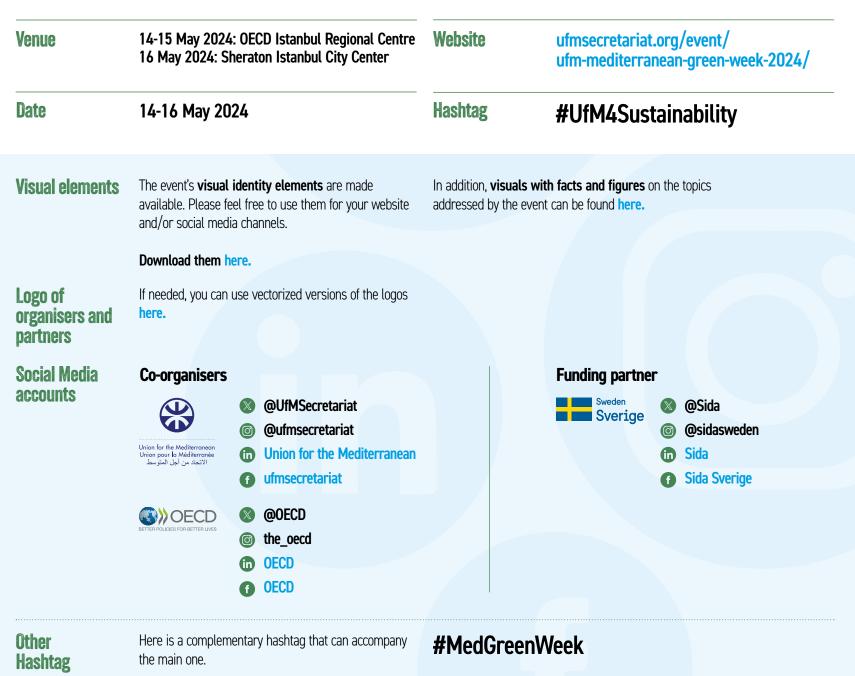


Event



UfM Mediterranean Green Week







Event Short Description

The Mediterranean faces severe environmental, energy, and climate challenges, with temperatures rising 20% faster than global averages. These crises are worsened by population growth, urbanization, biodiversity loss, and socioeconomic issues.

Against this backdrop, the UfM and OECD will host the **first-ever UfM Mediterranean Green Week** in Istanbul from May 14 to 16, which aims to unite stakeholders for holistic discussions on climate, energy, and environmental issues. The event will emphasize collective action for a greener Mediterranean, promoting a "wholeof-society" approach, informing policy with science-based solutions, and raising awareness among citizens and businesses. Highlights will include:

- **High-level Plenary session:** laying the groundwork for subsequent discussions.
- Specialized break-out sessions: with distinct topics being explored concurrently.
- Joint Stocktake Session: where Member States will share their advancements and upcoming strategies for a more sustainable Mediterranean.

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Tips

- **Tailor content to each platform:** Adjust image sizes, character limits, and tone of voice to suit each platform.
- **Highlight co-organisers:** Mention coorganisers in captions and visuals, and tag them in posts.
- Encourage engagement: Use questions, polls, and contests to spark engagement.
- **Be consistent:** Post regularly using the event hashtag and brand assets.