Paris, 15 June 2022

Dear Madam,

Dear Sir,

Dear partner,

In 2021, Aide et Action celebrated its 40 years of action in favor of access to quality education for all, worldwide. On this occasion, the association decided to change its identity through a new name, a new logo and a new graphic territory.

This transformation marks, without denying what we have been and what we have done for so many years, a “rebirth” of sorts, more in line with our 10-year strategic orientations (2020 - 2030) and the special attention given to vulnerable and marginalised populations - and in particular to children, girls and women - so that all of them can control their own development and contribute to a more peaceful and sustainable world.

Why change our name? To affirm with greater clarity and stature our struggle and our new strategic positioning, namely: “It all starts with education”; A new, unique and easily identifiable name, in line with the association’s Transformation process; A new, international name, understandable throughout the world, both to English and French speakers.

In order to support our experience, our support and our commitments, past and future, in favour of access to quality education for all, throughout the world, we wanted to create a new version of our brand. It is quite natural that we have kept the word “Action”, which illustrates the meaning of our interventions in the field, and affirms the heart of our fight for more than 40 years: education.

On July 4th, the brand name “Aide et Action” will change to “Action Education”!

Throughout these years, you have put your trust in “Aide et Action”, you have accompanied us, supported us and worked alongside us. Together we have travelled the road to “Action Education”. And today we are very happy to open this new page in our history with you.

Yours in solidarity,

Charles-Emmanuel Ballanger
International Director General of Aide et Action (soon Action Education)

Our new website, online from 4 July 2022: action-education.org