



25th Anniversary Campaign Information and Communication KIT

#25BCNProcess

The Mediterranean region has largely contributed to the promotion of coexistence of cultures and religions in history. Between both the northern and southern shores, communities and cultures have always exchanged ideas, trade and learning together. This shared history has forged the creation of robust networks and our region has evolved with its characteristic diversity. The Barcelona Process was launched in 1995 with the aim of strengthening such relations between Europe and the Southern and Eastern Mediterranean countries. This expression of good faith and the recognition that closer ties were in everyone's interest would later lead to the creation of the Union for the Mediterranean (UfM).

Today, there are hundreds of positive initiatives that serve as examples of this commitment in action.

From large scale international projects to local collaboration initiatives, a consolidated network of cooperation has gradually developed and directly impacted the lives of millions of citizens. This communication kit provides materials for UfM Member States and partners to share and participate in the campaign. All the information and branded resources are available on the anniversary's [web page](#) to download.

Join us in reaffirming our shared commitment to Euro-Mediterranean dialogue and cooperation.

Official Logo

The logo in all its formats and the visibility guidelines are available in the anniversary's dedicated [web page](#).

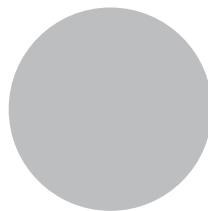
Feel free to use it and share it!



Recommended applications

- Signature of emails with your organisation's logo next to it
- Website (to be placed as a banner linking to the anniversary's web page)
- Social networks
- Press releases / statements

Sample of anniversary's logo on email signatures





Anniversary Web Page

The page provides

A dedicated web page for the 25th anniversary has been created with the following link:

<https://ufmsecretariat.org/25bcnprocess/>

- Brief explanation of the Barcelona Process
- Historic timeline and frequently asked questions
- Success stories of the Euro-Mediterranean cooperation
- Agenda of activities related to the 25th Anniversary. The agenda features all events organised by the UfM Secretariat, UfM Member States as well as relevant stakeholders working in the Euro-Mediterranean cooperation, under the anniversary's framework
- *In the coming months* - Key articles/interviews with personalities linked to the Barcelona Process and/or to the cultural, economic and social spheres of the Mediterranean region
- Info kit with all branded resources to download

Sample of banner to add to your website
in order spread the word about the campaign



Social Media

Official Hashtag to be used across all online platforms:

#25BCNProcess

Social media (Facebook, Instagram, Twitter and LinkedIn) banners and posts are available for Member States and partners to engage on the campaign.

Download the resources on our [website](#).

Sample of banner for social networks' covers



Sample of post for Instagram stories





Participate in the Campaign

Events Agenda

The anniversary's webpage is intended to become a hub to announce activities dealing with **Euro-Mediterranean cooperation**, including in the context of Covid19-, happening throughout the year. Even if events are organized virtually for the time being, do not hesitate to share with us those that might fall under this anniversary's values. We will publish them on our agenda and will give them visibility.

Samples of templates for posters and roll-ups to brand your event



More information

Do you want to know more about the Barcelona Process and the UfM? Do you have any questions or doubts that are still unanswered?

You will be able to find your answers here:

- **Historic timeline - from 1995 to 2020**

All the key milestones since the launch of the Barcelona Process to the Union for the Mediterranean in 2020. Check out the dedicated [webpage!](#)

- **Frequently asked questions**

Additional information on how the UfM works, the link between the Barcelona Process and the Union for the Mediterranean and much more!

Check out our [FAQs section!](#)

Photo Exhibition

Today, we have plenty of positive initiatives that serve as examples of the Euro-Mediterranean cooperation in action. From large scale regional projects to local collaboration initiatives, the Photo Exhibition seeks to share part of this journey by presenting a collection of success stories, illustrating some of the Euro-Mediterranean cooperation's concrete achievements.

The Photo Expo will be exhibited in the main events held under the 25th anniversary's framework and will be made available for UfM Member States and partners to use it.

The Photo Expo will be available to download on our [website](#).

Contact

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