



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



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# PRESS DOSSIER

#MediterraneanDay



## Celebrating the Mediterranean



### DAY OF THE MEDITERRANEAN

NOVEMBER 28

# 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 then-42 Member States of the Union for the Mediterranean declared November 28 the official Day of the Mediterranean, to be marked annually, calling on the entire Mediterranean community to honour the lasting legacy of this age-old agora of cultural dialogue, wisdom and humanism.

Home to more than 480 million people in 3 continents and a 46,000 km-long coastline, the region offers an unparalleled wealth of human and natural diversity. Communities and cultures have long exchanged ideas, traded goods and learned from one another across this common sea. The Day of the Mediterranean aims to strengthen these ties, promote dialogue, highlight achievements, and showcase issues of concern to mobilise 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 of the Me-

diterranean aims to spotlight regional accomplishments and initiatives undertaken by governments, international and regional organisations, financial institutions, development agencies, civil society and private sector organisations – anyone and everyone working to enhance cooperation and integration in the region.

This year's Day of the Mediterranean is an opportunity to unveil the 2026 Mediterranean Capitals of Culture and Dialogue, Matera and Tetouan, which will be following in the footsteps of 2025 capitals Alexandria and Tirana with a yearlong series of activities that promote intercultural dialogue, celebrate cooperation, embrace diversity, and strengthen regional ties. It is also an opportunity to highlight the region's many successes, such as myTindy CEO Aida Kandil and the Casablanca Chamber of Crafts, who won the 2024 ARLEM Award for 'Young Local Entrepreneur in the Mediterranean' for their project providing over 2000 Moroccan artisans with global market access.

The ultimate objective of the Day of the Mediterranean is to celebrate our shared diversities, prove that our similarities outweigh our differences, and to foster a deeper sense of togetherness and community.

**It's time for the Mediterranean!**

For any questions or interview requests,  
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# FAQ

## *Why do we mark the Day of the Mediterranean?*

The Day of the Mediterranean aims to foster a **common Mediterranean identity**. Culture is an important component of the celebration and serves as an opportunity to hold local, national and international events, exhibitions and festivals across the region with a view to strengthening ties between the two shores, promoting intercultural exchanges and dialogue and embracing the diversity of the region.

The Day of the Mediterranean also increases the visibility of 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 region. It is the occasion to **showcase issues of concern, mobilise political will and resources to address challenges and spotlight achievements**.

## *Why the 28th of November?*

On **November 28, 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 dialogue framework out of a desire to turn the Mediterranean region into a common space for peace, stability, security and shared socio-economic progress and dialogue between peoples.

The **Day of the Mediterranean** is therefore a nod to this commitment to continue moving forward **together**, despite any challenges that may come our way.

**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*

## *Who is it for?*

Everyone! Organisations working in the field of cooperation and development, media organisations, public entities, private cultural affairs companies, entrepreneurs capitalising on the human potential of our region, as well as the Mediterranean region's residents.

# Day of the Mediterranean: 2024 Campaign

2024 is a year like no other. With the finishing line of the UN 2030 Agenda for Sustainable Development fast approaching and the multiple crises faced worldwide, the next five years will be critical to shaping the future of our region. The Mediterranean region, like a sea facing both calm and turbulence, experiences progress and hardship.

Conflicts shake our societies and raise questions about our humanity, exacerbated by the rise of disinformation that builds walls instead of bridges. Unemployment and exclusion affect our youth's future prospects on both shores, as climate change ravages our coasts and ecosystems, and inequalities continue to deepen within and across our societies. As a result, migration in the region appears as a symptom of deep-rooted causes that have not yet been adequately addressed. But within these challenges lie incredible opportunities: the chance to shape the Mediterranean we want, built on resilience, cooperation, and a better tomorrow for all.

This Day of the Mediterranean, we're turning the spotlight on everyday citizens. Local leaders, real-life heroes, trailblazing youths, and innovative businesspeople – their voices are the key to transformation. We are also asking people to take to social media to not only share the issues closest to their heart, but to explain how they think they should be addressed. By using **#MediterraneanDay**, anyone can highlight solutions, individuals and organisations driving positive change in our region.



# Meet (and interview!) our everyday Mediterranean heroes



## Unemployment

Astrid helps run the Mediterranean New Chance Network, an organisation that addresses the root causes of educational problems. She coordinates integration projects such as second-chance schools for young people not in employment, education or training in 10 countries bordering the Mediterranean.



## Inequalities

Experiencing mobility challenges firsthand, Khadija launched Hawker to address these issues by developing a customizable, home-chargeable vehicle for people with disabilities. The company aims to enhance mobility for individuals globally while ensuring sustainability.



## Environmental degradation

Guadaluna is the cofounder and CEO of LUXEED Robotics, an innovative agro-tech startup that seeks to revolutionise the herbicide industry by using lasers and AI. Her company developed the first ever chemical-free weeding robot in the MENA region, providing farmers with a sustainable solution to the issue.



## Climate change

Maria's major focus as an environmental scientist at Mohammed V University in Rabat is the science of sustainability in intertropical Mediterranean regions. She has travelled the world to contribute to a greater understanding of climate change and was one of the lead authors of MedECC's first regional report on the effects of climate change in the Mediterranean.



## Conflicts

According to Sarra, promoting Arabic-speaking youth-led civic spaces in the Middle East and North Africa is key to advancing the global youth, peace and security agenda in the region. She does this at the MENA Coalition on Youth, Peace, and Security, which brings together young peacebuilders to foster dialogue, protect activists, and carry out capacity-building activities and advocacy.



## Disinformation and misinformation

Saja leads the Arab Fact-Checking Network, established by the Arab Investigative Journalism Network in 2020. It serves as the largest and most important hub for combatting dis- and misinformation in the Arab world, supporting fact checkers in 16 countries across the region.

To interview any of these heroes, contact UfM press officer **CRISTINA TOMÀS**  
**T+34 935 214 137 / M+34 691 51 96 34**  
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[mediterraneanday.com/the-next-wave](https://mediterraneanday.com/the-next-wave)

# 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](mailto: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

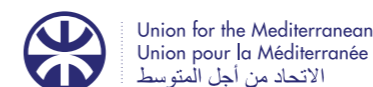
If you have an idea for a larger segment or feature on the Day, or on an aspect of the Mediterranean that could form part of the celebrations, let us know! We can provide quotes, interviews and contributions from our roster of experts and partners.

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](mailto:media@ufmsecretariat.org)

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

# More information



## 43 Member States

27 EU members and 16 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** New UfM Roadmap for Action

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

## The Barcelona Process

On the November 28, 1992, 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 Barcelona Declaration defined the main objectives of the partnership, which fall under three main pillars: politics and security; economics and finance; and social, cultural and human affairs.

## The Union for the Mediterranean

The Union for the Mediterranean (UfM) is the only Euro-Mediterranean inter-governmental organisation that brings together the countries of the European Union and 16 countries from the Southern and Eastern Mediterranean. The UfM provides Member States with a forum to strengthen regional cooperation, dialogue and to implement projects and initiatives that have a tangible impact on citizens to meet the region's three strategic objectives: stability, human development, and integration.



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Union for the Mediterranean



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# Facts and Figures

Sources: EEA briefing / UNICEF / OECD / FAO, 2018 / European Commission Environment Directorate General / Docksthefuture / ILO Report on SMEs and employment creation / UNTWO / MedECC / European Commission Environment Directorate General

By 2050, more than **300 million young people** will be entering the job market in the MENA region

Around **15% to 30%** of young people in the 15 to 24 age group are not in education, employment or training (NEETs)

Half of the population in Southern Mediterranean countries is **under 25** compared to a third in the EU

Another **150 years** are needed to attain full gender parity in the MENA region, more than anywhere else in the world

The Mediterranean is the world's **second largest biodiversity hotspot**

More than **180 million people** in the region are considered **water poor**

Nearly **80%** of Mediterranean countries' populations will be **concentrated in 10% of their territory** - predominantly the coastline - by 2030

The Mediterranean region has already surpassed the **1.5°C average temperature rise limit** set in the Paris Agreement



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