

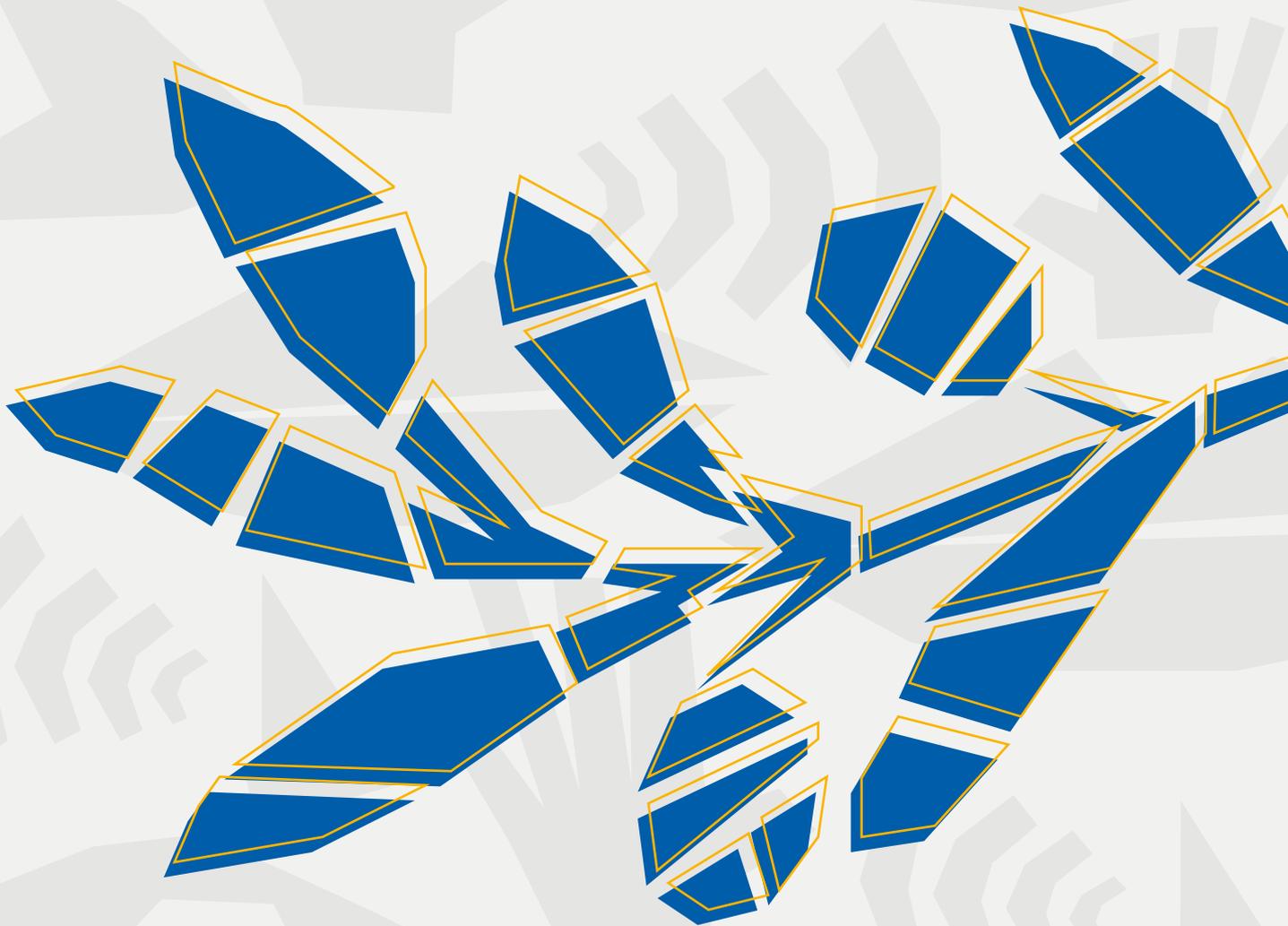


DAY OF THE MEDITERRANEAN

NOVEMBER 28

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



The UfM Secretariat
is co-funded by the
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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.

The objective of the **Day of the Mediterranean** is to create an annual unique momentum to provide strengthened visibility to the positive stories in the Mediterranean as well as to the efforts undertaken by all the organisations and stakeholders that work daily to enhance cooperation and integration in the area. It aims at encouraging the organisation of events, the launch of initiatives as well as leverage media attention.

The **Day of the Mediterranean** also aims at fostering a common and shared Mediterranean identity. The cultural dimension is therefore an important component of the celebration and this International Day provides the opportunity to hold events, exhibitions and festivals across the region with a view to strengthening ties between the two shores, promoting inter-cultural exchanges and dialogue and embracing people’s diversity.

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.**

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, a cultural actor, a university / school or a public organisation, 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. You can welcome visitors 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.

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,

inter-cultural dialogue 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!

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!

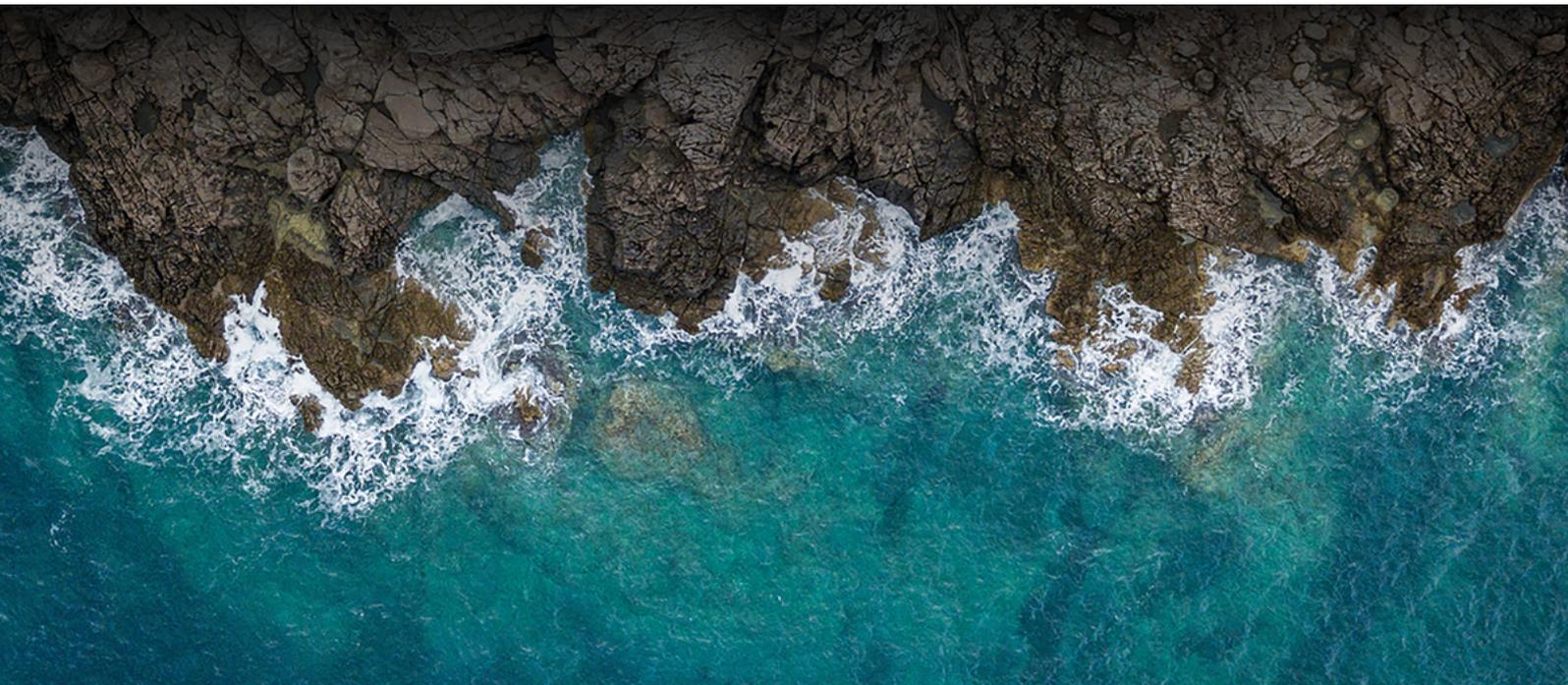
What can I do? — SHARE —



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.

#MediterraneanDay

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 cultural activity, a conference or hold a talk at

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

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!

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



Video Playlist Campaign 2022

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's answer will be different, and yet a reminder of a shared identity. The music and food that can immediately evoke fond memories. 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?

Shoot a short video, share a picture or a post and tell us...

Don't forget to share it on social media, tagging **#MediterraneanDay**

We want to hear from you!

Discover the visual identity of the 2022 edition

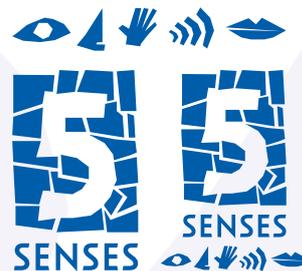
Press Kit
Social Media Kit

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



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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!

mediterraneanday@ufmsecretariat.org