

# Karma Konsum

DO GOOD WITH YOUR MONEY



## TRENDMAP 2009

The KarmaKonsum trendmap 2009 tries to visualise the complex lifestyles of health and sustainability (LOHAS) in different dimensions.

As 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](http://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

