



Summary Report
of the 40th IFLA World Congress
Calgary, Canada
May 25 - 29, 2003

FINAL DRAFT

Co hosted by the Canadian Society of Landscape Architects and
Alberta Association of Landscape Architects

March 19, 2004



Dear Colleagues and Members of the International Federation of Landscape Architects, Canadian Society of Landscape Architects and Alberta Association of Landscape Architects:

We are pleased to submit our Summary Report on the 40th IFLA World Congress held in Calgary, Canada between May 25 – 29th, 2003.

The planning and promotion of this Congress was significantly impacted by many events that occurred around the world. These included the terrorist attacks on September 11, 2001 in the United States, the global outbreak of SARS, the 2003 war in Iraq and a significant reduction in travel by citizens around the globe.

Despite these events, we believe that the 40th IFLA World Congress was a very successful gathering that will have lasting benefits to IFLA, the CSLA, AALA and all who attended. Those benefits include an enhanced understanding of the value of the profession, continuing education and exposure to new methods and ideas for members, new professional contacts, proceeds that can be reinvested in the profession to enhance the services that our volunteer organizations provide and potential funding for legacy initiatives aimed at growing the profession locally, nationally and internationally.

It has been our pleasure to work with a dedicated group of professionals in Calgary to host this successful international Congress and we hope that the insights we have provided on the process that we followed will benefit future planners of similar events.

Cathy Sears, AALA, CSLA
Andre Schwabenbauer, FCSLA,

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1.0 Summary Report

1.1 Acceptance to host the Congress

In 2001 the Canadian Society of Landscape Architects (CSLA) Board of Governors (BoG) responded to the opportunity for a member country within the Western Region of the International Federation of Landscape Architects (IFLA) to host the 40th World Congress in 2003. A formal bid was submitted and accepted in June 2001, at the IFLA World Council Meeting in Singapore. An “Advance Organizing Task Force” was struck and included Vincent Asselin (CSLA President), Andre Schwabenbauer (CSLA President-elect) and Professor James Taylor (CSLA Delegate on the IFLA World Council). The Task Force was requested to provide recommendations to the BoG that included a review of Congress sites, potential Congress 2003 dates, themes and a structure for a Congress Organizing Committee. The report was to provide a framework for proceeding with Congress organizing.

In October 2001, the Alberta Association of Landscape Architects Executive had the opportunity to meet with Andre Schwabenbauer and discuss the CSLA’s plans to host the 40th IFLA World Congress in Canada in 2003. Andre also indicated that the Task Force was considering Calgary, Montreal and Toronto as potential sites for the Congress. The AALA Executive unanimously endorsed a motion in support of the Congress taking place in Calgary and that the AALA’s position is formally expressed to the Advance Organizing Task Force. A letter dated October 25th, 2001 was prepared and forwarded by Cathy Sears (AALA President) on behalf of the AALA Executive outlining the Association’s desire to participate, the AALA’s position to make a financial commitment of matching seed money and outlining Alberta’s past success in hosting CSLA Congress’ in 1984, 1990 and 1997.

The CSLA executed an agreement with IFLA on November 15, 2001 to host the Congress. The agreement stipulated that 20% of the registration fees would go to IFLA. Other revenues and profits (losses) remain with the CSLA.

The Advance Organizing Task Force report for the 40th IFLA World Congress Canada was presented to the CSLA Board of Governors on January 9, 2002 and approved by the CSLA Board of Governors on January 12, 2002. The report identified key task areas for the Congress, a preliminary Organizing Committee Structure, recommended timing

and potential themes, business arrangements for cost and profit sharing, key action items for the CSLA BoG and the recommendation that Calgary be selected as the 2003 Congress location. Immediately after this announcement, Andre Schwabenbauer invited specific members of the AALA to consider assuming key organizing committee chair positions. In late January, Andre and Professor Jim Taylor met with the AALA Executive and membership from the Calgary region and officially commenced the planning by the IFLA World Congress Organizing Committee.

A formal business relationship between the CSLA and the AALA was established that identified cost and profit/loss sharing for the Congress. It was agreed that all profits or losses remaining after all expenses were paid would be split equally between the CSLA and the AALA. As is the tradition in Canada, proceeds from the Congress shall be allocated by the CSLA, BoG and AALA Executive to initiatives such as the promotion of the profession, education and professional development, research, reserve funds and initiatives aimed at growing the profession.

1.2 Volunteers and Consultants

Fundamental to the success of the Congress was the volunteer participation supported by specific tasks completed by by selected Consultants. The Advance Organizing Task Force, the Congress Organizing Committee and individual Committee members dedicated countless volunteer hours to the planning and operations of the Congress.

Paid consultants provided specialized expertise. These consultants were:

- Registration: ManageWise Inc., Edmonton, AB
- Sponsorship: The Development Group, Calgary, AB
- Website: Andrew Jones Design, Calgary, AB
- Graphic Design: Friesen Design Associates Ltd., Calgary, AB
- Accounting: J. Warren Snelling Chartered Accountant, Carlton Place, ON

The value for consultant services was \$59,108.00. The total value of our volunteers' services was priceless! All 2003 IFLA World Congress volunteers are recognized in Appendix A.

1.3 Congress Committees

The Congress Organizing Committee structure is outlined below.

Executive Organizing Committee

- Andre Schwabenbauer, Congress Co Chair & CSLA President
- Cathy Sears, Congress Co Chair & AALA Past President
- Professor Jim Taylor, Congress Co Chair & IFLA Vice President, Western Region
- Mike Evans, AALA President
- Ron Middleton, FCSLA
- Garry Carson, FCSLA & AALA BoG Representative
- Fran Pauze, CSLA Executive Director

AALA Organizing Committee Chairs

- Cathy Sears, AALA Organizing Committee Chair
- Lynne Herzog, Hospitality Chair
- Bruce Laing, Sponsorship Chair
- Peter Wiseman, Promotions Chair
- Kyle Ripley, Venue Chair
- Victor Kallos, Program Co Chair
- Doug Olson, Program Co Chair
- Bev Sandalack, Academic and Competition Chair
- Garth Balls, Registration Chair
- Jim Laidlaw, Trade Show Chair
- Greg Shymanski, Tours Co Chair
- Anne Charlton, Tours Co Chair

The original chair for the Tradeshow committee was Kaja Cerveny. Jim Laidlaw became the chair when Kaja relocated to the province of Ontario in the spring of 2002.

Sponsorship committee work proceeded on an interim basis with the assistance of Cathy Sears and Doug Thompson until Bruce Laing agreed to fill this Chair position. We are grateful to Jim and Bruce for filling these chair positions late in the planning process. An organizational chart of the Organizing Committee is presented in Appendix B.

1.4 Congress Planning and Coordination

The Congress Organizing Committee was responsible for the planning of all Congress activities and the coordination and scheduling of pre congress events including the World Council, CSLA Annual General Meeting and the AALA Annual General Meeting.

Key to the planning process was regularly scheduled Organizing Committee meetings. In addition to Committee Chair attendance, Andre Schwabenbauer, Mike Evans and Ron Middleton from Edmonton and Gary Carson from Calgary provided Executive Committee representation at Congress Organizing Committee meetings. In total there were over twenty organizing committee meetings held in the Stantec Consulting Ltd. boardroom and a morning pre-congress site meeting on the first day of the Congress at the Palliser Hotel. Minutes were taken and circulated following all meetings and action plans were included as required to summarize the completion of timely activities. The first meeting of the Organizing Committee was held on February 5, 2002.

Early in the planning stages an outline of roles and responsibilities and a preliminary schedule was prepared to guide the activities of the executive and individual organizing committees. This proved to be a very valuable tool defining Committee responsibilities and assisting in the overall coordination. Further to the preliminary schedule, key dates were confirmed by each committee and Chairs coordinated their specific committee timelines to meet schedule milestones.

The committee Chairs worked with their committee members to complete budgeting, planning and specific activities related to their committee responsibilities. In addition to attending Organizing Committee meetings, the Committee Chairs held separate meetings as required to complete their committee work.

The Organizing Committee had 14 months to plan and prepare for this International Congress. The rigorous meeting, reporting and follow up schedule was required for Chairpersons to have a complete understanding of the Congress events and requirements. The process revealed that many activities were interrelated and allowed the Committee to coordinate activities and minimize redundancy in allocating valuable

volunteer efforts and resources. This strategy also maintained a momentum that was critical to the ultimate success of the Congress.

1.5 Theme and Logo Selection

The Program committee was responsible for developing a Congress theme. “*Landscapes on the Edge*” was selected by the Organizing Committee. The theme provided flexibility for the development of the Congress program was descriptive of the context of the Congress host City and thematically supported the idea to integrate technical tours in the Congress program.

The Promotions Committee was responsible for the logo design upon establishment of the theme. Of the options presented, the Trembling Aspen leaf was selected by the Organizing Committee. The design of the logo options including the Aspen logo and camera ready artwork were completed by Christine Funk.

1.6 Communications, Promotions and Publicity

A communications plan was established early on in the planning of the Congress. The plan covered internal as well as external communications and focused on promoting the Congress through key conference attendance, email and local event planning. All promotion activities were focused on the 2003 40th IFLA World Congress website.

Promotions to the profession started early during the planning process. Attendance at key conferences included the IFLA Western Region Conference in Belem Brazil, May 2002 (Professor Jim Taylor & Professor Peter Jacobs), the ASLA Annual Meeting and Expo in San Jose October 18 – 22 , 2002 (Cathy Sears, Andre Schwabenbauer and Professor Jim Taylor) and the 39th IFLA World Congress rescheduled from Tel Aviv to Latvia, October 2003 (Professor Jim Taylor).

The email poster campaign implemented by the Promotions Committee included the design and circulation of a series of posters updating all IFLA members and the Council of Educators for Landscape Architecture (CELA) on the Congress planning. Promotions were extended to local industry and allied professional associations through a series of news releases. The Congress was advertised in the magazine *Landscape Architecture* and in the 2002 CSLA Membership Directory. Updates on the Congress planning were

sent out to members of the CSLA and AALA via monthly newsletters. Several pub nights were organized by the AALA to promote the Congress and recruit volunteers in Edmonton and Calgary.

The graphics used for the poster campaign doubled to “brand” the Congress. The brand imagery was further used for tradeshow, sponsorship, registration packages, the on site program and Congress event pageantry. The development of the 40th IFLA World Congress website at www.ifla2003.com was aimed at addressing both promotional and Congress registration needs. The IFLA website expired in December 2003 however the CSLA website www.csla.ca maintains post congress access to Congress information.

1.7 Finance and Budget Process

The CSLA and AALA each provided the Organizing Committee with \$10,000 Cdn. seed money. Initial revenue expected from Sponsorship was delayed due to the late appointment of a Chair. The CSLA and ASLA agreed to provide additional seed money in the amount of \$8,000. each to cover expenses until the Congress revenue stream commenced.

A preliminary budget was established by Mike Evans and Andre Schwabenbauer. The figures and price points were based on research information ascertained from previous IFLA, CSLA and Industry conferences. The process to establish a final draft took approximately eight months and involved securing and reconciling projected expenses as each Committee’s programs were established.

With news of the US Iraq war and the global outbreak of SARS just a few months before the opening of the Congress the projected attendance dropped and the budget and overall program underwent a critical review. The review resulted in the unfortunate cancellation of some events and critical adjustments to on site activities to ensure that this Congress would not result in a loss. The additional effort by the Organizing Committee to continue to increase revenues and reduce expenses at this turning point in the planning process was nothing short of amazing. This included the successful negotiation with the host hotel to waive substantial penalties for unoccupied bookings due to cancellations and the reduction in registration.

All expenses and the majority of sponsorship revenues were processed by the Organizing Committee Chair, registration revenue was processed by the Registration Committee and the financial statements were prepared by the Executive Organizing Committee. Bank reconciliation with the financial statements was completed by an independent accountant. The financial statements are included in this summary report Section 2.0.

1.8 Venue

The Venue Committee was responsible for booking all Congress facilities, seating layout and set up, audio visual requirements for all speakers, accommodations and on site communications. Several Calgary hotels were approached and assessed prior to determining the Congress host hotel, specific event venues were short listed and audio visual service providers were selected. These assessments and determining the financial commitments associated with facility bookings completed in the first four months of planning were central to in establishing milestone dates for the Congress planning process and schedule.

1.9 Program

The theme of the Congress *Landscapes on the Edge* was selected to encourage diverse and insightful presentations and displays over the four day Congress. To initiate the development of the content of the program, the Committee established a list with resume's of potential keynote speakers, prepared and implemented the international call for papers and call for and promotion of the international student design competition.

Six international keynote addresses were , 49 paper presentations, 6 presentations by local landscape architects on Western Canadian Landscapes and an exhibition of the best 50 student design competition entries were included in the final Congress program. The program committee was also responsible for establishing a schedule of audio visual requirements, recruiting volunteer moderators for the paper presentations, room monitors and coordinating the introductions of keynote speakers.

Doug Olsen and Victor Kallos completed all negotiations with the following keynote speakers of the Congress.

- **Stephen Ervin**
Assistant Dean for Information Technology, the Director of Computer Resources Group and lecturer in Landscape Architecture at Harvard University Graduate School of Design.
- **Thomas Homer-Dixon**
Director of the Center for the Study of Peace and Conflict at the University of Toronto and Associate Professor in the Department of Political Science at the University of Toronto.
- **Douglas Paterson**
CSLA Fellow, past Program Director and current Graduate Advisor in the department of Landscape Architecture at the University of British Columbia.
- **Carl Steinitz**
Alexander and Victoria Wiley Professor of Landscape Architecture and Planning at the Graduate School of Design at Harvard University.
- **Martha Schwartz**
Principal of the firm Martha Schwarz Inc. Cambridge, Massachusetts and Adjunct Professor of Landscape Architecture at the Harvard University Graduate School of Design.
- **Kongjian Yu**
Faculty of Urban and Environmental Sciences Beijing University, founder and Director of the Center for Landscape Architecture and Planning and founder and president of Turen Design Institute.

It should be noted that Stephen Ervin's participation at the Congress was confirmed by Doug Olson with very short notice. Our speaker Michel Desvigne from Paris, France was unable to attend the Congress.

Bev Sandalack focused on the multitude of tasks required to orchestrate the Call for, selection and confirmation of the Paper Presentations. Bev also coordinated the International Student Design Competition. A detailed report submitted by Bev Sandalack on the Paper Presentations and Student Design Competition is contained in the summary appendices C and D. The proceedings of the presentations are posted on the CSLA website.

1.10 Sponsorship

Proposals were requested from consulting firms to provide a sponsorship plan and program for the Organizing Committee to seek financial, goods and services sponsorship. Interviews were conducted and the interim working committee selected The Development Group. Bruce Laing accepted the position of Chair in the summer of 2002 and was able to join the Organizing Committee to finalize phase one and implement phase two of the Sponsorship plan. The goal was to secure \$100,000.00 in sponsorship dollars and over \$75,000 value was confirmed in cash and donations in kind. The plan stipulated that Organizing Committee members must make all requests for sponsorship. The Sponsorship Committee prepared packages to assist Committee members in their requests. The Sponsorship Committee and Committee members participating in the plan successfully secured cash commitments totaling \$ 64,359.45.

Benefits to the sponsors were incorporated in various events of the Congress. All Congress sponsors for The 2003 IFLA World Congress are recognized in Appendix E and we extend a very special thank you to all our sponsors for their tremendous support and contributions to the success of the Congress.

1.11 Hospitality

The Hospitality Committee planned and coordinated the Toast to Canada Opening Reception, breakfasts and coffee breaks, Heritage Evening events, the Trade Show and CSLA Awards Luncheons and the CSLA Fellows and IFLA 2003 World Congress Closing Banquets. The scope of planning for this Committee was rich and complex and interfaced with many other Congress committees. The programs included on site pageantry, hospitality, music, magic and entertainment, photography and speakers. The highlights of the planning included dinner at The Ranche in Fish Creek Provincial Park, an evening at Destination Africa at the Calgary Zoo and a traditional Stampede breakfast on the Olympic Plaza site in downtown Calgary. The "white hat" ceremony at the breakfast honored IFLA President Martha Fajardo.

1.12 Tours

The Tours Committee planned and coordinated the Congress technical tours and post Congress tours. Technical tours were offered to delegates Wednesday and Thursday afternoons. The tours were hosted by local designers, Organizing Committee members and stakeholders and provided the opportunity to see landscapes and projects in Calgary and in the surrounding Kananaskis region. The Committee planned and coordinated 11 tour destinations and included in these choices were walking, bicycle and bus tours. The full program planned by this Committee had to be reduced one month prior to the Congress due to the lack of registration by delegates. A Kananaskis golf tournament was one other event that was cancelled.

1.13 Trade Show

The Trade Show Committee was successful in securing over 40 exhibitors in the Congress trade show hall. The exhibits showcased the latest in products and services in the industry. The trade show commenced during the Toast to Canada reception on Sunday evening and was open to delegates until the end of presentations on Tuesday. All keynote presentations were held in the trade show hall. The committee was also responsible for the coordination of several technical presentations that were offered in the trade show hall while paper presentations were being held in the lecture halls. All 2003 IFLA World Congress exhibitors are recognized in Appendix. F.

1.14 Registration

The Registration Committee was responsible for pre-conference and on site delegate registration and the preparation of registration packages. This included the production of the on site program. An early-early bird promotion was advertised over the month of December 2002 and into early January of 2003 to generate some initial registration revenue. After this promotion, early bird rates were in effect until April 15th after which on site rates were applied. Complimentary registration was only extended to the IFLA President, the ASLA President and the CSLA President, President-elect and Executive Director, Congress volunteers and Paper Presenters were extended the early-early bird promotion registration rate. ManageWise Inc. provided the pre-conference and on site registration services for the Congress. ManageWise are the business administration service providers to the AALA. This business arrangement served the Congress well in

that contact and communications for registration were in place immediately for all inquiries. Jill Lane and the ManageWise staff are to be commended for the additional services they provided which were attributed to the SARS outbreak and the significant number of cancellations or inquiries that they had to process in the two months prior to the Congress.

Following is a brief summary of Congress delegate attendance and demographics taken from the registration data base.

Total Attendance:

- Full Delegates 239
- Single Day Delegates 63
- Student Delegates 44
- Companions 24

	Alberta	Canada	USA	Mexico S. America Caribbean	Europe	Middle East	Australia New Zealand	Asia	Iceland
Delegates	89	110	37	10	35	4	8	10	1
Students	20	16	4	2	1	0	0	1	
Companions	5	3	3	1	9	0	1	1	

In total 28 countries were represented at the 2003 Congress.

Argentina	Denmark	Netherlands	Turkey
Australia	Germany	New Zealand	USA
Bermuda	Iceland	Norway	UK
Brazil	Japan	Puerto Rico	Venezuela
Canada	Korea	Sweden	
China	Latvia	Switzerland	
Colombia	Mexico	Taiwan	

1.15 Proceedings

Congress proceedings are posted on the CSLA website. These are posted in English as this is the official language of the IFLA World Congress.

1.16 Post Congress Activities

A number of post congress activities were integrated in the planning process including a post-Congress debriefing with the Organizing Committee, a Volunteer Appreciation Evening held in June in Calgary and posting of the Congress Proceedings and Summary Report onto the CSLA website. A digital copy of the proceedings and hard copies of the Summary Report have been forwarded to the CSLA and AALA. The CSLA will maintain all financial records and photographs of the Congress events in their archives.

2.0 Financial Statements

40th IFLA World Congress Financial Summary

February, 2004

REVENUE	22.05.03 Budget	To Date	
1 Sponsorship	\$ 68,500.00	\$ 63,359.45	
2 AALA SEED Money	\$ 18,000.00	\$ 18,000.00	
3 CSLA SEED Money	\$ 18,000.00	\$ 18,000.00	
4 Trade Show	\$ 102,000.00	\$ 96,042.63	
5 Delegate Registrations	\$ 137,500.00	\$ 164,465.10	
6 Opening Rec., Zoo + T.S.	\$ 7,800.00	\$ 9,615.00	
7 Tuesday events	\$ 8,120.00	\$ 7,615.00	
8 Wednesday events	\$ 15,910.00	\$ 16,770.82	
9 Thursday events	\$ 14,700.00	\$ 18,184.90	
10 World Council Meeting		\$ 4,330.00	
TOTAL REVENUE	\$ 390,530.00	\$ 416,382.90	GST included

EXPENSES	22.05.03 Budget	To Date	
<u>IFLA</u>			
11 IFLA Percentage of Revenue	\$ 27,500.00	\$ 29,257.01	
Less World Council Expenses			
<u>AALA & CSLA</u>			
12 AALA Seed Money	\$ 18,000.00	\$ 18,000.00	
13 CSLA Seed Money	\$ 18,000.00	\$ 18,000.00	
14 CSLA Expenses		\$ 5,830.14	
<u>Sponsorship</u>			
15 Sponsorship Expense	\$ 13,000.00	\$ 11,661.37	
<u>Registration & Administration</u>			
16 Registration & Administration	\$ 50,300.00	\$ 27,471.97	
17 Bank Charges & Miscellaneous		\$ 1,313.08	
18 VISA Expense		\$ 3,287.45	
19 M-Card Expense		\$ 1,203.61	
20 Accountant		\$ 680.00	

<u>EXPENSES Continued</u>	22.05.03 Budget	To Date
<u>Promotion</u>		
21 Promotion Expense	\$ 25,000.00	\$ 28,381.90
<u>Program</u>		
22 Program Expense	\$ 71,350.00	\$ 32,429.18
<u>Tours</u>		
23 Tours Expense	\$ 14,780.00	\$ 11,801.45
<u>Facilities</u>		
24 Facilities Expense	\$ 26,000.00	\$ 31,818.72
<u>Trade Show</u>		
25 Trade Show Expense	\$ 26,800.00	\$ 16,512.17
<u>Hospitality</u>		
26 Hospitality Expense	\$ 107,780.00	\$ 84,033.93
<u>GST</u>		
27 GST Paid		\$ 14,417.07
28 GST Payable		\$ 6,323.90
TOTAL EXPENSES	\$ 398,510.00	\$ 342,422.95
TOTAL REVENUE (from page 1)	\$ 390,530.00	\$ 416,382.90
NET Profit or (LOSS)	-\$ 7,980.00	\$ 73,959.95
<hr/>		
Total GST Collected		\$ 20,740.97
Total GST Paid		\$ 14,417.07
Total GST Payable		\$ 6,323.90

APPENDICES

APPENDIX A

IFLA WORLD CONGRESS VOLUNTEERS

It was the enthusiastic energy and commitment of our volunteers that made this Congress possible. Please join us in thanking all our volunteers.

Executive Organizing Committee

Jim Taylor, Congress Co Chair,
IFLA Vice President, Western Region
Andre Schwabenbauer,
Congress Co Chair, CSLA President
Cathy Sears, Congress Co Chair
AALA Past President
Mike Evans, AALA President
Ron Middleton, FCSLA
Garry Carson, FCSLA
AALA Representative on the CSLA BoG
Fran Pauze, CSLA Executive Director

AALA Organizing Committee Chairs

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Doug Olson, Program Co Chair
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Greg Shymanski, Tours Co Chair
Jim Laidlaw, Trade Show Chair
Kyle Ripley, Venue Chair
Lynne Herzog, Hospitality Chair
Peter Wiseman, Promotions Chair
Victor Kallos, Program Co Chair

AALA Volunteers

Andrew Jones
Andrew King
Anna Marut
Barry Gonnely
Becky Motyka
Beth Sinn
Bev Bruyere
Brian Baker
Bruce Williams
Carmen Kubrak
Carissa Hennig
Chad Ruttan
Chris Shukuda
Cory Rockel.
Christine Funk
Craig Toll
D. Cartmell

Darryl Zoerb
David Byers
David Harrison
David James
Don Barron
Donna Brown
Doug Ohrn
Doug Thompson
Drew Ferrari
Elizabeth Balderston
Elisabeth Sinn
Ernie Webster
G. Cataby
Grace Chen
Garth Bell
George Harris
Jade Elton
James Allen
Jason Wilson
Jim Klimes
Joyce Wong
Julie King
Kevin Dieterman
Kevin Orvold
Kirsten Schlender
Kris Salerno
Kym McCulley
Larry Patterson
Nathan Long
Lavern Pratt
Len Novak
Malcolm Ho-You
Mary Boyes
Michael Berensnak
Michelle Lefebre
Michelle Reid
Michelle Wong
Nicola Roe
Otto Hammer
Peter White
Rick Gendron
Scott Wright
Serene Ho
Susan Chow
Susan Krys
Tara Kykstra
Terry Arnett
Travis Larsen

APPENDIX A

IFLA WORLD CONGRESS VOLUNTEERS - CONTINUED

Congress Concurrent Session Moderators

Adrienne Brown
Bev Sandalack
Cam Paterson
Cathy Sears
Colleen Mercer-Clarke
Cynthia Cohlmeier
David Leinster
Diane Menzies
Doug Carlyle
Doug Olson
Garry Carson
James Floyd
John MacLeod
Peter Klynstra
Victor Kallos
Vincent Asselin
Myke Hodgins
Martha Fajardo
Mike Evans
Leonard Novak
Kyle Ripley

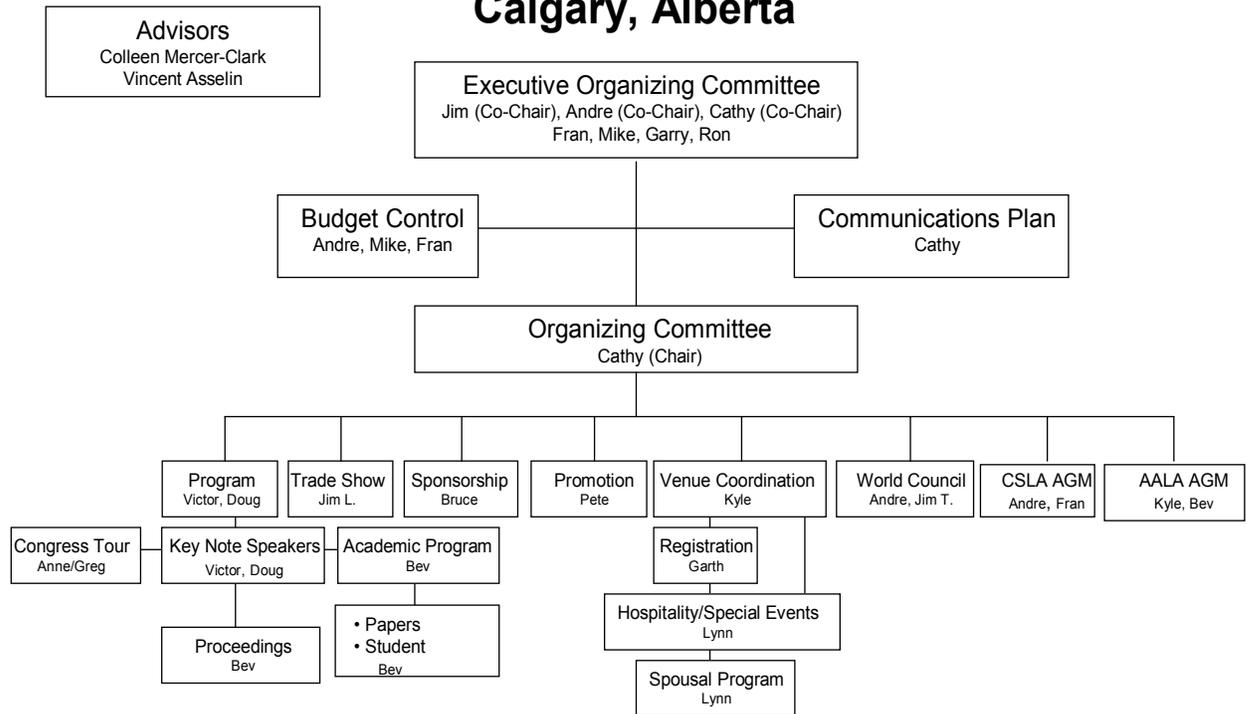
IFLA-UNESCO International Landscape Architecture Student Design Competition

Bev Sandalack, CSLA,
IFLA 2003 Competition Chair
Jurors:
Greg Andonian, Ph.D., D.H.C., RAIC UNESCO Representative
Brian Baker, CSLA
Cameron Man, FCSLA, FASLA
Andre Schwabenbauer, CSLA President

APPENDIX B

ORGANIZATIONAL CHART

**Congress Executive and Organizing Committees
2003 IFLA World Congress
Calgary, Alberta**



APPENDIX C

ACADEMIC PAPERS

Submissions

- 156 submissions were received, from 29 countries and 6 continents (25 from Canada, 18 from the USA, and multiple submissions from Brazil, New Zealand, Australia, Malaysia, Korea, the UK and Germany).
- All except two submissions were received electronically at the iflacsia@ucalgary.ca address
- Most submissions were from the landscape architecture profession, some from architecture, with a mix of practitioners/academics/students.
- The submissions were assigned a tracking number and the author, paper title and contact numbers entered on a spreadsheet.
- The papers were organized into broad categories to facilitate reviewing. These were (in the order of number of submissions) ecology/green infrastructure/green corridors/open space systems; wetlands/stormwater/water in the landscape; cultural landscapes/people in the landscape; urban/city studies/urban design/urban technical topics; tourism; sustainable neighbourhoods; rural/urban interface; landscape and art; industrial landscapes; the politics of landscape architecture/the profession; theory/methodology/perceptions of landscape.
- The conference theme and subthemes did not prove to be particularly useful in attracting papers or in helping to organize the submissions.

Review of Abstracts

- On 6 January 2003, Larry Paterson FCSLA, Len Novak FCSLA, and Bev Sandalack Chair Academic Papers reviewed the abstracts over the course of one full day.
- In order to avoid possible perception of conflict of interest, the committee eliminated any abstracts authored by IFLA Congress Organizing Committee members (6 papers).
- Three further submissions were eliminated (one was a student design competition entry, one did not include an abstract (only images) and one did not include any contact information and did not relate to the congress. Two were referred to the Trade Show (one was advertising a product and one was proposing a technical instruction session).
- From the eligible entries, 86 were selected on the basis of relevance to landscape architecture and to the congress, potential level of interest, overall quality and English language competence. The number selected fell within the desired number for the program of 24 paper sessions with 3-4 papers per session.

- Student submissions were generally referred to a poster presentation session (organized ad hoc). The IFLA Organizing Committee subsequently advised including more submissions for a poster session.
- The committee made every effort to evaluate the abstracts on their own merits in a blind review. In some cases the author biographical information was consulted as a supplementary source of information.
- In every case, at least two and usually three of the reviewers clearly agreed on accepting or rejecting a paper, and the list of accepted papers was unanimously determined.
- Following the review, letters were emailed to the authors advising of acceptance or rejection. Authors of accepted papers were required to confirm in writing by 31 January 2003 their intention to attend and present their paper.

Paper sessions

- 26 authors cancelled their papers after being accepted, but prior to the conference program being finalized. Reasons for this included: change of plans, travel restrictions imposed by their countries, concerns about SARS, scheduling conflicts. 6 authors cancelled their papers after the program was finalized due to travel restrictions and changes of plans. Two authors were no-shows. 49 papers were ultimately presented.
- In addition, the IFLA Organizing Committee decided to include a session on the Western Canadian Landscapes, and presentations were invited from 6 conference chairs.
- Several revisions were required at the congress to deal with the cancellations, but the conference program was full and delegates commented on the good quality of the paper sessions.
- Moderators for the sessions included CSLA Board of Governors, Conference Chairs and IFLA Executive.
- Paper presenters and moderators received a book gift (History of Alberta or History of the Rocky Mountains) and an IFLA2003 Congress bookmark.
- Each room for paper sessions was equipped with a slide projector and data projector and beam. Several presenters also required overhead projectors.
- Proceedings were prepared as a CD-Rom, and abstracts and author bios included in the paper program.

Recommendations

- **Conference theme** should either be more specific or very general. This year's theme did not seem useful in the paper submissions, and the sub themes were not ultimately used as paper session titles.

- Encourage **electronic submissions only**, and set up an email address for submissions and questions when the call for submissions goes out.
- **Assign staff or volunteer** to be responsible for data management for the entirety of the process. Nicola Roe was responsible for this, and did a superb job and provided continuity. This committee's work extends from developing the call for submissions, sending it out to journals, institutes and schools, coordinating with the IFLA Organizing Committee, addressing questions, accepting the abstracts and organizing them for a review, conducting a review, contacting authors, editing abstracts and biographies, contacting authors several times to ensure papers are submitted on time, organizing paper program and revisions, preparing abstracts and bios for program, arranging moderators for sessions, arranging audio visual equipment, dealing with author requests and questions up to and including the congress, preparing final papers for proceedings, arranging to have Cds burned and label designed, follow up with authors. Some of this work can be done by volunteers but needs to be coordinated by the Chair.
- **Specify the audio visual equipment** that will be provided, and stick to it. The overhead projectors were an unnecessary expense. Advise that slide projector and data projector/beam be provided. Any special requests can be considered on an individual basis.
- **Specify any restrictions to eligible authors** in the call for submissions (make a decision in advance regarding eligibility of committee members, IFLA executive members, etc.) to avoid elimination of abstracts after submission
- **Require authors of accepted papers to register and pay fees in advance** of the date that the program needs to be finalized. This may prevent last minute cancellations, and will help in developing the program. This may, however, eliminate authors who are not able to finalize their plans this early (and in the case of this year's SARS problem, may eliminate those who waited to see how the situation developed.)
- **The poster sessions** were not very successful. Few of the authors confirmed, and many did not respond at all to the invitation to submit a poster. If included, develop a call for submissions, and specify the format (this year we specified 1-6 11x17 panels). Poster sessions require space and presentation boards, and volunteers to hang and monitor the posters. This could be a good part of the program if planned ahead of time, as it adds some visual material to the congress and an alternative method of presenting work, especially for students.

Respectfully submitted

Beverly A. Sandalack PhD CSLA MCIP
 Chair, Academic Program Committee
 IFLA 2003 Organizing Committee

APPENDIX D

IFLA UNESCO INTERNATIONAL LANDSCAPE ARCHITECTURE STUDENT DESIGN COMPETITION

The IFLA – UNESCO International Landscape Architecture Student Design Competition has been a part of the IFLA World Congress for many years, and has been generously supported by the International Federation of Landscape Architects (IFLA), the United Nations Educational Scientific and Cultural Organization (UNESCO), and the local organizing body. This year, the competition was organized by the IFLA 2003 Congress Committee, with support from IFLA, UNESCO, the Canadian Society of Landscape Architects (CSLA) and the Faculty of Environmental Design (EVDS) at the University of Calgary.

In the Fall of 2002, the IFLA 2003 Organizing Committee sent out a competition brief and call for submissions to landscape architecture programs around the world. The challenge was to respond to the conference theme 'Landscapes on the Edge' or to one of the conference sub-themes. Schools were asked to choose their own site and to set their own program, and to investigate the theme within the context of their own culture, their own geography and their own local issues.

By May 2003, we had received 170 submissions, from 15 countries, and 50 universities. 84 teams and 86 individuals sent their work to EVDS, where it was catalogued and hung for review by the jury. A number was assigned to each entry and a spreadsheet prepared. The submissions were only identified by a number to allow a blind jury review.

Review of submissions

Given the unanticipated and unprecedented large number of entries, we made the decision to pre-select a more manageable number of entries to be evaluated by the jury. On May 16, 2003, Garry Carson, FCSLA and CSLA Board Member; Doug Gillmor FRAIC and Professor Emeritus, University of Calgary; and Bev Sandalack Competition Chair reviewed the 170 entries and selected the top 58 for review by the jury.

On May 21, 2003 an international jury composed of four members met at the University of Calgary for a day of review, discussion and debate. The jury consisted of:

- Greg Andonian, PhD, DHC, RAIC, UNESCO Representative
- Cameron Man, FCSLA, FASLA, CELA President, IFLA Representative
- Andre Schwabenbauer, CSLA President
- Brian Baker, CSLA, IFLA 2003 Organizing Committee Appointed Jury Member

Awards

The jury selected the following submissions for awards:

1st Prize

IFLA – UNESCO Prize

\$3,500 USD

‘Fading Away of an Edge in 20 Years: make Daching, the town being submerged, exist, grow and exhibit’

- Li Li
- Jiazhi Li
Institute of Landscape Architecture, Tsinghua University
Beijing, PR China

The construction of the Three Gorges Dam on the Yangtze River will displace 140 towns. This project explores, as an alternative to relocation or rapid destruction, a process of gradual change of landscape, culture and ecology, and included some added structures, consideration of a process of 20 years, and discussed the importance of the cultural landscape.

2nd Prize

IFLA Zvi Miller Prize

\$2,500 USD

‘Landscape Memory on the Edge: Preservation of Yuan Ming Yuan Ruins’

- Wu Wen
- Wu Xiangyen
Institute of Landscape Architecture, Tsinghua University
Beijing, PR China

The 18th Century gardens of Yuan Ming Yuan are neglected and threatened by Beijing’s urbanization. This project proposes using a comprehensive analysis of the history of the gardens and applying modern methods of landscape design to preserve and exhibit the ruins.

3rd Prize
IFLA – CSLA Merit Award
\$1,000 USD

‘Storm water infrastructure: ecology contained’

- Scott Jordan
Department of Landscape Architecture, University of Manitoba
Winnipeg, Canada

The Denargo land area of Denver, Colorado is a one-mile stretch of former industrial land with a long history of mixed industrial and sparse land use and is currently under pressure to transform. This project consists of design of a multi-functional landscape that reveals storm water purification processes, includes adaptive reuse of the market structures, and integrates the storm water system as the focal landscape, with the intent of changing perceptions and stimulating redevelopment.

Honourable Mention

‘Life Garden Project: sewing the beginning and the end’

- Shiho Meano
Department of Environmental Design, Kyoto University of Art and Design
Japan

This project proposes to revive a once closed elementary school as a new community center for senior citizens living in the old core of the City of Kyoto. Three design methods were applied: spatial organization by horizontal order, creation of spaces by textures and forms of the grounds, and creation of a center-less sensual centre, to “create a place where people can experience the oneness with the nature and the land, and thus can regain their lives within.”

Landscape on the edge of art: installations on the edge

- Julie Lommerse
- Renee Lussier
- Chris Midgley
Landscape Architecture Program University of British Columbia, Canada

UBC’s research forest provided the context for a series of installations in which a critique of forest management and our relationship with Nature “becomes visceral, engaging and contemplative when executed with the powerful visual symbols associated with bondage.”

'Borderlands: Suturing Communities along the Edge'

- Scott Chastain
 - Bradley Martin
 - Matthew Edwards
- Masters Program in Landscape Architecture and Bachelors Program in Architecture Auburn University, USA

This project considered ways of mitigating the effects that the United States / Mexico border has had on the towns on either side of this border. Analysis considered the ways that the towns have relied on each other for hundreds of years, although now separated by the border. The suture between the towns included continuation of the grid plans, new physical structures, creation of public spaces, and new neighbourhoods utilizing adobe construction.

'Sustainable Culture of the Mysterious Mosuo Minority: conservation planning of Wuzhiluo Village, the Lugo Lake between Yunnan and Sichuan Provinces'

- Wu Gong Deng
 - Xiao Fei Xue
 - Hong Zhou
 - Min Hu
- Landscape Architecture Institute China Academy of Urban Planning & Design and Landscape Architecture School Beijing Forestry University, China

The Mosuo Minority has, like other global and Chinese aboriginal cultures, been marginalized and is in danger of being assimilated by the mainstream. This project proposed a comprehensive approach including inheriting the matriarchal material culture of Mosuo, improving the standard of living, restoring the natural environment, changing techniques and methods to improve the local economy, developing eco-tourism, and setting up research and administration institutes.

The awards were announced at the IFLA 2003 Congress during lunch on Monday. Award winners and honourable mentions were contacted by email letter by Bev Sandalack and advised of their award. All participants were sent a certificate of participation (example attached) and a letter advising of the full competition results. Competition results will also be posted on the IFLA 2003, CSLA and IFLA websites.

The top tier of entries (a total of 50 submissions) will be exhibited at the City of Calgary Atrium for the week of 14 July 2003. In the Fall of 2003 the same exhibition will be mounted at the EVDS Gallery at the University of Calgary, and then will be available as a traveling exhibit.

The following volunteers and assistants are to be commended for their excellent help: Darren Lee, EVDS student, and Nicola Roe, AALA Associate Member. Also Michelle Reid, EVDS Student and AALA Associate assisted with cataloguing the submissions.

Recommendations

- The **conference theme and subtheme** did not always prove to be very useful in helping the entrants to develop a submission. Most submissions seemed to fit the theme around their work after the fact. It is recommended that the theme be either more specific (and perhaps does not need to relate to the conference theme) in order to give the entrants a more concrete topic to work with; or it should be much more general to allow schools and entrants to identify their own specific topics.
- **Eligibility** needs to be clarified. The stated purpose of the competition is to 'recognize superior environmental design achievements made by students in Landscape Architecture programs'. Previous competition briefs have specified that submissions are invited from 'students in Landscape Architecture programs recognized by IFLA.' Since it is not clear how IFLA would 'recognize' a program, this qualification is difficult to apply. Not all countries are members of IFLA, not all countries (members as well as non-members of IFLA) have formal landscape architecture programs, and there is difficulty in determining what constitutes a 'program' for the purposes of the competition. Several students questioned this regulation (i.e. requested eligibility due to their country or university not having a landscape architecture program), and the general recommendation of IFLA executive members this year to deal with the ambiguity of the regulations was to accept any entrants who were endorsed by their school, whether or not they were in a 'recognized' program (or whether or not they were in a landscape architecture program). It is recommended that IFLA consider this issue, and clarify the regulation so that in subsequent competition briefs the eligibility is made clear.
- **Eligibility should be restricted to those who were full time registered students** during the current academic year. Some previous competition briefs have opened the competition to those who are recent graduates but not yet working full time, however this stretches the definition of "student."
- **Presentation board format** 90 x 120 cm panel (single, or divided into two or four smaller panels) seems appropriate. A standard size makes exhibition and handling easier.
- Entrants were required to submit their panels **mounted on foamcore** "or other stiff lightweight mounting boards." This was interpreted by several schools to mean stiff photographic paper, which was more difficult to hang. It is recommended that panels be required to be mounted on foamcore only.
- Entrants were required to **submit up to five slides** with their presentation boards. This could be in the form of photographic slides or CD-Rom. It is recommended that digital slides be required, to be submitted on a **CD-Rom**. This requirement could be "Entrants must include up to five digital images of the panels, portions of the panels, the site, or the team, in a CD-Rom. This will be used for publication purposes, therefore make sure that the quality of the images is high."

- **Timing of the jury** – it is recommended the timing of the jury of the competition take place well in advance of the IFLA Congress to allow the winning teams the option of traveling to the Congress. This would also allow the students to present their work in a special session.
- **Certificates of Participation** were sent to all entrants. This is recommended as a general practice, and should be included in the budget (cost of paper, postage, volunteer time).
- It is recommended that **jury members be selected well in advance** of the competition jury date. The establishment of the jury date is critical in this regard, as it will determine who might be available. The jury should consist of representatives from IFLA, UNESCO, the local organizing body and the local university.
- It is recommended that the process include selection of the better projects for a **traveling exhibition**. This year 50 projects of the 170 were judged to be appropriate for further exhibition. The costs of constructing a shipping carton should be assumed by the local organizing body, and included in the budget; and the costs of sending this exhibition should be paid for by the receiving party. The exhibition could then be sent along as long as there is interest.
- **Volunteer requirements** – it is recommended that a volunteer or administrative assistant be assigned to assist the competition director through the course of the competition. The work involved in the competition includes: liaising with the IFLA Organizing Committee through the congress preparations, developing the brief, sending out the call for submissions, addressing questions, receiving submissions, unpacking and cataloguing the submissions, arranging the jury venue and hanging the submissions, receiving the recommendations of the jury, preparing the submissions for exhibition at the Congress, developing a program for the competition awards presentations, dealing with the submissions following the Congress, designing, preparing and sending the certificates of participation and awards following the jury, organizing the subsequent exhibitions. This is a great deal of ongoing work, and should be anticipated in advance and sufficient assistance arranged.

Respectfully submitted,

Bev Sandalack, PhD, CSLA, MCIP
 Chair, Student Design Competition IFLA 2003

APPENDIX E

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