

Press
Dossier

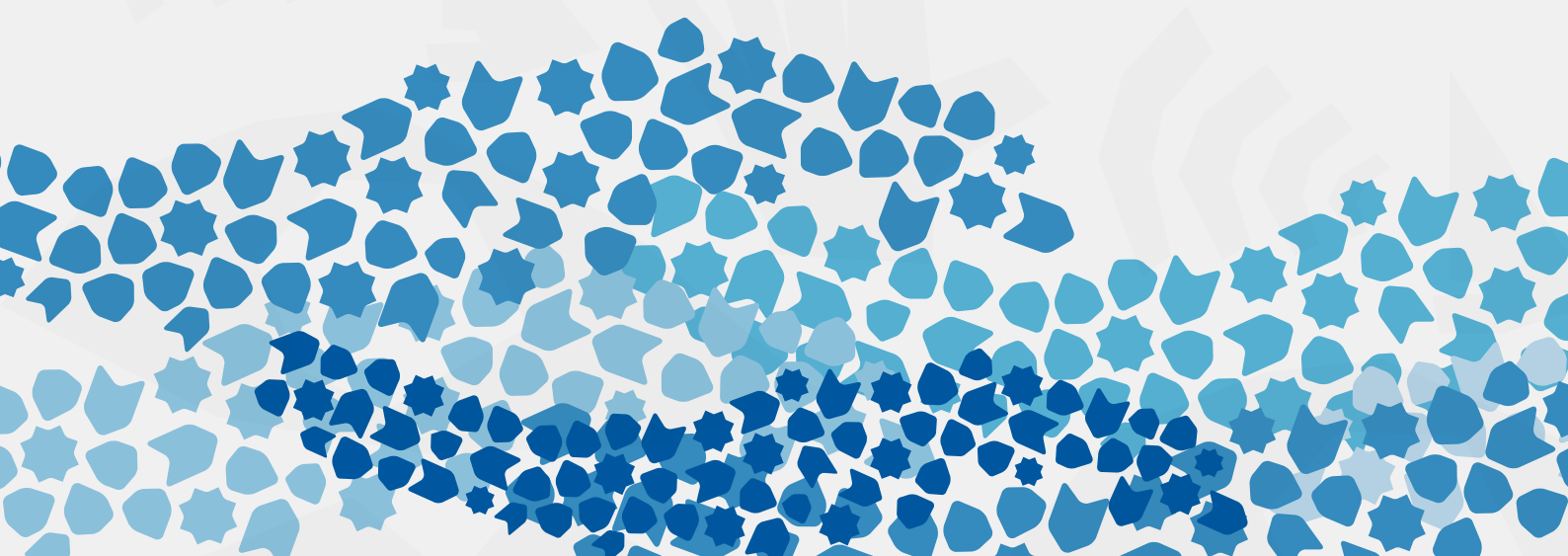
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DAY OF THE
MEDITERRANEAN

NOVEMBER 28

THE MEDITERRANEAN, A JOURNEY THROUGH THE SENSES



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

mediterraneanday.com
#MediterraneanDay



The UfM Secretariat
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EUROPEAN UNION

3 CONTINENTS

More than
480 MILLION PEOPLE
live in the Mediterranean,
820 million in
UfM countries

Sources: EEA

DAY OF THE MEDITERRANEAN

mediterraeanday.com
[#MediterraneanDay](https://twitter.com/MediterraneanDay)

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 everyone that identifies with the Mediterranean to celebrate the lasting legacy of this age-old agora of cultural dialogue, wisdom and humanism.

Home to more than 480 million people living across 3 continents, with a coastline of 46,000km, the region offers a wealth of human and natural diversity unparalleled anywhere else in the world. Communities and cultures have long exchanged ideas, trade and learning across this common sea, and this Day aims to strengthen these ties, promote dialogue and highlight achievements in the region, as well as showcasing issues of interest and mobilising political will and resources to address shared challenges.

“The Mediterranean is our home and our livelihood, our history and our future,” said **UfM Secretary General, Nasser Kamel**. “We’re facing great challenges

as a region but we also hold great potential, and the Day of the Mediterranean is a fantastic opportunity to rejoice in all that we have done and can do if we work together.”

Commemorating the anniversary of the Barcelona Process, which launched the Euro-Mediterranean Partnership on this date in 1995, the Day aims to shine a spotlight on regional achievements and initiatives undertaken by governments, international and regional organisations, international finance institutions, development agencies, civil society and private sector organisations – anyone and everyone working to enhance cooperation and integration in the area.

The ultimate objective of the Day is to celebrate our diversity, show that our similarities outweigh our differences, and to foster a sense of togetherness and community.

Now let’s celebrate!

For any questions or interviews,
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MORE INFORMATION

FAQ



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Union for the Mediterranean



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The Barcelona Process

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. They signed an agreement to launch the Euro-Mediterranean Partnership Process, a new dialogue framework born from a desire to build the Mediterranean region into a space of shared peace, stability, security and prosperity.

The Union for the Mediterranean

The Union for the Mediterranean was born from a continuation of the desire for regional integration and cohesion. The UfM brings together 42 European and Southern Mediterranean countries to work together on an equal footing under a North-South Co-Presidency, currently held by the EU and Jordan. It aims to enhance regional cooperation, dialogue and the implementation of concrete projects and initiatives with tangible impact on the lives of citizens.

Campaign 2022 The Mediterranean, a journey through the senses

What does it mean to feel Mediterranean? From the aromatic spices to a cool sea breeze on your skin, it's a journey through the senses. Together we can celebrate this year's Day of the Mediterranean using all our senses, in the spirit of inclusivity, diversity and cooperation!

When asked what the Mediterranean means to you, everyone's answer will be different, and yet a reminder of a shared identity. The music and food that can immediately evoke fond memories of the region. Sitting in the shade of an olive tree or looking out across any of the many unique skylines in a moment of peace and connection with nature. Transcending cultures and generations, the possibilities are endless.

So how do you feel? Which of your senses are stirred by just that word, Mediterranean?



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

42 Member States

27 EU members and 15 Southern and Eastern Mediterranean countries. Their Senior Officials meet regularly to oversee and coordinate the activities of the UfM.

2 Co-Presidents

The EU and Jordan have assumed the Northern and Southern Co-Presidency since 2012, embodying the UfM principle of co-ownership.

1 Secretariat

Based in Barcelona, the Secretariat is the operational platform of the UfM.

Milestones

1995: Barcelona Process

2008: Launch of the Union for the Mediterranean

2010: Creation of the UfM Secretariat

2011 - present: 50+ projects labelled; UfM Regional Forum; UfM Roadmap; UfM - EU Neighbourhood policy; UfM - UN Observer Status

Nov 2020: UfM Member States declare the Day of the Mediterranean



Morocco

Why do we mark the Day of the Mediterranean?

The Day of the Mediterranean aims at **fostering a common Mediterranean identity**. The cultural dimension is an important component of the celebration as this Day provides the opportunity to hold local, national and international events, exhibitions and festivals across the region.

The Mediterranean day also provides a **yearly unique momentum** to increase the visibility of a **positive agenda in the Mediterranean** and the overall regional efforts undertaken by governments, international and regional organisations, development agencies, private sector, civil society and all the stakeholders that work daily to enhance cooperation and integration in the area. It is the occasion to **showcase issues of interest, mobilise political will** and resources to **address challenges**, and **celebrate achievements** in the region.

Why the 28th of November?

On the **28th of November 1995**, the Barcelona Process was born out of a vocation to convert the Mediterranean region into a common space for shared socio-economic progress and dialogue between peoples.

The **Day of the Mediterranean** is thus a precious reminder of this commitment, to continue - despite the challenges that may come our way - moving forward and ahead **together**.

“With the objective to foster a common Mediterranean identity and increase the visibility and ownership of regional cooperation, we declared the 28th of November as the Day of the Mediterranean. Coinciding with the date of the Barcelona Declaration, the Day of the Mediterranean will provide the opportunity to hold cultural events across the region with a view to strengthening ties, promoting intercultural exchanges and dialogue and embracing the diversity of the region.”

Official conclusion of the 5th UfM Regional Forum, 2020.

Who is it for?

Everyone! Organisations working in the field of cooperation and development, media organisations and representatives, public and private entities, right down to the citizens who live and work in the Mediterranean area.

Only two of 49
UNESCO-RECOGNIZED
CULTURAL SITES AROUND
THE MEDITERRANEAN SEA
ARE SAFE *from climate*
change

There were 5 MILLION
INTERNATIONAL STUDENTS
in the region in 2020

Approximately 1/3
OF THE MEDITERRANEAN
POPULATION *is*
concentrated in
coastal areas

60% OF THE MENA
POPULATION *is under*
30 years old

GET INVOLVED

Brand your show

The official Day of the Mediterranean logo is available in many languages → if your language is missing, please contact us and we will be happy to provide it.

If you would like to be an official partner of the Day of the Mediterranean, please do **get in touch:**

media@ufmsecretariat.org

We would be more than happy to include your logo on the website, and to promote and reshare your content.

Join the conversation on:

[#MediterraneanDay](https://twitter.com/MediterraneanDay)

We are encouraging public and private sector partners across the region to host events, competitions, festivals, open days, exhibitions, debates and discussions.

Add or find an event close to you in the directory [here](#).

Interviews and Further Information

If you have an idea for a larger segment or feature on the Day, or on an aspect

of the Mediterranean that could form part of the celebrations, let us know! We can provide quotes, interviews and contributions from our roster of experts and partners.

UfM Secretary General Nasser Kamel, the UfM's roster of experts, and experts from the wider Mediterranean ecosystem remain at your disposal for any further comments or questions, as well as project promoters for more than 50 supported initiatives. Please contact us at media@ufmsecretariat.org

Our areas of expertise:

- **Energy and Climate Action**
- **Water, Environment and Blue Economy**
- **Social & Civil Affairs**
- **Economic Development and Employment**
- **Transport & Urban Development**
- **Higher Education and Research**

You can find a full list of our institutional partners and project promoters [here](#).



#MedMeSmile

Do you feel like we don't hear enough about the good things happening in our region? So do we! That's why the UfM launched this hashtag to share positive news stories from all over the region. Help us bring visibility to the people making our region a better place, and share the smiles!

The Mediterranean basin, EXTENDING OVER MORE THAN 2 MILLION SQUARE KILOMETRES, is the world's second-largest biodiversity hotspot

The Mediterranean has 46,000KM OF COASTLINE

80% OF JOBS IN THE MEDITERRANEAN REGION are created by SMEs

It is estimated that up to TWO BILLION BIRDS MIGRATE to or through the Mediterranean region every year

The Mediterranean region is the NUMBER 1 TOURISM DESTINATION in the world

The Mediterranean holds 18% OF THE WORLD'S MARINE FLORA, AND 28% ARE ENDEMIC SPECIES (unique to the region)

One of the world's busiest shipping routes: AROUND 1/3 OF THE WORLD'S TOTAL MERCHANT SHIPPING CROSSES THE SEA each year



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