**TEDx and Laika Caravans: a synergy for sustainability**

*San Casciano in Val di Pesa, March 2023*

* *Laika announces sponsorship of TEDx Colle Val d'Elsa*
* *The central theme of the conference will be environmental sustainability*
* *The conference will be held on 18 March 2023 in Piazza del Popolo (Colle Val d'Elsa)*

Laika Caravans announces its collaboration with TEDx Colle Val d'Elsa, a world-renowned conference format of which Laika is one of the main sponsors.

TEDx is a programme of independent, community-organised local events to share important ideas on issues equally worthy of reflection and investigation.

**Two days of events for a sustainable future**

Environmental sustainability and connection with the territory are the themes of the "TEDx New Era", which will take place in Colle Val d'Elsa (SI) on 18 March 2023. The following day, 19 March, the "Fuori TEDx" will be organised: a more horizontally structured event to raise awareness of the topic.

Environmental sustainability is a fundamental aspect which requires great attention and commitment from all citizens. The uniqueness of such an important topic has led the organisers to divide the event into two days: the first will be structured as a conference - the format famous throughout the world; on the second day, citizens, associations and institutions will be able to meet and discuss the topic.

Laika believed in the project right from the start, and is proud to be one of the event's main sponsors.

**The words of Anna Maria Fusi, Head of Marketing & Communication at Laika**

"We are thrilled to support such an important event for our territory as TEDx Colle Val d'Elsa, because it endorses many themes that are akin to our brand vision. Specifically, the importance of our territory and finding sustainable ways to interact with the environment".

Sustainability is one of the driving engines behind this TEDx; a theme that ties in with the concept of a motorhome holiday.

Anna Maria Fusi continues: "The motorhome holiday marries sustainability, because it is a journey with a low environmental impact, as demonstrated by a survey conducted by the University of Pisa concerning the CO2 emissions generated by motorhome holidays. The spread of so-called *slow tourism*, among other things, leads people to pay more attention to avoiding wasting water and energy, to cycling and to taking long walks in the green, always in contact with nature. A "slow tourism" for savouring the local culture, discovering small villages and getting to know the authentic traditions of the territories'.

**Projects to redevelop urban areas**

One of the objectives of the TEDx in Colle Val d'Elsa is to create a green area for the reduction of urban heat islands. Within this green area, Laika will be acknowledged for its support of the project through the placement of a thank you plaque.

Reflections on new planets to inhabit will also be addressed during TEDx, but the central theme remains how we can preserve our planet. The TED Talk on 18 March will be held at the Teatro del Popolo in Colle Val d'Elsa, in the province of Siena.

**LAIKA, WITH YOU ON YOUR TRAVELS SINCE 1964**

59 years have passed since, in 1964, Giovanbattista Moscardini founded LAIKA, calling it after the first dog launched into space. Fascinated by the space adventures and the new horizons that were opening up, Moscardini laid the foundations for what is now an avant-garde company, which stands out for its production of design and excellent construction technique. Laika Caravans belongs to the Erwin Hymer Group and manufactures vehicles designed with excellent construction techniques, made to last and suitable for any climatic situation. Customer satisfaction is Laika’s main goal. Thanks to its team with extensive competence and experience, it creates vehicles with attention paid to the smallest details. [www.laika.it/en](http://www.laika.it/en)

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The Erwin Hymer Group is a wholly-owned subsidiary of THOR Industries, one of the world's leading recreational vehicle manufacturers with over 32,000 employees. The Erwin Hymer Group brings together motorhome and caravan manufacturers, spare parts specialists as well as rental and financing services under one roof. The Erwin Hymer Group includes the motorhome and caravan brands Buccaneer, Bürstner, Carado, Crosscamp, Compass, Dethleffs, Elddis, Eriba, Etrusco, Hymer, Laika, LMC, Niesmann+Bischoff, Sunlight and Xplore, the motorhome rental companies Crossrent, McRent and rent easy, the chassis specialist Goldschmitt, the spare parts specialist Movera and the freeontour travel portal. For more information, see the web site www.erwinhymergroup.com.

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