Most of us are addicted to consumption. We buy things for pleasure, get bored of them, buy something new. We start to rely on items to give us joy; this is why we see sustainability as a sacrifice - less consumption means less joy.

Learning how to make yourself happy
Being self-sufficient in how we find happiness is the only cure to our addiction: learning how to make yourself happy allows you to make a leap from a cycle of addiction to one of happiness and independence.

What can you do as a person?

**Eudaimonia** is a way of becoming happy not through the joy of consumption, but by finding meaning, developing yourself as a person, and having good relationships with people. It’s much less short-lived than hedonic pleasure, and as such can be called **Sustainable Happiness**.

What can you do as a designer?

Designers can help people consume in a way that fits with eudaimonia to decrease how much is consumed. We can do this by giving people tools for learning how to make themselves happy. In order to help people the most, a tool needs to:

1. Help people reflect on which actions they already take to make themselves happy
2. Get them to connect these actions to the items necessary for performing them
3. Urge them to avoid actions and items that don’t fall under this

### Goals

- Make sure you have goals to work towards which are meaningful to you:
  - Your own: Your goals should be your own, don’t let someone else choose them for you.
  - Ideal: Your goals should fit your ideals.
  - Reality: Your goals should define a balance between being realistic and challenging.

### Growth

- Accept who you are, but do keep growing as a person:
  - Active: Actively work towards your goals as much as you can.
  - Learning: Try to become better at achieving these goals, through education or practice.
  - Tools: Consider the things you can / have / should buy that allow you to grow.

### People

- Build and maintain meaningful relationships with people who matter to you:
  - Personal relationships: Make sure people take priority over material possessions in your life.
  - New friends: Make more friends.
  - Older friends: Don’t push people away, authenticity about being your own person.
  - Family: If people live far away, keep in touch.
  - Pet: Make sure your pets are taken care of well.

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