

**future foundation**

PROVIDING CLARITY | REDUCING RISK | INSPIRING CREATIVITY

# The Future and Funerals

APSE Conference

October 2014



The **co-operative** funeralcare

# Contents

**The Future Foundation**

**The Context**

**Five Key Trends**

**A Funeral in 2027**

**Conclusions**

# The Future Foundation in one sentence

The Future Foundation helps clients identify revenue opportunities through anticipating consumers.



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# Contents

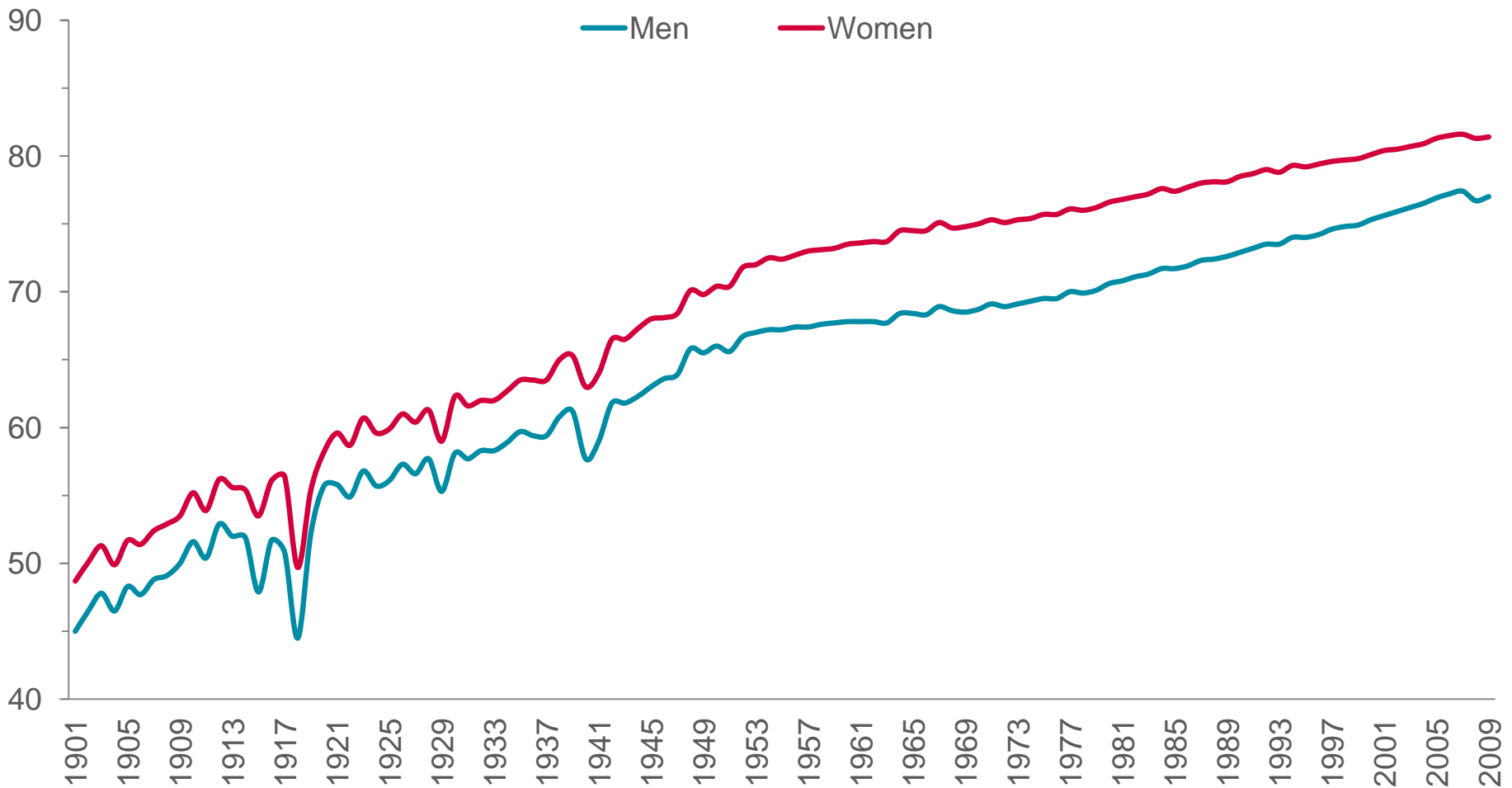
## The Context

## How different will the funeral of 2027 be?



# Life expectancy

At birth, by gender | Three year average





## Death rate

2012 / 13:  
558,000

2027 / 28:  
600,000

# An increasingly secular country



“Christian”



Do not identify with any religion

2005	77%	15%
2010	70%	21%



# A strong trend away from religious ceremonies



Rise in Humanist funerals  
between 2004 and 2011

**50%**

## Funeral plans

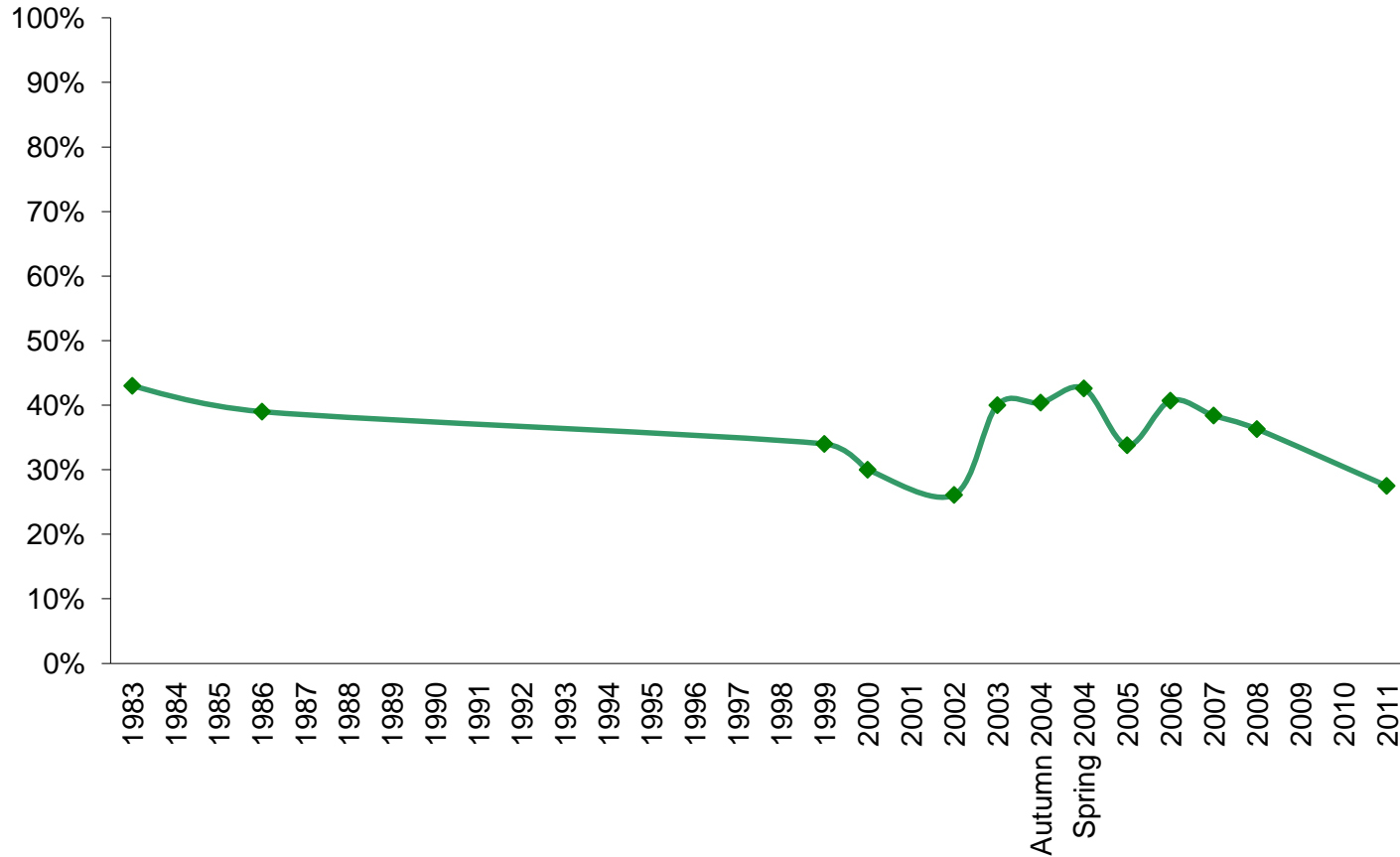
2002:  
46,340

2011:  
112,714



# “It is more important to fit in that to be different from other people”

% who agree or agree strongly



# The future is highly charged but not electric





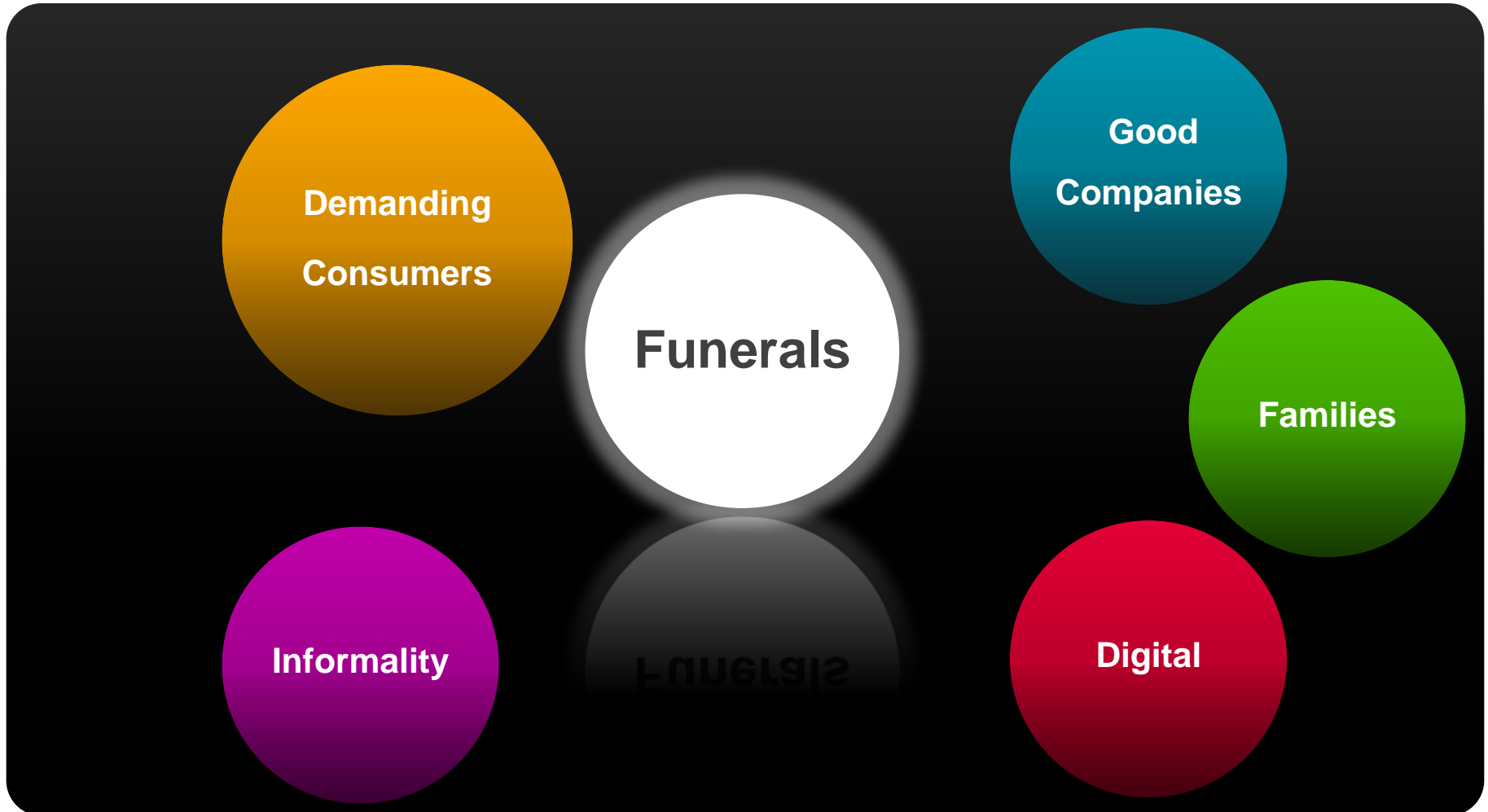
2020 EU target:  
95g/km

Mercedes Benz E200: 169 g/km

# Contents

## Five Key Trends

# World of change: Consumer trends that influence funerals



# Demanding Consumers

Here we describe the shifting balance of power between brands and customers - as well as the rise of consumers who are confident, expectant and ever more willing to desert once favoured companies when even the slightest bit disappointed (by service, value, quality, experience...).







“I am increasingly aware of the price of goods and services.”

86%

## What does this mean for funerals?



Consumers are less willing to accept the pre-packaged and the standard

## Good companies



Expectations surrounding corporate responsibility have become ever sharper, inviting brands to demonstrate on a constant basis that they care about more than the mere pursuit of profit.

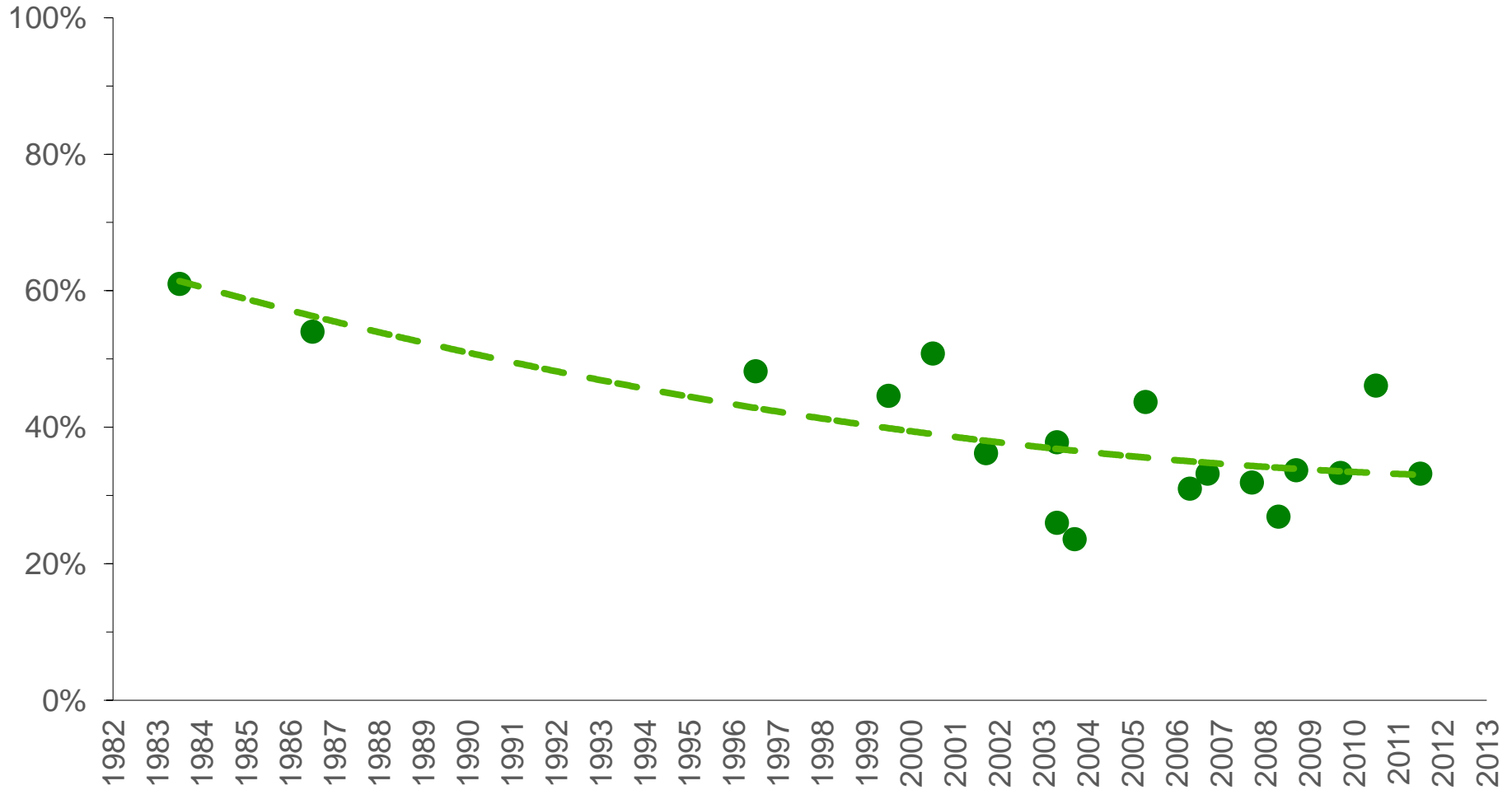


Companies should be penalised for failing to take care of the environment

62%

# “Most companies in this country are fair to consumers”

% who agree or agree strongly



# What does this mean for funerals?

## More sustainable solutions

### Resomation vs. Cremation

	
<p><b>Resomation...</b></p> <ul style="list-style-type: none"> <li>- Uses less energy</li> <li>- Less pollutants</li> <li>- Relies less on fossil fuels</li> </ul>	<p><b>Cremation...</b></p> <ul style="list-style-type: none"> <li>- Uses more energy</li> <li>- More pollutants</li> <li>- Relies more on fossil fuels</li> </ul>



**BBC NEWS SCIENCE & ENVIRONMENT**

Home World UK England N. Ireland Scotland Wales Business Politics Health Education SciEnv

16 August 2012 Last updated at 18:07

### New 'green cremation' machine opens in Minnesota

By Neil Bowdler  
Health and science reporter, BBC News

**A Scottish company has installed its second "Resomation" machine, in the US state of Minnesota.**

The new facility in Stillwater, Minnesota, has already processed the remains of 20 individuals.

Resomation involves the dissolution of the deceased in an alkaline solution, and is billed in the US as "green cremation" or "flameless cremation".

A first machine was installed in Florida last year, and has been used on 10 bodies to date.

Sandy Sullivan, chief executive officer of Resomation Ltd, said the machine was running very efficiently after some fine-tuning.

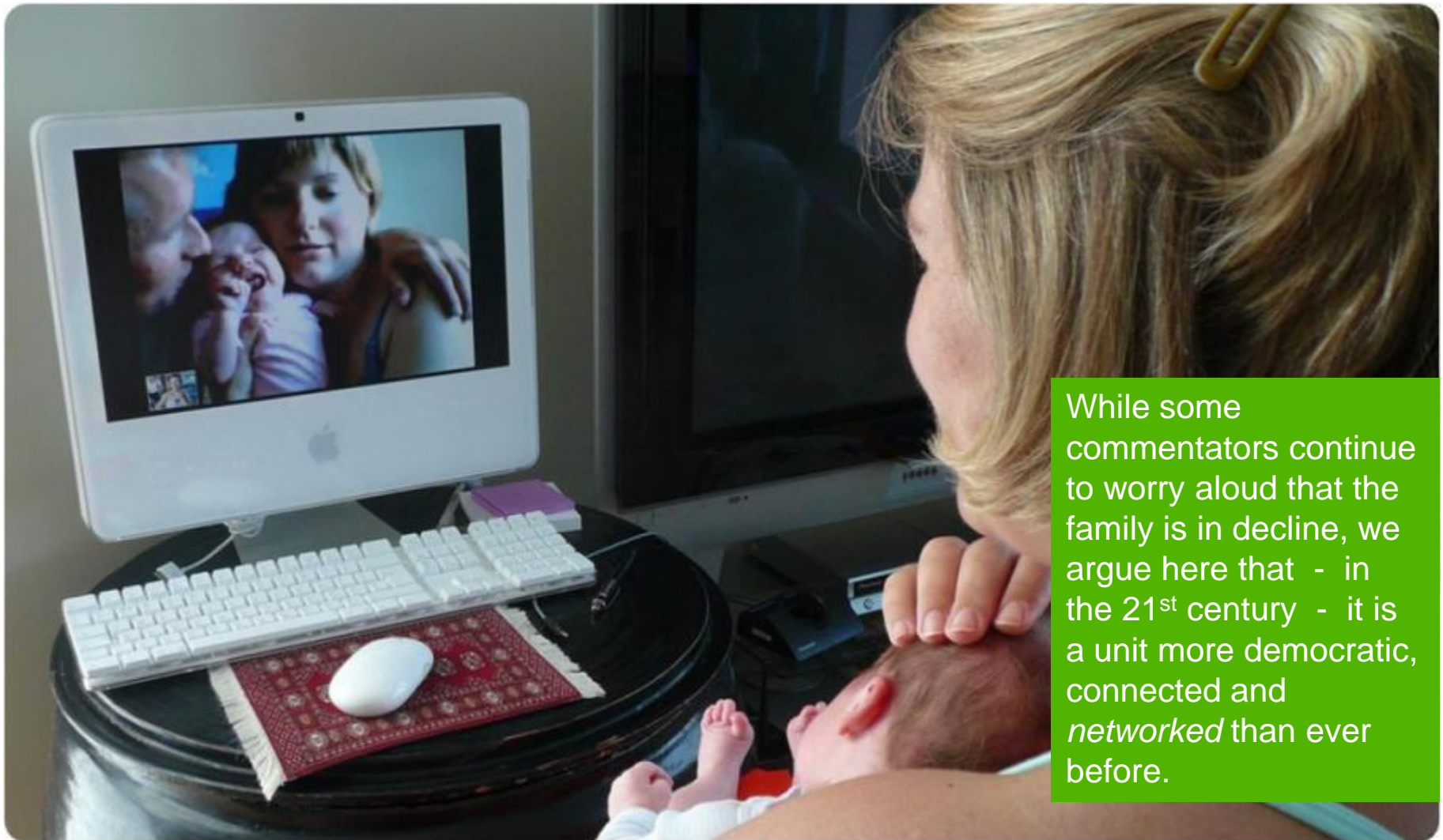
"We've developed the process to a stage where it's running very well. I'm happy with where it is," he told BBC News.

"There has been refinement in software



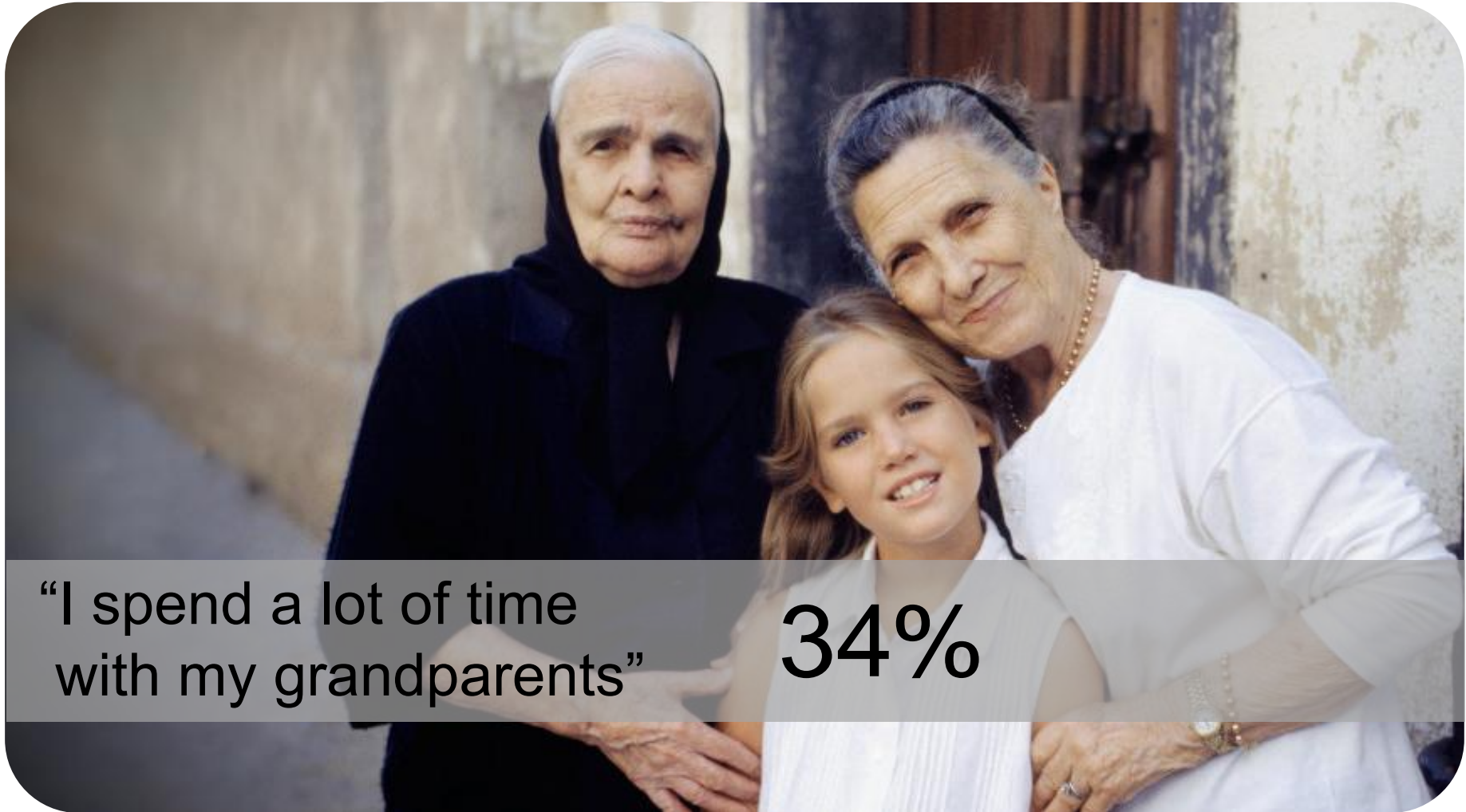
The new facility in Stillwater, Minnesota, has processed the remains of some 20 individuals

# Families



While some commentators continue to worry aloud that the family is in decline, we argue here that - in the 21<sup>st</sup> century - it is a unit more democratic, connected and *networked* than ever before.

## Grandparents increasingly involved in child care







“If a friend or family member recommends a product or service to me I am much more likely to buy it”

58%

# Digital

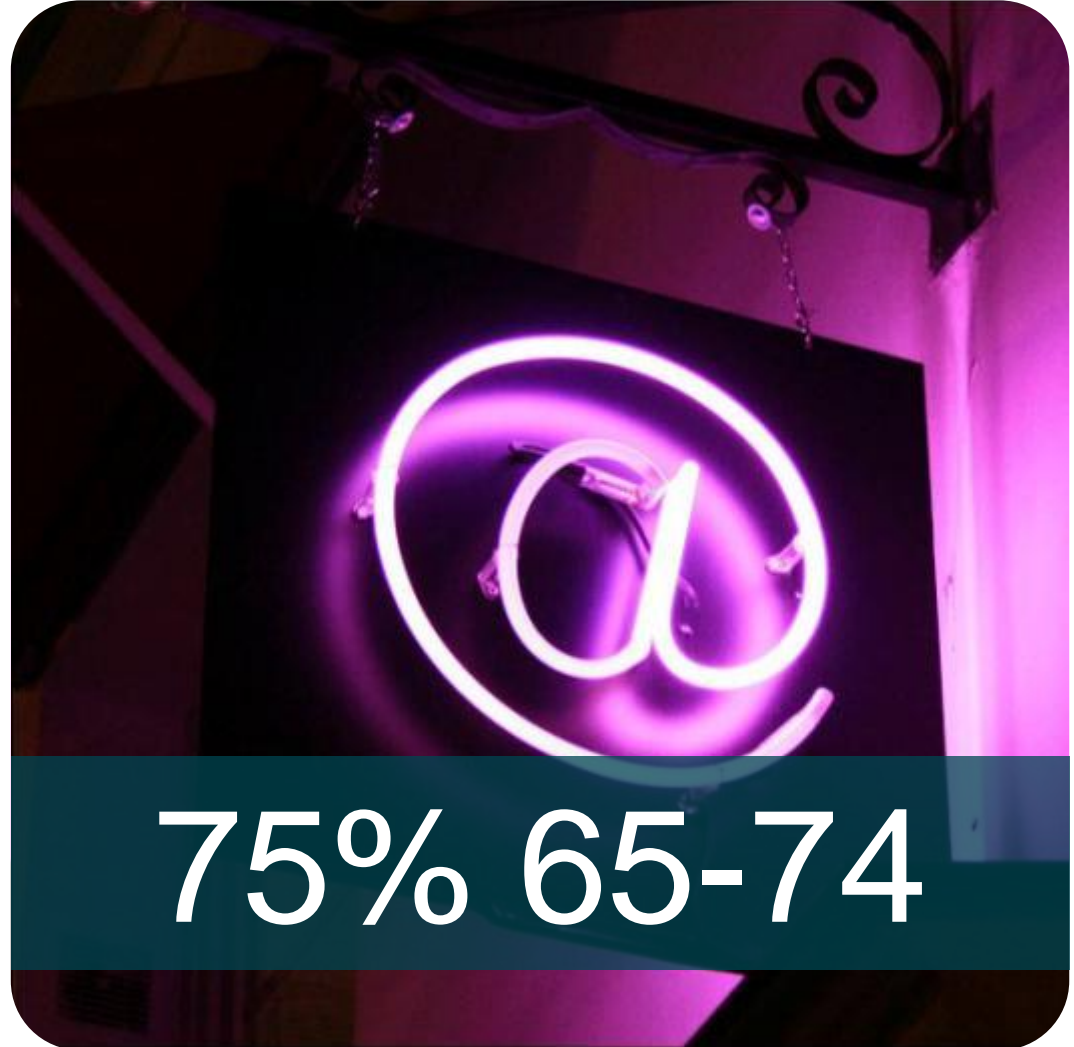


With the pace of development in the digital sector remaining both rapid and relentless, ever more of the individual's day-to-day consumption moments are being enriched by a technological sheen. In such a context, it is proper to talk of a **Digital Revolution** - one which will continue unabated as the decade evolves.

## Internet access; near universal

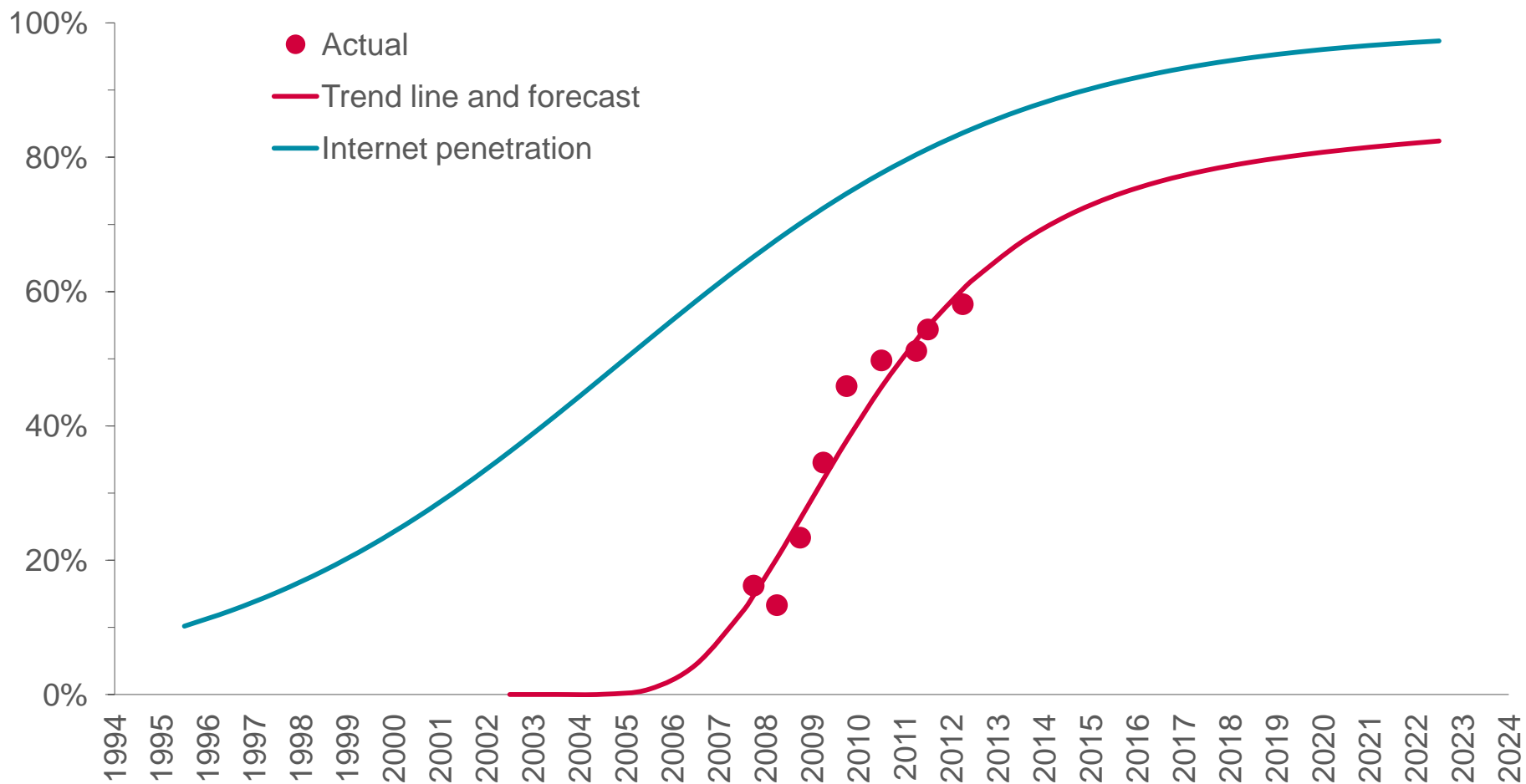
% using the internet at least once a week in 2017

94%

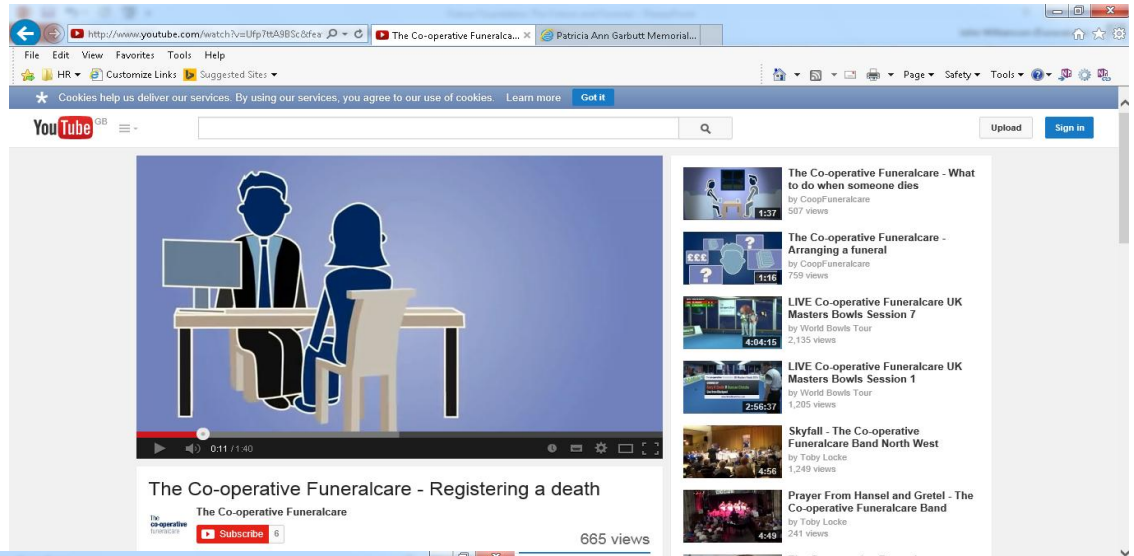


# Social networkers : 80% by 2020

% who are social networkers



# What does this mean for funerals?



# What does this mean for funerals?

The **co-operative** funeralcare ? LOGIN



## Patricia Ann "Tricia" Garbutt

19 July 1944 - 12 July 2014

[Obituary](#)   [Condolences](#)   [Biography](#)   [Life Stories](#)   [Photos](#)   [Videos](#)   [Make a Donation](#)   [Contribute](#)

### Biography

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Tricia was born "Patricia Ann Ayre" on 19th July 1944 at Acomb in Yorkshire and spent her first few years growing up in York. She then moved to Felixstowe and subsequently to South London. She was never very academic, and due to various illnesses she missed quite a bit of schooling.

She started her working career at 15 as a silver service waitress working with her mother at such prestigious places as The Mansion House in central London, serving Royalty, aristocracy and the Lord Mayor of London amongst others. Her claim to fame is that at one particular dinner, the Queen passed a message ordering her not to give the young Prince Charles any more whisky.

At 16 she met and married her first husband, Gary Salmon, who was in the Royal Air Force at the time. They lived in Cornwall, Suffolk and several other places and had 5 children – Elaine, Maria, Derek, Dawn and Angela. The marriage subsequently broke up when she was 26 and they got divorced.

http://memorials.co-operativefuneralcare.co.uk/m Marketing Patricia Ann Garbutt Memo... X

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## Obituary

It is with deep sadness that we announce the death of Patricia Ann Garbutt who passed away peacefully on 12 July 2014

### Funeral Details

**Funeral Home**  
**The Co-operative Funeralcare**  
 22 Stockley Street, Northampton, Northamptonshire, NN1 5EY  
**01604 635 265**  
[View this funeral home's website](#)

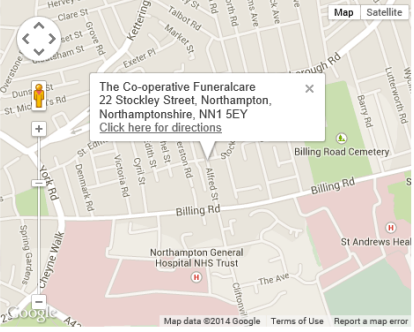
**Funeral service**  
 The Counties Crematorium  
 Towcester Road, Milton Malsor, NORTHAMPTON, NN4 9RN  
 Wednesday, 30 Jul 2014 14:45

**Interment or Cremation**  
 The Counties Crematorium  
 Towcester Road, Milton Malsor, NORTHAMPTON, NN4 9RN  
 Wednesday, 30 Jul 2014 14:45

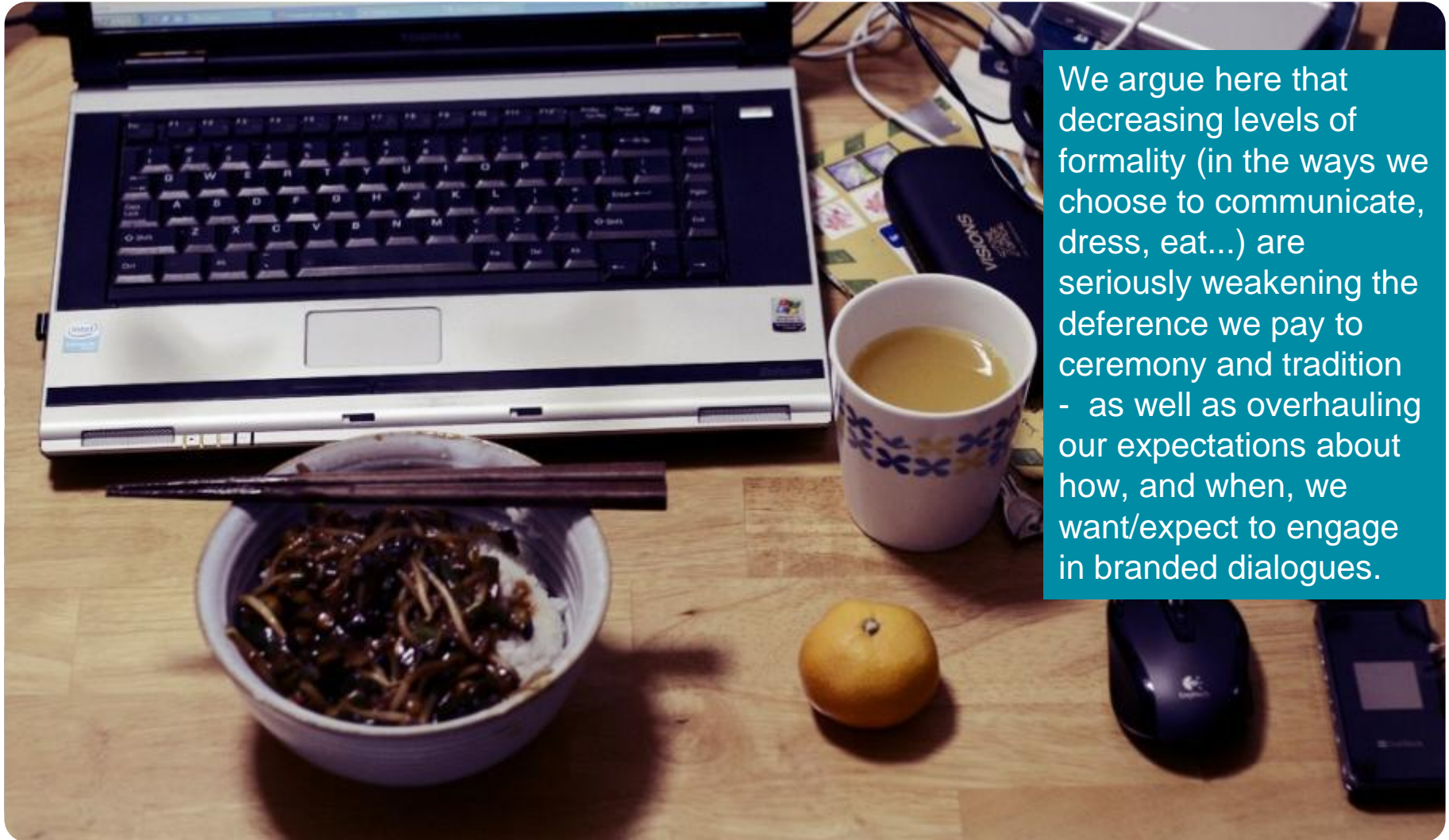
**Reception/Wake**  
 BCF Community Centre, Spraton Road, Brixworth,  
 NORTHAMPTON, NN6 9DS  
 Wednesday, 30 Jul 2014 16:00

Info: Refreshments kindly prepared by members of the

Show location:



# Informality



We argue here that decreasing levels of formality (in the ways we choose to communicate, dress, eat...) are seriously weakening the deference we pay to ceremony and tradition - as well as overhauling our expectations about how, and when, we want/expect to engage in branded dialogues.



“Tradition is important to me”

51%

55+: 65%

Among those aged 55+ the importance of tradition is in steady decline

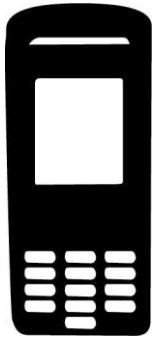


## Significant demand for informal corporate communications channels

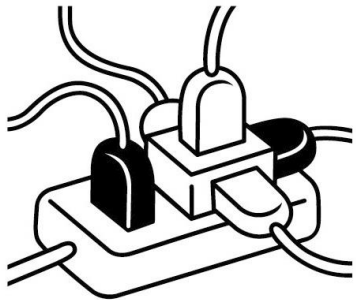


42%

“Every now and then, I would like to have the opportunity to talk personally to the Chief Executive of the company which...”



35%




54%

What does this mean for funerals?



# Contents



<b>A Funeral in 2027</b>

# The funeral of 2027

- ▶ Rented, sustainable, coffins
- ▶ Automated announcements
- ▶ Humanist
- ▶ Celebratory
- ▶ Informal
- ▶ Personalised
- ▶ New status



# Contents

<b>Conclusions</b>

# Conclusions

- ▶ Consumers take more control of their funerals
- ▶ A desire for more personalised service and ceremonies
- ▶ Greater, not lesser, family involvement
- ▶ Far greater choice in how funerals are researched, organised and conducted
- ▶ More planning around death
- ▶ Financial services opportunity

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Sustainability and Environmental Impact –

Resomation



Resomation Ltd

**RESOMATION® ... an award winning  
alternative to cremation and burial  
developed in response to a growing desire for  
further choice and increasing environmental  
awareness**



A large green leaf is visible on the left side of the slide, with its reflection on a light blue surface below. The background is a gradient of light blue.

# Why change and why do we need an alternative to standard Cremation?

- ❑ Mercury and other emissions (legislation)
- ❑ Relatively high volumes of ever more expensive and unsustainable gas is used
- ❑ Levels of CO<sup>2</sup> greenhouse gas produced
- ❑ More choice for public
- ❑ World population effect and CO<sup>2</sup>





# Why change and why do we need an alternative to standard Cremation?

- ❑ Resomation offers choice to people who want a more environmentally sustainable alternative to cremation
- ❑ Research amongst UK consumers revealed:
  - That more environmentally sustainable alternatives to cremation are required
  - It is good to have more choice in how a body is taken care of after death
  - New alternatives should be introduced into the UK



The background of the slide features a light blue gradient. On the left side, there are several large, vibrant green leaves with detailed vein patterns, some of which are reflected in a shimmering, rippling effect at the bottom left. The main text is centered in a dark green font.

## What are the Key Environmental Benefits of Resomation over Cremation ?

- ❑ No mercury or other harmful airborne emissions
- ❑ Uses one seventh of the energy required for a cremation
- ❑ The substitution of Resomation for cremation as part of a funeral will reduce that funeral's emissions of greenhouse gases by approximately 35%

... and like cremation does not use up valuable land for burial





## 1874 UK Cremation Society Declaration

“....we desire to substitute some mode which shall rapidly resolve the body into its component elements, by a process which cannot offend the living, and shall render the remains perfectly innocuous. Until some better method is devised we desire to adopt that usually known as cremation”

✓ **In June 2008 they changed their 134 year old constitution to allow them to adopt Resomation.**



The background of the slide features a close-up of vibrant green leaves on the left side, with their reflection visible in a body of water at the bottom. The right side of the background is a clear, light blue sky.

## No “visually pretty” way to exit

- ❑ Burial (earth)
- ❑ Cremation (fire)
- ❑ And Now .....Resomation (water +alkali)



# Alkalinity (pH\* scale)

Strong

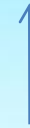
Neutral

Strong

Acid

Alkali

1 ..... 7 ..... 14



Resomation

Vinegar

pure water

Bicarbonate



\*pH is a logarithmic measure of hydrogen ion concentration

Resomation **does NOT use acid**



The background of the slide features a gradient from light blue at the top to white at the bottom. On the left side, there are several large, vibrant green leaves with detailed vein patterns. The leaves appear to be floating or reflected in water, as there is a soft, rippling reflection of the green leaves at the bottom left. The overall aesthetic is clean, fresh, and natural.

## What Is Resomation?

A special coffin is placed into the Resomator and instead of fire, uses a water and alkali based method –also known as **alkaline hydrolysis** to break the body down chemically in approximately 3 hours. Ash is returned to relatives at the end.



The background of the slide features a close-up of vibrant green leaves on the left side, with their reflection visible in a body of water at the bottom. The overall color palette is light blue and green, creating a clean and natural aesthetic.

# What is Alkaline Hydrolysis ?

A water/chemical process that can be found in nature.

- ❑ A body shallow buried in alkaline soil is in part decomposed by alkaline hydrolysis, expedited by the soil bacteria – a slow process





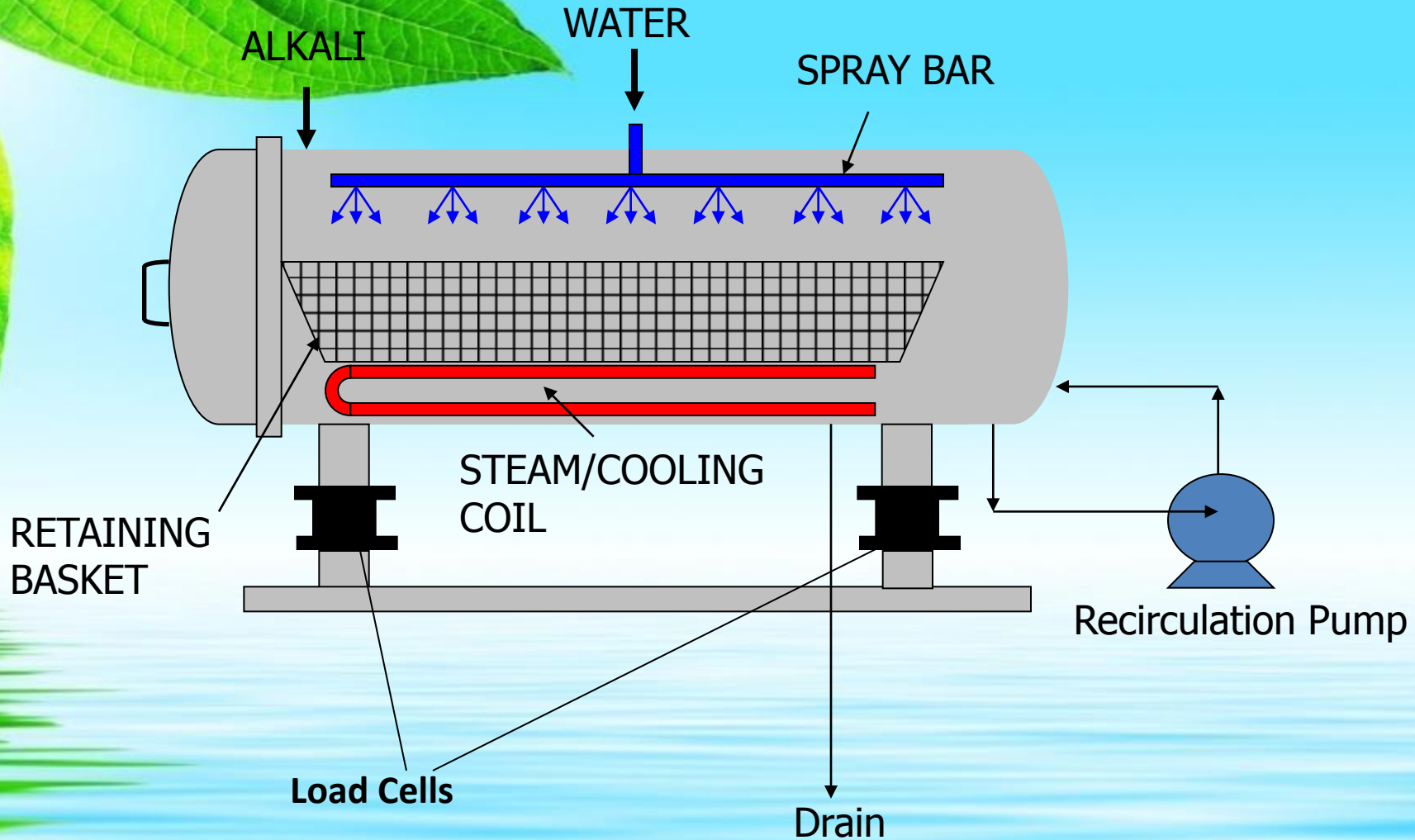


## The Resomation® Process

- ❑ Uses water and alkali (potassium hydroxide @ pH 14) to hydrolyze tissue, expedited by heat at 180C and pressure at 150psi in a specially designed pressure vessel .
- ❑ Generates:-
  - (a ) a solution of amino acids, small peptides, sugars, and soap that is suitable for release to drain
  - (b) Pure white ash



# The Resomator®: Basic Diagram





# Summary of Resomation Benefits

## Environmental

- ❑ No Mercury emissions from teeth amalgam
- ❑ Uses 7 times less energy than cremation
- ❑ Reduces the carbon footprint for a cremation funeral by 35%

## Other Benefits

- ❑ Return sterile white ashes to the loved ones
- ❑ Jewellery and implants recovered in pristine condition
- ❑ Resomation follows same procedures as standard Cremation- no visible change for public.
- ❑ More choice for the public



The image features a vibrant green leafy branch in the upper left corner, set against a clear blue sky. Below the branch, the leaves and sky are reflected in a body of water, creating a serene and natural atmosphere. The text is overlaid on the right side of the image.

**RESOMATION® ...**

**A proven alternative body disposition choice  
for the UK public with significant  
environmental benefits**



**Resomation Ltd**

# Local authority private/public partnership

## Co-operative Brings

- ▶ New capital
- ▶ Innovation
- ▶ Power and capacity to trade
- ▶ Expertise to maximise income generation
- ▶ Value for money
- ▶ Quality services
- ▶ Opportunities for employees
- ▶ Co-operative support, brand & principles
- ▶ Professional Quality Team
- ▶ ICCM & FBCA membership and standards enforcement

## Partner Gets

- ▶ £ to care for historic infrastructure
- ▶ Support strategic approach via long term lease c 50 years
- ▶ Delegation of powers as Burial and Cremation Authority
- ▶ Staff (TUPE)
- ▶ Supports service and promotion thereof
- ▶ **BUT** LAs must accept shared responsibility for cemeteries
- ▶ and central support services would not be required following commencement of the lease

•Flexible approach to partnership and lease arrangements