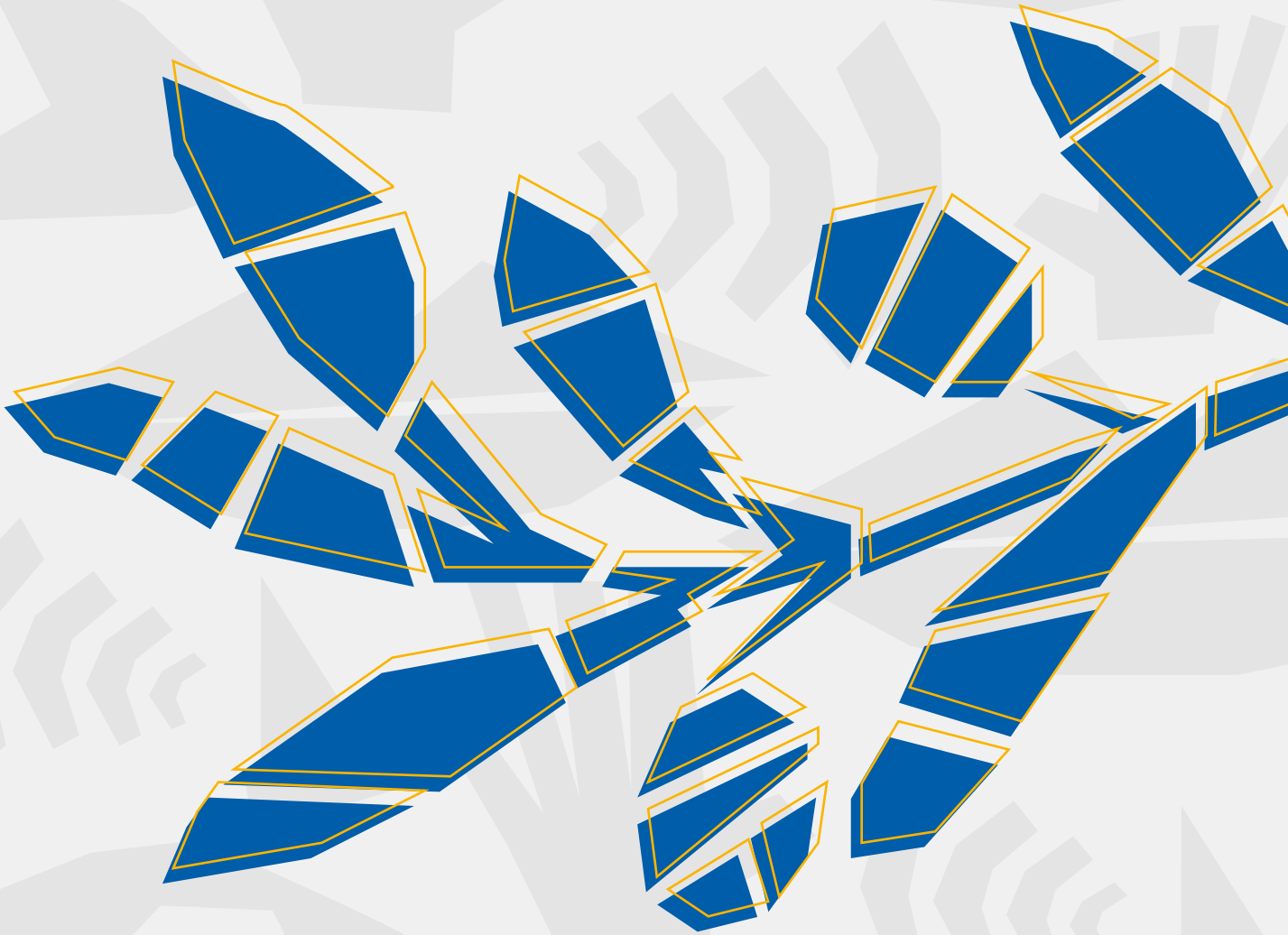




DAY OF THE MEDITERRANEAN

NOVEMBER 28

Press Dossier
Edition 2022



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

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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 46,000 km, the region offers a globally unparalleled wealth of human and natural diversity. 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 showcase 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 all the organisations and stakeholders who work every day to strengthen cooperation and integration across 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,
please contact:

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media@ufmsecretariat.org

FAQ



Image: 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 Day also provides **unique momentum every year** to increase the visibility of a **positive Mediterranean agenda** and the overall regional efforts undertaken by governments, international and regional organisations, development agencies, private sector, civil society and all the stakeholders who work daily to enhance cooperation and integration across the region. It is the occasion to **showcase issues of interest, mobilise political will** and resources to **address challenges**, and **celebrate the region's achievements**.

Why the 28th of November?

On the **28th of November 1995**, the Barcelona Process was born out of a call to convert the Mediterranean region into a shared space for joint 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**.

“To foster a common Mediterranean identity and increase the visibility and ownership of regional cooperation, we declared the 28th of November 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, [here](#).

Who is it for?

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

MEDITERRANEAN DAY: CAMPAIGN 2022



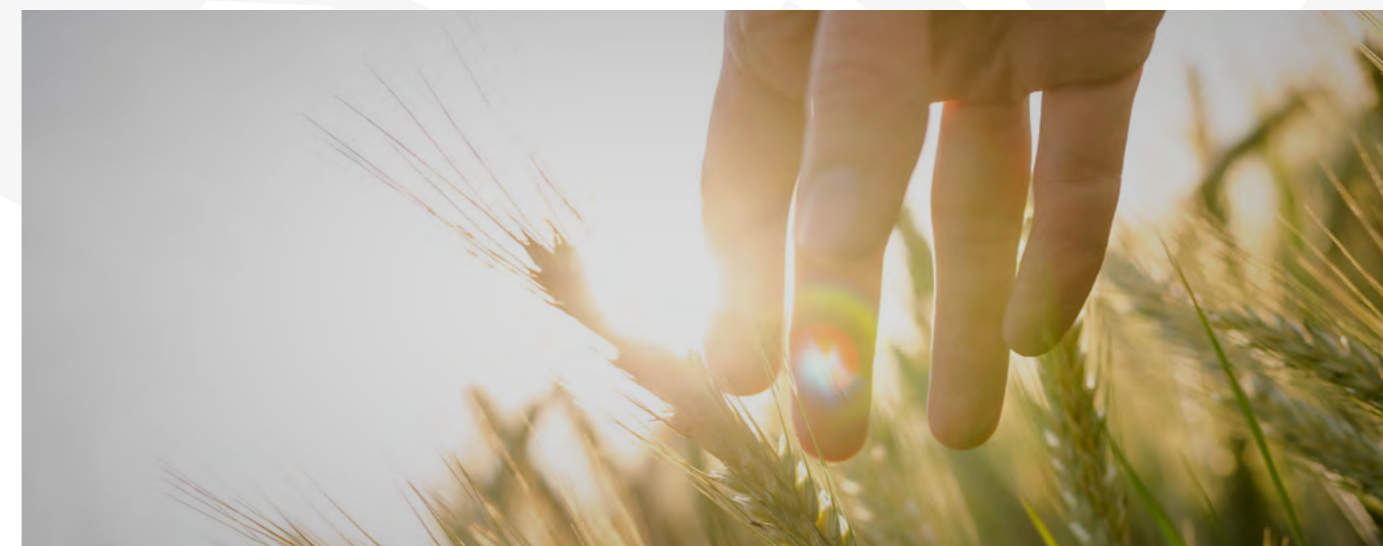
Campaign 2022: The Mediterranean, a journey through the senses

The UfM Secretariat has launched the 2022 campaign, inviting citizens, organisations and cultural actors to reflect on a common Mediterranean identity and raise awareness of the daily work going on across the region to enhance cooperation and integration in the Euro-Mediterranean area. Throughout the year leading up to this edition, the Euro-Mediterranean ecosystem will be sharing stories of initiatives and personalities, transcending cultures and generations, in the spirit of inclusivity, diversity and cooperation.

Called “The Mediterranean, a journey through the senses”, the campaign celebrates the music and food that can immediately evoke fond memories of the region, 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.

Throughout the year, citizens were asked “which of your senses are stirred by just that word, Mediterranean?”. Everyone’s answer is different, and yet each is a reminder of this shared identity. The cultural celebration is an important component, as an occasion to hold events, exhibitions and festivals across the region with a view to strengthening ties between the two shores, promoting intercultural exchange and dialogue, and embracing what unites us.

Video teaser of the Day of the Mediterranean’s campaign



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 #MediterraneanDay conversation

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

If you would like to attend or cover an event, you can find them all listed [here](#) in the directory.



Please find here some stories from the Euro-mediterranean region.

Interviews

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.

The UfM Secretary General Nasser Kamel, the UfM's own experts, as well as experts from the wider Mediterranean ecosystem are available for any further comments or questions, as well as project promoters and beneficiaries from more than 60 supported initiatives.

Please contact us at media@ufmsecretariat.org

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

MORE INFORMATION



Union for the Mediterranean
Union pour la Méditerranée
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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: 60+ projects labelled; UfM Regional Forum; UfM Roadmap; UfM - EU Neighbourhood policy; UfM - UN Observer Status

2017: 2017: New UfM Roadmap for Action

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

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 and Eastern 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.



@ufmsecretariat



/ufmsecretariat



Union for the Mediterranean



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

The Mediterranean has 46,000 KM OF COASTLINE

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

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

The Mediterranean region is the NUMBER 1 TOURIST 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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SENSES

WHEN YOU THINK OF
THE MEDITERRANEAN,
WHERE DOES IT TAKE
YOU?

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