

# 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

Co-author of Nature Play: managing and maintaining playful landscapes published by Play England.





# 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

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# 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



- 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

***IFLA Europe has a goal: to promote excellence in Landscape Architecture - professional practice, education and research.***

<http://iflaeurope.eu>



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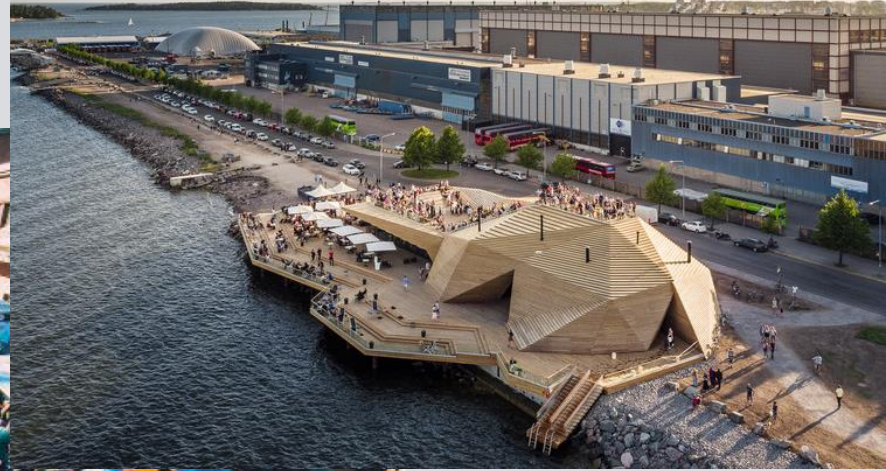


# VALUING LANDSCAPE?





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# 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