



THE
Cities
Heat



HEALTHY HEAT
FOR CITIES



Promoting the Campaign

Guidelines for Campaign Partners

PROMOTING THE CAMPAIGN	1
BECOMING AN OFFICIAL PARTNER OF THE CAMPAIGN	3
FEATURING THE CAMPAIGN ON YOUR WEBSITE	4
ECHOING THE CAMPAIGN ON SOCIAL MEDIA	6
SENDING CAMPAIGN UPDATES IN YOUR NEWSLETTER	9
PRESENTING THE CAMPAIGN AT EVENTS	10
PUBLISHING CAMPAIGN STORIES ON YOUR WEBSITE	11
CONTRIBUTING TO THE CAMPAIGN	12

Becoming an Official Partner of the Campaign

Showcase your support for the campaign and active contribution by becoming an official partner of the campaign!

Becoming an official partner means:

1. Your logo is featured on our [campaign webpage](#)
2. You provide us with a main contact point so we can send you regular updates about activities, opportunities and content in the comms package
3. We will feature your content and materials in campaign outputs (mainly the Heat Health Kit of resources and Detox Map of best practices). For this, you can send all relevant information to campaign@eumayors.eu

In exchange, we ask that:

1. You feature the campaign on your website
2. You publish about the campaign on social media at least once per month.
3. To announce the partnership on social media, you can use [this editable social media template](#) with your logo
4. You include information about the campaign in at least one newsletter

All other actions are of course welcome. See below for all areas of collaboration.

Featuring the Campaign on your website

Guidelines

The best way to showcase the campaign is to feature it on your website, whether with a banner on the Home page or on a separate page dedicated to campaigns.

In showcasing the campaign on your website, make sure that the following is featured:

- **The Cities Heat Detox Logo**, accompanied by the Covenant of Mayors Europe Logo and EU Disclaimer
- **A short teaser**, including some of the key messages (see below)
- **Link to our campaign webpage:** <https://eu-mayors.ec.europa.eu/en/The-Cities-Heat-Detox>
- **Call-to-Action** encouraging cities to subscribe to the campaign and to get involved (see below)

Materials

All the campaign materials are available [here on our website](#). You'll find the campaign logo, the Covenant logo and the EU disclaimer, web banners, key messages, visual guidelines and social media resources.

Teaser

The Cities Heat Detox – Healthy Heat for Cities

For cleaner air, a stronger economy, and more resilient communities.

The way we heat today, by burning fossil fuels, is detrimental to our environment, our health, and our society. Fossil-fuelled heating, representing 72% of buildings' heating in Europe today, contributes to climate change, energy insecurity and deteriorated air quality. There is no doubt: for a healthier and more secure future, our cities need a comprehensive cleansing of toxic heat sources.

Cities have the potential to make a big difference. Through effective heat planning and the expansion of collective solutions like decarbonised district heating, local governments can phase out gas in their heating on a large scale.

The Cities Heat Detox Campaign is an **awareness-raising campaign** aimed to **empower and inspire** cities to decarbonise heat at local level through comprehensive heat planning and the expansion of district heating.

Join the movement of European cities detoxifying their heat, opting for a secure and healthy future for all.

#HealthyHeat4Cities #CitiesHeatDetox

Calls-to-Action

For cities:

SHARE your story!

- **Get featured on our interactive map**, filling in and submitting the [Template for Heat Detox Case Study](#), downloadable in the [Comms Package for Cities](#).
- **OR Apply to the Covenant Award 2025** on heating and cooling decarbonisation and submit some extra material, to get featured on our interactive map (available in October).
- **AND/OR Submit a video message**, following the [Guidelines for Video Testimonials](#).

- **AND/OR Share your city's heat detox on your own channels**, using the materials provided in the [Cities Heat Detox Package](#).

For others:

SUBSCRIBE to the campaign

- Receive regular updates by subscribing on our [Campaign webpage](#)

Echoing the Campaign on social media

Guidelines

To create effective coverage of the campaign on social media, you can participate in two ways when echoing on your social channels:

1. Using the ready-made posts and visuals prepared by our Campaign team.
2. Creating your own posts, following closely the campaign messaging and visuals.

You can create DIY posts to communicate specific messages around heating and cooling aligned with the campaign messaging, to promote a resource or activity/event on heating and cooling, or to showcase a city example.

The Covenant of Mayors – Europe’s main channel for the campaign will be LinkedIn, with some posts on X, Facebook, and Instagram. We welcome posts on any channel that is best suited for you.

When posting, especially customised posts, remember to:

- Integrate the campaign logo into your visual
- Use – to the greatest extent possible – campaign colours and fonts, following the visual guidelines
- Include the Hashtags #CitiesHeatDetox and #HealthyHeat4Cities (If you can only fit one, prioritise #CitiesHeatDetox)
- Tag the @Covenant of Mayors – Europe (on LinkedIn, Facebook) or @eumayors (on X, Instagram)

Materials

In the [Comms Package](#), you will find:

- [Social Media Kit](#) for ready-made posts (visuals and copy) under ‘Social Media Resources’
- Campaign Visuals and Graphics for DIY posts (*coming soon*)
- Visual Guidelines
- Key Messaging

Messaging

The **first phase** (June – November 2024) of this campaign has been focusing on highlighting the first message: **Why the Cities Heat Detox?**

<p>For healthy cities</p> <p>Safeguarding a city's health means steering clear of toxic heat sources.</p> <p>In the global fight against climate change, detoxifying heating in cities is an essential step to achieving net-zero emissions in Europe by 2050.</p>		
<p>For cleaner air</p>	<p>For a stronger economy</p>	<p>For more resilient communities</p>

<p>To improve air quality and health in cities, especially dense urban areas, protecting your city’s environment and citizens’ wellbeing.</p>	<p>To support a more energy-efficient, modern, and circular economy, creating jobs in a new industry.</p>	<p>To ensure energy sovereignty and a just transition that combats energy poverty and mitigates climate change’s long-term effects on local communities.</p>
---	---	--

The **second phase** of the campaign (October 2024 – April 2025) campaign will focus on showcasing what cities can do to decarbonise heat in their cities, and how they are already doing it. It will also continue raising awareness around the co-benefits of heat decarbonisation and benefits of sustainable district heating.

The main messages are built around the different steps for heat decarbonisation.

<p>To heat cities, there’s no need to burn toxic sources.</p>		
<p>Cities can detox heat on a large scale by massively shifting towards cleaner, more modern, and sustainable heating systems. Here’s how in 3 steps.</p>		
<p>1. Know your heat</p>	<p>2. Full-city detox</p>	<p>3. Cleanse your heat</p>
<p>The first step to any detox is to have a clear understanding of your system: your city’s heat sources, heat demand and potential alternatives.</p> <p>Through comprehensive mapping and planning, identify potentials to decarbonise heat sources and reduce demand, as well as possible expansion or implementation of collective district heating networks.</p>	<p>For a more impactful detox that reduces heating-related toxins on a large scale, consider a full-city approach. This means embracing decarbonised collective district heating (DHC) solutions.</p> <p>Expanding, developing, and renewing DHC in dense urban areas is the most impactful and cost-effective way of achieving large-scale use of low-carbon energy and improve air quality, while ensuring energy security.</p>	<p>Rejuvenate your city’s heating system by feeding your district heating networks with clean, healthy heat sources that are most adapted to your territory.</p> <p>Geothermal, solar heat and renewably powered large-scale heat pumps are great sources to rejuvenate your city’s heating system.</p>

Think of sharing posts supporting the following messages:

- **Why the Cities Heat Detox?** Highlighting with concrete facts and figures the 3 health benefits to detoxifying heat in cities (clean air, stronger economies, resilient communities).
- **What can cities do to detox their heat?** Raising awareness around the steps for a cities heat detox (heat planning, full-city detox with district heating, cleansing of sources)
- **How are cities detoxing their heat?** Sharing good practices from cities and towns on their heat strategies and projects to accomplish their detox.

See the full Campaign Messaging [here](#), translated into all EU languages to be adapted and used in different national contexts.

Hashtags

- #CitiesHeatDetox
- #HealthyHeat4Cities

Covenant of Mayors' Social Media Accounts

- [LinkedIn](#): Covenant of Mayors – Europe
- [Facebook](#): Covenant of Mayors – Europe
- [X](#): eumayors
- [Instagram](#): eumayors

Calls-to-Action

For this second phase of the campaign, we are encouraging cities to:

SHARE your story!

- **Get featured on our interactive map**, filling in and submitting the [Template for Heat Detox Case Study](#), downloadable in the [Comms Package for Cities](#).
- **OR Apply to the Covenant Award 2025** on heating and cooling decarbonisation and submit some extra material, to get featured on our interactive map (available in October).

Sending Campaign updates in your newsletter

Guidelines

Sending regular updates of the campaign in your newsletter is a great way to keep your network informed on campaign activities, opportunities and encourage cities to join.

If you plan to include updates in your newsletter, you can stay informed in these ways:

- [Subscribe to the Campaign bulletin](#) to receive the regular updates that everyone is receiving
- The Campaign manager will send out regular updates specifically for partners
- If you have not received an update in a while, reach out to the Campaign manager (Allison LE CORRE, allison.le-corre@eumayors.eu) a few weeks before sending out your newsletter to learn about the latest elements to include in your newsletter

Call-to-Action

For this second phase of the campaign, integrate the general call-to-action for campaign subscriptions:

SUBSCRIBE to the campaign

- Receive regular updates by subscribing on our [Campaign webpage](#)

In addition to that, the **main call to action for the second phase** of the campaign is to get cities to showcase their own and unique cities heat detox.

SHARE your story!

- **Get featured on our interactive map**, filling in and submitting the [Template for Heat Detox Case Study](#), downloadable in the [Comms Package for Cities](#).
- **OR Apply to the Covenant Award 2025** on heating and cooling decarbonisation and submit some extra material, to get featured on our interactive map (available in October).
- **AND/OR Submit a video message**, following the [Guidelines for Video Testimonials](#).
- **AND/OR Share your city's heat detox on your own channels**, using the materials provided in the [Cities Heat Detox Package](#).

Depending on the new activities and content developed, the Campaign manager will communicate which call to action is best to integrate in their promotion.

Presenting the Campaign at events

Guidelines

1. Present the Campaign in a nutshell (refer to messaging)
2. Adapt Messaging to fit your session topic
3. Present the main ways for cities to get involved:
 - a. Subscribing to the campaign
 - b. Using the campaign to communicate on their detox
 - c. Sharing their story to get featured on our website
4. Present the main ways for others to get involved:
 - a. Subscribing to the campaign
 - b. Echoing the campaign
 - c. Becoming an official partner
5. Invite audience to subscribe the Campaign and cities to share their stories
 - a. Link to [campaign website](#) (include QR Code in the presentation)
 - b. Link to [communication package](#) (Share your Story section)
6. For more information:
 - a. Campaign email: campaigns@eumayors.eu
 - b. Follow on social media: #CitiesHeatDetox #HealthyHeat4Cities

Materials

All the campaign materials are available [here on our website](#). You'll find PowerPoint slides (Full presentation, Short presentation), print materials and key messaging.

Publishing Campaign Stories on your website

Guidelines

The campaign relies mainly on the sharing of best practices and concrete stories of cities' actions to decarbonise their heating (and cooling). Such stories will be gathered and displayed on the EU Covenant of Mayors' website on a map.

You can republish interesting stories featured on the Covenant website on your own, following the specific instructions:

- Republish the story in its entirety
- If using the photos, make sure to cite the photographer and source (Covenant of Mayors – Europe)
- Add a disclaimer (as a teaser or a footer): *“This story was originally published by the Covenant of Mayors – Europe, as part of their Cities Heat Detox campaign, aimed to empower and inspire cities to decarbonise heating and cooling at local level.”*

Call-to-Action

To encourage more cities to share their stories, end all articles and stories with a call-to-action for cities to contribute to the campaign:

SHARE your story!

- **Get featured on our interactive map**, filling in and submitting the [Template for Heat Detox Case Study](#), downloadable in the [Comms Package for Cities](#).
- **OR Apply to the Covenant Award 2025** on heating and cooling decarbonisation and submit some extra material, to get featured on our interactive map (available in October).

Contributing to the Campaign

Promotion via the campaign is a two-way street. We do not only ask for you to promote the campaign, but also wish to promote your activities, events, resources and best practices related to the campaign.

There are two content outputs to which you can contribute:

1. The Heat Health Kit: a digital “detox menu” of resources to help cities decarbonise their district heating and cooling.
2. The Detox Map: a compilation of stories to showcase best practices.

Heat Health Kit

To get your resource featured in the heat health kit, first check if it is not already included in this [structured summary](#) (which will serve as a basis for the kit).

- If you would like to submit an **event**, please fill out [this form](#) and tick YES to the box “Are you submitting this as part of the Cities Heat Detox campaign?”
- If you would like to promote an **resource or publication**, please fill out [this form](#) and tick YES to the same question as above.

Detox Map

To feature your best practices on the detox map, please fill [this form](#) to **submit a story already packaged nicely** as a standalone article, a video, a case study, or a podcast episode.