

That boy changes his phone more often than his underwear.

Ras obsession with having a new phone makes me think of something my Grandmother used to say to me.

We'd be watching TV and it's advert after advert, buy buy buy. She'd turn to me and say...

I wonder, when did we stop being citizens of the world and instead become consumers of it?

I'm not knocking Ra, he's my friend and everything, but he's always after the next thing and never satisfied. He's a bit of a tragic case, really. You can't buy happiness.

There are 7.8 billion people living on this planet. Every one of them has things they want and things they need.

That's perfectly natural.

But we must be reasonable and only take our fair share, because what we do take cannot be replaced.

I want to shake Ra sometimes. Do you realise the real cost of your obsession?

Ok, so you are sat there, going...

'Myra! You're a hypocrite, you have a phone right there!'

I'm not saying never buy anything, never use anything, go give all your possessions away and go live in a field somewhere.

What I am trying to say is the things we buy cost way more than the price on the sticker.

An awareness about the hidden costs helps us make much better decisions about what we need and what we don't need.

See, my phone is very old but it's in good condition and it works perfectly, so it's very simple.

Reflect; do I really need a new phone? - No, I don't.

Resist, buying for the sake of it. If nothing else it saves me a packet.

Reuse; a second-hand phone does just fine and is way cheaper anyway.

Recycle; when I do get rid of my phone I'll make sure it doesn't go to waste.

It works for anything!

So think before you spend your money and if you do decide to buy, do some research.

Try to make decisions based on having as little impact as possible.

Hey Rahul, I want to talk to you about something.