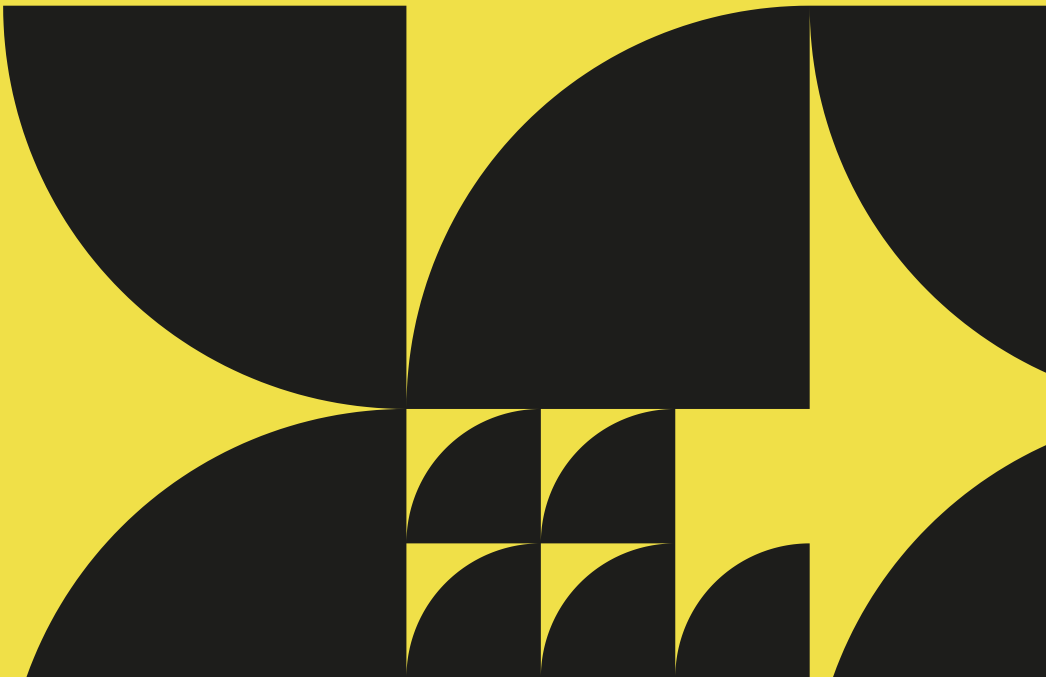
PS Lifestyle

PROJECT SNAPSHOT

Making the climate impact of everyday life visible

Horizon 2020 project · Living labs in Türkiye, İzmir



zeytince.org

About the project

PSLifestyle was a European project that set out to bridge the gap between climate awareness and everyday action. Led by the Finnish Innovation Fund Sitra, it ran in 10 countries, including Türkiye, from October 2021 to September 2025.

At its heart is the free Lifestyle Test, which shows the environmental impact of food, mobility, housing and consumption habits and offers a personal action plan. The test was co-designed with citizens in living labs across eight countries.

KEY FACTS

PROGRAMME
Horizon 2020

GRANT NO.
101037342

DURATION
October 2021 – September 2025

COORDINATOR
Sitra (Finnish Innovation Fund)

COUNTRIES
10, including Türkiye

WEB
pslifestyle.eu

ZEYTINCE'S ROLE

- As the Türkiye partner, ran the living labs in İzmir.
- Türkiye reached around 25,000 test takers, the third-highest participation after Finland and Norway.
- Created the Turkish content of the Lifestyle Test and the app.
- Spread the test through newsletters, events and campaigns.

Making the climate impact of everyday habits visible and offering a personal action plan.

pslifestyle.eu

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101037342.
Zeytince Ekolojik Yaşamı Destekleme Derneği · zeytince.org