



VALUING LANDSCAPE CONFERENCE 2018

CONNECTING PEOPLE, PLACE AND NATURE



IFLA EUROPE
INTERNATIONAL FEDERATION
OF LANDSCAPE ARCHITECTS

**Landscape
Institute**
Inspiring great places



UNIVERSITY
of
GREENWICH

CONFERENCE PROGRAMME

UNIVERSITY OF GREENWICH, 6 SEPTEMBER

#VLConf2018



Schedule at a glance

	Conference p.3-5
08.15	Registration
09.00	Chair's opening remarks
09.10	Welcome
09.20	The changing role of value
09.45	Understanding and responding to future trends
10.25	Networking and refreshments
10.45	Valuing the Intangible
11.35	Case study: Ottawa How Natural Capital Accounting is vital for urban growth
11.55	Unlocking the intangible – what should we measure?
12.25	Creating value for people in Thamesmead: wellbeing and green infrastructure
12.45	Lunch
13.45	Maintaining value for people, environment and community
14.55	Fostering competition and value: lessons from place-makers
15.55	Afternoon refreshments and networking
16.15	Announcement of the winner of the Ebbsfleet Garden City: Landscape for Healthy Living Ideas Competition
16.30	Creating a new kind of value for the future
17.20	President's closing remarks
17.30	Post-conference networking
18:00	Nordic Life in Urban Spaces! Reception sponsored by Vestre

08.15

Registration

09.00

Chair's opening remarks

Samira Ahmed, BBC Journalist and Broadcaster opens the conference

09.10

Welcome

Adam White, President, Landscape Institute and Director, Davies White

Tony Williams, President, IFLA Europe and Principal Landscape Architect, Transport Infrastructure Ireland

09.20

The changing role of value

With society's needs, values and habits shifting, it is vital that landscape responds. Hear about:

- Key future trends and challenges that the sector faces
- How external influences will affect the value society attributes to landscape and place
- Design inspired by human experience and social action

Jan Christian Vestre, CEO, Vestre

09.45

Understanding and responding to future trends

Join the debate about how future trends will have an impact on the value we place on landscape and how the profession may need to change to meet the needs of generations to come. Discuss:

- The connection of the environment, productivity and housing needs in future place-making
- The social, economic, educational and technological changes that will transform our lives
- New skills needed for the future
- International challenges and opportunities

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

10.25

Networking and refreshments

10.45

Valuing the Intangible

Hear from leaders in design, infrastructure and conservation about how their sectors have tackled the challenges of valuing intangible assets and benefits.

- New frameworks and methods of evaluation
- Understanding cultural, social and economic value
- Accounting for and demonstrating the value of the intangible
- Alternative viewpoints, risks and challenges

Sarah Weir OBE, CEO, Design Council

Professor Ian Hodge, Land Economy, University of Cambridge

Ursula Hartenberger, Global Head of Sustainability, RICS Brussels

Karen Ellis, Director of Science and Policy, WWF UK

11.35

Case study: Ottawa

How Natural Capital Accounting is vital for urban growth

In a case study that is all the more relevant as the impact of climate change is felt around the world, Dr. Mark Kristmanson, CEO will discuss a recent study that accounts for his organization’s natural capital assets and ecosystem services they provide to Canada’s capital region. Managing 55,000 hectares of green space in an urban setting, the NCC fosters a ‘landscape of sustainability’ through the lens of natural capital accounting. The NCC and its landscape professionals have a unique opportunity to reconcile ecology and land economics in an ethos of sustainability on a regional scale.

Dr Mark Kristmanson, National Capital Commission, Ottawa, Canada

11.55

Unlocking the intangible – what should we measure?

- Should we value all, part or none of the landscape?
- What are the risks or challenges?
- How do we measure intangible assets?
- How is landscape important to cities and their design?

Sarah Weir OBE, CEO, Design Council

Dr Mark Kristmanson, National Capital Commission, Ottawa, Canada

Professor Ian Hodge, Land Economy, University of Cambridge

Ursula Hartenberger, Global Head of Sustainability, RICS Brussels

Karen Ellis, Director of Science and Policy, WWF UK

12.25

Creating value for people in Thamesmead: wellbeing and green infrastructure

Dr Phil Askew, Director of Landscape and Placemaking, Peabody

12.45

Lunch

13.45

Maintaining value for people, environment and community

Find out how landscape and place-making can make a deeper, lasting impact on communities.

- Hear how environmental value improves quality of life and reduces health inequality
- See examples of success and what policymakers should learn from them
- Consider the value of landscape for an ageing population
- How can we better engage communities to meet their needs?

Helen Noble, CEO, Pennine Prospects

Alison King, Principal Landscape Architect, LUC

Jennette Emery-Wallis, Director, Landscape Architecture, LUC

Miriam Weber, Senior Advisor, Health Urban Living and Resilience, Utrecht, Netherlands

Roo Angell, Co-Founder, Sayes Court CIC

- 14.55 **Fostering competition and value: lessons from place-makers**
How landscape and place management address issues of urban value and competitiveness. Hear about:
- Place management and its long-term sustainability
 - New ways of connecting stakeholders with landscape
 - Partnerships and innovation for funding
 - An integrated skills policy that supports stronger outcomes for local level transformation
- Montserrat Prado**, Head of Restoration, Urban Institute, Barcelona City Council
Professor Ares Kalandides, Senior Fellow and Director of the Institute of Place Management, Manchester Metropolitan University
Simon Quin, Director and Visiting Professor at the Institute of Place Management, Manchester Metropolitan University
Dr Julia Georgi, Associate Professor, Landscape Architecture and Vice Chairman, Panhellenic Association of Landscape Architects
- 15.55 **Afternoon refreshments and networking**
- 16.15 **Announcement of the winner of the Ebbsfleet Garden City: Landscape for Healthy Living Ideas Competition**
- 16.30 **Creating a new kind of value for the future**
How can design, landscape and place professionals be bolder through leadership, inspiration and influence?
- What is the added value in better leadership?
 - Attracting leaders: who and what is needed?
 - How can we evolve to meet future needs?
 - What could we do differently to make more impact?
- Professor Antje Stokman**, Professor of Architecture and Landscape, HafenCity University, Hamburg
Dr Antonella Radicchi, Principal Scientist at Hush City Mobile Lab, Institute of City and Regional Planning, Berlin
Suzanne O'Connell, Landscape Architect, The Decorators
Joris Voeten, Senior Engineer Urban Green Space, Urban Roofscapes
- 17.20 **President's closing remarks**
Adam White, President, Landscape Institute and Director, Davies White
- 17.30 **Post-conference networking**
Experiencing the next generation: technology, student exhibition and competition entries
- 18:00 **Nordic Life in Urban Spaces! Reception sponsored by Vestre**
Meet the man behind the disruptive 'Parklets 2.0' that is replacing car parking in Nordic cities. **Ashley Conn** was also the lead architect for the transformation of Aker Brygge, one of Oslo's most interesting outdoor public spaces. Enjoy a mini-concert with up-and-coming Norwegian artist **Hanne MjØen**. This special event will include landscape architects, architects, urban designers, planners, leaders, place-makers, developers, engineers, and many more with an interest in the built and natural environment.

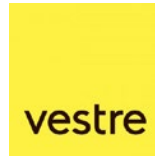
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