



IFLA 2021 WORLD COUNCIL MEETING REPORT

AGENDA ITEM No:	10.2 Standing committee report CER 2020/2021
TITLE OF THE REPORT:	IFLA-APR CER committee report
OFFICER NAME AND IFLA POSITION:	Bosco SO, Chair IFLA-APR Communications and External Relations Committee

PURPOSE OF THE REPORT.

This report summarises the past events and publications that have been promoted to IFLA APR. The role of the Communications and External Relations Committee is to plan, co-ordinate and develop the IFLA APR's overall communication strategy, including brand identity and image, communication between regional members, communication with other regions, and relationship development with key regional stakeholder bodies or groups, promoting activities that will highlight the role of the organisation and the value of the profession of Landscape Architecture in our region.

SUMMARY OF THE REPORT

An active period for this committee shows a growth in the quality and readership of our monthly newsletters, the launch of an internship programme, and a focus on better communications for our members.

REPORT.

It is significant to witness the continued growth of our monthly newsletters with a focus on landscape architect delegates sharing their thoughts on a quarterly landscape theme, such as the resilient city, Transitional housing, Children playground and so on.

IFLA APR has launched a written interview for the topic – Transitional Housing. The objective of this interview is to create more opportunities for landscape architects to contribute their ideas and for IFLA APR to update the database of the international landscape architects practice.

Under the travel and event restrictions due to the COVID-19 pandemic, we enthusiastically considered using online sharing platforms or channels to communicate with our members such as ZOOM webinar and glue up. Particularly, we have launched "Landscape Tribe" to discuss different topics in Landscape Architecture. From Coastal Environments to Climate Change Mitigation, share members thoughts, find solutions, and connect with some of the best in the industry. It provides a platform to network with like-minded individuals in any niche specializations and gain new insights into the latest trends.

RECOMMENDATIONS (MOTIONS TO VOTE):

1. This report has no motion to vote. It recommends for the Council to adopt and approve the report.

APPENDIXES (TO BE ATTACHED):

1. N/A