



The Thinking House

BORD BIA INSIGHT CENTRE

*Bord Bia*  
Irish Food Board



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# Change and Opportunity in Amenity Horticulture

## QUALITATIVE RESEARCH



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# SPECIFICATION



# SPECIFICATION

- Developers and Owners
- Architects
- Landscape Architects
- Landscaping Contractors
- Nurseries
- Representative Bodies
- **Republic and Northern Ireland**





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**OPPORTUNITIES**



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# Corporate Policy



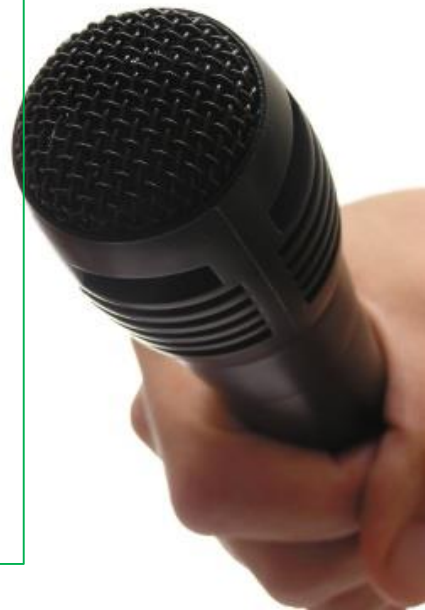
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# Emerging Sentiment

... and what they found around Europe is that the actual quality of the built environment is improving significantly because the customer they are dealing with now has a longer term view and has a more sustainable view; they are into sustainability.







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There's never  
been a better  
time to sell  
investment to  
companies.

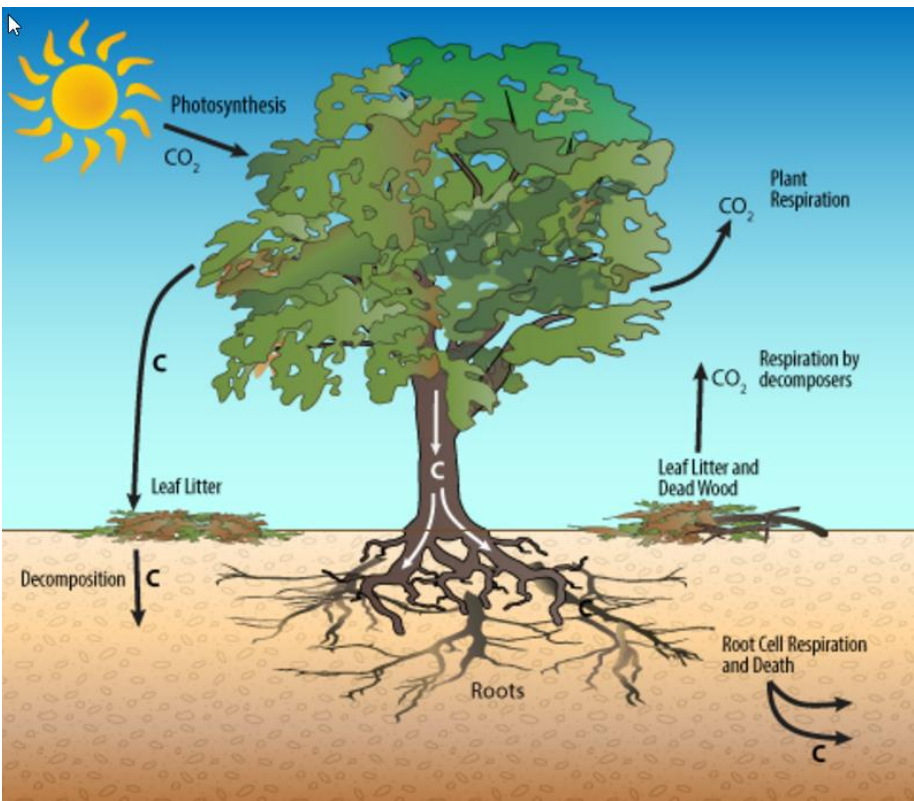




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# Government Policy





“We need government to empower people by making our daily environments healthier with better urban planning that gives people more social spaces.”

World Cancer Research Fund



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been a better  
time to sell  
investment to  
government.







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Playing to our strengths



Our island is  
well positioned  
to be a disease-  
free stronghold.





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# TAKING ADVANTAGE



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# Joined-up Talking



IRISH LANDSCAPE INSTITUTE  
INSTITIÚID TÍRDHREACHA NA hÉIREANN



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Speaking with  
one voice has  
never made  
more sense than  
today.





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# Staff and Recruitment





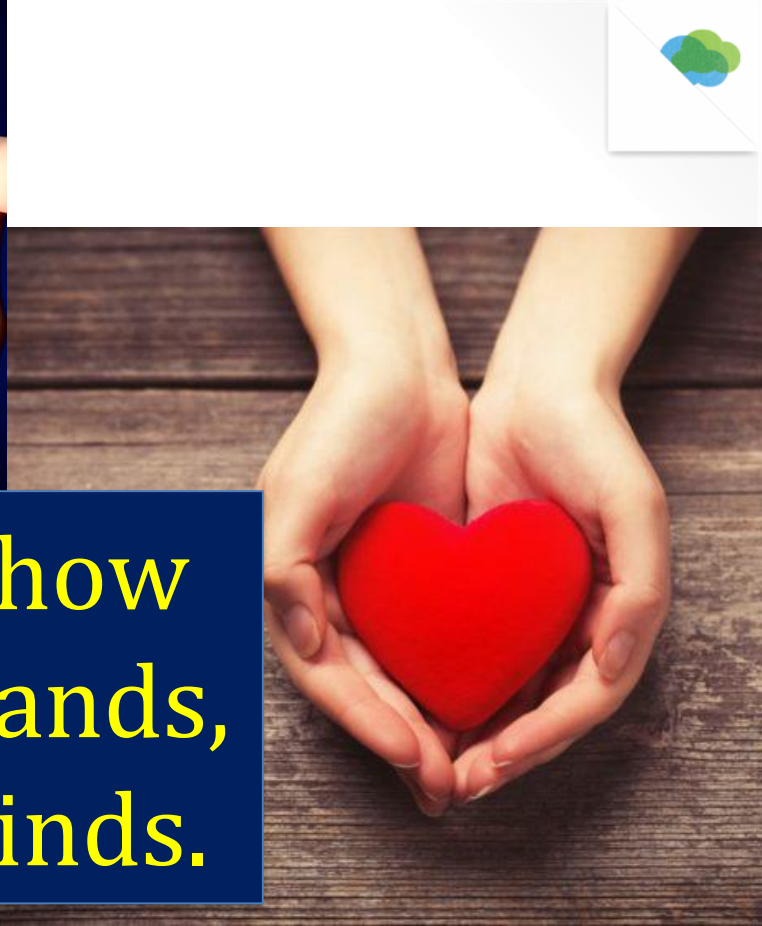
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Think about how  
to appeal to hands,  
hearts and minds.





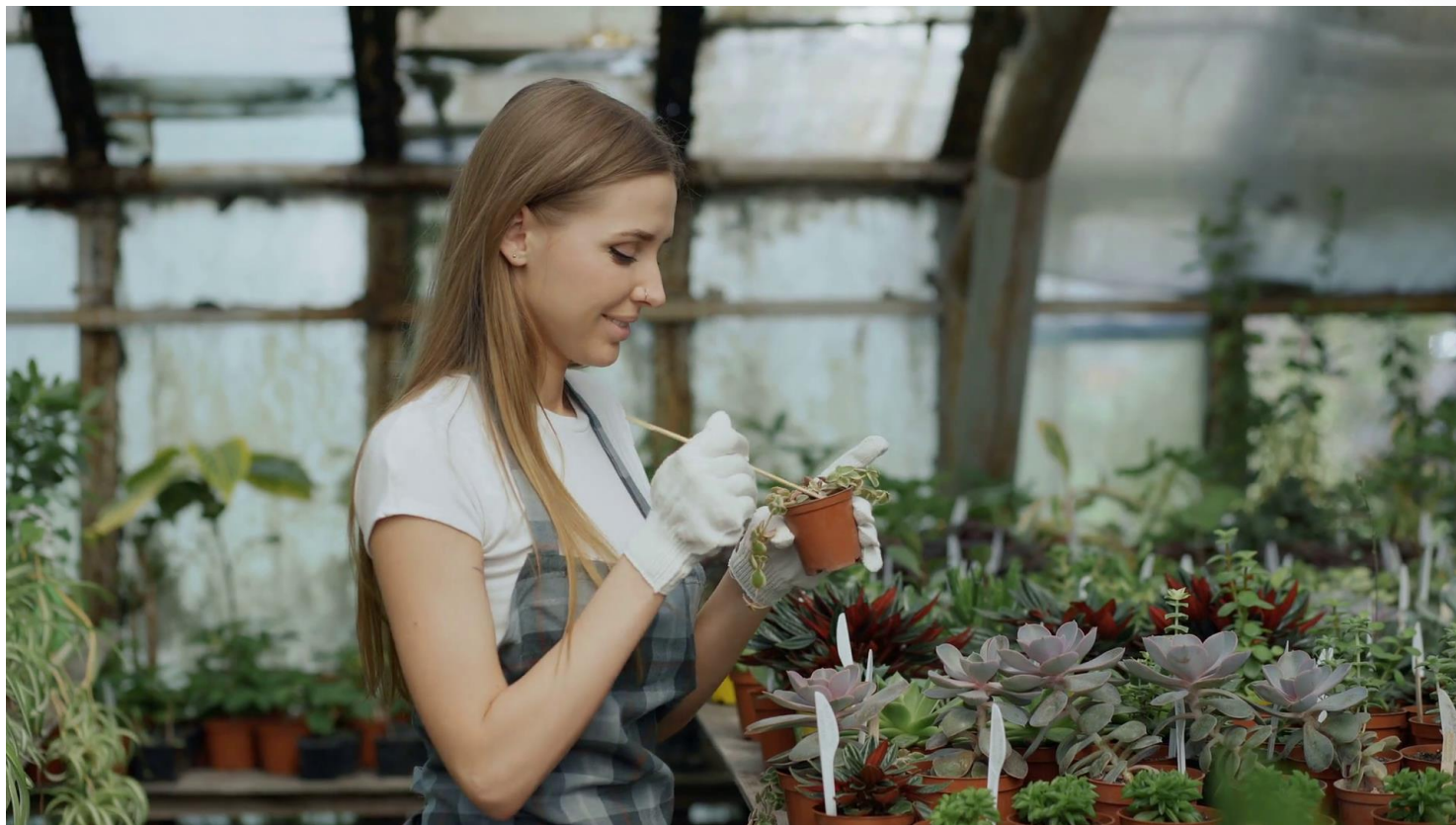
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# Branding the Career







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Create a new  
career 'brand  
image' for the  
21<sup>st</sup> century.





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# Procurement



Horticulture  
industry can  
educate  
procurement as  
the only experts





# SAFE ELECTRIC

Registered Electrical Contractor

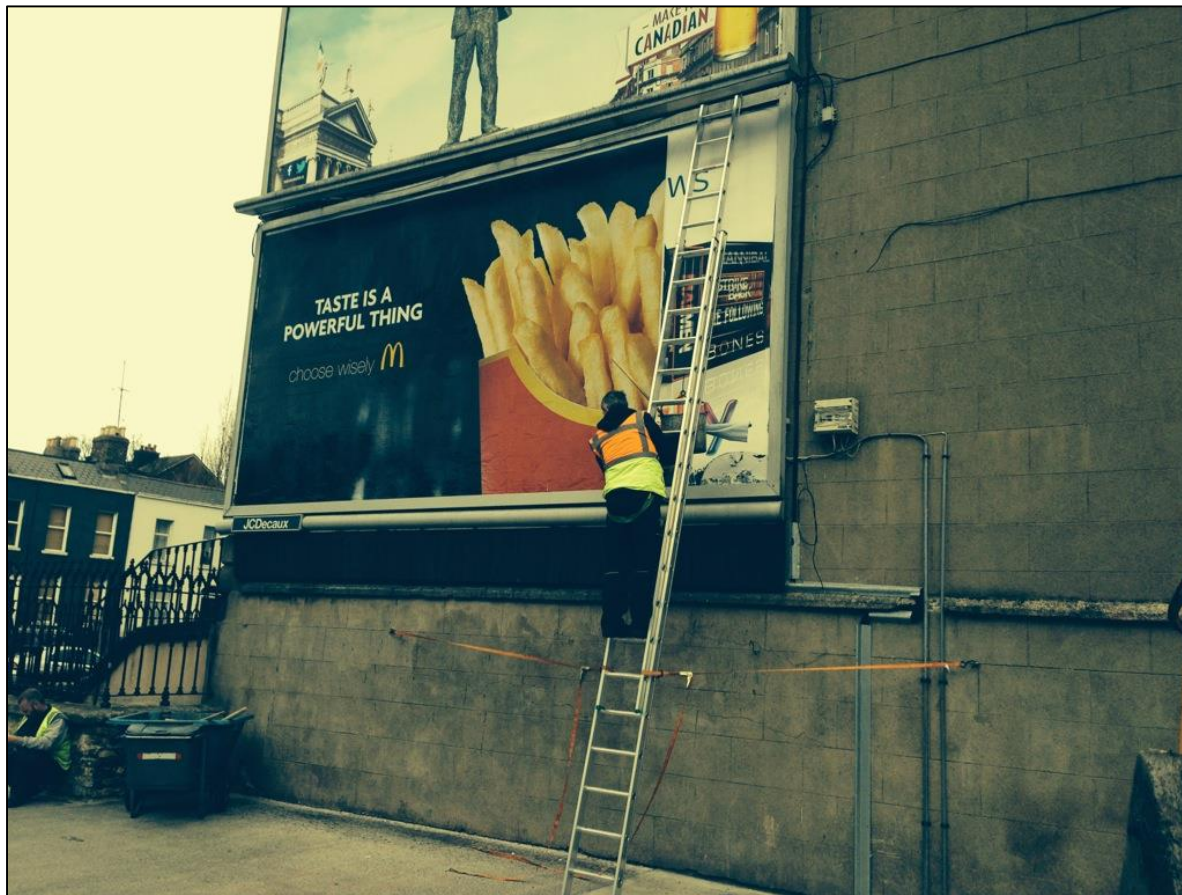




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It pays to advertise





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Partner with  
business to  
showcase Irish  
horticulture at  
its best.





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# VALUING THE MARKET (Work in Progress)



# Valuing the Market

	Commercial Product	Commercial Service	Consumer Product	Consumer Service	TOTAL
Landscape Architecture		€		€	€
Landscape Delivery		€		€	€
Landscape Maintenance		€		€	€
Grown	€		€		€
Imported	€		€		€
Exported	€				€
Retailers			€		€





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