The Happiness Incubator:

Using transformational sustainable entrepreneurship to merge sustainability, community development, and happiness

Kiki Hooton
People crave connection
Phase 1: Literature Review

- Scientific backing for the connection between happiness, sustainability, and community
- Review of current and new business models
Happiness

How one positively views his or her own life

• Current emotional report: How happy are you now?
• Remembered emotion: How happy were you yesterday?
• Life evaluation: How happy are you with your life as a whole?
Happiness as a Sustainability Indicator

- World Happiness Report is a landmark survey on the state of global happiness
- U.S. fell from 3rd to 19th from 2007 to 2016
- Measures six variables:
  - Income per capita
  - Healthy life expectancy
  - Social support
  - Freedom to make life choices
  - Generosity of donations
  - Perceived corruption of government and business
Current Businesses

Operate under the assumptions that:

1. Unlimited economic growth is a positive thing
2. Measuring profits is the only way to assess the success of a society
3. Costs and benefits are fully contained within a transaction of a good or service
4. The accumulation of unbounded personal wealth is a good for human society
Sustainability Problems

Environmental Problems
• water and air pollution
• climate change
• environmental degradation
• decrease in biodiversity

Social Problems
• Inequality
• Poverty
• Environmental injustice
The New Business Model

Two main components needed:

1. The operations of the business are assessed for social, economic, and environmental impacts and measure success by minimizing negative impacts while optimizing positive ones.

2. The purpose of the organization is to address a sustainability issue and it is written into the organization’s legal framework.
Phase 2: Transformational Sustainable Enterprise Framework

• Created by Wiek, Foucier, and Basile
• Used to evaluate an enterprise on sustainability
• Has two components: evaluative and analytical questions
**Evaluative Framework**

- **Outcomes**
  - What good or service is provided?
  - What are the main impacts?

- **Operating**
  - Who is operating/executing?

- **Managing**
  - Who is managing?

- **Steering**
  - Who owns the organization?

**Analytical Framework**

- **Sustainability performance of the product provided**

- **Sustainability Performance of the Organization’s Operations**
  - Environmental Performance
  - Human and social performance
  - Financial/economic performance
  - Sustainability performance of managing/steering processes
The Happiness Incubator
The Space: Natural Lighting
Edible Garden
Sustainable Design
Multi-Purpose Spaces
Happiness Workshops
## TSE Findings and Comparison

<table>
<thead>
<tr>
<th>Thrive</th>
<th>The Happiness Incubator</th>
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<tbody>
<tr>
<td>- Does not have a central location</td>
<td>- Building is essential to idea</td>
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<td>- Funded by the Thrive Box and services to businesses</td>
<td>- Funded by membership model</td>
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<td>- Not transparent in operations</td>
<td>- Incorporates sustainability into design of Happiness workshops and space</td>
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<td>- Unknown how workers are treated/ benefits</td>
<td>- Worker benefits are core to mission of the incubator</td>
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Phase 3: Business Plan

Highlights:
- Company ownership
- Management
- Location
- Suppliers
- Market
- Start-up Costs
Important Takeaways

• Business will operate as a co-op
• Will also become a B Corp
• Opportunity to corner sustainable consumer market
• High startup costs
  • Partnerships needed (universities, businesses, grants, gyms)
• Pricing model adjusts based on income
  • Payment option to help pay partial membership of low income individual
Phase 4: Happiness Workshops

- Two workshops:
  - Workshop 1: Perfect Day
  - Workshop 2: Mindful eating

- Purpose of every exercise: Increase self awareness, create deeper connections, educate on sustainability
Lessons Learned

• Academic argument for the connection between happiness, community development, and sustainability
• The TSE framework is a useful tool to compare a sustainable business with an unsustainable one
• The business plan showed that a sustainable enterprise could be communicated using traditional business tools
• The happiness workshops showed my ability to lead and passion for pursuing this business
• Moving forward a location and specific costs need to be determined
Thank you!
Questions?