

Personalized Funeral Services could provide 'good grief' in Hong Kong and should be a new benchmark for funeral service

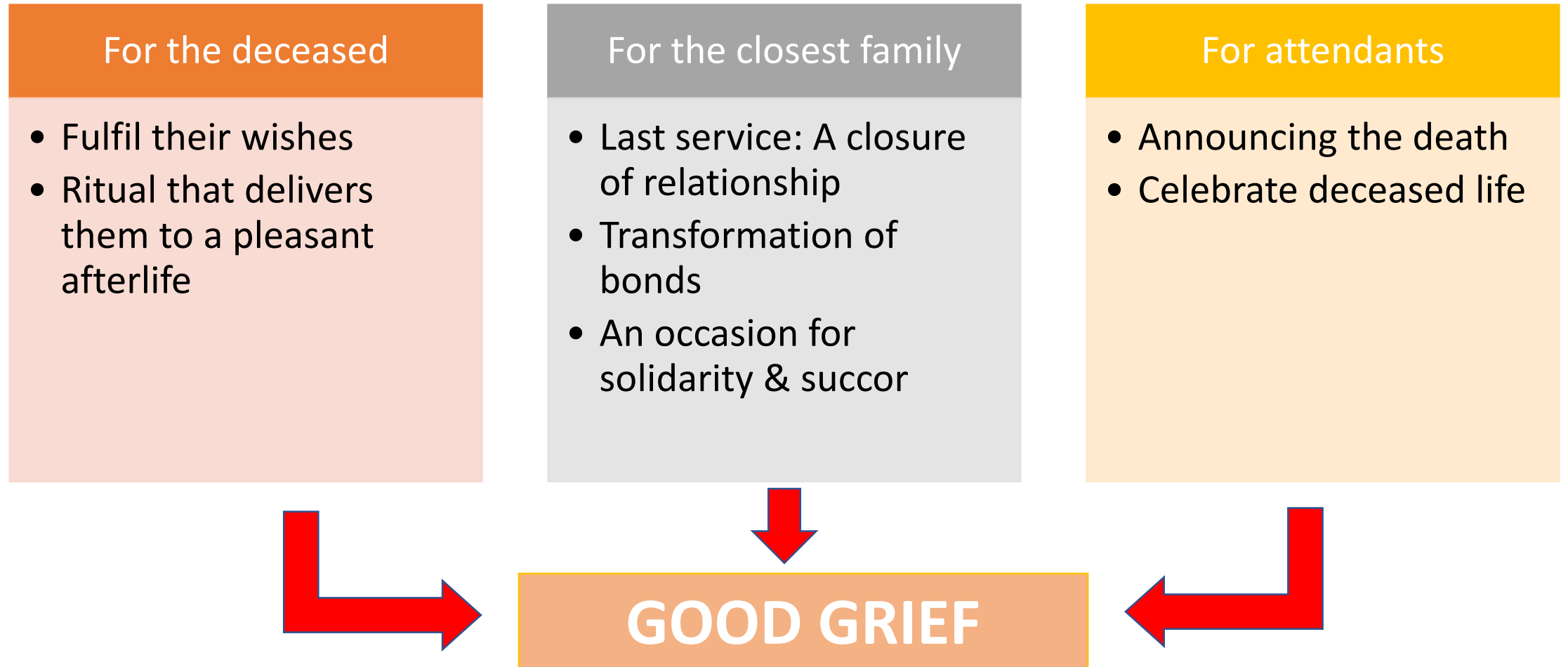
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Why do we conduct a funeral for our loved ones?



(Stroebe & Schut, 2001; Hibberd, 2013; Stroebe, Schut, & Boerner, 2010)

What is a 'good funeral'?

- People tend to expect traditional event, but with few experiences to refer to when holding one.

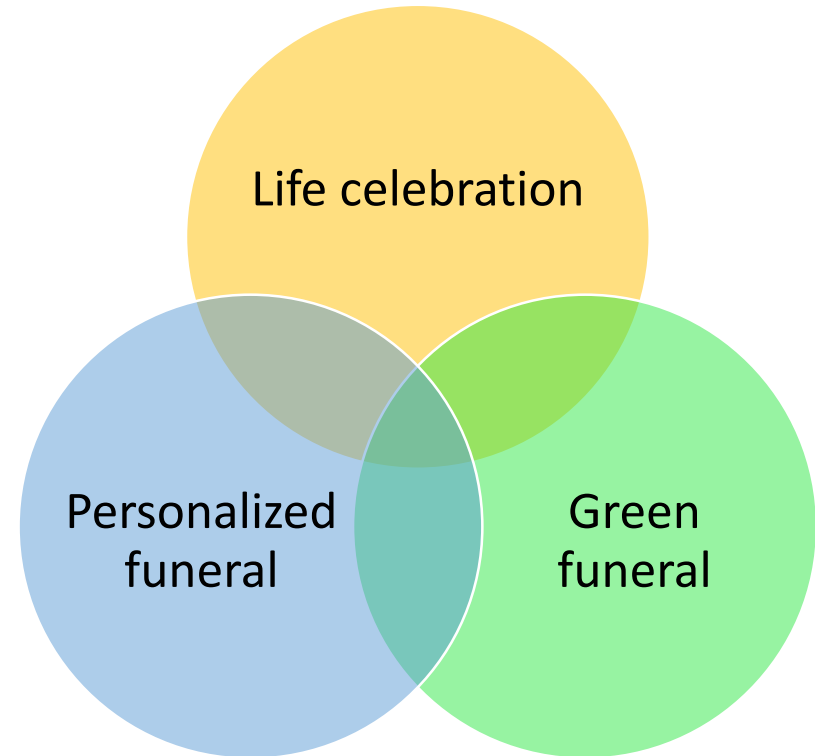


O'Rourke, Spitzberg and Hannawa (2011)

Forget Thee Not 「毋忘愛」



- A Non-governmental Organization (NGO)
- Founded in 2013
- This study is a qualitative service review of 40+ personalized funerals conducted between 2018-2019 using face-to-face interviews and thematic analysis.



What do HK people look for in a personalized funeral?

Rather than a traditional ritual, ...

An occasion to emotionally process the death

Celebration of the colourful and unique life of the deceased

Reflect on the meaning of life





毋忘愛
FORGET THEE NOT



環保吉儀

循環再用，減少一次性消耗





Example 1: Miss Q (10 yr old)

From a scary, cold ritual to a colourful farewell

Personalized and welcoming decorations

Drawing blessings on the coffin



Creative rituals

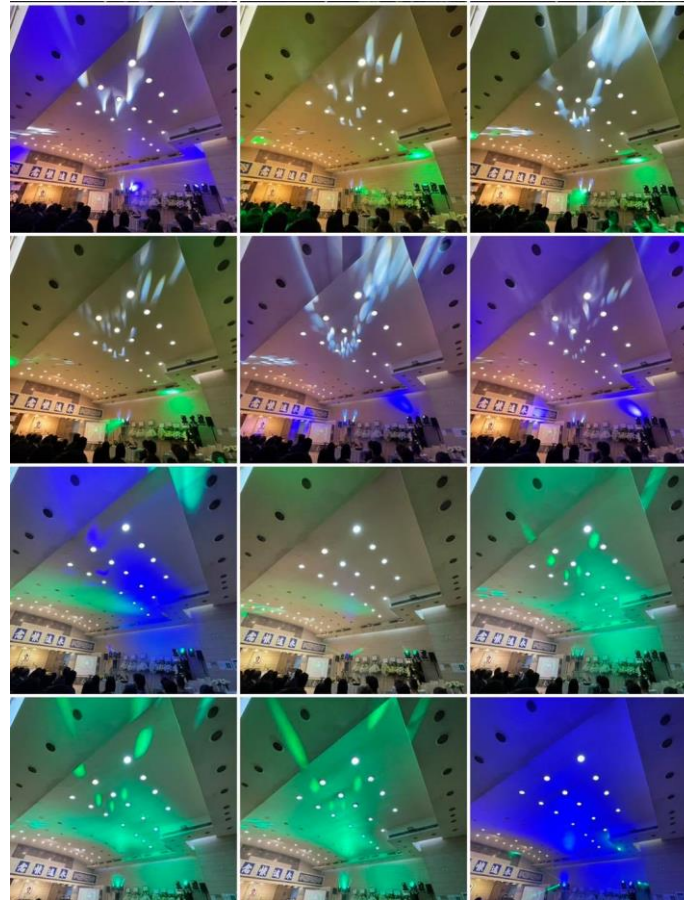
Example 2: Mr Kelvin

From planning for loved-one to planning for himself

Commemoration



Buddhist ritual with a twist



Forwarding knowledge to others



Example 3: Ms Lee

From user to alliance



What makes a good personalized funeral in HK?

Preserve dignity of
the deceased

Attentive to
psycho-social-
spiritual needs

Adaptable to
individual
demands and
tastes

Empathetic
companionship to
after-funeral
periods

Warm and
peaceful context

Conclusions

- By tradition, funerals serve as a religious occasion providing a standardized protocol for the attendants to pay tribute to the deceased.
- As most (>70%) Hong Kong Chinese are non-religious, religious rituals in traditional funerals become foreign and irrelevant at best, scary and unwelcoming at worst.
- Most deaths are now foreseeable. People can exercise autonomy at their last journey.
- Personalized funeral fills in the gaps by enabling the funeral relevant to the life of the deceased, thereby serving the commemoration, emotional and social functions for the attendants, and a way to celebrate the life of the deceased according to his/her preference.

毋忘愛相信每個生命都有獨特和值得肯定之處

We believe in the uniqueness and affirm every life.

喪禮是讓先人的愛及精神
永遠留傳於後人心裡成為生命動力
繼續積極人生

Funerals are a way to continue the love and the spirit of the deceased, and enable them to empower the living.



www.forgettheenot.org.hk



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