



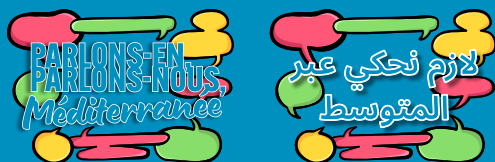
DAY OF THE
MEDITERRANEAN

NOVEMBER 28

#MediterraneanDay
REPORT

Day of the Mediterranean 2025 at a glance

A brand-new visual identity
tailored to the 2025
campaign **"We need to talk,
Mediterranean!"**



A tailored website with
10k visits
from all over the region!



The video teaser
announcing the
campaign gathered

**+2M views
and reached
+1M people.**

65 registered activities
held under the
framework of the Day
of the Mediterranean in
24 countries from the
region

Social media gathered

+11M
engagement actions
by UfM audiences.

The video campaign reached

+17M people
and its videos were viewed
+24M times.



Discover the **participatory music playlist**
made by contributions from citizens all
over the region, created by the Interreg
Next Med Programme!



Mediterranean youth engaged in building bridges of dialogue

"We need to talk, Mediterranean" brought dialogue back to the people, beyond institutions, into the everyday spaces where conversations truly happen.

As part of this effort, the UfM partnered with **content creators** from both shores of the Mediterranean to produce a series of short videos. From intergenerational reflections to calls for unity and social change, the campaign highlighted the **voices that make the Mediterranean what it is**: diverse, connected, and full of potential.

The messages shared were powerful:

"The sea is not a wall, but a bridge."

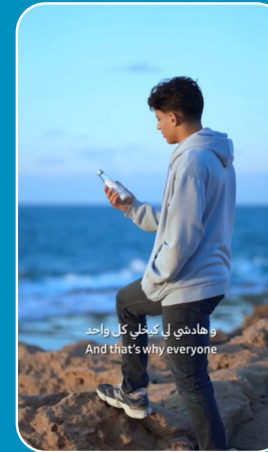
"We have spoken about each other, but not to one another."

"I wish for a generation that is not afraid of the other."

Explore the Reels, which gathered more than **24 million views**, on Instagram:



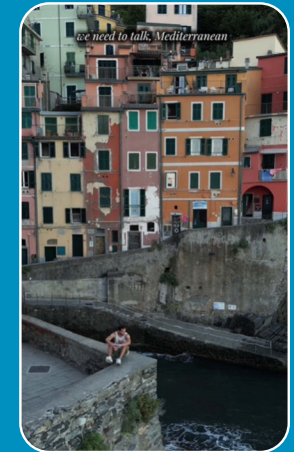
Anna Pernice (Italy)



Bahaeddine Esannaghi
(Morocco)



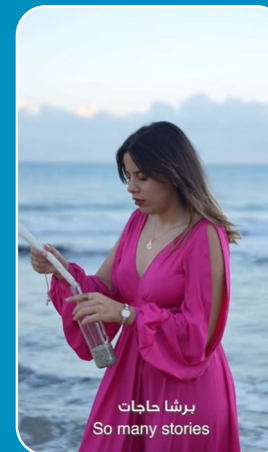
Baraka Merzaia (Algeria)



Brian Federico Rocca
(Italy)



David Cuka (Albania)



Ghada Maatouk (Tunisia)



Mariam Bachat (Lebanon)



Waad Saber (Egypt)

A strong network of engaged partners and stakeholders

65 registered activities were organised in the framework of the Day of the Mediterranean in **24 countries** from the region (*Albania, Bosnia and Herzegovina, Bulgaria, Croatia, Czech Republic, Egypt, France, Germany, Greece, Italy, Jordan, Lebanon, Luxembourg, Malta, Morocco, Netherlands, North Macedonia, Portugal, Slovenia, Spain, Sweden, Syria, Tunisia, Türkiye*).

Ranging from institutional conferences, experts' workshops or cultural celebrations, the 2025 Mediterranean Day celebrations included more than **29 musical performances** across the region following a Call for participation by the **Anna Lindh Foundation**.

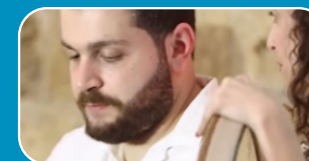
Click on the pictures to discover some of the cultural celebrations held in the region!



Banja Luka, Bosnia and Herzegovina



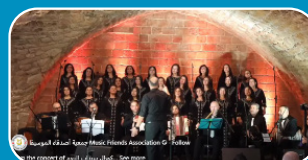
Bergerac, France



Saida, Lebanon



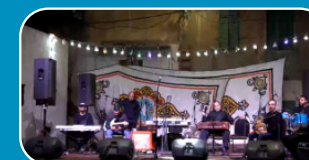
Córdoba, Spain



Tartus, Syria



Eindhoven, Netherlands



Alexandria, Egypt



Karlovo, Bulgaria

Discover more activities organised by Euro-Mediterranean partners through the below non-exhaustive list!

- A **unique concert** to celebrate the Day of the Mediterranean was held in Barcelona on 28 November 2025 at the iconic *Palau de la Música Catalana*.

The commemoration highlights the power of music and poetry to weave bonds and open dialogues, always looking towards a fairer and more peaceful future for the whole region. It featured the renowned Barcelona-born flamenco singer **Mayte Martín**, who performed Manuel de Fallá's *El amor brujo* –considered the composer's masterpiece– together with the **Camerata Penedès** under the direction of **Elena Rey**. They were joined by musician **Gani Mirzo** and actress **Manar Taljo**.

The concert was co-organised by the **IEMed**, the **Barcelona City Council**, and the **UfM Secretariat**, in collaboration with the **Generalitat of Catalonia** and the **Spanish Ministry of Foreign Affairs, European Union and Cooperation**.

Ahead of the concert, the event and the Day of the Mediterranean were promoted in the main metro stations and streets of Barcelona (Spain)!

30 PROCÉS DE BARCELONA Junts per una aliança mediterrània més forta

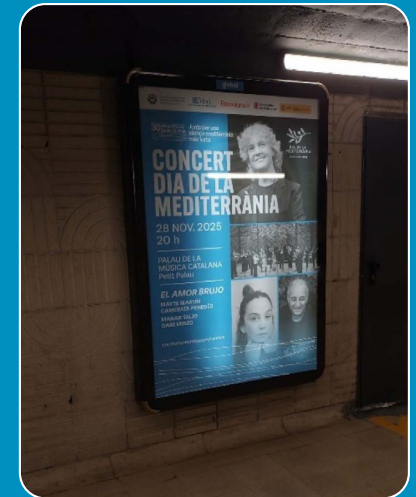
CONCERT DIA DE LA MEDITERRÀNIA

28 NOV. 2025
20 h

PALAU DE LA MÚSICA CATALANA
Petit Palau

EL AMOR BRUJO
MAYTE MARTÍN
CAMERATA PENEDÈS
MANAR TALJO
GANI MIRZO

mediterraneanday.com/concert



- The Euro-Mediterranean Regional and Local Assembly (ARLEM) also organised its **2025 ARLEM Award - Young local entrepreneurship in the Mediterranean** under the **framework of the Day of the Mediterranean**. The Award's winner was announced during the 15th ARLEM Plenary session.
- The **10th UfM Regional Forum** was also organised by the UfM Secretariat in the framework of the Day, gathering Foreign Affairs Ministers from the UfM Member States in Barcelona (Spain).
- The Multicultural Center Brusinka in Brno, Czech Republic, organised a **Mediterranean mosaic workshop** for children and adults, connecting people from different backgrounds to bring the vibrant colors of the Mediterranean to life:



- **Partners** of the UfM Secretariat, its larger **ecosystem** and **private sector actors** addressed key Mediterranean issues such as **FAO's General Fisheries Commission for the Mediterranean, ASCAME, IEMed, MedFireWise Project, the Abertis Group, the Digital Spell, SeaCure Project, UNIMED Network, East Localize, DiploMeds, Interreg Euro-Med Natural Heritage, IECD Lebanon, MedCities, Recircle Med, AMWAJ Alliance, ASAP Project, Global Centre for Climate Mobility, MedNC, WWF Europe and North Africa, WWF Mediterranean, MSC Foundation, Sludge2Energy Project, Innovative Sustainable Economy Mission, MedFireWise Project, BeMed Project, Underwater Gardens International, TNL Group, IUCN Centre for Mediterranean Cooperation, Med Sea Alliance, EnviCrime Academy, Casa Mediterráneo, El Cor Canta Foundation, Haya Cultural Center, BusinessMed, the Maritime Research and Training Cooperative of Malta, the Centre for the Cooperation in the Mediterranean, CREAf, YouthCARE4Planet.**

- **Individual citizens** also marked the Day of the Mediterranean, celebrating a day marked by cultural exchanges and diversity, sharing personal reflections or raising awareness on topics close to their hearts:

