

COP27 Mediterranean Pavilion



A brand-new visual identity



The logo represents **the sea, the fields and the forests** all over the Mediterranean region on mosaic pattern, linking the visual with the Day of the Mediterranean logo



Conceptualization and design of the walls and general visual look of the Pavilion

2 press briefings held before (online) and during the COP27 (onsite) to inform the media about the Pavilion's **objectives and activities**



Press dossier sent to media outlets covering **climate action in the region**

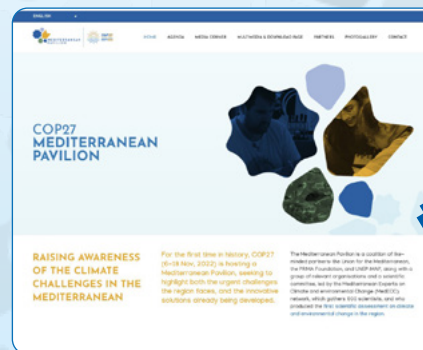
Press releases and media

invites to the **Pavilion's activities**

Joint op-ed published in **El Periódico** (Spain), **Al Masry al Youm** (Egypt), **Al Rai** and **Jordan Times** (Jordan), **Hespress** (Morocco), **Público** (Portugal), **Assabah** (Tunisia), **EurActiv** (EU)

One dedicated **website** in **3 languages**, visited by

42.5K users online



Over 750 media articles

covering the Mediterranean Pavilion **reaching**

a potential audience of 1.5 billion



Media partnerships with

COPEAM



EFE:



► Hosted over **60 livestreams** from the Pavilion, gathering **17.3K users who watched over 1.7K hours of emission**

► One dedicated **YouTube account**



► Over **4K photos of events** were taken and over **100 video clips**