



Concrete moves...



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Concrete contribution to
a changing world

ERMCO
EUROPEAN READY MIXED CONCRETE ORGANIZATION

THE CONCRETE ACADEMY (BETONAKADEMIE) EDUCATION PROGRAM

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Abstract

The “Concrete Academy (Betonakademie)” was founded in 2005 as a cooperation between the Austrian Ready Mixed Concrete Association (Güteverband Transportbeton) and the Austrian Society for Construction Technology (Österreichische Bautechnik Vereinigung). The intention of the Concrete Academy is to educate employees of the concrete producers, designer, laboratories, constructors and construction workers. The initiative started in 2005 with about 10 different seminars and about 500 participants per year. In the winter 2017/2018 the Concrete Academy offered more than 40 different seminar types with more than 100 seminars and more than 2000 participants. The success of this initiative is based on different reasons. The two associations represent most companies to whom the seminars are addressed. So the seminars are orientated on the requirements of the members/companies. Both associations are directly involved in standardisation processes or are publishing guidelines on their own, like the Austrian Society for Construction Technology. So the content of the seminars are absolutely up-to-date and presented from members of the different standards or guideline committees. The Concrete Academy is a successful story for both associations. The seminar program is a service for the members of the associations. The associations stay in frequent and good contact with the members. The members could attend the seminars with a special lower price. The profit of the seminars strengthens the associations and makes them more independent from member fees. The profit is always invested in any other service for the members. All in all it is more than a win-win situation and nearly 20.000 participants attest the success.

Keywords: seminars, education, service for members, well trained employees, raising the quality of product and construction, strengthens association, win-win situation.