

death

Ambidextrous leadership

Assistance for further intervention required

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What's the issue?

Current farewell ceremonies are:

- * costly (debt after death)
- * environmentally unfriendly (coffins, transport)
- * space taking (public cemeteries)

What if?

People

Had information about (technological, environmental, financial) options and consequences?

Could make their own choice (rather than their relatives?)

Actors are daring to make innovative and creative choices?

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What if: the experience

person dies, however:

via social media, decision is known regarding the ceremony/footprint

Funeral policies link choice for ceremonies and option to leave resources for dedicated purposes

He/she will be remembered in a community open memorial park (or: body is turned into compost)

sum; by engaging with consumers on different options, decision making changes

Stakeholders: tap into journey!

Consumers: educated & informed about technological and financial options

Government: facilitating change process, encouraging partners to innovate (Cape Town Design Capital / Design thinking)

Insurance: product innovation

FCEI: communication via religious groups

Universities: research & engagement (climate change)

Media: discussion and awareness



Solution spaces

“Creating space for change: Dust to Dust” Documentary
Workshops / participatory decision making

Funeral insurance: combine funerals & education (or mortgage), consumer education, CSR

Intercultural farewell center: 1st in Africa!

Social media: app provides personal choices

Encourage eco funeral industry



Work in progress

Partnership building, change management, inclusive innovation

Qualitative interviews with stakeholders: SAFCEI, Funeral insurance, City of Cape Town

Documentary, workshops, participatory design for cemeteries

The near future

Interfaith Experience centre

Exploring business models

- * Engaging partners and financing
- * Employability and environment

Engaging community

- * Documentary
- * Workshops and survey
- * Collecting narratives

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