

Conference chair

Ed Wall, Academic Lead in Landscape Architecture
at the Department of Architecture and Landscape,
University of Greenwich

@eddwall



[#VLConf2018](https://twitter.com/VLConf2018)

Conference Opening Day 2

Tony Williams
President IFLA Europe



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

#VLConf2018

Tony Williams – President IFLA Europe



Principal Landscape Architect at Transport Infrastructure Ireland (TII). He is a graduate of Natural Science (Moderatorship in Botany) from Trinity College Dublin and holds a Masters in landscape Architecture from University College Dublin.

He is a full professional member of the Irish Landscape Institute (ILI) has been on the council of the ILI since 2005. He held the position of Hon. Secretary from 2008 to 2011 and President from 2013 to 2016. He has been the Irish delegate for the International Federation of Landscape Architects (IFLA) from 2007 to 2016 and has been on the executive council of IFLA Europe since 2011 first as Vice President Education until 2015 and currently as President of IFLA Europe (since 2015).

He is a member of the ICOMOS Ireland National Scientific Committee on Cultural Landscapes and chair of the ICOMOS Ireland World heritage Reflective Working Group. He is involved in a number of IFLA and ILI initiatives.



www.irishlandscapeinstitute.com www.iflaeurope.eu www.tii.ie



Our IFLA Europe leaders (EXCO)

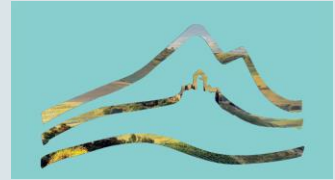
- Tony Williams - President
- Urszula Forczek-Brataniec – Secretary general
- Emilia Weckmann - Vice President Education
- Hermann Gunnlaugsson - Vice President Professional Practice
- Laure Aubert – Vice President Communications
- Marc Claramunt - Treasurer
- Ana Luengo - Immediate Past President

European Landscape Convention

Definition of 'landscape'

For the purposes of the convention it is an area whose character is the result of the action and interaction of natural and/or human factors.

.....Acknowledging that the landscape is an important part of the quality of life for people everywhere: in urban areas and in the countryside, in degraded areas as well as in areas of high quality, in areas recognised as being of outstanding beauty as well as everyday areas;.....



Our approach to this conference

- We have a diverse line up – age, gender, backgrounds, disciplines. Most speakers are from outside the profession.
- Today has a focus on management, science, planning & policy - with many government agencies, local authorities and third sector organisations attending
- We want you to be engaged - For those with a smart phone – we will be seeking audience questions - There will be polls
- We want you to be provocative & bold. We also need your help to take ideas forward

Goals for our conference

1. How can the profession better demonstrate the value it creates through design, **planning, management & science**?
2. Exploring what aspects of value should/shouldn't be measured by the Landscape Profession? What standards are needed? Who else could collaborate with us on this topic? What are the learnings from others? What are the risks, challenges & opportunities?
3. A better understanding of how future trends & new regulatory contexts impact our sector

