



Co-Creating a **P**ositive
and Sustainable **L**ifestyle
Web App with and for
European Residents



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 101037342.



pslifestyle.eu

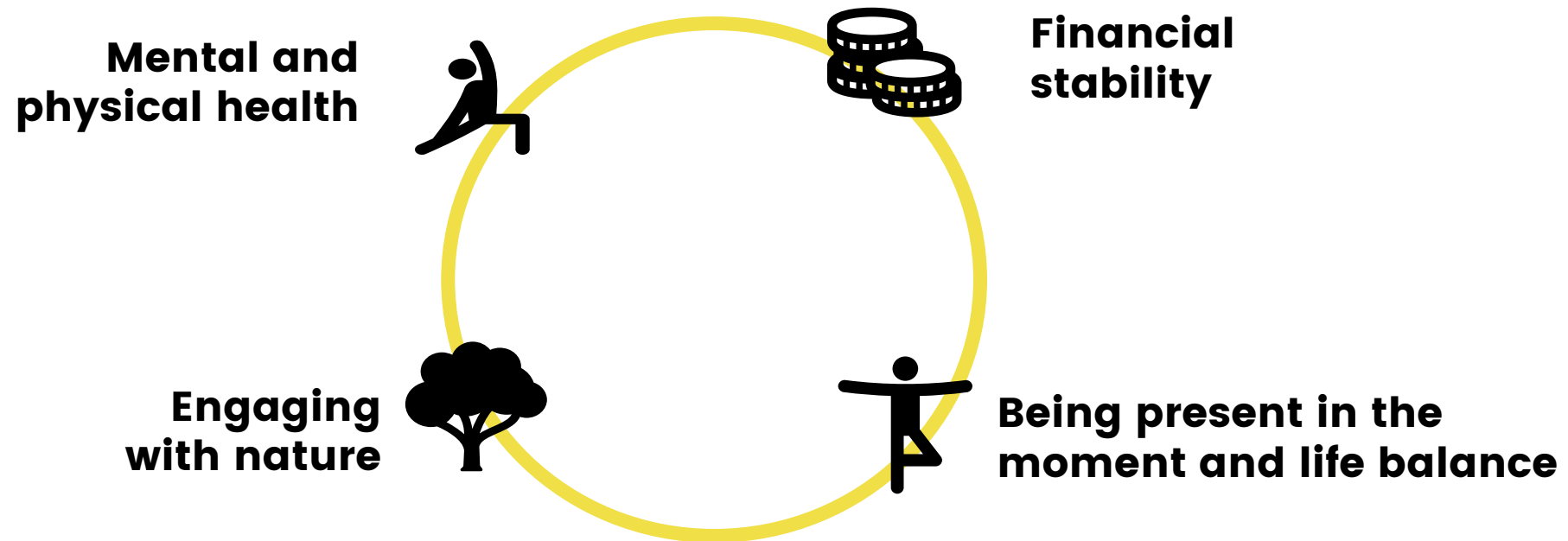
Sustainable lifestyles ...

... means understanding how our lifestyle choices affect the world around us. It is finding a way to make life better and easier for all of us.

- **Responsible consumption:** reducing water waste, striving for a circular economy and energy efficiency, choosing environmentally and health-friendly products, reducing waste...
- **Sustainable mobility:** cycling, public transport, car sharing or using an electric motor or electric car ...
- **Sustainable eating:** buying organic food, eating more fruit and vegetables and less meat and fish ...
- **Sustainable living:** promoting energy efficiency, using green energy sources, reducing water consumption, sharing living spaces ...
- **Environmental education:** sharing experiences and awareness of the importance of sustainable living in one's own social environment.



A sustainable lifestyle brings more time and inner peace ...



PSLifestyle goals are to ...

- Build an innovative **behaviour change and citizen science application** – the PSLifestyle application – that **enables European citizens to participate** in generating personal sustainability data, while learning about personalised sustainable lifestyle choices.



- To **create and make available the PSDataSet** with relevant data blocks on major lifestyle areas, to **enable further research and policy design** beyond the project



- Build awareness to **support and empower European citizens to act and to adopt lasting behavioural patterns for sustainable and healthy lifestyles**



Key Approaches

Better tool based on insight and feedback.

1 Co-create & localize existing tools with citizen

8 local teams



Living labs

Created on top of existing Finnish applications solution that can be localised to reach new audiences

2 Support citizen behavior change



Citizens gather their own data, make plans and commit into actions to enable behaviour change

3 Scale up and innovate by creating together



Living labs

Utilise data and scale up with Citizen science, EU, Governments, Industry, Academia, Civil society

Better policymaking and private sector services.

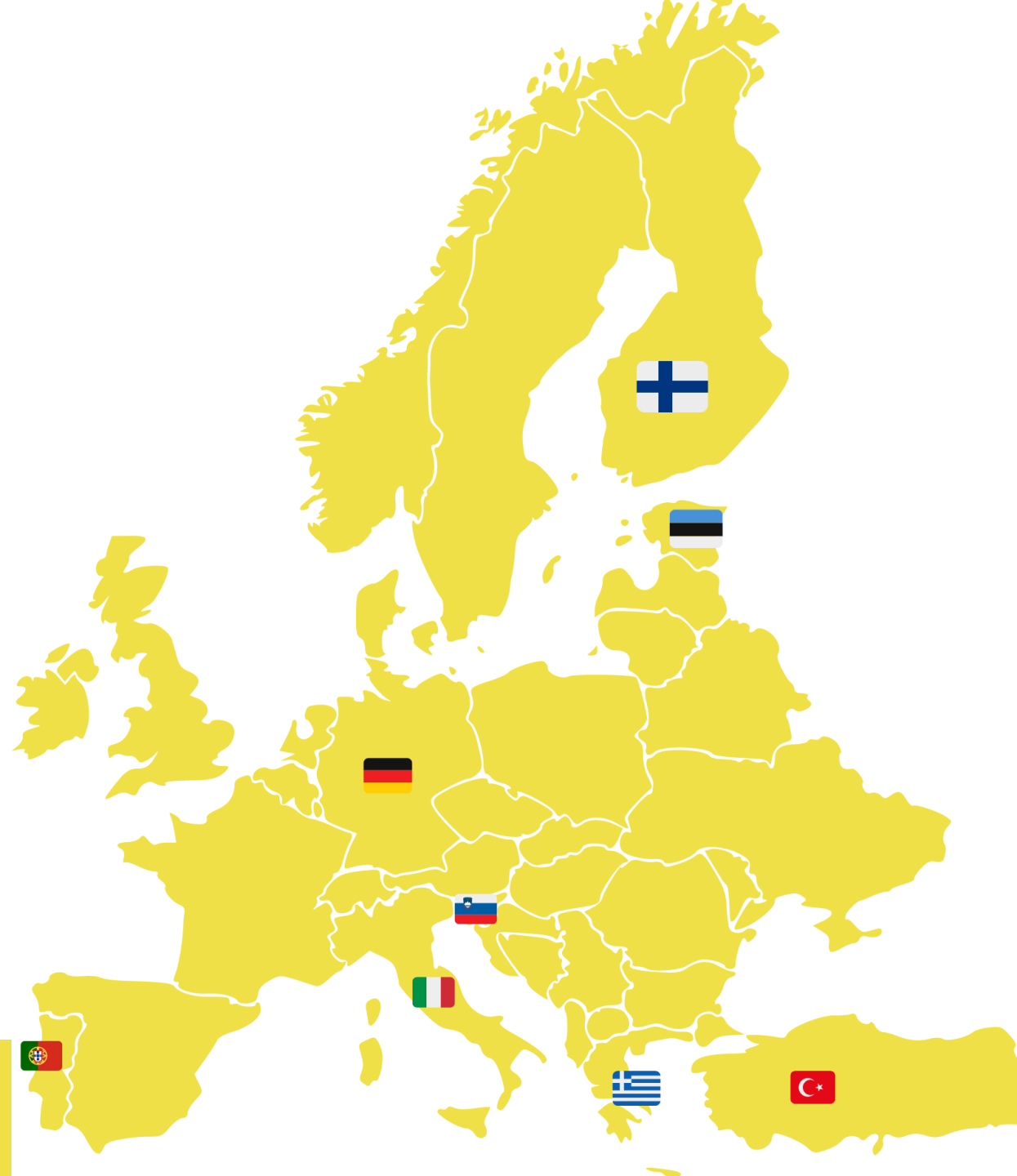
- the PSLifestyle project takes place in 8 European countries: Estonia, Finland, Germany, Greece, Italy, Portugal, Slovenia, and Turkey
- in Slovenia the project is led by the Municipality of Ljubljana and the Circular Change Institute



Mestna občina
Ljubljana



Circular Change



Projekt je prejel sredstva iz programa Evropske unije za raziskave in inovacije
Obzorje 2020 na podlagi sporazuma o dodelitvi nepovratnih sredstev št. 101037342.



Mestna občina
Ljubljana



- **Sustainable development of the city** is one of the key values and strategic objectives of the Municipality of Ljubljana
- in 2016, the European Commission awarded Ljubljana with the prestigious title of the **Green Capital of Europe**
- Ljubljana was recently selected for the **mission 100 Climate Neutral and Smart Cities 2030**, where we will be able to help accelerate the progress of Europe's most ambitious cities, inspiring other cities in Europe on their path to climate neutrality
- MOL systematically and over the long term **develops various tools for a green transition** and quality of life for all citizens with the least possible environmental impact



Circular Change

Inštitut za krožno gospodarstvo

PSL



Ladeja
Godina Košir



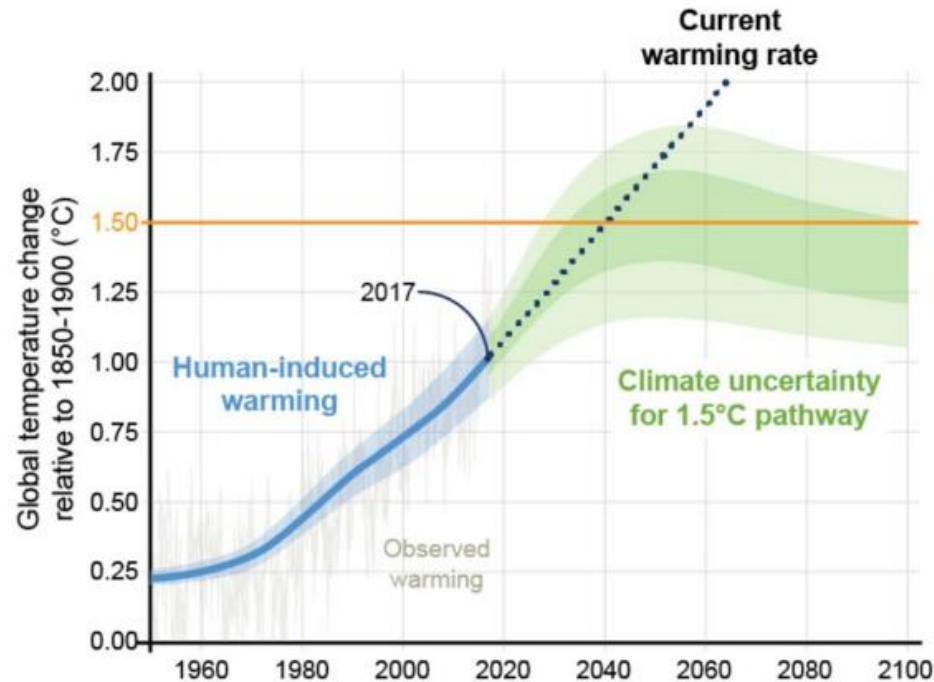
Meta Pezdır

- The Circular Change team works with cities, government agencies, non-profit organisations, researchers, small and large businesses, creatives and media. Their projects **co-create solutions for the transition to a circular economy**, a **more sustainable world** and a **better life for all**.
- They organise:
 - ✓ circular events and talks,
 - ✓ circular economy transition guidelines,
 - ✓ circular consultancy,
 - ✓ circular communication and education,
 - ✓ circular partnerships in EU projects, etc.

Sustainable lifestyle by 1.5 degrees

FAQ1.2: How close are we to 1.5°C?

Human-induced warming reached approximately 1°C above pre-industrial levels in 2017



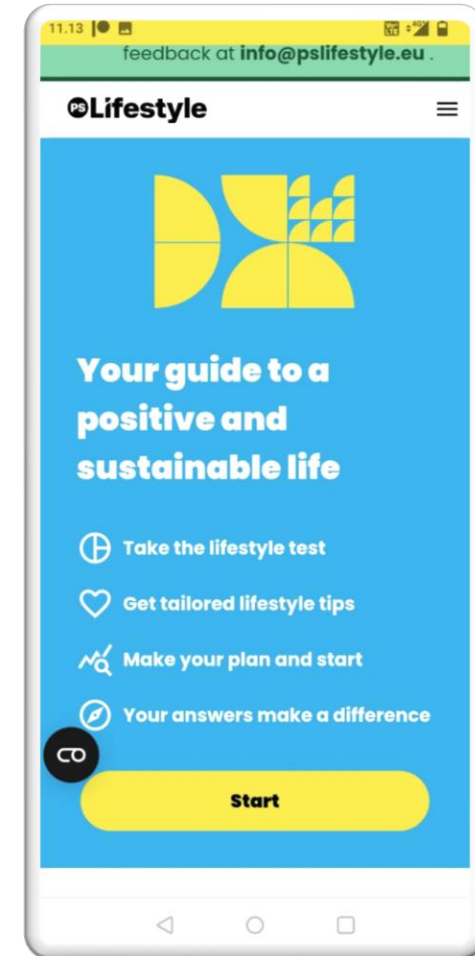
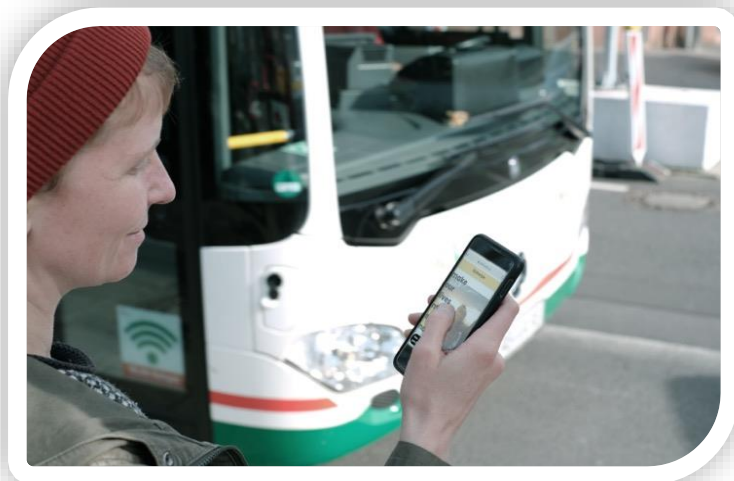
- **Limiting global warming to 1.5°C above 1900 levels** is our best chance to mitigate the worst effects of the climate crisis.
- To achieve this target, **emissions generated by our lifestyles need to be kept under 2.5 tons of CO² equivalent per person per year by 2030.**
- This will require combined efforts between key actors and individuals i.e. system & behaviour change.

Understanding differences between countries ...



Our solution – the PSL web app

The PSL web app helps European citizens find their own version of a good sustainable life by suggesting **sustainable actions and solutions**.

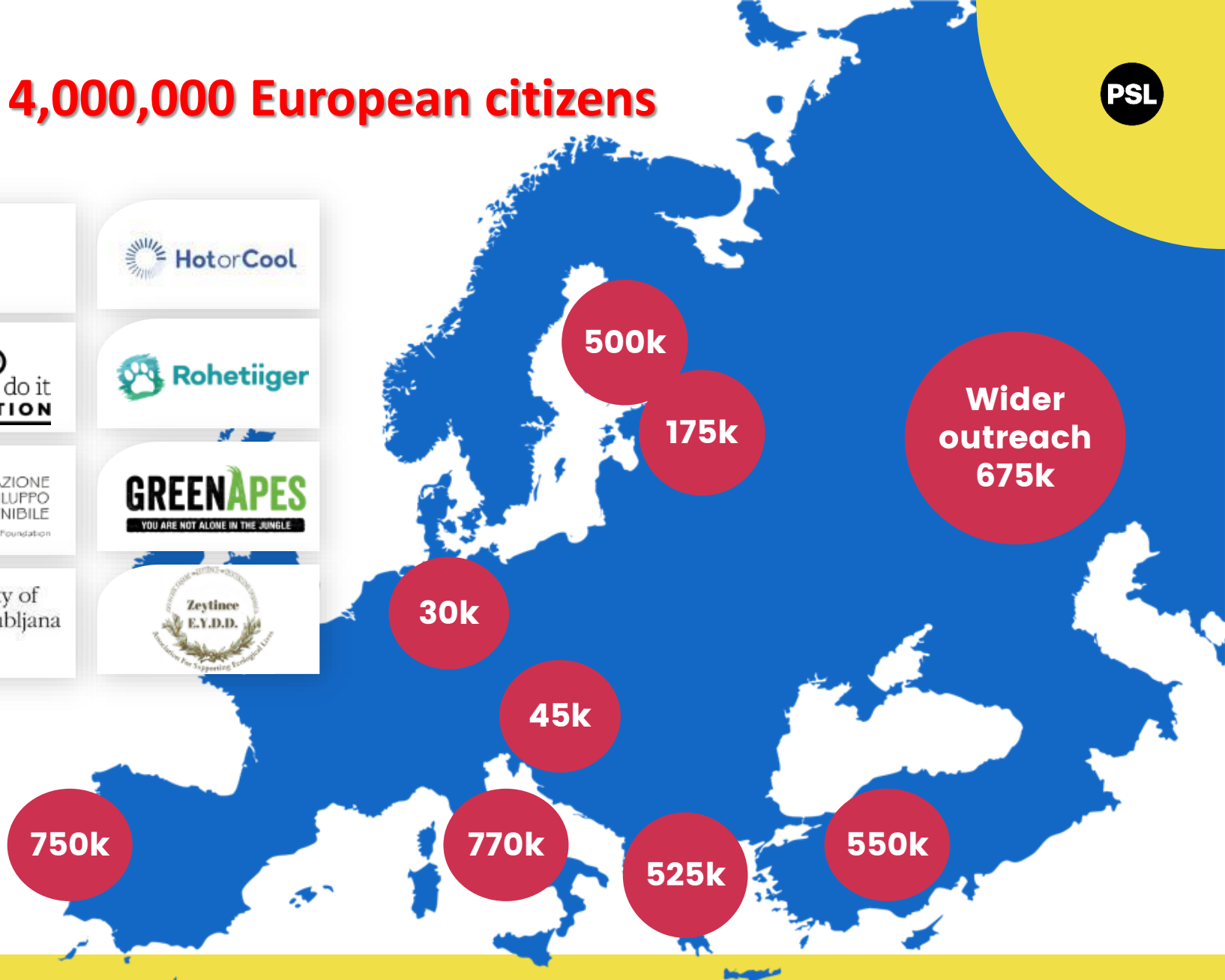


We are committed to reach 4,000,000 European citizens

PSL



Consortium of partners



Successes of Slovenian team so far ...

PSL

- **6** Living Lab Ljubljana workshops with more than **180 participants**
- numerous feedback received:
 - to **understand** sustainable lifestyles,
 - the role of the **individual and key actors**
 - **feedback on improving** the PSL web app
- 100 suggestions for reducing carbon footprint adapted to **Slovenian context**
- the alpha version was presented at Planica 2023 (FIS Nordic World Ski Championships) and at the Green Fair in Gornja Radgona



PSL app launch ...

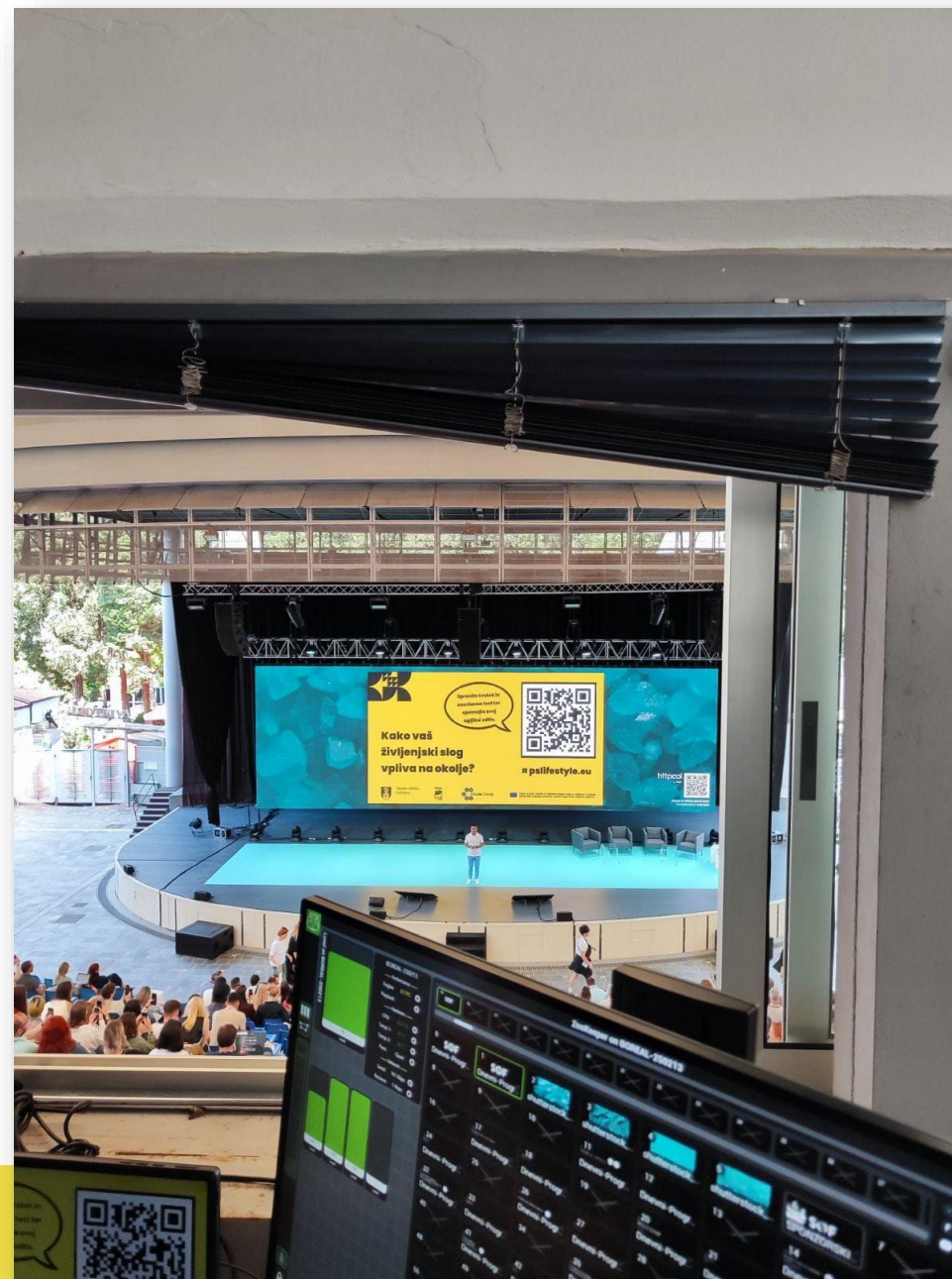
- 7 June 2023 at the ISPIM International Conference



PSL



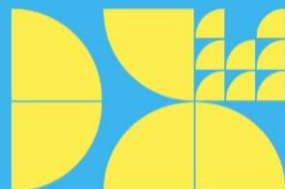
- we also featured the app on Slovenian Advertising Festival – SOF



11.13

feedback at info@pslifestyle.eu.

PS Lifestyle



Your guide to a positive and sustainable life



Take the lifestyle test



Get tailored lifestyle tips



Make your plan and start



Your answers make a difference

CD

Start



Tailor
Made



Quick
Easy



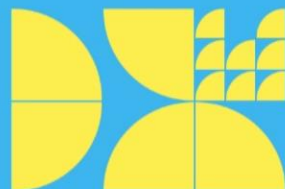
Clear
Motivating

All
Clicks
Matter

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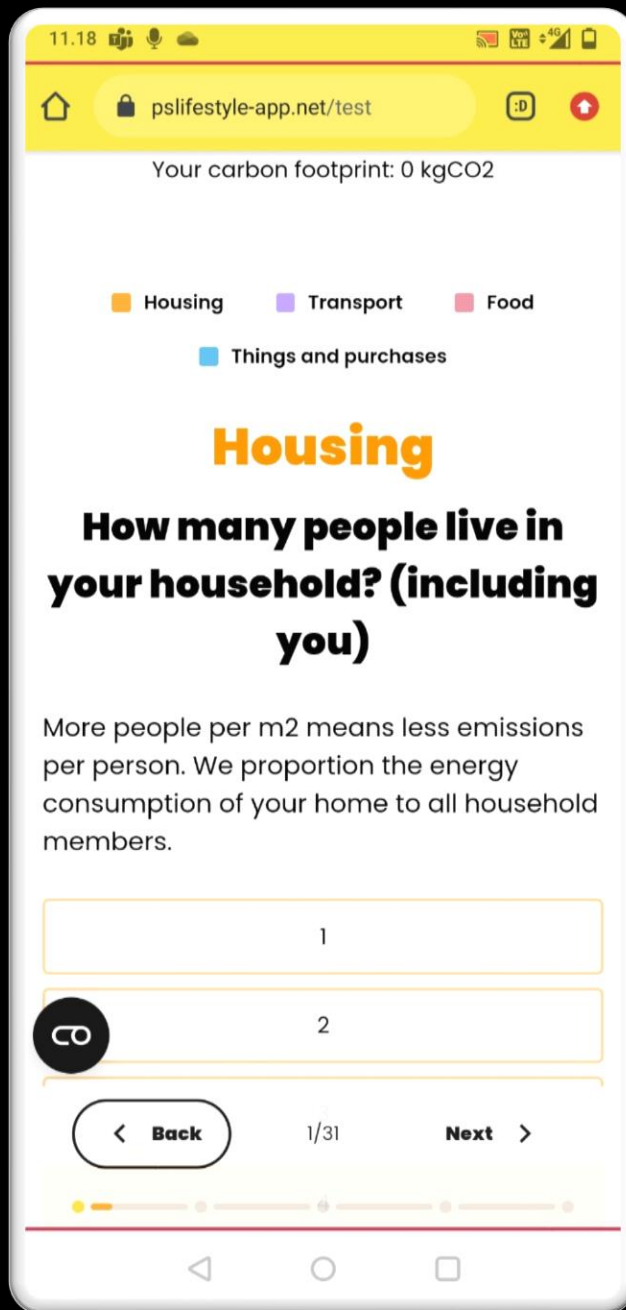
Make your plan and start



Your answers make a difference

CD

Start



11.22



your carbon footprint: 1830 kgCO₂

1830

Housing

Transport

Food

Things and purchases

< Go back

Transport and travel



The impact of your living habits has been calculated.

Now, let's have a look at how you get from one place to another!

Continue

11.23

Vol 1.1 4G

Your carbon footprint: 1830 kgCO₂

1830

Housing

Transport

Food

Things and purchases

Transport

How many kilometres per week do you typically drive by car? (or as a passenger)

Take into consideration all trips you travel by car, whether you are sitting in the passenger or driver's seat. Round up the result a bit if you also tend to make long-distance road trips, for example when on vacation.

I don't drive

CO

Less than 50 km

< Back Less than 10/31 km



17.46 31

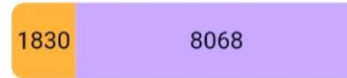
4G LTE



pslifestyle-app.net/test



Your carbon footprint: 9898 kgCO₂



Housing Transport Food

Things and purchases

[Go back](#)

Food



The impact of your transportation habits has been calculated.



Let's have a look at how you eat!

Continue

17.4731

pslifestyle-app.net/test

Your carbon footprint: 9898 kgCO2

18308068

HousingTransportFood

Things and purchases

Food

What describes best your eating habits?

I am not vegan nor vegetarian

I don't eat meat, but I do eat fish

I am a vegetarian

I am a vegan

Back

18/32

17.48 31

4G

PS Lifestyle



Your carbon footprint: 10921 kgCO₂



Housing Transport Food

Things and purchases

< Go back

Purchases



The impact of your eating habits has been calculated.



save money or to go shopping - let's find out!

Continue

Things and purchases

How would you describe your shopping habits?

Take into consideration shopping of household and freetime goods, clothes, footwear etc.

My shopping is limited to absolute necessary purchases only.

I estimate that my shopping habits are the same as an average person of my country.

I like shopping and think I have more stuff than on average.



17.48

31

40

1830

8068

Housing

Transport

Food

Things and purchases

Things and purchases

How often do you buy second-hand clothes or refurbished electronics?

Never

Seldom

I buy about 50% of my clothes and electronics second-hand or refurbished

I buy all of my clothes and electronics second-hand or refurbished

Back

27/32

Things and purchases

How much money do you spend on pets every month?

Pet food is the most typical monthly expense, but take also into consideration all products and services you buy for your pet around the year.

I don't have a pet

Less than 50 euros

50-100 euros

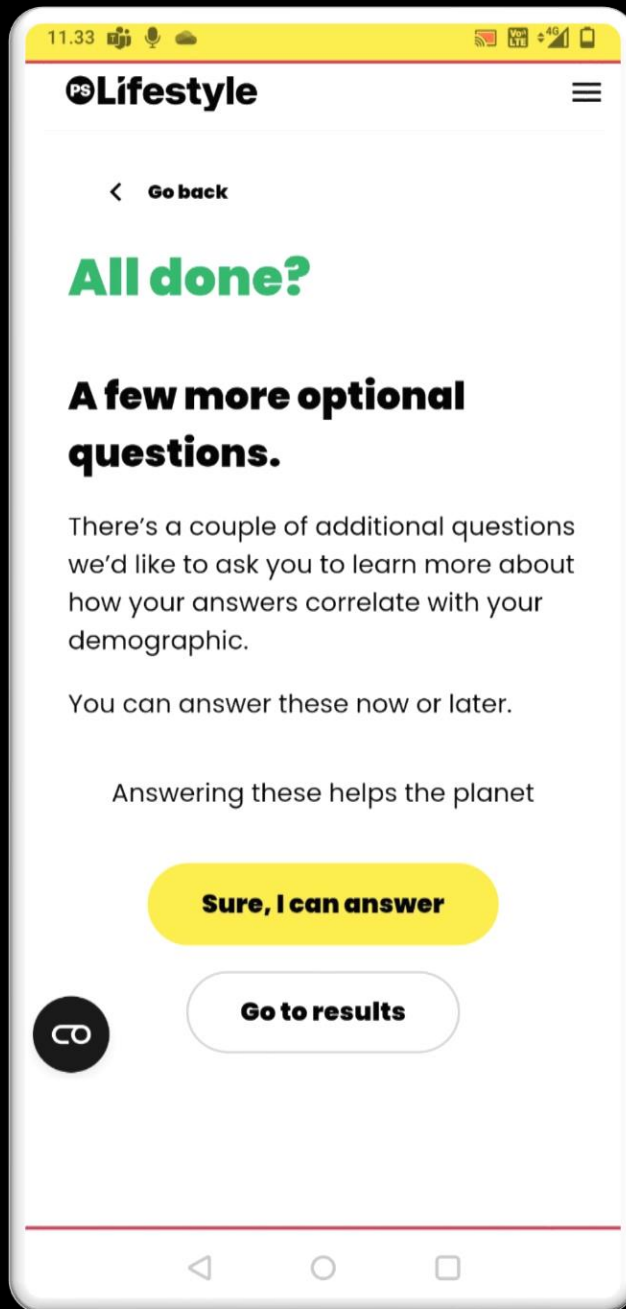
100-200 euros

200 euros or more

< Back

28/32







Welcome to the **alpha version** of the
PSLifestyle app. It is still under
development. We welcome your
feedback at **info@pslifestyle.eu** .

 **Lifestyle**



 **Go back**

Thank you!
**Your answers help us
learn more about
sustainability**



Continue



17.52 31

4G

PS Lifestyle



Result

Your carbon footprint

Your carbon footprint: 12742 kgCO₂



Housing

Transport

Food

Things and purchases

Total carbon footprint in a year

12742 kg CO₂e

Looks like you have a lot of options to change and lower your carbon footprint by 80% to get your lifestyle in line with the 1.5 degree target.



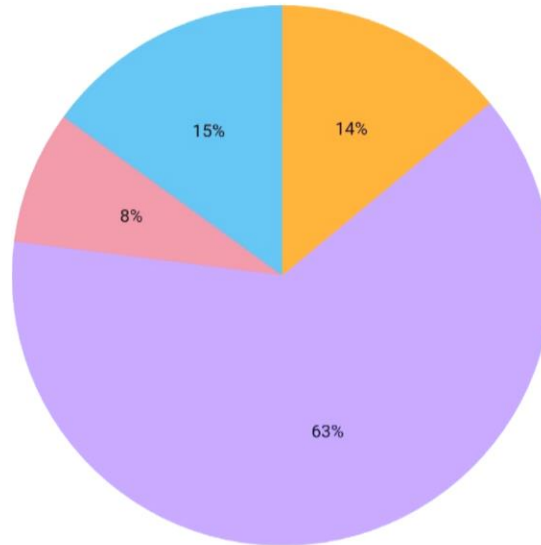
< Back

Next >

Share your results



Your carbon footprint breakdown



Housing

Transport

Food

Things and purchases

1. Flights

61.1%

CO₂ kg CO₂e

< Back

Next >



1. Flights

61.1%7779 kg CO₂e

Your answers:

- How many hours per year do you normally travel by plane? 15 – 30 hours
- Have you compensated for the emissions from your flights with voluntary carbon offset payments? No

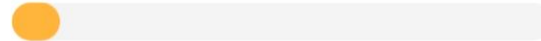
2. Shopping

11.1%1416 kg CO₂e

Your answers:

- How would you describe your shopping habits? I like shopping and think I have more stuff than on average.
- How often do you buy second-hand clothes or refurbished electronics? Never

3. Building and electricity

8.9%1139 kg CO₂e

Your answers:

- How many people live in your household?

< Back

Next >

1139 kg CO₂e

73 kg CO₂e

Your answers:

- How often do you have dairy products (milk, sour milk, yoghurt, quark, cream, butter) as part of your meal? 4-7 times a week

12. Pork, chicken, fish, eggs or soft cheese 0.5%

61 kg CO₂e

Your answers:

- How often do you have pork, chicken, fish, or eggs as part of your meal? 1-3 times a week

13. Food waste 0.1%

12 kg CO₂e

Your answers:

- How much food do you throw away in a week? Less than 500 grams/week

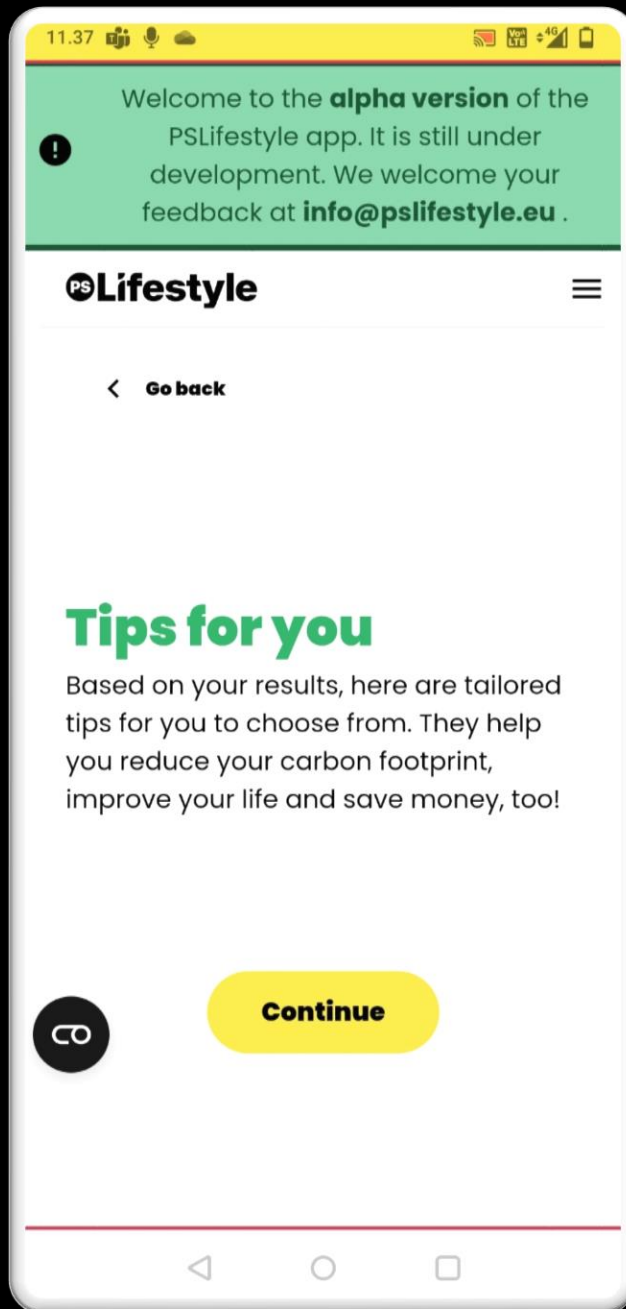


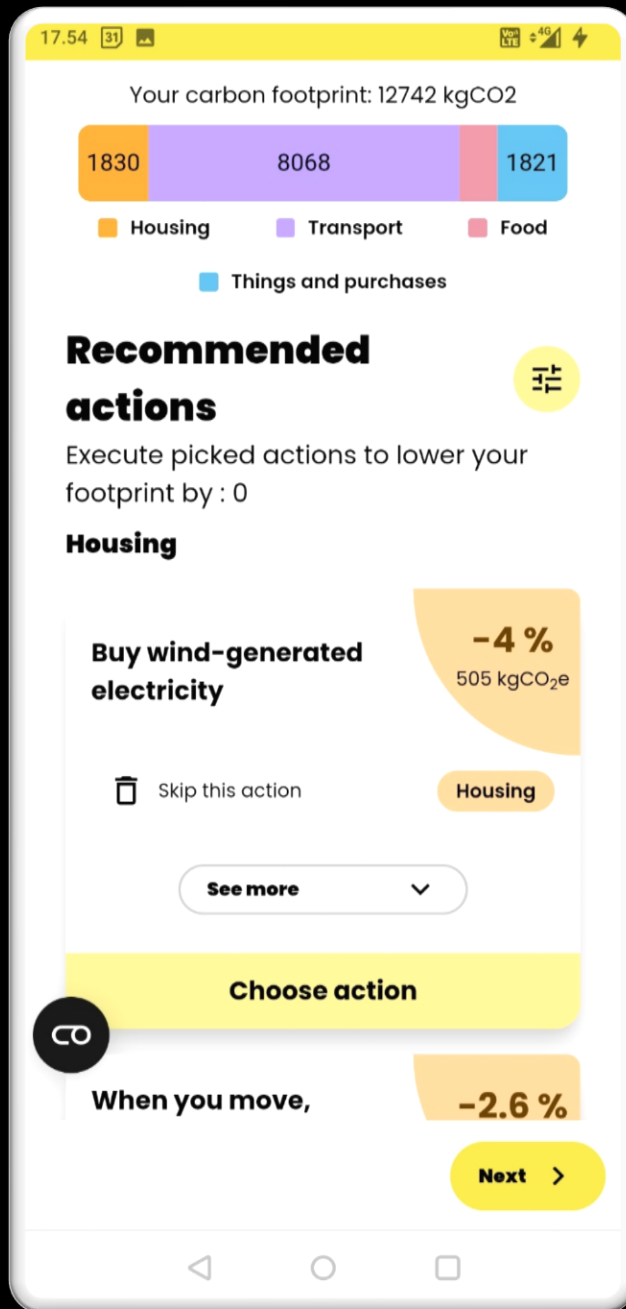
Retake the test

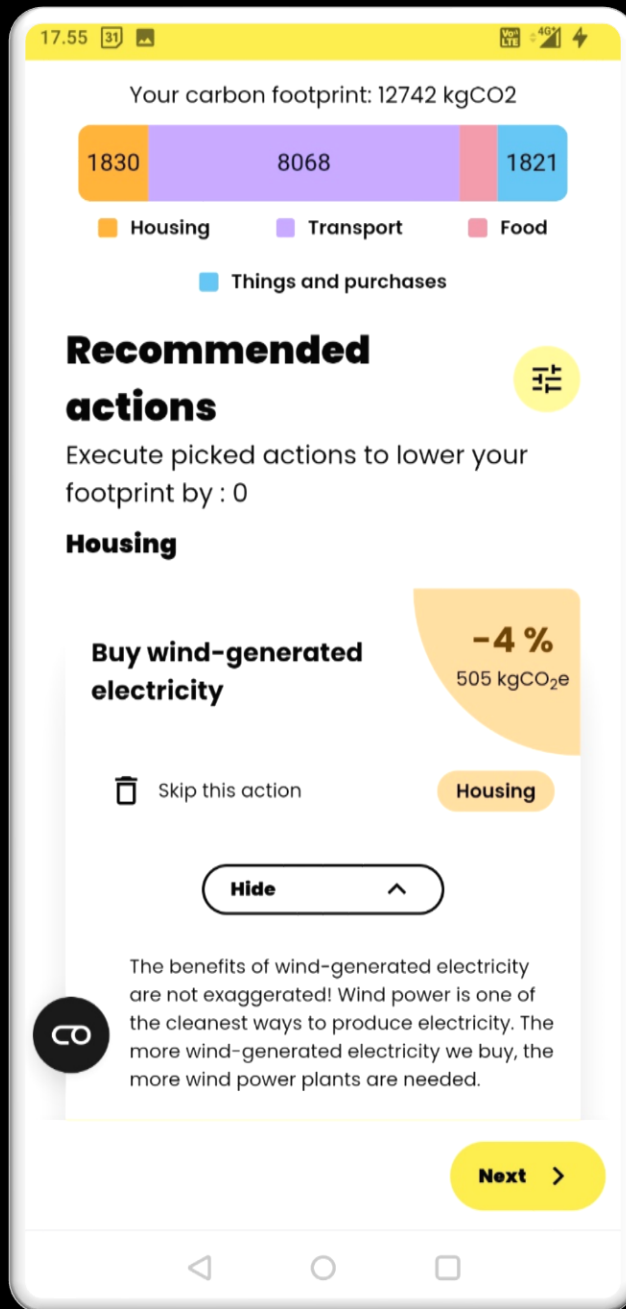
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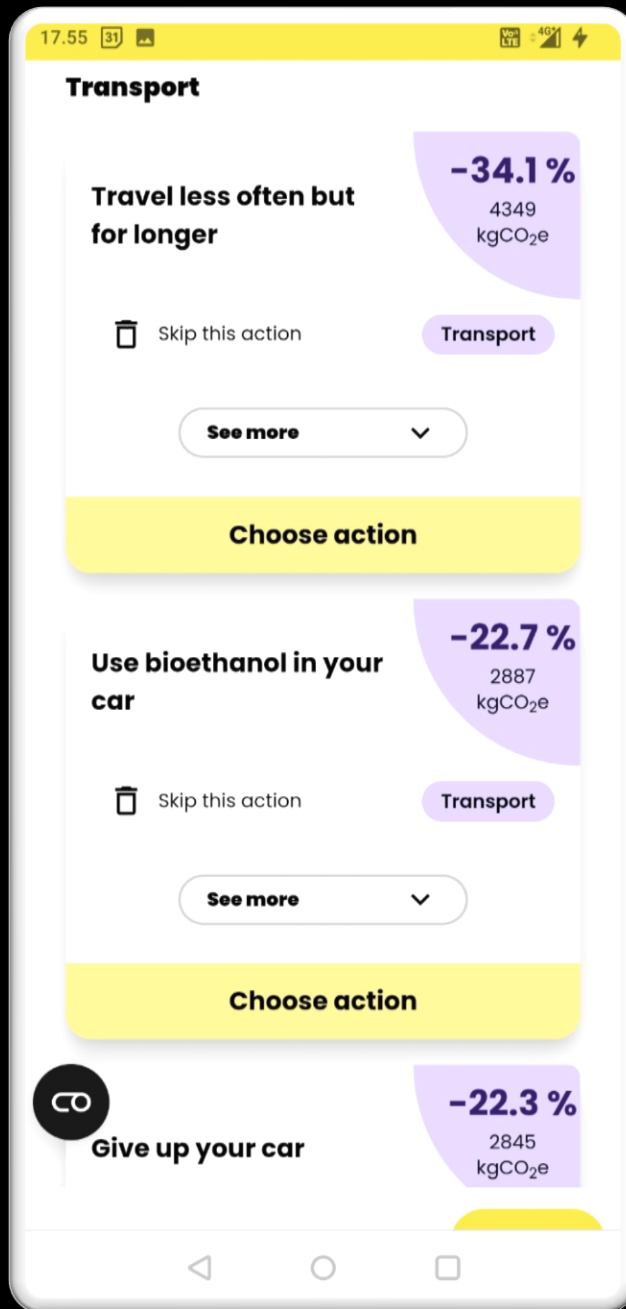
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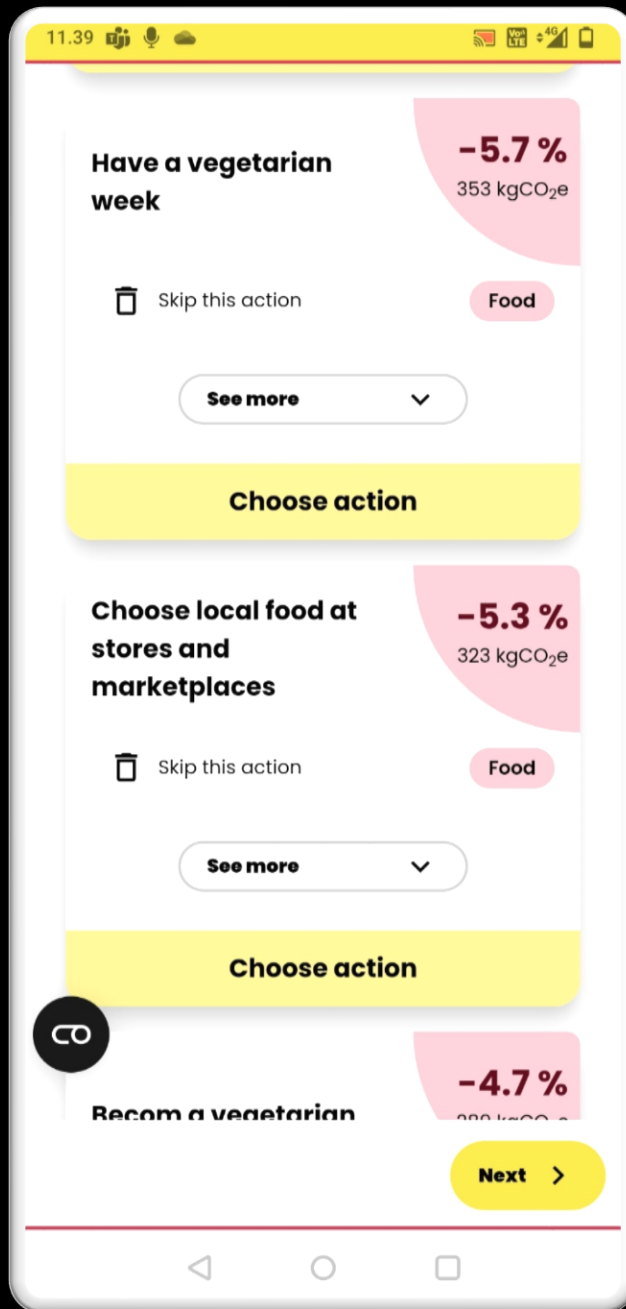


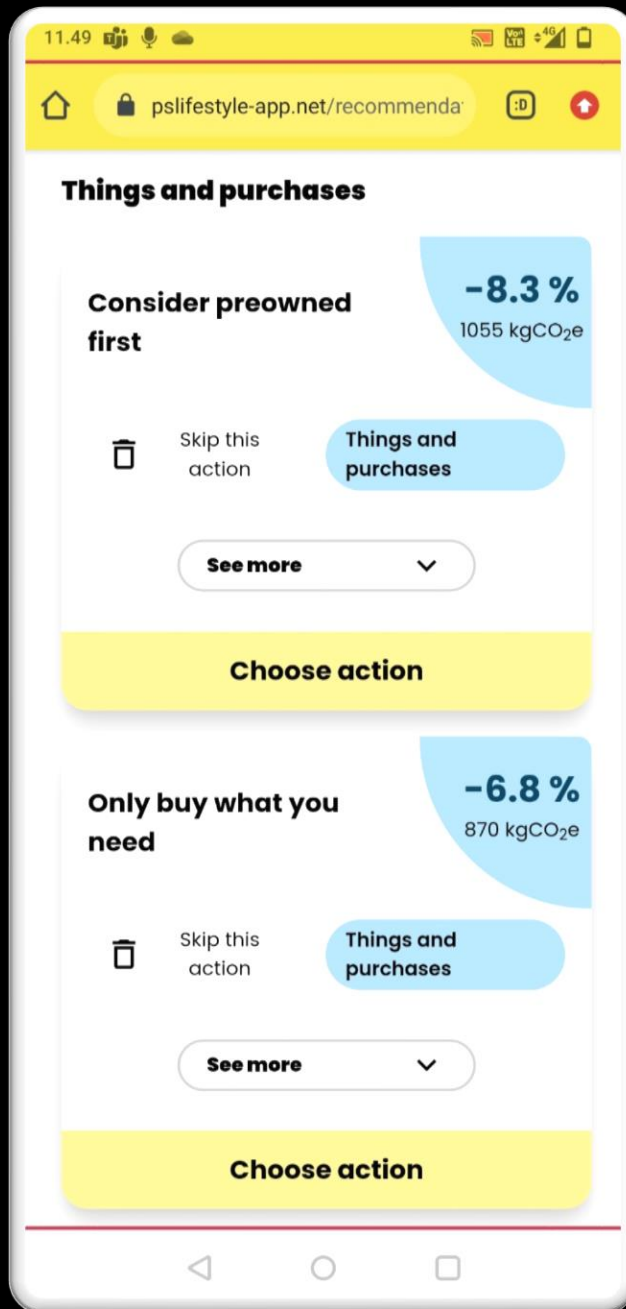


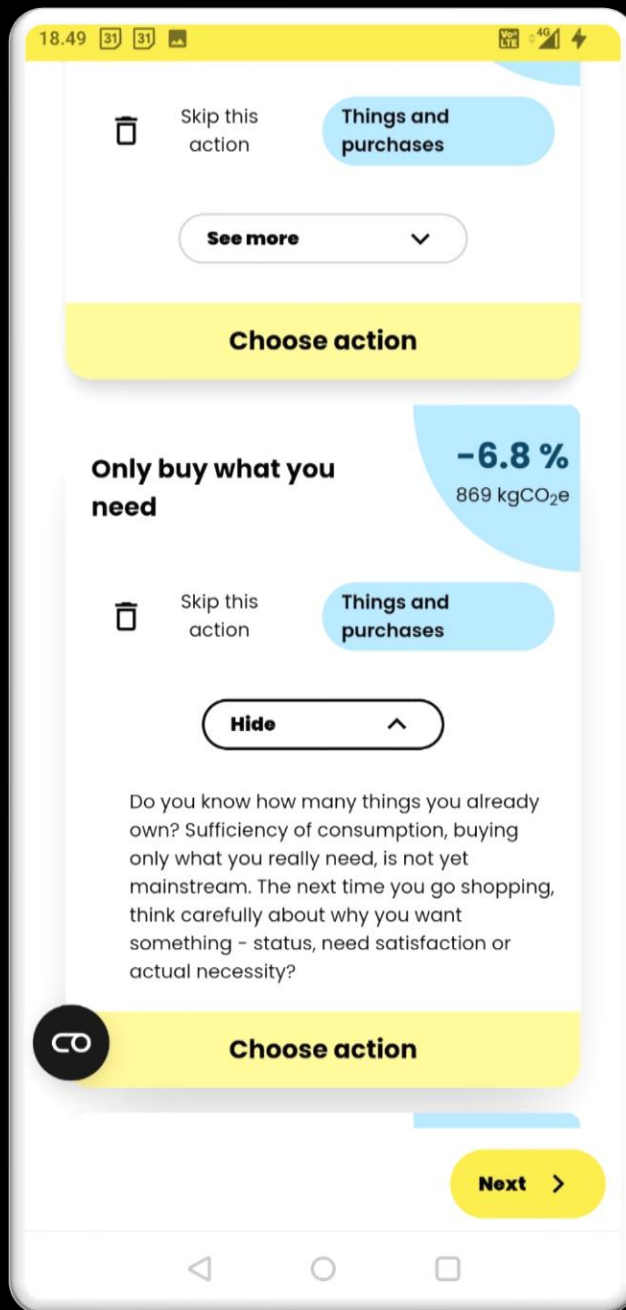


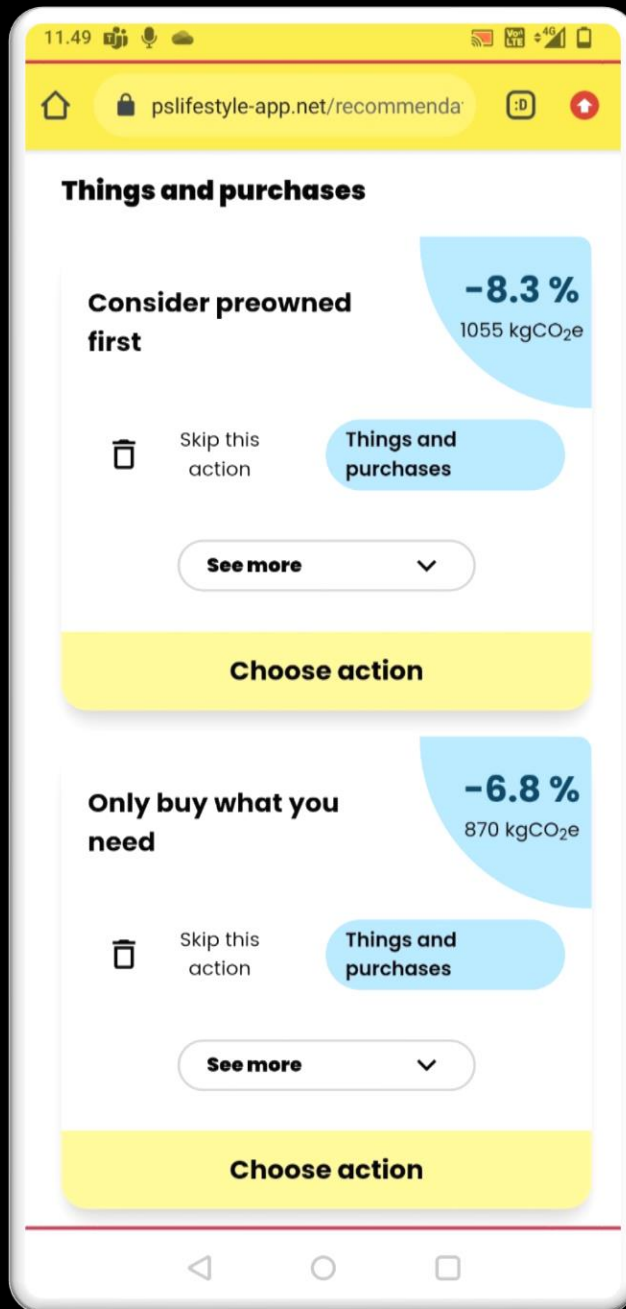


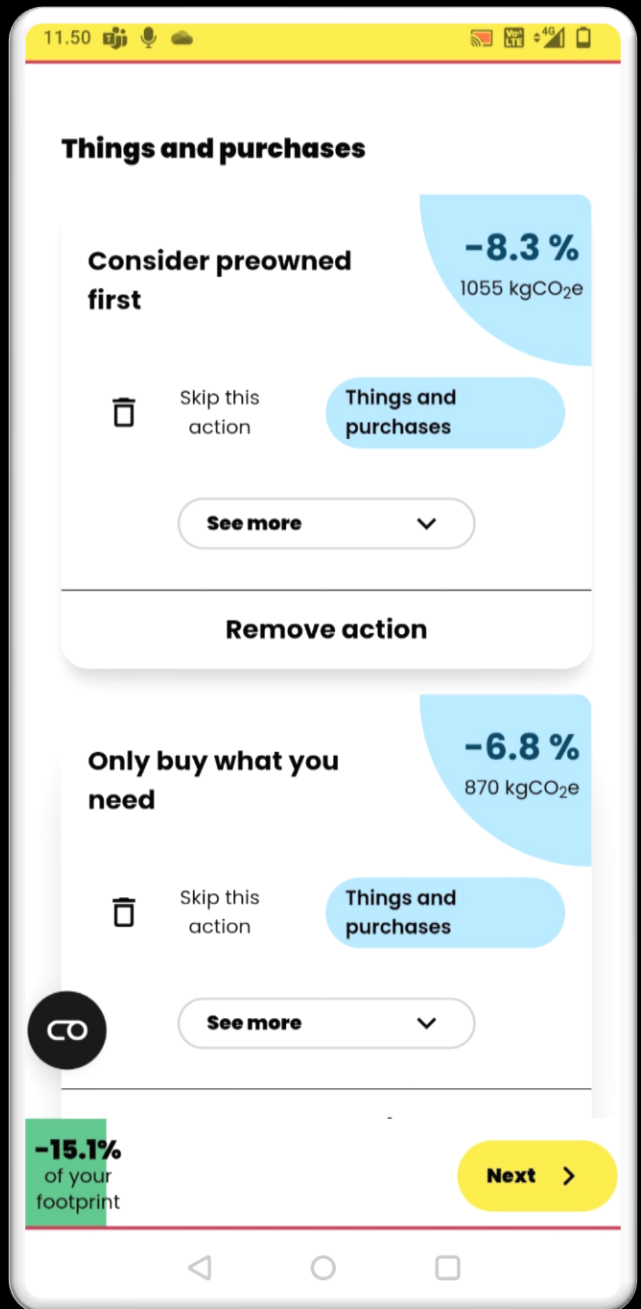


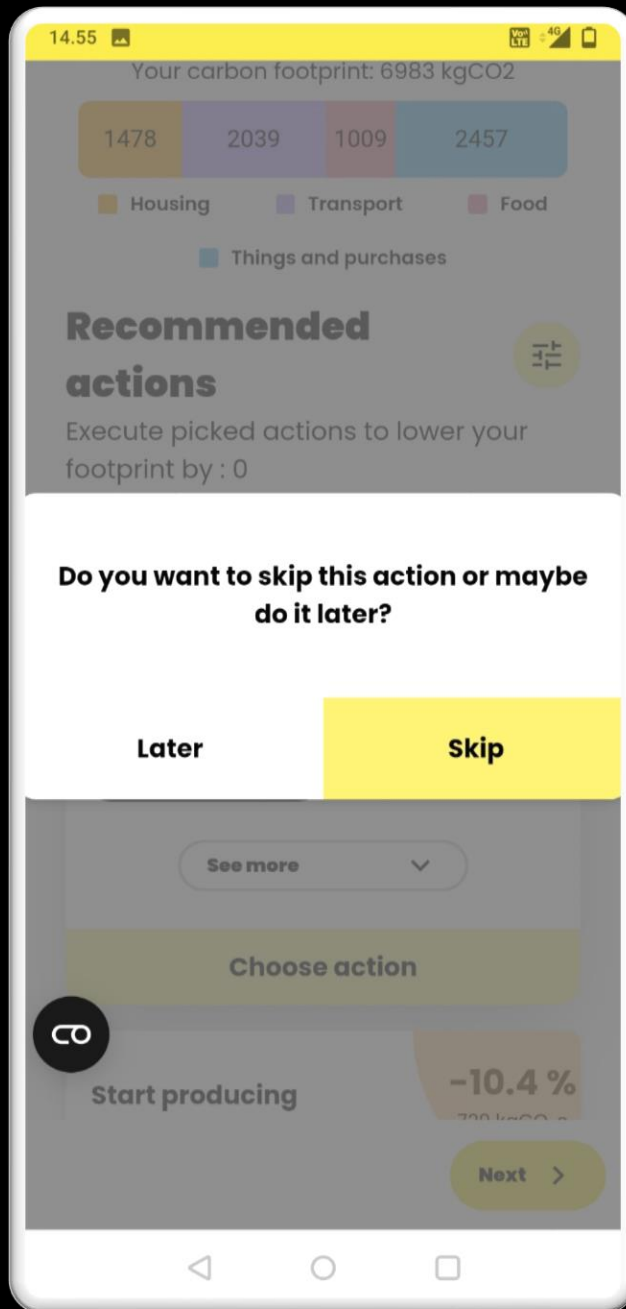

















14.55    

Your carbon footprint: 6983 kgCO₂

1478	2039	1009	2457
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Why did you decide to skip this action?

- ☐ I don't know how
- ☐ I don't have the support I need
- ☐ It's too expensive
- ☐ It's not available where I live
- ☐ It's not popular where I live
- ☐ It takes too much time and effort
- ☐ I already do this

 Cancel

Confirm

Next >


14.55   4G 

Your carbon footprint: 6983 kgCO₂

1478	2039	1009	2457
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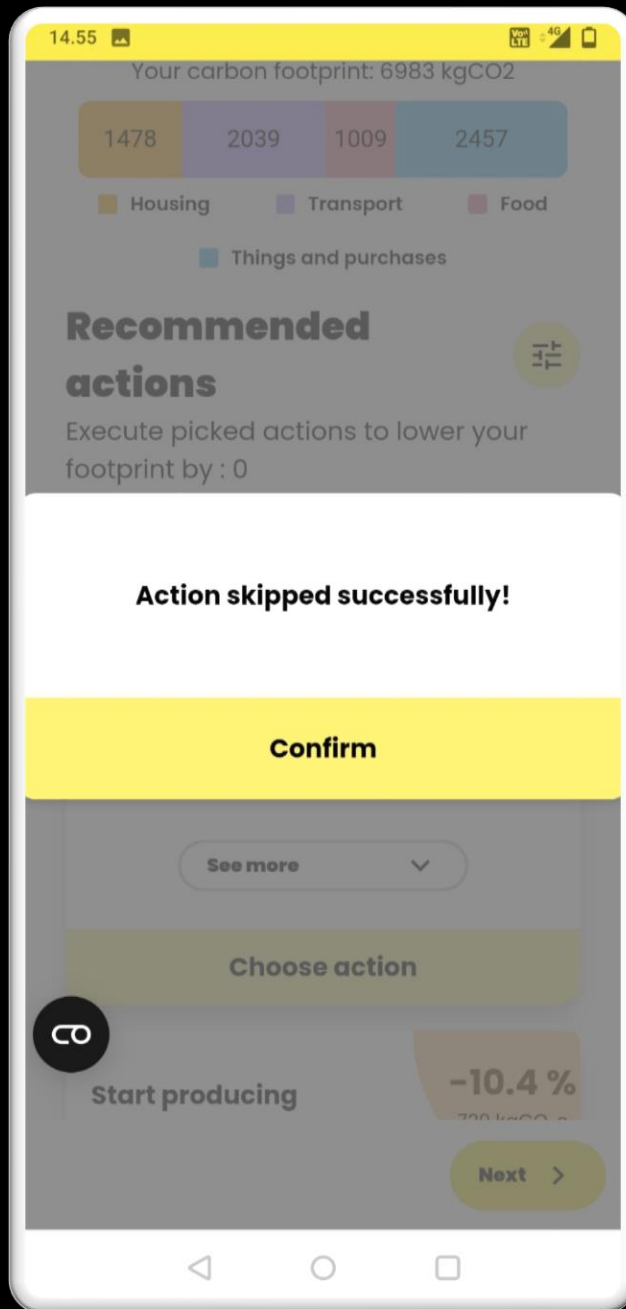
Why did you decide to skip this action?

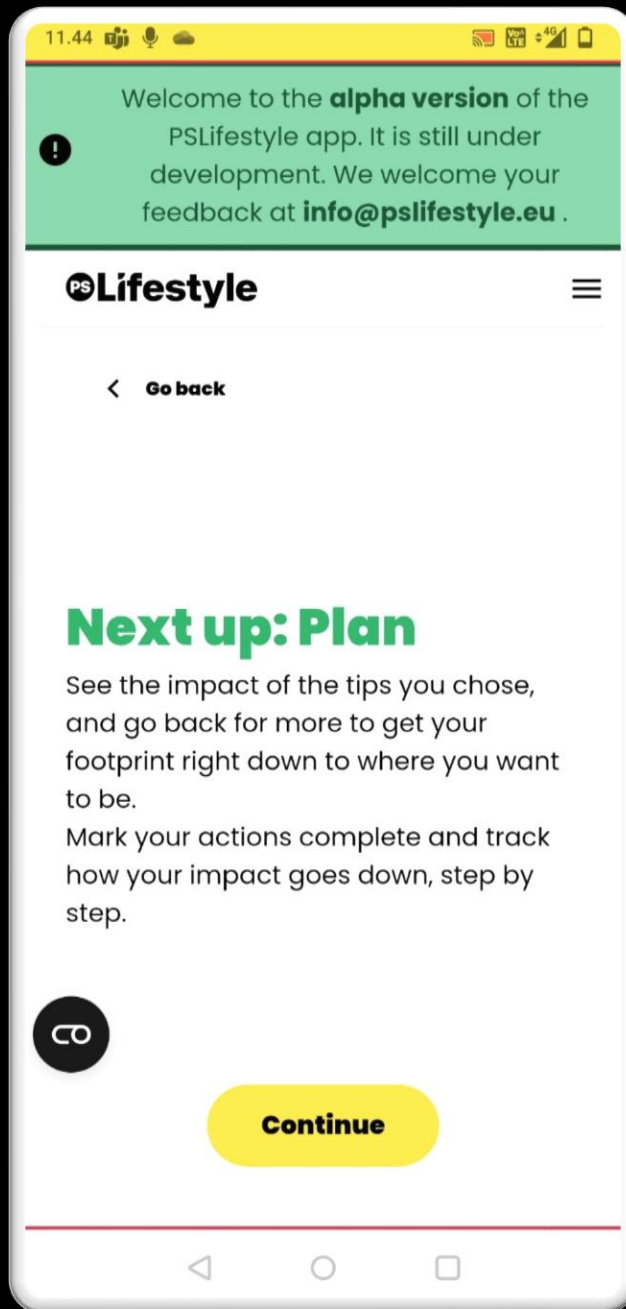
- ☐ I don't know how
- ☐ I don't have the support I need
- ☒ It's too expensive
- ☐ It's not available where I live
- ☐ It's not popular where I live
- ☐ It takes too much time and effort
- ☐ I already do this

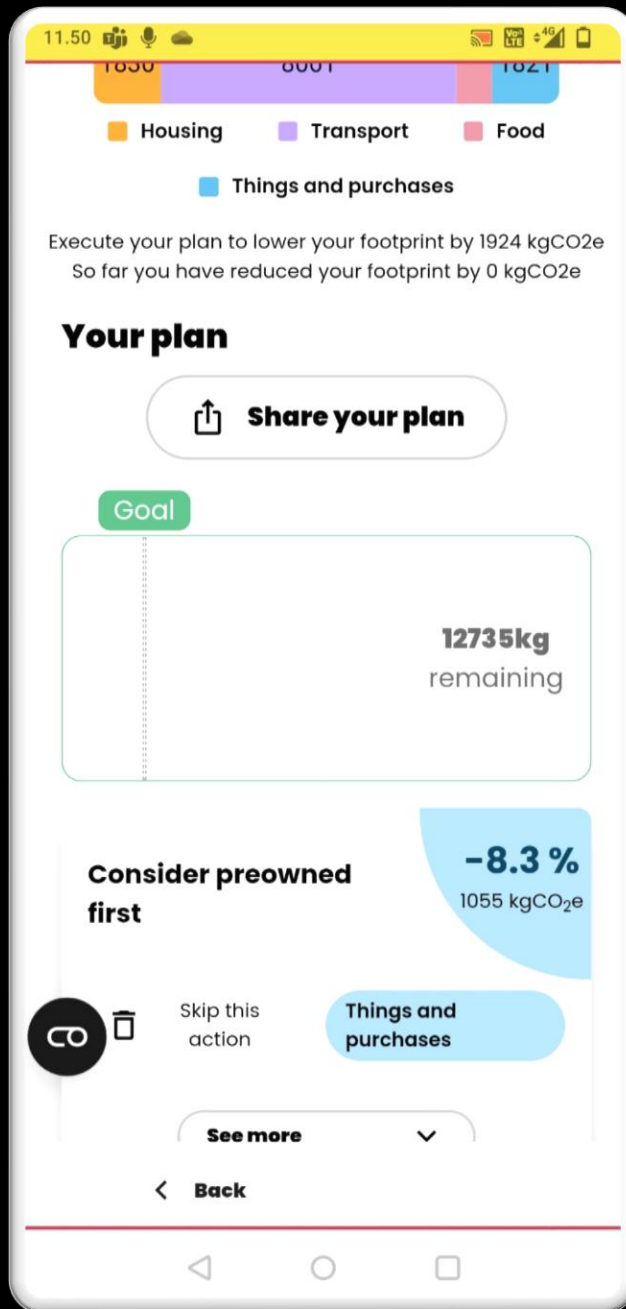
 **Cancel**

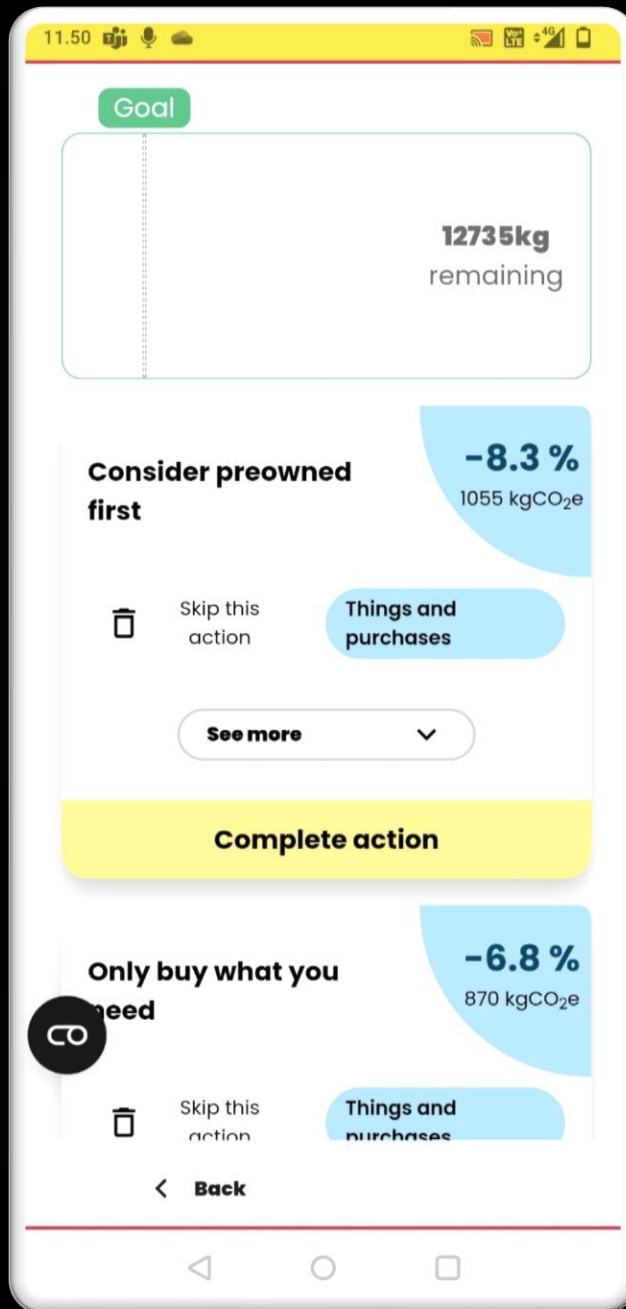
Confirm

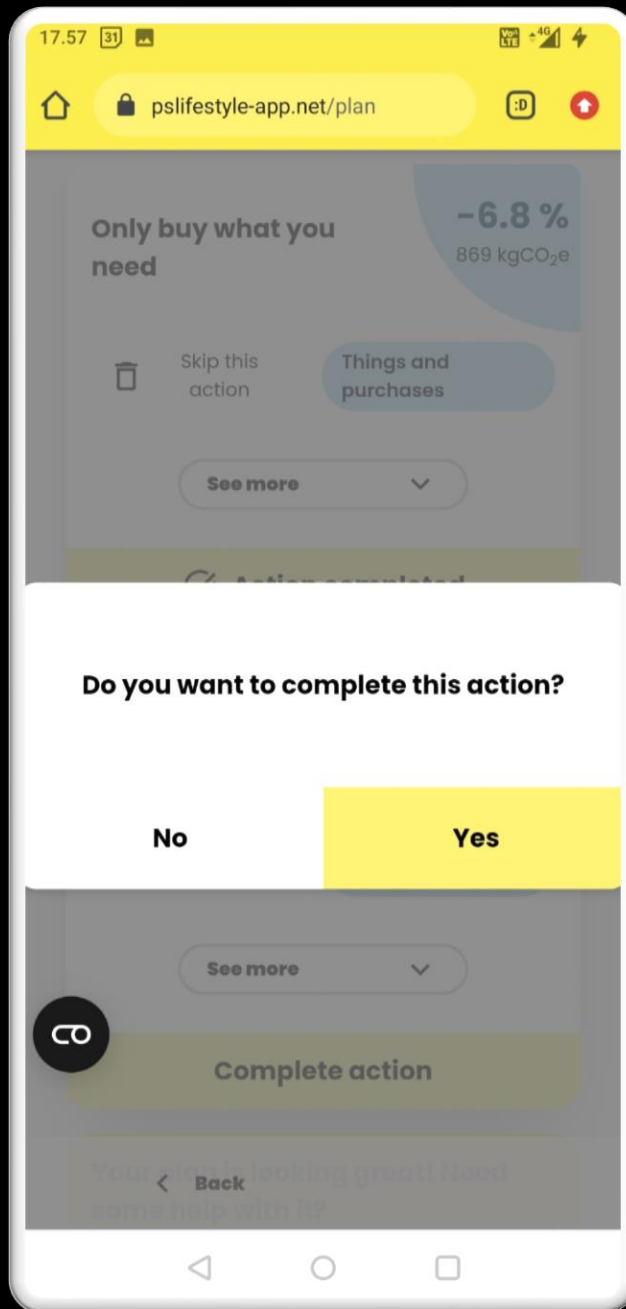
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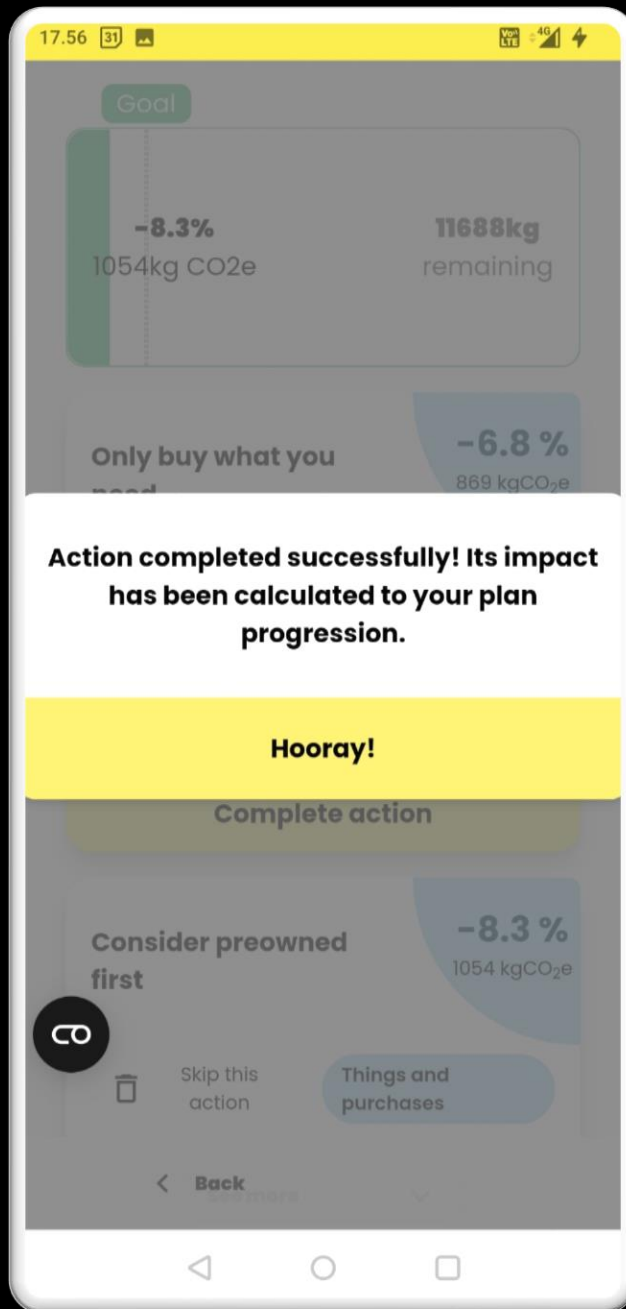


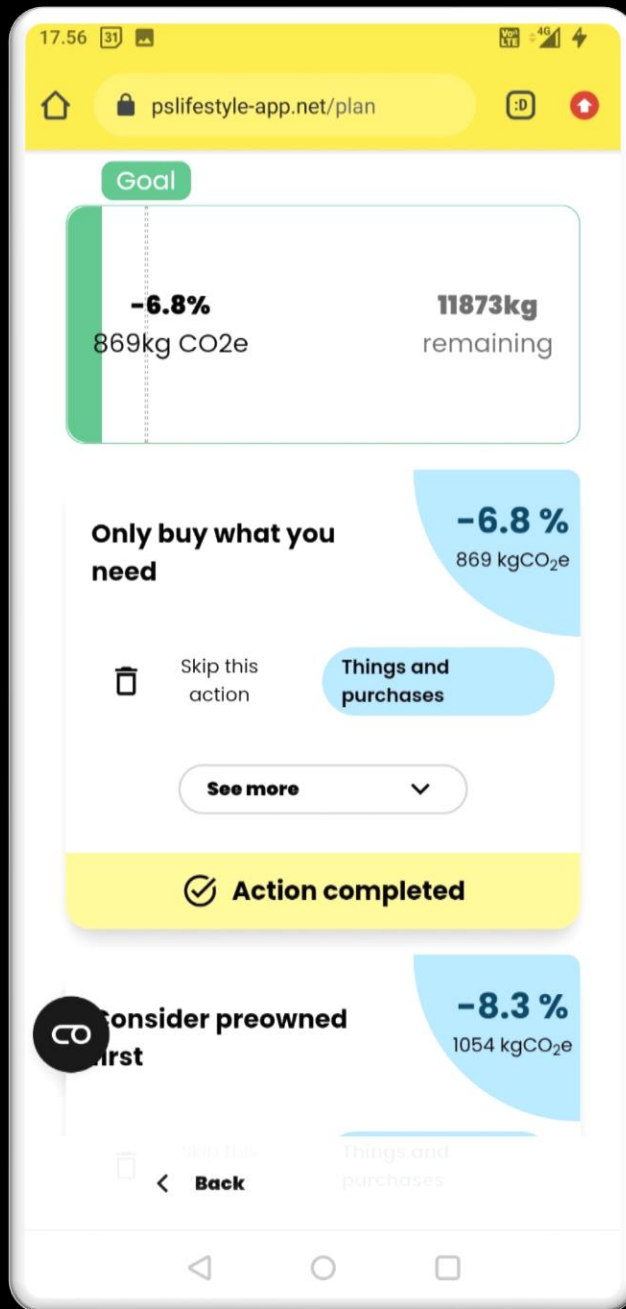


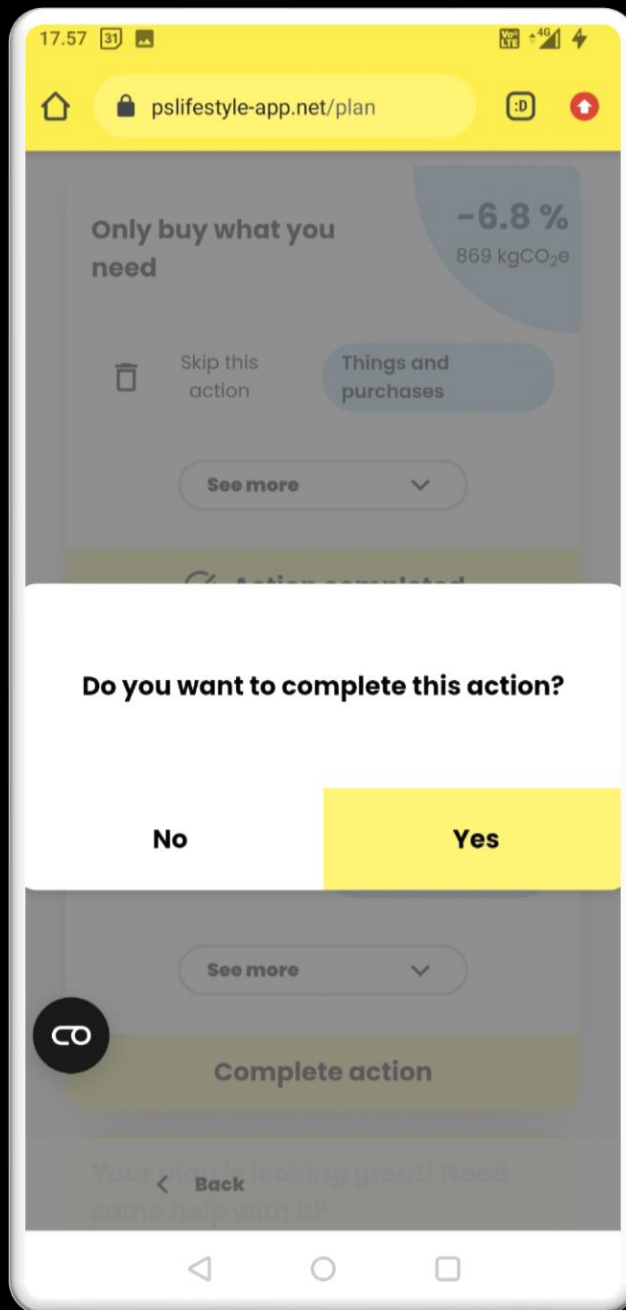


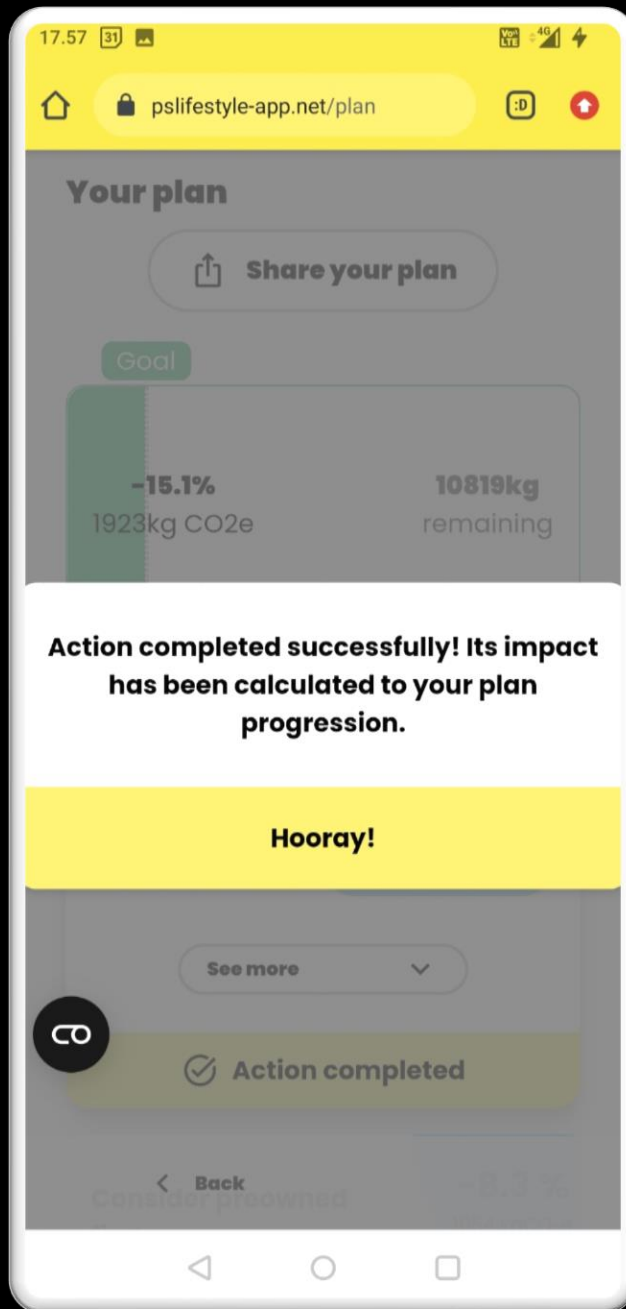


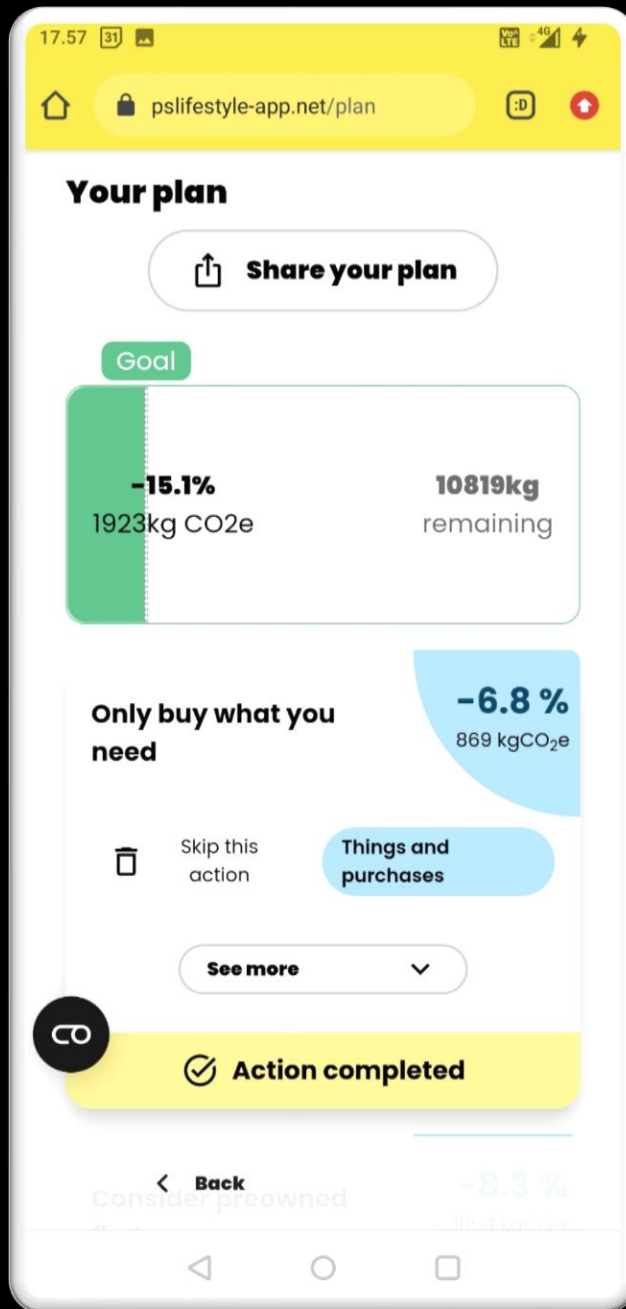


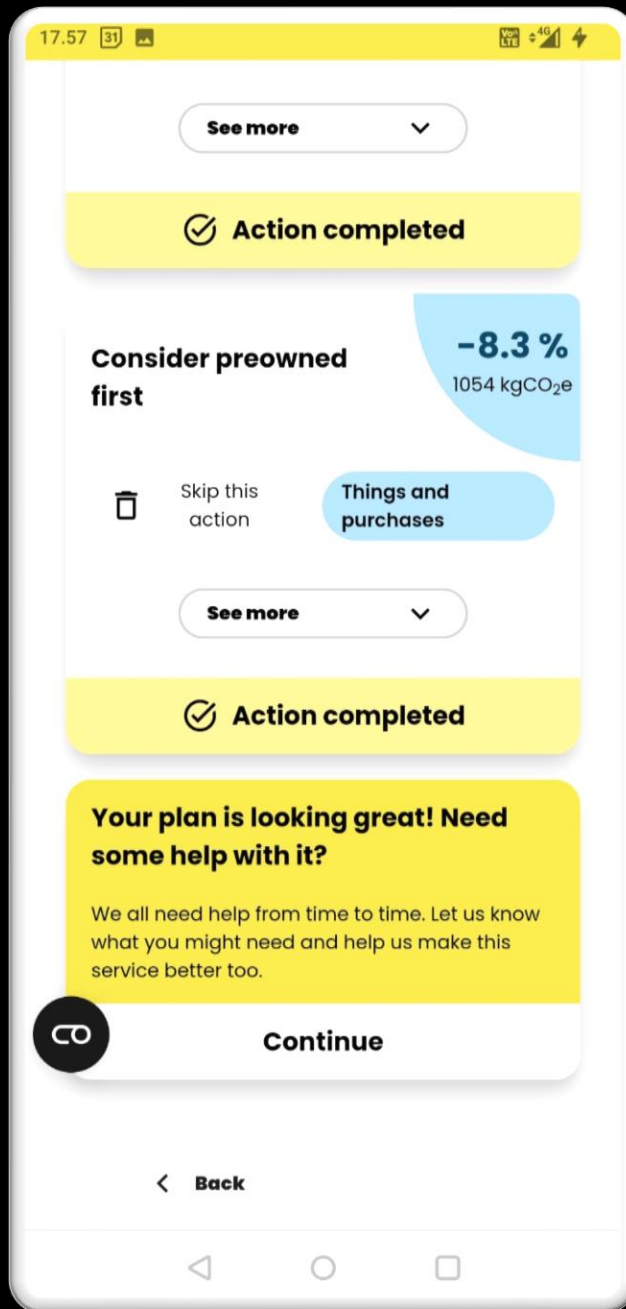












11.13

46%

PS Lifestyle



Your plan is looking great! Need some help with it?

Please leave your requests below. They will help us make this service better and learn more about sustainability.

- ☐ Reminders or calendars
- ☐ Tips on how to take action
- ☐ Peer-support from others making the change
- ☐ Success stories of people who have made the change
- ☐ Meet-ups and workshops
- ☐ Mentoring or coaching
- ☐ Help to invite others to join the change



Cancel

Continue

11.13

40%

PS Lifestyle



Thank you!

**You are all set. Start now
and come back for more.**



You can track your plan here - complete actions, pick news ones, ask for help - and see how your impact goes down, step by step.

See you soon!

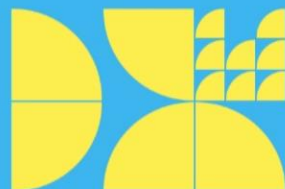
Go to your plan



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feedback at info@pslifestyle.eu.

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Your answers make a difference

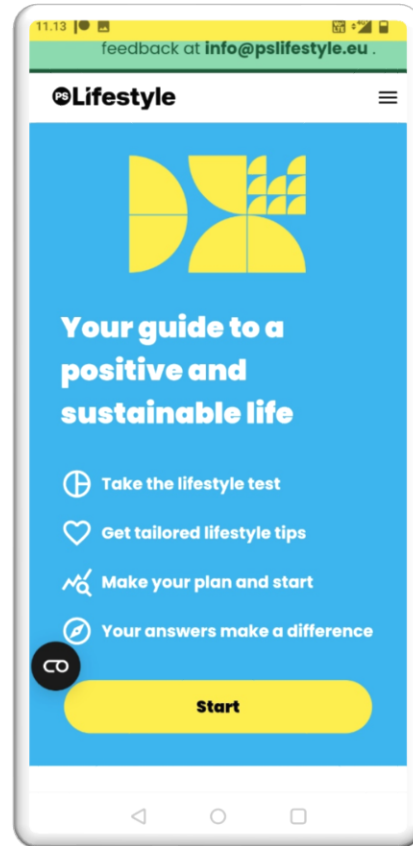
CD

Start

Ready to get started?

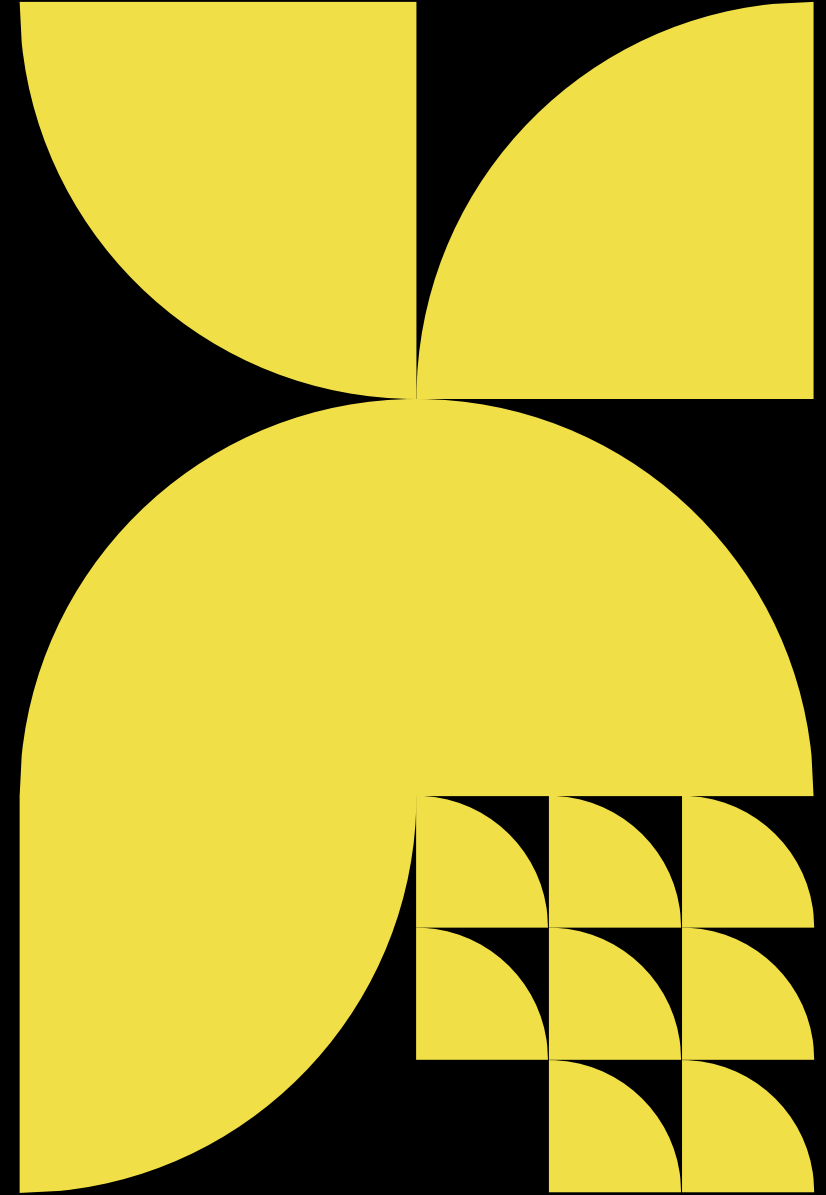
PSL

Take the lifestyle
test and see your
impact on
the environment



<https://pslifestyle-app.net>

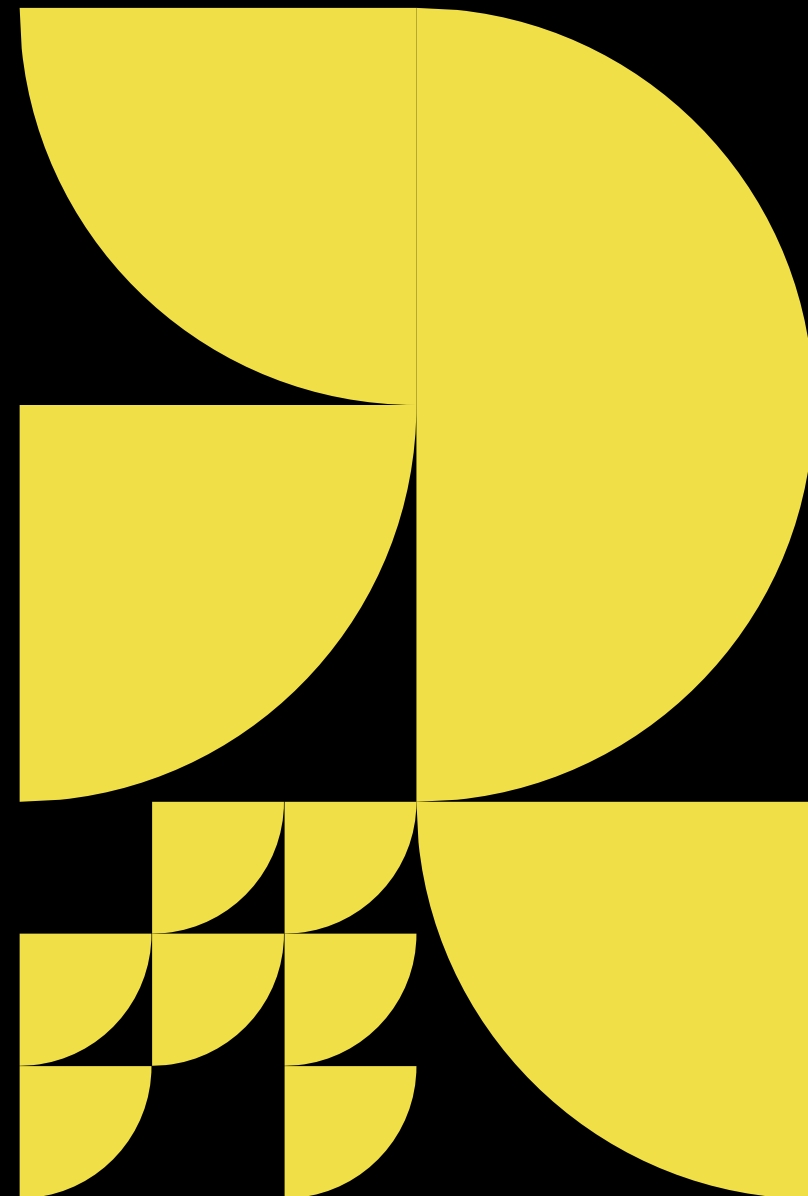
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