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Karma Konsum

DO GOOD WITH YOUR MONEY

TRENDMAP 2009

The KarmaKonsum TRENDMAP 2009 tries to visualise the complex life-styles of health and sustainability (LOHAS) in different dimensions.

Values are shifting in the western countries. The aim of the trendmap is to reflect neogreen and social consumer and business trends in a broader context.

As web 2.0 users we all know this could only be a beta version. Be part of the change.

For more information visit:
www.KarmaKonsum.de/trendmap

LEGEND

- P1 PROFIT / BUSINESS
- P2 PLANET / ECOLOGY
- P3 PEOPLE / SOCIAL
- L2 PERSONAL GROWTH
- O1 CULTURE
- H3 MARKETING
- A4 CONSUMPTION
- S6 MOBILITY

creative commons BETA

NATURE
Naturopathy
Pilgrim
Outdoor
Regrounding
O1
FAIR TRADE
Freedom
Civil Society
Politics
Basic Income
P3
L2
Meditation
Compassion
Spirituality
Love
Selfness
MIND
Yoga
Downshifting
Mental Strength
Coaching
Work-Life-Balance
S6
Walking
MOVEMENT
Car Sharing
Public Transportation
Hybrid
Cycling
Critical Mass
ASCETICISM
Freegans
Sufficiency
LOVOS
Simplicity
Slow Food
Quality
Local
PRIVATE
Consumer to Consumer
DIY / Crafing
Cradle to Cradle
Bartering
FreeCycling
Subsistence
Cooperation
A4
ETHICS
SUSTAINABILITY
Sharing
URBAN FARMING
P1
NON PROFIT
P1
HEALTH
SOCIAL BUSINESS
Gender
Equality
Climate Change
KARMA KONSUM
Eco Fashion
FOOTPRINT
Beauty
Joy
Ego
HEDONISM
Activisim
Web Campaigning
Ad Busting
Bionic Branding
Biodiversity
Water
Gardening
Vegan
Vegetarian
Organic Food
Holistic
Wellness
Prevention
Sport
Fasting
NUTRITION
Participation
Blue
Green
Personal Responsibility
Generation We
Globalisation
Creaticity
DESIGN
H3
Art
Technology
WORD OF MOUTH
Storytelling
COMMUNITY
O1
CULTURE
Authenticity
Transparency
Open Source
Collaboration
WEB 2.0
Green IT
Green Tech
Glocalization
Recycling
UpCycling
P2
ECOLOGY
ECONOMY
Ethic Investment
Green Washing
CSR
Entrepreneurship
CORPORATE
BODY
L2