



**Mediterranean  
Action Plan**  
Barcelona  
Convention



**INFO/RAC**  
**National Focal Points Meeting**  
Palermo, Italy 20-21 May 2025

# ODYSSEY Reloaded

Celebrating 50 years of UNEP/MAP

*Arthur Pasquale*

*Silvia Sbordonì*

*Adriana Angelini*

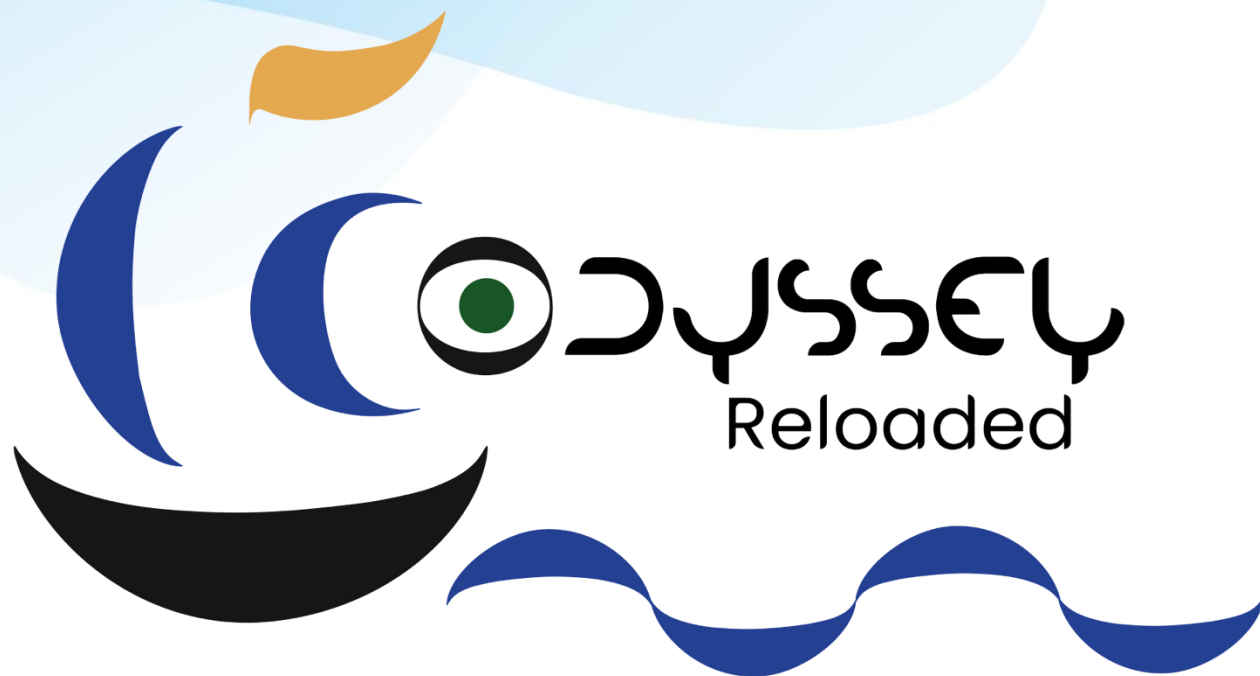
*Celine Ndong*



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# Odyssey Reloaded Initiative

## A Digital Journey

- Mediterranean-wide digital campaign
- Celebrating 50 years of UNEP/MAP
- Anchored in real and virtual events across the region

[www.odyssey-map50.info-rac.org](http://www.odyssey-map50.info-rac.org)



# Why “Odyssey”?

## More Than a Journey – A Call to Action

- Promotes awareness and dialogue
- Encourages youth participation
- Fosters engagement with decision-makers
- From **decisions** to **action**

**Odyssey Reloaded** aims to disseminate all the initiatives planned by UNEP/MAP, Contracting Parties, MAP Partners and other stakeholders within the Mediterranean region. The initiative would highlight the great number of actions and actors contributing every year to improve the protection and sustainability of *Mare Nostrum* representing the whole collective effort made in 2025 on an interactive map!

It is an open window onto the Barcelona Convention and its protocols, offering the opportunity to share and promote its environmental commitments, protocols, and agreements.

You are invited to select and propose local or international events from the many initiatives already planned for the year (or even develop *ad hoc* events!) and include them under the Odyssey Reloaded umbrella.

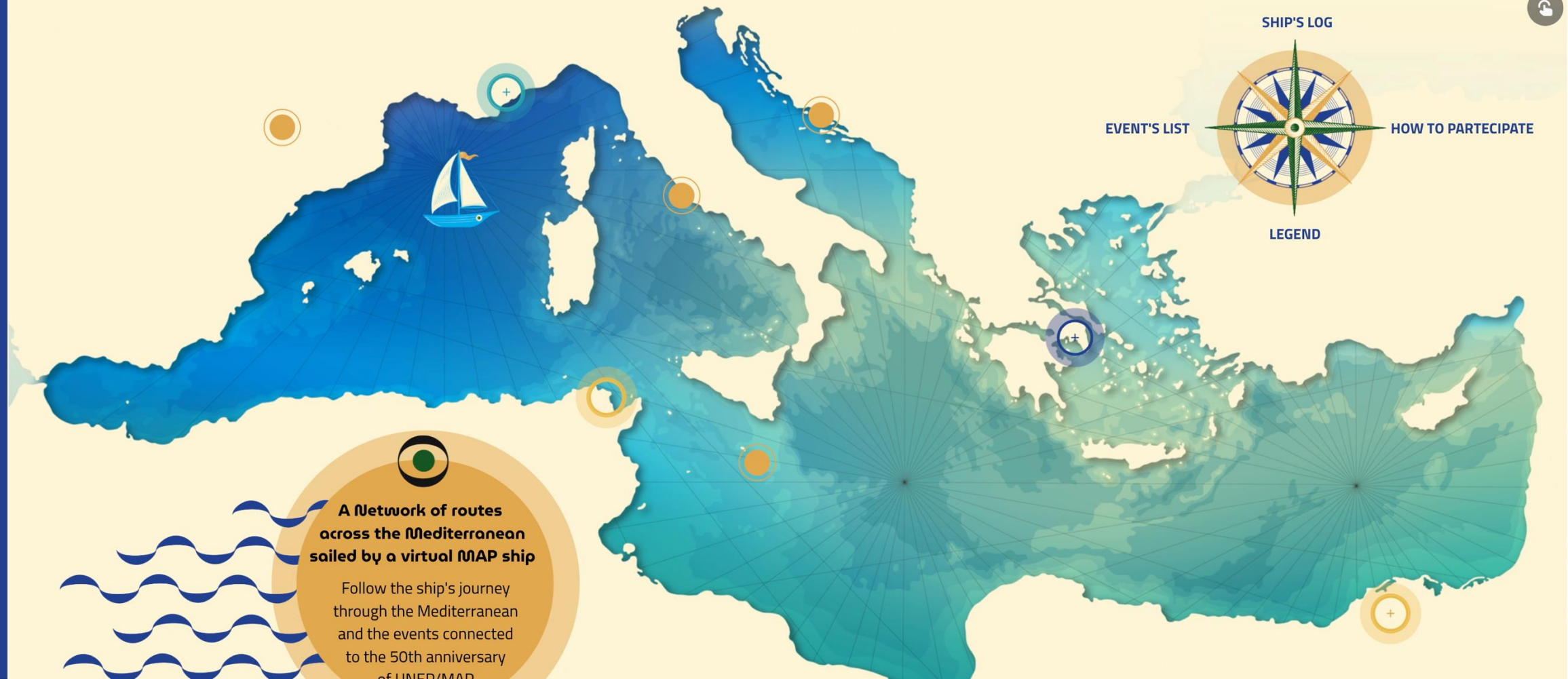
**Odyssey Reloaded** initiative aims to raise awareness, promote dialogue with officials and policymakers, strengthen the involvement of young people, and catalyze the intersection of ideas and initiatives in the framework of celebrations for the **50<sup>th</sup> anniversary of UNEP/MAP.**

The campaign fully embraces the call made in the COP 23 Ministerial Declaration of the Barcelona Convention: **from decisions to action.**





Join us the **pan-Mediterranean digital campaign** to celebrate **50th anniversary of UNEP/MAP** through a **constellation of events** around the **Mediterranean Sea**



**A Network of routes  
across the Mediterranean  
sailed by a virtual MAP ship**

Follow the ship's journey  
through the Mediterranean  
and the events connected  
to the 50th anniversary  
of UNEP/MAP



## How to participate?

### Select your event

- Select one or more events related to Mediterranean protection you are planning or already planned in 2025
- Collect basic information about your initiative (title, date, location, description, references etc.)
- Collect visual material if available (pictures, videos etc.)
- Inform about the event website or your institution website where to find more information





## How to participate?

### Register your event

- **Send us** all the material you have prepared to **[odyssey@info-rac.org](mailto:odyssey@info-rac.org)**



## How to participate?

### Promote Odyssey Reloaded initiative

*Help us to promote your event with the support of the Odyssey Kit choosing one or more of the following actions!*

- Insert Odyssey logo in your information material
- Introduce a 5 minute speech about Odyssey initiative during your meeting
- Display Odyssey video during your event



## How to participate?

- Distribute information material about Odyssey during your event
- Use official Hashtags:  
*#OdysseyMap50 #OdysseyReloaded  
#Mediterranean #Act4Med #BarcelonaConvention*
- Promote Odyssey through your networks, social media channels, websites, or newsletter
- Encourage participants to share your initiative and inspire their followers to participate

[www.odyssey-map50.info-rac.org](http://www.odyssey-map50.info-rac.org)



Unfurl the sails!

Let's make the Odyssey Reloaded a shared experience.

We can spread awareness and inspire others to protect and preserve the Mediterranean Sea and its coasts!



Communication KIT

Download KIT

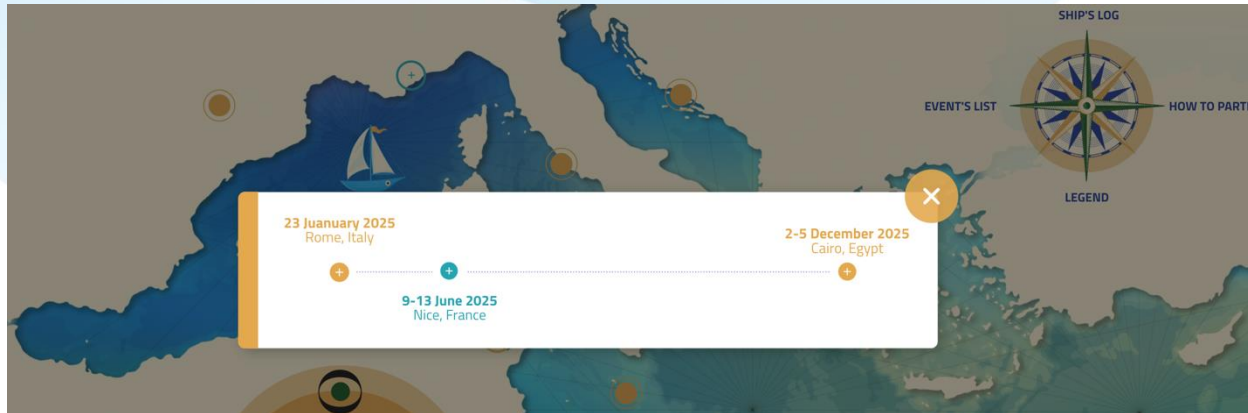
You can download:

- Logo package
- Social Media Cards
- Brochure
- Banner
- Roll-up
- ScreenSaver
- Video

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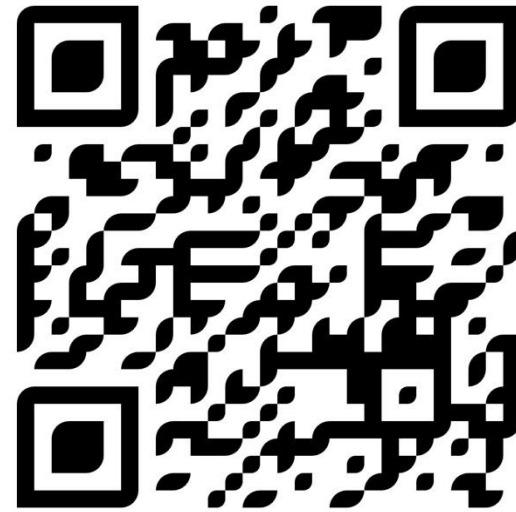
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# Campaign Timeline

- **Odyssey Reloaded 2025 Milestones**
- Launch: January 2025
- Mediterranean Day @ UNOC-3, Nice – June 2025
- Culmination: COP24, Egypt – December 2025





# Join the Journey

- Celebrate 50 years of progress
- Shape the future of the Mediterranean
- Stay informed: Follow UNEP/MAP channels  
[odyssey@info-rac.org](mailto:odyssey@info-rac.org)

# Thank you for your attention!

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Silvia Sbordonì  
Adriana Angelini  
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