PS Lifestyle



PSLIFESTYLE İZMIR · HORIZON 2020

Co-designing sustainable living

2021–2025

Four years of the PSLifestyle project in İzmir: a web app co-designed with citizens, six living labs, four stakeholder workshops and more than 130 events.

ZEYTİNCE
Association For Supporting Ecological Lives

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 101037342.

Summary

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.

As the Türkiye partner, Zeytince set up three living labs in İzmir. Between May 2022 and May 2023, across six meetings, we co-developed the test, the 100 smart actions and the plan section of the PSL Sustainable Lifestyle Web App with 218 citizens. In autumn 2024 we held four stakeholder workshops with academia, civil society, government and business to discuss what the test data means for İzmir.

6	218	4	130+	25,239
living lab meetings	citizen participants	stakeholder workshops	outreach events	tests in Türkiye

Türkiye ranked third in test participation, after Finland and Norway.

Five key findings

01

It gives a whole picture

Most participants were already sustainability-minded; the test pulled their fragmented knowledge together and made the impact of individual effort visible.

02

Personalisation builds trust

When tips match a person's test answers, participants trust the app more and are keener to build a plan.

03

Positive language moves people

Participants valued recognition for what they already do and motivating messages; profile names were re-proposed in this spirit.

04

Reminders keep plans alive

Notifications, short how-to videos and other people's stories were the most requested support for sticking to a plan.

05

Municipalities are the strongest multipliers

Working with Karşıyaka Municipality boosted participation and became a cooperation protocol.

The project and İzmir



İzmir Clock Tower · Image: "From İzmir to Europe" presentation, Brussels 2025

PSLifestyle (Positive and Sustainable Lifestyle) ran from October 2021 to September 2025 under the EU Horizon 2020 call "Building a low-carbon, climate resilient future" (H2020-LC-GD-2020-3). Its aim was to engage citizens in pilot cities in tackling the climate crisis, helping people see the carbon footprint of their consumption habits and live more sustainable and healthier lives.

Under the Paris Agreement, İzmir committed to cutting city emissions by at least 40% by 2030. Many initiatives, from green energy and sustainable farming to the circular economy and green infrastructure, serve this goal; but the transition cannot succeed without residents. PSLifestyle set out to make the people of İzmir partners in this journey.

Oct 2021 – Sep 2025
project duration

8 pilot countries
Finland, Germany, Türkiye, Estonia, Portugal, Greece, Italy, Slovenia; later Norway and Poland

40%
İzmir's 2030 emission reduction commitment

Zeytince
the project's implementer in Türkiye

Project partners

16 partners coordinated by the Finnish Innovation Fund Sitra; in Türkiye the project was run by Zeytince.



Image: Any Lane (PSLifestyle brochure)

Project and method

Living labs are co-design settings that bring the team developing the PSL Sustainable Lifestyle Web App and the citizens who will use it to the same table. In İzmir, three labs were set up, each with two meetings. Every meeting tested the current version of the web app and carried feedback into the next one. Meetings took place in different districts of the city and at Olive Academy in Karaburun, reaching people of different ages, professions and lifestyles.

PSL SUSTAINABLE LIFESTYLE WEB APP

01

Test

Questions that measure the carbon footprint in four domains: food, housing, mobility, consumption.

02

Tips

100 smart actions: everyday steps that lower the footprint.

03

Plan

Each person builds their own lifestyle plan from the actions they choose.

Timeline



11 May 2022
Lab 1 · Meeting 1

4 Jun 2022
Lab 1 · Meeting 2

20 Sep 2022
Lab 2 · Meeting 3

11 Nov 2022
Lab 2 · Meeting 4

6 May 2023
Lab 3 · Meeting 5

10 May 2023
Lab 3 · Meeting 6

Sep–Nov 2024
Stakeholder workshops

Participatory games
Agreeing or disagreeing with statements on sustainable living using an object

Stations
Separate tables and moderators for food, housing, mobility and consumption

Live testing
Using the current version of the web app together with participants

One-week trial
Following the plan after the meeting and reporting back via an online survey

Six meetings

LAB 1 · MEETING 1

11 May 2022

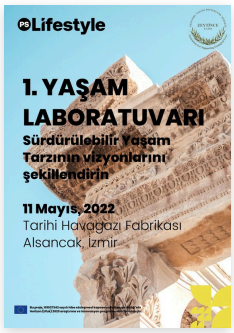
Historical Gas Factory, Alsancak

36 participants

Introductions and perceptions of sustainable living

Participatory games gathered views on “a good life” and “living in harmony with nature”. The same evening, 160 people attended the project launch; catering used a local, low-carbon menu and all content was digital.

> **Participants were very eager; time ran short and they had much more to say.**



LAB 1 · MEETING 2

4 June 2022

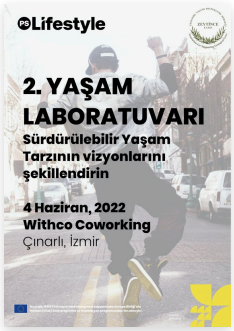
WITHCO coworking space

24 participants

First version of the test

The test was taken and feedback was collected on its design, flow, categories and questions. Young people under 18 also took part, accompanied by their parents.

> **A well-equipped workspace made for a productive, focused test session.**



LAB 2 · MEETING 3

20 September 2022

Havra Cultural Centre, Karşıyaka

43 participants

100 smart actions: food, housing, mobility, consumption

Organised with Karşıyaka Municipality. At four stations, groups reviewed the actions one by one. A mini yoga session and a short recital at the end changed the mood of the day.

> **The group’s average footprint was clearly lower than at earlier meetings; older participants had lower footprints.**



LAB 2 · MEETING 4

11 November 2022

Havra Cultural Centre, Karşıyaka

35 participants

Tips and the plan section

The development version of the web app was used together with participants, who gave detailed suggestions for the results, tips and plan pages, led by gamification and seeing other people's plans.

> **Participants said the app pulled their fragmented knowledge together and showed them the impact of individual effort.**



LAB 3 · MEETING 5

6 May 2023

Olive Academy, İnecik · Karaburun

47 participants

Web app version 0.5 and profiles

Participants came by bus from all over İzmir; 91% were first-timers. A vegetarian lunch cooked by village women, a walk among old olive trees and pots of parsley, mint and basil for everyone let them live the tips.

> **Experiencing sustainability in practice, not just in words, proved the most effective way to learn.**



LAB 3 · MEETING 6

10 May 2023

Havra Cultural Centre, Karşıyaka

33 participants

Barriers and opportunities; how can the app support a plan?

Participants built their plans and discussed which tips they chose and why. They then followed their plans for a week. A cooperation protocol was signed with Karşıyaka Municipality.

> **Waste was kept to a minimum: digital notes, bamboo cutlery, food leftovers sent to an animal shelter.**



Who took part?

A total of 218 people took part in the six meetings. Based on the meeting reports, the participant profile looked like this:

MEETING	PARTICIPANTS	WOMEN	FIRST TIME	MAIN PROFILE
M1 · 11 May 2022	**36**	**64%**	**–**	Ages 20–60+; private sector, public sector, students, retirees, NGOs
M2 · 4 Jun 2022	**24**	**–**	**–**	Under-18s together with their parents
M3 · 20 Sep 2022	**43**	**72%**	**–**	25 public, 7 private sector; largest group aged 19–29
M4 · 11 Nov 2022	**35**	**57%**	**57%**	21 public, 9 private sector, 3 academics; mostly aged 40–59
M5 · 6 May 2023	**47**	**–**	**91%**	A mixed group bussed in from all over İzmir
M6 · 10 May 2023	**33**	**–**	**52%**	Karşıyaka residents; half had attended before

"–": not given in the meeting report.

Women in the majority

At the three meetings with data, 57–72% of participants were women.

New faces every time

At the three meetings with data, 52–91% were first-timers; the labs reached a wide cross-section of the city, not a small core group.

Generations and professions together

From young people who came with their parents to retirees, from municipal staff to academics and artists.

PSL SUSTAINABLE LIFESTYLE WEB APP

How did participants experience the web app?

The PSL Sustainable Lifestyle Web App has three steps: the test, tips and the plan. At every meeting participants used the current version of the app, and their suggestions fed into the next one.

	WHAT IT DOES	WHAT PARTICIPANTS VALUED
Test	Measures the carbon footprint across food, housing, mobility and consumption.	+ Seeing all four domains together, with ranked results + Quick and practical + Reliable results + Feels like a game and a challenge
Tips	Offers everyday actions that cut the footprint through 100 smart choices.	+ Concrete, doable actions + Finding what they already do + Bringing scattered knowledge together
Plan	Builds a personal lifestyle plan from the chosen tips.	+ A personal roadmap + Results that can be shared on social media + Those who followed their plans saw positive change
Profiles	Gives users a motivating profile based on their lifestyle.	+ Positive profile names were loved + Participants proposed new, motivating names

Participants from earlier labs described a positive change in their lifestyles and footprints as they followed their plans.

Features participants proposed

- Short videos showing how to do each action
- Seeing other users' stories and plans from other pilot cities
- Measuring what we buy, such as choosing local products
- Reminder notifications
- Small rewards from the municipality for low footprints, such as cinema or bus tickets
- Taking building insulation into account

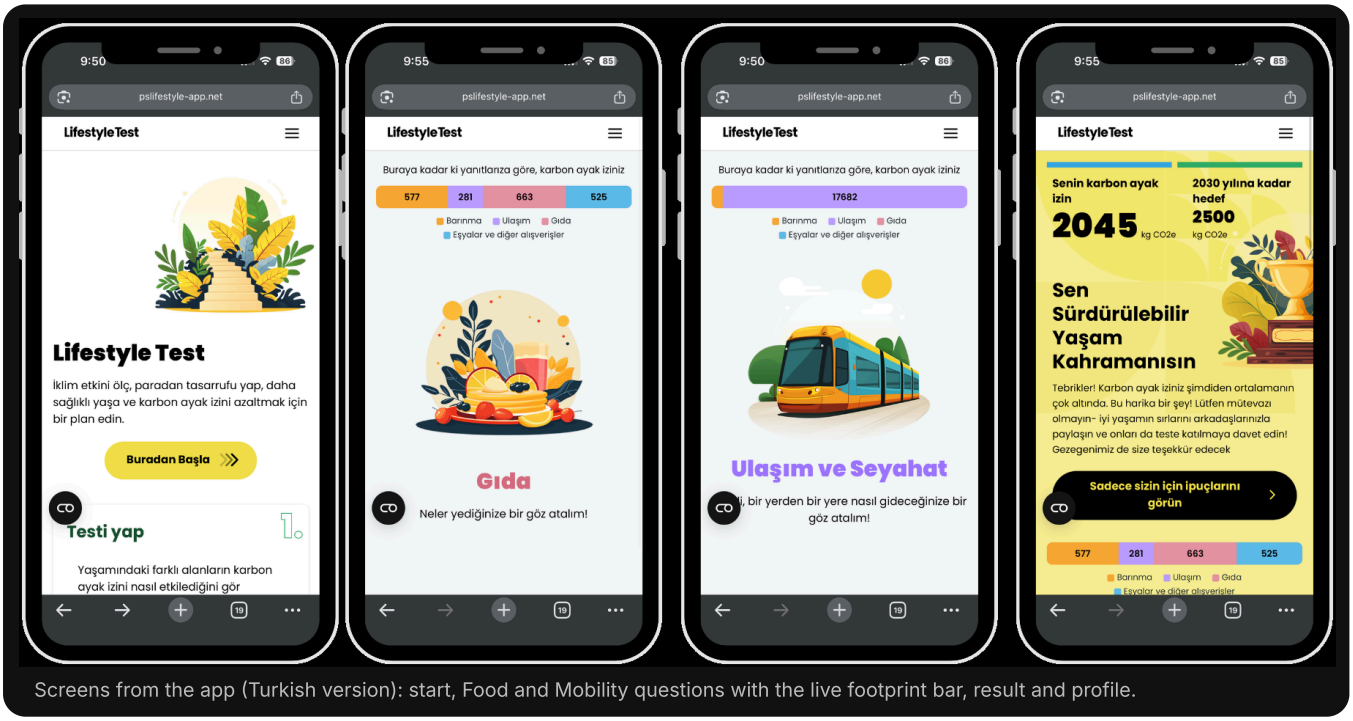
PSL SUSTAINABLE LIFESTYLE WEB APP

Profiles by footprint

At the end of the test, users meet a positive, playful profile name based on their yearly footprint. The profile names were developed with participants in the living labs. (Turkish names, translated.)

14,000 kg and above	**You don't seem to be from this planet :)**
10,000 – 14,000 kg	**You're overdoing it a bit, notice your impact!**
7,000 – 10,000 kg	**You're on your way, but you need a guide!**
4,000 – 7,000 kg	**You're very close to being an eco-warrior!**
2,500 kg and below	**You're the hero of sustainable living!**

kg CO_2e / year



Screens from the app (Turkish version): start, Food and Mobility questions with the live footprint bar, result and profile.

Türkiye in numbers

Data from the PSL Sustainable Lifestyle Web App are tracked on the PSLifestyle Dashboard used by the project team. Türkiye ranks third in number of tests, after Finland and Norway.

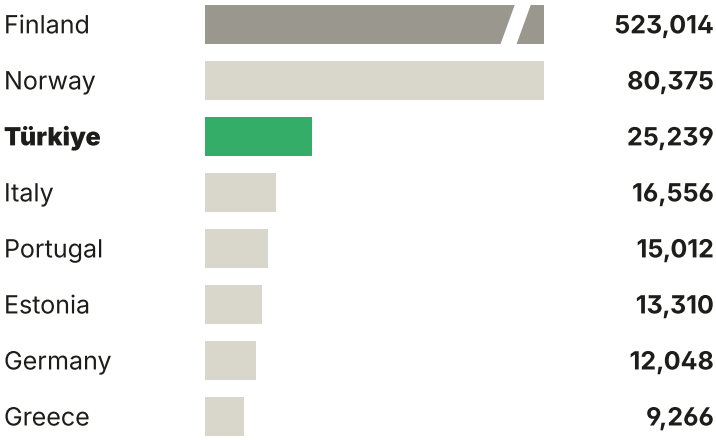
25,239
tests

1,221
personal lifestyle plans

1,384 kg
average CO_2e reduction per plan, per person/year

1,690 t
total CO_2e reduction potential of the plans, per year

Tests by country



Across all project countries: 714,845 tests, 75,612 plans.

Average carbon footprint in Türkiye

8,233

kg CO_2e per person / year

Food	2,278 kg
Housing	1,059 kg

Source: PSLifestyle Dashboard v2.5, Türkiye filter (October 2026).

Lifestyle Data: what do people choose?

Lifestyle Data is a platform that makes the anonymised test data openly available. Researchers, municipalities and organisations can filter it by country, age or lifestyle. What has been put into practice from the plans is tracked on the PSLifestyle Dashboard.

Plans put into practice (Türkiye)

31,939 kg CO_2e

41	plans with completed actions
779 kg	average yearly reduction per person from completed actions
31,939 kg	total yearly reduction from completed actions

Most picked actions

1. Reduce flying
2. Local holidays
3. Repair goods
4. Short flight instead of long
5. Swim in a lake or sea

Benefits of change

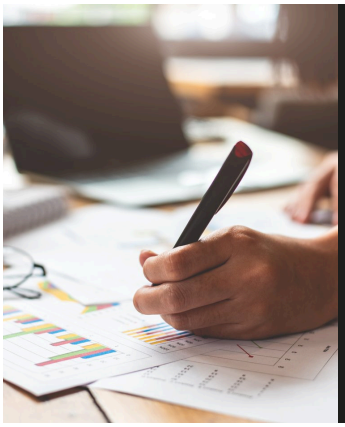
1. Save energy
2. Save money
3. Small pleasures
4. Save time
5. Well-being

Support people want

1. Tips on how to take action
2. Reminders or calendars
3. Peer support
4. Meet-ups and workshops
5. Success stories

Explore the data
www.lifestyledata.eu

Source: figures from PSLifestyle Dashboard v2.5, Türkiye filter; lists from lifestyledata.eu (October 2026), in order of frequency.



For organisations: a custom link and report

For municipalities, schools, universities, CSOs and companies we set up a test link (URL) specific to the organisation or event, and shared the data from tests taken through that link as a free report.

- Average carbon footprint by category
- User data by demographic group
- Category footprints by demographic group
- User data on the plans made

Contact: turkiye@pslifestyle.eu

What is easy, and what is hard, in everyday life?

In the last meeting, participants assessed the tips against their everyday lives in İzmir.

Easy

- Switching to LED lamps
- Washing clothes at lower temperatures
- One meat-free day a week
- Walking or cycling short distances
- Carrying your own bag and water bottle
- Cutting food waste with a shopping list
- Sorting waste at home
- Repairing things, buying second-hand

Hard

- Switching to public transport: too few lines and services
- Giving up the private car
- Solar panels and electric cars: high cost
- Home insulation: hard for tenants
- Composting: no space or know-how in apartments
- Recycling: too few collection points
- Flying less
- Access to local and organic food: price

> I started sorting my waste right after the first living lab I joined and found it extremely easy. I began by cutting plastic, then gradually extended it to other goods.

A PARTICIPANT, MEETING 6

Stakeholder workshops

In autumn 2024 we discussed the test data and the web app with four stakeholder groups. The aim was to work out together how the data could serve İzmir's green city goals.

Academia

27 September 2024

12 participants

Academics from four universities, PhD students and municipal researchers

- The dataset is a new, rich source for multidisciplinary research
- Students using the test; thesis topics
- Adding education level and district to the demographic questions

Civil society

9 October 2024

19 participants from 18 CSOs

CSO representatives from various professions, mostly teachers

- A new perspective that makes citizens partners in solutions
- Campaign links and trainings for CSOs
- A wish to see success stories

Government

15 November 2024

28 participants from 15 institutions

Metropolitan and district municipalities, governorship, development and planning agencies, chamber of commerce

- Looking at green city strategies from the demand and lifestyle side
- Interest in using the test in institutional campaigns
- Adding questions on water use and shopping

Business

Autumn 2024

Representatives of industry and services

- New business models such as reward cards linked to recycling
- Financial and technical support for SMEs to cut emissions
- Support for alternative protein projects

By October 2024, the test had reached more than 12,000 people in İzmir.

Taking PSL to the city

Alongside the living labs, we organised more than 130 events at fairs, concerts, festivals, schools and online to bring the PSL Sustainable Lifestyle Web App to the people of İzmir.

130+ events

4 İzmir International Fairs

17 pop concerts

16 mini festivals

8 open-air cinema nights

16 workshops

14 events and meetings

4 trainings

3 campaigns

45 high schools

5 universities

12 district municipality protocols



Image: Canva (PSLifestyle brochure)

Outreach and communication

İzmir International Fair

For four years we were part of the İzmir International Fair, in the stand areas of Karşıyaka Municipality and İzmir Metropolitan Municipality. Each year a new stand design and gamified activities introduced the web app to visitors and got them using it.

Concerts and festivals

QR codes and promotional films on the giant screens behind concert stages, and posters and roll-ups at festivals and open-air cinema nights, reached many people across İzmir.

Municipalities and schools

Official cooperation protocols were signed with 12 district municipalities; İzmir Metropolitan Municipality and district municipalities promoted the app through their own channels. Students at 45 high schools and 5 universities took the test.

@pslifestyleizmir

Our Instagram account was the hub of communication throughout the project: 310 posts, 3,672 followers and stories shared almost every day since 2022.

Videos

Three promotional and communication videos introduced the web app to a wide audience on YouTube. Our #MoveTheDate video on Earth Overshoot Day won first prize nationally in Young Reporters for the Environment and has more than 12,000 views.

Recognised among partners

The communication and outreach work in İzmir became one of the examples highlighted among project partners, with cooperation including the İzmir Chamber of Commerce, UNDP and many civil society organisations.

Highlighted events

- İzmir New European Bauhaus movement
- Reduce Your Carbon Footprint for the Green Transition campaign
- Rolling out the PSL app in pilot schools
- Cooperation with universities
- Local events with municipalities
- Fancy Women Bike Ride
- AEGEE İzmir meet-up
- Sofar Sounds İzmir
- All İzmir Workshop
- Climathon 2022

What we learned

01

Work with local government

Municipalities were the strongest multipliers, both for recruiting participants and for spreading the web app.

02

Move between districts

Meetings in different districts showed clear differences in footprint and engagement.

03

Let people live it

The meeting in nature, with local food and planting pots, was the one people talked about most.

04

Choose time and place well

Weekend turnout was low; central, well-equipped venues and evening slots worked better.

05

Organise without waste

Digital notes, bamboo cutlery and sending leftovers to a shelter were praised by participants.

06

Keep the connection

A WhatsApp group, a monthly newsletter and certificates kept participants in touch.

For anyone setting up a similar living lab

01 Pair each meeting with a version of the web app and carry the feedback into the next one.

02 Use participatory games and stations so everyone gets to speak.

03 Follow behaviour with a one-week trial and a short survey after the meeting.

04 Keep the language positive; recognise what people already do.

05 Show stakeholders use cases and a live demo, not raw data.



We are aware

We all share an ethical and social responsibility for a healthier, more resilient and sustainable İzmir, country and world.

We know

Sustainable living means living in prosperity and equality on a safe, resilient planet. It is possible by using nature's riches with care, without waste, and by sharing.

We believe

Cooperation and solidarity among local governments, business, civil society and citizens is the key to success. Making our lifestyles sustainable is not a sacrifice but a chance to redefine what a good life means.

We hear

We hear nature's warning cry and try to understand the language of the earth. By reducing our ecological footprint in daily life we can create a sustainable future.

Zeytince Association for Supporting Ecological Lives

Image: Andre Hunter / Unsplash (PSLifestyle brochure)

References

The information and data in this report were compiled from the sources below. Living lab and workshop documents are held in the Zeytince archive; summaries without personal data can be shared on request.

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IMAGES

1. Field photos and meeting posters: Zeytince archive.
2. Section images from the PSLifestyle brochure (Zeytince, 2024): Any Lane, Canva, Andre Hunter / Unsplash.
3. İzmir Clock Tower image: Zeytince (2025), From İzmir to Europe presentation.

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1. PSLifestyle: Positive and Sustainable Lifestyle. Horizon 2020, grant agreement No. 101037342, 2021–2025. pslifestyle.eu
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3. @pslifestyleizmir Instagram account, 2022–2025.

About

This report was compiled from the reports and transcriptions of the PSLifestyle living labs and stakeholder workshops run by Zeytince in İzmir. Participants' identities have been kept confidential.

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