PSLIFESTYLE



Co-designing *100 sustainable actions* with citizens

Living lab stations that let people test lifestyle tips against their everyday lives

FOUR STATIONS Food · Housing · Mobility · Consumption

PROJECT
PSLifestyle (Horizon 2020)

ORGANISATION
Zeytince Association, İzmir, Türkiye

PRACTICE
Co-design stations and a one-week trial

PARTICIPANTS
218 citizens, 6 meetings

LOCAL PARTNER
Karşıyaka Municipality

Measure your carbon footprint
lifestyletest.eu/tr

"How can a list of sustainable lifestyle tips be made to fit people's real everyday lives?"

A carbon footprint calculator only changes behaviour if the actions it suggests feel relevant, doable and fair to the people using them.

THE PRACTICE

Within the PSLifestyle project, Zeytince ran six living lab meetings in İzmir (2022–2023, 218 participants) to co-design the PSL Sustainable Lifestyle Web App. Working with Karşıyaka Municipality, participants reviewed the app's "100 smart actions" at four stations (food and housing before lunch, mobility and consumption after), each with its own moderator and posters of the actions. In later meetings, they built their own plans, discussed which tips they chose and why, then followed their plan for one week and reported back through a short online survey.

WHAT HAPPENED

Participants' input reshaped the tips: softer, positive wording, tips that match people's test answers, and new local suggestions. They also showed which actions are easy in İzmir (LED lamps, cycling, a vegetarian day) and which need municipal support (compost bins, recycling points, food co-operatives). Those who followed their plans reported positive changes in their lifestyles.

PRACTICAL RECOMMENDATIONS

1. Split the actions into stations by domain and give each group a moderator.
2. Ask not only "do you like this tip?" but "is it easy or hard where you live, and why?".
3. Follow the meeting with a one-week trial and a short survey to see what people actually do.
4. Bring local government into the room: they can remove the barriers people name.
5. Feed the results back into the tool and tell participants what changed.

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