

# Understanding & responding to future trends

**Professor David Maguire**, Vice-Chancellor, University of Greenwich

**Dr Wei Yang**, Chairman, Wei Yang & Partners and Vice Chair, RTP International Committee

**Daniel Cook**, CEO, Landscape Institute

**Jan Christian Vestre**, CEO, Vestre

**John Hughes**, President, RICS



**#VLConf2018**

# Let's work together and create amazing places

**Valuing Landscape Conference, 6 September 2018**

Dr Wei Yang

Chairman, Wei Yang & Partners



- Adverse impacts from climate change
- Biggest humanitarian crises since World War II
- Natural and man-made disasters
- Loss of natural habitats and cultural heritage assets
- Rapid urbanisation and in some places de-population
- Water, air and noise pollution
- Water and energy shortages
- Poverty and inequality
- Food security



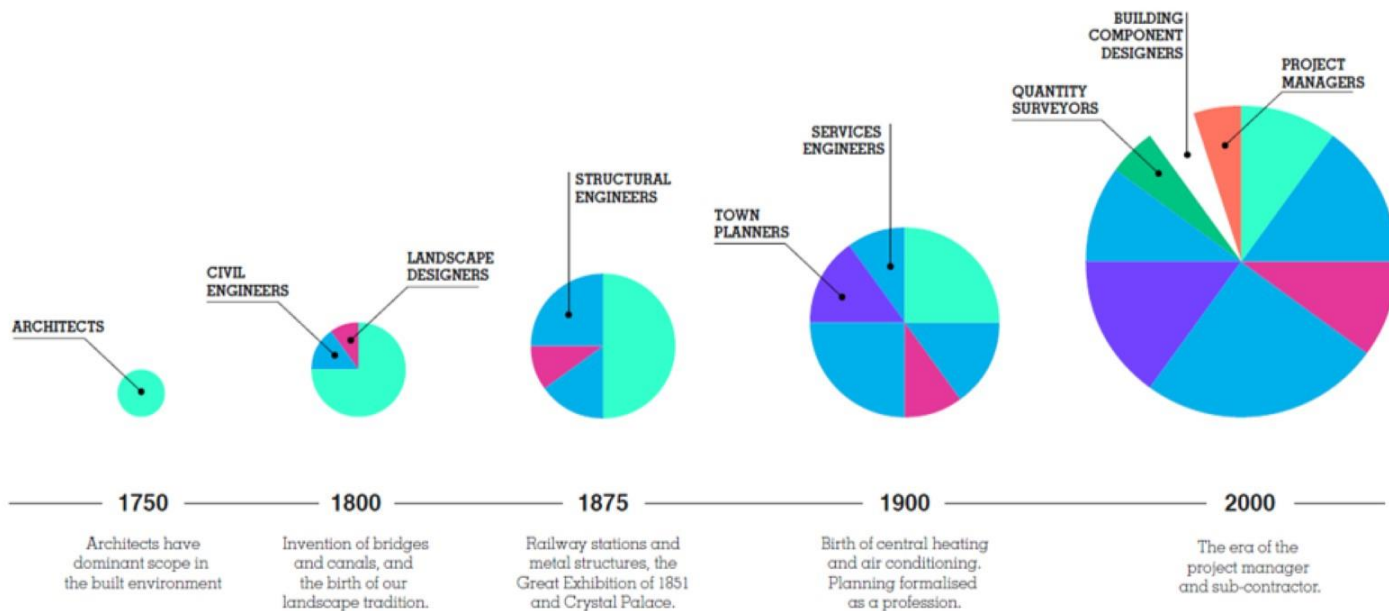
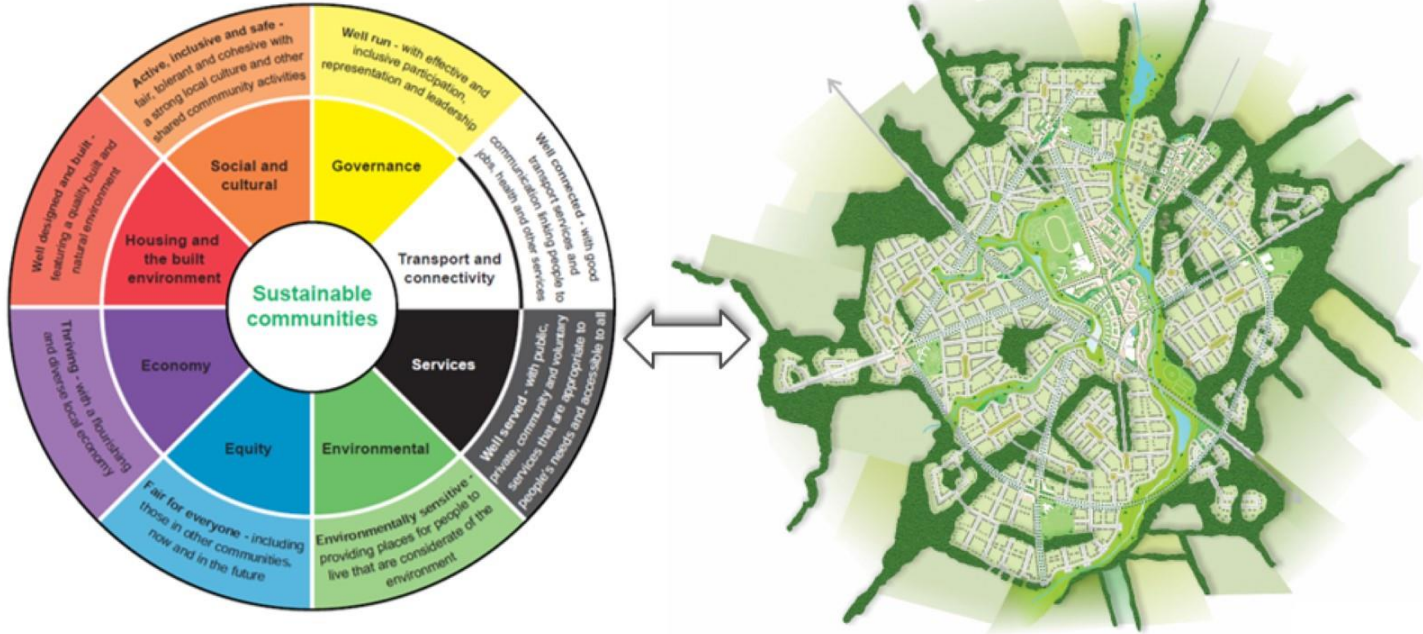


Image source: *The Farrell Review*, 2013

High quality environments are essential for sustainable communities





We need to take an integrated approach to deliver sustainable growth and to be a leader, an innovator and, above all, a strong and effective advocate for the public interest.

- Global vision
- Professional integrity
  - Trust
- Leadership
  - Skills





# Insights & trends

Daniel Cook

CEO Landscape Institute

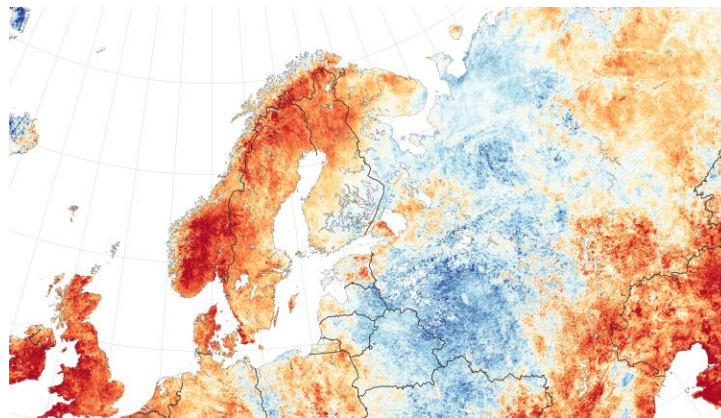


 [www.landscapeinstitute.org](http://www.landscapeinstitute.org)

 [@talklandscape](https://twitter.com/talklandscape) [@landscapecareer](https://twitter.com/landscapecareer)

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# Major environmental risks are already here



Predicted path of Typhoon Jebi, local time



Source: Global Disaster Alert and Coordination System

BBC

Sources: [express.co.uk](http://express.co.uk), [bbc.co.uk](http://bbc.co.uk), NASA



# Governments & cities starting to act on climate & environment



PIONEERED BY THE  
ROCKEFELLER FOUNDATION

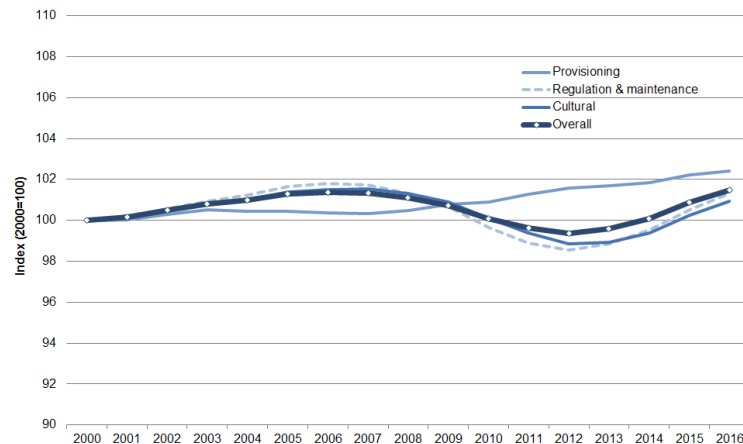
100

RESILIENT

CITIES



Natural Capital Asset Index (2000=100),  
2000-2016

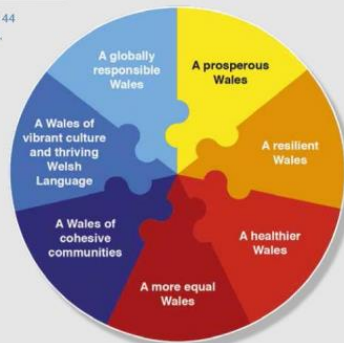


## Wales is doing things differently

Wales is one of the first countries to introduce a law like this. The Act says that 44 public bodies, such as Local Authorities, the NHS, Fire and Rescue and others, must work together towards seven well-being goals.

### The seven well-being goals:

- 1 A prosperous Wales – where everyone has jobs and there is no poverty
- 2 A resilient Wales – where we're prepared for things like floods
- 3 A healthier Wales – where everyone is healthier and are able to see the doctor when they need to
- 4 A more equal Wales – where everyone has an equal chance whatever their background
- 5 A Wales of cohesive Communities – where Communities can live happily together
- 6 A Wales of vibrant culture and thriving Welsh language – where we have lots of opportunities to do different things and where lots of people can speak Welsh
- 7 A globally responsible Wales – where we look after the Environment and think about other people around the World.



# Beijing – replacing grey with green



Beijing-Zhangjiakou Railway Green Corridor (9km)

*Source: Beijing Forestry University*

# Singapore – “greening the red dot”

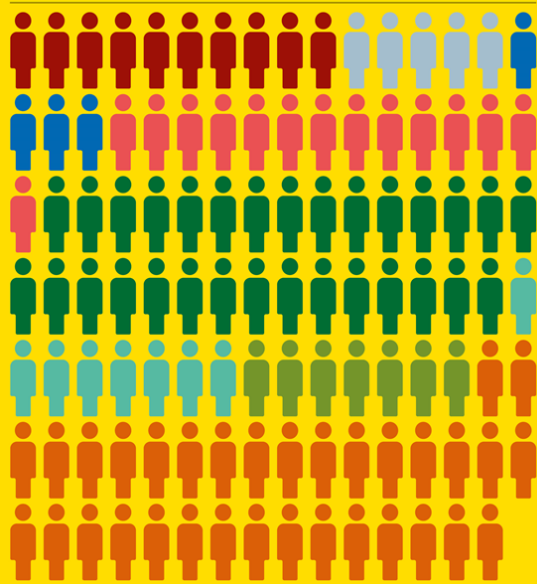




# Talent & new skills a major issue

TEP has **111** environmental professionals including **33** members of the Landscape Institute.

<b>10</b> Arborists	<b>30</b> Landscape Managers
<b>5</b> Town Planners	<b>8</b> GIS Specialists
<b>4</b> Archaeologists	<b>7</b> Landscape Planners
<b>14</b> Landscape & Urban Designers	<b>33</b> Ecologists



**41% OF PRACTICE HEADS CITED RECRUITMENT AS A KEY CHALLENGE. THE MAIN CONCERNS THEY HAD WERE:**



**37%**

Calibre of graduates



**30%**

Not enough local talent



**24%**

Not enough people in the profession



**22%**

Recruiting people with the right qualifications



**Back Soon....**

- 10:00 - 10:30 **Social Media Marketing – Making it deliver**  
Fern Eyre Morgan, FEYM Digital
- 10:35-11:05 **Using 3D Technology in the AEC Sector**  
Kadline James / Ewen Morrison, Hobs Studios
- 11:35-12:05 **Animated Landscape**  
Matthew Parker, Room60
- 12:10-12:40 **Digitisation, Construction and BIM Level 3**  
Mike Shilton, Keysoft Solutions
- 13:40-14:10 **The future of design will be Immersive**  
Johan Hanegraaf, Peiter Hoen, Mecanoo
- 14:15-14:45 **Smart Design for a smart future**  
Michael Cowdy, McGregor Coxall
- 15:15-15:45 **The digital future of the professions**  
Paul Wilkinson, pwcom
- 15:50-16:20 **Key to the City: Using Augmented Reality in the Public Realm**  
Neil Manthorpe, Atkins





# What more can each of us do?

# Panel: Understanding & responding to future trends

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Jan Christian Vestre, @jcvestre



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# Slido

- Q+A
- Polls



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