

Marketing v floristiki - pridobivanje kompetenc

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Povzetek

Raziskovalno vprašanje (RV): Kako izobraziti kompetentne ljudi, ki bodo uspešni v marketingu v floristiki? Katere kompetence so pomembne, da lahko cvetličar, florist uspešno samostojno vodi projekt? Katere izkušnje so v procesu izobraževanja najbolj pomembne?

Namen: Namen raziskave je analiza skupine kandidatov, ki so uspešni in imajo različne poti izobraževanj s skupnim ciljem – biti uspešni v floristiki.

Metoda: Oblikovali bomo večparameterski odločitveni model z računalniškim programom DEXI, kjer bomo parametre obtežili po pomembnosti, kako vplivajo na razvoj posameznika. Obtežitve posameznih parametrov bomo določili na podlagi 17-letnih izkušenj delovanja iz področja floristike. Obtežitve so določene po konzultaciji mednarodnih strokovnjakov iz Švedske, Finske, Italije, Slovaške, Hrvaške in Slovenije, ki skupaj sodelujejo v mednarodnem projektu katerega cilj je mednarodni učbenik floristike.

Rezultati: Model je pokazal, da največji vpliva na kandidate izobraževanje v okviru katerega opravijo mednarodni izpit FlorCerte. Hkrati je izjemno pomembno sodelovanje v različnih florističnih projektih. Taki kandidati so uspešni v marketingu v floristiki, so samostojni in zaposljivi. Samostojno vodijo manjše skupine v projektih in nanje prenašajo svoje znanje po neformalni poti.

Organizacija: Ta raziskava je potrdila pravilno odločitev Floweracademy.si, da se je včlanila v konzorcij FlorCert in tako nadaljuje z izobraževanjem na mednarodni ravni. Ravno tako je pomembno, da se stalno sledi novostim v floristiki, saj se le tako lahko kandidati uspešno plasirajo na mednarodnih projektih.

Družba: družba s tem pridobi odgovorne, kompetentne cvetličarje, floriste, ki nudijo kakovostne storitve. Zaradi članstva v FlorCertu sledijo trajnostnemu razvoju stroke in so družbeno odgovorni pri uporabi različnih materialov.

Originalnost: Oblikovali smo edinstven model pomembnosti pridobivanja kompetenc na različnih ravneh cvetličarskega področja, ki ga bomo v prihodnosti še bolj poglobili. S pomočjo tega modela lahko mentor ali delodajalec bolje oceni primernost kandidata za sodelovanje v projektih ali za zaposljivost.

Omejitve/nadaljnje raziskovanje: Trenutna raziskava je narejena na skupini kandidatov, ki imajo različna predznanja in so vsak po drugačni izobraževalni poti prišli do opravljenega mednarodnega FlorCert izpita. Vsi kandidati so iz Slovenije, v prihodnje pa bomo ta model testirali tudi na kandidatih iz tujine.

Ključne besede: floristika, kompetenca, FlorCert, marketing, samostojnost, zaposljivost.

Dr. Sabina Šegula je bila rojena 10. 12. 1968 v Kranju. Leta 2012 je na Univerzi v Ljubljani na Biotehniški fakulteti končala znanstveni doktorat. V podiplomskem študiju se je posvetila ekonomiji pridelave okrasnih rastlin v Sloveniji. V tem času je tudi zaključila pedagoško–andragoško izobraževanje in mednarodno certifikatno šolanje Wellantcollege iz Nizozemske in pridobila naziv Evropski florist 1 stopnje, opravila izpit na mednarodnem izobraževanju v Boerma Instituut Aalsmeer, Nizozemska in pridobila naziv Masted Dutch Floral Design. Končala je specializacijo iz poročne floristike pri svetovno znani Wally Klett, Nemčija. Sodeluje v mednarodnem florističnem projektu FlorCert, je koordinatorica za Slovenijo, skupaj s strokovnjaki iz 5 držav piše mednarodni učbenik za floristiko. Hortikulturo poučuje že 18 let. Napisala je potrjen učbenik za VSŠ Pridelava okrasnih zelatih rastlin in knjigi Osnove oblikovanja v cvetličarstvu ter Pogoste sobne rastline v Sloveniji. Udeležuje se mednarodnih znanstvenih konferenc, poučuje na srednji šoli, je predavateljica na višji šoli in raziskovalka. Strokovne in poljudne članke piše v različne slovenske revije in je tudi odgovorna urednica slovenske floristične revije. Kot mentorica se z dijaki in študenti udeležuje različnih aktivnosti, tekmovanj, razstav in aktivno sodeluje z gospodarstvom).

Marketing in floristics – gaining competences

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Abstract

Research question (RQ): How to educate competent individuals who will be successful in marketing in the field of floristics? Which competences are important for a florist to independently lead a project? Which experiences are the most important in the process of education?

Purpose: The goal of our research was to analyse a group of successful candidates which walked different education paths but with a common goal – become successful in the field of floristics.

Method: We designed a multiparameter decision-making model using a computer programme DEXI, in which we assigned different weight of importance to individual parameters regarding the effect they have on participants. We assigned different weight to individual parameters based on 17-year experiences in floristics. Weighting was determined after consulting international professionals from Sweden, Finland, Italy, Slovakia, Croatia and Slovenia who are cooperating in an international project in order to produce an international school textbook of floristics.

Results: The model showed the biggest influence of education, during which the candidates passed FlorCert exam. Cooperating in various florist projects also showed to be of great importance. Candidates with this experiences are successful in marketing, independent and employable. They independently lead small project teams, to which they informally pass their knowledge.

Organization: This research confirmed the correctness of the decision to affiliate Floweracademy.si with FlorCert consortium, to further continue education on an international scale. It is also important to track novelties in floristics to enable the placement of candidates in international projects.

Society: This way the society gains responsible, competent florists, who offer quality services. Being members of FlorCert they are following the sustainable development of floristics and are socially responsible with the use of various materials.

Originality: We designed a unique model of importance regarding gaining competences on various levels of floristics, which we intend to further deepen in the future. With the help of this model a mentor or an employer can better assess appropriateness of a candidate for cooperation in projects or for employment.

Limitations / further research: Current research was made on a group of candidates with different prior knowledge and who choose different education paths up to successfully passing the international FlorCert exam. All candidates are from Slovenia but we will expand the use of this testing model to candidates from other countries.

Key words: floristics, competence, FlorCert, marketing, independency, employability.

Ph. D. Sabina Šegula was born on 10. 12. 1968 in Kranj. In 2012 I finished my PhD studies at the Biotechnical College at the University of Ljubljana. In my post-bachelor studies, I focused on the economic aspect of decorative plant productions in Slovenia. Meanwhile I also finished the course of pedagogy and andragogy studies and accomplished the international certificate education of Wellantcollege in the Netherlands from which I attained the title of First Degree European Florist. I also passed the international exam Masterd Douth Floral Design at Boerma Instituut Aalsmeer, the Netherlands and specialized at Wedding floristics learning from the world-famous florist Wally Klett in Germany. I take part in an international florist project FlorCert at which I am also the coordinator for Slovenia. Together with other professional florists from 5 different countries we are currently writing an international course book for floristics. I have been a teacher of horticulture for 18 years now. I wrote a course book for vocational college *Pridelava okrasnih zelnatih rastlin* (The Cultivation of

Decorative Herbaceous Plants) and books *Osnove oblikovanja v cvetličarstvu* (The Basics of Floristic Design) and *Pogoste sobne rastline v Sloveniji* (Common Indoor Plants in Slovenia). I am taking part in many scientific international conferences aside from being a high school teacher, a college professor, researcher and executive of BC Naklo research team. I am also the executive of VIVUS conference review committee at BC Naklo. I am writing professional and popular articles for various Slovenian magazines and am the Editor-in-Chief at Slovenian floristics magazine *Floristika* (Floristics). As a mentor, I take part in various activities, competitions, exhibitions with my students. We also cooperate with several companies working in the field of floristics.
