



HOW TO BECOME MASTER FLORIST BY FLORCERT

EUROPEAN CERTIFICATE IN FLORAL DESIGN



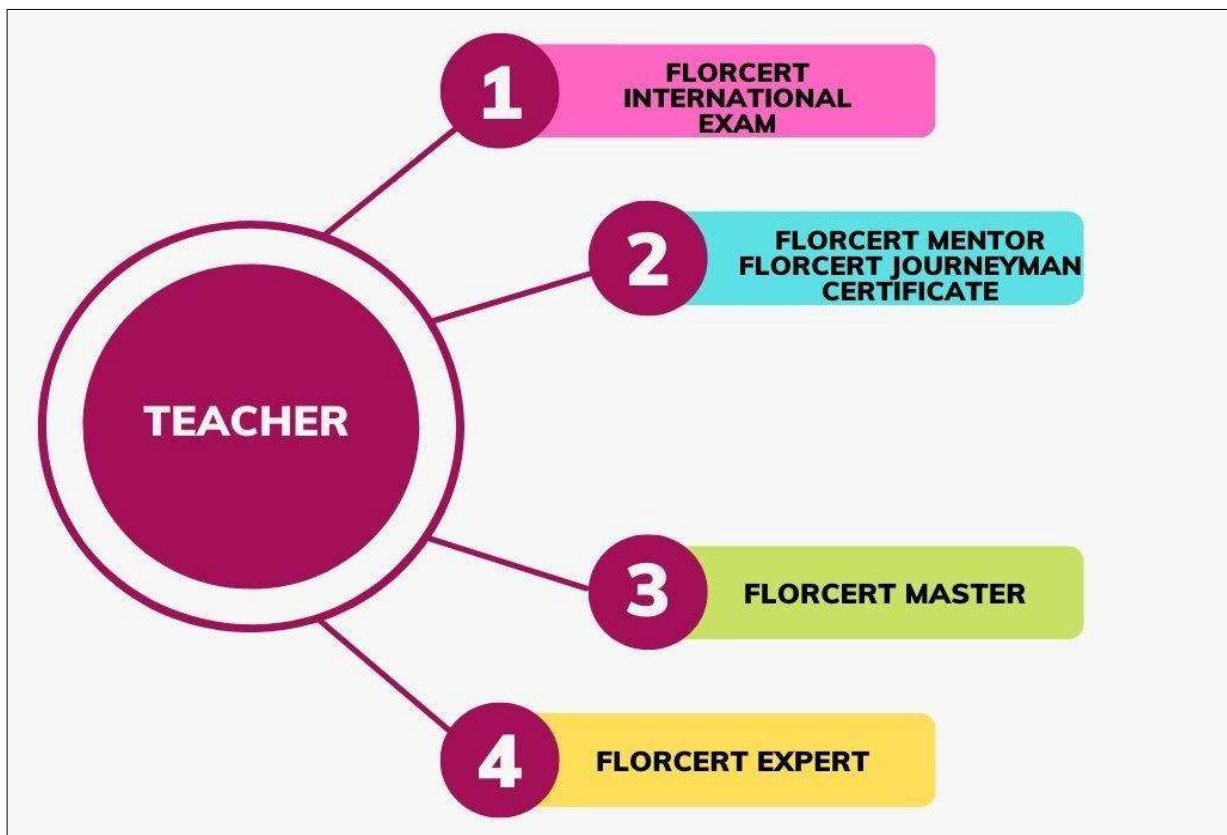
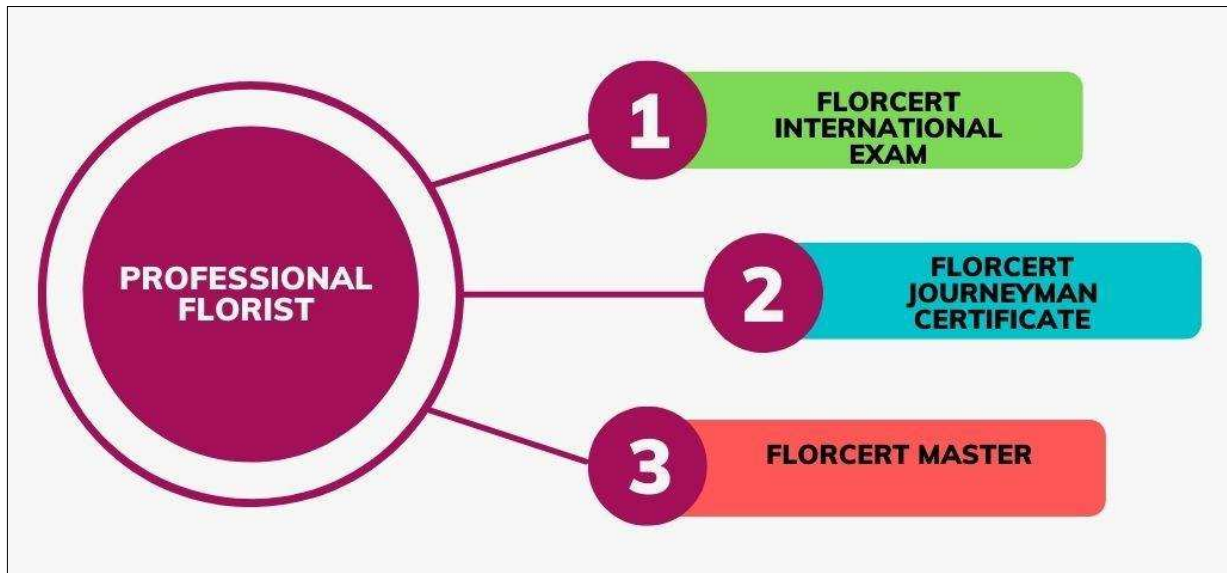


FlorCert specifies knowledge, understanding of specific professional competencies and skills that underpin best practice in the floristry. This is reflected by a common global understanding of what the role of the associated florist(s) or profession(s) represents for the flower industry. Proficiency in the Certificate is intended to reflect the best national practices described by FlorCert. Standard Specification is therefore a guide to the necessary training and preparation for work in the florist trade. The assessment of professional skills and understanding takes place through the Diploma as a degree project in upper secondary school. The assessment of professional competences takes place through taking an exam on each module. FlorCert assesses only the skills listed in the Technical Description for each module, which will reflect the standard specification within the professional qualification.

Professional competences/sets of competences that are checked by module:

1. Work organization and management
2. Care of materials and tools
3. Sales and communication
4. Floral design concept for the floristry skills
5. Basic for Floral Design
6. Flowers in rooms, decorations and arrangements
7. Flower design with potted plants and plants
8. Floral design for traditional weddings and funerals
9. Special flower assignments or arrangements for customers

INTERNATIONAL FLORCERT CERTIFICATE STRUCTURE



Vocational teachers and professional florists can be certified at all levels/modules.

1. FlorCert International exam

The basic level of FlorCert is defined by passing the International exam. Professionals and teachers with previous experience of 1,500 hours of work in the profession can take the exam. The candidate has the task of processing one international topic through two floral works, while respecting the Technical description. Along with the works, the candidate makes a presentation through which he explains his work.

Competencies:

- knows and works and follows the rules of organization and management
- knows the care and is able to properly care for and use tools and other materials
- successfully communicates with the customer, makes basic decorations to order and resolves complaints
- it uses basic ICT
- candidates design basic decorations according to the principles of design and make them in appropriate techniques
- properly prepare botanical material and use it in the design of decoration
- making the appropriate decoration, taking into account the interior space
- he designs decorations with indoor plants in pots, taking into account the growing conditions and style of the room
- he makes wedding and mourning decorations according to different customs and traditions in different countries
- make the appropriate decoration to order

2. FlorCert Journeyman certificate

Teachers with 5 years of work experience, who have attended 3 evaluation seminars and 5 prepared candidates who have passed the Basic FlorCert become Mentors. Every Mentor has the right to take the Journeyman certificate. Professional florists have the right to take the Journeyman certificate with a justified 4,500 hours of work in the profession. For this module, it is necessary to pass the written part of the exam, as well as a practical work of four essays respecting the Technical description, and make a presentation for the oral part of the international exam.

Competencies:

- implements protective measures for the suitability of the workplace
- works according to the principles of time economy
- is receiving lifelong education in the professional field
- candidates in work use appropriate botanical and domestic names of ornamental plants
- he works in a team, is independent at work and has good communication with colleagues
- he designs the sales space according to the principles of good management and design
- it uses ICT and conducts promotion in various ways
- he designs decorations according to different occasions and spaces, taking into account and respecting different cultural customs
- he knows and designs larger decorations for various events
- he designs and adapts the design of the decoration to the space and the growing conditions of the plants
- it takes action to destroy plant pests and diseases
- independently, professionally and responsibly makes appropriate decorations for weddings and funerals
- he is able to make special decorations under pressure: short time frame, lack of staff, resolving complaints, demanding customers, extremely difficult decorations...
- he finds himself in unforeseen situations and solves problems well

3. FlorCert Master

Professional florists and teachers who have passed the Journeyman certificate and have proven 6 years or 10,000 hours of work in the flower industry can take the international master's level exam. The master's exam consists of a theoretical part and a practical work. The candidate will work on 10 different tasks that must be completed within 10 weeks and documented according to the specified criteria for passing the Master. Tasks are done either online or live. The candidate presents a practical floristry work that shows his previous work and his role in the development of floristry design.

Competencies:

- the candidate is highly qualified to work in a florist
- is self-initiated, makes floral decorations in the correct and complex techniques, follows the rules of safety at work, effectively uses his working time. He or she is able to work under pressure and does his job responsibly
- properly care for cut flowers, other ornamental plants and botanical material. He is able to perform professional work in a more complex way, including management, economics, design and marketing
- builds customer trust and he knows how to use ICT
- on its own initiative seeks new ideas for overall customer satisfaction
- designs trendy floral decorations that match the theme of the space
- designs complex floral decorations for flower shows in conjunction with themes and space
- can complex use of ornamental plants and flowers in the room
- he uses potted plants from different environments and takes proper care of them
- designs floral decorations in connection with events, taking into account finances, characteristics of flowers and the wishes of the client
- his work is complex, team-based, he works responsibly with employees and establishes very successful contact with clients

	<p align="center">FlorCert for future – Master Project number 2021-1-HR01-KA220-VET-000025762</p>	
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Working language: English

Judging commissions: international FlorCert experts with 10 or more years of experience in the profession and working in the FlorCert organization

Evaluations: FlorCert evaluation criteria

Literature: Florist E-learn book

Technical Description

Environment: online and live

The FlorCert team:

	Partner organization	E-mail
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