



THE  
Cities  
Heat



HEALTHY HEAT  
FOR CITIES



## About the Campaign

Phase 2

October 2024 – April 2025

# The Cities Heat Detox

## Healthy Heat for Cities

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.

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

## Why the Cities Heat Detox?

**For healthy cities** - Safeguarding a city's health means steering clear of toxic heat sources.

**For cleaner air** - To improve air quality and health in cities, especially dense urban areas, protecting your city's environment and citizens' wellbeing.

**For a stronger economy** - To support a more energy-efficient, modern, and circular economy, creating jobs in a new industry.

**For more resilient communities** - To ensure energy sovereignty and a just transition that tackles energy poverty and mitigates climate change's long-term effects on local communities.

## What can cities do to detox their heat?

**To heat cities, there's no need to burn toxic sources.**

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.

**Step 1 – Know your heat.** 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. 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.

**Step 2 – Full-city detox.** 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. 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.

**Step 3 – Cleanse your heat.** Rejuvenate your city's heating system by feeding your district heating networks with clean, healthy heat sources that are most adapted to your territory. Geothermal heat, solar heat, recovered waste heat, and renewably powered large-scale heat pumps are great sources to rejuvenate your city's heating system.

# The Cities Heat Detox Package

Ahead of the campaign, this package is intended to help partners to communicate about the Cities Heat Detox campaign. [In the package](#), you will find guidelines, visual identity, presentations and sample social media posts to share on your channels or your website.

Please refer to the [Guidelines to Promote the Campaign](#) for details on how to use this communication package.

## Phase 2 – Sharing Best Practices

### Timeline

October 2024 – April 2025

### Milestones

- **Launch of Best Practice Map:** Week of 24 September 2024
- **Calls for Application for Covenant Award 2025:** 7 October – 2 December 2024
- **Launch of Heat Health Kit:** Week of 4 November 2024

### Messaging

This second phase of the 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.

- **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.

Find the full Campaign Messaging, translated into all EU languages to be adapted and used in different national contexts, in the comms package.

### Activities

- **Ongoing social media campaign** on the [Covenant's LinkedIn](#) and [Instagram](#), with facts about heat decarbonisation, stories and video-messages from cities featured on our interactive map, and promotion of heat detox events.
- **Detox Stand at European Week of Regions and Cities:** 7 – 10 October 2024.
- **Covenant Award Applications:** 7 October – 2 December 2024.
- **See full list of Heat Detox Events** in the [Covenant of Mayors Events Page](#).

You can find more information on how to echo the campaign in the Campaign Promotion [Guidelines for Partners](#).

### Calls-to-Action

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.

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](#)

## Next Steps

1. **Starting January 2025**, the campaign will start focusing on the specific conditions and support cities need, showcasing the conditions for a successful detox, from planning to implementation. You can already share your experience on your city's needs in the case study or the video message that you submit when you share your story.
2. **The Winners of the Award** will be announced and spotlighted in April 2025.

You can find more information on how to contribute to the campaign in the [Guidelines to Promote the Campaign](#).