



Communication Kit
Edition 2022

THE MEDITERRANEAN, *A JOURNEY THROUGH THE SENSES*



Union for the Mediterranean
Union pour la Méditerranée
الاتحاد من أجل المتوسط

mediterraneanday.com
#MediterraneanDay



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The Day of the Mediterranean is born

In November 2020, the 42 Member States of the Union for the Mediterranean declared the 28th of November as the official Day of the Mediterranean, to be marked annually, calling upon the entire Mediterranean community and everyone who identifies with the Mediterranean to celebrate the lasting legacy of this age-old agora of cultural dialogue, wisdom and humanism.

The Mediterranean nowadays evokes a wide array of emotions and is an irreplaceable feature of our lives. A fascinating land to some, a source of livelihood for others and a home to many. It is here in the Mediterranean that the past is ever-present and the “other” is never far.

This unanimous decision by Member States comes at a challenging time, as we face unprecedented crises. However, we cannot afford to lose hope. We must remember – and celebrate – how rich the Mediterranean is: **rich in history, in natural resources, and in people. Our region holds immense potential for our story to continue as one of hope, as we build the future we all want to see.**

Why celebrate the Day of the Mediterranean?

Just like our Mediterranean boasts an unparalleled canvas of world-class cultural heritage sites and a wealth of traditions, it is also a hotspot of biodiversity and geodiversity, and home to a multitude of unique habitats and species. To celebrate the Mediterranean is to celebrate life in its full amplitude and plentitude. This ancient sea around which we live has given the world its greatest civilizations, its earliest academies and universities, its first dramatists and philosophers and its most celebrated trade centers.

To celebrate is to acknowledge and reinvigorate. It is in this spirit that we join hands: not only to rejoice, but also to collaborate, to work together for a Mediterranean future that honors the hopes and ambitions of its people.

The **Day of the Mediterranean** aims to act as a timely reminder that our similarities largely overcome our differences, the cultural dimension being an important component of who we are and where we come from. It provides an opportunity to celebrate achievements, embrace diversity, to strengthen ties between our two shores and to deepen our understanding of each other.

Looking to the future, the **Day of the Mediterranean** also offers a unique moment to showcase issues of interest, mobilise political will and commit resources to address common challenges in the region.

Why on the 28th of November?

On the 28th of November 1995, the Ministers of Foreign Affairs of the EU and 12 Southern and Eastern Mediterranean countries held the first Euro-Mediterranean Conference in Barcelona and signed an agreement to launch the Euro-Mediterranean Partnership Process. The Barcelona Process was born as a new framework of dialogue out of a shared resolution to convert the Mediterranean region into a common space for peace, stability, security and shared prosperity. The **Day of the Mediterranean** is a precious reminder of this commitment, to continue – despite the many challenges that come our way – **moving forward together.**

Day of the Mediterranean: 2022 edition A journey through the sense

From the aromatic spices to a cool sea breeze on your skin or the lively streets of its colourful neighbourhoods, this region is a true journey through the senses. Being Mediterranean is a multiform concept: to each its own definition, but to all the shared affection.

Together we can celebrate this year's Day of the Mediterranean using all our senses, in a spirit of inclusion, diversity and cooperation!

When asked what the Mediterranean means to you, everyone will evoke different feelings. Yet, you will notice how familiar these other answers feel to you. Here is the reminder of the heritage and identity we share.

Music and food will immediately evoke fond memories, as does sheltering from the summer heat under the shade of an olive tree. Transcending cultures and generations, the possibilities are endless.

So how do you feel? Which of your senses are stirred by just that word, Mediterranean? **Feel Mediterranean, join the journey through your senses.**

Discover the
visual identity of
the 2022 edition

Illustrate your activities with appealing visuals, starting with the official logo! Countless applications are possible, but here's a good starting point:

See more resources



What can I do? — ENGAGE —

Everyone has a role to play. Whether you are an organisation working in the field of cooperation and development, a public administration, a private entity dealing with cultural affairs, an entrepreneur capitalising on the human potential of our region or a citizen in love with the Mediterranean, you can be part of the movement!

Open doors - allow a sneak peek into what you do!

- If you are a museum, an NGO, a university/ school or a public administration, the Day of the Mediterranean on the 28th of November could be the opportunity to open your doors to the general public and let them know what your work is all about. If one day is not enough, you can welcome visitors for a whole week and organise different thematic visits or talks!
- Mediterranean heritage is the world's heritage, and our region has so much to offer. The Day of the Mediterranean can also be the occasion to open historical sites for free – or open up sites that are not usually accessible to the public – and organise exclusive guided visits.

Considering the current situation, and to reach a wider audience, you can also go online! Online tours and open doors have become more feasible and fun than ever, and are often more practical, in more ways than one.

Promoting culture in many forms

If there is one thing the Mediterranean's diversity brings, it's a **vibrant culture** that can take many forms. The Day of the Mediterranean can be the perfect opportunity to organise exhibitions or music, film, fashion and food festivals across the region with a view to promoting intercultural exchanges and dialogue. **These events can be organised all year round and framed under the International Day**, using the official logo and other branding elements.

Debates and workshops

Organising debates, roundtables or workshops is a great way to keep **learning** from each other, **exchange** best practices or **connect** people that wouldn't have met otherwise. Whether you want to talk about art, regional cooperation or climate change, open up your debates to the general public and allow Q&A sessions if you can: we can learn a lot not only from the answers provided but also the questions asked!

Recognising Mediterranean talent

Awards are a great way to shine a light on the region's many talented individuals. It raises awareness of **innovative solutions**, allows people to **connect** and, in some cases, also provides much-needed **funding opportunities**. it under the Day of the Mediterranean and let us know about it! We'll help bring visibility to your competition and publish it on the Day of the Mediterranean website.

If you already have an ongoing competition – or if you plan to start one – don't hesitate to frame

Showcase what matters to you

The Day of the Mediterranean can also be a good opportunity to promote a **cause that matters to you** or showcase **issues of interest**. You could organise a fundraising campaign and announce the results on 28th of November. Whether the funds go to an NGO, a start-up or an artist, don't hesitate to let us know about it and we'll do our best to help promote your campaign!

What can I do? — SHARE —



With the Mediterranean being such a broad topic, the possibilities are endless. Once you define **who** you want to reach and **why** you want to reach them, the **how** can take many forms.

You may also just want to **show solidarity** with an existing movement and help spread the word! You do not need to have a large follower base on social media or be considered an “influencer”: awareness is achieved through **small steps that each one of us can take** with family, friends and colleagues.

Announce your event or activity on the official website

The **official website** of the Day of the Mediterranean is already live. **Let's make it the go-to page for all that matters in the Mediterranean.** Whether you organise a large conference or hold a talk at a local university,

as long as your focus is on the Mediterranean, **register on the official website and publish your event.** We want to connect communities around the region and show how collaboration can bring about positive change!

Amplify the visibility of your cooperation initiatives

Whether you are an NGO, a private company or a public body, if you work on a project or initiative with regional positive impact, you can use the Day of the Mediterranean to boost visibility, organise a launching event or present

your project's results. Reach out to us or tag the **@UfMSecretariat** on social media so we can help disseminate your activity!

Join the online conversation

Official hashtag:
#MediterraneanDay

Search for the hashtag **#MediterraneanDay** on social networks and make your contribution to ongoing conversations. Share, comment or publish your own content; help us build a digital Mediterranean community!

Planning to run a social media campaign?

Don't hesitate to use the hashtag and tag the **@UfMSecretariat** or drop us a message, we'll be happy to help spread the word on our own networks.

#MedMeSmile

Do you also feel like we don't hear enough about the good happening in our region? Us too, which is why the Secretariat of the Union for the Mediterranean launched this hashtag to share positive news happening all over the region. Help us share success stories and find out more about the people trying to make our region a better place!

Discover what the Mediterranean means for others

What does the Mediterranean mean to you? And to others? We've asked the question to people from all walks of life, who told us about their personal stories and tried to define the Mediterranean in one word. Here's a little taste of what you might learn: our similarities are bigger than our differences. **Discover their stories here**

Get in touch!

Don't hesitate to contact us if you want to share your activities or if you have any questions regarding the Day of the Mediterranean!

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