

Jardim da Saudade Assistência LTDA, Pinhais, Paraná, Brazil

Sustainable Running Circuit Project – Valuing Life and Memory

The challenge of marketing funeral services is to remove the stigma that people have regarding death. It is common for people to think about hiring a funeral plan or a cemetery when they are going through a moment of mourning, or when they receive news from doctors that some family member is close to death. In order to reinforce its brand and capture new leads, Grupo Jardim da Saudade developed the project “Sustainable Running Circuit – Valuing Life and Memory”, the purpose of which is to associate cemeteries and funeral services with life, health and well-being.

The project aims to promote health and well-being through physical activities by inviting its employees, customers and the community in general to participate in running circuits that are held within the cemeteries.

In addition to the health proposal, there is a supportive and sustainable nature linked to the project, participants must donate cans of soft drinks or beer, these donations are reverted into resources to help recyclers in the city of Almirante Tamandaré-PR to acquire new carts to carry out their work. Race participants are also encouraged to donate a pair of sneakers, which are sent to low-income athletes from the same city.

The project proposal is to hold a running circuit in each of its cemeteries during the year 2024. The first sustainable circuit took place at Cemitério Jardim da Saudade de Pinhais-Pr on 03/17/2024 where we had 580 participants, the second circuit took place on 06/16/2024 in Blumenau-SC with 630 participants, and the third circuit will be held on 09/24/2024 at Cemitério Jardim da Saudade in Curitiba-PR, registrations for which are already taking place.

In the circuits already carried out, around 5000 cans were collected for donations, in addition, among all those present who participated in the race, there was recognition that the cemetery can indeed bring actions associated with life, and bring a special moment to reflect on mourning, without be in mourning: “The project brings benefits to the general health of the community, given its involvement in leisure, health, it also helps low-income people with the donation of solidarity sneakers, recyclable cans that are collected, benefiting the environment due to the encouraging the practice of recycling and resulted in recognition of the Jardim da Saudade Group as a company that encourages sustainable well-being actions, enabling us to impact people to think about death before they are in mourning, recognizing the importance of the funeral service , not associating it only with death.” – Bruna Louise Garcia Miranda – CEO of Grupo Jardim da Saudade.

“The race was excellent, great for us, a victory for us to be here!” – Race Participants.

“The race was very challenging, it was a day to bring life here into a place that sometimes people only associate with death, but today was a moment to celebrate life here at Jardim da Saudade.” André Leão – Marketing Manager at Jardim da Saudade.

“A feeling of gratitude to all the partners, sponsors, athletes, who came to cooperate with this sustainability action, with this sporting issue and especially in the place where we have all the affection, especially we came here to celebrate life.” - Lucas Schilichtha – Event Promoter

The “Sustainable Running Circuit – Valuing Life and Memory” Project recognized the Jardim da Saudade Group for encouraging activities that promote a healthy and conscious lifestyle. The events already held highlighted the brand as a company that promotes sustainability , in addition to generating new leads and sales due to bringing people closer to the topics of mourning and funeral services, highlighting cemeteries as a space for reflection and preservation of memories.

Due to the great success in 2024, the Group intends to repeat the racing circuit in the following years, making the events a landmark in the calendar of the cities where it provides services.