Email Promotion: Campaign Launch

# Audience: Local Governments

## Email Teaser

Autumn is here, and as we transition to winter, we think of renewal. What better time to for a detox? To refresh, revitalise, and find the healthiest and most sustainable way to heat our cities.

That is why, the Covenant of Mayors’ [**Cities Heat Detox**](https://eu-mayors.ec.europa.eu/en/The-Cities-Heat-Detox) **campaign** is calling on cities and towns of all sizes to join – to showcase what they are doing to detox their heating for cleaner air, a stronger economy and more resilient communities.

Are you decarbonising heating in your city? Expanding district heating? Deploying heat pumps? Implementing alternative, clean sources of heat? Then join the campaign. It’s the chance to share your city’s heat detox story to the rest of Europe and learn from the Covenant community of over 10,000 signatories.

**Here is how you can take part:**

1. [**Apply to the Covenant of Mayors Award**](https://eu-mayors.ec.europa.eu/sites/default/files/2024-10/EU%20Covenant%20of%20Mayors%20Awards%202025.pdf) (recommended) – the 2025 edition of the Award will reward excellence in heating and cooling related projects, celebrating cities and towns of all sizes and capacity. The three winners of the award will be invited to present at a high-level event and given coverage, visibility and communication material to promote their projects! But even if you do not win, your story may be featured on the interactive map as a case study. *Note: the applications can be filled out in national language.*
2. [**Submit your story via the template**](https://eu-mayors.ec.europa.eu/en/Cities-Heat-Detox-Communication-Package-Cities)**,** if you do not wish to apply to the Covenant Award, but still want to spotlight your heat detox**.** *Note: This may be submitted in national language.*
3. [**Submit a video message**](../For%20additional%20coverage%20on%20our%20social%20media%2C) from your political representatives for additional coverage on our social media, following the guidelines in our comms package for cities.

Find some initial examples and inspiration on the [**campaign map**](https://eu-mayors.ec.europa.eu/en/com-munity-stories?field_pi_target_id=All&field_topic_target_id=All&field_campaign_target_id=210) and follow the Covenant of Mayors on [**LinkedIn**](https://www.linkedin.com/company/covenant-of-mayors-office) and [**Instagram**](https://www.instagram.com/eumayors/) to stay tuned.

The campaign will last one year and also offer many learning opportunities. From enhancing your knowledge on heating and cooling decarbonisation and finding inspiration amongst the Covenant community, to shedding light on success factors and obstacles.

To make sure not to miss out, sign up to join the community, receive regular updates and more information on how to get involved.

[**Subscribe to the campaign now!**](https://eu-mayors.ec.europa.eu/en/The-Cities-Heat-Detox)

# Audience: Regional Governments and Energy & Climate Agencies

Autumn is here, and as we transition to winter, we think of renewal. What better time to for a detox? To refresh, revitalise, and find the healthiest and most sustainable way to heat our cities.

That is why, the Covenant of Mayors’ [**Cities Heat Detox**](https://eu-mayors.ec.europa.eu/en/The-Cities-Heat-Detox) **campaign** is calling on cities and towns of all sizes to join – to showcase what they are doing to detox their heating for cleaner air, a stronger economy and more resilient communities. This campaign is the chance for cities to share their heat detox story to the rest of Europe and the Covenant community of over 10,000 European cities and towns.

From enhancing knowledge and sharing inspiration amongst the Covenant community, to shedding light on success factors and obstacles, the Cities Heat Detox Campaign is a great opportunity for you to raise awareness around the essential role of cities in heating and cooling decarbonisation in your region.

**Help spread the word and engage more cities in the campaign!**

 Here are 3 ways to get cities involved in the campaign, inviting them to:

1. [**Apply to the Covenant of Mayors Award**](https://eu-mayors.ec.europa.eu/sites/default/files/2024-10/EU%20Covenant%20of%20Mayors%20Awards%202025.pdf) (recommended) – the 2025 edition of the Award will reward excellence in heating and cooling related projects, celebrating cities and towns of all sizes and capacity. The three winners of the award will be invited to present at a high-level event and given coverage, visibility and communication material to promote their projects! But even those who do not win may be featured on the interactive map as a case study. Invite them to [**apply**](https://ec.europa.eu/eusurvey/runner/CovenantofMayorsAward2025) to share their story! *Note: the applications can be filled out in national language.*
2. [**Submit your story via the template**](https://eu-mayors.ec.europa.eu/en/Cities-Heat-Detox-Communication-Package-Cities)**,** if they do not wish to apply to the Covenant Award, but still want to spotlight your heat detox**.** *Note: This may be submitted in national language.*
3. [**Submit a video message**](https://nrgycts893.sharepoint.com/sites/CoMO6-Implementation/Documents%20partages/Task%201%20-%20Steering/1.4%20Campaigns/Campaign%201%20-%20Cities%20Heat%20Detox/2.%20Content%20%26%20Activities/Emails/For%20additional%20coverage%20on%20our%20social%20media%2C) from their political representatives for additional coverage on Covenant social media, following the guidelines in our comms package for cities.

Additionally, you can use the campaign to spread awareness in your region around the urgency and benefits of decarbonising heat in cities.

1. **Use the** [**Detox Comms Package**](https://eu-mayors.ec.europa.eu/en/Cities-Heat-Detox-Communication-Package) **to echo the campaign**. Post on social media, publish on your website and reach out to your community about district heating and clean heating solutions.
2. **Adapt the campaign to your region**. We know that each region is different. The Campaign is designed for all to use it as a framework for their messaging. Following the structure and key messages, translated into 24 languages, adapt to your region. In the Comms Package, we also have some promotional elements (PowerPoints and social media posts) available in different languages. If you would like a specific material in your language, please reach out to  campaigns@eumayors.eu.
3. **Share with us what your region is doing to help municipalities decarbonise heat.** Pitch stories from your region with a quick summary and few key figures to campaigns@eumayors.eu.

Don’t miss out: sign up to join the community and receive regular updates.

[**Subscribe to the campaign now!**](https://eu-mayors.ec.europa.eu/en/The-Cities-Heat-Detox)

# Audience: EU Institutions, Partners & Amplifiers

## Full Email

Autumn is here, and as we transition to winter, we think of renewal. What better time to for a detox? To refresh, revitalise and find the healthiest and most sustainable way to heat our 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. Through effective heat planning and the expansion of collective solutions like decarbonised district heating, local governments can phase out toxic sources in their heating and reduce emissions on a large scale.

The Covenant of Mayors’ [**Cities Heat Detox**](https://eu-mayors.ec.europa.eu/en/The-Cities-Heat-Detox) **campaign** is calling on cities and towns of all sizes to join –to showcase what they are doing to detox their heating for cleaner air, a stronger economy and more resilient communities.

You can already see the actions cities are taking on the campaign’s Detox map. The campaign is offering all cities the opportunity to showcase their efforts and spotlight impactful action:

1. [**Applying to the EU Covenant Award**](https://eu-mayors.ec.europa.eu/sites/default/files/2024-10/EU%20Covenant%20of%20Mayors%20Awards%202025.pdf)**.** The 2025 edition of the Award will reward excellence in heating and cooling related projects, celebrating cities and towns of all sizes and capacity. The three winners of the award will be invited to present at a high-level event and given coverage, visibility and communication material to promote their projects! Those who do not win also have the opportunity to get featured on the interactive map as a case study.
2. [**Submitting their story**](https://eu-mayors.ec.europa.eu/en/Cities-Heat-Detox-Communication-Package-Cities)**,** for cities who do not wish to apply to the award but would like to be featured on Covenant channels.
3. [**Recording a video-message**](https://nrgycts893.sharepoint.com/sites/CoMO6-Implementation/Documents%20partages/Task%201%20-%20Steering/1.4%20Campaigns/Campaign%201%20-%20Cities%20Heat%20Detox/2.%20Content%20%26%20Activities/Emails/For%20additional%20coverage%20on%20our%20social%20media%2C), for social media promotion and to pass messages from local leaders on heat decarbonisation.

There is no doubt: for a healthier and more secure future, our cities need a comprehensive cleansing of toxic heat sources.

Let’s make it loud and clear: healthy heat in cities means a healthier future for Europe!

**Help spread the word! Echo the campaign on your channels, raising awareness around the urgency and benefits of decarbonising heat in cities, using the** [**Detox Comms Package.**](https://eu-mayors.ec.europa.eu/en/Cities-Heat-Detox-Communication-Package)

[**Subscribe to the campaign**](https://eu-mayors.ec.europa.eu/en/The-Cities-Heat-Detox) to receive regular updates.