Understanding & responding to future trends

Professor David Maguire, Vice-Chancellor, University of Greenwich
Dr Wei Yang, Chairman, Wei Yang & Partners and Vice Chair, RTPI International Committee
Daniel Cook, CEO, Landscape Institute
Jan Christian Vestre, CEO, Vestre
John Hughes, President, RICS
Let’s work together and create amazing places

Valuing Landscape Conference, 6 September 2018

Dr Wei Yang
Chairman, Wei Yang & Partners
Global Challenges & UN Sustainable Development Goals

- 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: www.un.org
Built Environment Professionals

Architects

Invention of bridges and canals, and the birth of our landscape tradition.

Railway stations and metal structures, the Great Exhibition of 1851 and Crystal Palace.

Birth of central heating and air conditioning. Planning formalised as a profession.

The era of the project manager and sub-contractor.

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
Major environmental risks are already here

Sources: express.co.uk, bbc.co.uk, NASA
Governments & cities starting to act on climate & environment

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.

- **10** Arborists
- **30** Landscape Managers
- **8** GIS Specialists
- **7** Landscape Planners
- **14** Landscape & Urban Designers
- **33** 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
Finn Eyre Morgan, FEYM Digital

10:35 - 11:05 Using 3D Technology in the AEC Sector
Katline James / Ewen Morrison, Hoba Studies

11:35 - 12:05 Animated Landscape
Matthew Parker, ROOM6

12:10 - 12:40 Digitalisation, Construction and BIM Level 3
Mike Shilton, Keysoft Solutions

13:40 - 14:10 The future of design will be immersive
Johan Hamstra, Peter Hoon, Mecanoo

14:15 - 14:45 Smart Design for a smart future
Michael Cowdy, McGregor Coxall

15:15 - 16:45 The digital future of the profession
Paul Wilkinson, pwcom

15:50 - 16:20 Key to the City: Using Augmented Reality in the Public Realm
Neil Mantorp, Atkins

**Valuing Landscape Conference 2018**

**Connecting people, place and nature**
What more can each of us do?
Panel: Understanding & responding to future trends

Professor David Maguire @djm92373
Dr Wei Yang @drweiyang
Daniel Cook @dan_c_cook
John Hughes @JohnHughesTO
Jan Christian Vestre, @jcvestre
Slido

- Q+A
- Polls