

GREEN REPORT

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Lohas initiative to reach Romania

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A buyer needs to know where the product purchased comes from, who produced it, what it is packaged in and what will happen when they dispose of it. The integrated communication consultancy firm PRAIS Corporate Communications launched in our country the international sustainable lifestyle Initiative called LOHAS (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, in parallel with the development of a national contest. LOHAS initiative designates a market segment with a spectacular growth in North America, Western Europe, Japan and Australia, whose main objectives are health, environment, personal development and sustainable economy. 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 Natural Marketing Institute from the USA (NMI) drew up a ranking in March 2007 which includes the most socially and environmentally responsible 50 companies. Microsoft, McDonald's, Coca-Cola, PepsiCo and Walt Disney rank among the top positions.