

SUSTAINABLE LIFESTYLE PLANNING TOOL

Don't just think about reducing your carbon footprint – plan it. With this tool you can enable people to create their very own action plan for achieving the globally sustainable level. When people plan it, they commit to action.

REQUIRED ROLES

Project coordinator

PREREQUISITES

Lifestyle test and 100 smart lifestyle choices.



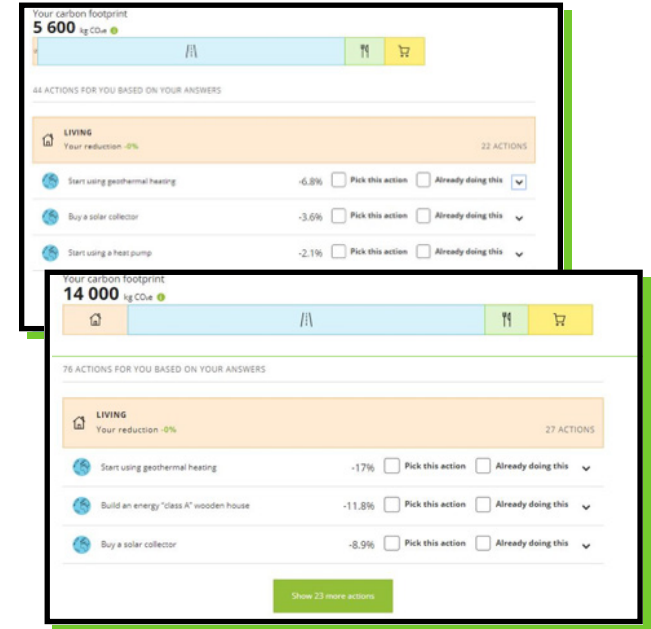
OVERVIEW

How many smart everyday actions do I actually need to make to shrink the footprint to the target level? There is no single way to live sustainably and so there is no single way to reduce our carbon footprints. With the interactive lifestyle planning tool, you can create a plan that fits your way of living.

After providing the carbon footprint result with the **Lifestyle test** you can encourage people to plan what are the next steps towards more sustainable lifestyle. **Sustainable lifestyle planning tool** is a planning and monitoring feature for setting and adhering to personal emission-reduction targets. The features of the **Sustainable lifestyle planning tool** let users select their own actions from the **100 Smart everyday choices** they are prepared to commit to. The equations are pre-set so that the carbon emission-reduction percentage is derived straight from the personal

results of the lifestyle test. This means that the impact of our choices and most effective actions vary depending on our current lifestyle.

Users can also find inspiration for a more sustainable everyday life by looking at the plans of other users, share their commitments on social media and inspire others to get involved. Team up with your national decision-makers to make every individual plan to contribute to the national emission-reduction target. ●



PAYOFFS

1 Making our own commitments makes it easier for us to understand the collective impact we can have and to participate in achieving national climate goals.

2 By examining the plans, you can better analyse what kind of practical measures people are prepared to take in your area.

3 People can alleviate climate anxiety by committing to and creating their own action plan.

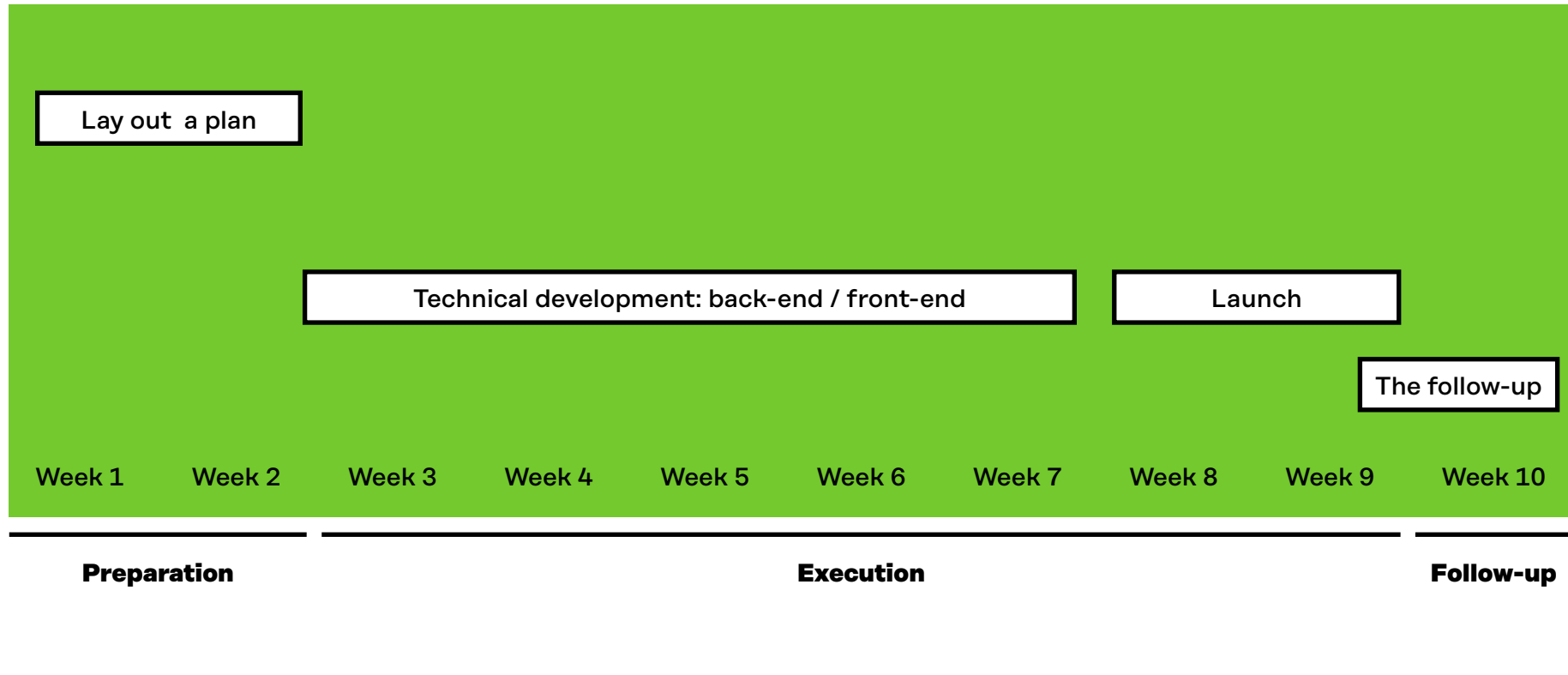
4 Publishing one's own targets can create positive pressure that helps to achieve the targets and may also set an example for others. ●

Results — Finland

- ✔ The average carbon footprint of those who have submitted a commitment is about 6,500 CO₂e and they aim to reduce their carbon footprint on average by 20 per cent in twelve months.
- ✔ If the measures planned by one thousand of the participants are realised, the emission savings will total over 2,000 tonnes kgCO₂e.



BLUEPRINT



PREPARATION

LAY OUT A PLAN

You should understand the local context and culture to properly localise the option list. Gather a team from different backgrounds to evaluate what options are regionally relevant. To have an individual carbon footprint calculated will help you to assess what options are the easiest and the most effective ways to reduce the average footprint.

TEAM AND RESOURCES REQUIRED

In your team:

- ➔ Project manager
- ➔ Content owner
- ➔ Contact person for both users and developers

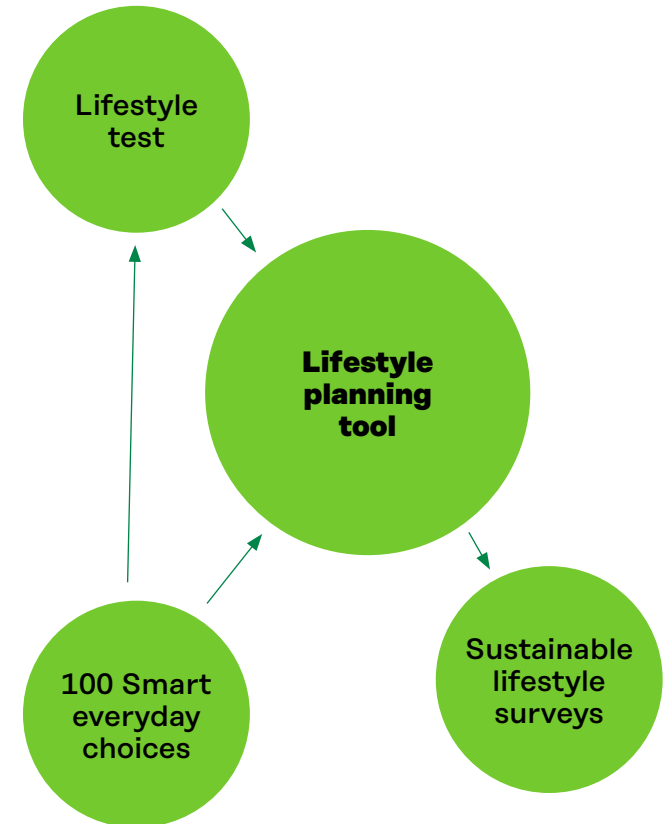
Additional roles:

These can be outsourced.

- ➔ Copytexts
- ➔ Carbon emission calculation

Don't needlessly complicate the process. Take advantage of ready-made questionnaires and lists of sustainable daily habits.

Commit other stakeholders to support and co-operate with the service. Most importantly, we highly recommend you engage the public sector, who are responsible for implementing the national carbon emission-reduction targets. This is a tool that will serve the whole community. ●



EXECUTION

First, plan well ahead whether you want to make this an app or a web interface. We recommend a desktop and mobile-friendly solution, and this is what the current source code is designed for.

BACK-END DEVELOPMENT

Work with a reliable technical development partner who knows the Liferay environment. You can request the source code from the contact person. Make sure that there is a way for you to export the data in some form, for example, to Excel.

FRONT-END DEVELOPMENT

When designing the interface keep in mind that you will want people to stay committed and return to update their plans. See if your website tool allows you to send reminders. It is also recommended that people post their plans anonymously, using a pseudonym. Use an encouraging tone of voice.

This is also the time to get creative: how would you develop this further and make it more suitable to your region? ●

Checklist for you

- ✔ Tools to track user behaviour and a way to export data
- ✔ Servers that can cope with a heavy load
- ✔ A coherent path between the test, plan and the form

Checklist for the users

- ✔ Smooth interface
- ✔ Positive yet informative tone of voice
- ✔ No unnecessary data collected
- ✔ Quick to complete – a plan in approximately 15 minutes
- ✔ Easy sharing on social media



FOLLOW-UP

LAUNCH

Ask some well-known public figures to draw up their plans first to set an example. The most important message is to show that making a personal plan is for everyone – and that there are options for every kind of lifestyle. Think beyond the usual suspects you might invite to participate; chefs, professional athletes, etc. ... what kinds of people would appeal to different target groups? [See how Prime Minister's Office of Finland launched their campaign.](#)

THE FOLLOW-UP

Personal carbon footprint plans do not always spring from sheer inspiration. Keep an eye on the plans and ask for feedback: what kind of support do users need to ensure that their plans are realisable and what motivates them? Engage those making plans, through social media and frequent email updates, for example. ●



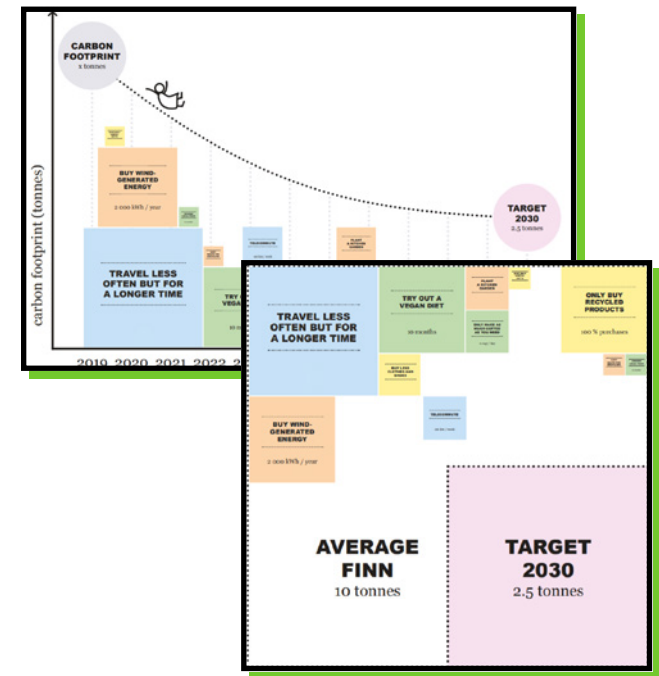
VISUALISATION EXAMPLE: 1.5-DEGREE LIFESTYLE PUZZLE

The idea behind the Lifestyle Planning Tool also works in a physical format, which can be a powerful mean to promote your online platform. The “1.5-degree lifestyles puzzle” was developed to help households understand the idea, opportunities and challenges of the 1.5-degree lifestyle, while facilitating a transdisciplinary discussion on what is needed to mobilise action.

HOW IT WORKS

The physical version consists of two gameboards; an empty template and a timeline, and dozens of pieces that represent the **100 Smart everyday choices**. The bigger the carbon-emission reduc-

tion potential of the choice, the bigger the piece. The size of the empty gameboard depends on the player’s individual carbon footprint. The player has to fill in the white area to reach the 2030 target level by



making a selection of choices (pieces) he or she could perform differently over the next 10 years. The game is best started with the big pieces that represent the most significant choices an individual can make to lower their carbon footprint. When the footprint gap is filled, the player is to place the chosen pieces on a timeline from the present until 2030 that supports reflecting; when and how could these actions be implemented? What is stopping me from doing it tomorrow? If some options should be more promoted or made easier the players can tag the pieces to demand more action be taken by the private or public sector. ●



A possibility to play with a physical planning tool makes the 100 Smart everyday choices even more tangible and easy to compare with one another.



PAYOFFS

1 **A possibility to play** with a physical planning tool makes the **100 Smart everyday choices** even more tangible and easy to compare with one another, that can lead to personal eureka moments; “Oh, recycling accounts for a tenth of the impact of a vegan diet.”

2 **When meeting new project partners** or visiting an event, you can always keep a few puzzle pieces at your back pocket. This is an easy and memorable way to demonstrate how the everyday life actions bear different scales of potential. ●



ADDITIONAL RESOURCES AND CONTACTS



CODE FOR THE SUSTAINABLE LIFESTYLE PLANNING TOOL

➔ Get the code for the Lifestyle planning tool and instructions for applying it from [GitHub](#).



CALCULATIONS FOR THE LIFESTYLE PLANNING TOOL

Much like the 100 Smart everyday choices calculations, this file comes with the functions to tailor the choices app according to how the user has answered the lifestyle test. ➔ Request from contact person



COMMITMENT2050 IN FINLAND

See the service in action at the Prime Minister's Office of Finland's webpage. ➔ sitoumus2050.fi/en/lifestyles#

CONTACTS

Specialist, Finland
Emma Hietaniemi, Sitra
➔ shift1o5@sitra.fi

