endipo 4/19/13 1:49 PM Page 1

CERVIVE

CERVIVE

Lifelong Learning Programme

endipo 4/19/13 1:49 PM Page 2

endipo 4/19/13 1:49 PM Page 3

OBJECTIVE

Most of the Ceramic SMEs are family operated and the methods they apply in ceramic production as well as the selection of the raw materials are based more on the experience of the ceramists.

These SMEs, due to the recent financial crisis, phase the risk of shutting down, since demand has being reduced. The successors of these Ceramic Entrepreneurs are reasonably rarely interested to continue the businesses of their parents, since they do not see a sustainable future.

The project comes to apply the Learning History model to small and medium sized ceramic enterprises, especially family operated in order the knowledge of the ancestor to be adequately and efficiently transferred to the successors (family learning) thus strengthening the contribution of elder people to the learning of others including young adults.

endipo 4/19/13 1:49 PM Page 4

endipo 4/19/13 1:49 PM Page 5

Through History learning knowledge is being transferred in order the learners to learn:

- How do they replicate the first successes, and avoid repeating the first mistakes?
- How do they spread the sense of potential achievement through the rest of the organization?
- How do they overcome the disdain for anything "not invented in our part of the company"?

History Learning is offered through reports of actions and results. It shows readers how learning is an approach to get what they want, and it illustrates how others have achieved the results they wanted.

The main goal of the project is the development and validation of an integrated and structured software platform, composed of tools (software toolkits) that will support the procedures followed in the Learning History Model, enabling the Ceramic SMEs all over Europe to improve their competitive position and -sustainability.

CERVIVE

endipo 4/19/13 1:49 PM Page 6

endipo 4/19/13 1:49 PM Page 7

The project aims at the development of a software tools to support the successful implementation of Learning History Projects in Ceramic SMEs.

The main modules of CERVIVE are:

- A Learning History Model customized for the Ceramic SMes. During this customization a categorization of common ceramic practices will be prepared in a form of an ontology that will help the ceramists to document their knowledge in the areas they have expertise.

  This categorization will help;
  (1) to the delivery of the information to the next generations,
  (2) to the experience exchange between ceramists wishing to cooperate and finally
  (3) to the connection of these experiences with existing training materials for the ceramic sector, new techniques, EU Legislation, etc.

CERVIVE

endipo 4/19/13 1:50 PM Page 9

- A training handbook. The handbook will provide training material on basic skills for junior ceramic entrepreneurs in ceramic sector, including environmental management, business management and how to use the CERVIVE learning history toolkit. The handbook is based on the outcomes of the need analysis in each region, will address real ceramists' needs and will use training materials as references for deeper knowledge in specific ceramic techniques.

- A software toolkit that will be the mean to capture and transfer the knowledge from the senior to the junior ceramists.

Furthermore, through the learning history methodology CERVIVE aims to:

- To encourage ceramists to make up their own minds; it will involve them in thinking about the past in a way that will help them plan for the future.

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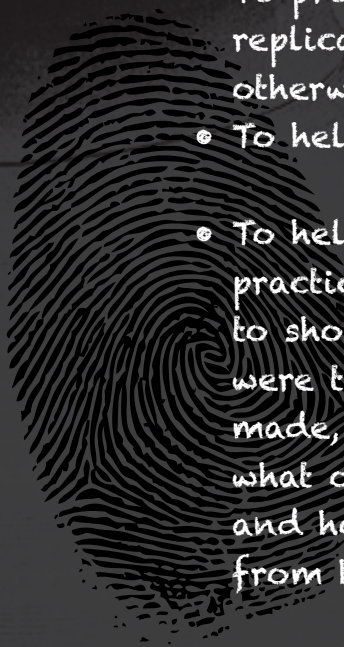

- To provide a way of packaging and replicating the kinds of non-metric data that otherwise would be lost
- To help them avoid doing the same mistakes

- To help them create a history of effective practices that go beyond "best practices:" to show not just what they did, but what they were thinking, what assumptions they had made, how they came to their decisions, what others thought about their actions, and how they expect to move forward from here

CERATIVE

endipo 4/19/13 1:50 PM Page 12

The consortium of the project is composed of key players in the ceramic sector in their countries (Greek Centre of Pottery, KI Keramik-Institut, Instytut Ceramiki i Materiałów Budowlanych, Cyprus Pottery - Ceramic Association, Société Française de Céramique and Egypt National Cleaner Production Centre) a consulting company with expertise in the application of the history learning model, a University with its Fine Arts Department and a technological partner with great expertise in knowledge management software for the ceramic sector.

The partners are:

NOSIS BUSINESS CONSULTATNS LTD (GR)
T. ALEXANDRIDIS & CO (OMEGA TECHNOLOGY) (GR)
KI KERAMIK - INSTITUT GMBH (DE)
SOCIETE FRANCAISE DE CERAMIQUE (FR)
INSTYTUT CERAMIKI I MATERIALOW BUDOWLANYCH (PL)
CYPRUS POTTERY AND CERAMIC ASSOSIATION (CY)
ÇANAKKALE ONSEKIZ MART UNIVERSITY (TR)
EGYPT NATIONAL CLEANER PRODUCTION CENTRE (EG)

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