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Lindsay Ledder

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Minimalism

Lindsay Ledder

Messiah College
Introduction

Minimalism means living with intentionality. It is a mindset to remove the excesses of life and focus on what is truly important (Nicodemus 2015). Minimalism encourages people to let go of material goods that do not serve a purpose or bring joy to their lives. It reminds people to be conscious of what they buy, only consuming what will add value. The goal of minimalism is not to restrict oneself to owning less than 100 items or living as a nomad. Rather, it is a tool to find freedom from chaos in this world and the consumer culture. Minimalism teaches people to eliminate discontent, reclaim their time, be present in the moment, pursue their passions, and create more. People do not need to feel guilty for owning things, but they must be careful of valuing possessions over relationships, health, and personal growth. Minimalism promotes Christian values, environmental sustainability, and economic growth.

Christian Values

Minimalism aligns with Saint Augustine's view of desire. Augustine notes that desire is a “social production”, meaning desires do not merely come from within people’s hearts. Desires are influenced by interactions with other humans and the surrounding environment (Cavanaugh 2009). For instance, fashion trends are not randomized styles that people inherently want each year. They are carefully curated advertisements that marketers display to persuade consumers into believing that they want the latest pieces. These are false desires. If society did not promote these messages, people would not have the desires for them. Furthermore, false desires do not bring ends beyond the wants of the individual. This means that they temporarily satisfy people’s wishes; the feeling of contentment lasts until something better comes along, and then people find themselves chasing after a new desire. False desires do not bring good to the Kingdom of God. Humans’ true desires are for God Himself. Minimalism inspires people to rein in their constant
want for more possessions. Christian minimalists can ask God to realign their hearts to desire Him and His will above all else. When these wishes are met, they feel everlasting content. These true desires bring ends that are good.

Minimalism promotes Christian values through anti-materialism. The Bible commands people to avoid false idols. The second commandment in Exodus 20:4 says, “You shall not make for yourself a carved image, or any likeness of anything that is in heaven above, or that is in the earth beneath, or that is in the water under the earth” (English Standard Version). Idolatry worships people, abilities, power, and possessions over God. It claims that these desires will satisfy one’s needs more than God can. In a consumer culture, people are constantly bombarded with advertisements claiming companies have everything consumers need to buy happiness. The lies are woven to brainwash consumers into believing “just one more”. For example, as soon as the woman acquires the name brand handbag, she will look perfect. Once the athlete wears the newest sneakers, his performance will be unstoppable. However, the race never seems to finish. Each day, another product is added to the shelf, claiming to be the solution to their troubles. Consumers find themselves pouring money into every item and service. The Bible warns against this bottomless pit. Matthew 6:21 says, “For where your treasure is, there your heart will be also” (English Standard Version). How people invest money reveals what they prioritize. If God is the center of Christians’ lives, this must reflect in their expenditures. Even in the secular model of minimalism, the value holds true that individuals are challenged to place relationships over material possessions. Thus, in the Christian model, those relationships are with God and His people.

Since the Old Testament, God has promised to provide everything His children need. In Exodus 16, when the Israelites wandered through the desert, God sent bread from heaven. He
told them to gather enough to eat for the day but no more. Some people did not trust God to provide every day and tried to store extra, but the bread grew rotten (English Standard Version). At first glance, it is easy to scoff at the Israelites for hoarding excess food in direct disobedience to God. However, the Israelites display a tendency that seems to be instinctual in human nature: the desire to survive self-sufficiently. The message that God will provide is repeated in the New Testament. Matthew 6:25-26 says, “Therefore I tell you, do not be anxious about your life, what you will eat or what you will drink, nor about your body, what you will put on. Is not life more than food, and the body more than clothing? Look at the birds of the air: they neither sow nor reap nor gather into barns, and yet your heavenly Father feeds them. Are you not of more value than they?” (English Standard Version). The verses state that God feeds the birds, so that they do not need to rely on storing food to live. Thus, people should not consume themselves with worry over not having enough food or clothes because God cares about them even more than the birds. Desiring materials is not evil in itself. However, when people put their trust in possessions as their sole necessity, they become false idols. Christians must evaluate where they place their trust. Minimalism forces people to recognize the extraneous items that they thought they needed but are only lies of mass consumerism. It helps people to relinquish their dependence on earthly goods, to reject the instinct to accumulate more, and to place their confidence in God as the true provider of their necessities.

Minimalism aligns with Saint Augustine's view of freedom. The consumer culture’s view of freedom revolves around having infinite choice without restrictions. Augustine defines freedom as living in the will of God. He does not believe freedom and autonomy are synonymous. Freedom is more than simply being unrestrained by external forces and authorities. Rather, Christians are called to be freed for something greater: God. If people try to live without
God, they cut themselves off from the source of life and are nothing (Cavanaugh 2009). Overconsumption tries to encourage people to find their freedom in owning more and claims that possessions bring life. It distracts people from living in God’s will as they pursue self-interests. Minimalism creates freedom from materials and freedom for people to focus on God. God is the source of being, not His creation. Minimalism aids people to no longer be slaves to their possessions. They can find freedom, not in buying more, but in spending their time and money in ways that honor God.

Minimalism promotes Christian values through gratitude. While advertisements remind people of what they do not have, minimalism reminds people to be thankful for what they do have. Psalm 107:8-9 says, “Let them thank the LORD for his steadfast love, for his wondrous works to the children of man! For he satisfies the longing soul, and the hungry soul he fills with good things” (English Standard Version). The verse calls people to thank God for His love and provisions. He gives His children good things, so they are satisfied. In a consumeristic society, when people own an excess of goods, each item is less valuable to them. They often take their possessions for granted, forgetting the time and money spent to acquire them. Minimalism helps people to find gratitude in every possession because the less people own, the more meaningful each item is to them. When Christians appreciate their belongings, contentment grows as they remember God’s blessings. Many people realize that God has already given them everything they need.

Minimalism reorients Christians’ lives to serving God more fully. Every possession requires maintenance. Cars must be fueled with gas, clothes must be washed, and homes must be organized and cleaned. People spend time taking care of their belongings and replacing what gets broken or lost. Materials create a longer chore list. Minimalism allows this time to be reassigned
to serving God and His kingdom on Earth. Jesus was an example of a minimalist life focused on ministry. He challenged a rich man to give everything he had to the poor. Jesus called the man to service, but the man did not want to commit his whole life, including his wealth, to follow Jesus. He desired the comforts of this world more than the treasures of heaven. Jesus knew that the man’s riches consumed him. Mark 10:25 says, “It is easier for a camel to go through the eye of a needle than for a rich person to enter the kingdom of God” (English Standard Version). Rich people can be in danger of desiring their wealth more than heaven. The rich man displayed an attitude of greed that those with wealth may be tempted to feel. On the contrary, Jesus did not own a home because he constantly traveled. He visited people’s homes for meals. While he did not call everyone to a nomadic way of life, he warned people to not let earthly goods stand in the way of salvation and their ministry to others. Minimalism allows people to let go of their earthly riches, encouraging them to step away from the material comforts of this world. It supports Jesus’ call to give their wealth to the poor, so that they can give both their physical and spiritual lives to serve Christ.

Minimalism redirects people’s resources to where God wants them. At the temple, a poor widow gave two coins as her offering. Richer people gave larger amounts, but Jesus did not praise them. Mark 12:43 says, “And he called his disciples to him and said to them, “Truly, I say to you, this poor widow has put in more than all those who are contributing to the offering box. For they all contributed out of their abundance, but she out of her poverty has put in everything she had, all she had to live on” (English Standard Version). Serving God should entail more than weekly church services and tithing ten percent of earnings. Though the rich gave large offerings, they sacrificed little in comparison to what they had. Jesus called his followers to give sacrificially. Jesus demonstrated the ultimate sacrifice when he gave his life for humanity’s sake.
Thus, Christians must be willing to give all they have to Christ as the poor woman gave. Minimalism helps people to intentionally allocate their money and resources for God’s kingdom. It supports people in letting go of their possessions and sacrificing beyond their comfort zone. This means they can learn to give, not out of abundance as the rich did, but out of everything.

Minimalism promotes Christian values through loving others. In Luke 10, Jesus told his followers to love their neighbors as themselves. A lawyer asked who his neighbors were, so Jesus told the parable of the Good Samaritan (English Standard Version). Jesus’ point was that all people are one’s neighbors, regardless of citizenship. Thus, people must love everyone.

Minimalism loves others through responsible consumption. For example, there are inhumane practices in chocolate production in West Africa. There are approximately 284,000 children working on cocoa farms, and many of them are victims of human trafficking. Farmers are poor, so they need cheap labor to make a profit. Children are deceived and kidnapped into slavery, where they must work all day and sleep in crowded rooms at night. They are beaten and brainwashed into believing slavery is their only option. Chocolate companies claim they do not use chocolate from slave labor, but they do not hold the suppliers accountable (Clawson 2009). It is sadly ironic to know that the production of something that brings joy to so many people is at the expense of others. The detrimental abuse of humans expands into other areas of the market, like fast fashion. To love all neighbors more fully, people must demand justice for the oppressed. Christians were once slaves to sin until Jesus freed them from bondage. He set the example for how people must treat the rest of humanity. It is hypocritical for Christians to claim they love their neighbors, while ignoring the injustice that supports their lifestyles. Minimalism challenges people to be responsible consumers, informed of the products they buy. This means people must learn about where the raw materials come from, who is involved in the production process, and
how it affects the economy and environment. Minimalism holds companies accountable for their actions and advocates for the just treatment of others. It recognizes the power of the consumer in changing how industries produce goods and care for their workers.

Minimalism promotes the Christian value of faithfulness. God is faithful to His children, and He calls them to be faithful to Him, not worshipping false gods. In contrast, the consumer culture tells people that commitment is temporary. People only need to stay faithful to one person or object as long as it serves their personal interests. Once the person or object can no longer satisfy their needs, it may be discarded and replaced. Minimalism requires people to commit to what they have. As people pare down to the essentials, they can see the true value of their items. They can learn to reject the lies of marketers and the schemes of perceived obsolescence. Advertisers want consumers to believe that the lifespans of products are shorter than they really are. Rather, minimalism uses products to their fullest potential. It buys items when they are needed and with the intent of making them last. This intentional mindset translates into all areas of life. Minimalism teaches people to commit to a few activities that bring joy, instead of half-heartedly participating in an overwhelmingly busy schedule. People can learn to fully invest in the relationships that mean the most to them and to the people they are called to love. For example, society sees instability in homes through higher divorce rates (Clapp 1996). On the other hand, God calls partners in marriage to exercise fidelity. When a man and woman unite, they pledge themselves to each other for life. Minimalism promotes mindsets of dedication that can create loyal individuals and communities.

Minimalism encourages people to create more and consume less. Genesis 1:27 says, “So God created man in His own image” (English Standard Version). Being made in the image of God, humans have the natural desire to create like God does. Humans create through art and
MINIMALISM

People create medicine through science, technology through engineering, books through writing, and food through cooking. Whenever individuals use their talents to produce something good, they reflect the work of God. Society often praises those who can multitask and complete as many assignments as possible. Many people boast about how busy their lives are and believe that those who have free time are lazy. When people have time to relax, they often spend it on their phones or staring at television screens. This is the consumption of time. Minimalism calls people to be intentional with how they spend their time. It helps people to be present in the moment, dedicating their full attention to one activity. Their minds are not scattered with other distracting thoughts. They care about the quality over quantity of what they produce.

Minimalism allows people to free their daily schedules of unnecessary chores. Without mundane tasks, they have time to create new things. They can pursue the passions and talents that God gave them.

Environmental Sustainability

Minimalism promotes environmental sustainability through creating less waste. The issue of waste is often viewed through a reactionary lens. Marketers advertise that their products can be recycled after they are no longer needed. They create the problem of waste and then a solution to fix it. Minimalism views waste through a proactive lens, preventing the need to deal with the problem before it begins. One place to intervene is consumerism. There are necessary and unnecessary forces that influence people to buy materials. Necessary forces meet people’s basic needs for survival, like food and clothing. An unnecessary force is the perceived obsolescence of one’s material possessions (Ekstrom 2015). Marketers use the tactic of perceived obsolescence to seduce consumers into a continuous cycle. They create alleged expiration dates for goods. For example, technology companies urge consumers to upgrade cell phones every time a new model
is released. The lifetime of phones is often longer, but marketers create the illusion that people will be out-of-style if they do not keep up with the endless cycle. The constant and rapid acquisition of new products means a constant disposal of old, unwanted items into landfills and incineration plants (Ekstrom 2015). Minimalism rejects perceived obsolescence, choosing to determine a product’s end date based on its functionality. It buys items that will last a long time over temporary items that are trendy. It disregards the pressure to keep up with the overconsumption movement.

The three Rs of sustainable practice are reduce, reuse, and recycle. However, each practice does not carry the same weight as the others. People tend to recycle more than they reduce or reuse. However, the most recommended option is reducing while recycling should be used as a last resort. Reducing prevents the need to deal with excessive waste. To minimize waste production, people must stop overconsumption. The average home in the United States has over 300,000 items, and ten percent of Americans rent offsite storage spaces (Becker 2019). Minimalism requires people to evaluate what materials are truly necessary for survival or bring joy. People must be honest with themselves when they shop to say if they truly need something or if it will eventually become additional clutter or trash. As people realize what items bring value to their lives, they understand how little they need in comparison to what marketers say they need. They become intentional consumers, rather than mindless shoppers who follow every social trend. Minimalism opts out of allowing consumer culture to determine what they buy. It sets its own parameters based on personal lifestyles. It encourages the reduction of consumption, and thus, the reduction of waste.

The second R of sustainable practice is using. One area of concern is fashion. Fast fashion refers to the cheap and readily available clothing people buy to the detriment of others
and the environment. Retailers quickly produce and sell clothing to meet the continuous demand for more styles. Companies outsource production by hiring factories around the world to produce clothing at cheaper costs. On a global scale, 80 billion articles of clothing are consumed each year. Meanwhile, Americans throw 3.8 billion pounds of clothing into landfills every year. People attempt to prevent waste by donating old clothes to secondhand stores. However, people are not as willing to shop at thrift stores. This means that the rate at which people donate is greater than the rate at which thrift stores can resell the clothes. Thus, thrift stores do not have the capacity to fit all the donations on their racks, so the clothing is exported overseas to be sold in developing nations. 500,000 tons of clothing is exported from the United State alone. The textiles that cannot be sold or recycled abroad become solid waste that adds additional pollution to their environments (Bick 2018). Consumer culture creates the idea that clothing is as temporary as a season. Designs from one summer catalog are outdated by the next summer, so people must buy a new wardrobe to stay current. Minimalism does not fall prey to this scheme. Minimalist wardrobes do not have constant turnovers. Rather, they contain timeless pieces that match individual styles, not the fluctuating styles of the market. Minimalism encourages people to shop at thrift stores, aiding secondhand stores in becoming the true middle man to collect and reallocate fashion goods. While this does not eliminate the need for textile production, it encourages a more closed loop system where less raw materials need to be added and less textiles end up in landfills.

If consumers continue to buy cheap fashion, retailers will see no need to change their habits of production. Fashion supply chains take advantage of the environment and people in the name of profit through inexpensive, mass production. About 90 percent of clothing in the United States is produced with cotton or polyester. Cotton uses a significant amount of water to grow,
and farmers spray pesticides to protect the cotton while polluting soil and water ways. Dye used to color fabrics creates waste that pollutes local water systems and discharges heavy metals and toxins. This harms both humans and wildlife in the surrounding areas. The factories in developing nations do not maintain safe working standards for their laborers. The working environments have poor ventilation with cotton dust and synthetic particles in the air that lead to respiratory problems, like lung disease. Poor management does not adhere to building codes, and garment workers labor in structurally unstable buildings that threaten to collapse. In 2013, a textile factory in Bangladesh fell when the supervisors ignored the building’s noticeable need of repair. Over one thousand workers were killed in the collapse. Despite stories like this from around the world, garment factories make little effort to improve the safety standards for their workers. Fashion supply chains turn a blind eye to the injustice because they want the cheapest labor possible (Bick 2018). Minimalism avoids fast fashion and encourages intentional consumption, requiring people to know where their possessions come from and at what cost, not only financially but environmentally and socially.

The third R of sustainable practice is recycling. While recycling is the least recommended practice of the three, it is the most popular. People pat themselves on the back for recycling plastic, believing the products will be remade into new plastic, so no waste is actually created. After all, it is a cycle. By 2016, 335 million tons of plastic were produced every year. Plastic packaging accounted for 26% of the production (Drzyzga 2018). Plastic is used in the construction industry, automobile production, food transportation, and in the packaging of hygiene products. However, plastic waste does not stay in the idealized closed loop cycle that reassures so many people as they toss plastic into recycling bins. Approximately 13 million tons of plastic pollutes the ocean every year. In Europe, 30 percent is recycled, 31 percent is thrown
into landfills, and 39 percent is burned (Drzyzga 2018). The percentages are worse globally. Worldwide, 9 percent of plastic is recycled, 79 percent ends up in landfills or in the environment, and 11 percent is incinerated. Plastic takes over 400 years to breakdown in a landfill. Mass production of plastic became popular only 60 years ago, which means that most of the plastic ever created still exists today. Why does so much plastic not get recycled? The reason is recycling centers cannot keep up with the tremendous amount of plastic being made (Parker 2018). Furthermore, the issue is not the material itself, but rather the intended uses of plastic. Plastic can last hundreds of years, yet it is made for temporary, one-time use products. Shampoo bottles are used for a few weeks or months. Water bottles are consumed within a day. Grocery bags travel from the store to the consumer's house. Consumer culture has taught people the ease of convenience. Each item produced can be easily bought, used, and disposed of with no conscious effort on the consumer’s part. Something needs to change.

Corporations are not acting urgently enough to reduce their plastic use, so minimalism allows individuals to take the first steps in their own lives. Rather than eating at fast food restaurants, people can dine at home to avoid to-go containers and plastic utensils. If people want to eat out, they can find restaurants that provide compostable to-go boxes. People can replace shampoo bottles with shampoo bars that do not need packaging. In place of buying packaged foods, people can buy fresh produce that is in season and use reusable mesh produce bags. Individuals can also carry cloth grocery bags. These simple habits prevent waste and do not require significant sacrifice on the doer’s part. Minimalism prioritizes the long-term effects of one’s actions over instant convenience. It may be easier to buy fast food than pack a lunch in the moment, but the action is not without lasting consequences to the environment and humanity. Thus, people must use recycling as a last resort when given the options to reduce or reuse first.
Minimalism requires people to simplify their diets and reduce food waste. Meat and animal-based production use more resources than crop production. Farmers must grow crops to feed the animals; crops for feeding require water and land. Animals also need drinking water. The production of one pound of beef requires 2400 gallons of water. The production of one gallon of milk requires 683 gallons of water. A vegan diet, one that cuts out all animal-based products, will save 219,000 gallons of water every year (PETA 2019). Beef is a prime example of food waste. Cattle are naturally built to eat grass. However, farmers feed cows a corn diet to increase their weight quickly. Corn production requires the use of fossil fuels. One head of cattle requires 284 gallons of oil. The petroleum-based fertilizer causes runoff into the Mississippi River and has led to a 12,000 square mile dead zone in the Gulf of Mexico. Since the cows are not meant to consume a grain diet, farmers must give them antibiotics to prevent them from dying of bloating or having liver problems. The antibiotics create resistant strains of bacteria that can kill people (Cavanaugh 2009). Minimalism does not require veganism. However, as people reduce the amount of resources they consume, they must evaluate their diets in the process.

**Economic Growth**

Minimalism promotes economic growth through lessening the gap between the rich and poor. For people to live in overconsumption, others must live in underconsumption. For people to buy products at a cheap cost, others must work for low wages to produce those items. Large corporations like Walmart sell inexpensive products to the detriment of people. At some locations, the company receives incentives from local governments to build stores in return for retaining sale taxes. They get government subsidies which allow them to sell products at cheaper prices than local competitors (Crane 2019). This runs smaller companies out of business because they cannot afford to lower their own prices and still earn a profit. While Walmart increases
profits from its advantages and sales, the company continues to pay its employees low wages. Thus, many of their full-time workers are at risk of needing support from social welfare (Bonanno 2012). Large corporations can exacerbate the problem of poverty when they take advantage of cheap labor when the employees are desperate for work.

Minimalism calls consumers to buy products from companies that genuinely care about their workers. People must be concerned with factors outside of the price tag. People must be informed consumers who intentionally research the stories behind the products they buy. They must critically evaluate the effects of their purchases on those who made them. Minimalism supports companies who pay their workers proper wages, so the workers can sufficiently provide for themselves and their families. By boycotting corporations that do not pay their employees well, locally or globally, individuals hold these corporations accountable for their social injustices. The goal is to force companies to change their practices or else lose customers.

Minimalism promotes individual economic growth through saving and investing money. The present economic mindset requires people to constantly consume. Marketers lure individuals into believing that they have not finished their pursuit of happiness and never will. 60 percent of Americans live with consumer debt (Richards 2009). People with excessive consumption take out loans for bigger homes to store their ever-accumulating stuff. They tend to buy things on credit, choosing to have instant gratification in purchasing something with money they do not have, rather than saving up the money first. The current economic trend is to consistently spend wealth as soon as it is earned. However, people cannot flourish if people do not save wealth too. Wealth will produce greater wealth when it gains interest in saving accounts and when it is strategically invested. This growth requires personal restraint on the consumer’s part. Minimalism allows people to manage their finances in accordance with restraint. In saving,
people can pay off current loans and prevent future debt. They can invest in delayed gratification (Richards 2009). Minimalism does not call people to be frugal to the extent of never spending money on life’s pleasures. People should enjoy the fruits of their labor. Yet, it challenges people to curb their gluttonous attitudes in exchange for financially sustainable lifestyles.

Minimalism promotes economic growth through the decommodification of people. The current capitalistic outlook views people as commodities. Individuals are evaluated in cost/benefit analyses to determine what people contribute to a community in comparison to what they take. Those whose costs outweigh their benefits are labeled as less valuable than those who offer more benefits to the community. This treatment of people is seen both on an economic scale and on a human relational level. Businesses use individual’s characteristics as marketing approaches. They appeal to people’s genders, ages, ethnicities, careers, interests, and every possible aspect of human life that they deem in need of a product solution. People who can produce and consume are served over those who do neither. Companies prefer to set up in areas of affluence and not lower-class neighborhoods. This view of people infiltrates people’s personal relationships. People unconsciously reduce others to their instrumental uses. They determine the value of a friendship or romantic relationship based on what they gain from the other person. Once the person no longer serves their interests, they see no reason to continue in the relationship (Bell 2012). Thus, they dispose of the person and shop for someone new. In a sense, consumerism pushes people to be gold diggers, though the gold is not necessarily money. Minimalism calls individuals to avoid using people as objects (Nicodemus 2015). With a minimalist approach, people see objects as instruments to serve both their needs and the community’s needs. They do not seek mere personal gain from relationships, but rather value others as fellow humans.
Minimalism promotes economic growth through creativity. In factory settings, productivity is honed by the division of labor as workers are assigned specific and fragmented roles in the production process. They oversee a fraction of the grander picture. This separation of roles and of human collaboration provides temporary efficiency in that they become experts in their tasks alone. They are required to do, not think. However, the repetitive nature of the job discourages workers’ passion and stunts creativity that could truly benefit the company and the economy (Bell 2012). Minimalism values people as innovative beings, rather than as robots with prescribed jobs to complete. It is not concerned with just the quantity of one’s work but the quality. It aims to improve the existing models of products through exploration and collaboration. If employers view workers as creators and encourage them to dream beyond the scope of their job descriptions, companies will flourish with innovations.

Minimalism promotes economic growth through addressing scarcity. The current economy faces insatiable desires with limited resources to allocate to everyone. As long as individuals adhere to the lies of overconsumption, the threat of scarcity will continue. Aspects of scarcity are human-inflicted. People’s instinctual reaction to consume before others take it away is a detriment to themselves. However, this mode of survival does not need to be the norm. God has given humanity an abundance of goods. This abundance is not designed to foster gluttony nor encourage everyone to take more. Rather, people must be willing to share in the abundance (Bell 2012). Minimalism makes it possible for humanity to thrive off the abundance if people prioritize the common good over their personal wants. While minimalism cannot eradicate scarcity, since there will always be hunger and poverty, it can help people to reflect on their own contributions to the issue. Developed countries can begin to consume less in the pursuit of a greater ends.
Conclusion

Minimalism promotes Christian values, environmental sustainability, and economic growth. The lifestyle promotes Christian values through anti-materialism and finding freedom in reorienting people’s hearts and dependency on God. Minimalism promotes gratitude and allows Christians to serve God and others more fully with their resources and talents. Minimalism promotes environmental sustainability through creating less waste, reducing, reusing, and recycling. It addresses the concerns of human rights. Minimalism promotes economic growth on an individual and global scale. It requires the decommodification of people and addresses scarcity. The beauty of minimalism is its simplicity. People often view the lifestyle as a product, believing it is something to achieve. They do not realize that it is a constant journey that starts from the moment someone rejects overconsumption. Any step is a step forward, and people can be creative in how they incorporate the values in their own lives. It does not require people to buy yet another quick-fix product. It only takes one person to spark the change in his or her own life, and then, the world.
Sources


