

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	
0	Key competences and basic skills	R
0.A	Adaptability <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
0.C	Creativity <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
0.S	Sustainability <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				
0.T	Technology <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				EQF5-G EQF5-L
1	Sector core competence	Knowledge	Skills	Responsibility and autonomy	R
1.1	Production (sector related) <i>is about workplace, tools, working procedures, botany (plant classification, botanical names, growing conditions)</i>	<ul style="list-style-type: none"> - has comprehensive knowledge of how to organize effective workflows to optimize production - has comprehensive knowledge of the tools, equipment and machines in the sector - has specialized botanical knowledge, classification, advanced knowledge of botanical names and varieties - knows about cultivation management with optimized plant cultivation conditions for many plants 	<ul style="list-style-type: none"> - sets up the workplace according to ergonomic and effective aspects - adapts and explains the process planning - recognizes and names a comprehensive number of plants and their parts - provides optimal conditions for plant growth - recognizes plant diseases and pests and implements measures 	<ul style="list-style-type: none"> - reacts to new requirements and changes processes, -exercises management and supervision in the green sector - derives detailed care requirements from the external appearance of a plant - selects the right crop protection product and successfully changes the growing conditions - uses pesticides, and considers the costs, risks, and benefits 	EQF5-G EQF5-L
1.2	Product development (sector related) <i>is about supply, partners/network, marketing,</i>	<ul style="list-style-type: none"> - knows sources of supply and partners in the 	<ul style="list-style-type: none"> - cooperates with various partners, builds networks 	<ul style="list-style-type: none"> - observes the market, draws conclusions and reacts 	EQF5-G EQF5-L

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

		<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>	
1.S	<p>Sustainability (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>EQF5-G EQF5-L</p>
1.T	<p>Technology (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>EQF5-G EQF5-L</p>

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

		craft, products and sales methods			
2.2	Floristry product development <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>	- knows how to update their own floral knowledge based on know-how in flower design and knowledge from other aesthetic professions / fields	- combines professional knowledge of practical and theoretical issues within floral specialization and development - maps floral topics on the market, identifies needs and implements measures in product development, sales and exposure	- develops the floral profession based on different cultures in a global and future-oriented perspective	
2.3	Communication and company <i>is about laws and regulations, guidelines, entrepreneurship</i> - sales and services in floristry - economics and management - marketing (web, social medias...)	- knows about regulations, agreements and requirements for quality requirements for flower design and industry - has comprehensive knowledge of the flower industry and knows the professional field, both in a traditional and future-oriented way - has comprehensive knowledge of corporate establishment, requirements and regulations for companies	- uses relevant digital channels for procurement and e-commerce - informs, mentors and instructs employees appropriately, adapted to being a manager in a floristry company - realizes promotions and special sales - controls the appearance on social media - communicates digitally with customers and suppliers	- works in an active and targeted manner - builds relationships in the flower industry and other industries - builds and maintain national and international networks - manages and develops a company - responds to ethical requirements and guidelines - manages employees in creative processes	

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

R = Relation to other matrices