

DAY OF THE MEDITERRANEAN 2021

KEY ACTIONS & HIGHLIGHTS OF THE FIRST EDITION



*Celebrating the
Mediterranean*



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

mediterraneanday.com
#MediterraneanDay



The UfM Secretariat
is co-funded by the
EUROPEAN UNION

*“A Day to celebrate cooperation and
culture, strengthen ties between our two
shores, embrace diversity and deepen
our understanding of each other”*

DAY OF THE MEDITERRANEAN 2021 AT A GLANCE

Celebrating the
Mediterranean



DAY OF THE
MEDITERRANEAN

NOVEMBER 28

An official **logo** chosen
through **3000+ votes**,
translated in

13 languages

A website in 5 languages and a
collaborative agenda, with

**21k+ visits from
all over the
region**

**1000+ Euro-Mediterranean
stakeholders** briefed and
invited to join the
celebrations

**50+
official
partners**

and hundreds of
organisations engaged

IN A SINGLE
WORD WHAT DOES THE
MEDITERRANEAN
MEAN FOR YOU?



The “Mediterranean in 1 word”:
**A regional campaign to engage
with citizens**

**25+ Mediterranean
personalities participating** and

**4,1 million+ views
throughout the
year**

featured in a regional media
banners campaign with
**5M+ impressions in more
than 10 countries**

**75+ activities
in 18 countries
from the region**

Logo **projections** in 2
Mediterranean cities:
Cairo and Barcelona



300+ posts/tweets/stories
across **UfM social media
platforms**, including visuals,
videos and quizzes

**3,7M views,
45k engagement actions and
30K clicks** to the UfM or the Mediterranean Day
webpages

**5500+ publications
from partners**

using the official hashtag
#MediterraneanDay

**Features in more
than 1700** media articles,
radio and TV
shows and
news reaching
a potential
audience of



700M



Opinion articles
published **in more
than 13 countries**



CREATION OF THE OFFICIAL LOGO, VISUAL IDENTITY AND INFORMATION MATERIAL

The Mediterranean Day logo was chosen, between four options, through an open vote on social media with the participation of 3000+ people.



DAY OF THE MEDITERRANEAN

NOVEMBER 28

Information tools: brochure, press kit, social media kit and branding materials



Logo developed in 13 languages



E-newsletters and banners campaign

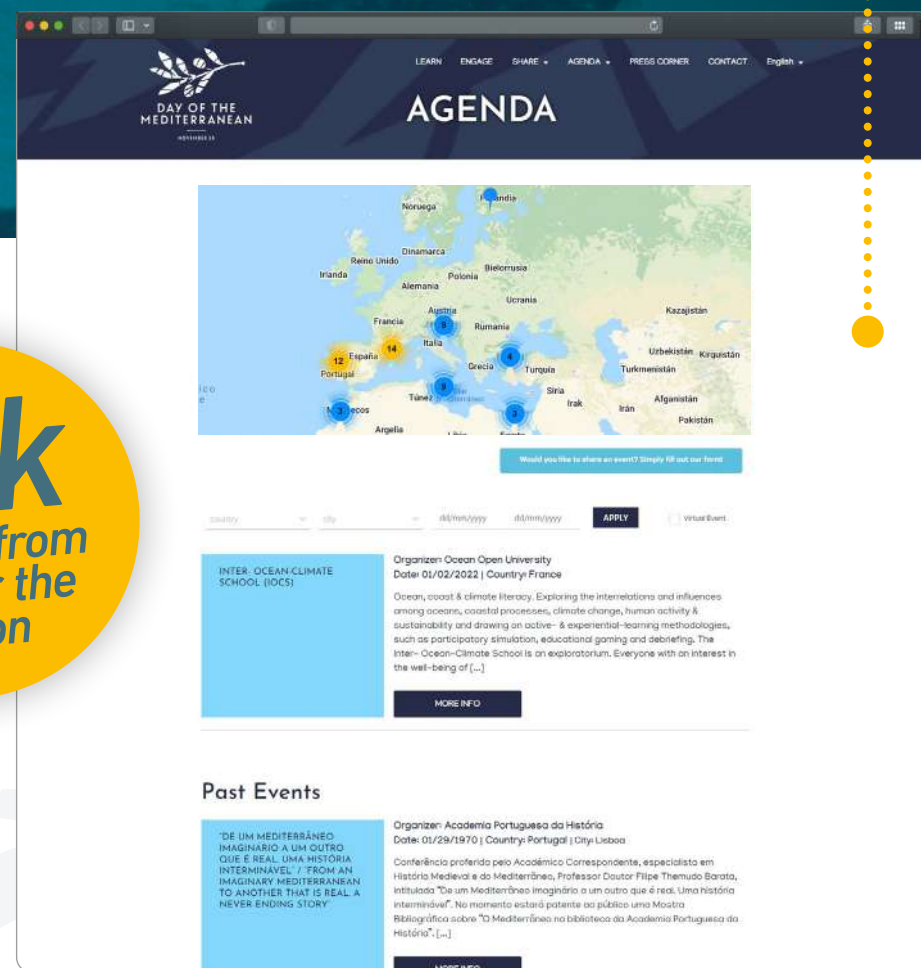
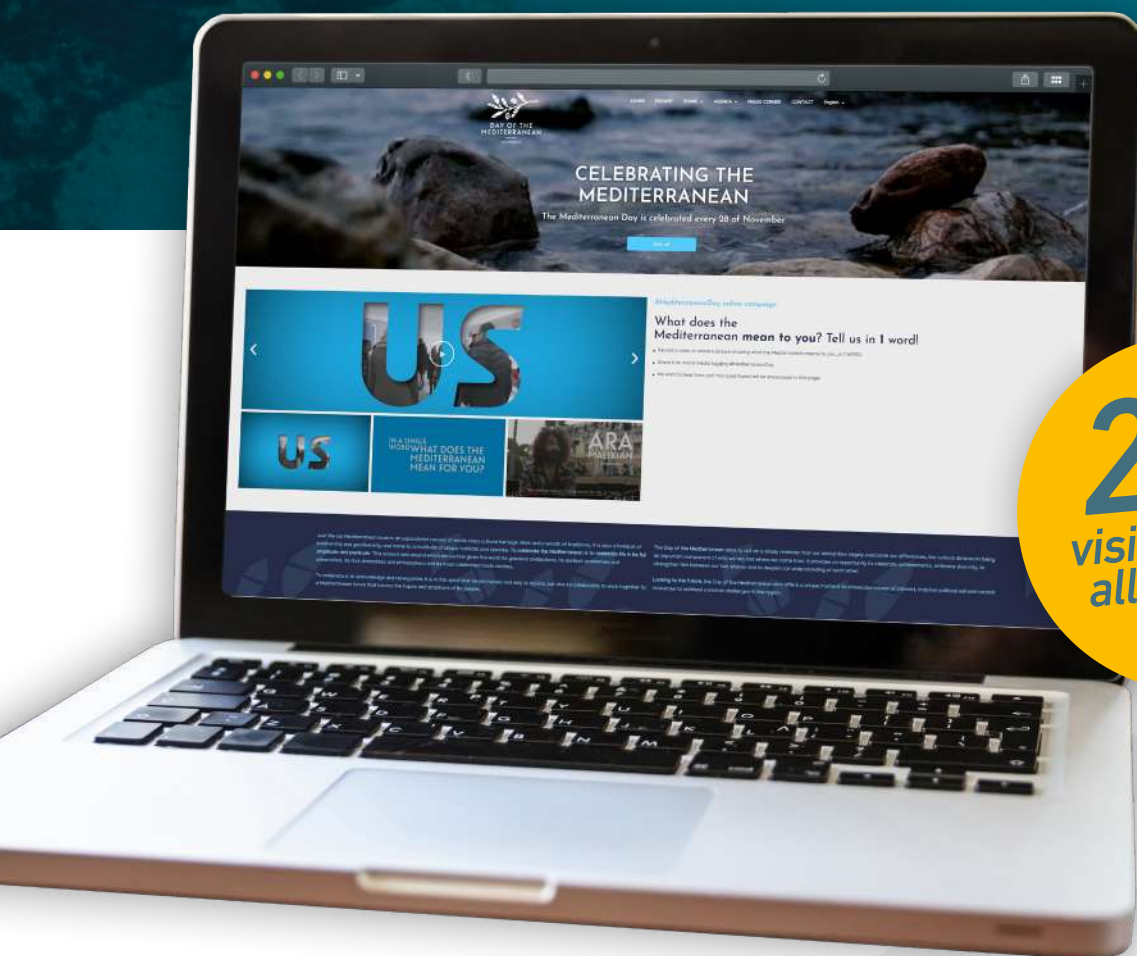


WEBSITE

A website in 5 languages and a collaborative agenda where stakeholders and institutions published their activities related to the Day of the Mediterranean.

Visit the Agenda

mediterraneanday.com/agenda



21k
visitors from
all over the
region

STAKEHOLDERS ENGAGEMENT


DAY OF THE
MEDITERRANEAN
NOVEMBER 28

1000+ Euro-Mediterranean stakeholders working in the areas of cooperation and culture, government officials and local authorities were briefed and invited to join the celebration.

50+ Mediterranean Day official partners and hundreds of organisations engaged in the Day of the Mediterranean.

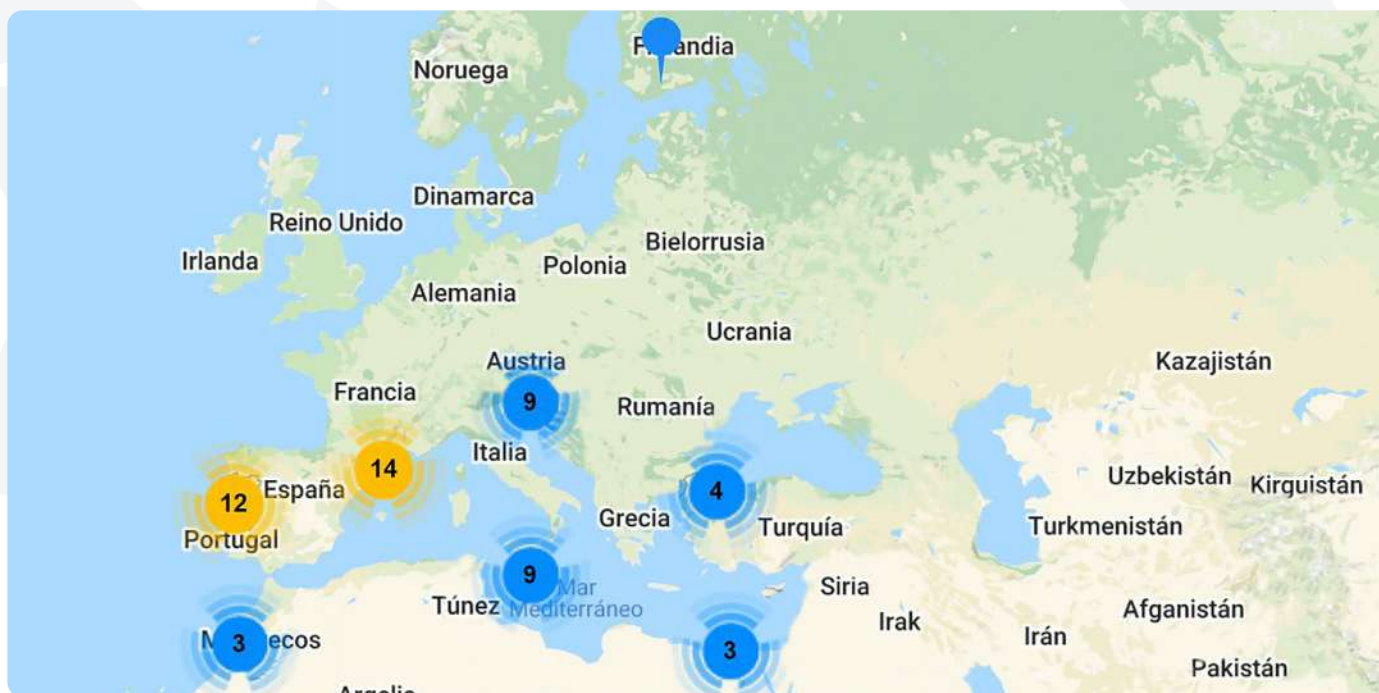


STAKEHOLDERS ENGAGEMENT ACTIVITIES

75+ activities in **18** countries from the region (Cyprus, Egypt, Finland, France, Germany, Greece, Israel, Italy, Lebanon, Luxembourg, Malta, Monaco, Montenegro, Morocco, Portugal, Slovenia, Spain, Turkey).

A wide array of thematics

covered: Climate change, energy, environmental safeguarding, water, food security and agriculture, gender equality, entrepreneurship, intercultural and interreligious dialogue, trade and investment, youth, urban development and transport, science and technology, migration, architecture, culture, art and foreign policy - **among many others.**



STAKEHOLDERS ENGAGEMENT ACTIVITIES

From ministerial meetings, to cultural weeks, film festivals, roundtables, exhibitions, school activities, beach clean-ups and olive oil tastings! Check out some examples:

- Semaine culturelle de la Méditerranée in Marseille, with 20+ events organised in 9 days
- The “EuroMed Capital for Dialogue Award 2021”, organised by the Anna Lindh Foundation, and the EuroMed literary contest “A Sea of Words”, co-organised with the IEMed in Barcelona
- **The “Mediterranean Olive Oil tasting by the youth”, organised by ENI CBC MED and the Europe Direct Valencian Region office in Valencia, Spain**
- The theatrical festival “Suq Festival” organised by Suq Genova in Italy
- The campaign “#16DaysChallenge: What are you doing to end violence against women and girls?” organised by UN WOMEN - Arab States, that took place online from 25 November to 10 December 2021
- The humanitarian-oriented debate “Journal de bord de l’Aquarius, dans la peau d’un marin-sauveteur” organised by the Institut Pierre Werner in Luxembourg
- **The UfM Regional Forum: Meeting of Foreign Affairs Ministers & High-level Conference on Regional Integration, organised by the Secretariat of the Union for the Mediterranean**
- **A message by the President of Malta, H.E George Vella, on the occasion of Day of the Mediterranean**
- **A beach clean-up in Egypt**
- Cultural activities such as **Mediterranean Movie Festival in Israel**, a **dance and music festival** in the Portuguese Algarve and a concert in **Casa Mediterraneo** in Alicante, Spain.
- **School and university activities in Malta**
- The **Thyssen-Bornemisza Art Museum** in Madrid created an online gallery with some paintings from their collections
- **COPEAM and Radio France launch new Mezzo media programme on Mediterranean current affairs**



Mediterranean Olive Oil tasting by youth



A beach clean-up in Egypt



Dance and music festival in the Portuguese Algarve

STAKEHOLDERS ENGAGEMENT ACTIVITIES

A few additional examples in images. **Click on them to go to the original post!**



Art exhibition Mediterranean Symbols & Colours



The role of Regions. International web-conference



Mediterranean Olive Oil tasting by the youth



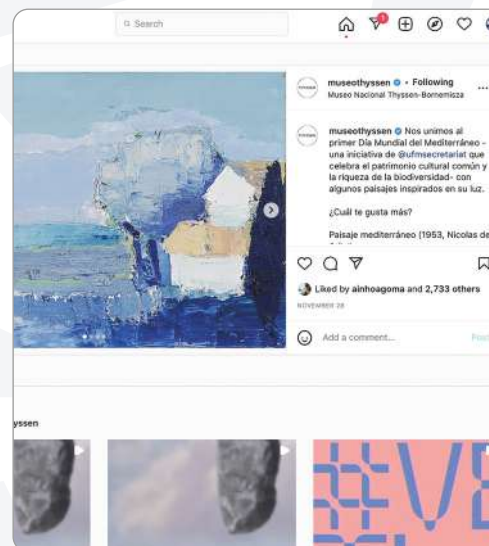
EuroMed Capital for Dialogue Award 2021



A concert in Casa Mediterráneo, Alicante



Mediterranean Academy of Diplomatic Studies, Malta



Museo Nacional Thyssen-Bornemisza



Mediterranean Film Festival 2021

STAKEHOLDERS ENGAGEMENT

LOGO PROJECTIONS

The Mediterranean Day logo was projected on renowned buildings from the two shores of the Mediterranean on 28 November.



Med Day lighting of Torre Glòries, Barcelona



Med Day logo projection on the City Council building, Barcelona



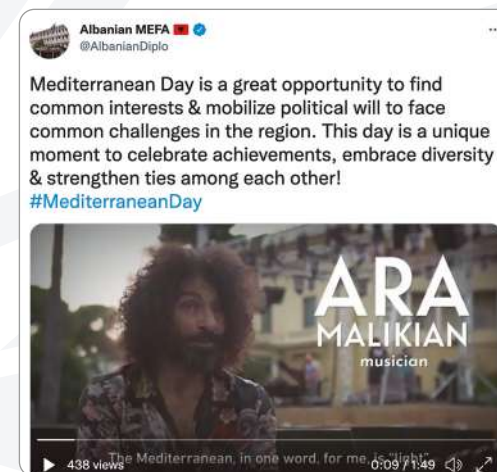
Med Day lighting of the Ministry of Foreign Affairs building, Cairo

STAKEHOLDERS ENGAGEMENT

FOREIGN AFFAIRS MINISTRIES



Foreign Affairs Ministries and their network of embassies in the region joined the campaign on Twitter (Albania, Austria, Cyprus, Egypt, France, Greece, Israel, Lebanon, Malta, Portugal, Slovenia and Spain).



STAKEHOLDERS ENGAGEMENT

EUROPEAN UNION INSTITUTIONS AND EU DELEGATIONS



17 European Union institutions and EU Delegations celebrated the Day online and launched a regional campaign to foster cultural knowledge and combat stereotypes.

European External Action Service - EEAS @eu_eeas

Today we mark the first (ever) #MediterraneanDay and we look at what brings us all closer together around the Mediterranean.

What does the Mediterranean mean to you?

@UfMSecretariat

Josep Borrell Fontelles @JosepBorrellF

On #MediterraneanDay, I was also asked what the Mediterranean means to me. It means a lot, and we need to further strengthen our cooperation and write a common future together. Tomorrow, we work on this at #UfM Regional Forum and at EU-Southern Neighbourhood Ministerial Meeting.

JOSEP BORRELL

Oliver Varhelyi @OliverVarhelyi

Today we celebrate the first #MediterraneanDay. The Mediterranean region has a strategic importance, and together we need to build its prosperity, stability and security, for us and for future generations. Happy Mediterranean Day! @UfMSecretariat

OLIVÉR VÁRHELYI
European Commissioner for neighbourhood and interregiment

1.9K views For me, the Mediterranean means life. 0:05 / 0:31

Luis Miguel Bueno @EUinArabic

#صباح الخير
نحتفل بيوم البحر الأبيض المتوسط...اليوم!
ماذا يعني المتوسط بنسبة لكم...بكلمه واحده؟
شاركوا!

#MediterraneanDay
@EUinLibya @UfMSecretariat
@EUinIsrael @EUinSyria @EUinEgypt @UeTunisie
@EUpalestinians @EUinJordan
@EUinLebanon @UEenAlgerie @UE_a_Maroc

Translate Tweet

EU Neighbours @euneighbours

Today is #MediterraneanDay! An international day to honour our common heritage and showcase the beauty in our diversity. In 1 word, how would you describe the Mediterranean?

mediterraneanday.com
@UfMSecretariat @eu_near #EU4YOUTH

LINA KHALIFEH
taekwondo champion

54 views I think about "food" 0:10 / 1:50

DG DEFIS #StrongerTogether @defis_eu

#EUSpace for #MediterraneanDay

The Mediterranean Sea is

- culture 🏛️
- history 📖
- scenic beauty 🌊
- biodiversity & protected areas 🌿
- holidays 🏖️, etc

We join the celebration with this @CMEMS_EU visualisation of the sea surface temperature forecast for today

Европейска комисия @ECinBulgaria

Днес празнуваме първия в историята ден на Средиземно море 🌊🇪🇺!

Средиземноморските природа, биоразнообразие, култура и традиции са истинско богатство не само за 🇪🇺, но и за 🌍.

mediterraneanday.com

Средиземно море от космоса 🌐

#MediterraneanDay @CopernicusEU

Translate Tweet

ما هي منطقة المتوسط?

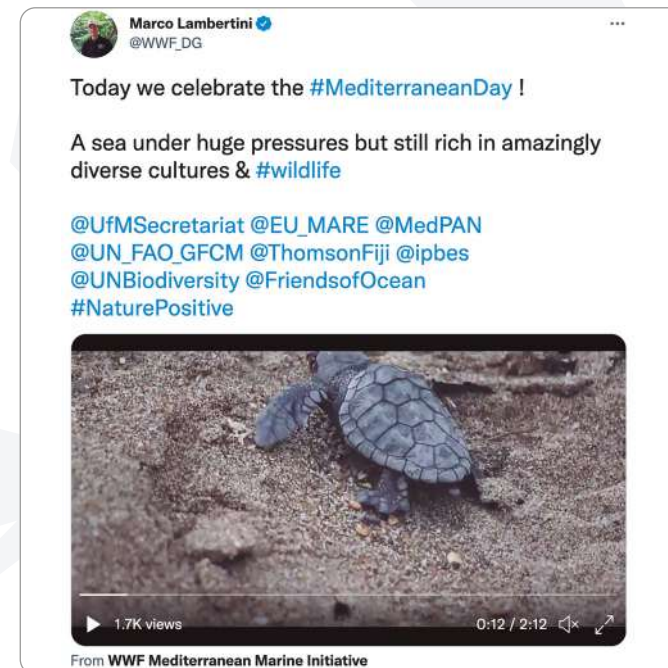
2.4K views 0:04 / 1:00

STAKEHOLDERS ENGAGEMENT

HIGH-LEVEL OFFICIALS & HEADS OF INTERNATIONAL ORGANISATIONS



UfM Foreign Affairs Ministers (Egypt, Malta, Lebanon, Portugal, Slovenia and Spain), EU high-level officials (including EU HR/VP and Neighbourhood and Enlargement Commissioner, and UNDP Regional Director for the Arab States) and other high-level personalities published statements and articles on this occasion.



A REGIONAL CAMPAIGN TO ENGAGE WITH CITIZENS

The “Mediterranean in 1 word” campaign aimed to foster a common Mediterranean identity and served as a reminder that our similarities largely overcome our differences. The campaign invited citizens to reflect on what the Mediterranean means to them and counted on the involvement of renowned personalities and experts from all walks of life, digital influencers, and key media outlets across the region.

4,1
Million+ views
throughout
the year

A series of **Med in 1 Word videos** and an informative short video on the Day of the Mediterranean.

25+ Mediterranean personalities participated including **renowned artists** (Noa, Ara Malikian, Hussein Fahmy, Miguel Poveda, Ferid Boughedir), **entrepreneurs** (explorer Bertrand Piccard, Nobel Prize Ouided Bouchamoui, Michelin-star chef Alan Geaam, Taekwondo champion Lina Kalifeh), **journalists** (Michel Bounajem, Assia Atrous, Mikel Iturriaga), **ministers and high-level officials** (MFAs from Spain, Egypt, Malta, Lebanon, Portugal, HR/VP Josep Borrell, EU Commissioner Olivier Varhelyi), and **key stakeholders from the region** (Prima’s Director Octavi Quintana, ASCAME’s President Ahmed El Wakil, BUSINESSMED’s Secretary General, Jihen Boutiba), **as well up to 10 young digital influencers from several countries.**



A REGIONAL CAMPAIGN TO ENGAGE WITH CITIZENS

VIDEO CAMPAIGN



Click on the links below to go through the video gallery of the campaign.



#MediterraneanDay Playlist

6 videos no disponibles están ocultos

1		En un mot, que signifie pour vous la Méditerranée ? - Teaser - FR Union for the Mediterranean
2		الإحتفال بالبحر الأبيض المتوسط - Teaser - AR Union for the Mediterranean
3		En una palabra, ¿qué significa el Mediterráneo para ti? - Teaser ES Union for the Mediterranean
4		What does the Mediterranean mean for you? - Teaser - EN Union for the Mediterranean
5		En un mot, que signifie pour vous la Méditerranée ? - Maïssa Bey Union for the Mediterranean
6		What does the Mediterranean mean for you? - Bertrand Piccard Union for the Mediterranean
7		What does the Mediterranean mean for you? - Ara Malikian Union for the Mediterranean
8		What does the Mediterranean mean for you? - Lina Khalifeh Union for the Mediterranean

#MediterraneanDay

49 videos • 582 visualizaciones • Actualizado hace 5 días

The Day of the Mediterranean aims to act as a timely reminder that our similarities largely overcome our differences, the cultural dimension being an important component of who we are and where we come from. It provides an opportunity to celebrate achievements, embrace diversity, to strengthen ties between our two shores and to deepen our understanding of each other.

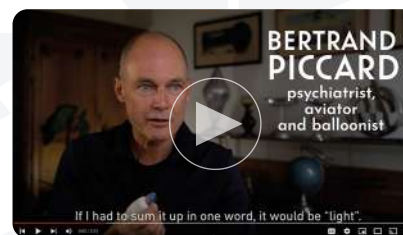
In this spirit we have asked personalities of all walks of life from all over the region to choose one word to define the Mediterranean... have a look at their answers!

For more information on the Day:
<https://mediterraneanday.com/>

#MediterraneanDay

Unión por el Mediterráneo

SUSCRIBIRME



A REGIONAL CAMPAIGN TO ENGAGE WITH CITIZENS

MEDIA/SOCIAL NETWORKS



“The Mediterranean in 1 word” campaign was featured in a regional media banners campaign with 5M+ impressions in more than 10 countries (*El País, Le Monde, Corriere della Sera, Hespres, Echourouk, Al Masry al Youm, etc.*).

- **300+ Mediterranean day posts/tweets/stories** accross UfM social media platforms, including visuals, videos and quizzes. These publications gathered **3,7M views, 45k engagement actions** (comments, likes, etc) and **30K clicks** to the UfM or the Mediterranean Day webpages. Quizzes published on Instagram obtained a total of **5,8K interactions**.
- Over **5500 publications from partners using the official hashtag #MediterraneanDay**, with Twitter gathering the most mentions. These mentions have a potential reach of 45M users.
- **The Mediterranean Day and the UfM Regional Forum were featured in more than 1700 media articles, radio and TV shows and news reaching a potential audience of 700 M.**

Celebrating Mediterranean diversity and unity in the face of shared challenges

Nasser Kamel, UfM Secretary General

- **Opinion articles published in more than 13 countries**
Cinco Días; Público; Al Chourouk; TSA; Euronews; Today.it; Euractiv; Al Arab; Atlasinfo; Al Ahram; Al Rai; Jordan times; The Jerusalem Post; Eurativ FR; El Periódico.



FRANCE - lefigaro.fr



SPAIN - elmundo.es



EGYPT - Al Masry Al Youm



ITALY - repubblica.it

A REGIONAL CAMPAIGN TO ENGAGE WITH CITIZENS

MEDIA/SOCIAL NETWORKS

Check out our selection of key media articles:



RNE - Españoles en el Mar- Interview Isidro Gonzalez



Al Ghad TV - The launch of the activities of the Sixth Forum of the Union for the Mediterranean



ExtraNews - The Minister of Foreign Affairs participates in the Sixth Regional Forum of the Union for the Mediterranean



First channel Egypt - The Union for the Mediterranean includes 42 countries from Europe and the Mediterranean Basin



Jordan TV - Safadi's speech at the Sixth Regional Forum of Foreign Ministers of the Union for the Mediterranean



"Le monde célébrera pour la première fois la Mare nostrum le 28 novembre" MAP



DW - Inside Europe- Interview John Paul Grech



El Confidencial - Interview with Nasser Kamel, UfM Secretary General

A REGIONAL CAMPAIGN TO ENGAGE WITH CITIZENS

MEDIA/SOCIAL NETWORKS

Check out our selection of key media articles:



Atlantic Radio - Interview Abdelkader El Khissassi



EFE - Interview Isidro Gonzalez



2M - Interview SG, Abdelkader El Khissassi, Anna Dorrangricchia



COPEAM and Radio France Interview with UfM SG Nasser Kamel for the new Mezze programme



Diario de Noticias - Interview with Nasser Kamel, UfM Secretary General



RTVE Catalunya - Informatiu Cap de Setmana - "Dia del Mediterrani"



Il Piccolo - Il 28 novembre è la Giornata internazionale del Mediterraneo



L'expression - A day for the Mediterranean

A REGIONAL CAMPAIGN TO ENGAGE WITH CITIZENS

MEDIA/SOCIAL NETWORKS



Check out our selection of key media articles:



Europa Press - "Los ministros de la UPM se reúnen en Barcelona con los conflictos regionales fuera de la mesa"



TAP News Agency - The launch of the celebration of the International Day of the Mediterranean in its sixth session, with the participation of Member States



"La giornata è indetta dai 42 Stati membri dell'Unione per il Mediterraneo." - Interview SG - Rai1



"El 28 de noviembre se celebrará por primera vez el Día del Mediterráneo" 20 Minutos



"La primera celebración anual del Día del Mediterráneo" Radio Romania



"Egypt celebrates Day of Mediterranean" - Daily News Egypt



"Mediterrannée en 1 mot" Géo Ados



Assabah - The first annual celebration of the Mediterranean Day

A REGIONAL CAMPAIGN TO ENGAGE WITH CITIZENS

MEDIA/SOCIAL NETWORKS

Check out our selection of key media articles:



Medi1 Podcast news - "Pourquoi une journée de la Méditerranée?" par Nasser Kamel et Karim Amellal



Al Ahram - Foreign Ministry: We celebrate the Mediterranean Day out of belief in identity and belonging to the countries on both sides of the Mediterranean



ANSA - UfM launches Mediterranean Day on November 28



Youm7 - The Union for the Mediterranean declares November 28 the International Day of the Mediterranean

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اتحاد البحر المتوسط 2008

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