**Cemitério e Crematório Parque das Allamandas, Londrina, Paraná, Brazil**

LIFETIME MEMORIES

The Parque das Allamandas Cemetery and Crematorium, with over ten years of experience in Londrina, PR, is committed to providing high-quality and excellent service to its clients, always attentive to their needs. Among these needs, one of the greatest challenges is helping our clients navigate the grieving process as smoothly as possible.

We understand that grief is a unique and personal journey and that even after the farewell moments—whether at the wake, burial, or cremation—the pain and solitude may persist.

Inspired by the work of Mohamed Fareez, a social worker in Singapore, who redefined the concept of the Death Certificate by encouraging people to share how they would like to remember their loved ones, we adapted this initiative to our own reality and culture through the project “Lifetime Memories”

The project is an innovative form of support those in mourning, which aims to give new meaning to this moment of grief, since at the end of the funeral service, the only tangible document the family receives is the death certificate.

Our goal is to transform the characteristic coldness of the death certificate by offering a unique experience, encouraging families to embrace this moment as an opportunity for unity and comfort, by revisiting the memory, the good times and the good memories of the loved one who has gone.

The Life Certificate was developed as a way to honor the legacy and celebrate the lives of those who have passed.

From the project's conception to its execution, it has been a long journey. Upon learning about the article published by the Singaporean social worker, we saw an opportunity to develop a new form of bereavement support for our clients.

Thus, on September 8, 2023, some employees were selected to coordinate the project, namely: Andrey Martins (administrative analyst), Barbara Galhardo (customer service supervisor), Jessica Rapcham (quality and legal manager), Josiane Amorin (sales consultant) and Kelly Mello (quality supervisor), with the support of our executive director Lilian Vivan.

In the initial stage, weekly meetings were held to discuss the main aspects of the project's viability, including a vote to choose the name, affectionately called “Lifetime Memories”.

The project gradually took shape, leading to the idea of creating a box to hold the Life Certificate, as well as defining the process for delivering the box to families, what types of certificates would be offered, what items would be included in the preparation and personalization of the boxes and to which clients they would be offered, taking into account the costs of implementing the project.

It is important to highlight that our Administrative Manager, Renata Vivan, participated in the “Academia de Celebrantes” (Celebrants Academy) training by Lab Acembra/Sincep, led by funeral service professional Gisela Adissi in São Paulo from August 23 to 25, 2023, at which time she acquired knowledge that later helped us with ideas for the composition of the box, such as the issue of exploring the senses, suggesting the use of aromas through the candle, the lavender branch and the aroma sprayed on the box.

The final project was presented to the board of directors in October 2023, and once it had been approved, the members set about implementing the proposed timetable and acquiring the necessary materials from partners.

Finally, the first “Lifetime Memories” boxes were delivered in November 2023.

As mentioned, the Life Certificate is the project's primary grief support tool. It serves as a tribute to the loved one's legacy, allowing families to cherish their personality and memories with warmth.

With the document, the family can paste a photo of a special moment of their loved one, as well as answer a few questions, such as: “What was the best thing you ever did together?”, “What did you like to be called?”; What did he/she like to do?”. These are questions that lead the family to recall good memories.

The box is personalized and contains, in addition to the Certificate of Life, a letter of guidance for the family, an aromatic candle and a sprig of lavender, chosen for its calming properties, carefully wrapped in tissue paper. The boxes are sprayed with a specially selected scent to promote a welcoming feeling.

For babies and children, the Life Certificate is delicately illustrated, and the guidance letter encourages tender reflections, as well as featuring a teddy bear keyring, which makes it more delicate, given that mourning the loss of babies and children is unique and different.

For teenagers, the box comes with seeds engraved with the word “love”, giving the family the opportunity to plant a tree in memory of the young person who has gone.

For adults, the box offers the same welcoming elements, complemented by a comforting scent.

The preparation of the environment where the delivery takes place was carefully designed. The space, affectionately named “Sala Luz” (Light Room), features soft indirect lighting over the table where the box is placed, surrounded by rose petals. A gentle and harmonious ambient sound creates a peaceful atmosphere, complemented by a delicate fragrance of specially selected essences meant to soothe and provide a sense of comfort.

At the handover, one of our family assistants, prepared in advance and informed about the bereavement situation of the family in question, explains the meaning of the materials contained in the box and how they should be used in order to maintain the bond of love with the person who is no longer there.

Customer response to the project has been extremely positive, reflected in the increased satisfaction and loyalty of our audience. Customers express immense gratitude at the moment of delivery, where a wave of tender and nostalgic feelings fills the “Light Room”, demonstrating the success of the project.

After the delivery, we receive reports of thanks, as exemplified below:

The project has proved fundamental in providing comfort and a new way of facing loss, honoring the memories of loved ones in a loving and respectful way, as well as transforming the “weight” of the death certificate into a lighthearted and cherished document that is the Certificate of Life.

As for the potential replicability of the innovation, the “Lifetime Memories” project, as a tool to support the passage of the grieving process, we understand that this idea can be extended and applied to other groups working in the funeral sector, since the initiative can be easily adopted in everyday funeral care, considering the low cost involved in implementation and applicability, below R$ 35.00 a unit, including the box, aromatic candle, lavender branch, seeds and key ring.

In this sense, the project is also in line with the company's sustainability and social responsibility guidelines. The “Lifetime Memories” box is made from recycled materials and, as mentioned, we have included a seed for the family to plant a tree in, encouraging ecological awareness.

Our frontline funeral service staff, committed to our mission of turning moments of pain into love, carefully prepare each box, always aiming to convey comfort and support to the grieving families. The delivery takes place at the conclusion of each funeral service.

Alongside the internal preparation, the project also relies on the collaboration of various partners

Among these partners are local suppliers for the production of the boxes and supplies and mental health professionals, such as psychologists, who are crucial for providing adequate emotional support to the bereaved. Our partner psychologist Elaine Prestes, who leads the conversation circle, helped us deliver the boxes to the participants. The experience was unique and the stories touched everyone.

The box is intended for our funeral plan clients, participants in the conversation circle and for our employees when they lose a loved one.

By encouraging conversations about grief, we have fostered an environment where discussing the topic becomes less of a taboo. This has created a culture of openness and support, where people feel more comfortable expressing their emotions and seeking help when needed.

Furthermore, the "Lifetime Memories" box has provided significant support to families, strengthening community bonds, since the adoption of the box has encouraged community participation, where families and friends have come together to share memories, stories and experiences when filling in the Life Certificate, which is the orientation of the letter that accompanies the box, so that they can have this moment together.

Even without the aim of bringing in a direct financial return, “Lifetime Memories” has surprisingly excelled in this aspect as well. The direct costs per delivery are low, under R$ 35.00 per unit, but it has already become a differentiator in our services, sought after by clients and prospects, contributing to the loyalty of our client base.

In addition, as it is part of the amenities offered to our funeral plan clients, it is an important differential at the time of sale, where clients are delighted when our consultants explain the meaning of the “Lifetime Memories” box to the family members who will be mourning. As such, we are in the process of analyzing the feasibility of selling the memory box to customers who do not have a funeral plan, so that they can purchase it at the time of the service, given all the positive feedback we are receiving.

This demand is evident when we analyze the figures from the last semester, showing a growth in funeral plan sales compared to the first half of 2023.

From a management perspective, detailed reports on the results and impacts of the innovation, including customer feedback, are shared with the board and involved employees. This not only strengthens transparency but also demonstrates Parque das Allamandas' commitment to social, economic, and financial responsibility.

We generated value for our suppliers by involving them in the project, where the innovation had the support and advice of our outsourced service provider (agronomist Márcio), who is responsible for the cemetery's landscaping and gardening, advising us on the insertion of lavender branches, the choice and conservation of seeds and the methodology for planting.

With regard to the aromatic candles included in the box, we selected a specialized supplier, who advised us on the maintenance of the candles' essences.

Looking ahead, with the support of our Information Technology manager, in the long term the project should move towards a future digitalization of the Certificate of Life, in an environment for tributes, allowing family and friends to share it online.

The innovation was also carefully structured to involve all the company's employees. The group created to coordinate the project was responsible for publicizing it and introducing it to everyone, by holding meetings with departments to publicize the launch of the “Lifetime Memories” box.

However, employees were encouraged to suggest improvements and new ideas for the boxes, providing a sense of belonging and encouraging collaboration between different departments. This collaborative approach allowed diverse perspectives to be considered, enriching the project and ensuring that it was embraced, one of the suggestions received being the inclusion of seeds in the boxes.

Transparency and effective communication, combined with team training, are essential for a successful execution.

Our customer service team was trained to understand the importance and impact of the project, as well as for each person to understand their role in assembling and delivering the boxes, postures and behaviors at the time of delivery and creating the ideal environment where empathy must prevail.

After the initial training sessions, we held regular meetings with the team to discuss the progress of the project, challenges faced and proposed solutions. Initially, some families were reluctant to accept the box because they believed the memories might increase their suffering, which led us to change our approach, ultimately gaining full acceptance from grieving families who are immensely grateful for the care and support provided by Parque das Allamandas.

The “Lifetime Memories” box has significantly contributed to maintaining a positive image of the company, strengthening its reputation as a business that values and respects its customers, and especially is committed to its mission.

Finally, the Lifetime Memories" innovation represents Parque das Allamandas’ commitment to offering meaningful and ongoing support to grieving families. Through a collaborative and sensitive approach, we are transforming the moment of pain into an experience of love, where families have the opportunity to register and preserve the legacy of their loved ones, reinterpreting the grieving process.