

Building bridges that go beyond institutions

As 2025 was marked by renewed institutional dialogue and regional cooperation, symbolised by the milestone 30th anniversary of the Barcelona Process, the 2025 Day of the Mediterranean campaign sought to bring dialogue back to the people, beyond institutions and into the everyday spaces where conversations truly happen.

Under the theme “We need to talk, Mediterranean”, the UfM Secretariat collaborated with engaged young people from both shores of the Mediterranean to produce a series of short videos. From intergenerational reflections to calls for unity and social change, the

campaign highlighted the voices that make the Mediterranean what it is: diverse, connected and full of potential.

The messages shared were powerful:

“The sea is not a wall, but a bridge.”

“We have spoken about each other, but not to one another.”

“I wish for a generation that is not afraid of the other.”

Explore the Reels, which gathered more than 24 million views, on Instagram:



Anna Pernice
(Italy)



Bahaeddine Esannaghi
(Morocco)



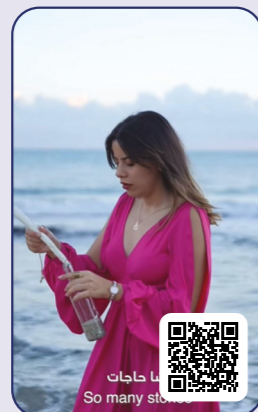
Baraka Merzaia
(Algeria)



Brian Federico Rocca
(Italy)



David Cuka
(Albania)



Ghada Maatouk
(Tunisia)



Mariam Bachat
(Lebanon)



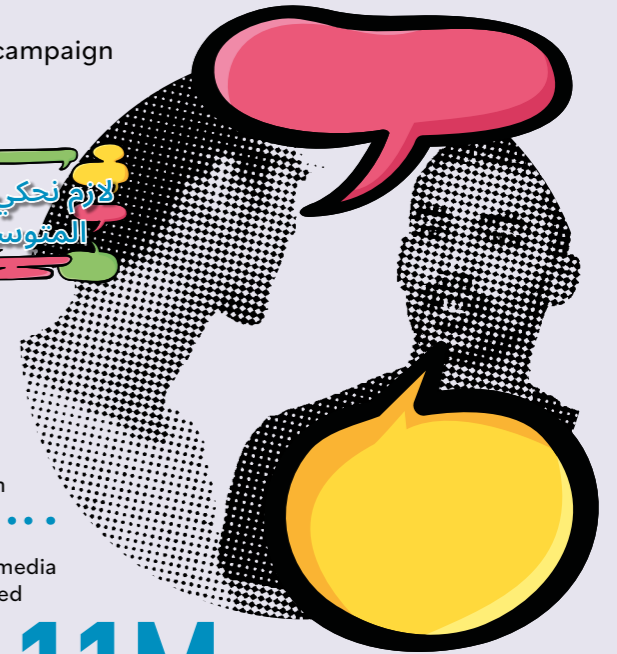
Waad Saber
(Egypt)

The 2025 Day of the Mediterranean at a glance

Revisit the 2025 campaign:



A brand-new visual identity tailored to the 2025 campaign “We need to talk, Mediterranean”!



A tailored **website** with **10k visits** from all over the region!

65 registered activities held under the framework of the Day of the Mediterranean in 24 countries from the region



The video teaser announcing the campaign gathered

+2M views and reached +1M people

Social media gathered

+11M engagement actions by UfM audiences.

The video campaign reached

+17M people and its videos were viewed **+24M times**



Discover the **participatory music playlist** made by contributions from citizens all over the region, created by the Interreg Next Med Programme!



Bringing the Mediterranean's shores closer together

On the **Day of the Mediterranean - 28 November - Córdoba (Spain) and Saida (Lebanon)** were officially announced as the **2027 Mediterranean Capitals of Culture and Dialogue**, a title endorsed by all UfM Member States during the **10th UfM Regional Forum**.

More about the 2027 capitals:



This year-long distinction celebrates cultural diversity, strengthens Mediterranean ties, and fosters intercultural dialogue across the region.

Throughout 2027, the two cities will host a vibrant programme of cultural and civic events designed to foster exchange and understanding across the region. This initiative, jointly led with the Anna Lindh Foundation, with the support of ARLEM, spotlights sustainability, gender equality, digital inclusion and the safeguarding of both tangible and intangible heritage - fully aligned with the UfM's priorities for a more inclusive and resilient Mediterranean.