



## Case Study

### Sector: Funeral Industry

InvoCare is the Asia-Pacific leading provider of funeral services. An Australian company, they have a presence not only in Australia but also in Singapore and New Zealand. In response to a growing environmental awareness in Australia, InvoCare decided to launch a 'green' funeral service to give people the important choice of a service that lessens the impact of climate change. Oakwood Funerals in Perth were to pilot the 'green' service offering, with an aim to roll out the service to further InvoCare funeral homes within Australia.

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#### Environmental Objectives

- o To maintain a reputation as an innovator in new customer service offerings by becoming the first Perth funeral director to offer an environmentally sensitive funeral option.
- o To allow customers to honour their environmental convictions by choosing a 'green' funeral.
- o To advance a Corporate Social Responsibility strategy that views InvoCare's brands in the context of community and environmental responsibilities.
- o To keep the pricing of eco-friendly funerals competitive with other services currently offered.

#### Programs Developed

- o By mapping out the carbon footprint of the cremation and burial process, Carbon Neutral assessed the emissions for the funeral service, allowing Oakwood Funerals to offer families the option to offset these emissions through native tree planting – giving people the option of a funeral service that lessens the impact of climate change.
- o To complete their *Green Endings* funeral package, Oakwood Funerals also offer natural bushland burials, coffins and stationery made from recycled materials, memorial tree planting and organic catering.
- o A full **report** was compiled by Carbon Neutral for the *Green Endings* website.

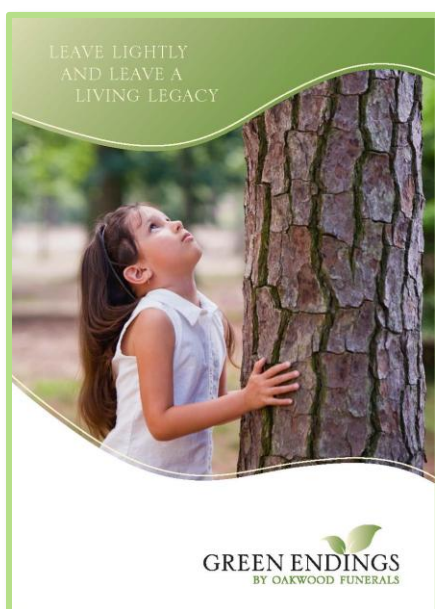
## Communication

- o *Green Endings* received a major launch celebration, backed up by a planned and coordinated media campaign, targeting press, TV, radio, SEM and social media.
- o *Green Endings* has a dedicated website [www.greenendings.com.au](http://www.greenendings.com.au) and Facebook page and Twitter account. The website has a handy tool, a '**carbon calculator**', which was created in partnership with Carbon Neutral and allows users to calculate the carbon footprint of a traditional funeral compared to a *Green Endings* funeral.
- o A **video** was created for *Green Endings*, in which Carbon Neutral staff feature, discussing the environmental benefits of a *Green Endings* funeral.
- o Production of brochures and information to promote and enhance brand awareness.



## Results

- o Several Green Ending services have already been performed by Oakwood Funerals and *Green Endings* has generated much interest and enquiries.
- o The first service of its type in Australia, *Green Endings* received a massive amount of positive PR and news coverage both in WA and in other states.



“ Green Endings is designed to support the growing number of people seeking services that are sensitive to the environment, including funerals. It’s our hope that making sustainable and eco-friendly funeral services available through *Green Endings* will encourage more people who value the environment to make the final choice to minimise their environmental impact.

*Don Chipper, Managing Director of Oakwood Funerals*