

Interprofessionnelle Auvergne-Rhône-Alpes - IPRA is a non-profit association employing 35 employees and operating for the MEDEF AURA (MOUVEMENT DES ENTREPRISES DE FRANCE AUVERGE RHONE ALPES), the leading network of entrepreneurs in France with 750 000 enterprises, member companies, 70 % of whom are SMEs employing less than 50 employees.

IPRA/MEDEF AURA promotes and accompanies the development of businesses of every size, model, and sector (28 professional branches in AURA Region). Their objective is to develop companies' competitiveness through innovation, professional upskilling, and implementation of support systems in cooperation with different regional players and stakeholders.

Thanks to the expertise and know-how of companies, professional federations, trade unions or consumer associations working with IPRA/MEDEF on daily bases, our staff is fully equipped to assist companies in the region in:

- establishing professional upskilling and training programs suited to their needs and ongoing green and digital transitions;
- introducing young people and education to the professional world and labour market;
- encouraging recruitment of the unemployed or disadvantaged persons;
- fostering innovation and international cooperation & exchange;
- fostering green and digital transition of companies;
- development of corporate social responsibilities of companies;

IPRA/MEDEF also initiates and participates in the dialog between different regional stakeholders and players such as vocational training centers, professional organizations, business clusters, etc.

It established The NUUM FACTORY, first school of digital transformation, created by companies to respond the needs of companies regarding the digital transition and digital upskilling: <https://thenuumfactory.fr/> . In 2023 MEDEF AURA launched THE CLIMATE FACTORY school, the first climate school created by companies: <https://climatefactory.fr/>

It also exchanges and cooperates with local partners; some of them like educational and training centers, as well as public employment services (ex. Pole Emploi, APEC) are actively involved in European/Erasmus+ programs coordinated by IPRA/MEDEF AURA. The organisation encourages the development of Professional and Adult Trainings, promotion of various career paths, skills and competences, and actively contributes to the strengthening of relations and close cooperation between educational and business institutions (professional upskilling, skills gap, jobseekers and employee's integration to the labour market, etc).

MEDEF AURA also created Le Local, the first accelerator dedicated to supporting companies committed to the territory: <https://accélérateur-lelocal.fr/> . Le Local offers a variety of services aimed at supporting the development and transformation of young companies. It focuses on accelerating business models through economic, social, and environmental performance. The services include courses based on a dual education system, with professional and continuous training programs for adults, particularly in areas such as digital marketing, e-business, and digital data management. The accelerator provides individual and collective support, supervised by a dedicated coordinator and professionals mobilizable at all stages of business development. Participants benefit from expertise workshops and feedback from entrepreneurs, promoting the consolidation and transformation of businesses for better overall performance.

In summary, IPRA MEDEF AURA will be able to propose 3 types of actions within European projects:
 Awareness-raising, animation,
 Advisory to enterprises,
 Vocational training

If you are looking for a French partner with proven experience in the above-mentioned topics, please contact us at the following addresses:

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Projects completed	
Name of the project	Details
WOODCircle 2022-1-IE01-KA220-VET-000086833WOODCircle Dual teaching and training for green and circular skills in wood and furniture sector for young European students and workers Erasmus +, 2022-2024	https://www.woodcircle.net/ WOODCIRCLE promotes the development and implementation of the circular economy in the wood and furniture sector. Its aims to cope with the twin transition of the industry, by focusing on the creation of a new profile for the Circular and Sustainable Woodworker, capable to solve both technical and environmental issues, thus supporting an ethical process based on producing and at the same time respecting the basic principles of sustainability.
DIGAGE+ 2021-1-BE02-KA220-VET-000029632 Digital upskilling of the existing ageing workforce	https://digageplus.eu/ The project is aimed to give people opportunities to learn at any stage in life and targets both skilled professionals as well as less-experienced workers aged 50 and older, including those looking for a professional change and novel job opportunities.
WOODDIGITAL 2020-1-FR01-KA202-080104 Erasmus +, 2020 - 2022	https://wooddigital.eu/en/ WOODigital aims to develop a dual training system to enhance digital skills of young Europeans interested in entrepreneurial and employment opportunities in the woodworking and furniture sector.
EQ-WOOD 591939-EPP-1-2017-1-IT-EPPKA2-SSAEQ-WOOD European Quality Qualification for the WOODwork and furniture industry Erasmus +, 2018-2020,	https://www.eqwood.org/related-projects The EQ-Wood project addresses the innovation capacity and competitiveness of the European wood and furniture industry by designing and delivering the Wood and Furniture Innovation Advisor training programme.

Dear all,

My name is Matthias Fiore and I have recently taken up the position of Head of Europe Unit for the French Business Movement of the Auvergne-Rhone-Alps region in France.

With this email, I would like to express my willingness to integrate partnerships currently being structured within the framework of the currently open call for proposals of the Interreg Europe programme.

Should there be any lead partners looking for French partners involved in supporting sustainable business development and vocational training, I invite you to share my e-mail address and this brief presentation of our structure in the annex.

I remain at your disposal for further details.
Thank you in advance.

Kind regards,



Matthias FIORE

Responsable Projets Européens / European Project
Manager

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