AsTerre
Association nationale des professionnel·les de la terre crue

CLAY BINDS US TOGETHER...

BEYOND BORDERS

10th NATIONALE CONFERENCE RAW EARTH

19 - 21 NOVEMBRE 2026

Le Moulin à Café
SAINT-OMER
Hauts-de-France

SUMMER OFFER
-15%
Book before
15 september

A 10th edition dedicated to sharing beyond borders

AsTerre brings together more than twenty professionals working with earthen construction, driven by a common ambition: to reconnect with and promote this material of the future. Resource-efficient, sustainable and affordable, earth offers practical solutions to today's environmental and societal challenges.

To celebrate the **10th National Earthen Construction Conference**, organised for the first time in the **Hauts-de-France** region, this 10th edition invites you to explore earthen construction through conferences, round tables, exhibitions and networking opportunities.

The theme of this edition, **"Beyond Borders"**, highlights the many connections and exchanges between disciplines, generations and geographies; between heritage and contemporary architecture; between craftsmanship and innovation; and between construction professionals and the general public. Earthen construction extends beyond the material itself, placing people at the heart of the shared challenges of tomorrow.

This 10th edition will also be marked by several highlights: **Bâti' Terre**, the first regional trade fair dedicated to earthen construction and bio- and geo-based materials; and a **cross-border student challenge** showcasing innovative solutions.

We look forward to welcoming you in large numbers and sharing an outstanding 2026 edition of the National Earthen Construction Conference with you.

The AsTerre Team

THURSDAY 19 NOVEMBER

Round table n°1 : Beyond the material
Collaborative Laboratory of Ideas and Know-how
Détails p. 4 - 5

Assemblea Générale AsTerre
Open to everyone

FRIDAY 20 NOVEMBER

Round table n°2 : Beyond borders
Feedback on inspiring European experiences
+ Earthen construction in Europe - Détails p. 6 - 7

Round table n°3 : Beyond preconceptions
Earthen construction in low-carbon housing
Détails p. 8 - 9

Conférence « Earth materials »
A book exploring low-carbon construction, climate adaptation and regional development. - Détails p. 12 - 13

SATURDAY 21 NOVEMBER

Round table n°4 : Beyond Time
Vernacular Buildings and Heritage:A Past That Inspires the Future
Détails p. 10 - 11

Student Challenge
Presentation of the challenge results and award ceremony
Détails p. 18 - 19

ONGOING

BÂTI' TERRE
Trade fair for professionals working with earthen construction and bio- and geo-based materials. Détails p. 14 - 15

Exhibition by the Terre Crue Hauts-de-France Collective
An overview of the key players and achievements in the Hauts-de-France region
Détails p. 16 - 17

TICKETING PAGE 22

Beyond material
ROUND TABLE N°1

Jeudi 19 novembre

13h30 > 16h30

Théâtre du Moulin à café

By reservation only – see ticket prices on p. 22.

Collaboration between the bio-based and geo-based sectors



© Laps Architecture

The ecological transition of the building sector extends far beyond earthen construction alone. It depends on the development of all eco-materials, whose applications are often complementary. By joining forces and sharing our experience, we can transform building practices and create resilient, sustainable places to live.

Strengthening Our Sectors

Let us broaden our perspective by engaging with other sectors such as straw, hemp and reclaimed materials. What are their visions for the future? How have they structured and developed their sectors? Which strategies have proved successful? And how can we move beyond advocacy to become true ambassadors for change?

Learning from Their Experience

What can we learn from their experience in developing professional standards? How have these standards contributed to the growth of their practices and strengthened their sectors economically? What challenges have they faced, what successes have they achieved, and what lessons—both encouraging and cautionary—can the earthen construction sector draw from their journey?

Stronger Together

Some challenges can only be addressed collectively. How can we build stronger cooperation to drive the transformation we seek? How can we work across sectors to develop shared solutions? The creation of the **Eco -materials Alliance** earlier this year has established a new platform for dialogue and collaboration. What are the ambitions of this collective, and how does it intend to advance eco-materials at the national level?

Panel moderator :
Christophe BEAUSSIRE
Fédécomat délégué général, consultant et formateur

Speakers to be announced soon.

Beyond borders
ROUND TABLE N°2

Vendredi 20 novembre

8h30 > 10h30 + pause + 10h45 > 12h45

Théâtre du Moulin à café

By reservation only – see ticket prices on p. 22.

Part One:
Sharing Experiences Across Europe

To mark the tenth edition of the AsTerre Conference, we are inviting leading European stakeholders involved in the development of earthen construction to share an overview of their national sectors. Germany, Belgium, Austria, the United Kingdom, Switzerland… Are our European neighbours facing the same challenges as France—cultural acceptance, insurance barriers, the revival of traditional skills, competition from carbon-intensive materials, and collaboration across the sector? How have they organised themselves, and what initiatives have they implemented to strengthen their national industries? By sharing our experiences, we can learn from one another and build a stronger future for earthen construction across Europe.

Part Two:
Earthen Construction in Europe

For more than twenty years, numerous cross-border initiatives and collaborative projects have helped shape a European earthen construction sector. Let us look back on this shared journey and take stock of what has been achieved.Where do we stand today? Beyond our national differences, do we share a common vision and a common good to protect? How can we pool our efforts to foster the recognition and wider adoption of earthen materials across Europe?

Panel moderator :
Raphael PAUSCHITZ
Architecte et Cofondateur et rhapsode
de TOPOPHILE, l'amie des lieux, la revue des espaces heureux

Speakers to be announced soon.



Rencontre européenne Terra 2016 à Lyon

Beyond preconceptions
ROUND TABLE N°3

Vendredi 20 novembre

14h15 > 17h15

Théâtre du Moulin à café

By reservation only – see ticket prices on p. 22.

Earthen Construction in Social Housing

Earthen materials have a clear role to play in delivering social housing that is comfortable, resource-efficient, and cost-effective. As early as the 1980s, raw earth was used in several social housing developments, including the *Domaine de la Terre* in France, which remains occupied today.

Forty years later, the AsTerre Conference provides an opportunity to reflect on these experiences, highlight best practices, and explore the opportunities that earthen construction offers for the future of social housing.

Panel moderator :

Joanne MASSOUBRE
Chargée de mission écoconstruction Nantes Métropole

Proposed speakers (subject to confirmation):

> **Serge JAURÉ** (architecte) pour le domaine de la terre Ile d'Abau
> **Jean-Yves BARRIER** (architecte designer) pour le projet Salvatierra Habitat à Rennes
> **Jean marie Letiec,** Agence NAMA architecture pour le projet Terra NOstra/Actis,
> **Marie Flécheux** architecte chercheure spécialisée en architecture terre
> **Le Chenelet**
> **Martin Fessard** pour La rénovation légère des cités minières



© Sarah Ador & Raphael Pauschitz

Beyond time
ROUND TABLE N°4

Samedi 21 novembre

8h15 > 11h15

Théâtre du Moulin à café

By reservation only – see ticket prices on p. 22.

Vernacular Buildings and Heritage: A Past That Inspires the Future

At a time when earthen construction is becoming increasingly widespread, hundreds of vernacular buildings made from this same material are nevertheless disappearing, often unnoticed.

As a pioneering example of the "bio- and geo-based" construction approach we are promoting today, this built heritage does not yet receive the recognition that its millennia-long presence deserves. How can we learn from it, raise awareness of its value, and protect it? Above all, how can we better care for it and adapt it sensitively to today's needs, so that it can continue to thrive for generations to come?

Ensuring continuity and longevity… isn't that the very essence of frugality? Many projects have already demonstrated that raw earth can even be used to repair and enhance buildings made from other materials, particularly by improving their hygrothermal performance.

Tools, economic models, exemplary approaches, innovative projects, and cross-border perspectives will feed your desire to take better care of our world.



Participatory restoration workshop for a timber-frame and wattle-and-daub wall, co-organised by Maisons Paysannes du Pas-de-Calais and the Caps et Marais d'Opale Regional Nature Park. © PNRCMO



The Maison du Parc naturel régional des Caps et Marais d'Opale (Pas-de-Calais), housed in a heritage manor built of stone and brick, has benefited from a thermal upgrade using locally sourced raw earth. © Studio VDM

Earthen Materials
OPEN TO ALL AUDIENCES

Vendredi 20 novembre

18h > 19h30

Théâtre du Moulin à café

Free upon reservation – see ticketing information on p. 22.

A Driver for Building Decarbonisation, Climate Adaptation and Territorial Development

Earthen materials are particularly relevant in addressing today's climate challenges. As a complement to bio-based materials, clay is the only un-fired mineral binder, significantly reducing the carbon impact of construction.

The thermal inertia and hygrothermal regulation properties of earthen walls are also essential assets in adapting buildings to increasingly frequent heatwaves.

The question is therefore: how can we scale up the use of earthen materials in the construction sector? Beyond national regulatory and fiscal measures, many local solutions can support economic stakeholders and help develop these practices on the ground.

Furthermore, these low-tech approaches require limited investment while supporting the circular and local economy: a major asset in strengthening the autonomy and resilience of territories.



© APL Pôle Terre Crue Saint-Germain

Speakers
Marie AEBERLI
et Andréas KREWET
Co-Président.es AsTerre

BÂTI' TERRE

The Trade Show for Earthen Construction and Bio- and Geo-based Materials

Les 19, 20 et 21 novembre

Thursday afternoon / Friday all day / Saturday morning (times to be confirmed)

Hall du Moulin à café + autres espaces à préciser

Free and open access



Stand AsTerre au congrès HLM - © Alexandre Varet

Bâti' Terre will be the first national trade show dedicated to professionals in raw earth construction and will be one of the highlights of the 2026 AsTerre Conference. Free and open to all, it will bring together around fifty local, national and European organisations representing the diversity of professions, expertise, skills and innovations within the sector.

Raw earth in all its forms will take centre stage. In keeping with the theme of this edition, **"Beyond Borders"**, other stakeholders working with bio- and geo-based materials will also be represented. The aim is to encourage meetings, experience sharing and synergies between those driving the ecological transition of the construction sector.

This unique event will provide professionals with an opportunity to expand their networks, showcase their achievements and introduce the public to both traditional and contemporary approaches to raw earth construction. It will also offer a dedicated space for fostering new collaborations and creating future market opportunities.

Would you like to showcase your activities, your products, your expertise, and your commitment to raw earth construction and other bio-based materials?

See pages 20 and 21 for further details on registration and sponsorship packages.

Focus on Hauts-de-France

Exhibition by the Hauts-de-France Earthen Construction Collective

Les 19, 20 et 21 novembre

Thursday afternoon / Friday all day / Saturday morning (times to be confirmed)

Le Moulin à café, salle à préciser

Free and open access



The Hauts-de-France Earthen Construction Collective is a network of professionals working with raw earth construction, supporting both the restoration of existing buildings and new construction projects. Its mission is to strengthen connections between its members across the region and establish itself as a recognised network of skilled and committed stakeholders. The Collective advocates locally for making raw earth a popular and desirable building material, and for facilitating its wider use within the construction sector.

This exhibition was created from the desire of the recently established Hauts-de-France Earthen Construction Collective to showcase the sector at a regional level. For the first time, it presents a map highlighting remarkable earthen construction projects carried out in the region in recent years, project profiles organised by construction technique, as well as a directory introducing the professionals involved in the sector across Hauts-de-France.



© pour les deux photos : Elea Clancier et Lydie Dupond

Students in action !

Cross-border student challenge

Presentation of results and award ceremony Saturday, 21 Nov.

11h30 > 13h

Saint-Omer (lieu à préciser)

By reservation only – see ticket prices on p. 22.



Atelier abobe_Façonnage brique aux Grands Ateliers © Florian Monot

As part of the AsTerre Conference, a cross-border student challenge will bring together several French and Belgian educational institutions for a collective experience in the design and construction of raw earth structures. Over three days, more than 60 students will take on a real-life challenge: to design and build a full-scale structure together, working in mixed teams.

This collaborative construction project will give them the opportunity to experiment with different raw earth construction techniques, including rammed earth, cob and wattle-and-daub. Guided by specialised professionals, they will respond to a shared brief, combining technical, aesthetic and environmental requirements.

The challenge aims to raise awareness among future professionals of the issues surrounding sustainable construction, while encouraging the exchange of knowledge and skills between France and Belgium. The completed projects will be presented during a final showcase and award ceremony celebrating the students' achievements, commitment and the diversity of the educational backgrounds represented.

This initiative is part of the European Interreg REnversC project, which develops several actions in support of efficient and circular renovation.

Interreg France - Wallonie - Vlaanderen

Cofinancé par l'Union Européenne
Medegefinancierd door de Europese Unie

Avec le soutien de la Wallonie

REnversC

Partner institutions :

- ENSAPL - Ecole Nationale Supérieur d'Architecture et de Paysage de Lille
- ESCAP Saint-Omer (Formation DNMADE Diplôme National des Métiers d'Art et du Design)
- IUT de Béthune
- Etablissements belges à préciser

Its not to late...

REGISTER FOR THE TRADE SHOW

Click here to book your stand or scan the QR code!

	AsTerre PRO MEMBERS RATES	STANDAR RATES
Standard booth > Approx. 5 m2 > 1 table + 1 chair > Your organisation's name included in the exhibitor list on the AsTerre website and on the floor plan distributed at the entrance to the trade show	350 €	500 €
Premium booth > Approx. 8 m2 > 2 tables + 2 chairs > Your organisation's name included in the exhibitor list on the AsTerre website and on the floor plan distributed at the entrance to the trade show	650 €	800 €
Power supply	30 €	30 €

Not an AsTerre Member yet ?

Join us and benefit from the member rate for the trade show from now on!



BECOME A SPONSOR

Increase the visibility of your organisation and your work!

Take Advantage of Our Sponsorship Packages

Several sponsorship levels available from 950 to €3000.

A wide range of benefits : your logo featured on our communication materials, a trade show booth, advertising space, a spotlight feature on our social media channels, speaking opportunities, and more…

BECOME A PATRON

Join us in supporting this initiative and benefit from tax deductions!

⇨ **66% tax deduction for individuals**

Every euro makes a difference
choose your donation amount.
Example: a €500 donation represents an actual cost of €170 for an individual after tax deduction.

⇨ **60% tax deduction for companies**

Several donation levels available.
Example: a €1,000 donation represents an actual cost of €400 for the company after tax deduction.

What is philanthropy (patronage)?

Philanthropy is a form of support provided by a company, without direct benefit in return, to a non-profit organisation for activities that serve the public interest. In other words, philanthropy involves making a donation to a public-interest organisation (such as an association) to support its activities, without expecting an equivalent benefit in return. Philanthropy offers attractive tax benefits in France: companies can receive a tax reduction equal to 60% of the donation amount, up to a limit of 0.5% of their annual turnover excluding taxes. Individuals can also support our initiatives and benefit from a tax deduction of 66% of the donation amount.

Ticketing

Scan the QR code to access the online ticketing platform on HelloAsso.

Summer offer for everyone !

15% off your tickets before 15 september (1)

Reduced rates + summer offer with the promo code **ETE-REDUIT**

Summer offer 15% with the promo code **ETE-PLEIN**

Members rates + summer offer with the promo code **ETE-MEMB**

	REDUCED RATES - 60% (2)	STANDARD RATES	MEMBERS RATES - 35% (3)
3 DAY PASS 19, 20 et 21 nov. Includes: Round tables and Friday lunchtime meal Not included: Friday conference and additional options	120 €	300 €	195 €
Thursday 19 november Round table n°1	32 €	80 €	52 €
Friday 20 november Round table n°2 + Round table n°3 + lunchtime	64 €	160 €	104 €
Saturday 21 november Round table n°4 + Results of Students Challenge	32 €	80 €	52 €
Conférence Friday 20 november	Free upon reservation	Free upon reservation	Free upon reservation
AsTerre générale assembly option Thursday 19 november	Free upon reservation	Free upon reservation	Free upon reservation
Dinner option Friday 20 november evening	30 €	30 €	30 €
Outdoor visit option Saterday afternoon 21 nov	15 €	15 €	15 €

Not an AsTerre Member yet ?
Join us today and benefit from the member rate right away!

Promo codes must be entered at the end of the checkout process on HelloAsso.

(1) Offer applicable to round table tickets only. Not valid for the dinner and outdoor visit options. (2) Discount available for job seekers, people with disabilities and students. Proof of eligibility will be required. Offer applicable to round table tickets only. Not valid for the dinner and outdoor visit options. (3) Offer reserved for AsTerre members. Proof of membership will be required. Offer applicable to round table tickets only. Not valid for the dinner and outdoor visit options.

Venue et access

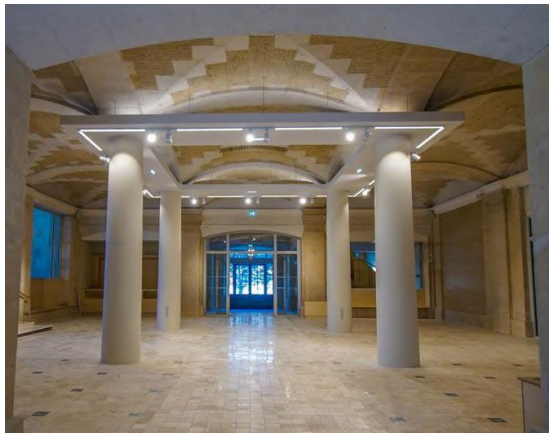
Le Moulin à Café in Saint-Omer



The entrance is located on the town centre square.



The Theatre for Round Tables and Conference



The Hall – Trade Show Area



Venue address :
Le Moulin à Café
Place du Maréchal Foch
62500 Saint-Omer

Getting there from Lille:
1 hour 15 minutes by car
50 minutes by train
(More than 20 connections per day)

The venue is located a 20-minute walk from Saint-Omer train station.

Accessible venue for people with reduced mobility

© La Barcarolle, le Moulin à café, St Omer

NATIONAL CONFERENCE ON EARTHEN CONSTRUCTION 2026

The largest event in France for professionals working with earthen construction!

Find all the information at www.asterre.org

SUPPORTERS

PRÉFET DE LA RÉGION HAUTS-DE-FRANCE
Liberté Égalité Fraternité
La Direction régionale des affaires culturelles des Hauts-de-France

Parcs naturels régionaux de France

Parc naturel régional des Caps et Marais d'Opale

CD2e ACCÉLÉRATEUR DE L'ÉCO-TRANSITION

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ARGILUS BEAUTÉ DE LA TERRE

magazine La maison écologique

École Nationale Supérieure d'Architecture et de Paysage de Lille

esca SUP

Organisation contact :
Mélanie RABETTE
Coordination officer
assises@asterre.org
06 87 41 04 31

AsTerre
Association nationale des professionnel·les de la terre crue

secretariat@asterre.org
www.asterre.org