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## At Community standards

### **Initiative for the promotion of access to a healthy lifestyle**

The integrated communication consultancy firm PRAIS Corporate Communications launched "The LOHAS Initiative", 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, 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. LOHAS focuses on health, environment, personal development and sustainable economy. LOHAS market is measured and assessed constantly by the Natural Marketing Institute (NMI) from the USA, which created this concept.

LOHAS – PRAIS initiative will be materialized this year in a series of public debates, national information campaigns, conferences, in parallel with the development of a national contest. *"We will be promoting environmental protection, access to a healthy lifestyle, education and culture. LOHAS - PRAIS is preparing the businesses for the volatile environment, as the world has woken up and is trying to find solutions"*, declared Silvia Bucur, General Manager PRAIS. *"The LOHAS consumer wants to know where the product comes from, who produced it, what it is packaged in and what will happen when they dispose of it"*.

The New York Times has described LOHAS as "the biggest market you have ever heard of". In 2004, according to research conducted by the Natural Marketing Institute, LOHAS consumers represented over 27% of the US population (around 55 million people). The American LOHAS market is worth approximately 280 billion dollars a year. In Germany 6% of the population declare being very interested in healthy and sustainable lifestyles, while in Australia the percentage amounts to 26%. According to recent market research conducted by NMI, Europeans turn out to be up to 32% more motivated than the Americans when it comes to buying products certified as environmental friendly, authentic and ethical. Europeans also lead the way when it comes to their expectations related to the social responsibility actions of large corporations (25% more demanding than the Americans). The study was conducted in 2007, on line, on a sample of 16,000 persons from 9 European countries and the USA.