

ECVET Earth Building	Earth building market	Unit E
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Learning outcomes		Level 4
KNOWLEDGE	SKILLS	
<ul style="list-style-type: none"> - Advantages and characteristics of earth construction: acoustic performance/sound-proofing, thermal mass, low embodied energy/carbon, hygroscopic/humidity regulator, fireproof, non-toxic, biodegradable and recyclable - Historical and geographical background - Local and regional terminology and techniques - Ecology and green building, assessment tools, insulation materials - Small business management: <ul style="list-style-type: none"> o Tender, quantity and specifications o Image and identity of the company o Contracts o Payment plans o Aftercare and maintenance o Insurance, Liabilities and Guarantees o Earth building products o Basic understanding of risk management - Sourcing of materials and tools (producers and providers) - Study of the regional market, specific target groups - Marketing Plan, Strategic Plan - Networks of earth construction actors - Professional accreditation or affiliation - Codes and regulations in respect to earth construction - Sustainability/ Environmental assessment methods and energy standards - Health and safety regulations 	<ul style="list-style-type: none"> - Develop marketing arguments for: economic, technical, social, aesthetic, ecological benefits of earth building techniques - Develop a communication strategy - Present yourself professionally - Make a regional market study - Write a marketing plan - Make a cost/material estimate - Inform the client, architect, contractor about specific needs for earth elements - Coordinate earth building programme with contractors and clients - Establish scope of responsibility - Establish scope of works - Communicate a design review 	
COMPETENCE		
<ul style="list-style-type: none"> - Analyse the regional market and develop a business strategy for a small company specializing in earth building - Make a cost calculation and tender and communicate it to clients - Develop and implement an active marketing strategy - Coordinate work with training/education for a team - Develop a support network - Manage workshops, apprentices and volunteers - Advise and teach non earth building specialists on earth building techniques old and new, about properties of clay, about the advantages of earth over conventional building materials 		

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Criteria and Indicators for the Assessment of Skills		Level 4
Criteria	Indicators	
Reading plans	- The quantities are correctly calculated on the basis of the plans	
Estimate of costs	<ul style="list-style-type: none"> - The correct quantities are calculated - The correct use of material and machinery is calculated - When calculating hourly rates, all necessary factors are considered, including ancillary works 	
Compilation of a tender	<ul style="list-style-type: none"> - The tender is clearly presented - The offer complies with the contractual framework conditions 	

Ensure that standards of work and materials comply with relevant codes of practice and to current standards.
Further skills in marketing cannot be objectively examined. It is only possible to examine knowledge of the subject.