



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.

addicted to consumption

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**.

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
- Ideals** Your goals should fit your ideals
- Realistic Challenging** Your goals should strike a balance between being realistic and challenging

GROWTH

Accept who you are, but do keep growing as a person

- Acting** Actively work towards your goals as much as you can
- Learning** Try to become better at achieving those goals, through education or practice
- Tools** Consider the things you own/have/buy a means through which you attain growth

PEOPLE

Build and maintain meaningful relations with people who matter to you

- People over things** Make sure people take priority over material possessions in your life
- New friends** Try to turn activities you partake in for personal growth into social ones
- Not a hermit** Don't push people away; autonomy is about being your own person
- Pets** Other living creatures you care about can be considered here too

Eudaimonia consists of 3 things: Goals, Growth and People

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

Helping people reflect

Having people write down, say or otherwise express "**what they did to make today as meaningful as they could**" every day is the best way of helping them understand what they can do to make themselves happy.

Keep consumption out of it

People should think of **actions first**, and **items second**. Otherwise, they will just try to think of actions that justify buying items that they want. Combination should happen after reflection