PSLifestyle

FACTSHEET · PSLIFESTYLE

PSL Sustainable Lifestyle Web App

A free web app that measures the carbon footprint of everyday life with a scientific method, shows ways to reduce it and helps build a personal plan.



Yearly carbon footprint per person (kg CO_2e / year)

Türkiye average	8,233
European average	7,861
2030 target (1.5 °C)	2,500

To stay in line with 1.5 °C, the average footprint has to fall to about **one third** by 2030.

How does it work?

01
Measure
29 short questions on housing, mobility, food and shopping.

02
See
Compare with the 2030 target; find your biggest share.

03
Choose
Pick sustainable lifestyle tips tailored to you.

04
Plan
Build, share and follow your personal plan.

How is the footprint calculated?

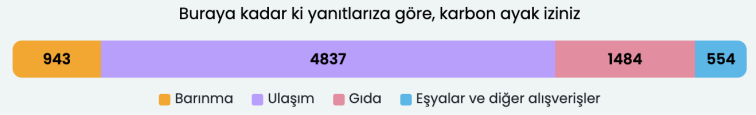
This is no guessing game: the calculation follows a scientific method documented by the PSLifestyle partners for each country. Its consumption and emission data are largely the same as those used by the Hot or Cool Institute.

Consumption-based
Everything you consume counts, wherever it was produced, imported goods included.

International databases
Emission factors from ecoinvent 3.9, AGRIBALYSE 3.1 and EXIOBASE 3.8; Eurostat, FAOSTAT and IEA data.

Life-cycle assessment
Energy, mobility and food in physical units (kWh, km, kg); purchases and pets via spending.

From national average to you
The calculation starts from national averages; every answer adjusts them to you.



The bar updates with every answer and splits your footprint into four domains (sample test).

Measure your carbon footprint
lifestyletest.eu/tr · free, in Turkish

PSL

What does the test ask?

29 questions in four domains. Each comes with a short note on why the answer affects the footprint. Translated from the Turkish app.

Housing

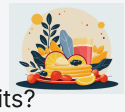
1. How many people live in your home?
2. How many rooms does your home have?
3. What type of home do you live in?
4. When was your home built?
5. What is your main heating source?
6. What kind of electricity do you use?
7. How warm is your home in winter?
8. How many minutes a week do you shower?

Mobility



1. How many km a week do you usually drive?
2. What does your car run on?
3. How many people usually travel in your car?
4. How many km a week by public transport?
5. How many hours a year do you fly?
6. How many intercity train or bus trips a year?
7. How often do you walk or cycle to work/school?

Food



1. Which best describes your eating habits?
2. How many meals do you eat a day?
3. How many kg of red meat a month?
4. How often do you eat chicken, fish or eggs?
5. How often a week do you eat cheese?
6. How often do you have other dairy products?
7. How many cups of coffee, tea, juice a day?
8. How many meals a week do you eat out or order in?
9. How often do you throw leftover food away?

Things and other purchases



1. How would you describe your shopping habits?
2. How often do you buy second-hand clothes or electronics?
3. How many days a year in a luxury (4–5 star) hotel?
4. How much do you spend on pets each month?
5. Do you recycle your waste?

25,239
tests

1,221
personal lifestyle plans

1,384 kg
yearly CO_2e reduction per plan

1,690 t
total yearly reduction potential of the plans

Across all project countries: 714,845 tests and 75,612 plans. **Most picked actions in Türkiye:** Reduce flying, Local holidays, Repair goods, Short flight instead of long, Swim in a lake or sea.

Created with İzmir citizens

Zeytince developed the app's Turkish content with 218 citizens in six İzmir Living Lab meetings in 2022–2023: test, questions, 100 tips and plan section. Even the examples are local: "Konak – Fahrettin Altay is about 10 km."

How can your organisation use it?

- Campaign links can be set up for municipalities, schools, CSOs and companies.
- Campaign results can be followed on a dashboard with aggregated, anonymous data.
- All anonymised test data are openly available at lifestyledata.eu.
- Events, workshops or stands with Zeytince: info@zeytince.org

Sources: PSLifestyle Dashboard v2.5 (Oct 2026); lifestyletest.eu; lifestyledata.eu; PSLifestyle Test Methods Paper (2025); Hot or Cool Institute, 1.5-Degree Lifestyles (2021).

Zeytince

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