



# NOVA

SERVILUSA'S MAGAZINE | NO. 28 | YEAR 10 | BI-ANNUAL | DECEMBER 2017

EUROPEAN FEDERATION OF FUNERAL SERVICES (EFFS)  
15<sup>TH</sup> ANNUAL GENERAL ASSEMBLY

## LISBON WELCOMED THE FUTURE OF THE FUNERAL SECTOR



In October, Portugal hosted one of the most participated and innovative general assemblies of EFFS. With the sponsorship of Servilusa and the organizational responsibility of the Associação Portuguesa dos Profissionais do Sector Funerário [Portuguese Association of Professionals of the Funeral Sector] (APPSF), more than a hundred representatives from 29 European countries discussed the future of the funeral sector in a meeting where standardization took on special importance. P.18

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As technical director of a residential structure for the senior, I daily deal with people who challenge their limits imposed by age, illness, and abandonment. They are people who also see the inevitable as something more than certain: death. This is, most of the time, lived with suffering, pain, anguish for themselves and for those who they leave. Is lived in a deafening silence and with an avalanche of feelings never before felt and now little shared.

The contribution of Servilusa is inserted in this context in a unique way: despite its mission, it gives us the possibility to experience the universe of death, mourning, loss, in a full way. Through its workshops, it allows us to gather knowledge, share wisdom, and improve us as professionals in the field of Geriatrics. It helps us to become more complete and enables us to draw methods and ways to better assist our clients and their families.

A great good to all those who dedicate themselves to these projects, without fatigue, with the will to solve what is very difficult to understand and accept: death. A great good for helping us to give better answers that seek to quiet who is suffering and who most of the time only seeks shelter in simple words.

My name is Cláudia Evangelista, I am a clinical psychologist and I do the Servilusa's service of funeral homage in Algarve. We were taught to look upon death with regret, seeing in it only the end of life, and for those who relate to it in this way this service may seem intrusive or inadequate.

It is in order to share a different vision of the funeral ceremony that I would like to present my vision about this homage service. When someone hires a memorial service for the funeral ceremony of a loved one, they want to share with all those present at the time of their last goodbye, the main memories that have marked not only the life of who leaves, but also the life of those who stay.

A homage is the dignification of a life. To remember the deeds of someone when depart is to keep that person's best memory. For the family the homage can help in a process of an healthy mourning, it is a sign of acceptance of the death and appreciation of the loved one before all that were part of his social circuit.

For me, as a psychologist and a human being, each homage service is a way to help the family to face the loss, but it is also a way of giving special meaning to the last moment of who leaves, creating a positive memory of the value of their passage through life and the legacy that leaves to those who stay.

Finally, I would even dare to affirm that honoring life in the death ceremony is a way of perpetuating the memory of the human being who leaves before all those who have shared this moment of goodbye.

# SERVILUSA: A PROFESSIONAL, INNOVATIVE, HUMANE AND SUPPORTIVE BRAND

**Paulo Moniz Carreira** Business general manager

This year, Servilusa was involved in projects that mark its national and European presence in the funeral sector. First of all, the sponsoring of the European Federation of Funeral Services (EFFS) Annual General Assembly that was held in Lisbon in October under the organization of the Associação Portuguesa dos Profissionais do Sector Funerário [Portuguese Association of Funeral Sector Professionals] (APPSF). It was considered a success, allowing Portugal to show its organizational and innovation capacity. For the first time, voting for the governing bodies took place electronically.

Another mark to underline is the entry of the new shareholder Ontario Teachers Pension Plan, which took over the Mémora Group, through the acquisition of the position previously held by 3i. It was with great expectation that this business was given, and we have the opportunity to belong to a group with a lot of experience in the sector in Europe and that saw in the Mémora Group and Servilusa a door to growth. It is a sign of confidence and security in the future.

At the national level, Servilusa continues to sediment its brand, with its expansion plan in Oporto and Lisbon, reinforcing its market share. We returned to record records of assistance in the celebration of the Eucharist during the month of November, with innovative notes such as music and readings, arriving at a new church in Oporto, Santo António das Antas Parish.

Of the major projects we have

presented this year, two are worth mentioning: a crematorium in the North of the country, in Guimarães; and a crematorium in Leiria. In addition to reinforcing the presence of Servilusa, these projects will create infrastructures that contributes to the development of the sector in the targeted regions and provides services to the families in an accessible and comfortable way that they value.

## ■ PRIORITY TO THE COMMUNITY'S NEEDS

In the area of social responsibility, the company has also strengthened its position by sponsoring various initiatives. Since September, we have ensured the funeral services of the indigent and disadvantaged in the city of Lisbon, providing dignified and professional ceremonies to all those who can not afford this expense. In this context, Servilusa presented an application to provide this service in the next three years, having been the company selected.

Also in the social responsibility concerns, it is important to stress, in the context of activities that the company regularly develops in the relational context of the stores with the community, initiatives that stand out for the high involvement of the population. Among them the walk that gathered more than 150 people in Cacém; the screening action during the World Diabetes Day in Oporto and Coimbra; or the sponsorship of users from underprivileged institutions to Zoomarine, in the Algarve.

All these actions are possible due



to the generosity of the Servilusa's collaborators and their interest and concern for the communities they serve. This is more visible at the level of the stores, where we have people who are fully aware of their mission, contributing decisively to the projection of the Servilusa's brand among the community they support and value, far beyond the performance of their functions within the funeral process context. It is a pride to work with people who know that the smallest help makes all the difference in the lives of many families. With this activity we all grow and become better people.

Are all of us that dictate the success of the company and its promising future. We are ready for a 2018 full of projects and achievements, not only at the level of the business growth, but also of the company and the brand Servilusa.

**A Merry Christmas and a 2018 full of personal and professional accomplishments!**

Luciano Reis

## MASTHEAD

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## PORTUGUESE CEMETERY OF RICHEBOURG CANDIDATE FOR UNESCO HERITAGE

The Portuguese military cemetery of Richebourg L'Avoué is a candidate for UNESCO World Heritage of "burial sites and memorials of World War I (Western Front)". As a justification for the "exceptional universal value", UNESCO stresses that, with the Great War, "a new funerary memory is expressed through cemeteries made up of individual camps that are repeated in great numbers", marked by "homogeneity", and through of the "inscription of names in the mausoleums and memorials, in response to the desire to keep the memory of fighters whose bodies were not found or identified."

In this exclusively Portuguese cemetery, located in the North of France, 1831 soldiers were buried between 1924 and 1938, of which 238 are unknown.

DR

### COMPETITION EVALUATES GRACEFULNESS IN THE TREATMENT OF BODIES

In Japan there is a competition between funeral directors that aims to evaluate the expertise with which they treat the bodies. The latest was won by Rino Terai, a 23-year-old boy at Tokyo's biggest annual funeral sector trade show in Tokyo.

Human volunteers were placed on mattresses arranged on a stage to serve as models, and the four funeral directors who participated in the contest were evaluated for the graceful movements and ability to dress the bodies without revealing much skin.

The Shinto religion believes that the soul is impure shortly after death and the process of wearing a body purifies the spirit of the deceased before being sent to the "other world."

## ARCHAEOLOGICAL DISCOVERY QUESTIONS THE ROLE OF FROGS IN FUNERARY RITE

A team of archaeologists discovered in a graveyard in Jerusalem a 4,000-year-old tomb that contained a jar of headless frogs, the Israeli Antiquities Authority (IAA) announced. The skeleton was found lying on its back between bowls and intact ceramic jars, but one of them had the peculiarity of keeping a bunch of small bones of nine frogs, all of them beheaded.

"It is impossible to determine the role that the frogs played, but they are clearly part of funerary rituals," said Shua Kisilevitz, one of the directors of the IAA's excavation. Kisilevitz added that during this period the frogs were a symbol of regeneration for the people in Egypt. However, it is also possible that they have had a more practical function: to serve as food offerings on the way to life after death.



DR

## FOUND FIRST EGYPTIAN FUNERARY GARDEN



DR

Facing a large tomb on a sacred hill near Lucsor, a team of Spanish-Egyptian archaeologists discovered a funeral garden, the first known in ancient Egypt to date. The garden, which is three meters long by two wide, is divided into 30 cm square beds and, unbelievably, a trunk, about 40 cm long, still standing, is in good repair.

José Manuel Gálan, leader of the expedition that made the discovery, explains that "growing plants had a symbolic meaning and should play a role in funerary rituals." In addition, there were strong beliefs in the powers of plants: "We know that the palm tree, the sycamore tree, and the trees of Persia were associated with the power of the resurrection of the dead. Similarly, plants such as lettuce had connotations with fertility and the return to life."

## CASCAIS FUNERAL CENTER CERTIFIED

Inaugurated in May of 2016, the Funeral Center of Cascais, one of the best and most modern facilities of its kind in the country, designed to provide maximum comfort and quality to all users, was in November certified at the level of Quality Management Systems (NP EN ISO 9001). This recognition is added to the certifications held by the Servilusa, in Funeral Service (NP EN 15017), Environmental Management System (NP EN ISO 14001), Social Responsibility (NP 4469) and Human Resources (NP 4427), which were confirmed, also in November, through a follow-up visit of the audit team. "We take the opportunity to review the standards and procedures in these areas and ensure that we are in compliance", says Ana Aires, Coordinator of Quality, Environment and Social Responsibility of Servilusa. Next year, certification will be renewed so that the company continues to meet the requirements.



## RENEWAL OF SPONSORSHIPS IN THE FIELD OF SPORT

Servilusa has renewed its sponsorship of the futsal team of Sport Lisboa e Benfica, betting it has been in place since 2012, and decided, for the first time, to support the Federação Portuguesa de Andebol [Portuguese Handball Federation] during the 2017/2018 sports season. These decisions are part of the company's strategy of "supporting the sport", commented commercial and marketing director of Servilusa, Carlos Martins. "Benfica is a recognized institution and futsal mobilizes more and more fans, so it makes sense to renew this protocol. Handball, on the other hand, is a developing sport with a growing number of fans".

## ALLOW THE MOST DISADVANTAGED A DIGNIFIED FUNERAL

Servilusa was designated the winner of the international public tender for the provision of funeral services to the users of the Santa Casa da Misericórdia de Lisboa and to the unidentifiable individuals and/or whose body is not claimed for a period of one year, renewable by equals and successive periods up to a limit of three years. Servilusa applied under the company's Social Responsibility policy, seeking to provide dignified funeral ceremonies to the most disadvantaged in the city of Lisbon.

## SUPPORT TO CEMETERY TOURISM COURSE

The free course "Do Turismo Negro ao Turismo Cemiterial [From Black Tourism to Cemiterial Tourism]" was held on 17<sup>th</sup> and 18<sup>th</sup> of November in Oporto, organized by the Instituto Superior de Ciências Empresariais e do Turismo [Higher Institute of Business and Tourism Sciences], with the support of Servilusa and the Venerável Irmandade de Nossa Senhora da Lapa [Venerable Brotherhood of Lapa]. The training, pioneer in Portugal and one of the first in the world, was intended to tour operators and guides, students and researchers, as well as other, aware that cemetery tourism is growing in the country.

## SERVILUSA AT THE EXPOFUNERÁRIA (FUNERARY EXPO)



About 60 companies, including Servilusa, were present at the 2<sup>nd</sup> edition of Expofunerária (Funerary Expo), a professional salon for equipment, products and services for the luscious activity, which took place from September 22<sup>nd</sup> to 24<sup>th</sup> in Batalha. "We have more than 4,000 national and international visitors coming from Spain, France, Germany, Morocco and Brazil", said José Frazão, promoter of the event, supported by the Associação Portuguesa dos Profissionais do Sector Funerário [Portuguese Association of Professionals of the Funeral Sector] (APPSF).

In a space of 8000 m<sup>2</sup>, companies of the sector presented their latest proposals and solutions, counting, in addition to the exposure component, with a vast program of parallel activities. Featured for the conference "Cemiterial Management in Portugal", which was attended by the Servilusa's business general manager, Paulo Moniz Carreira.

The third edition of the trade will run from April to May of 2019, aiming, according to the organization, "the extension to new international markets to strengthen the export component".





# AN OPEN DOOR TO THE COMMUNITY

João Aleixo

The shops are “the face” of the Servilusa in the community. A face that wants to be professional, but also nice and empathetic. From the relationship with the local population to the funeral service and the post-funeral process, there are attitudes that can make a difference.

Vanessa Bilro

Participate in Loures festivities with raffles and the Servilusa's showcase to a contest is just one example of the actions carried out by the company's collaborators locally. “We are closer to the community, we create an empathic relationship and we move away the stigma of the funeral sector. We started to be seen like any other local merchant”, believes Ana Aires, coordinator of the stores of Greater Lisbon.

This is reflected in the fact that people look for stores not only to hire funeral services, but also to purchase items such as rosaries, religious figures, among other objects of worship, or simply to talk. “Some days ago an old customer from Portuense was in the shop to buy a rosary and spent more than half an hour venting on her life”, exemplifies Filipa Gonçalves, coordinator of the stores in the North area.

## ■ “CALL” THE COMMUNITY TO THE SHOPS

For this “at ease” it also contributes the realization of workshops, in partnership with the institutional relations of the

company, on the most diverse themes, many of which suggested by the local community. “Just participate once to start proposing themes”, says Ana Aires,

who highlights the actions carried out in the Cacém store. “In Greater Lisbon, the Cacém store, due to the work carried out by Maria João, has held the most

FILIPA GONÇALVES  
NORTH



Paulo Jorge Magalhães

ANDREIA PEDRO  
CENTER



Paulo Jorge Magalhães

participated workshops and activities. You can get out of the box”, she says. Knitting shawls or gathering 150 people to walk for a cause (see page 16) are some of the successful activities to underline.

The workshops, but also other educational actions, such as Mourning Support, or health screenings, are highlighted as core activities in bringing the local community closer to all parts of the country. However, in the Center area and in Algarve, the solidarity activity also assumes great importance. “We often participate in local voluntary actions through the Associação Integrar [Integrate Association], which supports homelessness and poor populations with food and, in the end, comfort. We also developed actions for our own initiative, such as support for firefighters, which end up to spread throughout the country”, says Andreia Pedro, coordinator of the stores in the Center area.

To the South, solidarity is also being made with visits to the Zoomarine to see the dolphins (page 16), collection of caps or through direct support to needy families involving not only the collaborators of the Servilusa but also other local companies (see *i-nova* no. 26, page 18). And it is thanks to this work that “the stores are full of people who sometimes just want to talk”, systematizes Aida Ribeiro, coordinator

of the Algarve's stores.

In the Alentejo, are the masses organized in November that more customers stand out. “We carry out different activities, such as awareness campaigns with the GNR [National Republican Guard] among the older population, but it is the masses that most surprises people in a positive way. It is something highly valued by the community”, says Marisa Achemann, coordinator of the Alentejo's stores.

#### ■ LIGHTEN THE BURDEN OF BUREAUCRACY

With all this activity, do not think that the main role of the stores – the contracting of funeral services – has been forgotten. “Above all, we do our daily work with professionalism. However, we believe that we can also do it with sympathy and empathy and develop a series of activities that bring us closer to the community and allow us to support it in their needs. But the professionalism and all the processes inherent to our activity are always the main thing”, explains Ana Aires.

In this context, even the so-called “general” activity of a funeral home is made in a differentiating way. In the stores of Servilusa all the spaces are created to provide comfort to the clients, being that the professionals do not

only present the service to the client, to contract and to charge the due amount. There is support throughout the funeral process, and Servilusa expedites some inherent bureaucratic processes.

“This support in the delivery of documentation to entities such as Social Security and the provision of information on the remaining steps is highly valued by the customers”, says Andreia Pedro, whose experience is corroborated by the other colleagues. “In Alentejo we often deal with elderly people who live alone and have difficulty dealing with bureaucratic issues. With our help they feel more supported”, adds Marisa Achemann.

To carry this work to good port depends, attests the coordination of the stores by unanimity, essentially availability. Aida Ribeiro systematizes: “We have to listen the customer and be available to answer all questions with professionalism and friendliness.” And Andreia Pedro concludes: “Customers appreciate and show that they value our work, which is very rewarding.” But don't think that the work of the shops ends here. All clients receive a copy of the *Guia Prático de Apoio ao Luto* (*Practical Guide to Mourning Support*) so that they do not have to face this process alone. On the other hand, they always have, in the Servilusa's stores, an open door. ■

ANA AIRES  
LISBON



MARISA ACHEMANN  
ALENTEJO



AIDA RIBEIRO  
ALGARVE





# GUIMARÃES AND LEIRIA WILL HOST NEW CREMATORIUMS

Servilusa will proceed with the construction of a crematorium at the city-birth [in analogy to the fact that Guimarães was the first capital of Portugal] – filling a gap of this equipment to North of Oporto – and another in Leiria, the first joint initiative of inter municipalities community. The works advance at the beginning of the year.

✍ Ana Fernandes

They are, in the words of Servilusa's business general manager, Paulo Moniz Carreira, two "big projects" of the company and, if everything goes as planned, will be inaugurated between September and October. "Cremation is a key area of intervention because it has had a growth rate of 17% a year, surpassing in some regions 50%. It is expected that continues to grow, not only because there is more equipment, but also because demand will continue to evolve", he says.

There was, moreover, "some pressure from the community of the region of Leiria, who was obliged to go to Figueira da Foz" to access the service, adds the business general manager, also justifying the Guimarães' project: "There was non at North of Oporto."

## GUIMARÃES

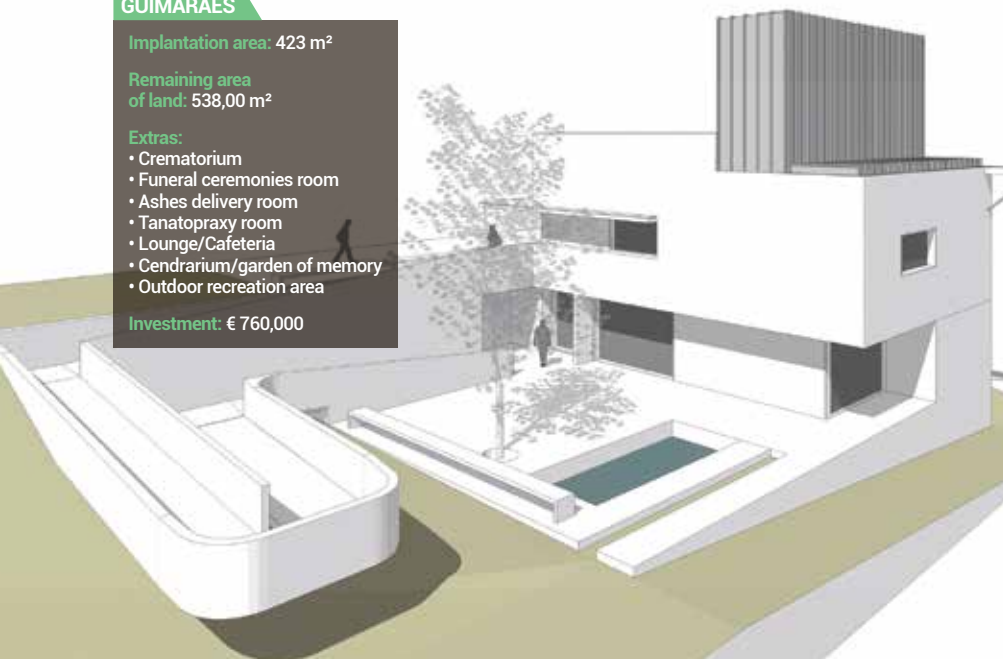
Implantation area: 423 m<sup>2</sup>

Remaining area of land: 538,00 m<sup>2</sup>

### Extras:

- Crematorium
- Funeral ceremonies room
- Ashes delivery room
- Tanatopraxy room
- Lounge/Cafeteria
- Cendrarium/garden of memory
- Outdoor recreation area

Investment: € 760,000



## LEIRIA

Implantation area: 378,53 m<sup>2</sup>

Remaining area of land: 1.511,58 m<sup>2</sup>

### Extras:

- Crematorium
- Last Goodbye Room
- Aesthetic preparation room for the deceased
- Lounge
- Cendrarium/garden of memory
- Outdoor recreation area

Investment: € 825,000



Servilusa wanted, thus, to "win in these strategic regions for the growth of the company". The projects were submitted to a jury in each municipality and stood out as crematoriums with the "most modern equipment". In the case of the public contest in Guimarães, there was still the care to frame the project in the Monchique cemetery, which, inaugurated in 2004, and breaking, in a certain way, with the traditional concept of cemetery, was awarded the 1<sup>st</sup> National Architecture Prize Landscaper (in the category "Public Spaces"). "The construction of the crematorium aims to maintain harmony in the cemetery", says Paulo Carvalho, director of projects and assets of Servilusa. For greater comfort and dignity at the time of the last goodbye, believes this responsible, the crematorium of the city-birth will also includes a funeral ceremony room, one of ash delivery, a tanatopraxy room, a lounge/caféteria and a cendrarium/garden of memory.

Also in relation to the equipment of Leiria, "built adjacent to the municipal

cemetery, there was a concern at the landscaping level, since it will be built in front of an existing building, in line with the surrounding space and the city", clarifies Paulo Carvalho. The infrastructure, resulting from the project of the architect António Mota, will respond to the needs of the whole region of the district, which is composed by 16 municipalities (Alcobaça, Alvaiázere, Ansião, Batalha, Bombarral, Caldas da Rainha, Castanheira de Pera, Figueiró dos Vinhos, Leiria, Marinha Grande, Nazaré, Óbidos, Pedrógão Grande, Peniche, Pombal and Porto de Mós) and, besides the crematorium, will furnish the users of a room of last goodbye and one of esthetic preparation of the deceased. "The lounge and the cendrarium/garden of memory as well as the outdoor recreation area add to this project even greater comfort and privacy for families at a time that they need to feel supported and respected", adds the director of projects and assets.

In this context, the construction of two spaces will add value to the regions in which they are inserted and give more comfort and convenience at the time of the last goodbye and whenever the families wish a space for a moment of reflection. "This project not only gives access to these populations to a service that they consider necessary, and contributes to avoiding geographical asymmetries in relation to cremation; but also adds comfort, privacy and commodity to the moment of the last goodbye and during the process of mourning, since in the last case, the cendrariums/gardens of memory were designed precisely to people can have a space that invites reflection and communion for with the memory of the loved ones who have already left", concludes Paulo Carreira. ■



# IN NOVEMBER, A TRIBUTE TO THOSE WHO HAVE LEFT

During the month of the All Soul's Day, there were thirty masses (two of which are Orthodox) that Servilusa organized, from North to South of the country, returning to fulfill the traditional homage to the deceased. *i-nova* was in five of the celebrations and witnessed moments of great significance for families.

✍ Ana Fernandes



## LISBON NOVEMBER 3<sup>rd</sup>

Not even the rain that was felt stopped the faithful to attend the mass that took place at the Jerónimos Monastery at around 8 pm. "For seven years, when our son died, we are always present", says the couple Filomena and Fernando. "The way that Servilusa congregates people and put them to pray in a beautiful environment, with sacred music, is really a unique moment, a piece of heaven. It helps a lot to withstand the pain of loss".

For Father Carlos Azevedo, who celebrated the homily - embellished by the voice of a soprano, a harp and other stringed instruments - it is a "precious" initiative: "I have had good echoes of this celebration and I know that it is important for the people who lost their loved ones, an aid to the different stages of mourning", he says.

Making the positive difference is, therefore, the intention of Servilusa. "This is not just an action led by Servilusa, it is above all a love act for our clients", reflects Pedro Costa, responsible for the institutional relations of the company in Greater Lisbon, leaving a special thanks to all the colleagues for "teamwork".







Bruno Rodrigues

## FARO NOVEMBER 4<sup>th</sup>

The pain of having suddenly lost her husband is still very much present, but Ana Rita Faria arranged for her to accept the invitation of Servilusa and to attend, with her two daughters and grand daughter, the Eucharistic celebration that took place on the 4<sup>th</sup> of November, at 6 p.m., in the Church of São Pedro de Faro, in memory of his deceased husband and other deceased. "The church was crowded. It was a very beautiful mass, brightened with violin music", she says. "The entire Servilusa's team was flawless".

In addition to this mass and an Orthodox celebration in Faro, the company also organized six other Eucharistic celebrations in Algarve during November: in Estoi, Loulé, Quarteira, Silves, Albufeira and Portimão.



Luciano Reis

## ELVAS NOVEMBER 7<sup>th</sup>

The recitation of the poem "Lágrimas Ocultas", by Florbela Espanca, marked the beginning of the Eucharistic celebration in the Church of São Domingos, at 7 p.m. After a heartfelt reading, Marisa Achemann, commercial coordinator of Servilusa in Alentejo, thanked all those who accepted the company's invitation to pay homage to their loved ones. The house was full, to hear then the words of Father Jerónimo and the chants of the choir, accompanied by an organist. "Love one another with brotherly love", the parish priest quoted the Epistle of St. Paul to the Romans. To *i-nova* later praised the "good initiative" of Servilusa, considering that the organization of these masses is a service to the community. "It's a way of saying 'we are with you, we feel your loss'", he said.

Maria Luísa, who recently lost her husband, was one of the people who was present at the celebration. "It helps to soften the pain a little. I really liked the mass and I think that Servilusa does a good job".





© Paulo Jorge Magalhães



## FIGUEIRA DA FOZ NOVEMBER 18<sup>th</sup>

The Igreja Matriz [Parish Church] of São Julião, in Figueira da Foz, was attended by more than three hundred people in the Eucharistic celebration organized by Servilusa, during the morning of November 18<sup>th</sup>. The eucharist, brightened with the angelic songs of a soprano, had a very emotional flavor. "In the end there was a lot of applause; people came out very sensitized and thanked us for the attitude we have every year", says Luís Pinto, responsible for the institutional relations of the company in the Center area.

Rui Braz, an entrepreneur whose father died about two years ago, was one of those present at the mass, accompanied by his mother and brother. "I went last year and it was full too. It is a moment of meeting for many families, a gesture of homage to those who have already left. We register with pleasure and comfort this attitude of Servilusa. We have a lot of respect for the work they do, not only at the time of the funeral, but also all subsequent follow-up. All elements maintain sympathy and a good relationship, which is something that comforts us".



## OPORTO NOVEMBER 25<sup>th</sup>

After a first mass celebrated in Oporto, on November 2<sup>nd</sup>, in the Parish of Santo António das Antas, on the 25<sup>th</sup>, it was the turn of the Church of Lapa to host the Eucharistic celebration with the seal of Servilusa. "There were more than 800 people present at the mass", says Domingos Patrício, responsible for the institutional relations of the North area, welcoming the high turnout at this mass, as well as the other four held in Greater Oporto (also Vila Nova de Gaia, Valbom and Ermesinde). "One of the key points of the ceremony, in addition to the intervention of the dean of the Church of Lapa, was the participation of the choir of São Tarsício, as well as, in the end, the joint visit of the cemetery, where we deposited a wreath as a homage to all there buried".

Present with some relatives, Salomão Abreu highlights the "excellent organization", the quality of the Eucharist and the level of professionalism of Servilusa's team. "The invitation surprised us; we had no idea they would organize such ceremonies. I can only say well. It was very touching, we are grateful for somehow helping us to deal with the mourning process".



© Paulo Jorge Magalhães



# THE FAMILY SITS AT THE TABLE FROM NORTH TO SOUTH

✍ Teresa Mendes

DECEMBER 7<sup>th</sup>

**ALBUFEIRA, SOUTH**

"It took more than two weeks for the preparations, but it was worth it. The 2017 Christmas dinner of Servilusa of Algarve was very special and different from all those held until now", says Armanda Cercas, commercial coordinator and responsible for Institutional Relations (IR) in that region. The IR team produced a video, in which a thank you was given to all the elements, and two verses were recited, in a kind of dedication, to each of the company's collaborators. The news did not stop here, because it was also sung "a Christmas song with a personalized letter". The management was "pleasantly surprised" with all these news, stressing Vanda Castro, South Business Unit Manager, that "the union was the present feeling" at this dinner. "Despite all the difficulties we had in 2017, the team shone and demonstrated that the spirit of unity and motivation are present", she told *i-nova*.



DR

DECEMBER 14<sup>th</sup>

**SANTA MARIA DA FEIRA, NORTH**

The "spirit of fraternization and joy" marked the Christmas dinner of the Servilusa's group of the North area. "This was an opportunity that we all took advantage of to have fun and to be together without the pressure of the work", says Paulo Rodrigues, North and Center Business Unit Manager. Although it is a time that there is more work and that 2017 has been a difficult year for the North, the truth is that "the adhesion was overwhelming, which denotes that the whole team is prepared for new challenges and is already looking at 2018 with optimism and hope". This was confirmed by Domingos Patrício, responsible for IR in the North area, who thanked the leadership for "always be available to contribute a little to the happiness of all". The responsible for the IR considers that the living "was very salutary".



Paulo Jorge Magalhães



Family, which is family, celebrates Christmas at the table. For this reason, Servilusa's team, from North to South, fulfilled the tradition of this season with good mood, solidarity, companionship, unity and Christmas spirit. From Servilusa to all families, wishes for happy holidays!



**DECEMBER 15<sup>th</sup> COIMBRA, CENTER**

"Regardless of the religion we profess, this time does not leave any of us indifferent and this dinner represented another opportunity, given to us by the management, so that we can all be together to fraternize", says Ilda Façanha, commercial coordinator of the center. If Christmas is a fundamental moment of the family, "this conviviality allowed us to be with our family of Servilusa, with the people who are with us the overwhelming majority of our time, but with a spirit of committal completely different from what is usual in the day-to-day, out of the routine of work", notes the responsible, adding that dinner was also cause for celebration" of the good results of the team of the Center". Andreia Pedro, coordinator of the stores in that area, could not agree more. "This is always a moment of unity, sharing and fraternization, which we like to maintain", she said.

Paulo Jorge Magalhães



**DECEMBER 15<sup>th</sup> ALCÂNTARA, GREATER LISBON**

Adelaide Lopes, administrative at the Borges Store in Cova da Piedade, does not miss a Christmas dinner. "This is a very meaningful time, and conviviality is always something that we should encourage", she told moments before the dishes give place to music and dance. The animation, promoted on the spot by a DJ, was enjoyed until the last moment by everyone, even by the most shy, as is the case of António Matias, consultant of Servilusa. "It is always good to have this relationship, because more than colleagues we are a family and I am proud to be part of it", he said. Also for Sandra Ferreira, commercial technician in Greater Lisbon, "this is the time for Servilusa's family to be together", remembering that "in busy day-to-day it is always more difficult to talk or socialize with colleagues." As for the spirit of Christmas, both wishes that this "prevail every day and not just at this time", highlighting the importance of "friendship and unity" that exists among the entire team.

Celestino Santos

# STONE ON STONE UNTIL REACHING THE SERVILUSA

When she found herself in a situation of unemployment, Vânia Costa today commercial technician in Servilusa in Vila Nova de Gaia area, hardly imagined it would be in the funeral sector that she would find her future. Today, six years after accepting this challenge, she could not be more satisfied.

✍ Bruno Dias   📷 Paulo Jorge Magalhães

Closes one door and opens a window. This is an expression already seen, but still it fits like a glove in the history of Vânia Costa and its arrival at Servilusa. Vânia Costa was employee of administrative services in a public construction company, a business that was apparently far from taking her to the funeral sector. However, with the arrival of the economic crisis, this company went through some difficulties and, as a work of destiny, competed for the management of tanatary of Matosinhos. Won the competition and Vânia Costa moved from the public sector to the tanatary.

"At the time I accepted because it was a good proposal and opened up new horizons for me", she recalls. In spite of the change, the economic problems dragged to the new business and Vânia Costa was forced to face a situation of unemployment. A difficult time, in crisis, but which had a happy ending thanks to Servilusa.

"While working in the tanatary of Matosinhos I dealt closely with all the funeral directors in the North, but I never thought of working in a funeral home or deal directly with this world. However, in conversation with Mr. Joaquim Placo, he encouraged me to send my resume to Servilusa", she says, stressing that she never imagined that she was "in the pipeline" for commercial technician in the Vila Nova de Gaia area.

"At the time I remember that there were reports that Servilusa was going to open a crematorium in Oporto and I always thought that my entrance could be through the crematorium of Lapa", confesses Vânia Costa, although the outcome was another: "They called me for an interview and when I arrived I knew it was for commercial technician. As I was born and raised here, they offered me this challenge. "Despite the surprise, the answer could only be one:" I was grateful, I accepted and since January 10<sup>th</sup> of 2012, I'm here", she reveals smiling.

## ■ A FRIEND'S SHOULDER FOR FAMILIES

Admittedly without knowing the emotional contours of this activity, Vânia Costa admits that the initial difficulties were mainly in the relationship with newly bereaved families. "It was an area completely unknown to me, in a certain way. The relationship with families

was in fact the most difficult, because it is not easy to deal with the loss: we are not educated to lose and in our society this is a taboo subject".

The experience in Vila Nova de Gaia has brought her another comfort and she assumes that today it is she who helps families deal with the loss, even in the simplest things. "I have all the time in the world for the families, I help in everything I can and even in things that are sometimes not part of our services, such as choosing the clothes or preparing the flowers. Sometimes people get so blocked that in the smallest things we are a precious help", she says, adding that the "thank you" she often receives in the end is the best of her work, as well as the feeling of friendship with which many people already see her in the streets of Gaia. "They tell me many times, 'It's a good sign to see you. It's a sign that we're still here!'", she says smiling. "It is good to feel that in addition to our work we have been able to create friendly relations".

When the day is over it is time to assume the role of mother and wife and Vânia Costa says that despite the "run, run" and the short time that the work day leaves, have the daughter in her arms and "breathe freely for five minutes" is the ideal end to her day, with the "feeling of duty fulfilled and ready for the next day to give her best". ■







# PLUCKING ACACIAS

## IN DEFENSE OF THE SERRA DE SINTRA

On Friday, October 13<sup>th</sup>, no myths were sought in Serra de Sintra, but acacias. More than 350 volunteers – including a dozen collaborators from Servilusa – participated in the 12<sup>th</sup> edition of GIRO\*, with the aim of defending the mountain range.

✍ Ana Fernandes 📷 Celestino Santos

In the 19<sup>th</sup> century, under the inspiration of Romanticism, sumptuous palaces were built in Serra de Sintra, surrounded by tree flora from many different parts of the world. The acacias were one of the exotic species that settled there and, especially after the fire that hit the mountain range in 1966, created the conditions to be invasive, contributing to the loss of biodiversity.

“Acacia has become invasive because it has superior capabilities to other species. It grows very fast, produces many seeds and germinates all. In some places, it is possible to find more than a thousand seeds per square meter, which creates problems”, said Nuno Oliveira of Parques de Sintra, during the briefing to about 350 volunteers from 26 companies that, on October 13<sup>th</sup>, joined in the Tapada do Mouco, to fulfill another action within GIRO.

“Since 2008, we have systematically carried out control actions on this species using mechanical means, which has some limitations (because, if root is not removed, acacia can grow even more strongly), or herbicides, which we minimize to the maximum. Pluck by hand in consolidated areas is preferable and is what we are going to do today”, said the responsible. Organized in groups of 20, the volunteers hit the ground and, with the support of the technicians, fulfilled the challenge of the day.

### ■ IN DEFENSE OF THE TERRITORY

The volunteer activity in Serra de Sintra was one of eight initiatives promoted by the Group of Reflection and Support to Corporate Citizenship (GRACE), in the continent and in the islands, within the context of the 12<sup>th</sup> edition of GIRO\*. Taking as its motto “the defense of the territory”, the objective was “to respond to what was the great calamity this year, the fires, sensitizing the conservation, recovery and sustainable use of the forest”, said Luís Roberto, member of the management of GRACE.

Welcoming the companies' adherence, the responsible said that a total of 54 organizations and close to 900 collaborators were involved in what is “the largest business volunteer initiative in Portugal”. “It's a fact that corporate social responsibility is growing. Only in the last year we had an increase of 25 associates, which is very positive”, he said.

Participating in the GIRO initiatives for seven years, Servilusa, in addition to being present in Sintra, also highlighted eight collaborators from the North area for the action that took place in Valongo, in partnership with the Centro Regional de Excelência em Educação para o Desenvolvimento Sustentável da Área Metropolitana do Porto [Regional Center for Excellence in Education for Sustainable Development of Metropolitan Area of Oporto].

“We are a certified company in Environment and we feel the responsibility to make our civic contribution”, commented Ana Aires, director of Quality, Environment and Social Responsibility of Servilusa, and volunteer in the action in Sintra. Also Adelaide Borges, a collaborator from Cova da Piedade store and a habituê at GIRO, showed her pleasure: “I find it very interesting. We are giving more value to the nature when we participate in this kind of initiatives”. ■





# HEALTH AND FUN IN ACTION ACROSS THE COUNTRY

Having health is more than a physical state. Servilusa knows it and therefore develops, within its Social Responsibility policy, activities that promotes the dynamics in the communities where it is inserted, while providing moments of pleasure and good mood. Walking, playing cards or watching the dolphins, at the end of the day, the smile is the most important in this social mission.

✍ Bruno Dias

## FORWARD IT IS THE WAY

Taking advantage of the commemoration of the National Day for the Prevention of Breast Cancer, the Melo Funeral Home in Cacém wanted to get people to walk for this cause. The morning was cold, the route had a lot of climbs, but not without lack of joy and motivation.

"This is a cause that tells a lot to women and that is also why we are here", says Maria Paula, prepared to start walking. This participant did not hesitate a second when she heard what Servilusa was preparing: "I think it's a good initiative. A friend told me that there was going to be a walk, and I like to walk, so I joined it the first hour."

The same merit to this action recognizes Judite Rodrigues, who had the advantage of knowing which terrain they would tread. "I walk every day for at least two hours. This course I already did in an hour, so it will not to be new. But as the cause is noble, I joined this initiative of Servilusa."

Pedro Costa, responsible for the institutional relations of the company in the Greater Lisbon area, admits that joining the initiative to commemorate the day of fight against breast cancer was "the icing on the cake" and stresses that the great reason for its organization was the "opportunity to reach people". "We wanted to do something new, which we had never done and go beyond what our eyes tell us, also trying to overcome the stigma of being a funeral company organizing these actions. It is a source of pride and responsibility for us to play this role."

Paulo Adrego, member of the parish council of Cacém and São Marcos responsible for the sports area, also participated and acknowledges: "It is great to collaborate with the companies of the parish and this type of events has a special meaning, since it allows demystifying the role of the funeral home."



## THE MAGIC OF DOLPHINS IS CONTAGIOUS FROM 8 TO 80

Those who have already deprived with dolphins know how impossible it is to remain indifferent to these friendly mammals. From there, Servilusa decided that if the children love these animals, why can not the older ones be delighted with them.

"Every year we usually do a great action with the senior population of Algarve. We want to bring back the joy to the senior, and since October is the month of the senior, we have added the useful to the pleasant and gathered four institutions to take these senior people to Zoomarine", says Armanda Cercas, responsible for the institutional relations of Servilusa in the South area.

There were 35 participants in an initiative that was designed to get them to see as many shows as possible. "The main attraction was the dolphins, but also tropical birds, seals and sea lions assumed protagonism. It was a full day and we were all very happy", recalls the responsible, who has no doubt that the initiative was a success. "It was a very rewarding experience and we ended the day with a sense of duty, because their smile is something inexplicable".





## THE CONVIVIALITY WAS THE ACE OF TRUMP IN COIMBRA

The knuckles hit the tables in vigorous strokes, demonstrating confidence in the play. Win that "trick" and who knows the game. It was these and other adventures that took place in the afternoon in the Salão de Jogos [Room of Games] of Adémia, in Coimbra. An afternoon of Sueca [card game called Swedish], with 26 players, some "professionals" and in preparation for high flights.

The tournament organized by Servilusa "does not count for the totobola [game of chance consisting of predicting the results of football matches]" of this type of card games, but served essentially to promote the fraternization among the many who participated, although all have winked the trophy that, from the beginning, was strategically placed at the players sight.

Luís Matos Cabo, responsible for institutional relations of Servilusa in the Center area, hosted this initiative. He reveals that he knows little of the game, but was enthusiastic about the environment that was created among the players. In the end the cup could only be delivered to one of the teams, the winner, but stresses that it was an afternoon in which Servilusa did much more



than just "sponsor" a Sueca tournament.

"I am convinced that it was an initiative that will have repercussions in the future. It is true that people at first looked with some distance for the fact that we organized something so out of the context of our activity, but the truth is that in the end it was a great success and everyone had a great time", says the responsible.

The balance could not, therefore, be more positive and, accounts made, at the end barriers were broken. And much more was

done than playing cards: "First you find it strange. Then you can't get enough of it [like the slogan that portuguese poet Fernando Pessoa made for Coca-Cola. In Portuguese: "Primeiro estranha-se. Depois entranha-se"]. We are the only ones who in this activity do things out of the box and people understand that it is a way of approaching the community. We also took advantage of the opportunity to roast chestnuts that, accompanied by jeropiga [tradicional liquor], closed in beauty one afternoon well spent!"

## DIABETES: IT'S IMPORTANT TO DIAGNOSE!

Diabetes is one of the epidemics of the 21<sup>st</sup> century and in Portugal the numbers have been increasing as a result of unhealthy living habits. If experts reiterate that it is important to prevent the onset of the disease, it is no less true that focus on diagnosis and identification is essential before more serious consequences arises.

Knowing this, Servilusa organized, in Oporto, a health screening, which took place precisely on World Diabetes Day, on November 14<sup>th</sup>. "It was an action of proximity to the local communities and that we developed in partnership with the pharmacies", begins to explain Domingos Patrício, responsible for institutional relations of Servilusa in the North area.

About 50 people attended at the health screenings promoted by the shops Paula de Valbom, in Oporto, and Placo Gaia, in Vila Nova de Gaia. "The feedback was excellent. Any citizen who goes to a pharmacy pays for this type of screening, so people are grateful we have organized this initiative for free. This year we invited the Valbom Social



Center, there was the opportunity for some residents to do the screening, and Valbom Church, and people always appeared with a smile on their faces", he says.

In this type of initiatives, the "distrust" of

being an activity promoted by Servilusa is quickly overcome. "It is important to show people how they are and how we present ourselves, and these actions allows us to be close to people and families."

## EFFS 15<sup>th</sup> ANNUAL GENERAL ASSEMBLY THE EUROPEAN FUNERAL SECTOR **DISCUSSED THE FUTURE IN LISBON**



Lisbon hosted the European Federation of Funeral Services (EFFS) 15<sup>th</sup> Annual General Assembly on October 5<sup>th</sup> and 6<sup>th</sup>. The meeting was particularly important because, in addition to the election of the new governing bodies, issues of key importance for the sector were discussed, such as the revision of the European Standard 15017 "Funeral Services - requirements", the requirements for the translation of deceased between European countries and marketing opportunities in a constantly evolving society.

✍ Teresa Mendes 📷 Celestino Santos



More than a general assembly, this meeting, which has more than 100 members from 29 European countries, "is an opportunity to continuously improve professionalism in the sector as well as support members in all matters." This was precisely what happened in Lisbon, the host city of a session that allowed "a welcome and fundamental exchange of views" on the funeral sector, Guillaume Fontaine, president-elect of EFFS, told *i-nova*.

In addition to this primary objective, the focus was on matters common to all members, such as the standardization of the service. "At the moment we are re-evaluating this standardization and it takes a lot of energy, time and money because most of the people here are also running their business", he added, considering that "although each country has its funeral tradition, a single Europe can and should be extended to the funeral sector".

Much of the first day of the meeting was reserved for discussion of matters relating to the future of EFFS. At the opening session, Anke Teraa, executive director, Ulf Lernéus, vice-president, and Guillaume Fontaine, welcomed those present who filled the Sana Lisboa Hotel conference center. Also the past president, Giovanni Primavesi, made a point of greeting, although by virtue of personal issues, through a video message.

The end of the morning was intended for the communication of Patrícia Carvalho, consultant in the area of Quality, who





updated the European Standard 15017 "Funeral Services - requirements" (see flash interview on the side). The afternoon was dedicated to the election of the new board members of EFFS, the new governing bodies, auditors and referees, and the voting was for the first time carried out through an online tool.

With a touch of British humor, followed the presentation of Jeremy Field, managing director of CPJ Field & Co., on the UK funeral market and its challenges. The day could not have ended better, with a dinner party at Espelho D'Água's restaurant in Belém.

#### ■ "WORK & PLEASURE"

The second day began with sunshine and a trip by tram that started at Praça do Comércio and passed through some of the emblematic sites and historical neighborhoods of the capital, such as Alfama, Castelo, Bairro Alto, Martim Moniz, Graça. After lunch was the turn of Fernando Sánchez Tulla, from Mémora Group in Spain, talk about the marketing

opportunities in the sector (see flash interview on the next page). Last but not least, the transport of deceased people in Europe has also been discussed, "an issue that will remain on the list of priorities for the new board", said Anke Teraa.

The perfect combination of "work & pleasure" was the key to the success of this meeting, which planning was praised by everyone present. "This was the best

#### GUIDELINES APPROVED BY THE NEW BOARD

- "Shengan for the dead" - how can the deceased cross the borders within Europe without obstacles;
- Finalize and publish the revision of European Standard 15017 "Funeral Services - requirements";
- Make EFFS a source of qualified information for its members;
- Develop and conduct a study on the responsibility of funeral directors;
- Review and adapt the EFFS Constitution.

PATRÍCIA CARVALHO

Quality Consultant, advisor to EFQM - European Foundation for Quality Management



"THE CHALLENGE IS TO HAVE A STANDARD SERVICE, BUT WITH A LOT OF INDIVIDUALIZATION"

#### What is the importance of the renewal of European rules on the funeral sector?

In addition to the guarantee of a funeral service with a standard quality that meets the legal requirements – which are many – it is also necessary to ensure that the wishes of the customers, which are different from case to case, are met. Basically, the challenge is to have a standard service, but with a lot of individualization.

#### What is being discussed, in particular, in the process of revision of the European Standard 15017?

For example, the difficulty and bureaucracy that still exists in the transport of the deceased, which is absurd if we think that there is free movement of people and goods in the Schengen area.

#### What is the proposal in this field?

Certification by the funeral service standard could allow the use of CE marking in funeral services (similar to that in other sectors), facilitating bureaucracy associated with the translation of deceased into European countries. In essence, it would be to include in the rules of movement the free movement of deceased, provided that the funeral home had CE marking obtained through the certification of the service in the European Standard 15017.

#### What other subjects are on the table?

Environmental protection, for example, an area that we have been fighting for a long time in Servilusa. But we are not the only ones! The truth is that while promoting recycling, the environment and the earth are being contaminated by metal materials from the urns. Another new area under discussion is the requalification and a greater requirement of soft skills of the professionals of the funeral sector.

## EFFS NEW ELECTED BOARD\*

**President:** Guillaume Fontaine, France

**Vice-presidents:** Ulf Lernes, Sweden; Gunnar Hammersmark, Norway

**Members of the board:** Luca Tabossi, Italy; Jordi Viñas, Spain; Paulo Carreira, Portugal; Markus Pinter, Austria; Ladislav Striz, Slovakia

**Treasurer:** Petr Rambousek, Czech Republic

organization that EFFS general assembly has ever had", said Anke Teraa, adding a "special compliment" to Paulo Carreira, president of the Associação Portuguesa dos Profissionais do Sector Funerário (APPSF) [Portuguese Association of Funeral Industry Professionals], considering that the also a member of the EFFS board "has contributed greatly to the progress of both national association and European federation".

Paulo Carreira emphasized "the unconditional support of Servilusa in this organization", as well as "other sponsors, namely Kalfrisa, Joriscastro, Ventilaqua, Sortem and Margarido Joalheiros". From the scientific program also highlighted the presentation of the main requirements of each country on the translation of deceased into Europe, taking into account the different perspectives, from the entry and exit of the deceased of the country or procedures to take into account when a European deceases in another European country.

As far as the revision of European Standardization 15017 is concerned, the president of APPSF and elected member of the EFFS board recalled the importance given in the new structure presented of the referred norm to: education/training; counseling service; funeral facilities; transportation of deceased and remains; treatment of the deceased; online funeral services; and quality management system. "It is recalled that, at the moment, the third draft of the standard by the CEN [European Committee for Standardization] is being published for public discussion, with the objective to be finalized during 2018", added Paulo Carreira.

In the end, Vanda Castro, member of APPSF who coordinated the entire front and backoffice team, was visibly happy. "It is very enriching to know that our effort, dedication and commitment is recognized by all participants", she said. ■



FERNANDO SÁNCHEZ TULLA | Director of Marketing and Communication of Mémora Group



### "THE DIGITAL CHANNEL IS BECOMING MORE AND MORE IMPORTANT"

**What are the main challenges of the funeral market in terms of marketing and communication, according to your experience in the Mémora Group?**

First of all, we must identify our stakeholders and realize that there is not a specific target, but a multiplicity of people from different genres, social extracts and creeds, and that we have to include in our activity positively to all their needs and expectations, surpassing them.

However, if on the one hand it is necessary to adapt the message to different people, whether families or professionals; on the other hand, the way of getting this message also changed. That is to say, the digital channel is becoming more and more important, and today we are obliged to be present in the online world in several ways, to make our services known, to provide support to the families and the professionals, for example through blogs, or to make online sales available. So we have to include in our activity and be familiar with numerous tools that allows us to have, for example, simple and intuitive websites, adapted to the mobile phone and with options for sharing contents through several applications and social networks; be present in social networks; advertise online; and, of course, to monitor the impact and return of all this activity.

#### **How do you manage to bring these challenges to fruition?**

It is necessary to exploit innovation, combining business talent with reality, viability and sustainability in the market.

#### **How does Mémora Group looks at Servilusa in this context?**

Despite being a young company and being part of a different market from Spain, Servilusa is a reference in the Mémora Group, with very good ideas materialized, some of which have already been adopted by the group.

\* Anke Teraa was appointed executive director.



## “PRE-NEED IS THE FUTURE”



For the newly elected president of the European Federation of Funeral Services (EFFS), Guillaume Fontaine, the funeral sector needs to be able to adapt to the ever-changing world. He said in an interview with *i-nova* that EFFS has a role to play in relation to European laws and that the pre-need, or funeral plan in life, is the future of the business.

✍ Teresa Mendes 📷 Celestino Santos

■ **We know that this spirit of hiring a funeral in life is very developed in countries like Holland, England or France. Do you think that this model could be applied to the whole of Europe?**

It would be desirable, but I believe that it will always be difficult to have the same rules in all countries of the European Union. Thus, good examples need to be adapted to the reality of different countries. Only in this way we guarantee a global quality while maintaining the national identity.

■ **What issues should be safeguarded in this type of service?**

First of all, the funeral home or the funeral director must always honor the commitments and respect the will expressed by the client. Then should be presented a package financially secure.

**“We need to be able to face that reality and adapt our business to the environment and the way we live”**

■ **How important is EFFS to the funeral sector and its national associations?**

I believe that EFFS has a role to play in relation to the European laws that affect our sector. And it was precisely for this reason that we started the process of revising the European Standard 15017 “Funeral Services - requirements”, to show to the European Union that we are committed to achieving a common legislative field for European countries.

■ **What is your opinion about the work carried out by the Associação Portuguesa do Sector Funerário (APPSF) [Portuguese Association of Professionals of the Funeral Sector]?**

We have an excellent working relationship with Paulo Carreira, president of APPSF, someone who has immense energy and who has enriched EFFS in a very positive way with his expertise in the sector. In addition, we have had the opportunity to see that this same vigor and knowledge is applied in the way the funeral services in Portugal are organized, which work very well. ■

■ **How should the funeral service be currently faced by professionals in the sector?**

Well, in fact, the funeral sector has not changed much for decades. However, the world we live in is always changing and we need to be able to face that reality and adapt our business to the environment and the way we live. I speak, for example, of a world that is increasingly digital, of the problem of environmental impact, of business mergers or of the changes that have taken place in family structures today.

■ **These changes that you talk about are also reflected in the hiring of services such as the pre-need (funeral plan in life). What is your experience with this new way of looking at the funeral service?**

In my opinion, the pre-need is the future. This tendency manifests itself more and more, there are already many people who prefer to prepare and pay for their own funeral, even because they do not want to overwhelm their loved ones with this type of expenses or worries.

# IN 2018, GIVE YOUR BEST

✍ Vanessa Bilro com Filipa Teles\*

“New Year, new life,” the saying goes. But for this you have to act. *i-nova* introduces you seven attitudes to start 2018 at your best version. Even if you have abused during the holidays!

\*Specialist in Traditional Chinese Medicine at Essence Prime Care

## 1 ALKALINE WATER TO REMOVE TOXINS



It is essential that our organism maintains an alkaline blood pH (7,35-7,45) to find ourselves in a healthy and pure state of well-being. Antioxidant and with high hydration power, alkaline water becomes an excellent ally after the festivities and food excesses. It can also be used to aid in the prevention and treatment of diseases.

Fluid retention and bloating, abdominal distension, cramps and intestinal disorders, skin changes, thirst, increased appetite, and uncontrollable greediness. Are these symptoms familiar to you? Probably overdone the holiday delicacies. On the other hand, besides the exaggeration in quantity, we often eat foods that are not the most suitable for our constitution. An expert in nutrition and dietetics can trace you “the nutrition map.” However, the next time you go to the supermarket, include the following foods in the shopping list: **red fruits, beets, mushrooms, chia seeds, flax and sesame seeds, coriander, watercress, chicken eggs (organic), horsetail and dandelion tea.**

## 2 FOOD: THE “CORE QUESTION”



## 3 ACUPUNCTURE AND MASSAGE FOR ENERGY UNLOCKING



The benefits of this millennial medicine have been proven by the World Health Organization<sup>1</sup> in pathologies such as headaches, depression, stress, premenstrual tension, menstrual pain or dysregulated menstruation, gastritis, ulcer, diverticulosis, back pain, sciatica, sinusitis, rhinitis, arthrosis, gastrointestinal disorders, insomnia, infertility and obesity. As such, **both acupuncture and massage are useful tools to detoxify and deflate the body, remove fluid retention, as well as improve digestive processes and increase metabolism.** Enjoy and relax!

1. The World Health Organization recognized acupuncture in 2003, and its position on the subject, published at the time, can be consulted in [http://www.wpro.who.int/traditional\\_medicine/en/](http://www.wpro.who.int/traditional_medicine/en/). Recently, this organization published the program “WHO traditional medicine strategy: 2014-2023”, available in [http://www.who.int/traditional-complementary-integrative-medicine/publications/trm\\_strategy14\\_23/en/](http://www.who.int/traditional-complementary-integrative-medicine/publications/trm_strategy14_23/en/).



If physical exercise is an old goal, turn it into a concrete goal. So, **sign up for a gym, generating a new routine; try a new workout plan; or even a new physical activity.** Do what you never had the courage to try!

#### 4 IT'S TIME TO MOVE!



#### 5 PRACTICE MEDITATION AND BREATH



Meditation and yoga are in vogue, but the truth is that this practices have even given evidence in the field of physical and mental health. For example, breathing exercises called **"Pranayama"** **not only improves the quality of cerebral oxygenation but also balances the central nervous system, activates the digestive and respiratory systems and rejuvenates the skin.** According to the book *Hatha Yoga Pradipika* (one of the most influential of traditional Indian Hatha Yoga, whose founder is Goraksha Natha), "when the breath is irregular, the mind oscillates; when the breath is gone, life is gone as well, therefore breathing control prolongs life". Shall we prolong our lives today?

Already said the popular saying that "makes a man healthy, wealthy and wise". But the festive season is often synonymous of sleepless nights or a few hours of sleep. The circadian sleep cycle, as well as its quality, is related to many emotional factors and can help in the prevention and resolution of some chronic diseases, such as blood pressure, heart memory and concentration disorders, diabetes, obesity, among others. Therefore, the priority must be to rebalance this cycle, and the most effective way is by the time of waking up. If this is not possible, **bet on a nap of up to 20 minutes after lunch to restore energy, do not generate fatigue, boost the immune system, improve work efficiency, and ultimately enjoy the best moments of life.**

#### 6 EARLY TO BED, EARLY TO RISE



#### 7 READ A GOOD BOOK



Although it stands out last does not mean that has less importance, as it is one of the most accessible opportunities for personal and professional development. **In addition to all the inherent benefits of reading in its cognitive-intellectual component, it provides higher mood indices and, therefore, allows to relativize the problems of everyday life.** Reading a book also provides relaxation, what makes the reading an incredible tool to get free of technology at the end of the day and prepare to rest and start over the next morning.

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