

WP2: Qualification matrix

EQF6-F | Florist – Master

Descriptors on level 6:

K: Advanced knowledge of a field of work or study, involving a critical understanding of theories and principles

S: Advanced skills, demonstrating mastery and innovation, required to solve complex and unpredictable problems in a specialised field of work or study

R/A: Manage complex technical or professional activities or projects, taking responsibility for decision-making in unpredictable work or study contexts; take responsibility for managing professional development of individuals and groups

| Unit | Unit title | |
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| 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 | EQF6-G EQF6-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 | EQF6-G EQF6-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 - assesses the environmental impact of a work process | EQF6-G EQF6-L |

European Green Mastery (Erasmus+ KA2 Sector Skills Alliance - 601226-EPP-1-2018-1-NO-EPPKA2-SSA)

This project has been funded with support from the European Commission. This publication [communication] reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.



Co-funded by the
Erasmus+ Programme
of the European Union

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| 0.T | Technology <i>is about basic digital tools (ITC, mobile phone, photo)</i> <ul style="list-style-type: none"> - 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 | | | | EQF6-G EQF6-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 extensive knowledge about plant nutrition, soil science and plant protection - knows how to protect species - knows how to manufacture a wide range of different products, with a critical understanding of the theories and principles for the sector - has advanced knowledge of technologies and processes | <ul style="list-style-type: none"> - has extensive skills on the availability, deliverability and care of plants and plant parts according to their requirements - names and justifies care instructions - plans, explains and guides all production steps | <ul style="list-style-type: none"> - independently draws conclusions in the work preparation and organization of materials, tools and equipment, as well as aspects of implementation | |
| 1.2 | Product development (sector related) <i>is about supply, partners/network, marketing, develop products (mapping needs, plan, work in a creative process, creative tools...)</i> | <ul style="list-style-type: none"> - has extensive knowledge of sales and supply chains - knows the importance of assortment planning and risk assessment | <ul style="list-style-type: none"> - develops the range and sales and undertakes long-term range planning - develops according to trends and innovations | <ul style="list-style-type: none"> - organizes, controls and changes all processes in the business process - works in adapted short and long-term cycles | |

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| | | <ul style="list-style-type: none"> - knows how to map trends - has extensive knowledge of raw materials science | <ul style="list-style-type: none"> - makes changes in the short and long term - explains and justifies decisions | | |
| 1.3 | <p>Communication and company (sector related) <i>is about entrepreneurship, marketing, law and regulations, communicate with customers verbal and visual, sales and services</i></p> | <ul style="list-style-type: none"> - knows the economic system and relevant government agencies - knows all relevant legal requirements - knows of relevant insurance companies - has extensive knowledge of sales, dealing with customers, colleagues and superiors - knows employee planning | <ul style="list-style-type: none"> - assesses all liabilities and intersections of business with the economic system - plans employees according to work process and qualification | <ul style="list-style-type: none"> - works within the legal limits of the business cycle and applies the laws of the market in society | |
| 1.4 | <p>Safety and health (sector related) <i>is about health precautions, safe working methods, cleanliness/hygiene, equipment, pesticides, botany, working environment</i></p> | <ul style="list-style-type: none"> - knows laws and regulations in the employment of personnel and the training of young people - has extensive knowledge about healthy and safe working environments | <ul style="list-style-type: none"> - draws up plans in accordance with legal requirements for maintaining the health of employees in line with their own business - organizes the work for the company and employees, considering ergonomic | <ul style="list-style-type: none"> - evaluates, respects and integrates the needs and requirements of the individual in the workflow - develops and evaluates health and safety systems on an organisational level | |

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| | | | <p>conditions, efficiency and safety</p> <ul style="list-style-type: none"> - organizes the work for the company and employees, considering ergonomic conditions, efficiency and safety | | |
| 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 Knowledge of your green supply chain Cradle to cradle, circular-economic</i></p> | <ul style="list-style-type: none"> - knows the principles of circular economy and how it affects the sector - has extensive knowledge of sustainable work, sustainable products and manufacturing processes | <ul style="list-style-type: none"> - works within the framework of sustainability and ecology - develops innovative and sustainable solutions related to the industry | <ul style="list-style-type: none"> - integrates the principles of sustainability and environmentally conscious behaviour into the company - gains new knowledge within this field and act accordingly | |
| 1.T | <p>Technology (sector related) <i>is about digital tools (for payment, communication, in the production)</i> - technological tools (VR..)</p> | <ul style="list-style-type: none"> - has extensive knowledge about digital tools - knows digital media and forms of presentation - knows the possibilities of VR / AR - knows data processing -has extensive knowledge in digital control systems of production | <ul style="list-style-type: none"> - works with digital display functions - develops advertising concepts and advertising materials - plans, evaluates and coordinates advertising activities - uses ICT in a critical way as an instrument in budgeting, communication with customers, for strategic planning and for information and inspiration purposes | <ul style="list-style-type: none"> - selects and uses the appropriate technical solution for the respective task - tests new approaches related to new technologies - uses and chooses relevant digital tools in an autonomous and ethical way in all parts of the business | |

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| | | - has extensive knowledge of online marketing and networking with industry-related companies | | | |
| 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 extensive knowledge about design theory, materials and techniques - knows historically important requirements during the course of the business | <ul style="list-style-type: none"> - has extensive and independent skills in floral design - creates freely and innovatively - develops a variety of designs in all floristic areas - plans and implements advanced floral decorations without help - determines, manages and controls work orders and projects - creates advanced flower arrangements | <ul style="list-style-type: none"> - combines several extensive factors in the productions. - creates innovative products based on different customer needs and market requirements - manages activities for a variety of occasions, in a responsible way | |
| 2.2 | Floristry product development <i>is about analysing trends, develop (design)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"> - knows a wide range of sources and marketing opportunities - knows how to analyse needs to develop new and up-to-date products for the marked | <ul style="list-style-type: none"> - develops innovative products based on market analysis - uses creativity to develop products required to solve complex needs | <ul style="list-style-type: none"> - works independently to create new products and concepts - takes responsibility for developing innovative products and services | |

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| | | <ul style="list-style-type: none"> - knows how to make specific decisions in product development on their own, to strengthen the position in function in the market | <ul style="list-style-type: none"> - decides and steers processes in business operations and the further development of business areas | <ul style="list-style-type: none"> - manages individuals and groups in innovative processes - is responsible for the cost structure and calculations | |
| 2.3 | <p>Communication and company <i>is about laws and regulations, guidelines, entrepreneurship</i></p> <ul style="list-style-type: none"> - sales and services in floristry - economics and management - marketing (web, social medias...) | <ul style="list-style-type: none"> - knows all related areas and legal regulations in connection with the specialty shop -has knowledge of human resources management and comprehensively oversees all areas of work -has extensive knowledge of procurement, processing and marketing -knows ways to tap into new sources of supply | <ul style="list-style-type: none"> - communicates with national and international customers and colleagues - manages the work of others and is responsible for the result - coordinates responsible purchasing and sales - develops sales strategies and sales markets - opens sources of supply - publishes material on digital arenas to promote products and the company | <ul style="list-style-type: none"> - is responsible for the perception of the profession of florist / the green branch and the associated tasks of representation - applies current legislation on local, national and international conditions - Designs and is responsible for all areas of management -initiates and develops marketing tools further | |
| 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 biodiversity - knows the risks of long transport routes | <ul style="list-style-type: none"> - works with regional producers - develops products and missions according to seasonal contexts | <ul style="list-style-type: none"> - questions and adapts the range of the business in a sustainable context - takes responsibility for managing the professional development of individuals | |

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| | | - knows the risks of chemically treated goods | - works in a cost-risk-benefit way | and groups in a sustainable way | |
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R = Relation to other matrixes