Communications Strategy

The value of Landscape Architecture.

What?
To whom?
How?
Website & IFLA News

Re-think

Re-structure

Re-define objectives & targets
www.iflaworld.org
Today's world is changing more than ever. Rapid changes in technology, climate change and socio-economic migrations are important parts of our planet. All of these affect human settlements and habitats of other organisms in different ways and a change in the climate can create challenges and problems. To face these challenges are needed that they need to find an effective solution.

For this reason, the profession can be successful in finding these solutions that have a "multi-disciplinary approach". In my opinion, landscape architecture is one of these professions. A profession that can play a key role in confronting the challenges by combining various sciences and knowledge. In order to achieve this goal, the landscape architecture profession should move more towards a multi-disciplinary solution-based approach. In such a situation, we should not only make massive projects that pay more attention to the challenges should and work with leaders with multi-disciplinary teams to play a more vibrant role in today's changing world.

This attitude will give us new opportunities that we can use to raise our situation between other professions and increase the quality of life of humans and all organisms. This is the goal of our profession in our new world.

MOHAMMAD MOTALEBI
President IFLA Middle-East Region
Working Groups
CER

Communicating
- Knowledge hub
- Website
- Blog
- Advisory Circle

Awards
- SGJ Award
- IFLA Award

Liaçon
Relation with other international organisations
Awards

• IFLA Sir Geoffrey Jellicoe Award

• IFLA Award - in partnership
Congresses

- Ratification of the amendments to the guidelines.

- Will start working in the proposal of other alternatives or types of events.