

# Funeral Show is set to help you save money the sustainable way

by Martin Smith - NAFD Environmental Consultant

The National Funeral Exhibition 2009 saw the start of a new green initiative for the funeral industry when the show organiser introduced a stand dedicated to products and services with an environmental theme. The show has further developed this commitment to sustainability by encouraging exhibitors to keep the environment firmly at the forefront when designing and building stands for this year's event. Increased use of low energy lighting, where appropriate, will substantially reduce the amount of energy consumed during the show as well as helping to keep both the stands and the exhibition hall cooler. Also, the move to an online exhibitor manual, together with the increased number of visitors registering online, demonstrate the show's ongoing process to cut costs and make significant energy savings.

David Hyde, organiser of the show says: "Exhibitors don't have to make any compromises when using low energy lighting. Technology is improving all the time and, within a few years, we are likely to see many more exhibitions moving over to cooler energy efficient light sources. Incandescent spotlights could soon be a thing of the past. As for online forms and registration, we can save paper and keep costs down. Digital information can be transferred instantly into the system without any retyping."

At next month's exhibition the National Association of Funeral Directors' Environmental Advisory Group will be presenting a feature area highlighting sustainable, money-saving ideas aimed to help exhibitors and visitors reduce costs while minimising their impact on the environment. Alan Slater, Chief Executive Officer of the NAFD, says: "The formation of the Environmental Advisory Group demonstrates the importance of raising environmental awareness in the funeral sector. This major initiative at National Funeral Exhibition 2011 is designed to continue to promote and further develop existing good practice."

The sustainability feature will have a green theme and the NAFD environmental consultant will be on hand throughout the event to offer advice and guidance to encourage the use of eco-friendly products and services that are designed to make our world more sustainable.

Make National Funeral Exhibition 2011 your opportunity to find out firsthand what sustainability has got to do with you and how you could save money, minimise your impact on the environment and enhance your image by becoming more sustainable.



## FAQ: What does mean?



By nominating a member of staff to take ownership of all 'green' matters, you will ensure that environmental issues are being considered and dealt with in the correct and most cost effective way for your business. They can check where the goods you purchase come from and whether they are made from recycled materials and, if appropriate, compare them with the cost of alternatives.

The National Association of Funeral Directors' Environmental Advisory Group will encourage and support members of the trade association in developing good practice within the funeral industry in matters relating to the environment.