

## WP2: Qualification matrix

# EQF5-F | Florist

### Descriptors on level 5:

**K:** Comprehensive, specialised, factual and theoretical knowledge within a field of work or study and an awareness of the boundaries of that knowledge

**S:** A comprehensive range of cognitive and practical skills required to develop creative solutions to abstract problems

**R/A:** Exercise management and supervision in contexts of work or study activities where there is unpredictable change; review and develop performance of self and others

Unit	Unit title	
<b>0</b>	<b>Key competences and basic skills</b>	<b>R</b>
<b>0.A</b>	<b>Adaptability</b> <i>is about intrapreneurship, innovation, communication, analysing, critical thinking, cooperation etc.</i> - can investigate, learn, explore and innovate - thinks and analyses critically and solves issues - knows the value of other ideas, concerns and motives	EQF5-G EQF5-L
<b>0.C</b>	<b>Creativity</b> <i>is about problem solving, idea development, innovation etc.</i> - has an open and curious mind and uses it to develop new ideas - puts new ideas into action to solve issues/problems or develop new services/products	EQF5-G EQF5-L
<b>0.S</b>	<b>Sustainability</b> <i>is about waste, water, energy</i> - knows the basics of ecological processes in natural systems - plans and carries out work tasks in an environmentally sustainable way - adjusts working processes within a set of guidelines, in order to maintain sustainability in a changing environment	EQF5-G EQF5-L

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	- assesses the environmental impact of a work process				
<b>0.T</b>	<b>Technology</b> <i>is about basic digital tools (ITC, mobile phone, photo)</i> - carries out work tasks using digital tools - knows relevant equipment and machinery - knows basic legislation concerning reproduction of digital resources for private and commercial purpose- understands the risks of web-based communication i.e., virus, malware - evaluates web pages for relevance and reliability of content - participates in evaluating the use of technology in a work task				<b>EQF5-G</b> <b>EQF5-L</b>
<b>1</b>	<b>Sector core competence</b>	<b>Knowledge</b>	<b>Skills</b>	<b>Responsibility and autonomy</b>	<b>R</b>
<b>1.1</b>	<b>Production</b> (sector related) <i>is about workplace, tools, working procedures, botany (plant classification, botanical names, growing conditions)</i>	<ul style="list-style-type: none"> <li>- has comprehensive knowledge of how to organize effective workflows to optimize production</li> <li>- has comprehensive knowledge of the tools, equipment and machines in the sector</li> <li>- has specialized botanical knowledge, classification, advanced knowledge of botanical names and varieties</li> <li>- knows about cultivation management with optimized plant cultivation conditions for many plants</li> </ul>	<ul style="list-style-type: none"> <li>- sets up the workplace according to ergonomic and effective aspects</li> <li>- adapts and explains the process planning</li> <li>- recognizes and names a comprehensive number of plants and their parts</li> <li>- provides optimal conditions for plant growth</li> <li>- recognizes plant diseases and pests and implements measures</li> </ul>	<ul style="list-style-type: none"> <li>- reacts to new requirements and changes processes,</li> <li>-exercises management and supervision in the green sector</li> <li>- derives detailed care requirements from the external appearance of a plant</li> <li>- selects the right crop protection product and successfully changes the growing conditions</li> <li>- uses pesticides, and considers the costs, risks, and benefits</li> </ul>	<b>EQF5-G</b> <b>EQF5-L</b>
<b>1.2</b>	<b>Product development</b> (sector related) <i>is about supply, partners/network, marketing,</i>	- knows sources of supply and partners in the	- cooperates with various partners, builds networks	- observes the market, draws conclusions and reacts	<b>EQF5-G</b> <b>EQF5-L</b>

	<i>develop products (mapping needs, plan, work in a creative process, creative tools...)</i>	<p>industry regionally and internationally</p> <ul style="list-style-type: none"> <li>- knows marketing opportunities</li> </ul>	<p>and builds sales markets</p> <ul style="list-style-type: none"> <li>- finds creative solutions in product development, including mapping needs, working with creative methods and tools</li> </ul>	<p>independently and reflectively to current trends</p>	
<b>1.3</b>	<b>Communication and company</b> (sector related) <i>is about start-up/entrepreneurship, marketing, law and regulations, communicate with customers verbal and visual, sales and services</i>	<ul style="list-style-type: none"> <li>- has a comprehensive knowledge of company forms and start-ups, requirements and regulations for companies</li> <li>- knows a variety of marketing measures, legal guidelines, business models, applicable insurances</li> <li>- knows of relevant government agencies</li> </ul>	<ul style="list-style-type: none"> <li>- overviews of legal and tax requirements when founding and running a company</li> <li>- cooperates with employees and business partners, finding solutions to complex business and marketing issues</li> <li>- communicates with customers in comprehensive processes for promotion and sales</li> </ul>	<ul style="list-style-type: none"> <li>- implements comprehensive guidelines and guides employees according to the company's business plan and routines</li> <li>- uses new marketing and communication measures to attract customers and open up new sales opportunities</li> </ul>	<b>EQF5-G</b> <b>EQF5-L</b>
<b>1.4</b>	<b>Safety and health</b> (sector related) <i>is about health precautions, safe working methods, cleanliness/hygiene, equipment, pesticides, botany, working environment</i>	<ul style="list-style-type: none"> <li>- has comprehensive knowledge of health and safety in the field</li> <li>- knows how to develop HES-routines and can execute them/implement the routines as a leader</li> <li>- knows the regulations in health protection and</li> </ul>	<ul style="list-style-type: none"> <li>- takes adequate health and safety action, and combines protective measures to achieve this</li> <li>- teaches employees and controls health-conscious actions</li> <li>- is aware the importance of HES as a leader</li> </ul>	<ul style="list-style-type: none"> <li>- develops and follows various and verified work processes according to the principles of health and safety in the sector and can check the behaviour of employees</li> <li>- develops routines regarding handling flowers with pesticides</li> </ul>	<b>EQF5-G</b> <b>EQF5-L</b>

		<p>safety when transporting heavy loads, handling tools, cleaning and pesticides</p> <p>- knows the requirements for health and safety clothing in the industry</p>	<p>- applies ethical principles when managing and working in the field</p> <p>- reviews and develops self-performance and the performance of others in the working environment</p> <p>Applies health and safety by using safe working analyses and working instructions</p> <p>- applies HES by using safe working analysis (SWA) and working instructions</p>	<p>- manages and supervises work with flowers in a HES context that continuously changes</p> <p>Is conscious of quality and environment, and accountability in company and human resource management</p>	
<b>1.S</b>	<p><b>Sustainability</b> (sector related)  <i>is about sustainable use of resources, ecological footprint, fair trade, protection of the environment and species, UNs Sustainable Development Goals</i>  <i>Knowledge of your green supply chain</i>  <i>Cradle to cradle, circular-economic</i></p>	<p>- knows the criteria for environmental and species protection</p> <p>- knows how the 17 UN Sustainable Development Goals are relevant for the field</p>	<p>- works according to the applicable regulations and can explain the approach finding solutions for complex sustainability issues</p>	<p>- works sustainably, rethinks work steps and adapt to the circumstances</p> <p>- acts so not to affect the environment through production measures</p> <p>- trains employees to work sustainably</p>	<p><b>EQF5-G</b> <b>EQF5-L</b></p>
<b>1.T</b>	<p><b>Technology</b> (sector related)  <i>is about digital tools (for payment, communication, in the production), technological tools (VR..)</i></p>	<p>- has a comprehensive knowledge of the application possibilities of digital devices</p>	<p>- uses digital tools and technology to find creative solutions in production, product development and marketing, that are efficient,</p>	<p>- assumes responsibility for the use of digital media and VR resources for visualization in customer service</p>	<p><b>EQF5-G</b> <b>EQF5-L</b></p>

		<ul style="list-style-type: none"> <li>- has comprehensive knowledge of the use of digital tools in planning, marketing and e-commerce</li> </ul>	<ul style="list-style-type: none"> <li>profitable and increases quality</li> <li>- develops digital sketches</li> <li>- uses various digital components in production, consulting, and sales</li> <li>- uses web-based sales and ordering tools to become more efficient and strategic in the long term</li> </ul>	<ul style="list-style-type: none"> <li>- independently develops new digital and technological solutions</li> <li>- exercises management and supervision by using digital tools, to develop more efficient working methods</li> <li>- is aware of the ethical issues of using digital tools and technology in communication, and the importance of critical thinking</li> </ul>	
<b>2</b>	<b>Occupational core competence</b>	<b>Knowledge</b>	<b>Skills</b>	<b>Responsibility and autonomy</b>	<b>R</b>
<b>2.1</b>	<b>Floristry production</b> <i>is about design theory (principles of composition) materials, remedies, tools, colour theory, styles, techniques, disciplines in floristry</i>	<ul style="list-style-type: none"> <li>- has extended knowledge of terminology, processes and tools relevant to floral design and innovation in floristic work</li> <li>- understands the requirements for the use of flowers in various cultural ceremonies</li> <li>- knows how floral inspiration can summarize information nationally and internationally, relevant to the development of the</li> </ul>	<ul style="list-style-type: none"> <li>- selects relevant tools, materials, techniques and forms of expression to strengthen the profession and to create floral and industry-related innovations</li> <li>- put various workpieces for various occasions and religious ceremonies, pays attention to symbols</li> <li>- develops new workpieces and material combinations</li> </ul>	<ul style="list-style-type: none"> <li>- develops and innovates floristry so that it is adapted for different markets and target groups</li> <li>- develops profitable and innovative working methods, products and services in the flower profession</li> <li>- draws on a wealth of experience and develops new interpretations for a positive business success</li> </ul>	

		craft, products and sales methods			
<b>2.2</b>	<b>Floristry product development</b> <i>is about analysing trends, develop products and concepts, work in a creative process in floristry, visualize/draw, use creative tools, tools and techniques in floristry, presentation, make model/prototype, calculate</i>	<ul style="list-style-type: none"> <li>- knows how to update their own floral knowledge based on know-how in flower design and knowledge from other aesthetic professions / fields</li> </ul>	<ul style="list-style-type: none"> <li>- combines professional knowledge of practical and theoretical issues within floral specialization and development</li> <li>- maps floral topics on the market, identifies needs and implements measures in product development, sales and exposure</li> </ul>	<ul style="list-style-type: none"> <li>- develops the floral profession based on different cultures in a global and future-oriented perspective</li> </ul>	
<b>2.3</b>	<b>Communication and company</b> <i>is about laws and regulations, guidelines, entrepreneurship</i> <ul style="list-style-type: none"> <li>- sales and services in floristry</li> <li>- economics and management</li> <li>- marketing (web, social medias...)</li> </ul>	<ul style="list-style-type: none"> <li>- knows about regulations, agreements and requirements for quality requirements for flower design and industry</li> <li>- has comprehensive knowledge of the flower industry and knows the professional field, both in a traditional and future-oriented way</li> <li>- has comprehensive knowledge of corporate establishment, requirements and regulations for companies</li> </ul>	<ul style="list-style-type: none"> <li>- uses relevant digital channels for procurement and e-commerce</li> <li>- informs, mentors and instructs employees appropriately, adapted to being a manager in a floristry company</li> <li>- realizes promotions and special sales</li> <li>- controls the appearance on social media</li> <li>- communicates digitally with customers and suppliers</li> </ul>	<ul style="list-style-type: none"> <li>- works in an active and targeted manner</li> <li>- builds relationships in the flower industry and other industries</li> <li>- builds and maintain national and international networks</li> <li>- manages and develops a company</li> <li>- responds to ethical requirements and guidelines</li> <li>- manages employees in creative processes</li> </ul>	

		<ul style="list-style-type: none"> <li>- knows organizational and management theories and corporate culture</li> <li>- knows financial management, sales and marketing for the craft</li> <li>- has the adequate knowledge to start a floristry business</li> </ul>	<ul style="list-style-type: none"> <li>-uses digital platforms</li> <li>-performs the cash close</li> <li>-handles simple accounting activities</li> <li>- puts costs and earnings into perspective</li> <li>- Minimizes costs to ensure business success</li> </ul>	<ul style="list-style-type: none"> <li>-draws conclusions from the goods flow of the store for the control of the assortment</li> <li>- explains financial needs and turnover and propose measures for optimization</li> </ul>	
<b>2.S</b>	<b>Sustainability</b> <i>is about waste prevention, reduce wastage, sustainable methods (re-use, recycle) and techniques, environmentally friendly materials and techniques, managing stock, using local products, harvest materials, taking care of materials</i>	<ul style="list-style-type: none"> <li>- knows the importance of floristry and the flower industry from a social and wealth creation perspective</li> <li>- knows the laws and regulations regarding harvesting materials in public and private areas</li> </ul>	<ul style="list-style-type: none"> <li>- develops creative solutions on how to work more sustainably regarding waste prevention, reducing waste, sourcing environmentally friendly materials and methods</li> <li>- supervises harvesting local materials following relevant laws and regulations</li> </ul>	<ul style="list-style-type: none"> <li>- exercises management in floristry for developing ethical, economical, and environmentally friendly solutions</li> <li>- reviews and develops sustainable performances of themselves and others</li> </ul>	

**R** = Relation to other matrices