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26.05.2008

Prais launched the LOHAS Initiative

At its tenth anniversary, the integrated communication consultancy firm PRAIS Corporate Communications launched "The *LOHAS* Initiative": Lifestyles of Health and Sustainability, a complete range of PR and strategic marketing services aimed at promoting the market of products and services provided through economically sustainable and environmental friendly business practices. LOHAS-PRAIS initiative will be materialized this year in a series of public debates, national information campaigns, conferences and workshops, in parallel with the development of projects and a national contest.

LOHAS, which stands for Lifestyles of Health and Sustainability, is a term which designates a market segment with a spectacular growth in North America, Western Europe, Japan and Australia. Mainly focused on four different areas – health (healthy lifestyles), environment (ecology, ecological lifestyles), personal development and sustainable economy – the LOHAS market is measured and assessed constantly by the Natural Marketing Institute (NMI) from the USA, which created this concept.

International research estimates that the LOHAS market currently accounts for a global value of more than 550 billion US dollars. However, spectacular growths are expected for the following 10 years. Only in the USA, in the LOHAS forum last year, experts revealed that the LOHAS market will increase four times by 2015, up to 845 billion USD.

LOHAS consumers want to know "where does it come from?", "who produced it?", "what is it packaged in?" and "what will happen when I dispose of it?" LOHAS is preparing businesses for the volatile environment of the near future, in conditions of economic stability, being a new powerful instrument helping to establish direct relations between corporations, consumers and society as the world is evolving towards an ecologic economic environment.