

IFLA WORLD COUNCIL MEETING REPORT

16 – 17 August 2021, George Town, Penang

AGENDA ITEM No: E
TITLE OF THE REPORT: President's report
OFFICER NAME AND IFLA POSITION: James Hayter, IFLA President

PURPOSE OF THE REPORT

To inform the World Council of activities and achievements over the last 12 months and direction over the next 12 months.

A CHANGED WORLD

COVID has affected the way we think and therefore practice as landscape architects. In many ways we are more connected than we were previously. We use technology as a tool to communicate in ways that can be more inclusive. We can more easily share ideas and knowledge between platforms and societies. Knowledge is available to everyone – we watch bush fires in Australia or flooding in the Philippines as it happens. We have access to data in ways we didn't envisage even one year ago.

And, more importantly, we are more conscious of the local, the value of locally sourced food and local production. We value communities and the support given during lock downs and loss of life. We feel connected and sympathetic to other people's problems and concerns.

The community of landscape architects is global. We are different but we are alike. We share similar values on ethical practice, technical challenges and climate change. Collectively, we make a difference to everyday life and the health and sustainability of our

planet. We are the most relevant of the design professions and we have stepped up to accept this challenge. We matter.

The next decade and beyond is the golden age for landscape architecture. Our profession has the tools and skills to lead and become even more relevant as the world changes. The world needs landscape architects.

IFLA was founded for very good reasons 70 years ago. But these reasons have now changed as new areas of practice continue to emerge. Our profession can, and must, stand up and not only be part of these changes but it must lead them.

The first 24 months of the IFLA Executive set the stage for increased visibility, participation, transparency and accountability within IFLA. We have done this without an Executive Director or traditional office. We now have new ways of operating, always accountable to our strategic and business plan - PLAN IFLA. This has kept us focused, strategic and effective. COVID has changed us – let us now collectively help change the world for the better.

THE LAST 12 MONTHS

Over the last 12 months we have:

1. Focused IFLA's activities on the core areas where we can have the most impact. These are summarised in PLAN IFLA. We have tried not to become distracted by issues that are not IFLA's key focus – we cannot be everything to everyone. Our focus has been strategic and focuses on where we can be most effective.
2. Prepared instructions and directives on how to operate. We now have more certainty on the expectations we have as a federation and the conduct we expect from those wearing the IFLA badge.

3. Continued to strengthen IFLA's finances, including discharge of all outstanding historical debt and the building of reserves that guarantee IFLA's financial sustainability into the future.
4. Taken an active part in assisting ILAM in the organisation of the 2021 World Council meeting and World Congress, acknowledging the patience that organizing committees from Malaysia, Sweden, Kenya, South Korea and Turkey have shown in adjusting their expectations to accommodate disruption by COVID.
5. Made IFLA's operations more transparent, including clearly mapping the Federation's organisational structure comprising the IFLA World Council, Executive Committee, Standing Committees and Working Groups.
6. Reviewed all of IFLA's Working Groups, ensuring they are representative across regions, are aligned to the SDG's wherever possible, are reporting to the IFLA Committee chairs regularly and effectively, and are focused on achieving IFLA's core aims.
7. Aligned IFLA's operations to the UN's Sustainable Development Goals. Our organizational structure and actions relate to support of the SDG's as a key priority.
8. Improved relationships with Member Associations and IFLA regions, working to support both local and regional issues. We have regular monthly meetings with IFLA Member Associations presidents and delegates when they request it.
9. Continue to update and improve the IFLA website (www.iflaworld.org) and domain to address issues with security, visibility and participation.

10. Met monthly (by Zoom) as an Executive, with meeting minutes recorded and distributed promptly. The IFLA Executive have met monthly for the last two and a half years without missing a meeting.
11. Improved relationships and contact with other organisations and NGO's operating on a global level. IFLA is approved as a member of IUCN and continues to support and advocate the IEC+N project with UIA.
12. Commenced a review of IFLA's legal identity and governance, confirming IFLA's formal registration in France. As a result of this review, IFLA's street address has returned to Versailles.
13. Continued to improve IFLA's filing and record keeping on the Cloud. All of IFLA's administration files and records are stored on the Cloud for increased security and access, ensuring these files and records are available to future users.
14. Ensured IFLA's contractual employment agreements with the Executive Secretary and service provider are in place and performance monitored.

THE NEXT 12 MONTHS

The key actions we will focus on over the next 12 months will be:

1. A global IFLA awards program in place. We have amended our earlier thinking on this and now propose a global program of participation and partnership with existing award's programs. In doing this, we do not see this global award's program as an income generator – rather, its focus is on advocacy and support to existing award's programs conducted by Member Associations and others.

2. A global, overarching policy for education program recognition in place. We are currently trialling the draft program recognition with three universities and will be able to modify and adapt the process according to lessons learnt.
3. Effective working groups in place reporting to the Standing Committee chairs and aligned to the global activities and actions of our primary partners operating at a global level, including the UN.
4. Increased projects and participation with other global bodies (UN, UN Habitat, UNESCO, ICOMOS, IUCN, UIA, and recently through IFLA EU the New Bauhaus) giving IFLA increased visibility and influence.
5. Recommendations to the 2022 IFLA World Council on further reforms to IFLA's governance and organisation. We want to take advantage of the strong organizational structure in place, the strong financial stability of IFLA and the experience of the current Executive Committee who have been in a leadership role for their first term in office.

IFLA works most effectively when it:

- Is focused on the big picture – policy and actions affecting the landscape architecture profession globally.
- Is a thought-leader, advocate and forum for new ideas.
- Establishes networks and opens opportunities that bring ideas and people together.
- Is an advocate for the values on which our profession is founded, such as the preservation of nature and biodiversity, and city making.
- Works in partnership with IFLA's Member Associations, regions, governments, education programs, industry and global bodies.

To do this, the federation is focused, nimble, accountable, principled and visible. It is these attributes of good governance that will continue to be our on-going focus as an Executive Committee.

Thanks go to our Executive Secretary, Sally Robertshaw, for her help and dedication in support of IFLA and its membership. Congratulations to the IFLA Executive comprising the IFLA Treasurer, regional presidents and committee chairs. This executive team has worked with great endeavour and in a collaborative way on your behalf.

RECOMMENDATION:

That World Council delegates note the report.