



PRESIDENT'S BULLETIN

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[October 2014]

IFLA EUROPE

INTERNATIONAL FEDERATION
OF LANDSCAPE ARCHITECTS

SILVER JUBILEE 35 YEARS CARING FOR LANDSCAPE

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A N A L U E N G O
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At the end of this month, and thanks to the help provided by the Norwegian Association of Landscape Architects, **our Federation's General Assembly** will take place in Oslo. There, the Presidents' and Delegates of the 34 National Associations which are effective members to IFLA EUROPE, as well as other Federation's members, will discuss the challenges we, as landscape architects, will be facing in future years.

Specially this year, as we are celebrating our Silver Jubilee, there is much to be proud of and much to meditate upon. Since 1989 we have grown as a Federation, opening the way for a wider, complex and richer Europe, but paradoxically though this increase in member countries hides a decrease in individual members. The reason seems obvious: the economic crisis in Europe makes membership unaffordable to many landscape architects. My personal opinion is far more critical: undoubtedly members –all of us- are having a hard time, but if we really considered our fee to our National Association as an investment, we would continue giving them our support. If some of our colleagues are actually not doing so, we need to seek the cause so as to strengthen our structure.

Though **these 25 years have been fruitful**, we still have a long way to go: we must establish a Charter for our profession which explains our role in society and our corporate ethics; we must increase our scientific production with position papers regarding core subjects; we must achieve visibility and thus insure a strategic positioning which will enable us to demonstrate our professional capacities.

To achieve this IFLA EUROPE is opening up the Federation to its members –on a volunteer basis as all the other Officer Posts existing at this moment-, **strengthening its structure** with a new Communication Chair, a project office manager, project chairs for various working groups, liaison officers with other IFLA Regions, advisors and consultants on different topics such as communication or sponsorship, or internships for students and young professionals. We will also be starting a members' data base as it will help us to establish a sounder relation with our members –with you-, providing you with opportunities to develop your capacities at an European level, be it in volunteer or financed projects.

If you are restless about **your profession**, about **our work**, about our strategies as a Federation, we invite you to make this known to your National Association, reaching them at national level or directly at IFLA EUROPE. We invite you to join us, so as to contribute towards the constant and dynamic change our Federation is in need of.