



Green Burial Council Funeral Service Provider Standard

Purpose

- ✿ To promote caring for the dead with minimal environmental impact and aid in the conservation of natural resources, reduction of carbon emissions, protection of worker health, and the restoration and/or preservation of habitat.
- ✿ To ease the research process and decision making for consumers seeking environmentally friendly funeral service, and to encourage and facilitate the mainstreaming of green burial choices by the public
- ✿ To clarify and streamline certification criteria for funeral homes and remove negative language from previous versions of the Standard

In the context of a funeral home, a Green Burial Council certification is a signal to the public that the provider is offering an industry-leading standard of environmentally friendly funeral service. The provider is expected to understand and accommodate the most common wishes of consumers seeking green burial, such as: environmentally friendly body care options, the choice to spend time with the body, and availability of appropriate merchandise.

Therefore, a Green Burial Council-certified Funeral Home must meet all of the following six (6) criteria:

- ☐ It is easy to find environmentally friendly options (simple graveside service, noninvasive body care, biodegradable merchandise, etc.) in the General Price List. If Funeral Home offers "package" pricing, Green Burial is listed as an option among the other main package choices. There is no price list language, waiver or disclosure that would dissuade a customer from choosing these options.
- ☐ If Funeral Home describes their service offerings on their website, Green Burial is listed among the other main service options. It should be easy to find green services on the website and there is no language that would dissuade a customer from choosing this service. Website menu structure (if used) ranks Green Burial on equal terms with other types of offered services.
- ☐ Allows and offers sanitation, preservation, and/or limited restoration without embalming, or with the use of GBC-approved embalming products.
- ☐ Allows and offers private or public visitation without embalming, or with the use of GBC-approved embalming products.
- ☐ Accommodates and facilitates home vigils without embalming, or with the use of GBC-approved chemicals.
- ☐ Offers at least 3 GBC approved burial containers/shrouds, which are on the Casket Price List **and/or**
- ☐ Offers at least 3 locally-sourced, artisanal or hand made, biodegradable burial containers/shrouds, which are on the Casket Price List