In 2021, Aide et Action celebrated 40 years of action in favour of access to quality education for everyone in the world. For this occasion, the association is developing its brand identity through a new name, logo, and a new graphic charter.

A renaissance also under the sign of new directions under 10-year strategic plans (2020-2030) which pay special attention to vulnerable and marginalized populations - and in particular to children, girls, and women - so that they can manage their own development and contribute to a more peaceful and sustainable world.

**Why this name change?**

- A new name for more clarity and stature which affirms its fight and its new strategic positioning “It all starts with education”.
- A new unique and easily identifiable name that fits into the association’s transformation process on its 40th anniversary.
- A new international name that is understandable by all, for both anglophones and francophones.

**Why “ACTION EDUCATION”?**

To support our experience, our aid, and our commitments for the past 40 years in the field of Education, we wanted to create a new version of our brand that reinvents the best of the existing, like a Renaissance. So it's only natural that we kept the word "Action" which illustrates the meaning of our interventions in the field and affirms the heart of our fight for 40 years: Education.