

ifla

international federation of landscape architecture
federation internationale des architectes paysagistes

headquarters IFLA - 4, rue Hardy, F - 78009 Versailles / France

email info@iflaonline.org

web www.iflaonline.org

proposed ifla strategic plan

proposed by the ifla Executive Committee, Versailles ExCo meeting, February 2003

ifla vision

The International Federation of Landscape Architects (IFLA) will represent the landscape architectural profession globally, providing leadership and networks supporting the development of the profession and its effective participation in the realization of attractive, equitable and sustainable environments.

ifla mission

The International Federation of Landscape Architects (IFLA) will represent the landscape architectural profession globally, providing leadership and networks supporting the development of the profession and its effective participation in the realization of attractive, equitable and sustainable environments.

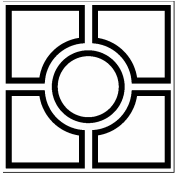
- encouraging excellence in the design and management of the environment;
- promoting the skills and achievements of landscape architects to the community, allied professionals and decision makers; advocating professional standards and ethical practice; and
- providing a forum for the exchange of ideas and information.

The values IFLA promotes include professionalism, integrity and accountability. As an organization, we celebrate the contribution landscape architects make to our quality of life and the importance our profession has in the sustainability of our planet.

1. Introduction

IFLA is the body representing Landscape Architects worldwide. Its purpose is to coordinate the activities of member associations when dealing with global issues, and to ensure that the profession of landscape architecture continues to prosper as it continues to effect the design and management of our environment. The IFLA Constitution and By-Laws focus on the following objectives:

- The development and promotion of the profession of landscape architecture, together with its related arts and sciences, throughout the world.
- The understanding of landscape architecture as a physical and cultural phenomena concerned with environmental heritage and ecological and social sustainability.
- The establishment of high standards of professional practice in the design of the landscape, its management, conservation and development.



ifla

international federation of landscape architecture
federation internationale des architectes paysagistes

To achieve these objectives, IFLA is concerned with:

- The advancement of professional education and continuing professional development of practitioners.
- The improvement of the image of the profession, and communications between members.
- Increased membership to achieve greater global representation of our profession.
- Effective management that makes best use of limited resources and encourages greater participation by members.

2. Education

The following actions support IFLA's objective for increased and better education of professionals:

2.1. coordinate education opportunities between nations

2.1.1. work within existing committees and programs where they exist to encourage staff and student exchanges

2.1.2. develop new opportunities for exchange between new and developing programs

2.1.3. coordinate and advise means of obtaining external funding from UNESCO and other NGO's for education

2.2. focus on improving education opportunities where they are lacking

2.2.1. focus on developing nations and those where programs do not currently exist – eg. South America is a priority

2.2.2. encourage a diversity of schools that support a broad definition of practice of landscape architecture

2.3. maintain a data base of programs world-wide

2.3.1. support the continued compilation of information on educational programs and the promotion by publication of this information

2.3.2. post this information on the IFLA web site

2.4. develop common means of evaluation of programs for accreditation

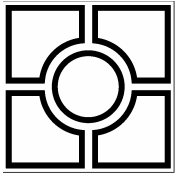
2.4.1. explore a common ground for accreditation of programs and standard evaluation of course content

2.4.2. encourage sharing of information on accreditation between schools, associations and regions

2.5. promote programs for continuing professional development

2.5.1. encourage the establishment of continuing professional development programs promoted by associations

2.5.2. share information on these programs between associations and within regions



ifla

international federation of landscape architecture
federation internationale des architectes paysagistes

2.6. develop a master class program that supports and promotes excellence in the practice of landscape architecture

2.6.1. use the model established in the Central Region as a means of establishing these programs in other regions

2.7. develop and promote a program of congresses, conferences, workshops and seminars on landscape architecture

2.7.1. maintain a data base of professional activities that promotes continuing professional development and the exchange of ideas and experiences of landscape architecture

IFLA has established an Education Committee to assume leadership in education. Regional Councils and the Education Committee will work with regional committees, associations and schools to promote education.

3. Communications

The following actions have been identified to improve communications within IFLA:

3.1. broaden the visibility and appeal of IFLA through publications and promotions, including an improved graphic image, published material and our web site

3.1.1. maintain an up-to-date web site that is widely accessible and logical to navigate

3.1.2. continue to produce a monthly information bulletin to members that provides current and relevant news of members and events

3.1.3. develop common stationery and a graphic style that promotes IFLA as a progressive and youthful organization

3.2. promote IFLA's core values, vision and objectives by participation at every level in the landscape architectural profession

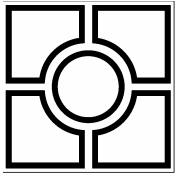
3.2.1. encourage participation by associations and individual members in conferences, forums, events and meetings, including those of allied professions

3.3. promote the achievements of landscape architects and the landscape architectural profession through professional awards, exhibitions and publications

3.3.1. develop regional awards programs for excellence in the landscape architectural profession, including recognition of individuals

3.3.2. prepare material for display that promotes the work of landscape architects for distribution to schools and public organizations

3.3.3. contribute to magazines and other publications focused on the design and management of the environment



ifla

international federation of landscape architecture
federation internationale des architectes paysagistes

3.4. identify and work with other international organizations which have common interests with IFLA

3.4.1. build on links already established and develop new links with allied professions and government and non-government organizations

3.4.2. continue IFLA's strategic partnership with UNESCO and identify other opportunities for achieving IFLA's objectives

3.5. encourage contact within regions, and between associations and individual members

3.5.1. support regional newsletters as a primary means of communications between associations and members

3.5.2. encourage active participation by association delegates and close communications between the executive committees of each association

Effective communications are the responsibility of all members of IFLA, not just executive committees. The opportunity should be given to all members of IFLA to participate in our organization and to contribute towards its goals.

4. Membership

The following actions support the objective for increased and more active membership:

4.1. increase membership so that IFLA is a truly global representative body

4.1.1. promote further the benefits of membership of IFLA

4.1.2. assist emerging national associations in the preparation of application for membership of IFLA

4.1.3. seek resolution between national associations where the membership of one prevents the joining of another

4.2. support regions in achieving effective management, educational, professional development, publication, policy and program guidance, particularly to emerging national associations

4.2.1. promote the data base of information available from the IFLA secretariat and regions through our web sites and publications

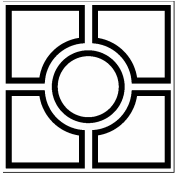
4.2.2. encourage larger associations to assist smaller and emerging associations

4.3. increase access to IFLA by maintaining low membership dues

4.3.1. assistance may be needed to some associations to achieve membership

4.4. increase IFLA's relevance by maintaining flexibility in the organization of IFLA, its vision and objectives

4.4.1. maintain a flexible structure in IFLA to encourage creativity and innovation in leadership and to respond to the particular needs of associations and regions



ifla

international federation of landscape architecture
federation internationale des architectes paysagistes

4.5. encourage the proactive leadership role of IFLA as the peak body for the landscape architectural profession

4.5.1. maintain a multi-level approach to advocacy by involvement at a global, regional and national level

The membership of IFLA continues to grow as new associations are formed and other associations see value in a global organization that represents the landscape architectural profession. Our membership is our greatest asset, and IFLA will continue to strive to meet the needs and expectations of its members.

5. Management

The following actions support the objective for an efficient and well-managed organization:

5.1. encourage participation by delegates and associations in the management of IFLA and its continuing evolution as a relevant and contemporary organization

5.1.1. achieve networking between individuals and delegation of responsibilities between members

5.1.2. manage participation and report the contribution of individual members to the world body

5.2. continue to maintain a stream-lined and accountable approach to the management of IFLA's finances and other resources

5.2.1. encourage a strong working link between the IFLA Treasurer, regional Treasurers and the Finance Commission

5.2.2. report independent audits of global and regional accounts

5.3. maintain the present sound financial and resource base within IFLA to allow development of better services to members

5.3.1. encourage private and public partnership with IFLA in pursuit of its objectives

5.3.2. seek financial contribution through corporate sponsorship of conferences and publications

5.4. re-establish a secretariat for IFLA that maintains a central point of contact with members and associations

5.4.1. support the adoption of professional, business management and technological innovations where they contribute to greater efficiency in the management of IFLA and better services to members

IFLA is now a well-managed and effective organization that actively supports, promotes and represents the profession of landscape architecture. There is now a very effective platform to advance our profession and achieve even greater participation in the design and management of our environment.