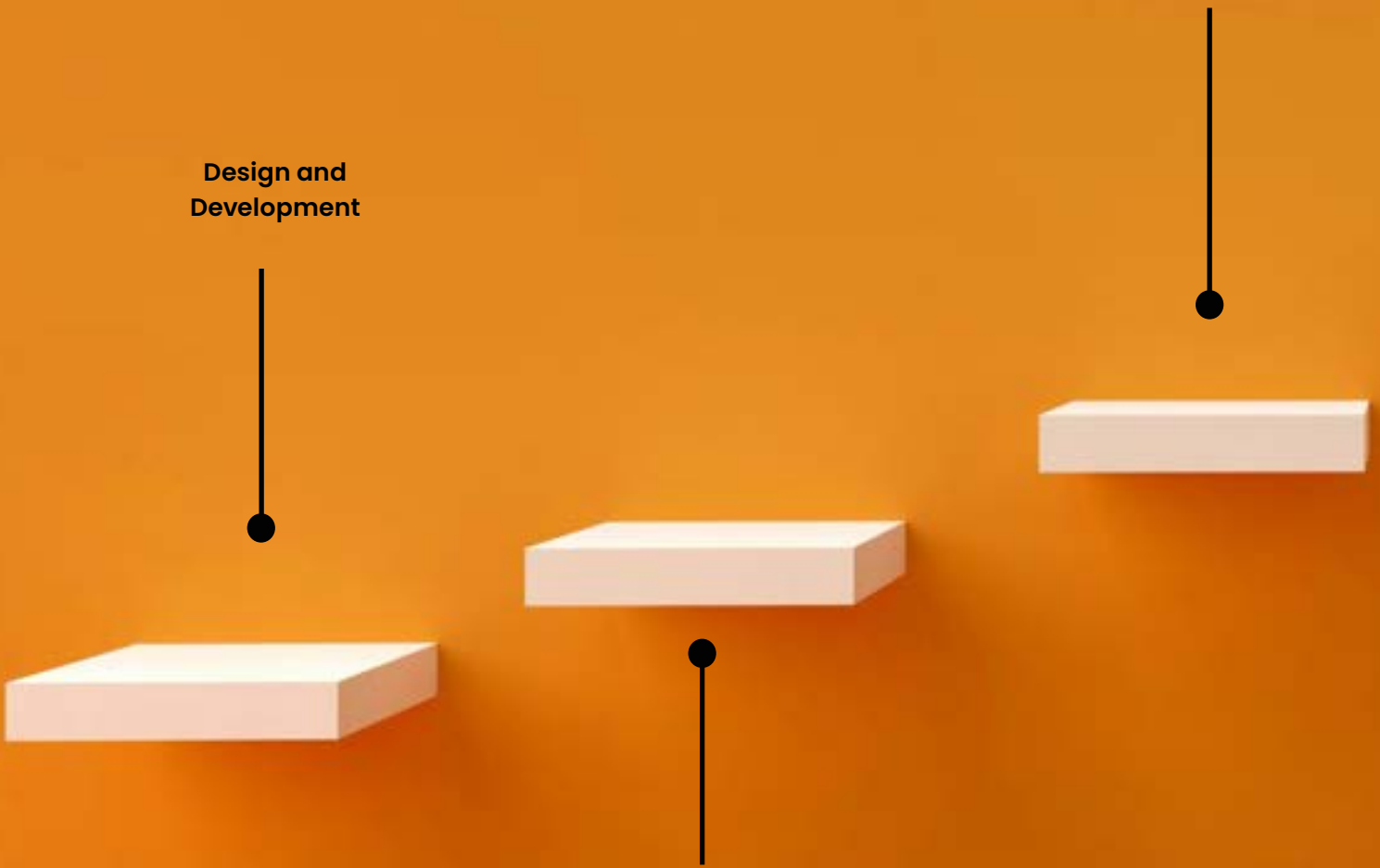
**Final step,
let's get
practical**

Replicating the lifestyle test

Design and
Development

Piloting,
Testing and
Marketing

Co-creation
and Local
Adaptation





To successfully adapt and implement the Lifestyle Test in your setting, we recommend following this detailed checklist, which draws on the lessons learned throughout the project.



1

Design and Development

- Create a user-friendly, culturally sensitive, and scientifically grounded Test.
- Localise for cultural and behavioural fit: Successful adaptation requires more than translation—it involves tailoring content, tone, and behavioural assumptions to reflect national and regional lifestyles.
- Apply behavioural science: The COM-B model helped structure the tool around real-life conditions for behaviour change—capability, opportunity, and motivation—enhancing its effectiveness in driving action.
- Use modular, flexible tech infrastructure: a scalable tech stack (React, Firebase, BigQuery, etc.) and a lightweight CMS setup (Google Sheets, Locize) enabled easy updates and decentralised content localisation without heavy technical involvement.
- Ensure the tool supports secure, anonymised data collection.

KEY DELIVERABLE: DESIGNING THE PSL TOOL

2

Co-creation and Local Adaptation

- Organise Citizen Science Labs or similar participatory activities to tailor the test to your local circumstances.
- Recruit a diverse participant group interested in the co-creation process, ensuring inclusion of vulnerable groups.
- Iteratively refine the Test based on direct user feedback and reactions observed during the interactions (content, usability, tone).

KEY DELIVERABLE: THE PSLIFESTYLE CITIZEN SCIENCE LABS GOVERNANCE FRAMEWORK

3

Piloting, Testing and Marketing

- Design your Go-To-Market strategy: Develop a clear national plan tailored to local audiences, communication norms, and engagement opportunities.
- Launch strategically: Use soft launches (Minimum Viable Product) to test core functionality and gather early feedback, followed by a full rollout of version 1.0 across all countries.
- Tailor national strategies: Apply local Go-To-Market plans aligned with national events, target groups, and communication channels.
- Promote widely: Use a mix of digital marketing, media outreach, event participation, and educational engagement to attract users.
- Engage partners: Create custom campaign links for institutions, enabling segmented data insights and stakeholder-specific analysis.
- Collect user feedback: Monitor functionality, ease of use, and user behaviour; feed insights back to improve the Test continuously.
- Ensure technical reliability: Test performance across devices, address bugs, and coordinate with the central development team.
- Leverage data: Use early analytics to understand lifestyle trends and guide content or UX updates.
- Balance consistency and flexibility: Keep the shared PSLifestyle methodology while adapting tone, content, and outreach locally.

KEY DELIVERABLE: GUIDEBOOK FOR PILOTS' IMPLEMENTATION – CHALLENGES & BEST PRACTICE

4

Stakeholder Engagement

- Validate, promote, and improve the Lifestyle Test and its data product by organising both local and EU-level workshops. Engage with local, regional and/or national policymakers, researchers, civil society actors, and businesses.
- Establish a realistic timeline: Plan sufficient time for both the preparation and delivery of the workshop, including design, recruitment, implementation, and follow-up activities.
- Define clear objectives, audience, and desired outcomes: Clarify the purpose of the workshop, identify the key stakeholder groups to engage, and determine the specific outcomes you aim to achieve.
- Design a structured and purpose-driven agenda: Develop a detailed agenda that includes session topics, time allocations, facilitation methods, and guiding questions aligned with the workshop goals.
- Implement a strategic recruitment process: Identify and invite relevant stakeholders using clear, inclusive, and targeted outreach methods to ensure meaningful participation.
- Communicate workshop goals and agenda in advance: Share the workshop objectives, agenda, and any preparatory materials with participants and collaborators ahead of time to set expectations and encourage engagement.
- Document key insights and outcomes during the workshop: Capture main takeaways, ideas, and feedback in a structured way to inform project reporting and future decisions.
- Conduct a thoughtful follow-up: Thank participants for their contributions, share a summary of key results, and outline next steps to maintain engagement and transparency.

KEY DELIVERABLE: DECK OF SOLUTIONS



Developing a data product

- Use the existing LifestyleData product instead of building your own stand-alone version.
- In case you want to develop your own data product:
- Co-create with potential end users to understand their needs and to gather possible improvement ideas.
- Design the product to serve a wide range of users and use cases while remaining intuitive and accessible.
- Build the product on a source that generates continuous data inputs.
- Design the product to easily accommodate new data sources.

KEY DELIVERABLE: LIFESTYLE DATA MARKETING PAGE

5

6

Scaling and Sustainability

- Start planning for scaling up and scaling out as well as long-term maintenance early.
- Produce practical resources for replication (e.g., adaptation templates, user manuals).
- Align your approach with existing policy frameworks and sustainability strategies.
- Engage multiplier organisations (e.g., city networks) to accelerate expansion.

KEY DELIVERABLE: PLAN FOR EXPLOITATION AND SUSTAINABILITY

Project partners



SITRA



cscop
COLLABORATING CENTRE ON SUSTAINABLE
CONSUMPTION AND PRODUCTION



HotorCool



ICLEI
Local Governments
for Sustainability
EUROPE



EuroHealthNet



Let's **do it**
FOUNDATION



Rohetiiger



ATHENA
Research & Innovation
Information Technologies



ΕΚΠΟΙΖΩ
ΕΝΔΕΧ ΚΑΤΑΝΑΛΩΤΩΝ - Η ΠΡΟΤΙΘΥ ΤΗΣ ΖΩΗΣ



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