

World Urban Parks





World Urban Parks is the new international representative body for the urban parks, open space and recreation sector.

Urban growth will see 70 percent of the world's population living in urban areas by 2050.

So it is vital to share knowledge and provide a collective voice for people and organisations leading urban parks, green city, conservation, recreation, sport, health and related outcomes. Together we want to build healthy, livable and sustainable communities.

The urban parks, open space and recreation community

- National associations
- Government agencies, City departments
- Non-governmental organisations
- Universities & research institutions
- Businesses
- Community groups
- Professionals and community individuals
- Allied sectors: health, tourism, & resource management



Vision - *A World where people value and have easy access to quality urban parks, open space and recreation*



Mission - *To promote and support the provision, effective management and use of urban parks, open space and recreation world-wide as an integral contribution to healthy communities connected to the natural world*

Long-term Goals

1. Park Networks

Comprehensive and well managed urban parks and city open space improving the quality of life for urban dwellers and protecting natural and cultural values





2. Park, Open Space and Recreation Benefits

The economic, environmental, cultural and social values of urban parks, open space and recreation are well understood and supported across the world by communities and their governments



3. People Networks

Urban park, open space and recreation managers and stewards are well connected with ready access to quality information and training to enhance their effectiveness

4. Global Voice

World Urban Parks is recognized as the global unified voice for urban parks, open space and recreation

The Case for Urban Parks

For the majority of the world's population who now live in urban areas, urban parks not only provide an essential connection to nature - they are a critical tool in helping to build the next generation of environmental stewards, vibrant liveable communities, sustainable eco-systems and healthy local and regional economies.



Urban parks, open space and recreation provide relief from the stresses of urban life. They are common ground for people of all ages and backgrounds to come together.



Studies show that populations with higher proportions of urban parks and green space are physically and mentally healthier and live longer, off-setting the increasing cost of human illness associated with diet, sedentary activity, and urban living.



The city's natural environment are essential to clean urban waters, habitat conservation and biodiversity. Integrated with other green practices in transport, energy and renewable resources, urban parks contribute significantly to sustainability and a low carbon footprint.



Urban parks, open space and recreation keeps 21st century cities running, providing place-making and the quality of life essential to attract and retain workforces, and drive tourism and revenue.



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the organisation for open space and recreation

World Urban Parks Incorporated

23 Haining Street, Te Aro, Wellington 6011, New Zealand

PO Box 11 132 Manners Street, Wellington 6142, New Zealand

M +61 439 229 997

E ceo@worldurbanparks.org office@worldurbanparks.org

W www.worldurbanparks.org

www.worldurbanparks.org

SPECIAL OFFER!

[Discounted rate](#) and [Senior Professional Clause](#) available through December 2015 for *Certified International Park Professional* program!
[Apply today and save!](#)

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WORLD PARKS ACADEMY

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Be Prepared!

The **World Parks Academy** strives to prepare park professionals to face the ever-changing landscape of the park industry.

[Click here for more info about World Parks Academy »](#)



World Parks Academy → About : Board of Regents



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WORLD PARKS ACADEMY

Professional Development That Spans the Globe

CPP

Certified Park
Professional



CIPP

Certified International
Park Professional



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World Parks Academy → About : About



[Download the World Parks Academy Overview Brochure
to learn more and to share with others!](#)

Professional development for parks and recreation professionals has typically been reserved for national certifying organizations. The World Parks Academy seeks to unite national certification systems by providing the first international competency-based certification programs for the parks and recreation industry. Additionally, the World Parks Academy provides certifications for countries without a current national certifying body.

The World Parks Academy is affiliated with the World Urban Parks, which has its main office in the UK. Additionally, the World Parks Academy is a joint operation between World Urban Parks and the Eppley Institute for Parks and Public Lands at Indiana University, USA.



Certified Park Professional (CPP)

- | | |
|---|--|
| 1 | <p>A. University degree (Level 8) –AND–</p> <p>B. Two years of park work experience as assessed as providing competency in at least three of the CPP competencies</p> <p>-OR-</p> |
| 2 | <p><u>Five years</u> of senior-level park management experience as assessed as providing competency in at least <u>four of the CPP competencies</u></p> <p>-OR-</p> |
| 3 | <p><u>Five years</u> of park management experience and completion of training as approved by the World Parks Academy Board of Regents that sufficiently meets at <u>least five CPP competencies</u></p> |

1. Currently holds

a) Recognized professional certification from a national, state, or international organization that is articulated with World Urban Parks

-OR-

a) CPP designation directly from the World Parks Academy

- AND-

1. Two or more years as a World Urban Parks 'Professional membership' designation

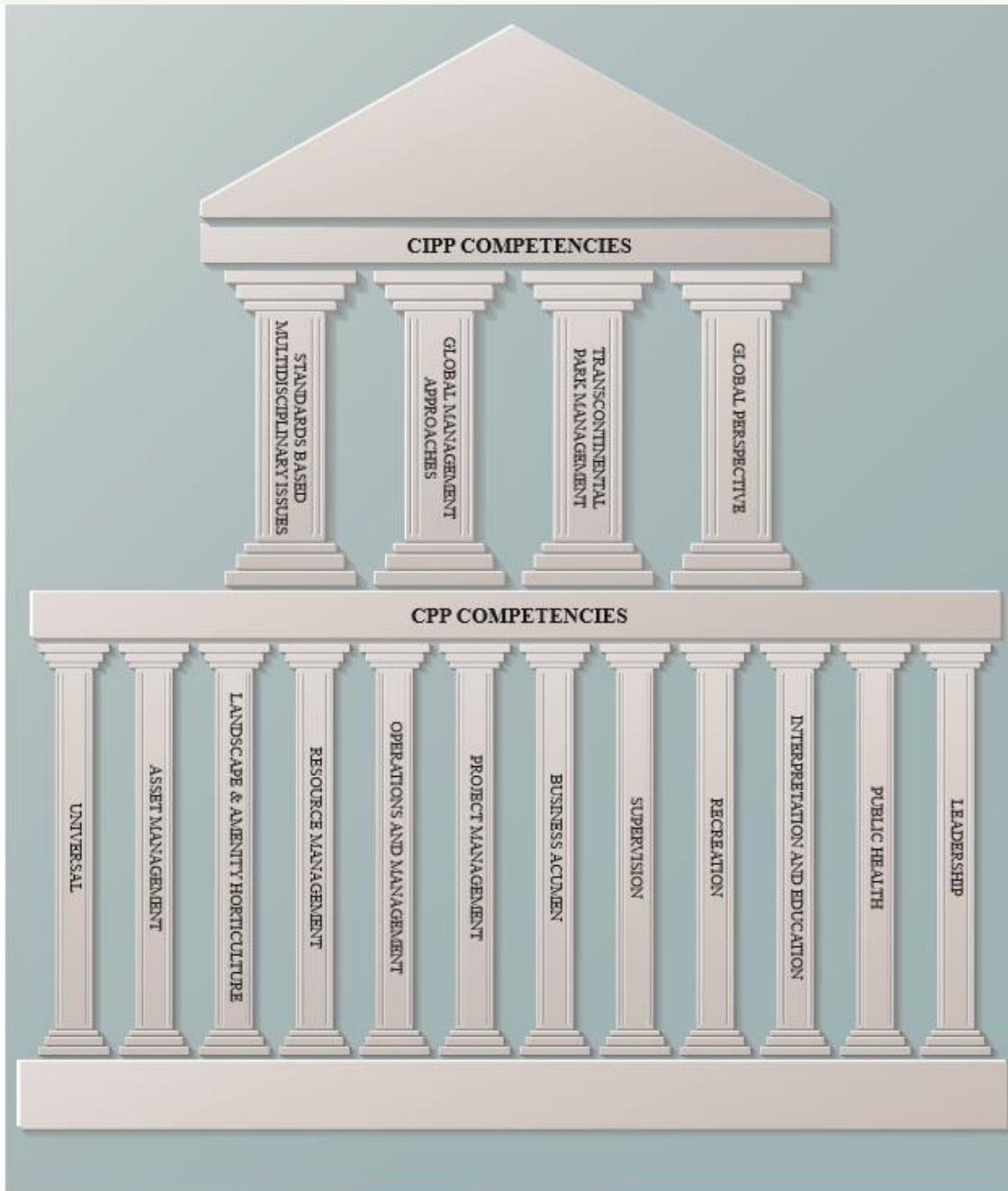
-AND-

3. Four years of Park Management experience, with two at the Senior Professional Level (e.g., supervisor, consultant, senior planner)

Senior Professional Clause

For approximately one year (until 31 December 2015), applicants with a high level of experience will be considered for direct CIPP award; essentially, applicants expedited through the Senior Professional Clause only have to complete steps 1-3 as outlined for the CIPP. This period also includes a discounted application fee from \$375 to \$275 USD. After the introductory period, seminars and other requirements apply.

1. ***Currently holds World Urban Parks professional membership**
2. Holds or is eligible for CPP and has **10 years** of senior professional park-related experience that is assessed as meeting at least **2** of the **4** CIPP competencies.
3. Has achieved **4** different activities from the following options:
 - a. World Urban Parks congresses or regional conferences,
 - b. Service in international consultancies, schools, or field trips,
 - c. Studied international park and recreation operations through workshops, seminars, classes, programs, technical visits, etc.,
 - d. Served on professional committees or task forces of an international nature
 - e. Published an international-related journal article,
 - f. Conducted international parks research, or
 - g. Other professional park activity



Ifpra Academy → Certification Programs → Certified Park Professional (CPP) :
CPP Competency Framework

1.0	<u>Asset Management:</u>	KSAs needed to manage facilities, maintained landscapes, utilities, fleet, and other physical resources for the Total Cost of Operation over the lifecycle of agency or organization's assets.
2.0	<u>Landscape and Amenity Horticulture:</u>	KSAs required to understand the science and technology of man-made greenspace.
3.0	<u>Operations and Maintenance:</u>	KSAs required to ensure that operations and maintenance of all facilities, maintained landscapes, utilities, fleet, and other physical resources are safe, operable, ready for use, and available to the public when required.
4.0	<u>Project Management:</u>	KSAs focusing on coordination of physical resources construction, long-range planning (including capital improvement planning), and other activities that have specific starting and ending dates, budgets, goals and objectives, and project teams.

5.0	<u>Resource Management:</u>	KSAs that ensure that agency/organization's natural and cultural resources are stewarded, managed, and protected to meet their specified purpose(s) in a sustainable method that benefits the public.
6.0	<u>Business Acumen:</u>	KSAs that frame the management of fiscal resources for increased effectiveness, efficiency, accountability, and innovation within the operations of the agency/organization.
7.0	<u>Supervision:</u>	KSAs needed to manage and monitor subordinate performance, recruit employees effectively, and provide for subordinate development and training with the overall goal of improving agency/organization delivery of services.
8.0	<u>Interpretation and Education:</u>	KSAs focusing on the delivery and management of interpretation and education to the agency/organization stakeholders through various programs including, but not limited to, signage, displays, media, personal interpretive services, and other programs.
9.0	<u>Public Health:</u>	KSAs required for implementing public health impact analysis, programs, and associated communications solely within the agency/organization, or as part of a collaborative effort with partners, in order to reinforce healthy people/healthy parks linkage.
10.0	<u>Leadership:</u>	KSAs framing the mastery of individual leadership approaches, leading groups and teams, and systems leadership that are required for overall mission fulfillment of an agency/organization.
11.0	<u>Recreation:</u>	KSAs focusing on managing recreation facilities, programs, and events that focus on programming and promotion.

World Parks Academy → Certification Programs → Certified Park Professional (CPP) :

Apply for CPP program

Please note that applying for the CPP program is a three-step process:

- 1 Complete user registration by filling out the form below and then clicking the **green “Submit your registration” button**.
- 2 Please wait for an email with instructions to complete a competency self-assessment.
- 3 Pay for your certification application by clicking the **red payment button** at the bottom of this page.

CPP program rate:

\$275.00 USD

Countries with GDP of less than \$25,000 USD are charged half this rate

CIPP Competency Framework

Beyond the foundational (or the universal) park management competencies, there are competencies that will serve as the focus of the Ifpra Academy. These competencies transcend cultural parameters and represent a holistic view of, and approach to, international park management. The four parent competencies and child competency areas for a *Certified International Park Professional (CIPP)* are listed in the following tables.

C1.0: Transcontinental Park Management		
C1.1	Enabling and Founding Parks and Protected Areas	Awareness and understanding of the history of parks, public lands, and protected areas including the evolution of the conservation and protection movement and how enabling legislation influences decision making regarding policies, procedures, and operational matters.
C1.2	Managing for Sustainability and Stewardship	An understanding of the spectrum of resources utilized in parks and recreation around the globe is imperative for utilizing industry best practices for global sustainability.
C1.3	Operational Functions for Parks and Protected Areas	International leadership requires an intimate knowledge of operational functions and industry standards. Understanding cross-cultural trends and approaches will create a well-rounded international manager.
C1.4	Ability to Work on International (or Multicultural) Teams	International (or multicultural) teams are an absolute necessity for a global operation. The fundamental requirements are valuing and integrating cultural diversity to create a competitive advantage and win/win situations.

C2.0:		Global Perspective
C2.1	Sensitivity to Different Cultures	The vital keys to cultural sensitivity are based upon resolving two fundamental issues of human relationships: human equality and ethnocentrism.
C2.2	Adaptability in New Situations	The key element of adaptability is being comfortable with not being in control of how situations naturally evolve, particularly where chaos appears to be occurring. The skill is to let go and trust the process.
C2.3	Language Skills	It is an inevitable necessity that any global manager be multilingual, particularly with those countries where s/he conducts regular business. It should be a necessity for those expatriates residing in countries (or cultures) where the language is different from their native language.
C2.4	Political Systems and Power Framework	Operating in a parks and recreation setting is inherently political, and the sense of political power can vary from country to country. It is imperative to be able to identify types of political systems and to successfully operate within various political contexts.

C3.0:**Standards-based Multidisciplinary Issues**

C3.1	Research and Best Practice Applications	Possess a variety of means for influencing people across a range of international contexts. Capacity to extend understanding into new and unfamiliar fields. Overcome working practices that conflict with their own sense of best practice
C3.2	Measuring Outcomes	There are many inherent benefits of parks and public spaces to those who manage and/or work around these places; however, articulating outputs requires systematic metrics for measuring outcomes. In order to garner support and convey vital information, whether to political affiliations, constituents, potential partners, etc., measuring outcomes is paramount.
C3.3	Operational Functions for Parks and Protected Areas	Parks and protected areas vary from country to country; however, it is necessary to be able to identify local, regional, and international enterprises that share common practices and understand how to implement best practices that reflect a multicultural working knowledge.
C3.4	International Negotiating	The essential competency in negotiation is to find a solution or an agreement that benefits everyone involved. A successful negotiation is a win/win situation for everyone. Additionally, the ability to identify and form global coalitions is imperative to address larger-scale industry issues.

C4.0: Global Management Approaches		
C4.1	Cosmopolitanism	Understand that global industry professionals share common goals and values. It is necessary to be sensitive to the need for a careful and systematic approach to group facilitation and teamwork to ensure that different cultural perspectives are not suppressed.
C4.2	Strategic Awareness	The fundamental requirements of this competency are the continual acquisition of information and the ability to synthesize that information to produce new knowledge.
C4.3	Adaptability to Accelerated Change	The most important element of adapting to change is a transformation in mindset from a resistant survival-based response to the realization that change is a continual opportunity to mold the future, rather than a crisis for movement. Industry agendas and policy changes are typically the leading changes that require adaptation.
C4.4	Global Public Issues	Understanding how global environmental issues such as climate change and global warming affect parks and public lands will aid in decision making and overall park operations. Other global public health issues include obesity, lifestyle choices, and the roles of community groups, parks, recreation, and public lands.
C4.5	Consulting	Understand and implement consulting assistance in benchmarking, global economy and commerce, communication and media, and scientific inquiry and research practices in supporting parks and public lands organizations and initiatives.

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CIPP program rate:

\$275.00 USD (through 31 December 2015).

Countries with GDP of less than \$25,000 USD are charged half this rate

Proposal

- IERM and the South Africa Council for Landscape Architects Professionals (SACLAP) wishes to provide professional certification in South Africa linked to international standards. **This will take the form of a South African version of the Academy's CPP to be known as the Certified Parks Professional South Africa (CPPSA).** The criteria of the CPPSA may become mandatory for South African parks professionals, as may the criteria of the CIPP for senior South African parks professionals.
- IERM (and any partnering organisation in South Africa) wishes to engage the Academy to primarily deliver the certification services.
- **This will take the form of an elaboration of this agreement for a 3-year term commencing 2016. The agreement may be extended subject to mutual agreement by the parties. Delivery of the services will commence at a date mutually agreed.**
- Governance of CPPSA will be by the Academy Board augmented with representative(s) appointed by the IERM. Governance of CIPP will be by the Academy Board, with IERM endorsement of South African professional candidates.

Under the CPPSA (South Africa) partnership option

1. It would be jointly offered by IERM and the Academy (WUP and IU-Eppley), effectively an extra service IERM is able to offer their members
- 2. It will include national requirements - being a member of IERM and having participated at an IERM conference or activity**
3. A member of IERM will sit on the Academy Board whenever SA applications are being decided, to ensure an SA perspective
- 4. The CPPSA costs less than doing the CPP directly**
5. And yes there is recognition of economic accessibility
6. It is also probable that organisations supporting their staff to achieve certification will be able to pay IERM to avoid currency transfers, while individuals can just use a credit card directly.
- 7. The CIPP offers an interesting senior-level professional option**

Benefits

- 1. The standard, status and strength of the profession/industry in South Africa is raised in the public eye, among other professions, and internationally**
2. Young professionals get on a professional development track with clear goals and are recognised earlier in their career
- 3. The on-going discipline of professional development to maintain CPP means support from employers is more likely (eg funding conference attendance)**
4. Greater involvement in professional development means greater participation in IERM activity and engagement by organisations and professionals
- 5. CIPP encourages senior-level development and recognition and develops an external focus**

DR CHRISTY BOYLAN

CHAIR WORLD PARKS ACADEMY AND SECRETARY EUROPE REGION



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the organisation for open space and recreation

Europe Office 3 Glenville Green, Clonsilla, Dublin 15, Ireland

P 35 3862215162 europe.office@worldurbanparks.org www.worldurbanparks.org