

THE INVESTOR

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LOHAS Initiative

The 360 round tour communication consultancy firm PRAIS Corporate Communications is launching today "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 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?" Also called "the cultural creatives" by the American sociologist Paul H. Ray, they designate a wide segment of educated consumers from Western societies, who make informed buying and investment decisions, based on solid social and cultural values.

"Industries, even traditional ones, start to respond to this trend, continuously diversifying their LOHAS products: large car manufacturers, such as Toyota, Ford, Chrysler, Audi, BMW or Porsche propose hybrid or electric car models – Ford being also one of the traditional participants in and sponsors of the LOHAS Forum in the USA", declared Silvia Bucur, General Manager PRAIS Corporate Communications.