

Telling Death

Intergenerational meetings and
citizen dialogues on funeral and
mourning

Summary

1. Evaluation of the project and its impact	p.4
1.1 Events	p.5
1.2 Participatory workshops and meetings	p.5
1.3 Podcast	p.5
1.4 Website	p.5
1.5 Social networks	p.5
1.6 Media coverage	p.5
2. Description of activities in relation to the objectives and stages	p.6
3. Analysis and evaluation, impact of the project	p.20
3.1 Media coverage	p.20
3.2 Générations Magazine	p.20
3.3 Telling Death website	p.20
3.4 Listening platforms	p.21
3.5 Social networks (Instagram)	p.21
4. Significant deviation(s) from the project	p.22
5. Contribution of the project members	p.24
6. Important events during the project	p.26

1 Evaluation of the project and its impact

The Telling Death project aimed at raising awareness of new funeral practices and at meeting the general public to talk about death and mourning, based on research projects' results. It aspired to make more visible the chain of actors taking care of the deceased and to put into perspective the innovative practices both in terms of treatment of bodies and management of burial sites, especially after the COVID-19 pandemic. As announced in the initial submitted project, Telling Death had the following objective:

- To inform the general public about actual and new funeral practices in Switzerland;
- To socialize the general public to the current material conditions of death and bereavement;
- To make visible the role and know-how of the different actors working in the field of mortuary and funeral services;
- To dialogue with the general public on the links between the treatment of the deceased and the bereavement experience of their relatives;
- To encourage intergenerational exchanges on the treatment of the deceased, death and mourning.

Specific material also had to be produced and made available to the general public, through dedicated website conceived as a didactic support, to be used in other contexts (universities, in the fields of health and social work in particular, death professionals, associations, schools, etc.).

At the end of the project (March 31st 2025), all the activities announced in the submitted project (see point 2) were carried out as planned, with three partners who were strongly committed. Thanks to the commitment of these partners, and also thanks to the creativity of all those involved in the Telling Death project, it was possible to format and adapt the various actions devised in the project in such a way as to be as close as possible to the target audiences, and to diversify the target audiences while building a community of people interested in our scientific communication and mediation activities over the course of the two years. By preserving the initial spirit of the project, it has also been possible to propose additional and innovative scientific communication concepts, such as the participatory workshop 'Ouvrir la Boîte – noire – de la mort' or collective listening of episodes of the Telling Death Podcast, some of which have been organized with the collaboration of institutions or associations interested

in our project during the course of its realization (in particular the Théâtre de Vidy in Lausanne or the Espace Mortem in La Chaux-de-Fonds). We also established a partnership, not initially planned, with Générations Magazine, which announced and broadcast each release of a Podcast episode over six months (between September 2024 and February 2025).

Moreover, we were able to organize an exhibition that was held at the HETSL for two weeks and developed a comprehensive website that announced the project's activities as they happened. This website now compiles useful information (scientific, educational, artistic) for the general public about research results and Telling Death's activities: www.tellingdeath.ch

Overall, the activities carried out as part of the Telling Death project have been a great success, which has been confirmed over time. This is due in particular – as requested in the recommendation issued by the Swiss National Science Foundation in its letter of acceptance of the project – to the professional quality of the service providers we called upon, both for the production of the podcast and for the graphic design of the website and the final exhibition, the management of social networks and the production of the artistic works. In addition, the close-knit team spirit between these various service providers and the researchers from the Haute école de travail social et de la santé Lausanne and the CoLaboratoire of the University of Lausanne made it possible to generate, in a structured and coherent manner, constant and very circular communication between research results and public participation. Indeed, the research – in particular that supported by the SNSF (No Lonely Deaths. Answering the Impact of the Covid-19 Pandemic on the Funeral Sector and the Bereaved Families and Necropolis. Funeral Transition and Mourning in Old Age) – were constantly mentioned and presented, while the public was regularly able to interact with either the researchers, funeral professionals or other participants in the events. Scientific articles related to these projects were always distributed.

In terms of impact, there are several ways to measure it, depending on the type of activities carried out. It should be noted that flyers or presentation documents specific to the events organized in partnership with each partner have been produced, in particular with the support of the HETSL communication department. The information below summarizes the figures at our disposal. A more detailed analysis of these numbers and the audience characteristics is provided under point 4.










1.1	Events	Number of attendants
	1x Exhibition ‘Passages’ on death (summer 2023, Bruson, Val de Bagnes, with the Palp Festival)	4’200
	1x ‘Balade mortelle’ (spring 2024, Chavannes-près-Renens, with the Municipality)	80
	7x Conferences (fall 2024 – winter 2025, Connaissance 3)	405
	3x Visits – cemetery (2x) and legal medicine (3x) (fall 2024 – winter 2025, Connaissance 3)	146
	1x Vernissage ‘Telling Death’ (spring 2025, HETSL)	85
	1x Exhibition ‘Telling Death’ (during two weeks, Spring 2025, HETSL)	No available information as it is a school

1.2	Participatory workshops and meetings	Number of attendants
	3x Talks about death (Summer 2023, Bruson, Val de Bagnes, with the Palp Festival)	73
	4 Workshops ‘La Boîte – noire – de la mort’ (Spring 2024 – Winter 2025; with the Municipality of Chavannes-près-Renens and Connaissance 3)	121
	3 Collective Listening (March 2024 – Fall 2024; with HETSL, Théâtre de Vidy and Espace Mortem)	155

1.3	Podcast	Audience
	6 episodes (with the Palp, Chavannes and C3). Listening (website and platforms, up to March 31st 2025)	3’086

1.4	Website	Views
	www.tellingdeath.ch Views from the launching of the website to March 31st 2025	18’117

1.5	Social networks	Views
	Instagram 51 publications, 415 followers	24’134

1.6	Media coverage		
	L’Illustré ‘Hommage aux imaginaires et rituels mortels’	March 16th 2023	
	Radio Suisse romande la Première Le 12h30	March 12th 2024	
	Reiso.org Revue d’information sociale ‘Atelier – Ensemble explorer la Boîte - noire - de la mort’	April 30th 2024	
	Radio Suisse romande la Première Tribu, « Se faire enterrer dans la forêt »	May 24th 2024	
	Radio Suisse romande la Première Le 12h30	June 27th 2024	
	Générations Magazine once a month, during six months	September 1st 2024	
	L’Illustré ‘Nos plus beaux cimetières’	October 16th 2024	
	Télévision Suisse romande Le 19h30 (grand format)	November 2nd 2024	
	Reiso.org Revue d’information sociale ‘Parler de la mort ? Une boîte brise le tabou’	November 14th 2024	

Description of activities in relation to the objectives and stages

To achieve the project's objectives, the team from the Haute école de travail social et de la santé Lausanne (HETSL | HES-SO), together with the Collaboratoire of the University of Lausanne, planned to carry out the project with three field partners, according to four distinct phases: the first (April-September 2023) was the setting up of an exhibition on death in Bruson (VS), in the Val de Bagnes, with the PALP Festival and Village, including dialogues with the general public and intergenerational meetings with groups of people to produce two episodes of the Telling Death Podcast; the second (October 2023 - May 2024) was to propose a 'death walk' with the Municipality of Chavannes-près-Renens, also including dialogues with

the general public and two intergenerational meetings for two other episodes of the Podcast; the third (March - September 2024, which due to scheduling issues occurred a few months later) consisted of organizing a series of conferences on the theme of death with Connaissance 3 - the University of Seniors of the Canton of Vaud. As with the other two partners, dialogues with the general public were also organized, as well as intergenerational meetings for the production of the last two episodes of the Podcast. Finally, the fourth and final stage (October 2024-March 2025) included a meeting between the project partners, podcast participants and the research team, as well as a consolidation and presentation of the materials produced as part of the project at the HETSL. Finally, a website dedicated to the project was planned and has been created as planned. Here below, the activities developed within the frame of the Telling Death Project are described, by chronological order with information about participation to the activity and potential corresponding mediatic echo.

Citizen and participatory meetings
Intergenerational dialogues
Event (exhibition)

June 18th 2023 – 10 September 10th 2023
With the Palp Festival and Village



Exhibition **Passages. Imaginaires et rituels mortels**, organized in the village of Bruson (VS), from 18 June 2023 to 10 September 2023). The Telling Death project team collaborated with the Palp on this exhibition; Marc-Antoine Berthod and Veronica Pagnamenta wrote the foreword to the exhibition catalogue. Alongside the exhibition, Telling Death organized three **'Conversations on Death'** in a room at the restaurant Le Carrefour in Bruson (Thursday 6 July, 'Transitions and Funeral Professions'; Saturday September 2nd, 'Mourning'; Sunday September 10th, 'Memory, Traces and Souvenirs'). These talks (lasting 1 hour) provided an opportunity to engage with the audience, present the research carried out at the Haute école de travail social et de la santé Lausanne and raise the profile of post-mortem and bereavement professions and practices. Two podcast episodes were also recorded with intergenerational groups from the Bruson region with the support of the Palp team: episode 1, Ça fait partie de la vie, and episode 2, Une famille élargie.



Attendance

- 4,200 Visitors during the three months of the Passages exhibition.
- 25, 28 and 20 people respectively attended the Talks on Death.

Media coverage

- **L'illustré, 'Hommage aux imaginaires et rituels mortels'**, 16.03.2023, pp. 62-63.

Citizens' and participatory meetings

March 7th 2024
University of Applied Sciences and Arts Western Switzerland, Lausanne



Exclusive collective listening to the first episode of the podcast **Telling Death**. This listening session provided an opportunity to present the project and the research work behind it, to present and make available a series of scientific articles and to exchange views with the public on the subject of death.



Participation

- 55 people

Media coverage

- **Radio Suisse romande La Première, Marc-Antoine Berthod was the guest at 12.30 on 12 March 2024.**

Citizens' and participatory meetings

April 30th 2024
With the Municipality of Chavannes-Près-Renens



Participatory workshop 'La Boîte – noire – de la mort', created and led by the Collaboratoire team from the University of Lausanne with the research team from the Haute école de travail social et de la santé Lausanne (HETSL) and the person in charge of the CHUV funeral chapel.



Participation

- 32 people

Media coverage

- Reiso.org – Revue d'information sociale, 'Atelier – Ensemble explorer la Boîte – noire – de la mort', April 30th 2024.



Citizen's and participatory meetings Intergenerational dialogues Event (Balade mortelle)

May 25th 2024

With the Municipality of Chavannes-Près-Renens



Organization of a 'Balade mortelle' (Deadly Walk). The inhabitants of the Municipality of Chavannes and the general public were invited to participate on Saturday 25 May in a day of exchanges between researchers, funeral and bereavement professionals, political authorities and the participants. In the morning, visits to the cemetery, a space in the Vortex – an iconic building in the municipality – and the civil defense shelters provided an opportunity to discover public spaces for discussing death with teachers and researchers. After sharing lunch together in a canteen set up for the purpose outside, participants had the opportunity to take part in a participatory workshop – 'Ouvrir la Boîte – noire – de la mort' – designed and led by the Collaboratoire of the University of Lausanne. A conference linked to the project Funeral Transition and Bereavement in Old Age, funded by the National Fund, brought the event to a close. In parallel to these afternoon activities, participants also had the opportunity to listen to the first podcasts in a yurt in the Commune, to write 'eternal letters' to express their impressions or to talk to the representatives of researchers from the Haute école de travail social et de la santé at a stand presenting scientific articles and books on the subject of death. The Association des doulas de fin de vie also had a presentation stand, in partnership with the Société d'études thanatologiques de Suisse romande (SET). Two podcast episodes were also recorded with intergenerational groups from the Municipality of Chavannes and produced in 2024, namely episode 3 (Ce qui reste) and episode 5 (Une certaine simplicité, released in January 2025). Three world-sized posters were displayed at certain crossroads in the Municipality. In addition, the local newspaper published an article presenting the event.

Participation

- 80 people

Media coverage

- 4,400 distributed to all households by the Municipality of Chavannes to its residents.
- **Radio Suisse romande la Première, Marc-Antoine Berthod is the guest on the programme Tribu, 'Se faire enterrer dans la forêt', 24 May 2024, with an announcement of the Balade mortelle on 25 May 2024 in Chavannes.**

Production of a film retracing the day (8min32)

- To keep a record of the day, a film funded by the Municipality of Chavannes (duration 8 min 33 sec) was made by the videographer Olivier Fatzer (in the process of being finalized). This film is available on the [Telling Death website](#), and has been shown during the final exhibition.

Citizen's and participatory meetings
Intergenerational dialogues
Event (Balade mortelle)

June 26th 2024
Espace mortem – La Chaux-de-Fonds



Exclusive collective listening of the second episode 'An Extended Family' of the Telling Death podcast. This listening session provided an opportunity to present the project and the research work behind it, to present and make available a series of scientific articles and to exchange views with the public on the themes of death on the occasion of the opening of the Espace mortem, opened in La Chaux-de-Fonds by the celebrant Julie Houriet Salomon, on June 26th 2024.



Participation

- 30 people

Media coverage

- **Radio Suisse romande La Première, 12:30**, June 27th 2024, interview with Julie Houriet Salomon, manager of Espace mortem, who talks about the collaboration with Telling Death and the second collective listening of the podcast on the occasion of the opening of this space in La Chaux-de-Fonds.

**Citizen's and participatory meetings
Intergenerational dialogues
Event (Balade mortelle)**

June 26th 2024
Espace mortem – La Chaux-de-Fonds



Veronica Pagnamenta (HETSL | HES-SO) and Line Rochat (Col-Laboratoire, UNIL) gave a talk entitled 'Des espaces et outils pour échanger sur les pratiques post-mortem et la mort en Suisse romande' (Spaces and tools for discussing post-mortem practices and death in French-speaking Switzerland) as part of the workshop-forum organised by the Recherche-action collective.

Participation

- ~50 people

**Citizen's and participatory meetings
Intergenerational dialogues
Conferences and sites' visits**

Autumn – winter 2024-2025
Connaissance 3 conference cycle



As part of its autumn-winter 2024-2025 program, several conferences were offered in several towns in the canton of Vaud, in connection with the Telling Death project: Dying: what happens to digital traces (Payerne); notreHistoire. ch: images as a legacy for a shared memory (Morges); Advance directives (Le Sentier); Death is only the beginning: the role of the medical examiner (Lausanne); Spiritual support for relatives around death (Lausanne); Funeral rites through the ages (Lausanne); Death in the digital age (Morges). In addition to this, there are two site visits, one to the Bois-de-Vaux cemetery in Lausanne (offered a second time) and the Centre universitaire romand de médecine Légale (CURML-CHUV), also in Lausanne. Finally, two participative workshops, 'La Boîte de la mort' (The Box of Death), were offered in collaboration with Connaissance 3, the first at the Hand Museum in Lausanne (UNIL-CHUV), and the second at the parish hall in the town of Payerne. The members of Connaissance 3 also actively contributed to the recruitment of groups for the recording of two podcast episodes; like the other two partners, a member of Connaissance 3 was also part of one of these groups.

Participation

- 405 Persons attended the conferences.
- 146 People participated to the sites' visits
- 32 and 19 people respectively attended the participatory workshops.

Production of a film retracing the day (8min50)

- **A film by Emile Praplan - 'Connaissance 3 raconte la mort : reflets d'une joyeuse expérience'** (Connaissance 3 tells the story of death: reflections on a joyful experience) - which is available on the website Telling Death in connection with the 'La boîte de la mort' (The box of death) conferences and workshops organized with Connaissance 3, and shown during the exhibition. This film gathers the opinions of several people on how they prepared for or experienced these events and reflects more generally on the theme of death.

Citizens' and participatory meetings

November 30th 2024
Théâtre de Vidy – Lausanne



The Telling Death team has developed a collaboration with the Théâtre de Vidy to offer the general public an exclusive collective listening of the fourth episode – Au revoir Blaireau – of the Telling Death podcast. In this hotbed of artistic activity, a twenty-minute sound immersion by the musician Vincent Liaudat provided an original and creative introduction to listening to the podcast. This was followed by a discussion with the researchers.

Participation

- 70 people

Citizens' and participatory meetings

December 3rd 2024
Café du Musée de la main UNIL-CHUV



A participatory and citizen workshop – ‘Ouvrir la Boîte – noire – de la mort’ – was offered at the Café du Musée de la main UNIL-CHUV, with the CoLaboratoire of the University of Lausanne, members of Connaissance 3, the Telling Death team of researchers and the two professionals in charge of the CHUV death office.

Participation
• 70 people



Citizens' and participatory meetings

January 16th 2025
Parish hall, Payerne



A participatory and civic workshop – ‘Ouvrir la Boîte – noire – de la mort’ – was held in the parish hall of Payerne, with the ColLaboratoire of the University of Lausanne, members of Connaissance 3, the Telling Death team of researchers and a professional in charge of cemetery management for the municipality of Payerne.

Participation
• 19 people



**Citizens' and participatory meetings**

January 22nd 2025
Bois-de-Vaux Cemetery – Lausanne

Given the interest shown in the first visit to the Bois-de-Vaud cemetery in Lausanne, a member of Connaissance 3, a partner of Telling Death, organized a second visit for a new group of people to take a guided tour of the cemetery, followed by a meal and a talk by historian Bruno Corthésy and researcher Marc-Antoine Berthod from HETSL, who presented the Telling Death project and highlighted various results of the research work behind it.

Participation
• 17 people

Exhibition

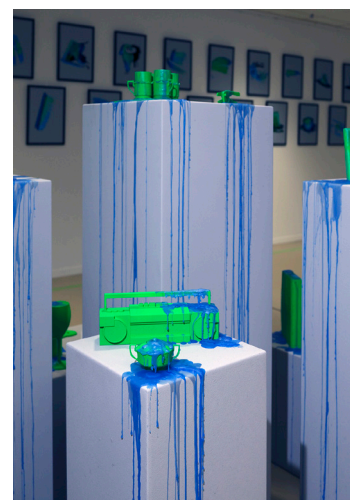
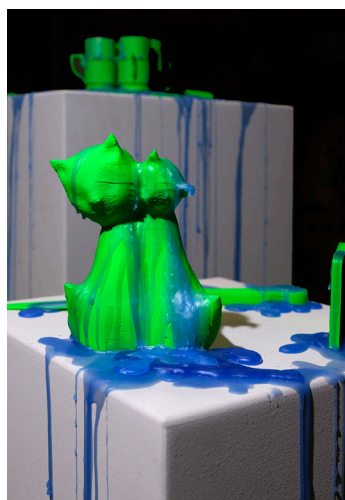
March 17-28, 2025

Haute école de travail social et de la santé Lausanne (HETSL | HES-SO)

In accordance with the initial project, the materials produced as part of the Telling Death project were brought together to be presented to the public. In addition to these materials (devices (chairs and tables, mp3 player and headphones; the two films made with Chavannes and Connaissance 3), there is the art installation by Virginie Rebetez, who produced 25 photographs as well as an installation made from objects lent to her by the people who took part in the Podcast episodes. These objects have a personal and intimate connection with the deceased people who were discussed during the intergenerational exchanges. Some of the texts collected by the participants in the participatory workshops of 'Ouvrir la boîte – noire – de la mort' have also been scanned and exhibited in this context, as well as the box itself. In order to promote dialogue between research and the general public, including through the mediation of the artistic and graphic perspective that characterizes the exhibition, the Telling Death team has produced two additional elements – not planned in the initial project (see point 4) – that promote the circularity of knowledge and understanding, providing access to the research results that underpin the entire project. The first element is a brochure which offers, through the personal perspective of a civil service volunteer at the HETSL, Emile Praplan, a summary of the six episodes of the Telling Death Podcast and of five scientific articles from research projects supported by the SNSF (No Lonely Deaths: Answering the Impact of the Covid-19 Pandemic on the Funeral Sector and the Bereaved



Families and Necropolis. Funeral transition and mourning in old age). These articles were also made available as part of the exhibition. The second element is a 24-card card game, designed as an intergenerational tool that, through its playful dimension, encourages discussion on various themes relating to death, in connection with the aforementioned research work and the episodes of the Podcast. In both documents, QR codes provide easy access to useful resources on the website www.tellingdeath.ch. The exhibition was set up from Monday 17 March to Friday 28 March on the premises of the Haute école de travail social et de la santé Lausanne (HETSL); several guided tours were offered during this period - in particular for the HETSL Professional Council, for a representation of the Pallium Foundation or for people who had participated in the intergenerational meetings for the recording of the Podcast episodes. Given the setting in which the exhibition was set up, a university of applied sciences with many students, it is not possible to count the number of people who visited it. As the exhibition was located on the ground floor of the central hall, near the reception, every person coming to the school passed through the exhibition and could be made aware of the Telling Death project.



Social Networks (Instagram) coverage

- The post dated March 13, 2025 announcing the exhibition has been viewed 4,319 times.

Exhibition and meeting

March 18th 2025
Haute école de travail social et de la santé Lausanne (HETSL | HES-SO)



The exhibition opening took place on 18 March, with a presentation of the works by Virginie Rebetez and a general presentation of the Telling Death project and the research behind it by the project team, in the presence of 80 people. A drinks reception followed the presentations.

Participation
• 80 people

Exhibition and meeting

March 28th 2025
Haute école de travail social et de la santé Lausanne (HETSL | HES-SO)



To mark the end of the exhibition, a guided tour was offered to all those who had contributed to the Telling Death project, and in particular to those who had taken part in the intergenerational meetings and the recordings of the six episodes of the podcast. The tour was followed by a meal to thank these people and to mark the end of the project as a whole.

Participation
• 26 people

Analysis and evaluation, impact of the project

The target audiences of the Telling Death project were diverse and adapted to the different activities carried out. The participatory meetings first allowed for local exchanges with members of the research teams, funeral professionals and with a generally smaller audience (between 15 and 35 people); collective podcast listening, site visits, the deadly stroll, conferences or even the exhibition opening were then projected with visual and audio media on the themes of death, with the opportunity to meet the researchers and discover the backstage production of the episodes of the Telling Death Podcast and the artistic work carried

out (between 30 and 80 people). Finally, a wider audience was reached through various channels: a) the media; b) collaboration with *Générations Magazine*; c) listening platforms (Spotify, Deezer, Apple Music, etc.); d) our website; e) social networks. Point-by-point indications allowing the impact of the Telling Death project to be assessed through these various channels are provided below. Overall, according to the figures available to us, we can estimate that more than 700 people took part in the events proposed by Telling Death; around 4,800 people visited the two exhibitions organized in this context; more than 3,000 people listened to the podcast episodes; more than 18,000 views of the website pages and more than 24,000 views on Instagram. In addition to this, there is the audience that we cannot quantify, reached by the general public media that have broadcast information about the Telling Death project.

3.1 Media coverage

8 major media news items are to be reported in connection with the realization of the Telling Death project. In the written press first of all, the project was mentioned in an article in the French-speaking Swiss weekly *L'Illustré* of 16 March 2023, announcing and presenting the 'Passages' exhibition produced by the Palp Festival and Village during the summer of 2023. The same newspaper also published another article on cemeteries in its October 2024 edition. An article was also published in *Générations Magazine* to launch

the release of the Telling Death Podcast (one episode per month for six months; see point b). Then on the radio, three broadcasts are worth noting: two participations in the 12:30 p.m. news edition of Radio Suisse Romande La Première, as well as a participation in the program *Tribu* (30 minutes), also on Radio Suisse Romande La Première. Finally, the project was mentioned on the 19h30 news program, at the beginning of November 2024, on *Télévision Suisse Romande*.

3.2 Générations Magazine

During the project, a partnership was set up with the editor-in-chief of *Générations Magazine* for the distribution of the six episodes of the Telling Death Podcast. Published by a non-profit cooperative, this monthly magazine, which has 127,000 readers, reaches an intergenerational audience aged 50 and over and covers the whole of French-speaking Switzerland. This collaboration with *Générations Magazine* therefore provides an opportunity to publicize the Telling Death

project and the episodes of the Podcast in particular. An article presenting the project was published in the September 2024 edition, and the announcement of the release of the following episodes was made over the next five months. *Générations* also has a virtual platform where it is still possible to discover the project and listen to the episodes (<https://www.generations-plus.ch/podcasts/telling-death>).

3.3 Telling Death website

The first version of the www.tellingdeath.ch website was launched in the summer of 2023, in order to publicize the project's activities and, where necessary, to manage registrations for certain events. After several improvements made by Samuel Goumaz (Atelier Harfang), who was specifically mandated for this purpose, the website was finalized in February 2025, shortly before the exhibition was installed at the HETSL. This site also presents the research work and allows useful documentation to be downloaded. It also allows you to listen to the various episodes of the Podcast. At the end of the project, it incorporated most of the exhibi-

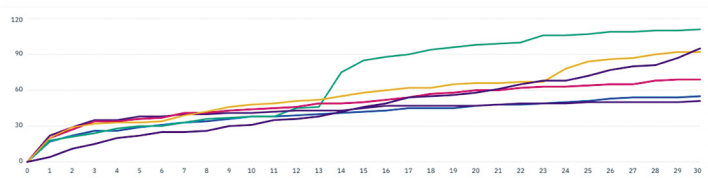
tion materials, including scanned texts left by participants in the 'Ouvrir la Boîte – noire – de la mort' participatory workshops and photographs of the objects on display, and the two movies that were shot to record the 'Balade mortelle' and the activities organized with *Connaissance 3*. The site is expected to continue beyond the project, at least for the next two years, during which the Telling Death exhibition will be travelling around French-speaking Switzerland. In terms of figures, as of the end of March 2025, there is a total of 18,117 views.

3.4 Listening platforms

The six episodes of the Podcast have also been released at a frequency of one episode per month on the various listening platforms. The figures and graphs provided below bear witness to the interest of our audience, which has been growing over the months. The number of listens on the platforms since the launch of the first episode on 10 September 2024 was 1,190 for all epi-

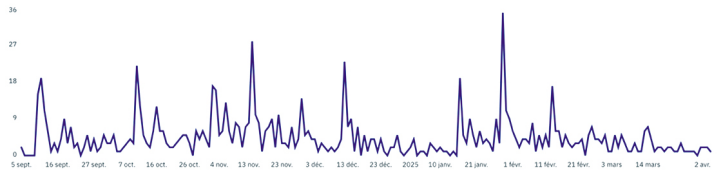
sodes combined at the end of March 2025 (out of a total of 3,086 including listens on our own website). The three most-viewed episodes are as follows: episode 1 ‘ça fait partie de la vie’; episode 2 ‘Une famille élargie’; episode 5 ‘Une certaine simplicité’. Here are a few more key figures:

Performance per episode

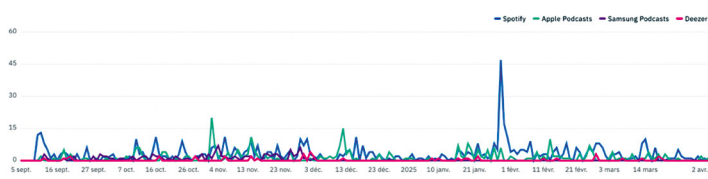


Histoire d'un mur 6/6	13 February 2025	55
Une certaine simplicité - 5/6	16 January 2025	111
Au revoir Blaireau - 4/6	12 December 2024	51
Ce qui reste - 3/6	14 November 2024	69
Un famille élargie - 2/6	10 October 2024	92
Ce qui fait partie de la vie - 1/6	17 September 2024	94

Listening peaks 2024/2025

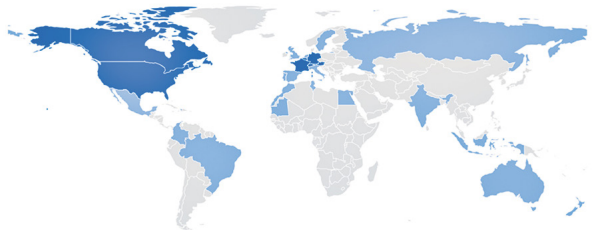


Viewing by listening app



Spotify	648	54,45%
Apple Podcasts	312	26,22%
Samsung Podcasts	113	9,5%
Deezer	41	3,45%

Listening by location



Breakdown of countries of listeners (top 5)		Breakdown of listeners in Switzerland (top 5)	
Switzerland	65.29%	Geneva	14.3%
France	16.3%	Lausanne	14.2%
Canada	7.3%	Zurich	4.3%
United States	3.6%	Fribourg	4.1%
Belgium	3.2%	Bern	3.7%

3.5 Social networks (Instagram)

To communicate about the Telling Death project, promote the website and inform the public about our events, a person was appointed to post on Instagram regularly for a year. This made it possible to steadily increase the number of followers and strengthen collaborations with our partners, who relayed our posts in their respective networks. At the end of March 2025, the Telling Death Instagram account had 51 posts and 415 followers. In the last thirty days of the project alone, the various posts had 9,491 views, and 24,134 views in the last three months; the post about

the Telling Death exhibition had the most views, with 4,319. It is interesting to note that in terms of audience, with the Instagram network, we have also been able to reach a younger audience, with a 36% impact on the 25-34 age group and 20% on the 18-24 age group. The audience reached is also more urban (the cities of Geneva and Lausanne together account for 45.9% of views), while women are more represented (59.9%) than men (40.1%).

Main age ranges

25 - 34	36%
18 - 24	20%
35 - 44	17%
45 - 54	10,7%

Main cities

Geneva	24,9%
Lausanne	21%
Fribourg	2,4%
Neuchâtel	2,1%

Gender

Men	40,1%
Women	59,9%

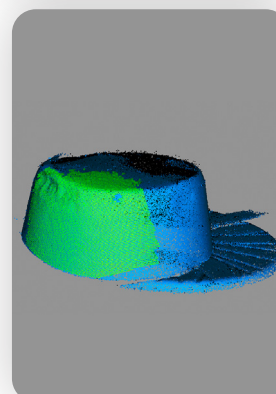
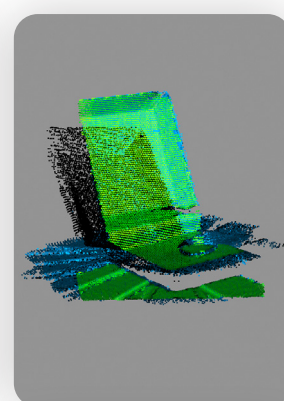
Significant deviation(s) from the project

The activities of the Telling Death project were all carried out with the commitment of the three partners, namely the Palp Festival and Village, the Municipality of Chavannes-près-Renens and Connaissance 3 - the university for senior citizens of the canton of Vaud, in accordance with what was originally planned. It should be noted that adaptations occurred along the way, particularly concerning the citizen and participatory meetings, which were defined according to the contexts and were co-constructed with the partners in the field; new ideas also emerged as the project progressed, making it possible to offer activities that had not been envisaged at the outset, such as the group listening to episodes of the Podcast (3 in all), which were a great success. Virginie Rebetez's artistic work was also developed with the realization of the intergenerational dialogue recordings in mind, as this work sought to preserve the sound universe of the Podcast. It also focused on objects to evoke the memory of the deceased.

Basically, rather than deviations, these are additions that we can highlight in the realization of the Telling Death project. Firstly, in terms of communication, it had not been planned to hire someone to post on social networks; however, it quickly became necessary to appoint a specialist in the field – Raphaëlle Leung – to develop a communication strategy and produce high-quality communication, which proved relevant in light of the figures mentioned above. This work was also carried out in coordination with the graphic design work for the website, in order to maintain consistency in the overall communication. The latter was also able

to benefit from the regular support of the communication department of the Haute école de travail social et de la santé Lausanne. In terms of the listening platforms, additional work had to be carried out by Antoine Bal, who created and produced the podcast, to find a host, resolve copyright issues and ensure that the listening functioned correctly on these platforms. These various communication elements appeared relevant during the course of the project and therefore generated additional costs that were not budgeted at the start of the project.

The project also benefited from the arrival at the Haute École de Travail Social et de la Santé of Emile Praplan, who carried out part of his community service there (23 September 2024 to 31 January 2025). During this period, the community service worker produced summaries of five articles and six episodes of the Podcast, conceived as personal texts at the interface of scientific work and intergenerational dialogue. These texts were compiled into a brochure during the exhibition. While the work was carried out as part of her community service assignment, the production and printing of the brochure also generated costs that had not been anticipated. Finally, a card game was also produced. This 24-card game combines the artwork and photographs of Virginie Rebetez (front of the cards) with questions and QR codes that link to the resources of the Telling Death project (scientific articles and podcast episodes). The idea of creating this 'game' came up during a project team meeting; it emerged as a tool that was highly complementary to the rest of the project activities, making it possible to reinforce the intergenerational dimension, the involvement of small groups or families in discussions on the theme of death while promoting the circularity between scientific knowledge and personal experiences. The production and printing of this game had also not been budgeted for when the project was submitted.



une exposition pour
raconter la mort

17.03

LU-VE

28.03

8h

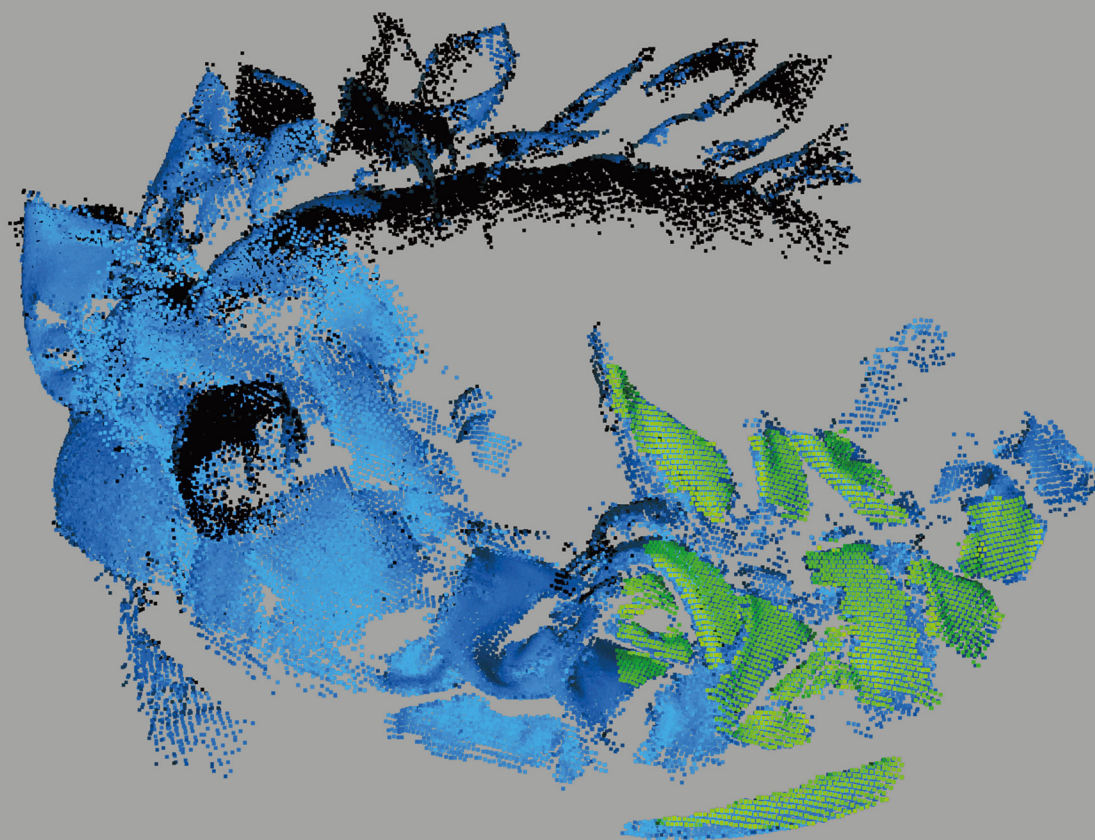
2025

18h

HETSL

Haute école de travail social
et de la santé Lausanne

Chemin des Abeilles 14
Lausanne, M2 Fourmi



Telling Death

www.tellingdeath.ch

HE
TSL

Hes·so

Unil
UNIL Université de Lausanne
Le Collaboretoire

Fonds national
suisse

PALP FESTIVAL



Commune
de Chavannes

CONNAISSANCE 3
L'UNIVERSITÉ DES SENIORS

Contribution of the project members

The success of the Telling Death project is particularly due, on the one hand, to the commitment of the three project partners, who invested a great deal of time and resources in carrying out the activities concerning them and in disseminating the related information in their respective networks. It was then the result of a very stimulating and creative team dynamic, a team that combined researchers from HETSL and the Collaboratoire of the University of Lausanne, people commissioned for specific services (graphics, web, podcast, artistic work, social networks), as well as the communication services of the various bodies, in particular that of HETSL. The contribution of the various people to the realization of the project, their status and their affiliation are listed below, along with all the people and partners who contributed in one way or another to the project.

Haute école de travail social et de la santé Lausanne (HETSL | HES-SO)

- **Marc-Antoine Berthod**: Direction du projet, requérant principal
- **Veronica Pagnamenta**: Coordination des activités; conception et animation des «dialogues intergénérationnels»
- **Raphaëlle Leung**: Réseaux sociaux
- **Emile Praplan**: Soutien au développement de l'exposition «Raconter la mort»
- **Tiffany Guggenheim**: Communication et diffusion
- **Marianne Grosjean**: Communication et spécialiste en communication scientifique
- **Justine Larisch**: Assistante communication
- **Matthieu Bendel**: Chef du service communication
- **Séverine Holdener**: Spécialiste administrative
- **Martin Schnorf**: Coordinateur financier du LaReSS

Le Collaboratoire, Université de Lausanne (Collab | UNIL)

- **Rochat Line**: Conception et animation des ateliers «La Boîte de la mort»
- **Della Bianca Laetitia**: Conception et animation des ateliers «La Boîte de la mort»
- **Fessler Leyla**: Soutien à la conception et co-animation des ateliers «La Boîte de la mort»
- **Canova Nina**: Chargée de RàD (HEIG-VD | HES-SO)
- **Kaufmann Alain**: Co-requérant du projet

Production sonore & artistique

- **Bal Antoine**: Réalisation et co-production des podcasts
- **Vicq Benjamin**: Création sonore, mixage et mastering des podcasts
- **Rebetez Virginie**: Création des installations artistiques et photographiques

L'équipe WEB DESIGN

- **Goumaz Samuel**: Atelier Harfang, Design graphique et développement web
- **Weber Colas**: Atelier Harfang, Design et développement web

Palp Festival (Bruson, Valais)

- **Hugon-Duc Mélanie**: Commissariat de l'exposition 'Passages' (désormais directrice du Musée de Bagnes)
- **Pignat Loïse**: Médiation & épicerie Village
- **Moillen Loïse**: Production Village
- **Olesen Sébastien**: Directeur Palp Festival

Commune de Chavannes-près-Renens, Service de la Cohésion Sociale

- **Cotton Gilles**: Référent seniors, Service de la Cohésion Sociale
- **Ristic Gordana**: Adjointe au chef de service de la Cohésion Sociale
- **Da Silva Sonia**: Déléguée à l'intégration et référente adultes, Service de la Cohésion Sociale
- **Lievens Jeanne**: Déléguée à l'enfance et à la jeunesse, Service de la Cohésion Sociale
- **Camacho-Hübner Eduardo**: Conseiller municipal

Connaissance 3 - L'université des séniors du canton de Vaud

- Jost Gara Véronique: Présidente de la commission de la recherche
- Dubois Patricia: Secrétaire générale
- Lanarès Jacques: Président du conseil de fondation

Soutien financier

- Fonds national suisse: Programme AGORA, qui promeut le dialogue entre les scientifiques et la société
- Avec une participation de l'Office du médecin cantonal de la Direction générale de la santé du canton de Vaud

Toute l'équipe du projet tient à remercier chaleureusement l'engagement et la participation ponctuelle d'un ensemble de partenaires et de personnes

Les participant-es aux 6 épisodes du podcast Gilbert, Yves, Noah, Louise, Michelle, Gilles, Maria, Farinaz, Pascal, Noé, Félix (et le petit Solal et sa maman Alisson), Ouarda, Ahmed, Nadia, Sofiane, Martina, Marie-Ange, Alexandre, Jeannine, Stéphanie, Loïse, Clémence et sa grand-mère Martine, décédée avant le terme du projet et à qui nous rendons hommage, ainsi qu'à toutes les personnes défunt-es évoquées dans les épisodes du podcast Telling Death.

Générations magazine

- Willa Blaise: Rédacteur en chef
- Cardoso Mayra: Responsable digital

Espace Mortem, La Chaux-de-Fonds, NE

- Houriet Julie: Accompagnante, cérémonies funéraires laïques,

Théâtre de Vidy – Lausanne, VD

- Gut Joséphine: Assistante de médiation et développement des publics
- Guye Jeanne: Attachée au développement des publics et à la communication

Fab Lab – Renens, VD

- Timsit Richard

Pyxis Maison de la culture et de l'exploration numérique

Lausanne, VD

Carrefour du Village Restaurant et résidence de création

Bruson, VS

Musée et Café de la Main (UNIL – CHUV)

Lausanne, VD

Maison de Paroisse

Payerne, VD

Ami-es

- Baillif Chantal: pour les objets de la Boîte de la mort
- Busset Michaël: pour les objets de la Boîte de la mort
- Ceppi Jean: Conseiller municipal Travaux, voirie et environnement, Commune de Chavannes
- Chappuis Nathalie: Responsable de la chapelle funéraire (CHUV)
- De Schoulepnikoff Chantal: Cheffe de pupitre
- Dessauges Virginie: Assistante doctorante (HETSL | HES-SO)
- Ducoulombier Delphine: Médiatrice scientifique (L'Éprouvette, UNIL)
- Fatzer Olivier: Vidéaste indépendant
- Jeannin Florent: Chef de secteur des espaces verts, commune de Payerne
- Joliat Sarah: Pompes funèbres du Léman
- Guenter Danielle: Comité de Morges de Connaissance 3
- Magalhães De Almeida António: Maître d'enseignement (HETSL | HES-SO)
- Mettraux Gabriel: Photographe pour la Boîte de la mort
- Meier Vanessa: Association Doulas de fin de vie et ses membres
- Oberson Arlette: Collègue citoyen de co-chercheur.es en matière de santé (ColLaboratoire | UNIL)
- Olivet Mirelle, Collaboratrice pédagogique retraitée
- Paschoud Elodie: Bureau des décès (CHUV)
- Pillonel Alexandre: Collaborateur scientifique (HETSL | HES-SO)
- Rochat Charlotte: pour les objets de la Boîte de la mort
- Rochat Claude: pour les objets de la Boîte de la mort
- Trouillaud Séverine: Médiatrice scientifique (L'Éprouvette, UNIL)
- Zaugg Natacha: Bureau des décès (CHUV)

Important events during the project

We would like to point out that a whole range of long-lasting materials were produced in parallel with the participatory meetings and workshops of the Telling Death project between April 2023 and March 2025. First of all, there is the website www.tellingdeath.ch, which allows you to find the main elements of the project, as we had imagined it from the start. This site will be updated over the coming months, in particular to make accessible the scientific work that is still in progress and in the process of being developed in connection with the research projects supported by the SNSF. Two films have also been produced, retracing the activities carried out with Chavannes-Près-Renens and Connaissance 3; concerning the Palp Festival, there remains the exhibition booklet, the editorial of which was written by two members of the Telling Death team. Among these materials, there is also the card game and the booklet of summaries, which facilitate the circulation of knowledge and experiences. Finally, the artwork of Virginie Rebetez and the various materials acquired for the staging of the Telling Death exhibition at the HETSL may be reused when the Telling Death exhibition is staged again in other contexts.

Indeed, encouraged by the high level of public participation in our activities and the growing audience for our podcast episodes, we have put together funding

application dossiers to make the Telling Death exhibition a travelling exhibition for two years after the end of the SNSF-supported project. A sum of CHF 100,000 has already been obtained from the Leenaards Foundation and the Pallium Foundation, enabling us to offer this exhibition in the French-speaking cantons. Seven partners are already ready to host this exhibition between autumn 2025 and summer 2027, for a period ranging from one week to one month. During these exhibitions, a range of events will be organised, including previews, conferences, round-table discussions, participatory workshops and group listening sessions of episodes of the podcast. The venues for the exhibition are, in chronological order: Maison Azur de soins palliatifs (Sion, Valais); Cave de Couvaloup, as part of World Hospice and Palliative Care Day with palliative vaud (Morges, Vaud); Fribourg School of Social Work (Fribourg); Botanical Gardens (Geneva); Les Eglantines Foundation (Vevey, Vaud); Caritas Jura (exact location to be defined, Jura); Espace Mortem (La Chaux-de-Fonds, Neuchâtel). Finally, it should be noted that we will have other opportunities to showcase the work carried out as part of the Telling Death project, such as the **interview given by Line RoCHAT on April 14th 2025** about the participatory workshop 'Ouvrir la Boîte – noire – de la mort' or the presentation made at the BD'Fil Comic Strip Festival in Lausanne on May 10, 2025. This will include a Live event and conference, entitled: 'Esquisser la mort : une performance mêlant art et science', organized in collaboration with the Réseau de compétences AVIF (HETSL), the Geneva-based illustrator and artist Sarah Najjar and a member of the project 'Telling Death' from de Haute école de travail social et de la santé Lausanne.

