PS Lifestyle

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PSLifestyle Türkiye: lessons from 25,000 tests

Türkiye data from the PSL Sustainable Lifestyle Web App and what we learned in the İzmir living labs.

25,239

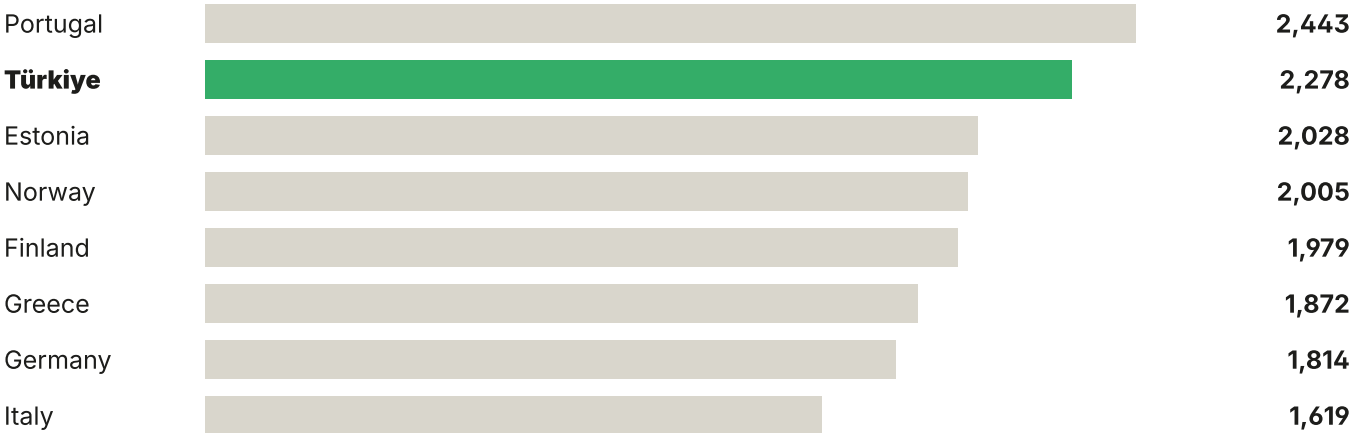
tests made Türkiye the third country in the project, after Finland and Norway.

Average carbon footprint by country



kg CO_2e per person / year

Footprint from food by country



kg CO_2e per person / year

Five lessons

01 **Türkiye is in line with Europe**

The average footprint in Türkiye is 8,233 kg CO_2e per person per year, within the range of project countries and below Portugal, Greece and Estonia.

02 **Food is a key domain**

The footprint from food (2,278 kg) is higher than in Finland, Germany and Italy. Easy steps such as one vegetarian day a week can make a difference here.

03 **Plan-makers aim high**

The 1,221 plans made in Türkiye aim for an average reduction of 1,384 kg per person per year, about one sixth of the footprint.

04 **Putting plans into practice needs support**

The 41 plans with completed actions cut an average of 779 kg per person. People most want how-to tips, reminders and peer support.

05 **Local conditions matter**

In İzmir, LED lamps, cycling and a vegetarian day felt easy, while composting, recycling and public transport need municipal support.

For local governments

- Make “hard” actions easier with infrastructure such as compost bins and recycling points.
- Bring the test to staff and citizens through institutional campaign links.
- Support plan-makers with reminders, workshops and success stories.

Source: PSLifestyle Dashboard v2.5 (October 2026); lifestyledata.eu; Zeytince living lab reports.

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