

## --PRESS RELEASE--

**PSLifestyle project launches a new Lifestyle Test** to help European residents start a positive & sustainable life.

4<sup>th</sup> of September 2023

A newly-launched [Lifestyle Test](#) is helping residents to start a positive and sustainable life in [eight European countries](#): Estonia, Finland, Germany, Greece, Italy, Portugal, Slovenia, and Turkey.

Available in local languages, the **free web app** encourages individuals to adopt positive, sustainable, and healthier lives and helps them **reduce their environmental impact**. By taking the Lifestyle Test, individuals can see their daily impact on the environment and get inspired via [tailored tips on lifestyle choices](#).

Users are guided through a **quick, easy, and accurate test** to determine their lifestyle's impact on the climate. Based on the test results, users get tailored suggestions on their lifestyle choices. Users can then **build their own personal plan** and see how their daily actions can have a positive impact on the planet and their life! Individuals' answers and choices also feed into an anonymous data pool that will help researchers and policymakers drive change across society – as lifestyle choices must be enabled and made accessible and available via changes in policies, institutions, infrastructures, and business to move Europe towards its climate neutrality goal.

"We can all find our own way to live a positive and sustainable life. We are really excited to introduce a new Lifestyle Test that has been developed together with residents of eight European countries. Mitigating climate change is such a huge global challenge and everyone's contribution is needed", says **Markus Terho, Project Lead of the PSLifestyle project** and Project Director at Finnish Innovation Fund Sitra.

The [PSLifestyle project's](#) new Lifestyle Test was co-created with residents in a series of Living Labs workshops hosted in the eight European countries. Through the [Living Labs](#) individuals engaged with other locals in their communities, and were able to help design the Lifestyle Test by assessing its features for further improvements, including its functions and design as well as the country-specific lifestyle suggestions.

The PSLifestyle project is set to continue its path towards co-creating positive and sustainable lifestyles by initiating **additional workshops in the eight countries during 2024**. They will aim to collect local insights and innovative solutions on how to best deploy the Lifestyle Test throughout the EU as well as further identifying local and topical customisation needs, such as incorporating biodiversity aspects.

PSLifestyle is an EU-funded project with a [consortium of 16 partners](#): The Finnish Innovation Fund Sitra (Project Coordinator), Collaborating Centre on Sustainable Consumption and Production (CSCP), Solita, Hot or Cool Institute, ICLEI European Secretariat, EuroHealthNet, Let's Do It Foundation, The Green Tiger Foundation (GTF), Athena Research and Innovation Center, EKPIZO, Sustainable Development Foundation (SUSDEF), greenApes (GAPES), DECO, Circular Change (CCICE), City of Ljubljana, and Zeytinçe Ekolojik Yasamı Destekleme Derneği (ZEYDD).

Try the PSLifestyle project's Lifestyle Test to start a positive and sustainable life – [lifestyletest.eu](#)

Learn more about the PSLifestyle project on [pslifestyle.eu](#). Follow and connect with the project on [Twitter](#) and [LinkedIn](#).

For general enquiries about the project, please contact the PSLifestyle Project Lead, Markus Terho (Sitra): [info@pslifestyle.eu](mailto:info@pslifestyle.eu)

