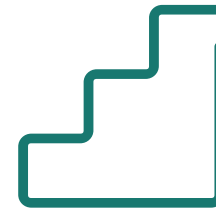


Strategic Foresight



LEADERSHIP
DEVELOPMENT
PROGRAM

CLARB

February 20, 2025
3:00 – 4:30 p.m. EST

Website Tech Tips and Reminders



Please mute your microphone unless presenting.



Chat function on bottom of screen is available – and presenters will see questions posted.



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Reactions



Presenter

Veronica L Meadows, CAE
Chief Strategy Officer

Agenda

01

Introduction to
Strategic
Foresight and its
importance

02

Exploring the
expanding scope
of landscape
architecture

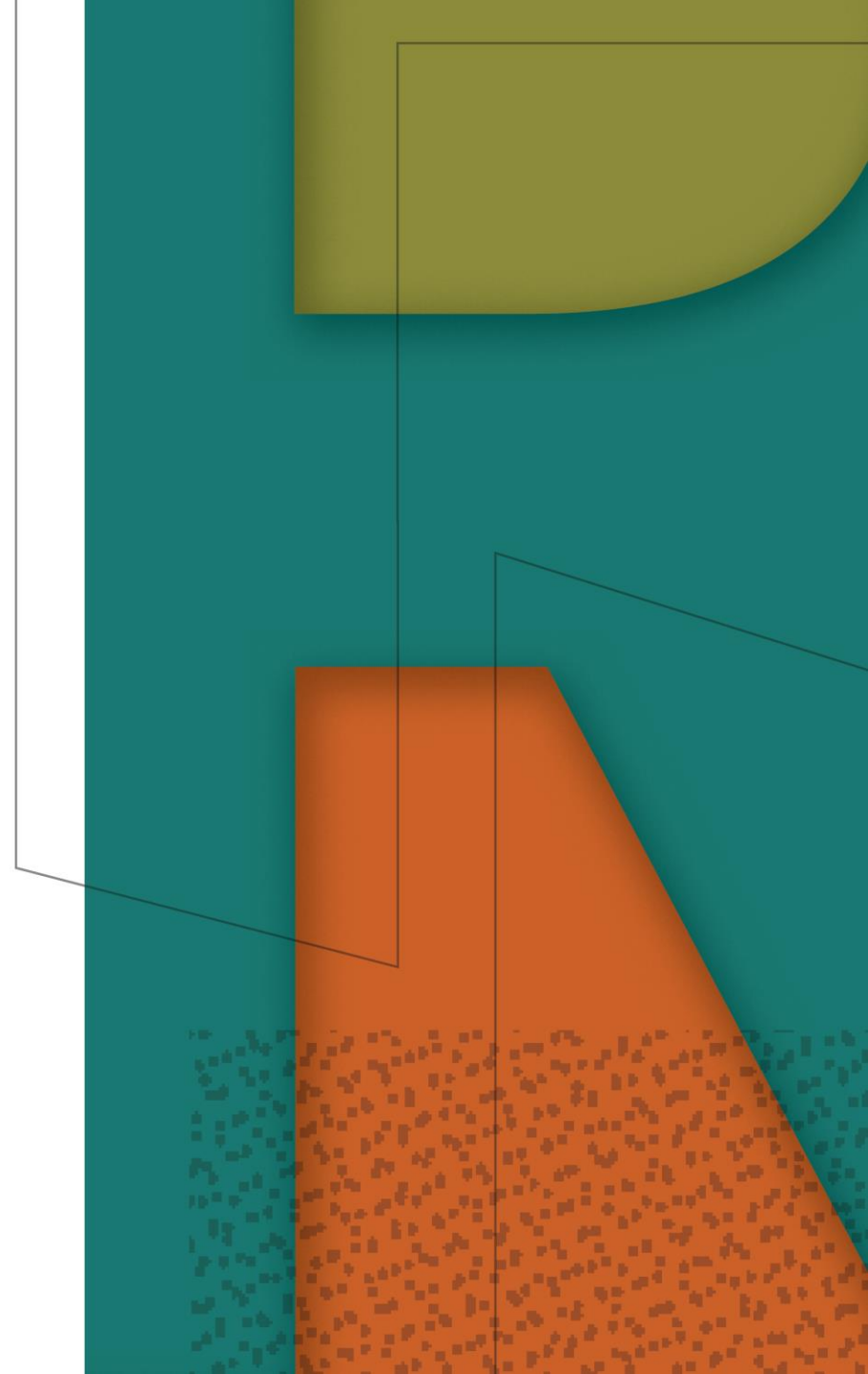
03

Foresight
Exercise: Building
a collective
knowledgebase

04

Insights and
wrap-up

Introduction to Strategic Foresight



What is Strategic Foresight?

Strategic foresight is about scanning the horizon for emerging trends, uncertainties, and disruptions so organizations/leaders can proactively plan for and shape the future rather than react to it.

Why is Strategic Foresight Important?

- Navigating uncertainty
- Identifying opportunities
- Mitigating risks
- Enhancing decision-making
- Building adaptability & resilience
- Driving innovation



CLARB's Approach to Foresight



Our mission

To design and promote landscape architectural standards.

Our vision

The world's people, places and environment are protected by landscape architecture.

Our preferred future

Agile standards with flexible education, experience and examination that enables borderless and diverse landscape architecture practice and is focused on the protection of health, safety and well-being (HSW), and considers emerging design, technical and societal trends.

Our values

LEAD WITH VISION

Planning for the future with creativity, wisdom and foresight.

ACT WITH INTEGRITY

Operating with transparency and in alignment with our values and principles.

DEMONSTRATE THOUGHT LEADERSHIP

Building trust and influence within our community.

ASPIRE TO EXCELLENCE

Striving for continuous improvement through learning, growth and development.

FOSTER INCLUSIVE COMMUNITY

Cultivating meaningful connections among our stakeholders.

ENGAGE AS STEWARDS

Managing the organization's resources and mission with care and respect.

DESIGN COLLABORATIVELY

Engaging stakeholders and partners to develop and achieve mutually beneficial outcomes.

CLARB 2.1 Strategy

Revised September 2024

OUTCOMES

STRATEGIES

Practice

Common standards that ensure competent practice of landscape architecture.

Evaluate opportunities for equivalent assessment of competent practice.

Regulation

Agile processes, procedures and partners to support regulation.

Implement and refine Rethink Regulation program.

Global

Growth through building trust, providing new or adapted programs and models to expand access and mobility for credentialed landscape architects.

Develop sustainable programs, services, operations and outreach.

Support partner organizations in achieving regulation of the profession in their jurisdictions.

Unified and elevated profession through the evaluation and recognition of equivalent systems, processes and standards.

Conduct outreach and engagement by exchanging stories to grow the global network.

Develop framework for mutual recognition among jurisdictions.

CLARB 2.1 Foresight Timeline

Practice

Shortage of LA professionals

Impact of exponential technologies on LA

Next gen professionals

The expanding focus & scope of LA design

Growing recognition of LA impact

Wild card: Geo-political upheaval to LA

Borderless LA practice

Empowering the new workforce

Regulation

Address regulatory reform

Increase need for equivalency

Uncertainty around env. regulations

Declining Trust

Impact of exponential technologies on LA

Increased demand on boards w/ fewer resources

Wild card: Profession based self-regulation

Wild card: catastrophic event

Technology-enabled performance standards

Global

Borderless practice

Growing recognition of LA impact

Evolving career pathways

Climate change mitigation

Impact of exponential technologies on LA

Wild card: Global conflict

Imbalance/ shortage of LA talent

Immigration driven demography

Global power shifts

FY25

FY26

FY27

FY28

FY29

FY30

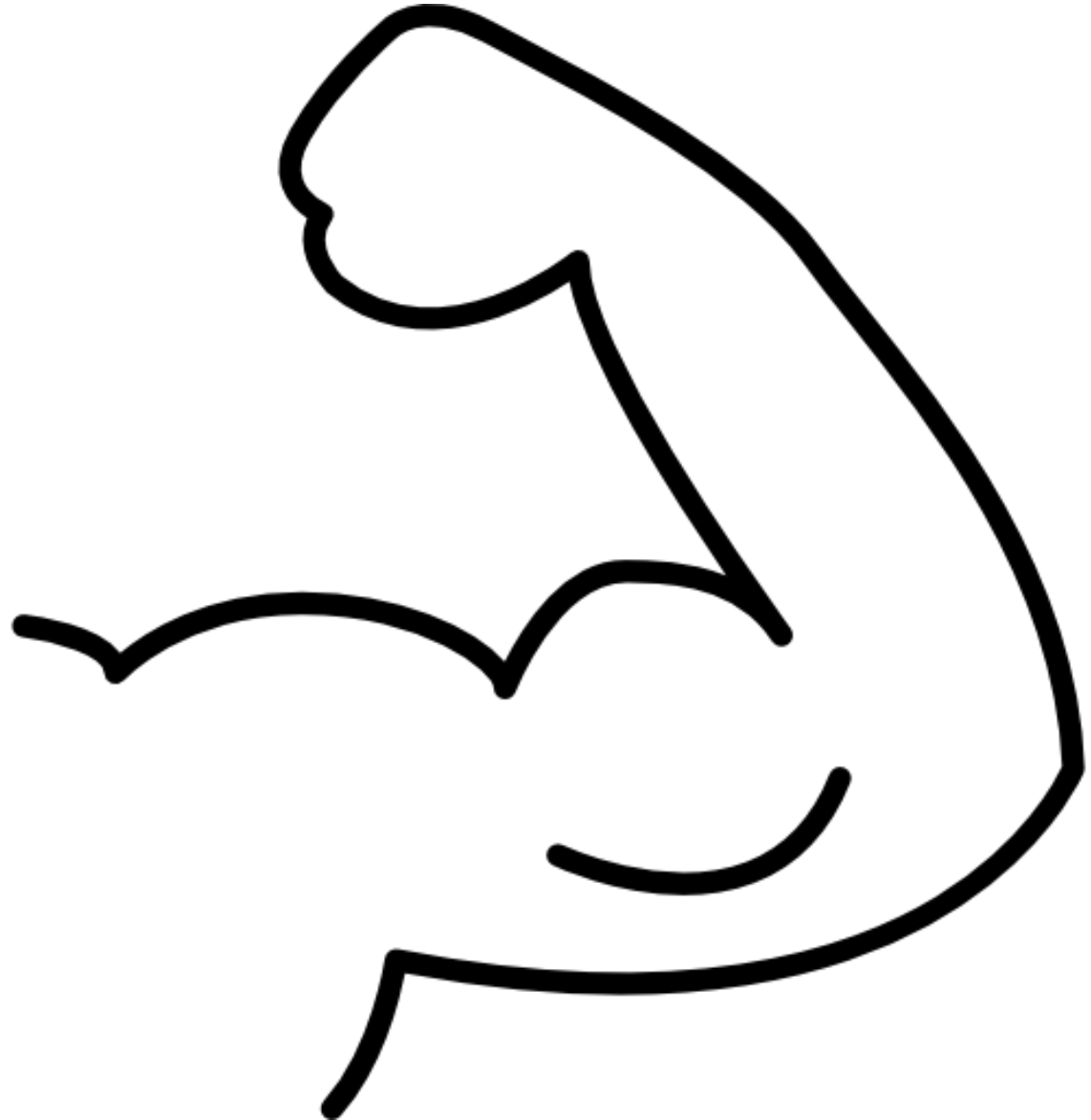
FY31

FY32

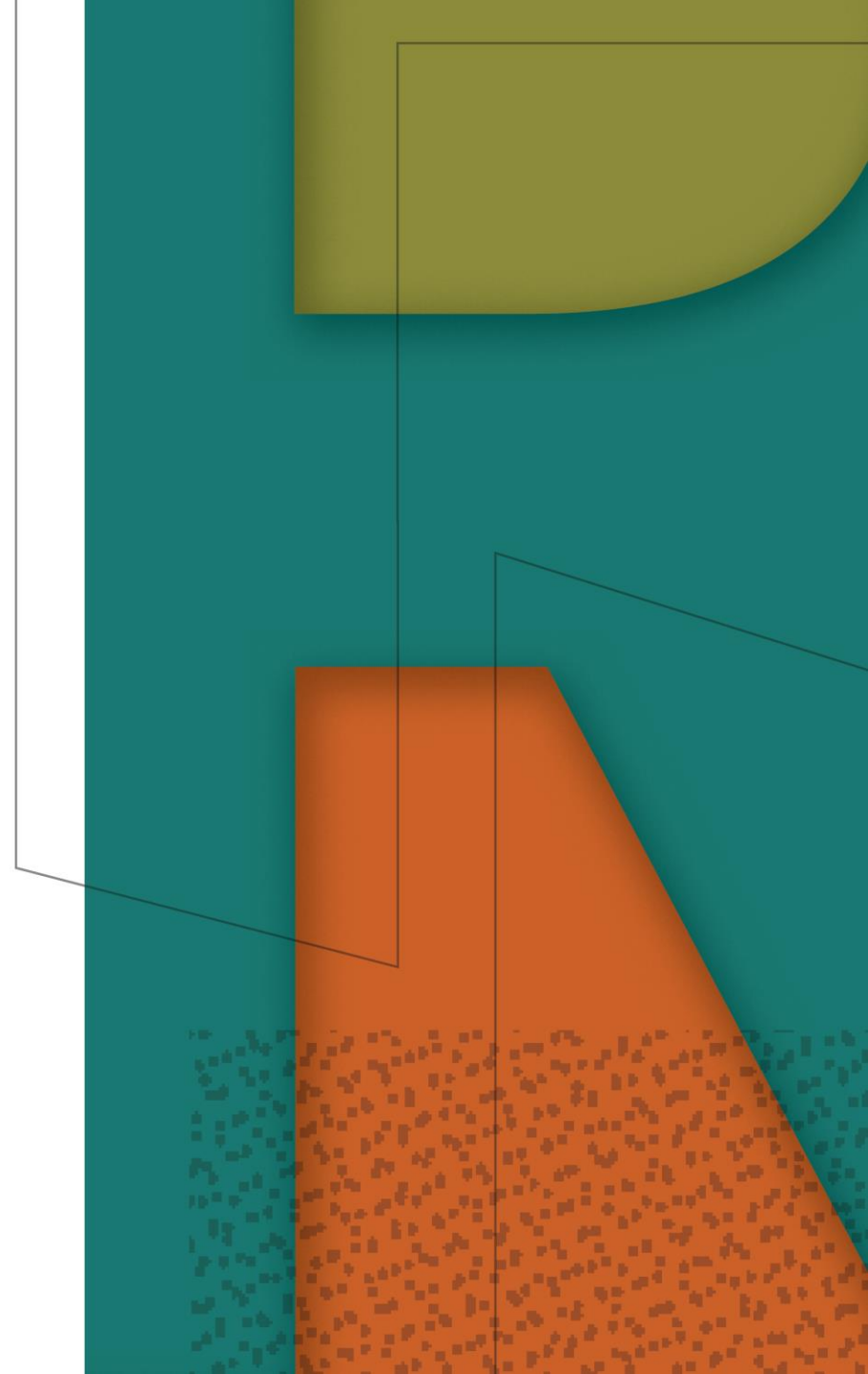
FY33

FY34

Now.... We
are going to
exercise our
foresight
muscles!



Exploring the Expanding Scope of Landscape Architecture



The Expanding Scope of Landscape Architecture Design

Landscape architecture design has evolved beyond its traditional emphasis on aesthetics and environmental stewardship to encompass broader and more complex societal challenges. This expanding focus includes addressing issues such as **climate justice**, **fostering community resilience**, **promoting equity**, **ensuring access to nutritious food and clean water**, and **advocating for equitable access to open spaces** that enhance quality of life for all communities.

What is one challenge or opportunity you see shaping the future of landscape architecture related to the expanding scope of landscape architecture design?

- Practice Act
- Funding availability (prioritization based on limited resources)
- Opportunity is to act as bridge to communities and allied professions
- Pollinators & Wildlife to continue food production / Nature where we live
- public parks and trails!
- Politics
- Adjusting language in practice acts so that other professions don't creep into our lane
- Having to dedicate most of park budgets on tree planting, no funding available for anything else...
- Challenge: RFP administered by other technical disciplines limiting involvement of LAs
- Climate change
- With predicted increased densities in our urban environments, landscape architects provide full system LID stormwater management designs/solutions.
- Educate legislators and the public on the profession.
- Recognizing how intertwined all of these aspects are
- Regulations

Identifying Trends Supporting the Expanding Scope of Landscape Architecture

Building a knowledgebase

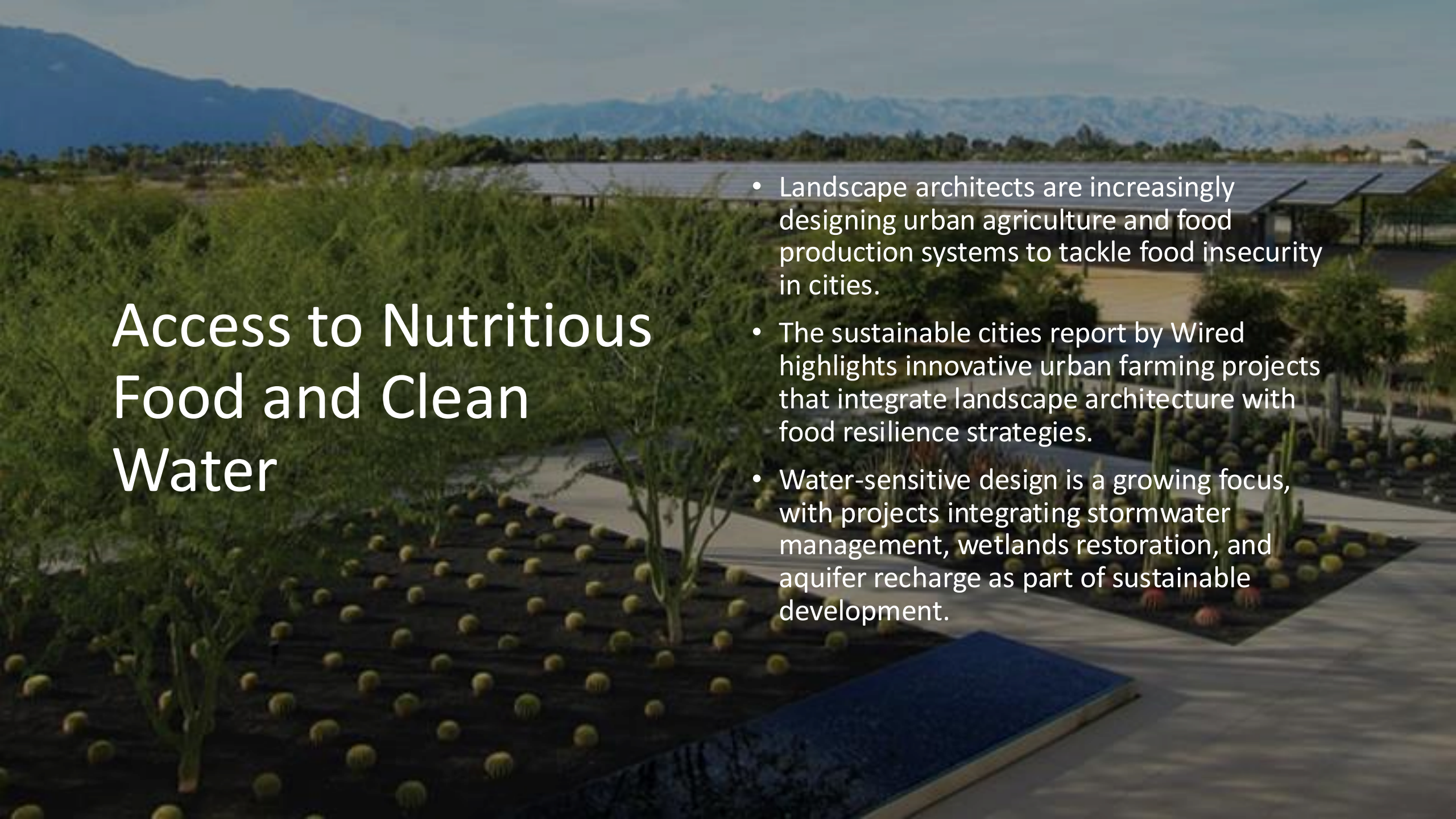
The background image shows a modern urban landscape. In the foreground, there is a body of water with a small red boat. The water is surrounded by lush greenery, including tall grasses and reeds. In the background, there are modern buildings with large windows and balconies. A person is walking on a path on the right side of the image. The overall scene is a blend of nature and urban architecture.

Climate Justice and Resilience

- Landscape architecture is playing a crucial role in climate adaptation, integrating solutions like green infrastructure, flood mitigation, and nature-based solutions to protect vulnerable communities.
- ASLA's Climate Action Plan emphasizes the urgent need for climate-responsive design that mitigates urban heat, increases biodiversity, and ensures sustainable water management.
- The NOAA Report on Centering Equity in Climate Resilience highlights the disproportionate impact of climate change on marginalized communities, reinforcing the need for equitable design interventions.

Community Resilience and Social Equity

- The Greenlining Institute's Guidebook on Equity in Climate Resilience emphasizes that landscape architects must consider historical environmental injustices and prioritize solutions that empower frontline communities.
- AP News' coverage of urban heat islands shows that lack of green spaces exacerbates health disparities, making equitable landscape interventions critical.
- The Financial Times article on sponge cities illustrates how cities are rethinking urban development to enhance flood resilience, water management, and livability.



Access to Nutritious Food and Clean Water

- Landscape architects are increasingly designing urban agriculture and food production systems to tackle food insecurity in cities.
- The sustainable cities report by Wired highlights innovative urban farming projects that integrate landscape architecture with food resilience strategies.
- Water-sensitive design is a growing focus, with projects integrating stormwater management, wetlands restoration, and aquifer recharge as part of sustainable development.

Equitable Access to Green and Public Spaces

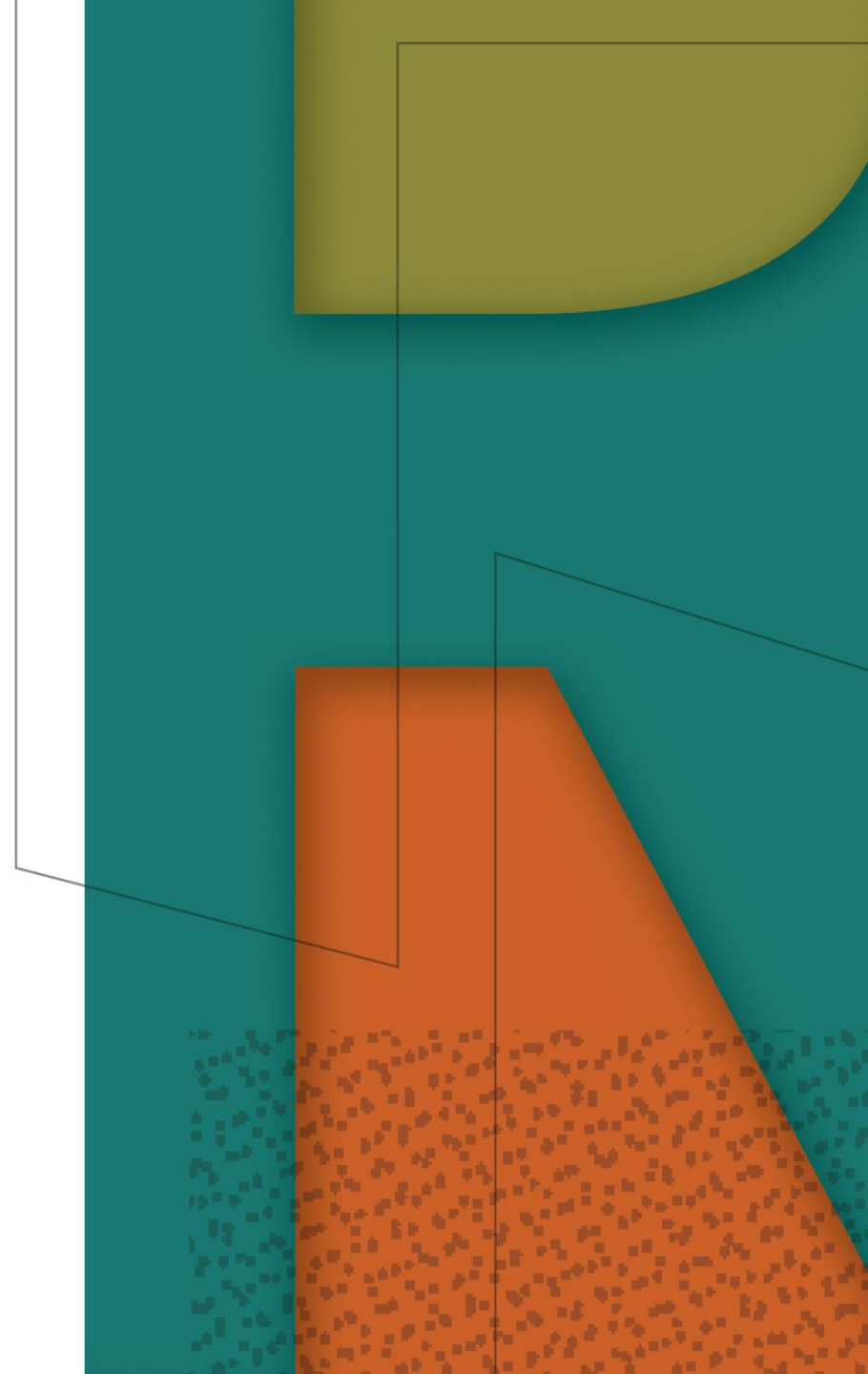
- Research on tree equity underscores how access to green space is a social determinant of health and well-being.
- Public-private partnerships are driving the development of more inclusive and accessible parks, trails, and recreational spaces, ensuring that urban design prioritizes underserved communities.



Attendee input to the expanding landscape architecture scope related to - Climate change and resilience, community resilience and social equity, access to nutritious food and clean water, and equitable access to green and public spaces.

- Proving to the public and other related professions the unique importance of landscape architects to addressing climate change, particularly disasters.
- Maintenance Solutions
- Getting others to see the value of LA and wanting to put funds towards that
- Tree planting mandates / canopy cover requirements
- Planting Native Plantings
- Scalable projects
- Plants and landscaping as solutions to man-made problems, and mitigation for natural disasters - for example fire resistant planting is credited as saving the Getty Museum during recent wildfires - How Los Angeles' Getty Museum Survived the Catastrophic Fires of 2025 | Zari Consulting
- Post disaster restoration; mitigating potential negative impacts that follow the initial disaster
- Multi-use Green infrastructure I.e. shoreline community spaces designed to be flooded, restoration or eroded shorelines to protect from severe storms
- Impacts of water shortages on access to food.
- Need for code changes to adapt to water shortages.
- Increased need for rainwater harvesting
- Development around water is desirable and is increasing. This is diminishing public access to water.
- Multi/joint use facilities – playgrounds used for schools during school hours and for the community after school hours
- Reluctance of designing urban forests to create more equitable access to green space
- Retrofitting existing buildings/spaces with more green space, increased demand for green space in new construction

Foresight Exercise: Building a Collective Knowledgebase



Identifying Key Uncertainties

What are the biggest unknowns or challenges that could impact how landscape architecture adapts to this shift?

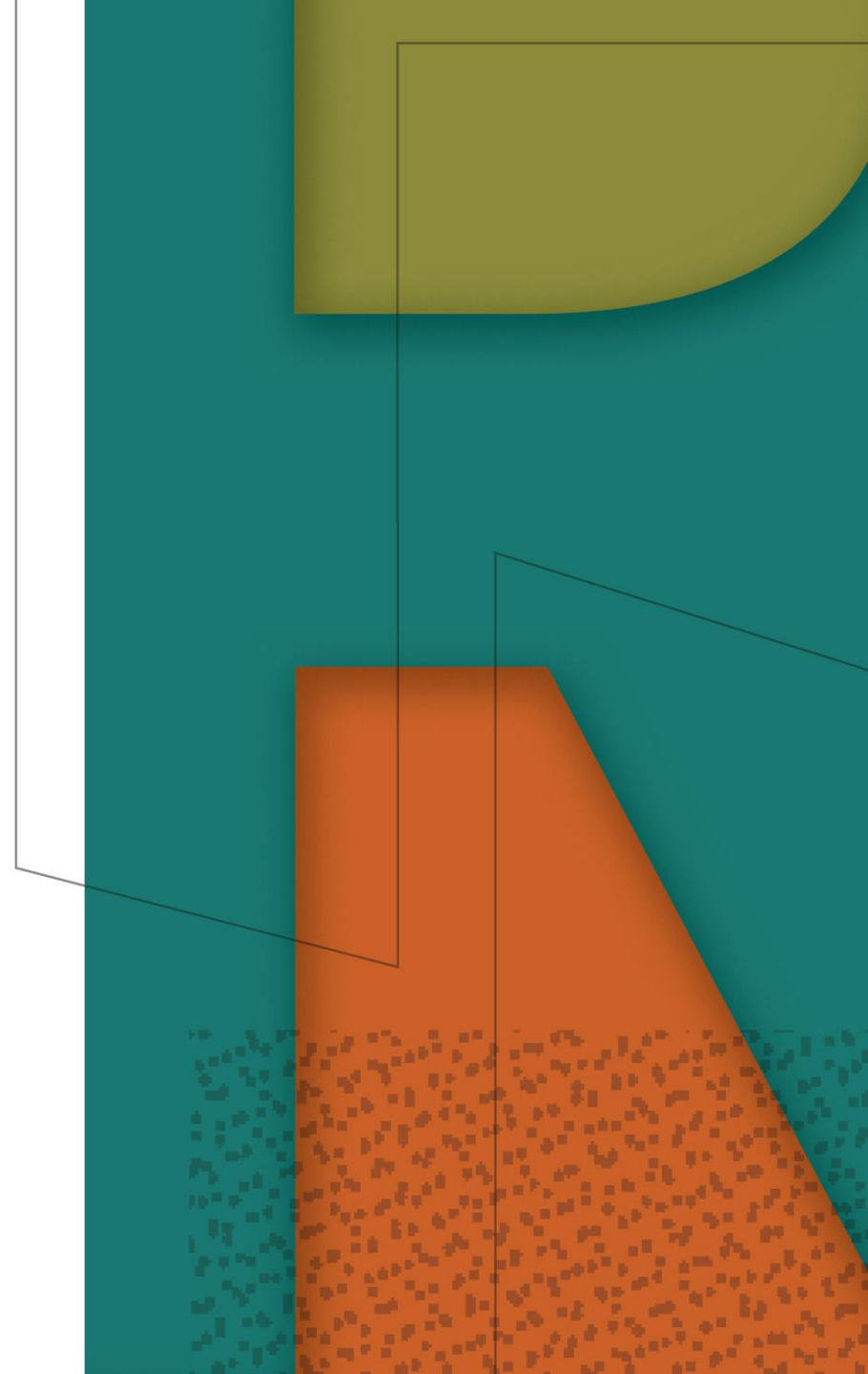
- Politics
- Funding and support
- Artificial intelligence
- Natural disasters
- Availability of materials
- Educating on LA impact
- Climate change
- Generational differences
- Succession in the profession
- Diversifying the profession
- Diminishing of public practice (setting policy and practice)
- Shifting regulations around landscape requirements

Strategic Insights

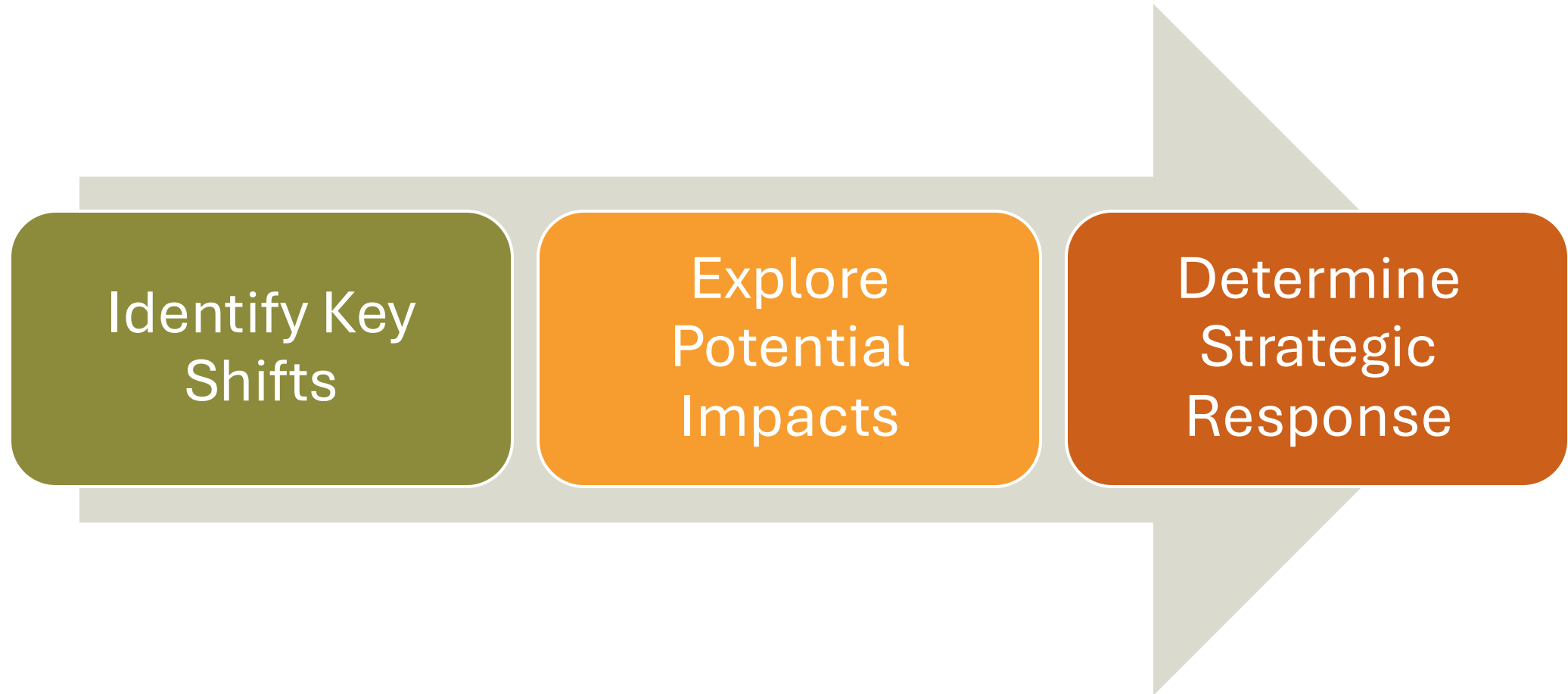
Based on everything we've discussed; how does the profession need to evolve to prepare for and respond to this shift?

- Growing the profession to meet growing demand
- Welcome use of AI tools
- Increased visibility of the profession and impact
- Sitting on commissions, boards, run for political office
- Advocacy at the public sector level
- Expansion of educational programs

Insights and Wrap-up



Foresight Process



Closing Insights

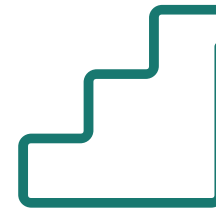
What is one key takeaway from today's discussion you found to be most valuable and interesting?

Please share your thoughts!

Responses are requested by March 6



Feedback from Afar: Delivering Effective Feedback in Remote Work Environments



LEADERSHIP
DEVELOPMENT
PROGRAM



March 18, 2025

3:00 p.m.

Learn more at

www.clarb.org/leadershipdevelopment