



Funded by  
the European Union



# EU MedBridge

Regional Strategic Communication Programme of European Commission's Directorate General for the Middle East, North Africa and the Gulf (DG MENA).

## About the Programme

EU MedBridge is a regional strategic communication programme that supports DG MENA in effectively promoting EU values, opportunities, and initiatives across 19 partner countries in the Middle East, North Africa, and the Gulf, with a primary focus on youth.

Building on a decade of experience under the former EU Neighbours South programme, EU MedBridge was relaunched in January 2026 with a new identity that reflects its expanded geographical scope. It is currently managed by GOPA PACE for a four-year cycle (2026–2030).

EU MedBridge aims to foster a receptive environment for European values, and strengthen public perception of the EU by showcasing the tangible benefits of EU partnerships.

The programme delivers communication primarily in Arabic, alongside English and French, addressing key challenges including disinformation, evolving EU visibility needs, and the need for credible, compelling, and locally tailored narratives in a complex geopolitical context.

## Programme Components



### Strategic Communication Support to EU Delegations

EU MedBridge provides on demand communication support to EU Delegations across DG MENA's region, helping them plan and deliver impactful campaigns aligned with EU priorities. This includes tailored messaging, content production, campaign planning, and coordination of visibility activities around key EU milestones.



### Regional Campaigns

The programme designs and runs regional thematic campaigns showcasing EU support across EU priority sectors through a wide range of editorial and digital products. Over the next four years, EU MedBridge's flagship campaign will be 'Roots of Change,' covering three thematic pillars:



#### Roots of Business Change

featuring the EU support to entrepreneurship, SMEs, the circular economy, and inclusive economic growth.



#### Roots of Green Change

showcasing the EU support to environmental innovation, clean energy, water security, and climate resilience.



#### Roots of Skills Change

highlighting the EU support to education, vocational training, and youth empowerment.

In addition, international days and EU milestones are regularly marked through ad hoc communication products and initiatives.



## Opinion Polling and Public Perception Research

EU MedBridge conducts public opinion surveys across the region to measure perceptions, attitudes, and trust towards the EU, as well as the level of public understanding of EU actions and support. These surveys inform communication strategies and provide HQ and Delegations with crucial evidence-based insights. Between 2026 and 2030, the programme will survey 13 countries per year.



## Networks

Youth engagement is at the heart of EU MedBridge. The programme established and runs two youth networks of content creators: EU Jeel Connect and Media Connect.



EU Jeel Connect brings together 400+ young influencers from different backgrounds across the region to raise awareness about EU opportunities, projects, and values. In collaboration with EU Delegations and partners, Jeel Connectors help connect young people to opportunities and foster closer engagement with the EU.



EU Media Connect is a network of young media practitioners aimed at empowering a new generation of journalists across the Middle East, North Africa and the Gulf. Built around the concept of constructive journalism, the network offers a space to connect, build skills through training and collaboration, and produce impactful news and stories on key EU topics, bridging cultures and amplifying diverse voices.

The two networks engage through key regional and international moments, including the annual Connect Summit, the May 9 gathering in Brussels, and participation in events organised by EU Delegations, as well as major forums such as the ALF Forum, European Youth Week, and the EYE in Strasbourg.

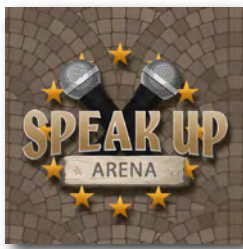


# Editorial, and More



## Media Contest

EU MedBridge’s flagship media initiative, the TANDEM Media Awards, is a regional journalism competition rewarding pairs of participants who co-create original stories. Previous editions have focused on culture, creative industries, and solutions-driven storytelling.



## Speak Up Arena

Speak Up Arena is a debate-based initiative for people aged 18–30 that promotes constructive argumentation, critical thinking, and confident expression. Combining a collectible board game with a live regional debate tournament, Speak Up Arena fosters cross-border connections, youth empowerment, and EU visibility while celebrating shared Mediterranean heritage.



## Ô Méditerranée!

Ô Méditerranée! is a 30-minute immersive performance that personifies the Mediterranean Sea as a storyteller, guiding audiences through a poetic journey across three continents and a shared history. Blending poetry, music, dance, and visual projection, it explores themes of heritage, freedom of expression and intercultural dialogue, while subtly highlighting EU-South Mediterranean partnerships.



## Editorial Content

Editorial formats include the 3Q Talks series, showcasing EU projects as well as testimonials from officials and beneficiaries; an annual Comic Booklet; and the Hadith Maa Safir(a), a successful video format featuring creative interviews with EU Ambassadors.

# Digital Channels and Online Presence

EU MedBridge maintains a multi-platform digital presence, applying diverse content formats including video series, mini-documentaries, podcasts, and social media carousels.

## Social media



## Website

[www.eumedbridge.eu](http://www.eumedbridge.eu)

serves as the programme’s central hub. It hosts stories, publications, events, EU project stories, and multimedia resources