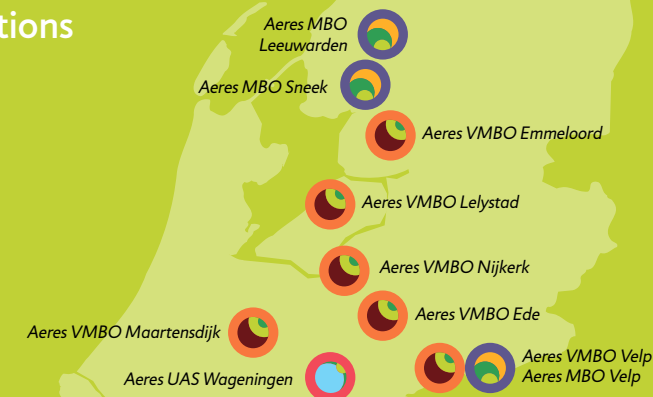


Our world of Flowers

The Netherlands is truly a flower country. In our floristry courses, creativity and craftsmanship go hand in hand. Aeres works with the flower trade to develop inspiring vocational education that stands out on the world stage. Environmentally-conscious flower production, packaging and transport is becoming increasingly important in the floristry sector. An increasing number of internship companies hold the 'Sustainable Florist Barometer' quality mark. Sustainability is also an integral part of the teaching programmes. In this way, Aeres prepares future professionals and floristry teachers for a versatile, future-proof career, and professionals are able to keep their professional knowledge up to date.



Teaching locations



Training courses and levels

Pre-vocational secondary education electives

- Flowers & Styling
- Floral arrangements
- Green design and styling

Vocational education courses

- Florist worker
- Skilled florist
- Owner of floristry business
- Floristry professional
- Skilled stylist
- Styling professional

Higher professional education: Associate degree

- Flower arrangement

Higher professional education: Bachelor

- Teacher and knowledge manager Flower arrangement

Master

- Learning and Innovation

Courses and training

- 'Proof of Mastery' pathway
- Inspiration sessions
- Workshops
- Floral stylist evening course



Future careers





International

- Vocational education students are able to do an international internship.
- Vocational education students take part in Skills competitions.
- Vocational education students take part in activities from the excellence programme.
- Vocational education students go on field trips to, e.g. Paris, Ireland or Germany.
- Vocational education students study and learn at schools and businesses abroad.
- The European Floral Design Academy (EFDA) trains and examines professionals and instructors in the Netherlands and abroad. The EFDA is part of Aeres University of Applied Sciences Wageningen.



Practical facilities

All teaching locations have practical facilities. The true 'living lab' is the network of businesses and organisations that connect with us and our students to teach them the trade.

Examples of projects

- Sustainable florist
- Flower and Styling demonstrations
- Participation in National Championships
- Dickens Festival
- Exhibiting at Fleur Amour
- Astrum College flower decoration
- Christmas decorations for Velp location


Collaboration


Amongst other things:

- 🔗 **With businesses in the chain**
 - 'Mooi wat bloemen doen' (Promotional website of the Dutch Flower council)
 - Plora Podium
 - Flora Podium
 - 360 days of flowers
 - Royal Holland
- 🔗 **With the industry:**
 - 'Proof of Mastery' (in co-operation with VBW)
 - Bloemistenacademie (Florists' Academy) (together with VBW)
 - 'Floral Education Centre' quality label
 - Bloem en Blad trade magazine
 - National Certified Judge Floral Design
- 🔗 **With community organisations**

Student numbers

 Vocational education
± **140**
students

 Higher professional education Associate
± **25**
students

 Higher professional education Bachelor
± **40**
students

 Courses and training
± **750**
participants

Career prospects

- Florist
- Florist for the corporate market
- Owner of floristry business
- Green stylist
- Event stylist/management
- Freelance arranger
- Conceptual designer
- Artist
- Teacher
- Course leader
- Advisor
- Intermediary in the chain

