

## European Certificate of Floral Design

2009-1-SE1-LEO05-02268

<http://www.adam-europe.eu/adam/project/view.htm?prj=5630>

## Information sur le projet

Titre: European Certificate of Floral Design

Code Projet: 2009-1-SE1-LEO05-02268

Année: 2009

Type de Projet: Projets de transfert d'innovation

Statut: Accordé

Pays: SE-Suède

Accroche marketing: The main reason of the European Certificate of Floral Design project is to export the experiences made in the pilot project in Sweden in 2007-2008. The addressed problem in Sweden, namely the secondary level florist education being vaguely described due to its status as a subsidiary profile within the craftsman programme in the National Curriculum, is the initial reason for a Florist Certificate. In other words, the Floral Design Certificate was created as a result of a need for a quality assurance tool/diploma of the secondary school florist education. Similar problems have been addressed in several countries throughout Europe, whereas our core partners in this project – KAO in Finland and EAFA in Italy – have formulated the national needs and benefits as:

“The benefits to Italy, of the project FLORCERT could be many. In Italy there is no national syllabus, rules nor qualification regarding floristry. All the floristry schools are private with private qualifications. [---]We would like to unite a national and furthermore european qualification ensuring quality, clarity and fairness.” (LoI, EAFA, Italy).

In Finland the criteria in the National Curriculum are indistinct for most the same reason as in Sweden, and for KAO acknowledge the FlorCert project a great opportunity to enhance the quality of secondary floral design education in Finland. The time is right for them since the NC is going through a reformation, and VET is emphasised: “In 2010 the national curricula will be launched. [...]This process is just going on. This project will give us ideas and tools to develop our own curriculum so that it meets the requirements of modern floristry” (LoI, KAO, Finland).

As mentioned above, the aims of the florist programme are not adapted merely for floristry, but for many other VET sub-branches. For the floristry education this has meant low demands on craftsmanship, and The Floral Design Certificate has proven an excellent tool to ensure quality and content meanwhile improving the desirability and vocational pride of the education. The latter is also something that more recently has been formulated by the Swedish Government, their intention with the new School Reform GY2011 is to lay emphasis on vocational educations and to ensure a higher level of competence through a higher degree of specialisation: “students shall [in The Upper Secondary Education Reform] be more specialised within their vocational [...] area compared to today’s vocationally orientated programmes” (SOU 2008:27, p.63). The Certificate of Floral Design is in other words well in line with the reformed vocational educations in Sweden.

The short-term objectives of the project are 1) to reach a consensus of the FlorCert, 2) to create a plan for dissemination in Finland, Italy and Sweden and 3) to generate a pedagogical platform for VET-teachers to raise and maintain the competence level. The long-term objectives are 1) to connect more partners to the project, whereas organisations in Lithuania, Iceland, Holland and Turkey have expressed an interest in participating as silent partners from year 2 and onwards (2010-), and 2) to get each partner organisation to disseminate FlorCert in their networks.

The most tangible outcome of the project is reaching a consensus of methodology among the partners, and how FlorCert translates to the different school systems. To develop and test a European version of a Certificate Syllabus is the long-term tangible outcome. More intangible outcomes - as are already to be seen on the pilot schools in Sweden - are an increase in the attractiveness and status of floristry and floral design education.

Résumé: The main reason of the project “European Certificate of Floral Design-FlorCert” project was to export the experiences made in the pilot project in Sweden in 2007-2008. The addressed problem in Sweden, namely the secondary level florist education being vaguely described due to its status as a subsidiary profile within the

## Information sur le projet

craftsman programme in the National Curriculum, is the initial reason for a Florist Certificate. In other words, the Floral Design Certificate was created as a result of a need for a quality assurance tool/diploma of the secondary school florist education

The FlorCert has proven an excellent tool to ensure quality and content meanwhile improving the desirability and vocational pride of the education. For the teacher the work with FlorCert has given them a great tool to get and insight in other countries educational system. They have raised their competence when it comes to assessment. In the project there has also been a vast exchange of ideas, networking and practical and theoretical workshops and seminars stressing pedagogical methods, learning outcomes and floristic development. The most tangible outcome of the project has been to reach a consensus of methodology and learning outcomes in the florist education, among the partners, and how FlorCert translates to the different school systems. More intangible outcomes - as are already to be seen on the pilot schools in Sweden – has been an increase in the attractiveness and status of floristry and floral design education and the students employability.

The consortium consists of four well-established upper secondary level schools with a high-level of competence among the key staff: two in Sweden, one in Italy and one in Finland, and furthermore the Swedish Florist's Florist association - F.Y.R. - with internationally renowned expertise.

**Description:** The main reason of the European Certificate of Floral Design project were to export the experiences made in the pilot project in Sweden in 2007-2008. The addressed problem in Sweden, namely the secondary level florist education being vaguely described due to its status as a subsidiary profile within the craftsman programme in the National Curriculum, were the initial reason for a Florist Certificate. In other words, the Floral Design Certificate was created as a result of a need for a quality assurance tool/diploma of the secondary school florist education. Similar problems have been addressed in several countries throughout Europe, whereas our core partners in this project – KAO in Finland and EAFA in Italy – have formulated the national needs and benefits as:

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## Information sur le projet

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Thèmes: \*\*\* Développement durable  
 \*\* Étude interculturelle  
 \*\* Formation linguistique  
 \*\* Formation continue  
 \* Marché du travail  
 \* Qualité  
 \* Divers  
 \* Formation tout au long de la vie  
 \* Validation, transparence, certification  
 \* Orientation professionnelle

Sectors: \* Enseignement

Types de Produit: Méthodes d'évaluation  
 Autres  
 Matériel d'apprentissage  
 Transparence et certification  
 Site Internet

Information sur le produit: Activities:  
 During the project we have met several times, first to prepare and plan the collaboration between the teachers and experts from our different schools. We met in Sweden in 2009 for the introductory meeting and then in May 2010 in Bugnara, Italy, for more practical work. Students participated for the first time in Finland for a mock exam in November 2010, which led up to the real exam.  
 In May 2011 the first international exam of the European Certificate of Floral Design – FlorCert - took place at Hvilan Utbildning in Åkarp, just outside Malmö and Lund in Sweden. Students from schools in Sweden, Finland and Italy took the exam and were assessed by international florist experts. We are pleased to announce that all students passed and are now in possession of the first FlorCert Certificate.  
 The floristic works were displayed in connection to a seminar about FlorCert, where future potential partners participated.  
 The last meeting, within this particular project, took place in Karlstad, Sweden in November 2011, where we not only summarized the project but also looked forward. We have planned a meeting in Germany in January 2012, to plan for the next FlorCert cycle. Our project partners from Finland, Italy and Sweden will attend but also our new partners from Holland, Croatia and Slovenia.

Page Web du projet: [www.florcert.eu](http://www.florcert.eu)

## **Contractant du projet**

Nom: Hvilan Utbildning  
Ville: Åkarp  
Pays/Région: Sydsverige  
Pays: SE-Suède  
Type d'organisation: Formation initiale  
Site Internet: <http://www.florcert.eu>

## **Personne de contact**

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## **Coordinateur**

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Pays: SE-Suède  
Type d'organisation: Formation initiale  
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Site internet:

## Partenaire

### Partner 1

Nom: Kainuu Vocational College  
Ville: Kajaani  
Pays/Région:  
Pays:  
Type d'organisation: Autres  
Site Internet: [www.kao.fi](http://www.kao.fi)

### Partner 2

Nom: European Athenaeum of Floral Art  
Ville: Bugnara (AQ)  
Pays/Région:  
Pays:  
Type d'organisation: Autres  
Site Internet: [www.athe.it](http://www.athe.it)

### Partner 3

Nom: John Bauer Karlstad  
Ville: Karlstad  
Pays/Région:  
Pays:  
Type d'organisation: Autres  
Site Internet: [www.johnbauer.nu/web/Karlstad.aspx](http://www.johnbauer.nu/web/Karlstad.aspx)

### Partner 4

Nom: Swedish Association of Floral Designers  
Ville: Åkarp  
Pays/Région:  
Pays:  
Type d'organisation: Autres  
Site Internet: [www.floristernasyrkesrad.se](http://www.floristernasyrkesrad.se)

## Données du projet

### FlorCert blomsterbranschen.pdf

<http://www.adam-europe.eu/prj/5630/prj/FlorCert%20blomsterbranschen.pdf>

### Florcert broschyr.pdf

<http://www.adam-europe.eu/prj/5630/prj/Florcert%20broshyr.pdf>

FlorCert folder

### Flower Frenzy FlorCert Finland.pdf

<http://www.adam-europe.eu/prj/5630/prj/Flower%20Frenzy%20FlorCert%20Finland.pdf>

webnews Mock exam Finland

### Sydsvenskan 10.10.30.pdf

<http://www.adam-europe.eu/prj/5630/prj/Sydsvenskan%2010.10.30.pdf>

A selection of press material

## Produits

- 1 European Certificate of Floral Design website
- 2 A pilot Version of the FlorCert Syllabus (Technical Description - TD)
- 3 marketing plan
- 4 Management plan

## Produit 'European Certificate of Floral Design website'

Titre: European Certificate of Floral Design website

Type de Produit: Site Internet

Texte marketing: Project website

Description: Information about the project and project partners. contacts, links, pictures

Cible: florist sector

Résultat: common platform for information and dissamination

Domaine d'application: florist sector

Adresse du site Internet: <http://www.florcert.eu>

Langues de produit: anglais

## Produit 'A pilot Version of the FlorCert Syllabus (Technical Description - TD)'

Titre: A pilot Version of the FlorCert Syllabus (Technical Description - TD)

Type de Produit: Autres

Texte marketing: FlorCert Technical description (TD)

Description: The TD is the essential tool for both students and teachers since it describes:  
The Profession  
The Management of FlorCert  
Decision making and communication between members  
Candidate Information  
Assessment  
Guide for Tutors  
Example of Tasks and Guidelines  
The FlorCert Cycle

Cible: partnerorganisations, teachers, students

Résultat:

Domaine d'application:

Adresse du site Internet:

Langues de produit: anglais

## Produit 'marketing plan'

Titre: marketing plan

Type de Produit: Autres

Texte marketing: FlorCert marketing plan

Description: The MP provided a structure of the dissemination throughout the project and helped all partners get a clear picture of how to disseminate the project.

Cible: Partnerorganisations Students, teachers, florist business

Résultat:

Domaine d'application:

Adresse du site Internet:

Langues de produit:

## Produit 'Management plan'

Titre: Management plan

Type de Produit: Autres

Texte marketing: A plan to monitor the project process

Description: The management plan gave a structure and enabled Hvilan Utbildning to manage the project and thus all partners to take active part in the project. Each and every partner's given role was specified

Cible: internal document

Résultat:

Domaine d'application:

Adresse du site Internet:

Langues de produit: suédois

## Événements

### summary meeting

Date	17.11.2011
Description	Summary of the project for project partners, strategies for the future and information for prospected partners
Cible	VET providers associations (ASC-VET) Vocational or technical secondary school (EDU-SCHVoc)
Public	Événement non public
Informations de contact	petra.sorensson@hvilanutbildning.se www.florcet.eu
Date et lieu	Karlstad 2011-11-17

### FlorCert Exam and dissemination seminar

Date	08.05.2011
Description	Students from the partner countries take the very first FlorCert exam. Cross-border examination and assessment Partners either active in the assessment or as observers depending on how far they have gotten in their work. At the additional dissemination seminar invited guests from Holland, Finland, Slovenia and Sweden came to get information about FlorCert and discuss the possibilities to join at a later stage.
Cible	florist sector, schools
Public	Événement public
Informations de contact	petra.sorensson@hvilanutbildning.se www.florcet.eu
Date et lieu	Hvilan utbildning, Åkarp 2011-05-08

## Événements

### Mockexam and Workshop for Assessment of Floral design

Date 02.11.2010

Description The aim is to reach a consensus concerning assessment with reference to the Syllabus (Technical Description, TD) that has been authored together with all partners. Students from all partners will participate in a kind of "mock" examination and teachers will assess these arrangements, all of which will be the base for the consensus.

Cible Teachers and students from the partner organisations. It will also be possible for external floral designers to attend as an audience.

Public Événement non public

Informations de contact [petra.sorensson@hvilanutbildning.se](mailto:petra.sorensson@hvilanutbildning.se)

Date et lieu Kainuu Vocational College, Finland  
2010-11-02

### European Workshop in Italy

Date 28.03.2010

Description The aims of the workshop are:  
1) To create a draft syllabus (Technical description) for FlorCert (in English)  
2) To produce a case to be used in the Workshop for Assessment of Floral Design in Finland, Oct 2010  
3) Increase the competence of the teachers from the partnerschools  
4) Increase the understanding of the different partner countries' educational systems and cultures

Cible Teachers in participating schools

Public Événement non public

Informations de contact [petra.samuelsson@hvilanutbildning.se](mailto:petra.samuelsson@hvilanutbildning.se)

Date et lieu Bugnara 28/3-30/3 2010