

LIFESTYLE TEST

Are you a threat or an opportunity? On the way toward the 1.5-degree climate target, knowing your own carbon footprint is the first steppingstone on the way to reducing it. This easy test helps individuals assess the environmental impacts of their lifestyle choices.

REQUIRED ROLES

Product owner, head of data, communications person.

PREREQUISITES

It will be useful to know the Individual carbon footprint of your area.



OVERVIEW

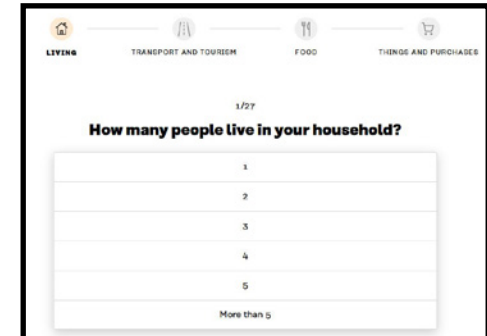
Our lifestyle test, as we call it, helps individuals assess the environmental impacts of their lifestyles and offers personalised actions. By answering 27 questions, each respondent can see the size and composition of their carbon footprint and how it compares to the average test taker.

We wanted to create a test that is accessible, as easy to complete as possible and that could even encourage taking action to help the climate for perhaps the first time.

The questions and calculations of the lifestyle test are based on environmental calculations and the consumption of the average Finnish person, as a result of which calculations must be examined separately for each country when introducing the test for local use.

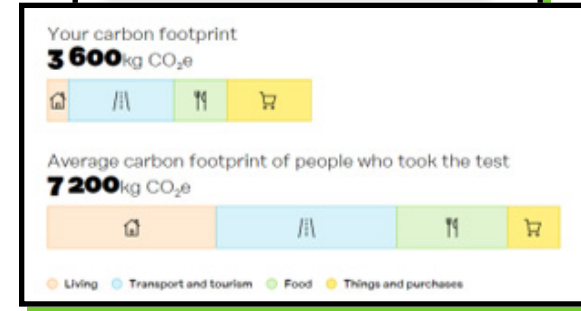
It takes approximately three to five minutes to complete the test. The lifestyle test collects no personal data from those taking the test, but the owner can export the results distribution to learn more about the respondent's current lifestyle. The test is responsive and fully scalable on every platform, both mobile and desktop.

The lifestyle test is best accompanied by 100 Smart everyday choices list, which shows a selection of tips that will help save money or improve quality of life while reducing carbon footprints. ●



1/27
How many people live in your household?

1
2
3
4
5
More than 5



PAYOFFS

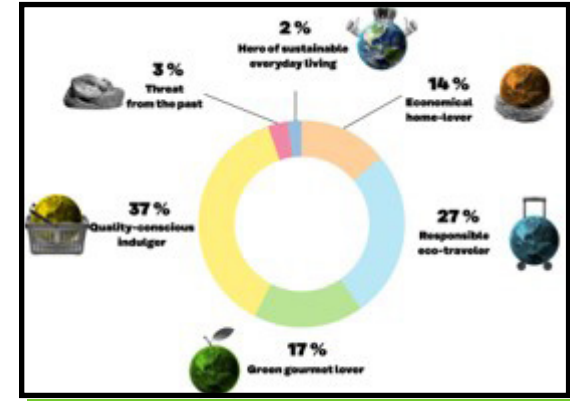
1 An easy way to calculate one's carbon footprint makes the abstract idea of personal emissions more tangible.

2 Growing consciousness of our daily climate impact can prompt us into action.

3 As a product owner you can gain insight into local lifestyles by analysing the test results. ●

Results — Finland

- ✔ Currently test has been taken over one million times.
- ✔ The lifestyle test is also being used in schools as an educational material.
- ✔ The test has been featured in dozens of news articles and morning TV shows.
- ✔ #Lifestyletest has trended on social media platforms several times and been shared daily amongst people.



KEY ELEMENTS & BUILDING BLOCKS

Data & logic



- ✔ Excel sheet of the calculation basis (available on request from the Shift 1.5 team)
- ✔ Individual carbon footprint calculations for the background
- ✔ Order a result data storage and analysis solution from your local service provider

Content



- ✔ Copy texts for questions, results and profiles (example available on request from the Shift 1.5 team)
- ✔ Imagery/photography (available in Gredi, which is our digital asset management platform)

Interface

A screenshot of a user interface showing a question: "How many people live in your household?". Below the question is a list of radio button options: 1, 2, 3, 4, 5, and "More than 5". The interface has a clean, modern design with a white background and a grey border.

- ✔ Plan user interface design with your local service provider
- ✔ FAQs and other explanatory material (examples available on request from the Shift 1.5 team)



WHAT IS NEEDED

All the building blocks of this viral sensation calculator already exist – now it's your turn to put together your own regional version of the lifestyle test. Start by downloading the code from [GitHub](#) and get going!

Once again, co-operation is the key. Choose reliable partners with whom to localise the calculations and to help with the technical deployment.

TEAM AND RESOURCES REQUIRED

In your team:

- ➔ Project manager
- ➔ Content owner
- ➔ Head of data

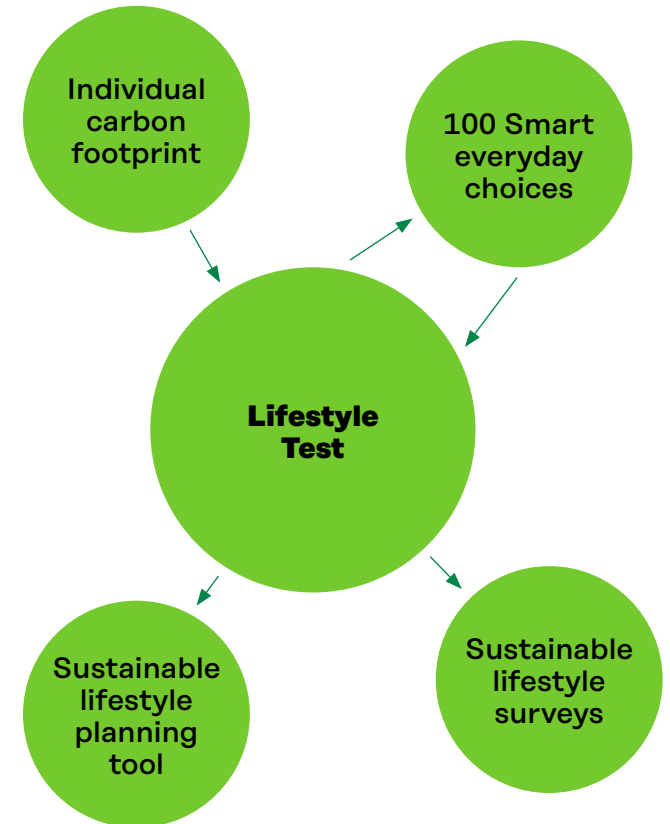
Additional roles:

These can be outsourced (highly recommended)

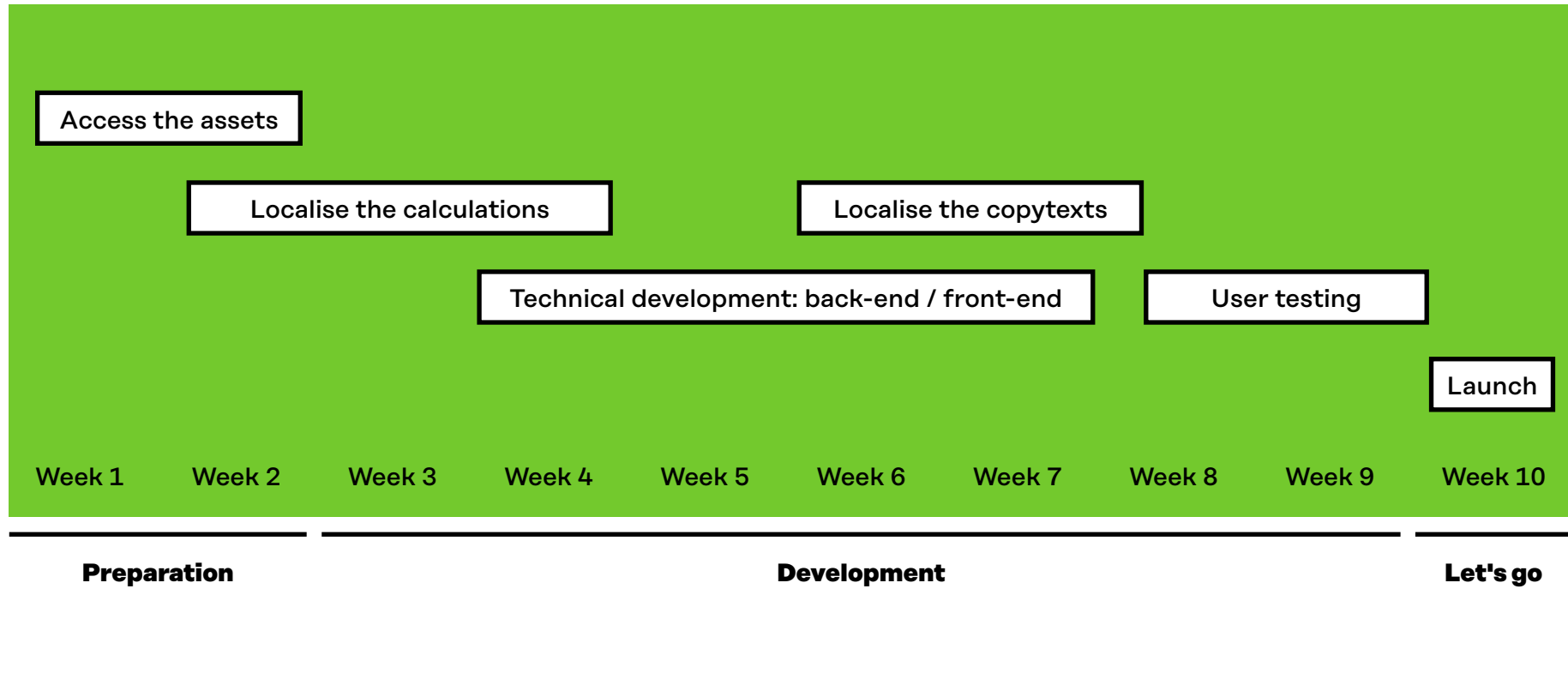
- ➔ Carbon footprint calculating
- ➔ Application development

Consider well in advance how far you want to go with the test. Will you combine it with the 100 Smart everyday choices or Sustainable lifestyle planning tool?

A Creative Commons licence allows you to modify the test or develop it even further according to your organisation's ambitions. ●



BLUEPRINT



PREPARATION

ACCESS THE ASSETS

Become well acquainted with the key elements and building blocks so you can estimate the workload and how well the materials suit your local context. You will need to do the following:

LOCALISE THE CALCULATIONS

In many parts, the calculations and questions are easily adaptable and deployable to different cultures and contexts. However, you will need to have local insight into what data requires localisation. We recommend you consult an expert on carbon footprint calculations and statistics. Make sure to also provide the calculations basis alongside the test.

LOCALISE THE TIPS

We highly recommend you provide tailored tips for the test takers after they have found out their carbon footprint. Learn more about localising 100 Smart everyday choices. ●

Checklist for preparation

1. Get to know the test well

Visit lifestyletest.sitra.fi and run the test repeatedly to become acquainted with it. Try different kinds of lifestyles and discuss what questions or narratives are applicable to your region and what are not.

2. Check the calculations

Request the calculations from one of our team members. These are delivered in Excel format. Sit down with some carbon-emission calculation experts and put together a realistic estimate of how much localising work is needed.

3. Check the copy texts

A good narrative keeps the user interested. The Excel sheet contains the questions, but also consider the other copy texts we have used. Will that tone of voice work in your region?

4. Copy the code

Sit down with the software developers. They can give you the best estimate on how to get your application up and running. A rough estimate is approximately two to four weeks for the development work.



DEVELOPMENT

BACK-END DEVELOPMENT

The test was generated with Angular CLI version 1.0.1 and it uses MongoDB as a document database. Work with reliable developers who speak Java. The current code in [GitHub](#) has been updated with the newest Angular version.

FRONT-END DEVELOPMENT

The facade of the **Lifestyle test** is what makes it interesting; keeping it simple yet visual with intuitive colour coding of the domains and a smooth interface. Make sure that your technical developer has skills or a skilled partner in user interfaces.

LOCALISE THE COPY TEXTS

The copy texts in the current **Lifestyle test** were designed to be a bit witty. You can decide the tone of voice that suits your audience best, but we recommend you use a positive tone and a pinch of humour. ●

Technical requirements

- ✔ Heavy servers to support heavy load of users
- ✔ Subscription to MongoDB

Technical requirements

- ✔ Is simple
- ✔ Quick to conclude (3–5 min)
- ✔ Scales on every platform
- ✔ Collects only the data that is necessary

PRO TIP: DO NOT CREATE A DEAD-END

The **lifestyle test** is fully applicable on its own, but it flourishes when it is complemented by other scalable services. So, make sure during the technical development that you do not lock any parts of the application from further expansion. The code already fully supports the **100 Smart everyday choices** and **Sustainable lifestyle planning tool**, for example. Be creative with how the test could best support your other materials.



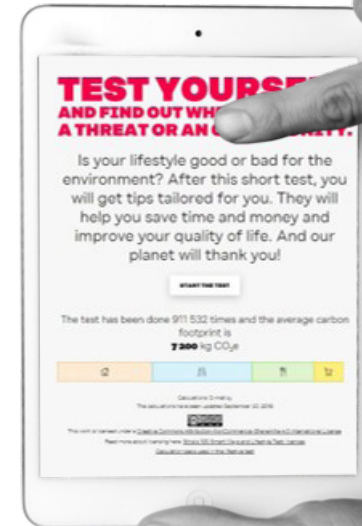
LET'S GO

USER TESTING

Invite people from different target groups to test the interface and user experience. Make sure it runs smoothly and reserve time for fixing any possible follow-ups. There will surely be a lot of questions when you first introduce the test to the audience. There are some inevitable trade-offs to keep the test simplistic yet scientific enough. Remember to keep calm about what can be included and what should be excluded. Take our Q&A form for your support.

LAUNCH

Congratulate your team; it is time to take the test viral. Invite the press and local stakeholders for the launch session. Draft a communications plan to reach your target group and make it buzz with our marketing tips. ●



ADDITIONAL RESOURCES AND CONTACTS



THE CALCULATIONS BEHIND THE LIFESTYLE TEST

➔ Please request the calculations from one of our team members. This makes it easier to provide instructions for use.



THE CODE OF THE LIFESTYLE TEST

➔ Access the code via the [GitHub service](#). The code is licensed under MIT Licence, which allows the code to be used, copied, edited and redistributed without limitations.



Q&A

Take a look at our most frequently asked questions and the answers. ➔ Please request the form from one of our team members.

CONTACTS

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