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## News

# Die Well, Live Fully: A Global Conversation

A webinar launching Plenna and its new website:  
14h00-15h30 CET on Wednesday 24 September 2025

Three themes addressing death and dying:

- Its value as part of life
- Navigating differences across languages, cultures, and borders
- Making it accessible and engaging using digital tools

### Panelists:

Ayman Abdelmohsen – Chief of the Sexual and Reproductive Health and Rights Branch, UNFPA, and a medical doctor and public health specialist with almost 30 years of international professional experience.

Ana Claudia Quintana Arantes – Brazilian physician, writer (including “A morte é um dia que vale a pena viver”), and educator, and a pioneer in humanizing death through her work in geriatrics and palliative care.

Michael Hebb – American cultural entrepreneur, chef, speaker, and storyteller. He founded Death Over Dinner in 2013 which has helped break death taboos – now held over 100,000 times in 30 countries.

Natacha Madaule – Director of palliative genève, one of Switzerland’s foremost palliative care organizations, championing holistic, patient-centered support for individuals and families facing life-limiting illness.

Richard Smith – Former editor of the BMJ and co-chair of The Lancet Commission on the Value of Death, which outlines a “realistic utopia” for end-of-life care with five guiding principles to rebalance medical and communal involvement in dying.

Mio Urade – Japanese medical ethicist and founder of the Japan Thanatophobia Association, with Nozomi Ichikawa – a cultural entrepreneur with over 20 years’ social sector experience in community and well-being. Mio is a Board Member of, and Nozomi co-founded, Death Fes: a festival to foster public dialogue and innovative approaches to life and death.

Moderated by David Sunderland – Chair of Plenna

[Sign up to the webinar here](#)

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