



international florist organisation

european summit on
education in floristry
5th november 2015
aalsmeer, the
netherlands



education in floristry in europe

The floristry sector needs change all around, to be able to confront the novel challenges of tomorrow. One of the fundamental pillars of this change is the need for industry and florist schools to address the problems facing floristry - and work together, hand-in-hand, to increase the standard.

Although cooperation between school-based education and business in floristry (and the influence of industry on the floristry curriculum) is at a high level in quite a few countries, there is still a significant gap between what is needed from an industry perspective and what education provides at the general European level. In that sense, the current generation of florists finds itself in a transition-period: in between 'just' a flower retailer, and a highly trained florist.

An ever-greater connection between industry and education remains vital, therefore. Both for vocational training curricula in floristry in work-based/apprenticeships education, and trainings for professional, adult florists.

Apart from the basic retail sales, event floristry and innovative ways of creating blooming atmospheres are important value-adding elements for florists nowadays. And today's essential florist competences include staying abreast of consumer lifestyle trends, and having the know-how to market floral products effectively using modern technology and social media.

The new generation should undoubtedly be trained with these skill sets in mind, if they are to be competitive and successful in a modern business environment. But not only should the current cohort of floristry students receive such instruction, many professional florists, as well, could probably



use a 'refresher course'. The times are changing rapidly, after all, and the demands placed on florists are very different from what they were just ten or twenty years ago.

An additional issue faced within the florist sector has to do with inequalities of education in Europe: the systems differ considerably among European countries. We would like to look at how to create a more homogenous education system in floristry throughout Europe; one that answers to today's professional requirements.

Perhaps even more critically, however, and one of the core problems within education and industry: how do we increase the interest in floristry! The number of students going into floristry is declining steadily, whereas many other vocational subjects receive growing interest. The negative consequences of this development are obvious: it is a trend that needs to be reversed.

To recapitulate: Florint and Flornet want to harmonize the demands of industry and education; homogenize and modernize florist education at the European level, and address the decrease in students in floristry. These are the 3 key points of the first European Summit on Floristry Education. Will you join us in making it happen?

the education summit

Florint and Flornet want to reconnect industry and education, create a more homogenous European education system, and address the decrease in students in floristry. These are the key points of the first European Floristry Education Summit.

These issues concern those students (or florists) receiving an education where they will, after their studies, have a key influence on how flower businesses work; solve day-to-day problems with clients; be responsible for the completion of tasks at the workshop; exercise the necessary change and a degree of self-management in the shop.

The key questions the summit wishes to address are:

- Nowadays, what are the main professional competences required by our target florist described above?
- What education is currently offered for that level in the national curriculums?
- What changes need to be incorporated into national curriculums?
- With the standard in floristry dropping, how can we increase the standard and make floristry appealing again as a profession?

The aim of the conference is to address the above concerns and to try to create, for now, a baseline in education throughout Europe. Moreover, the summit will also look at how to create this baseline in a way that is appealing for a professional career.

However, the summit will not stop here. Florint and Flornet will look into all the issues presented above and subsequently have a **follow-up conference** after Florint's Europa Cup in Genoa, Italy, in April 2016.



summit program

Morning session: 09:30-13:00

- What is floristry nowadays?
 - o What demands are placed on a florist nowadays?
 - o What craftsmanship, creative, communicative and business skills/characteristics should be built into curriculums for our target group?
 - o How can we bridge the gap between education and industry? Can this be achieved at a European level?

Lunch – Buffet: 13:00-14:00

Afternoon session: 14:00-17:30

- What sort of education is needed to fulfill the requirements of floristry nowadays?
 - o Presentations of a selection of national curriculums (NL, D, FIN...)
 - o Seminar groups: Formulation of professional needs in national curriculum
 - o Summary of results: establishing the first baseline in education in floristry. Flornet and Florint final thoughts, with general debate (1 hour)



rates

Florint and Flornet's Education Summit will take place at one of the auction/clock rooms of FloraHolland in Aalsmeer, the Netherlands, during the FloraHolland Trade Fair on the 5th November 2015.

The rates for the congress are as follows:

Members, Corporate Members and Sponsors of Florint and Flornet

For member florists of Florint's national associations, Florint corporate members and Flornet schools the fees will be as follows:

Members of Florint National Associations and corporate members, and Flornet members :

60€

All others participants will pay the full fee:

75€

To see if you belong to a member association of Florint, please visit Florint's members page by clicking on the following [link](#).

To see if you belong to a Flornet school, please visit Flornet's members page by clicking on the the following [link](#).

Delegates attending Florint's Member's Congress or Florint's Judges Certification course will receive a 10% discount on the above fees. For more information on this, please contact Mike Bourguignon via the contact information listed in the registration part, at the end of this document.

Note: delegates will only be able to pay by bank transfer prior to the summit and not at the summit.

registration

In order to register you will need to fill out a registration form. You can download the registration form by clicking on the following link, or copying and pasting the following html address in your web browser:

[Please click here for the registration form](#)

Once you have filled in the registration form, please send us the following information:

- Filled out registration form
- Proof of payment for the course (bank statement/payment statement)

Please send this by email to the email address indicated in the registration form.

More information about rooms and how to access the summit will be sent on the 26th to all delegates attending.

Please remember, **registration closes on the 23rd October 2015.**

contact

For any questions or comments, please send an email to:

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