

Innovating Sustainable Burial Practices through Circular Green Business

Models



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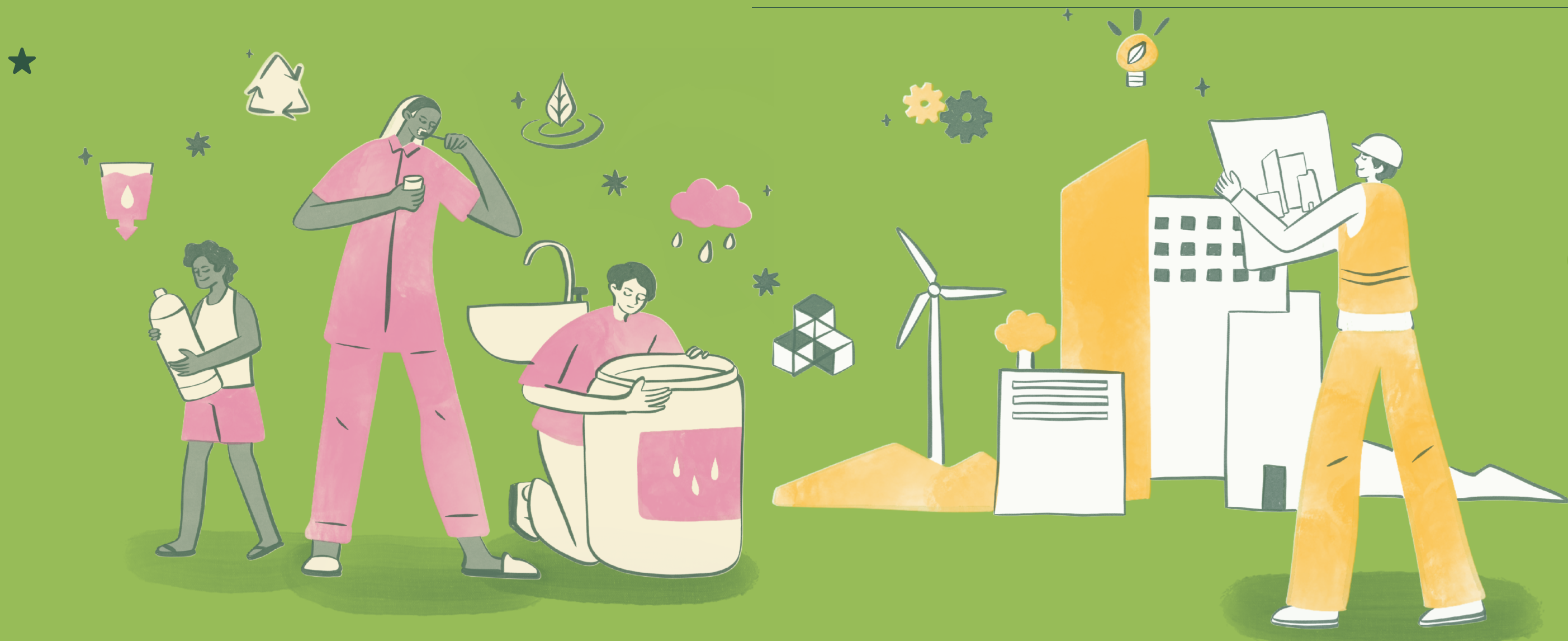
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INTRODUCTION

The death care industry is traditionally resource-intensive, with conventional burial practices contributing to land overuse, carbon emissions, and environmental degradation. Eco-entrepreneurship is transforming this space by applying circular economy principles to create sustainable, regenerative memorial landscapes. Green entrepreneurs are innovating through biodegradable materials, natural cemetery management, and community engagement, turning cemeteries into ecological and social assets. This research examines these innovations, highlighting how memorial spaces can honor the deceased, support communities, and contribute to environmental resilience, offering insights for policymakers, entrepreneurs, and cultural institutions.



An illustration on a green background depicting sustainable living and urban development. On the left, three people in pink clothing are shown: one holding a large water bottle, another brushing their teeth while holding a cup, and a third kneeling next to a large water storage container. Above them are icons for recycling, water conservation (a drop in a cup), and a leaf. In the center, there's a wind turbine, a factory with smoke, and a city skyline. On the right, a person in orange overalls and a hard hat holds a blueprint. Above them are icons for gears, a lightbulb, and a cloud with rain. The background is decorated with stars and abstract green shapes.

Aim

This study aims to investigate eco-entrepreneurial innovations in burial practices by evaluating the effectiveness of circular economy models in fostering sustainable solutions that promote environmental responsibility, ecological balance, and community engagement within memorial landscapes.



RESEARCH QUESTIONS & OBJECTIVES

How are traditional burial systems being reimagined?

Identify patterns in eco-entrepreneurship within memorial landscapes

What role do circular economy models play in sustainable memorial practices?

Assess stakeholder involvement and community engagement

THEORETICAL FRAMEWORK

Environmental Entrepreneurship Theory



Concepts of sustainability & eco-innovation

- Understanding these concepts is vital for eco-entrepreneurship, as they support the creation of circular burial practices that reduce environmental harm, enhance resource efficiency, and benefit communities.



Relationship between entrepreneurship and environmental stewardship

- Entrepreneurship encourages innovative approaches that balance economic growth with ecological responsibility, advancing sustainable burial services through circular business models.



Definition and significance in burial practices

- Circular economy principles reshape burial practices by focusing on sustainability, resource recovery, and low environmental impact, supporting innovative and regenerative memorial landscapes.



Circular systems and their application in memorial landscapes

- Circular systems encourage resource reuse and waste reduction in memorial landscapes, fostering sustainable and community-oriented burial practices.

THEORETICAL FRAMEWORK

Circular Economy Principles



★ METHODOLOGY



Qualitative Analysis

- Enables in-depth exploration of sustainable burial practices, uncovering themes and insights critical for developing effective circular green business models in memorial landscapes.



NVivo Software for Data Analysis

- NVivo aids thematic analysis by identifying patterns in burial practices that support circular green business models.



Data Sources

- Using secondary data from the Green Burial Council and case studies of conservation cemeteries, this study analyses sustainable practices and innovative land use plans that demonstrate effective circular business models in eco-entrepreneurship within memorial landscapes.

★ FINDINGS: ADOPTION OF BIODEGRADABLE OPTIONS ★



1

- Biodegradable burial products, including eco-friendly caskets and urns, promote sustainability by returning nutrients to the soil, reducing carbon footprints, and offering respectful, eco-conscious alternatives for memorialisation.



2

- Successful eco-entrepreneurship cases showcase biodegradable burial options, demonstrating enhanced community engagement, reduced environmental impact, and increased demand for sustainable practices in memorial landscapes.

FINDINGS: NATURAL CEMETERY MANAGEMENT PRACTICES

1

- Implementing sustainable land management strategies in natural cemeteries enhances biodiversity, promotes soil health, and supports circular economy principles, while meeting the growing demand for eco-friendly burial options.

2

- Ecological burial sites enhance biodiversity, reduce carbon footprint, and promote sustainable land use, offering a harmonious alternative that respects nature and caters to environmental stewardship.



REAL LIFE SCENARIOS

GREEN BURIAL COUNCIL

- **Initiatives promoting eco-friendly burial practices:** The Green Burial Council advances sustainability by certifying eco-friendly providers and encouraging natural burials that reduce environmental impact.
- **Outcomes and community responses:** Its efforts have raised community awareness, boosted demand for sustainable burial options, and strengthened environmental stewardship in memorial landscapes.

MUNICIPAL LAND USE PLANS

- **Integration of green spaces in urban planning:** Incorporating green spaces in cities boosts biodiversity, community well-being, and sustainable burial practices, creating inclusive and eco-friendly municipal landscapes.
- **Collaboration with eco-startups and local authorities:** Partnerships between eco-startups and local authorities drive innovative sustainable burial practices that align municipal land use with circular economy principles.

★ RECOMMENDATIONS: POLICY RECOMMENDATIONS

Encourage Framework for Green Burial Practices

- Establish comprehensive policies that incentivise green burial practices, promoting environmental sustainability and encouraging collaboration between stakeholders to innovate and implement circular business models.



Support for Eco-Entrepreneurs in the Deathcare Sector

- Establish collaborative alliances with local organisations, government, and communities to innovate sustainable burial practices, enhancing resource sharing and maximising environmental impact in memorial landscapes.

RECOMMENDATIONS: ★ COMMUNITY ENGAGEMENT STRATEGIES

Promote Awareness of Sustainable Burial Options

- Implement educational campaigns and workshops to inform communities about sustainable burial practices, fostering dialogue and encouraging adoption of eco-friendly options in memorial landscapes.



Foster Partnerships Among Stakeholders

- Implement educational campaigns and workshops to inform communities about sustainable burial practices, fostering dialogue and encouraging adoption of eco-friendly options in memorial landscapes.



CONCLUSION



KEY INSIGHTS

Question

- Impact of eco-entrepreneurship on memorial landscapes: Eco-entrepreneurship transforms memorial landscapes by promoting sustainability, community engagement, and environmental stewardship through circular business models.

Improve

- Importance of integrating sustainability in end-of-life practices: Sustainable end-of-life practices conserve resources, reduce environmental impact, and provide meaningful, eco-friendly burial alternatives.

FUTURE DIRECTION

- **Potential for further research in eco-entrepreneurship models:** Future research should explore diverse eco-entrepreneurship models, integrating innovative burial practices with community engagement to enhance sustainability and resilience in memorial landscapes.
- **Call for continued innovation in sustainable death care practices:** Continued innovation in sustainable death care practices is essential for advancing eco-entrepreneurship, fostering community engagement, and promoting a circular economy in memorial landscapes.



THANK YOU!

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