Analysis of the results of the Leonardo Project "Clay Plaster"

1. Introduction and why we need an analysis

An increasing awareness of environmental issues has led to a growing demand for earth as a building material. New developments of earth building products allow for new earth building techniques, which can be economically applied. The use of earth in the building sector is no longer restricted to reconstruction and building heritage, but opens up new markets in construction of new houses.
A previous European project "Clay Plaster" has therefore developed a training programme "Clay Plaster and Interior Design" for builders. The training aims to open up this new fast growing market sector for SMEs (builders, painters, interior designers). The training unit has been certificated in Germany by the Chamber of Trade in Schwerin. This training and the training "Building Expert in Earth Building" (Fachkraft im Lehmbau), which has been developed by Dachverband Lehm (German Umbrella Organisation for Earth Building) are today's officially recognised training opportunities for earth builders in Germany.

In order to gain the certificate trainees have to attend a 200 h course and pass an exam. For active builders it is not easy to find time and money resources to attend a 200 h course. They prefer short testable units, which can be accumulated in order to gain the certificate.

The Leonardo da Vinci Project "Clay Plaster" has worked out a curricula and educational materials for trainers and trainees in Bulgarian, German, Greek, French, English and Polish language. Beside in the official 200 h courses (in Germany) , these materials are in the meantime also being used in different formal or informal learning environments in Europe, e.g. learning on building sites, in short training courses or in vocational schools et cetera. In these contexts the learning outcomes however are not assessed and trainees have no valid paper to proof their learning achievements and cannot use those in individual carrier planning.

Based on these assumptions, a new project "LernwithEarth" / Lernpunkt Lehm was designed.
The objective of the project is to promote vocational learning and mobility of individuals in the Earth Building sector

- by assessing individual learning outcomes independently from the learning environment
- by identifying comparable and transparent learning outcomes
- by accrediting the learning outcomes.

In accordance with the principles of the European Credit System in Vocational Training and Education (ECVET) the project will develop a system for identification, assessment and validation of competencies in the Earth Building sector and design a ECVET System for the earth building sector.
The learning outcomes of the training unit Clay Plaster will be correlated to credit points. Partners will test the designed Credit Point System in different learning environments:

- in vocational schools (in pre-training programmes or within initial vocational training),
- in self-help projects (learning on the building site)
- in specific learning environment for trainees of migrant background
- within mobilities projects of the project partners

At the start of the new project we want to find out more about the needs,
a) whether our assumption about the use of the products of the clay plaster project prove true and

2. The “Clay Plaster” project and its products

The Clay Plaster project, which started in November 2002 for a three years period, aimed to promote regional development by improving the quality and the European aspect in vocational training in earth building.
The project was financed by the European Commission within the programme Leonardo da Vinci Pilot Project. Under the leadership of FAL e.V. a team of 14 partners from Bulgaria, France, Germany, Greece, Poland and UK developed an training course “ Clay Plaster and Design”. This training course was meant to meet the growing demand for specialists in clay plastering and to offer to SMEs new opportunities in this new market sector. Even though earth building is still a small niche, the demand for clay plaster for interior decoration is growing fast due to a growing awareness of environmentally friendly and healthy building materials and the attractiveness and quality of a clay plastered surface.

A continuous training unit in this new specialisation aims to offer new job opportunities for craftsmen and –women being bricklayers, plasterers, painters, or decorators. The training also addresses all those (self-taught) specialists, who have gained experience in earth building, without having passed an officially recognised certificate.

The project worked out a vocational training course based on three modules
Module 1: Clay Plaster and basic knowledge
Module 2: Design
Module 3: Marketing

Module 1 aims to understand the reasoning behind the use of clay plaster, provides knowledge of the material and competence to evaluate clay plaster products.
Module 2 provides practical skills in applying different techniques of clay plastering, finishing coats and plastic design. Trainees develop an understanding for the effects of colours, materials and surface qualities as elements of interior design.
Module 3 covers key issues of concern for small and medium-sized enterprises. The aim is to make SMEs understand the necessity of active marketing and the needs of life long learning. They learn skills in negotiation with clients and cost calculation methods.

Training and teaching materials

The training course consists of 46 sessions, which can be framed flexibly for course programmes. Each session consists of a session plan, which contains the essential information for the trainer like learning targets, educational methods. The sessions are supported by information sheets and pictures for illustration, exercise sheets and text sheets with background information. Information sheets and photos can be printed out in A3-Format and be pinned on in the workshop to support the learning process. This way theoretical and practical training can be closely connected. Training material, like photos, drawing and language have been carefully chosen as to equally address both sexes.

The materials have been published on CD in the language of the partner countries, taking into account national aspects like building regulations and national examples of good practise. The course materials are now available in Bulgarian, English, French, German, Polish and Greek language. The marketing module contains a special regional best practise example. An additional educational film in French language supports the training of module 1 Basics and is also available on CD.

The CD-Rom **Clay Plaster** contains training and teaching materials for the vocational training “Clay Plaster” in German and English language, with over 500 pages, which can be used to

prepare and support the training or to consult as a manual. CD copies are also available in Bulgarian-English, French-English, Polish-English and Greek language. A translation into Czech, Slovakian and Slovenian language is planned for 2010 within the Leonardo da Vinci Innovation Transfer Project HLINarch.

The 46 sessions of the modules of the Training Unit Clay Plaster and Design as published on the CD-Rom:
Module 1 / Sustainable construction : Indoor room climate : Indoor rendering systems : Building site : Structural damage to earth renderings : Commercially available products : Exterior renderings : Basic properties of earth : Determining the mixture : Preparing the underlying surfaces : Selecting a rendering structure : Stabilised mortars and washes : Preparation of the underlying surfaces : Applying single-layer renderings : Finishing colours : Final treatment of surfaces : Earth as a raw material : Earth mortars for rendering
Module 2 / A journey through time and techniques : Clay plaster design : Colour symbolism : Colour ordering : Colour contrasts : Ornamentation : The effects of colour : Material and surface : interior design with colour : Exploration of earth as a material : Colouring of clay plasters : Making sample panels : Coloured fine clay plasters : Sgraffito techniques : Modelling techniques : Colour combinations in interiors : Design techniques with clay plaster : Interior design with clay plaster
Module 3 / The Market : Distribution policy 1 : Pricing and Quality 1 : Corporate Identity : Distribution policy 2 : Pricing and Quality 2 : Talking to clients : Best practice : Summary
31 picture gallery with all together 500 Photos illustrate the learning targets. A bibliography contains books, magazines and links in all partner languages. All pages can be printed out in A4-Format. An index contains 217 key words and supports a search function.

The CD **Photo gallery Clay Plaster** is addressing especially trainers. The CD contains the the same picture galleries as the course CD, however with high solution. The photos can be printed on A4 or A3 format and this way be used for presentation in any learning environment (training work shop or on site). More than over 500 photos are compiled to 31 picture galleries related to the learning targets of the sessions: Earth as a building material : Sustainable building : Exterior plasters : Products : Wall heating : Damage : Work site organisation : Finishes : Plaster bases : Plaster layers : Kitchen and baths : Exercises : Details : Clay plaster application : Exploration of the material earth : Travel through Cultures: Africa / South America / Asia / Australia / Europe / North America : Earth & light : Cracks & polish & sgraffito : Crack & print : Relief examples : Asante Reliefs : Modelling 1&2. The photo galleries are commented in English language.

The CD **"Les enduits en Terre**" contains an educational film supporting the module "Clay plaster basics and skill development" in French language. Content: function of plasters, basic properties of earth, plaster mixtures, application, structure of earth as a building material, plaster bases, first layers, finish. Trainer: Richard Lacortiglia, Julien Chabanne. A film by Benjamin Guillot, Association le Gabion, length 26 min.

Certification of the training course clay plaster

The participating countries have certificated the training course within their specific vocational training system as detailed here:
In Germany the training course has been certificated as a 200 h continuous training for crafts people by the Chamber of Trade in Schwerin. Participants who successful pass the exams for the three modules are awarded the diploma "Gestalter/in für Lehmputze (HWK)". This award allows them to start their own business as clay plasterers and is recognised all over Germany.
In France a 30 hours training course on Module 1 – basics has been integrated in an existing nine month Diploma course "Ouvrier professionnel en restauration du patrimoine", which is offered by le Gabion. In Poland ZSRG in Szczecin is entitled to offer as a training centre for life long learning

certificated courses in clay plaster. In Bulgaria the Bulgarian-German Training Centre DBBZ has can do so as well. In both countries there is not yet a demand for a certificated training in earth building. In United Kingdom the Centre for Alternative technology has certificated the training by City & Guilds. A „Profile of Achievement“ documents the individual learning achievement.

3. Methodology of the analysis

We wanted to know where, when and who often the learning materials have been used and which are the main target and user groups.
We could relay on three sources of information:

1. We set up a questionnaire, which we send to the project partners of the Clay Plaster project and the ongoing project Learn with Clay (Lernpunkt Lehm). The questionnaire was available in English, German and French language and was send to
   The following organisations send back an answered questionnaire: CAT (UK), DBBZ (BG), FAL (DE), Lehmbaukontor (DE), Knobelsdorff-Schule (DE), CRATerre (FR), AFPA (FR), AKTerre (FR)
2. Oral information by taking to partners, colleagues etc.
3. Analysing the customer groups, which have been buying the Clay Plaster CD

Analysing questionnaires

The questionnaire contained four parts
Part A) General use of products
Part B) Quantity of courses performed
Part C) Questions concerning the course content
Part D) – Personal evaluation of the training course Clay Plaster
Part E) – Dissemination of the results of the Project Clay Plaster (after the end of the project)

Questionnaires have been answered by most of partners, we have asked. The answers are rather imprecise like answer to the number of participants or the length of the course There have been hardly any answers to the part D and E. However we can draw qualitative conclusions, which are sufficient for our ongoing project Lern.Lehm.

For future questionnaires we would recommend to use much shorter questionnaires, with questions people can answer from the memory and do not have to draw upon documents and statistics. Most of our partners may not have regular evaluations and documentation of courses offered, so they can not exactly say who many persons participated in their programme.

Oral information

European networking in education and training of earth Builders was an additional source of information. So we learned f.e. from out Polish colleagues, that the CD is being used at the Posznan University and from a German trainer, who is applying the training Material of the marketing Module of the Training course for trainees within initial vocational training for painters.

Analysing the buyer groups of the CD-Rom

The CD-Rom has been disseminated in three ways:
1) Giving free copies to multipliers and interest groups
2) Selling the CD via internet, own shops or at fairs and conferences
3) The CD-Rom and printed out handouts of the CD are part of the training materials, trainees receive when doing a clay plaster course

The analysis is mainly based on the group, which buys the CD via internet shop or written order from. Only for these cases we have information about the customers.

4. Results

Geographical dissemination

The materials are being used in training activities within 6 European countries: France, Germany, Po-land, Portugal, Spain and UK, mainly however in France and Germany, followed by UK. Most countries involved are the partner countries of the previous EU-project Clay Plaster. In Poland we only know of Radoslaw Barek at the University of Poznan using the written material for theoretical sessions. We have no evidence of the training material having been used in Bulgaria and Greece, which have also been partners, so far.
However copies of the clay plaster CD in Polish and Bulgarian languages have been sold at international Earth Building meetings and European Building Fairs.
Individual mobility is helping to disseminate the course material. Laurent Coquemont moved with his company Globetroterre from France to Spain. In con-sequence the clay plaster course is now being offered in Spain. Burkard Rüger, a German earth- and strawbale building specialist, has been working on strawbale building sites in Portugal and France. He is teaching on site and using the materials also in Portugal.
Special European courses “New Educational Approach in Sustainable Natural Building - Clay Plaster“ address educators and trainers in earth building. So far participants partly funded within the EU- programme Grundtvig Mobility have come from Austria, Bulgaria, Czech Republic, Finland, France, Italy, Poland, Slovakia, Spain and UK. FAL e.V. is offering two courses for educators each year to introduce them to the educational methodology of module 1 - Basics and module 2 - Design of the clay plaster course. As a result French and UK participants have already started to teach using the materials at home.

Type of training organisations

We have received feed back from 18 organisations. Those are: 1 eco village organising courses on site (Sieben Linden), 2 universities (CRATerre-Ensag, University of Poznan), 3 vocational schools (Kno-belsdorff-Schule, Berufliche Schule Leipziger Land, Afpa,), 4 small entreprizes in Earth Building (AKTerre, amazonails, Globetroterre, A.Joerdens/Fa. Schulz) and 8 independent training organisations (APIJ-Bat, BAU-FACHFRAU, batipole, CAT, FAL e.V.; Lehmbaukontor, Le Gabion, Villa Fohrde). This clearly indicates, that the earth building training sector is lively and diverse and attracts different target groups.
In France and Germany the training material has entered vocational schools, as result of engaged trainers, who find intelligent ways to integrate earth as a building material into the training scheme. All vocational schools however train building workers (brick-layers, plasterers etc), none of them are educating painters and decorators, the latter being one of the main target groups for the training course.

Type of course and target groups

We distinguish the following type of courses:

- 7 introductory courses for beginners
- 12 courses for mixed groups
- 2 courses for pre-training in vocational schools
- 4 courses within initial vocational training
- 3 courses for continuous training
- 7 courses for trainers and educators
- 2 courses for university students

This list and the numbers only refers to the type of courses, not to the number of courses being run. We can see the most favourite courses are short courses - mainly two day courses - for so-called mixed groups. Trainers agree that those groups combining untrained people with trained professionals work very well and effectively.
However the materials are not only used for courses, but as part of life long learning. Earth building specialists and companies buying the CD Clay Plaster consult the information to better their knowledge and understanding of earth and clay plaster.

Learning environment

Most courses are being performed in a special earth building training workshop. A few courses however are designed for “leaning at site”. Those courses usually last a minimum of one week and participants take part in a building process. They are offered by amazonails in UK, who have specialised in this educational approach and by Siebenlinden, an EcoVillage in Germany.
Also vocational schools integrate “learning on site” in their training scheme. The vocational school BSZ Leipziger Land organised for example a small project for trainees, a sheep stable to do wattle and daub and clay plastering. The Knobelsdorff-Schule, a vocational school in Berlin, has gone a step further: The are running a so-called “school enterprise”, where trainees are trained in real life building processes.

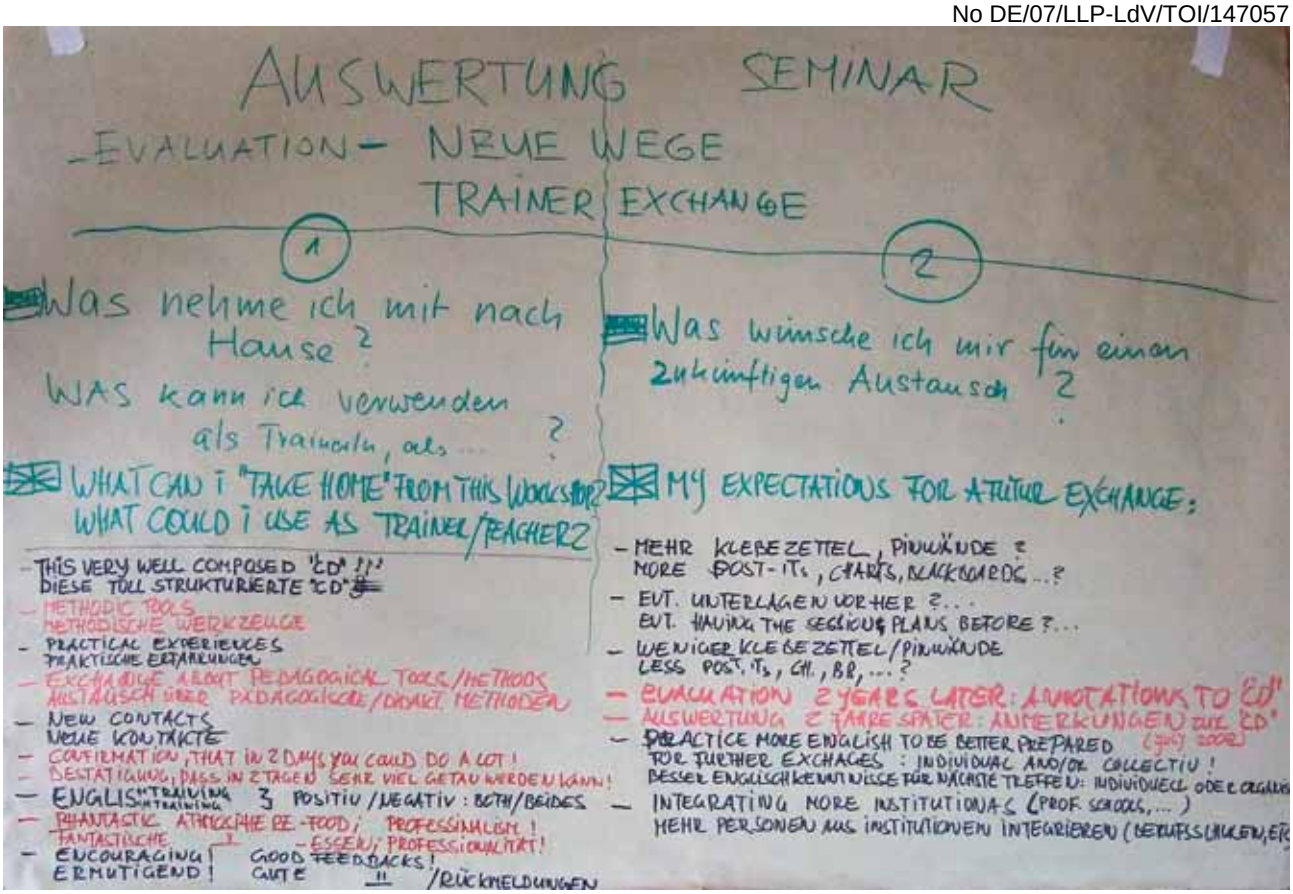
The modules of the training

All modules been only applied so far within the continuous training “Clay plaster and design” for the recognised certificate by the Chamber of trade Schwerin/Germany. The course is offered by FAL e.V.. All other courses only use selected sessions of the training unit. 31 courses use sessions from Module 1 – Basic knowledge and skill development, 7 courses relate to module 2 – Decorating and only 2 courses use sessions of the module 3 Marketing.

Comments to the CD Modules

As already mentioned above we had little feed back relating to the content of the modules from the questionnaires. Only those trainers, who have also involved in developing the clay plaster training unit within the Leonardo Project Clay Plaster, gave some detailed information on this issue.

But another valuable source are the regularly course evaluations of the trainers courses, run since 2006 by FAL e.V.. In 2006 the makers of the CD meet in Ganzlin and organised an exchange course on module 1 of the training, in 2007 they meet again to perform the sessions of the module 2. In 2008 special trainer courses on module 1 and 2 were organised by FAL e.V., as mentioned above. Course content and the educational approach and materials have been subject to evaluation during the training.



Example of an evaluation sheet of the trainers course and exchange on module 1 of the clay plaster training , July 2007

Content and methodology of module 1 and 2 were highly approved – still there is not much experience with the marketing module, as the Marketing sector is not much liked by earth builders, who are mainly very fond of the subject but do not like to qualify in marketing techniques. Recommendations related to improvement of the sequence of the sessions, of time scheduling, and of integrating theory, practical and discovery sessions.

5. Dissemination of the CD-Rom

CD Clay Plaster

Up till July 2008 the number of sold copies via ordering by FAL e.V. amounts to 129. This figures only counts the number of copies sold by internet or by ordering form. We also sell directly at our own shops and at conferences and fairs, however we have no data about clients at direct selling.

Sold CDs via order form or internet shop				
1. CD Clay plaster				
to trainers /training institutions	22	18%		
to craft people	49	40%		
Percentage of painters			16	33%
Percentage of earth builders etc			33	67%
to producers and retailers	19	15%		
to architects	7	6%		
to others or not known	26	21%		
summary	**126**	**100%**		**100%**
2. CD Educational film	5			
3. CD Photo gallery	10			
4. CD Clay Plaster Bulgarian version	2			

About 17 % use the CD for training, all the other use it as a manual for information as part of life long learning.. This shows that one main focus is on life long learning. Craftspeople, which are the biggest interest group (40 %), often ask for a printed version. They rather prefer printed papers to the internet version.

CD Photo gallery

So far 10 copies have been sold by FAL e.V.. We assume, that most trainers prefer to use their own photos.

CD educational Film “Les enduits en Terre”

The film is only available in French language. A reduced version of the film can be downloaded from the web site of le Gabion, www.legabion.org. The website does not allow to count the downloads, but is widely visited (approx. 58.000 visitors per year).
FAL e.V. has up till now only sold 5 copies, which is certainly due to the fact, that FAL e.V. mainly addresses German target groups. We have been frequently asked for a German version of the film, but could not find any funding up till now.

6. Which course material (Leonardo training) has been used in France and how often.

In France, the training material has been used in different courses, covering the whole range of course types. In the trainer courses, the use of the material is the most exhaustive. In the long term courses, several sessions are not used, because the topics are part of the training and do not need to be introduced in relation to clay plaster.
The most courses focus on material from module 1, few use certain parts of module 2 (pictures (travel), samples, coloured mixtures, sgraffitto).
Module 3 has not yet been taught for itself, but parts of it (the good practise examples) are used together with module 1 or 2.

The sheets systematically used by the trainers are 15 out of 122 for M1:
M1_T3_i1_fr_systeme
M1_D3_i2_fr_accroche
M1_D3_t1_fr_accroche
M1_D3_t2_fr_preparationsupport
M1_D4_s_fr_structured'enduit
M1_D4_i1_fr_structurescourantes
M1_P1_i1_fr_enduitbase
M1_P1_i2_fr_elemrecouvert
M1_P2_s_fr_finition&monocouche
M1_P2_i1_fr_enduitfinition
M1_P2_i2_fr_tabfinitions
M1_P2_i3_fr_angles
M1_P2_i4_fr_raccords
M1_P2_i5_fr_elemapparent
M1_P3_i1_fr_enduitdeco

On second place, we find 13 sheets almost used every time :
dossier 15 images (T4_p_worksite_machines)
M1_T7_i1_fr_murterre
M1_T7_i2_fr_murenduitciment
M1_T7_i3_fr_murenduitchaux
M1_D1_s_fr_comportement
M1_D1_e3_fr_tests
M1_D2_s_fr_dosage
M1_D2_i1_fr_stabilisation
M1_D2_i2_fr_dosage
M1_D2_e1_fr_sable&fibres
M1_D3_i3_fr_supportsterre
M1_P1_s_fr_prepa&base
dossier 7 images (R3_p_aspects_finishes)

These frequencies of use may have a double meaning: the sheets mostly used obviously concern core subjects concerning the application of clay plaster. But the absence of use does not mean that theses topics are not of interest for the trainers: it also can mean that those topics are totally new even for trainers and that therefore they do not yet are enough familiar with them to teach them. This may especially be the case for indoor climate.

7. Summary and conclusions for the new project LernWithClay

The clay plaster course was originally developed for an already trained target group, for professional craftspeople. However the analysis shows, that the selected material are successfully used by a variety of target groups. The training materials are already being widely used within the Earth Building sector in Europe and are starting to enter the vocational training system.

The ECVET System to be worked out within our new project should therefore offer possibilities and tools to define a system of units of learning outcomes, which can be related to all types of courses and target groups, which we have classified so far (see chapter: Type of course and target groups) .

The fact that the training materials are being used by so many different types of organisations and courses may be a good basis for your new project to find a common agreement on Educational standards in Earth Building. However there is still a long way to go for earth being accepted as a building material amongst others within the official curricula.

February 2008 / Lydie Didier, ASTerre ; Uta Herz, FAL e.V.
amended, November 2008

Attachments:

- Table of type of courses
- Questionnaire – Needs‘ Analysis „Transfer of Innovation - Training Course Clay Plaster“ (in FR and EN)
- Example of a course description of AFPA
- Example training course description by FAL e.V.
- Filled in questionnaires

	Zielgruppe / Target groups Kursanbieter / Organiser	Introductory Einführungskurse	Mixed groups Untrained + trained professionals	Introductory courses in vocational training Berufsvorbereitung	Initial vocational training Erstausbildung	Continuous vocational training/ professionals	Trainer/ Ausbilder/innen	University students Studenten/innen
Frankreich / France	Akterre (KMU)		M1 16h					
	Akterre (KMU)		M2 16h					
	Apfa / Kammer				M1 40h	M1 16h	M1 40h	
	APIJ-Bat			M1 16h				
	Batipole(KMU)	M1	M1					
	Craterre (Universität)							M1 32 h
	Craterre (University)							M 2 6 h
	Le Gabion	M1 21h	M1 35 h			M1 32h	M1 35 h	
	Globetroterre (KMU)		M1				M1 14 h	
	Globetroterre (KMU)		M2					
Deutschland / Germany	Baufachfrau Berlin e.V.	M1 unemployed						
	FAL e.V.		16 h M1			72h M1*	32h M1	
	FAL e.V.		16 h M2			96h M2*	32h M2	
	FAL e.V.					32h M3*	4h M3	
	Knobelsdorff-Schule			M1 12h	M1 12h		M1 12h	
	A. Joerdens / Fa. Schulz (KMU)	M1 8h						
	BSZ Leipziger Land (vocational school)				M1 12h			
	Siebenlinden (NGO)		M1 24–40h					
	Villa Fohrde (educational centre)		18 h M1					
Pola	University Poznan							M1 4h Theory
Sp	Globetroterre		M1					
Großbrittani	amazonails	M2 8h						
	amazonails	M1 8-40h	M1 5h				M1 8h	
	CAT	M 1 16h						

Vous êtes **salarié(e)s d'entreprises du bâtiment** ?
Vous souhaitez vous **perfectionner** dans la construction en **pisé** ou dans l'enduit en **terre crue** ?

L'AFPA de St Etienne vous propose des formations courtes

Modules et contenus	Durée	Dates*
Construction en pisé		
· Comportement de la terre (préparation d'une terre à pisé) · Construction d'un soubassement (briques ou galets) · Coffrage d'une élévation · Mise en oeuvre (fouloir manuel ou pneumatique) · Traitement des angles et finitions	1 semaine	du 30 juin au 4 juillet 2008*
Enduits de terre crue		
· Comportement de la terre · Dosage des mortiers de terre · Préparation des supports · Réalisation d'un enduit de base et de finition · Réalisation d'un enduit de décoration	3 à 5 jours en fonction des connaissances initiales du candidat	du 2 au 6 juin 2008*
Décoration enduits de terre crue		
· Réalisation d'un enduit de base et de finition · Réalisation d'un enduit de décoration · Application d'une peinture à l'argile	20 heures	du 25 au 29 août 2008*

** D'autres sessions peuvent être organisées, en fonction de la demande.*

> En fonction de la situation du salarié et de l'OPCA de l'entreprise, les modules de formations proposés peuvent être pris en charge dans le cadre de la formation continue ou du DIF (Droit Individuel à la Formation).
> Une attestation de formation AFPA est délivrée à l'issue de la formation.
> Les modules sont dispensés par Michel MOURIER et Jean-Marc MEÏ, formateurs professionnels du bâtiment à l'AFPA de St Etienne.

l'Europe s'engage en Rhône-Alpes

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AFAQ ISO 9001 — Qualité OPQF

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association nationale pour la formation professionnelle des adultes
AFPA de St Etienne - 6 Bld du 8 mai 1945 – 42 026 St Etienne Cedex 01 - Tél : 04 77 43 25 00/Fax : 04 77 43 25 84
www.rhone-alpes.afpa.fr

Example of a course description by afpa

EUROPÄISCHE BILDUNGSSTÄTTE für LEHMBAU

Gestalter/in für Lehmputze (HWK) – Grundlehrgang Lehrgang L12/2007

Die gestalterischen Qualitäten der Lehmoberflächen und ihre ökologischen Vorteile haben zur einer gestiegenen Nachfrage nach Lehmputzen geführt. Gemeinsam mit 14 europäischen Partnern hat der FAL e.V. eine Weiterbildung entwickelt, die auf die Bedürfnisse des Handwerks in diesem neuen Geschäftsfeld abgestimmt ist. Themen sind praktische und theoretische Grundlagen zu Lehmputzen, gestalterische Fertigkeiten und Fähigkeiten, Vermarktung und Kundenorientierung. Die gewählte Lernmethode ist interaktiv und baut auf experimentellen Übungen auf. Im Mittelpunkt steht ein eingehendes Verständnis des Baustoffs Lehm, seiner Besonderheiten und Eignung, das Verständnis für die Wirkung von Farben und Materialien als Gestaltungselemente und nicht zuletzt das Verständnis für die Entwicklung eigener Marktstrategien.

Umfang

Modul 1 – Grundlagen I	32 Stunden
Modul 2 – Gestaltung I	40 Stunden
Modul 3 – Marketing I	8 Stunden
Gesamt	80 Stunden

Termine:	9.-13. Juli und 16.-20. Juli 2007
Kursgebühren:	920 EUR
Kursgröße:	8 -12 Teilnehmer/innen
Ort:	Lehmbauwerkstatt des FAL e.V., Am Bahnhof 1, 19395 Ganzlin / Südmecklenburg

Dozenten und Dozentinnen

Irmela Fromme, Werkstatt für Lehm- und Feinputze
Stefan Ohnesorg, Maurer und Lehmbauer
Burkhard Rüger, Bauingenieur, Lehm- und Strohballenbauer
Hanne Sommer, Architektin, u.a.

Teilnahmevoraussetzungen

Gesellen und Gesellinnen aus Bauberufen,
Personen mit handwerklichen Erfahrungen im Lehmbau

Zertifikat

Bei erfolgreichem Abschluß des Lehrgangs erhalten Sie ein Zertifikat des Berufsbildungs- und Technologiezentrum der Handwerkskammer Schwerin und des FAL e.V.

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und

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Bodo Kurtz
Tel: 038737 33830 oder 20207

Mitglied im Dachverband Lehm e.V.

anerkannter Bildungsträger des Landes Mecklenburg-Vorpommern

Inhalt und Umfang

Modul 1 – Grundlagen

Einführung in Innenputze: Qualitätsmerkmale, Bindemittel, Putzsysteme, Putzaufbau, Putzmörtel, Anwendungsbereiche von Lehmputzen
Eigenschaften des Baustoffs Lehm: Hauptbestandteile, Feuchtezustände, Grundeigenschaften, Feldtestverfahren, Anwendungsbereiche
Einfluss des Lehmputzes auf das Raumklima: Eigenschaften von Tonmineralien, Feuchteaufnahme von Lehmen
Putzmischungen: Korngerüst, Schichtdicke, Zusätze zu Lehm, handelsübliche Stabilisierungsmittel, Baustellenrezepte, Herstellung verschiedener Putzmischungen
Produkte: Marktübliche Produkte, Anbieter, Preisvergleiche, Qualitätsanforderungen
Putzuntergrund: Beurteilungskriterien für Putzuntergründe, typische Untergründe in Lehmbaukonstruktionen, Putzhaftung
Unterputz: Vorbereitung; Mischungen, Wahl des Putzaufbaus
Oberputz und einlagiger Putz: Putzweisen, Vergleichbarkeit verschiedener Mischungen, Ausführungstechniken
Lehmedelputz und Lehmfarbe (Grundwissen): Anwendung von Lehmedelputzen (Fertigprodukten) und Lehmfarben, Bezugsquellen
Lehmputz-Oberflächen: Überblick und Anwendung verschiedener Bearbeitungsmöglichkeiten, Anstriche und Fixierungen, Schutz vor Spritzwasser, Einführung in Kalkfein- und Glanzpute auf Lehm

32 Stunden, davon 10 Std. Theorie, 19 Std. experimentelle Übungen und praktische Arbeiten, 3 Std. Exkursion/Besuch im Lehmmuseum

Modul 2 – Gestaltung

Lehmoberflächen: Überblick über Putz- und Gestaltungstechniken, Oberflächenbeschaffenheit, Lehmoberflächen in den Weltkulturen
Grundlagen der Farb- und Raumgestaltung: Farbsymbolik, Farbkreis, Farbdimensionen, Farbkontraste, Farbsynesthäsien und Anmutungsqualitäten, Materialkontraste, Oberfläche und Farbe, Material und Licht
Lehmputze auf Platten: Grundierung, Ausführung von Lehmputzen auf Plattenwerkstoffen
Farbigkeit und Oberfläche von Lehmfeinputzen: Herstellung von eigenen Putzmischungen mit unterschiedlichen Farben und Texturen, Arbeiten mit fertigen Lehmedelputz-Produkten, Inhaltsstoffe von Lehmfeinputzen, Farbpigmente, Vergleich von Lehmfein- und Edelputzen, Oberflächenqualität, Reibe- und Glättetechniken, Strukturputze
Sgraffito-Techniken: Kenntnisse über die unterschiedlichen Sgraffitoarten, Herstellen der erforderlichen Putzmischungen, Herstellen eines einfachen Sgraffitos, Einführung in die Ornamentik

40 Stunden, davon 13 Std.Theorie und 27 Std. experimentelle Übungen und praktische Arbeiten

Module 3 – Marketingstrategien

Der Markt: Gründe und Wege zur Entwicklung einer eigenen Vermarktungsstrategie, Notwendigkeit für Marketing
Beispiele Guter Praxis: Präsentation und Werbematerialien einer Lehmbaufirma

8 Stunden

Für Interessenten/innen am Abschluß
Gestalter für Lehmputze / Gestalterin für Lehmputze (HWK) bieten wir einen Aufbaukurs an.

Auskunft zu Voraussetzungen und Kursinhalten erteilen

Uta Herz, FAL e.V,
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und

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siehe auch
www.clay-plaster.com
und
www.fal-ev.de / Europäische Bildungsstätte für Lehmbau

EUROPÄISCHE BILDUNGSSTÄTTE
für LEHMBAU

Gestalter/in für Lehmputze (HWK) – Aufbaulehrgang
Lehrgang L13/2007

Für Interessenten und Interessentinnen am Abschluß
„Gestalter/in für Lehmputze (HWK)“.

Der Lehrgang baut auf dem Grundlehrgang zum „Gestalter/in für Lehmputze“ auf, vertieft und ergänzt die Themen des Lehrgangs und bietet erweiterte Möglichkeiten für praktische Übungen und Projektarbeit. Die Lehrmethodik wurde im Rahmen des Europäischen Leonardo da Vinci Pilotprojektes "Moderner Lehmbau - Entwicklung einer Weiterbildung Lehmputze und Gestaltung" von Lehmbauexperten und -expertinnen aus sechs Ländern u.a. CRATerre-EAG (Grenoble) und Lehmbaukontor Berlin-Brandenburg ausgearbeitet.

Umfang

Modul 1 – Grundlagen II	40 Stunden
Modul 2 – Gestaltung II	56 Stunden
Modul 3 – Marketing II	20 Stunden
Gesamt	116 Stunden

Termine: 20.-24.8. + 4.9.-7.9. +10.9. - 14.9.2007
Kursgebühren: 1.050 EUR
Kursgröße: 8 -12 Teilnehmer/innen
Ort: Lehmbauwerkstatt des FAL e.V., Am Bahnhof 1, 19395 Ganzlin / Südmecklenburg

Dozenten und Dozentinnen

Irmela Fromme, Werkstatt für Lehm- und Feinputze
Stefan Ohnesorg, Maurer und Lehmbauer
Burkhard Rüger, Bauingenieur, Lehm- und Strohballenbauer
Hanne Sommer, Architektin, u.a.

Teilnahmevoraussetzung

Abschluß des Grundlehrgangs „Gestalter/in für Lehmputze“

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Mitglied im
Dachverband Lehm e.V.

anerkannter Bildungsträger
des Landes
Mecklenburg-Vorpommern

Prüfung

Grundlage der Prüfung ist die "Besondere Rechtsvorschrift für die Fortbildungsprüfung zum/zur Gestalter für Lehmputze/Gestalterin für Lehmputze (HWK)" der Handwerkskammer Schwerin. Nach jedem Lehrgangsmodul erfolgt eine Prüfung durch den Prüfungsausschuß der Handwerkskammer Schwerin. Die drei erfolgreich abgeschlossenen Teilprüfungen führen zum anerkannten Abschluß "Gestalter/in für Lehmputze (HWK)". Vergleichbare Leistungen anderer Prüfungen werden auf Antrag anerkannt. Absolventen des Lehrgangs "Fachkraft im Lehmbau (HWK)" sind von der Prüfung des Modul 1 – Grundlagen Lehmputze befreit
Die Weiterbildung ist bundesweit anerkannt.

Prüfungsgebühren
werden von der Handwerkskammer Schwerin gesondert erhoben und betragen 150 EUR für Modul 1,
120 EUR für Modul 2 und 50 EUR für Modul 3.

Auskunft zum Abschluß und zu den Kursinhalten erteilen

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Inhalt und Umfang

• Modul 1 – Grundlagen – 40 Stunden
Mischungen / Aufbau
Lehmflächen / Sanierung
Aussenputz
Fallbeispiele
Exkursion
Bestandsaufnahme
Planung des Bauablaufs
Ausführung von Putzen

• Modul 2 – Gestaltung – 56 Stunden
Sgraffito / Modellieren
Putzoberflächen
Wand- und Raumgestaltung
Präsentation
Gestaltungsideen entwickeln und ausführen

• Modul 3 – Marketingstrategien – 20 Stunden
Zuzüglich 4 Stunden Eigenstudium
Methoden der Vermarktung, Werbetechniken und Werbeplan
Bauvertragsrecht, VOB und BGB;
Corporate Identity
Marketingplan, Preis- und Kostenkalkulation, Kundengespräch, Kundenberatung