Conference welcome

Adam White
President, Landscape Institute
@davies_white

Emilia Weckman
Vice President, Education, IFLA Europe
@iflaEurope

#VLConf2018
Fellow of the Landscape Institute since 2012
Chartered Landscape Architect and Director of Davies White Ltd
Double RHS Gold Medal winner, Double BBC RHS People's Choice Award winner and RHS Best in Show winner at RHS Hampton in 2017

Sits on the UK Governments Play Policy Forum representing the Landscape Institute
Landscape Institute: Connecting people, place and nature
Our approach to this conference

• We have a diverse line up – age, gender, backgrounds, disciplines. Most speakers are from outside the profession

• Many government agencies, local authorities and clients involved attending and speaking. **Opportunity to network**

• We want you to **be engaged** - For those with a smart phone – we will be seeking audience questions - There will be polls – get sli.do

• We want you to **be provocative & bold**

• **We need your help** to take ideas forward
Emilia Weckman
Vice President Education - IFLA Europe

Lecturer at the Department of Architecture in the Landscape Architecture degree programme in Aalto University, Finland.

Program leader for USP Master Programme/Landscape Architecture degree (Urban Studies and Planning), a co-operation programme between Aalto and University of Helsinki.

Entrepreneur and consultant, own practice WE3 Ltd (LOCI Landscape Architects Ltd until 2013)

Positions of responsibility:

VP Education in IFLA Europe (since 2015)

President of MARK, Finnish Association for Landscape Architects 2015-2017.

IFLA delegate of MARK for 7 years, ending the post 2015.
IFLA Europe has a goal: to promote excellence in Landscape Architecture - professional practice, education and research.

http://iflaeurope.eu

- promoting and developing the landscape architecture profession,
- recognising excellence in educational and training courses and
- promoting the best practice in the profession in all member countries
Thanks to IFLA Europe General Assembly Sponsors
VALUING LANDSCAPE?
VALUING LANDSCAPE?
VALUING LANDSCAPE?
Goals for our conference

1. How can the landscape & place professions better demonstrate the value created through design, planning, management & science?

2. Explore what aspects of value should/shouldn’t be measured. What standards are needed? Who else could collaborate with us? What are the learnings from others? What are the risks, challenges & opportunities?

3. Gain a better understanding of how future trends & new regulatory contexts impact our sector
This morning

09.20   The changing role of value. Key note - Jan Christian Vestre
09.45   Understanding and responding to future trends (Panel)
10.25   Networking break

10.45   Valuing the Intangible (Presentations)
11.35   Case study: Ottawa
        How Natural Capital Accounting is vital for urban growth
11.55   Unlocking the intangible – what should we measure? (Panel)
12.25   Creating value for people in Thamesmead: wellbeing and green infrastructure. Key note - Dr Phil Askew

12:45   Lunch break & ACO Workshop