


## Partner Presentation Form

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|----------------------------|---|---|
| Name of the organisation : | <b>Fédération régionale Familles Rurales des Pays de la Loire</b>   |  |
| Address:                   | 107 rue de Létanduère – 49000 Angers<br>France  |   |
| Tel:                       | +33 (0)2 41 25 38 60  |   |
| Web site:                  | <a href="https://pays-de-la-loire.famillesrurales.org/">https://pays-de-la-loire.famillesrurales.org/</a> |   |

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|------------------------------|--|--|
| Name of the contact person : | <i>Luc BENARD</i>  |  |
| Function:                    | <i>European Project Manager</i>  |  |
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|------------------------------|--|---|
| Name of the contact person : | <i>Blandine CRETE</i>  |  |
| Function:                    | <i>Communication manager</i>   |   |
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**Type of organisation:**

SME     School     University     Public Authority   
 Training     No Profit     NGO

Other (Specify)

**Fields of action :**

SMEs

Youth

Universities

Public Authorities

Equal opportunities

Schools

Unemployed

Other (Specify)

**Description of the organisation**

Familles Rurales ("rural families" in English) is a French national network of non-profit organisations. It is the largest French associative network for families. All associations are non-political and non-religious. They develop many different activities responding to the needs of people living in rural and suburban areas, including digital education.

In the « Pays de la Loire » région, Familles Rurales represents 450 member families, 200 000 service users, 500 local associations, 4 "departemental" federations (related to the "département" territories) and one regional federation : the "Fédération Régionale Familles Rurales des Pays de la Loire » (FRFR PdL). Each organisation is juridically independent and run by a committee of elected members (volunteers). FRFR PdL is supporting the departmental federations and the local associations of the region Pays de la Loire in their different activities. It was created in 1982. It is funded by public institutions. it is today composed of 17 employees.

It has different certifications:

- Training centre certification by the French ministry of work, employment and professional training
- Youth and popular Education organisation certification by the French Ministry of Youth and Popular Education
- Hosting and sending organisation in the framework of the European Solidarity Corps programme

**Experience of the organization in previous European projects**

FRFR PdL has been involved in Erasmus+ projects since 2025. It participated and coordinated Erasmus+ cooperation (KA2) and mobility projects (KA1).

Below, some of the former FRFR PdL European projects:

- Digital's in Rural Areas
- Positive Paternal engagement
- Pioneers
- Family mentors
- Key tutors
- Education and training

For more information on these projects, visit our website dedicated page:

<https://pays-de-la-loire.famillesrurales.org/43/les-projets-europeens>

**Experience and Expertise of the organization in the project's subject area**

The FRFR PdL is the coordinator of the DESIRE project. It has several years of experience in coordinating European projects.

In addition, the FRFR PdL has developed a wide range of trainings courses, representing around 100 learners per year, in the fields of youth, adult education, unformal education and sport called "CPJEPS", "BPJEPS", "DEJEPS" and "DESJEPS". These courses range from socio-educative animators to directors of social centres. As the learners are alternately in work and in training, they can develop digital education in their organisations. The trainings are recognised by the French labour ministry and are certified by the QUALIOPI quality label.

### **Contributions that can be provided to the project**

The FRFR PdL will coordinate the project. It will also be strongly involved in the project communication and the dissemination of its results.

It will communicate on the project and disseminate the project results to the other departemental federations of the Pays de la Loire Region. It will also communicate to the National FR Federation for ensuring a national impact of the project. In 2023, the FR network implemented 6 500 digital workshops with 31 000 participants, 40% of them over 18. 320 digital mediators ("aidants numériques"), including 150 volunteers, run the digital workshops. This video gives a concrete example of a digital workshop ("point de médiation numérique"): <https://www.youtube.com/watch?v=yrH1ML1SLkg>

A training module on digital education, for instance focusing on responsible use of the IT tools and Information and media literacy, could be experimented by learners of the FRFR PdL trainings courses. All of them are more than 16 years old and, as mentioned above, they could decide to set up digital education activities in their professional organisations.

### **Reasons of involvement in the project**

The FRFR PdL wants to develop the European dimension of the Familles Rurales network.

One of the Familles Rurales Regional Federation missions is to support the Familles Rurales departemental federations and local associations of the Pays de la Loire region in implementing European projects.

The DESIRE projects meets these 2 objectives.

### **Contact Person's Experience and Expertise**

Luc BENARD is FFR PdL European Project manager.

He has a long experience in Erasmus+ mobility and partnership projects. He has already coordinated Erasmus+ cooperation projects.

Blandine CRETE is responsible for the communication department. She has a master degree in Communication project management and several years of experience in the communication field.