



THE
Cities
Heat



HEALTHY HEAT
FOR CITIES



Guidelines for Video Testimonials

Detoxing your City's Heat

Concept

As part of the [Cities Heat Detox campaign](#) launched in June 2024, we are preparing a small video campaign to **give visibility to what cities are doing in terms of heating (and cooling) to transition away from fossil fuels.** The aim is to showcase the actions cities are taking, the successes and the challenges.

Through short videos, we want to share inspiring stories at local level. These videos will be featured as part of the case studies displayed on our Best Practice map on the Covenant of Mayors [website](#), as well as uploaded to the [European Commission’s audiovisual portal](#) and the Covenant of Mayors’ [Youtube channel](#). They will also be disseminated on the Covenant of Mayors – Europe’s main social media channels (LinkedIn, X, Facebook and Youtube) and potentially on our key partners' social media channels.

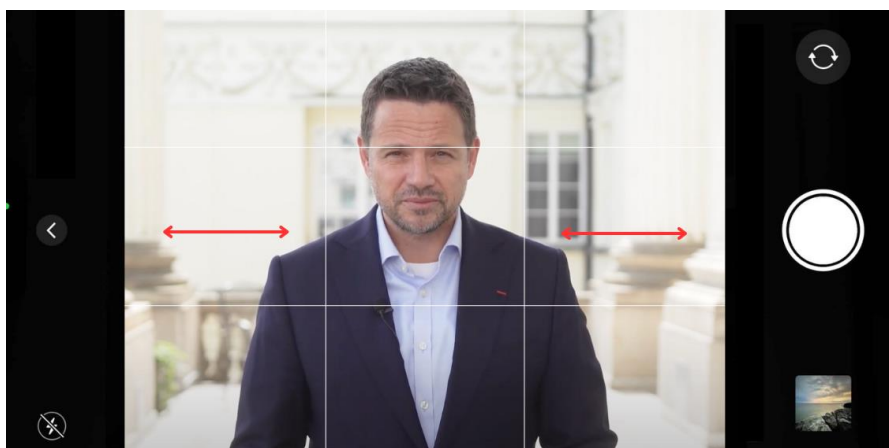
Request to Cities

A short Q&A video (horizontal format): featuring a quick Q&A from the mayor or his/her deputies on their heating (and cooling) decarbonisation strategy. Answer in few words the questions in the section “Requirements – Short Q&A video” – **30 to 60 seconds.**

Guidelines

Video guidelines

- **Length:** maximum 60 seconds – Use short sentences and speak clearly.
- Don’t edit your videos.
- **Language:** English OR national language with translated transcript.
- **Visual Style:** Mayor or city representative centred, looking directly at the lens.
- **Orientation:** Please film horizontally with your phone/or a camera if you have one (16:9 ratio), leaving enough room around the speaker for the video to also be cropped into square format (1:1 ratio). For social media, the video will be cut into square format.



- **Setting:** Please avoid filming in an office or in a ‘formal’ environment. Privilege outdoor spaces in your city and natural lighting.
- **Audio:** Use a microphone to capture best possible audio and avoid background noise.

Prompt

In one minute maximum, **explain your heat decarbonisation strategy.**

- Why are you detoxifying your city's heat?
- What are 3 key highlights of your heat plan?
- How does district heating and cooling fit into your heat strategy?
- What clean heat sources will power your district heating and cooling systems?
- What is the biggest challenge you are facing?
- What are the 3 main conditions you need to succeed?

End with a **call to action**, inviting other cities to join the Cities Heat Detox, for a healthier future for Europe.

General Guidelines

- **Bright and colourful:** Film in a bright place, with a light source behind the camera and don't be afraid of a colourful, eye-catching background.
- **Clear and stable:** Make sure you use a good quality camera or phone and keep it stable (use a tripod if possible).
- **Eye Contact:** Look straight at the camera lens (eye contact with the audience).
- **Avoid background noise:** Plan in a quiet place/time (using clip-on microphones can also be useful).
- **File type:** mp4 / mov
- **Size:** does not matter – the higher the quality, the better (you can send it via WeTransfer if too heavy).
- **Frame:** Close-up frame (leave some space above and to the right and left of the interviewee and capture interviewee from his/her chest)

Deadline

We are accepting videos on a rolling basis until end of October 2024. Please send them to campaigns@eumayors.eu.

With the video, please send us:

- A transcript of the video speech (and its translation to English if the video is in national language)
- Cities and speakers' social media handles
- Complementary images (these should be copy-right free) of any related project and of your heat map (if you have one), with photo credit.