

# Kompetence konkurenčnih cvetličarjev kot rezultat paradigme vseživljenjskega razvoja

dr. Sabina Šegula\*

Floweracademy.si, Vrbnje 1a, 4240 Radovljica, Slovenija

[akademija.cvetja691@gmail.com](mailto:akademija.cvetja691@gmail.com)

## Povzetek

**Raziskovalno vprašanje (RV):** Globalizacija spreminja celotno gospodarstvo in razmere na trgu. Potrošniška družba je vse bolj zahtevna, izobražena, psihologija nakupa in prodaje se spreminja. Zato nas zanima, kaj menijo cvetličarji v različnih državah (Slovenija, Hrvaška, Finska, Italija, Slovaška, Švedska in Slovenija) o kompetencah, ki so pomembne za konkurenčnost.

**Namen:** Ugotoviti katere kompetence so tiste, ki omogočijo cvetličarju zadovoljiti potrebe potrošnika? Poiskati način, kako pristopiti k vseživljenjskemu izobraževanju, da bo pridobljeno znanje poenoteno, saj moramo glede na globalizacijo stremeti k zavedanju, da nismo le Slovenci, ki delamo za slovenski trg, ampak je naša perspektiva širša, spadamo v Evropski prostor.

**Metoda:** Z anketno metodo bomo raziskali cvetličarski trg v različnih državah in analizirali rezultate, ki bodo smernice za pionirski projekt e – platforme izobraževalnega gradiva v okviru mednarodne floristične organizacije FlorCert.

**Rezultati:** Rezultati analize ankete kažejo, da so cvetličarji v različnih državah enakega mnenja katere strokovne kompetence morajo zaposleni v cvetličarni osvojiti. Vse bolj pa so pomembne tudi tako imenovane socialne kompetence. Vrednote kot so samoiniciativnost, samostojnost, timsko delo in zanesljivost. Kompetenca, ki je vse bolj pomembna je tudi sposobnost dela z ljudmi iz drugih kulturnih okolij i posledično povezano s tem znanje tujih jezikov. Partnerji v mednarodnem konzorciju FlorCert so izdelali e – knjigo v 7 jezikih, ki vsebuje ustrezne strokovne vsebine.

**Organizacija:** E – book je na spletnih straneh in predstavlja nov način poučevanja, ki je prilagodljiv glede na potrebe uporabnika. To pomeni tudi globalizacijo znanja na področju floristike in s tem konkurenčno prednost cvetličarjev. Vsi deležniki na področju floristike, partnerji v gospodarstvu, kot tudi izobraževalne institucije lahko sledijo globalnim trendom in novostim na področju cvetličarstva. Gospodarski partnerji lahko v okviru e – knjige predstavijo nove produkte in s tem vzpostavijo »win – win« situacijo, saj izobražujejo svoje stranke – cvetličarje, hkrati so cvetličarji posledično bolj inovativni in prodorni na trgu.

**Družba:** Potrošniki na globalnem trgu imajo cvetličarsko ponudbo na enakem nivoju. Ker so cvetličarji bolj kompetentni, so konkurenčni, kar pomeni, da njihova podjetja poslujejo pozitivno. Nekateri zaradi dodatnih znanj širijo svoje poslovanje in zaposlujejo nove kadre. Ker je vedno več novih, okolju prijaznih materialov, ki se uporabljajo v cvetličarstvu (npr.: osnovo podlag za cvetličarstvo iz umetnih mas so že nadomestili z leseno podlago) in so predstavljeni v e – knjigi, je tudi negativni vpliv na okolje manjši.

**Originalnost:** Do sedaj še ni nihče opravil tako obsežno raziskavo potrebnih kompetenc na področju floristike. Ravno tako še ni bilo napisane e – knjige, ki združuje znanje strokovnjakov 6 držav. S skupnim pristopom oblikovanja mednarodnega gradiva – e – knjige, ki je napisana tudi v angleškem jeziku, so omogočeni temelj za poenotenje osnovne ravni kompetenc cvetličarjev v evropskem merilu, v prihodnosti je to možno aplicirati tudi bolj globalno.

**Omejitve/nadaljnje raziskovanje:** raziskava je potekala v državah, kateri partnerji so v mednarodnem konzorciju FlorCert. Ker je ideja, poenotenje znanje na evropskem nivoju, bi bilo v prihodnosti smiselno raziskavo izvesti še v drugih državah EU. Ker je e – knjiga šele nastala, bomo spremljali njeno uporabo in z raziskavo pridobili mnenja uporabnikov. Smiselno bi bilo v prihodnosti e – knjigo še opremiti z video posnetki, saj bi kandidati tako lažje spremljali izdelavo dekoracij v različnih tehnikah.

**Ključne besede:** floristika, kompetenca, FlorCert, e - knjiga, ključna beseda, poenotenje kompetenc.

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**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 20 let. Napisala je potrjen učbenik za VSŠ Pridelava okrasnih zelnatih 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. Raziskuje področje floristike tako iz kompetenčnega vidika, kot poučevanja, okrasnih rastlin in marketinga.

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# Competences of competitive florists as result of a lifelong development paradigm

dr. Sabina Šegula\*

Floweracademy.si, Vrbnje 1a, 4240 Radovljica, Slovenija

[akademija.cvetja691@gmail.com](mailto:akademija.cvetja691@gmail.com)

## Abstract

**Research question:** Globalisation changes the whole economy and circumstances in the market. The consumer society is getting more and more demanding, educated, and the psychology of purchase is changing. That is why we want to know florists' opinions on competences relevant for competitiveness in various countries (Slovenia, Croatia, Finland, Italy, Slovak Republic, Sweden). How can autopeiosis be implemented as a life-cycle of self-realization in lifelong learning.

**Intention:** It is important to find out what are the florists' competences needed for satisfying the customers. Therefore, methods of approach to lifelong development should be found in order to keep and preserve the unification of our knowledge. Globalization should be taken into account, and one should be aware of the fact that we are not just Slovenes working for the Slovene market, but make part of the broader European area and should accordingly broaden our perspective.

**Method:** The survey method will be used in order to make a research of the florist markets in various countries. The analysed results will be used as directives for a pioneer project e-platforms of educational materials within the context of international florist organisation Florcert.

**Results:** Results of the survey analysis indicate that florists in various countries hold the same opinion on selection of competences needed to be learned by employees in florist shops. Furthermore, the so called social competences are getting more and more important. In this context we talk about values, such as »taking the initiative«, independence, team work, reliability. The competence of working with people from foreign cultural areas is also more and more important and consequently related to knowledge of foreign languages. Partners in The International Consortium FlorCert published an e-book with appropriate professional contents in seven languages.

**Organisation:** E-book is accessible on the web and presents a new way of teaching, which is also adaptable to the user's needs. It means a globalisation of knowledge in the field of floristics which can be seen as florists' competitive advantage. All participants in the field of floristics, partners from economy sector, as well as educational institutions can follow global trends and novelties in the field of floristics. Partners from economy sector have been given the opportunity to present their products in e-book, which seems to be a great example of a win-win situation since they can really educate their clients-florists. Consequently, they, the florists, of course, can be more innovative and successful at marketing.

**Society:** Consumers in the global market are offered more or less comparable floral products. As the florists are more competent, they are also more competitive, which means their companies aren't in the red. Additional knowledge may be the reason for their ability to grow their businesses and employ new workers.

**Originality:** So far nobody has made a research of this scale in the field of florists' competences, and it can also be claimed that no one has yet written an e-book in which knowledge of experts from six countries is joined together. A common approach in shaping the contents based on joined international materials for this e-book (written also in English language) presents a basis for the unification of elementary competence levels of florists within the European context. In the future this can be globally applied.

**Limitations / further research:** the research took place in countries with partners in the International Consortium FlorCert. In accordance with the basic idea of knowledge unification on the European level, the research should be carried out also in other EU countries. As the e-book has been just written, its use will be monitored and the users' opinions acquired. In the future the e-book could be enriched by video clips, which would make it easier for the candidates to observe the production of decorations in various techniques.

**Key words:** floristics, competences, FlorCert, e - book, unification of competences

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**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 her post-bachelor studies, she focused on the economic aspect of decorative plant productions in Slovenia. Meanwhile she also finished the course of pedagogy and andragogy studies and accomplished the international certificate education of Wellantcollege in the Netherlands from which she attained the title of First Degree European Florist. She 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. She take part in an international florist project FlorCert at which she is also the coordinator for Slovenia. Together with other professional florists from 6 different countries they are currently writing an international e - book for floristics. She have been a teacher of horticulture for 20 years now. She 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). She is taking part in many scientific international conferences aside from being a high school teacher, a college professor, and researcher. She is writing professional and popular articles for various Slovenian magazines and she is the Editor-in-Chief at Slovenian floristics magazine *Akademija cvetja*. As a mentor, she takes part in various activities, competitions, exhibitions with her students. She also cooperate with several companies working in the field of floristics. She is scientifically exploring the field of floristry from a competence perspective, such as teaching, ornamental plants and marketing.

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