

# FUNERAL DIRECTORS

**3rd Round Table Event**  
**10 am on the 8<sup>th</sup> of July 2021**



**ENVIRONMENTAL  
STEWARDSHIP GROUP**

Leading the bereavement sector to sustainability

# AGENDA

- Welcome
- Update on activities and news items
- Specific challenges to the 4 key sub sectors
- Opportunities for transferable knowledge and learning
- Breakout discussions
- Potential for combining forces and supporting each other
- Timetable leading to COP26

# WELCOME AND THOUGHT FOR THE DAY

- **No one person or organisation or government policy will solve the issue of the climate emergency for you and your business.** It will require effort from all parts of society and is as much a cultural shift as a policy one. You know your business better than anyone so it's imperative that you get as much information as possible to help know the risks and opportunities so you can create bespoke practical plans to ensure the continued sustainability and success of your sector.
- **Through partnerships and good communication and being curious** we will help understand the challenges we all face better and can work to achieve the optimal results we seek and ensure that we minimise the impact of the inevitable change that's coming through the climate emergency.
- **Lee Rawlinson Director of Regulated Industry The Environmental Agency**

# UPDATE ON ACTIVITIES AND NEWS ITEMS

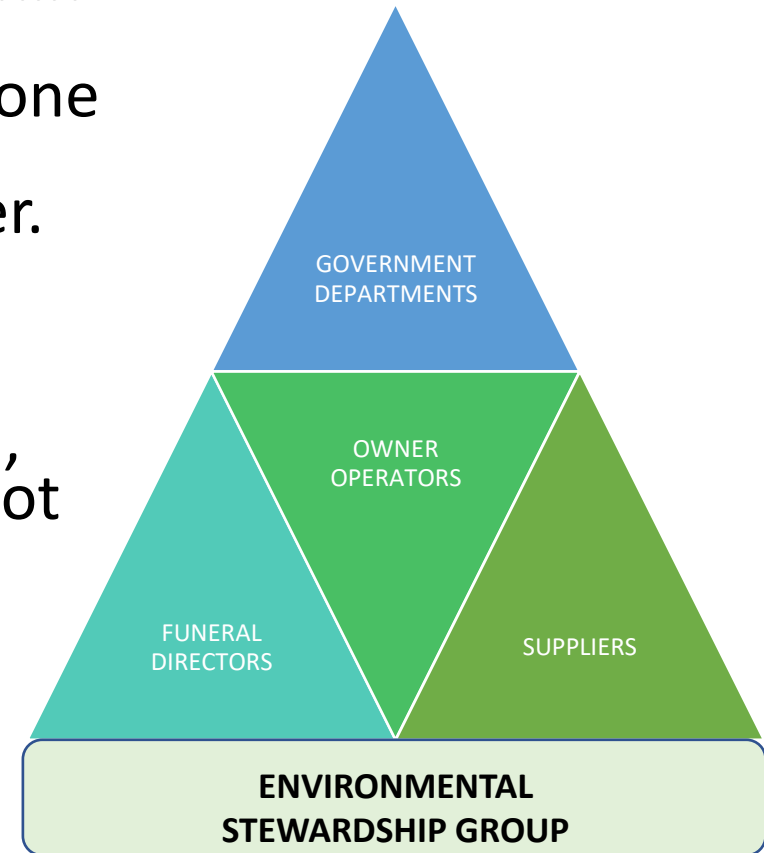
- 10 x Round table activities completed at the end of this event.
- Seminars for FBCA, ICCM, APSE, CBCE, SLCC undertaken
- Articles in LinkedIn, Pharos, Resurgam, The Journal, Funeral Director Monthly and coverage by the FFMA in their June publication.
- Committee for Climate Change – 6<sup>th</sup> Carbon Budget to legislation – 20/4 Law
- Pressure on Government to accelerate Policies & Legislation
- CCC Progress report to Parliament, emissions, adaptation & recommendations
- Environmental Agency Guidance notes review
- CMA recommendations – deadline of the 5 steps outlined 16<sup>th</sup> September 2021
- Independent Funeral Standards Organisation operational in 2022

# CORE GROUP MEMBER ACTIVITIES

- **CSGB**
  - Annual survey review
  - Pharos International
  - CBCE
- **ICCM**
  - Carbon footprint scheme
  - Charter for the bereaved
  - Webinars – Best Practise
  - Training 10 top tips
  - CAMEO metal recycling
- **FBCA**
  - Compliance reporting scheme
  - Data sharing
  - Webinar series & CBCE
  - Resurgam
  - CAMEO metal recycling
  - Environmental policy roll out
- **CDS**
  - Research and Development
  - New reporting tools – Detailed Environmental and Energy Audits
  - Website support

# SPECIFIC CHALLENGES TO 4 KEY SECTIONS

- Funeral Directors are placed at a key place within this graphic, for a reason, thinking back to our first slide we know that, Government policy alone cannot achieve a step change for the sector, but **YOU** have the ability to educate and deliver.
- Requirements for changes can be driven by funeral directors, through customer education, setting new standards of what is and what is not environmentally acceptable.
- This approach will help you significantly in the future.



# GOVERNMENT DEPARTMENTS

- The death care sector is impacted by a number of different departments currently standing at 10.
- Co-ordination & joint working challenges.
- Increased opportunities for contradiction in both advice and activity
- The subject matter challenges both individuals and departments
- Sectoral changes increase issues and complications
- Traditional view, stagnation, and technology advances generate additional and concerns.
- Focused legislation is fraught with challenges and the circle begins over again

# OWNER OPERATORS

- 66% - 33% Public – Private split
- Public
  - Funding and investment / capital items
  - Cinderella service
  - Politics
  - Dilution of knowledge at Director level
  - Climate Emergency – limited inclusion
  - Pressure on costs, facilities and resources
  - Internalisation of Net Zero impacts and requirements
  - Speed and spread of actions



# OWNER OPERATORS

- Private
  - Return on investments
  - Cost of development – planning and planning appeals
  - Imbalance in regulatory actions
  - Expectations of private vs public solutions
  - Added value requirements
  - Public sector increased competition
  - Cost benefit analysis requirement
  - Remedial works on new sites
  - Environmental impacts beginning to get higher on the Agenda.
  - Environmental, Societal, Governance investment concerns

# FUNERAL DIRECTORS

- Diversity and size of the market
  - Legislation requirements
  - Unregulated activities\*
  - Proliferation of paperwork
  - High resource costs
  - Suppliers and Greenwashing issues
  - Lack of knowledge – engagement with Climate Issues
  - Age of profession
  - Tradition vs new ideas and approaches
  - Gatekeeping
  - Competition

# SUPPLIERS

- Depth and breadth of supply
  - Raw material supply
  - Imports – Jet Zero and Green Shipping
  - UK material costs
  - Legislation concerns
  - Cost implications for end users
  - Changing Public requirements
  - Manufacturing implications – decarbonisation
  - Scope 3 data requests
  - Imposition of new standards
  - Clarity of expectations

# TRANSFERABLE KNOWLEDGE

- Need to identify the basics first – Carbon Hotspots!
- Must understand your business
- Where else deals with similar issues?
  - Offices – Regus? Office Depot?
  - Depots – Bus? Hire and reward?
  - Waste disposal – Recycling operations?
  - Landfill – Refuse operators?
  - Grounds Maintenance – Professional Football clubs? Professional Rugby Clubs?
  - Transport – Taxi companies? Delivery operators?
  - Training and consultancies.

# LEARNING OPPORTUNITIES

- Web resources
- Membership organisations
- Environmental Groups
- Press and Trade Publications
- Conferences
- Webinars
- Site visits
- Best practices
- Government
- Curiosity!

# POTENTIAL FOR COMBINING FORCES

- Write a letter to the ESG [info@environmentalstewardshipgroup.org.uk](mailto:info@environmentalstewardshipgroup.org.uk)
- Outlining what you would like the other 3 key sections of our sector to do to help you to achieve your net zero challenge, as many requirements as you would like to express.
  - *i.e. Government to rationalise departments involved with sector*
  - *i.e. Owner Operators to move to more electronic based forms*
  - *i.e. Suppliers to provide an alternative to single use plastics etc.,*

# BREAKOUT SESSION

- What would you like to see addressed in the ESG report to be published in October 2021 prior to COP26?
- What are the first steps that could be taken in educating your customers?
- What do you most need, if anything, to help you on your journey to Net Zero?

# ESG Forward strategy – glimpse into the future

- **SMART activities - JFDI**
- **Satellite view**
  - Improved legislation
  - R&D Sector fund
- **Airplane view**
  - Leadership & Advocacy
  - Standards
- **Helicopter view**
  - Communication
  - Education
- **Ground view**
  - Sector Report, Whole sector event, Press launch, COP26



# NEXT STEPS TIMTABLE

- July and August Website development; resources, support, best practise, events.
- August last 2 round table events with Government and Suppliers
- Late August / early September write sector report
- Joint event with other 3 sections of the sector in late September, with keynote speakers, looking over the parapet.
- ESG Sector Report press launch and event in October
- COP26 – Focus – Lessons – Opportunities - Implications
- December - Phase 2 activity roadmap of actions and events for 2022

# THANK YOU

- To all those who have given of their time
  - To all those who have given of their views and opinions
  - Thank you to you for taking an interest
  - Thank you for your encouragement to the ESG
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- If you feel like a lone voice when you discuss this with your colleagues, managers or owners please remember

*One acorn grows a thousand trees!*



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