



## EU project UpgradeDH launches campaign: Become a #DHCitizen!

District heating and cooling (DHC) is a modern solution to traditional challenges. In Europe, heating and cooling accounts for half of all energy consumption and around 40% of GHG emissions. Only 15% of this heat is generated from renewable energy. District energy delivers sustainable heating and cooling, connecting local resources to local needs, reducing both energy demand and GHG emissions in the process. **To become the main heating solution of Europe, district heating needs investment from national governments and support from local citizens.**

[UpgradeDH](#) is launching an image raising campaign to promote modern district heating networks. The campaign aims to **improve the perception of district heating at local level**, thus establishing district heating as a viable solution for the energy transition, in the minds of citizens. The **webpage [www.dhccitizen.eu](http://www.dhccitizen.eu)** provides information on DHC, as well as its role in decarbonising our cities; highlights examples of decarbonisation success stories through an integrated #DHCities map; gathers DHC customer experiences and information about relevant initiatives in different countries. A **brochure “[District Heating and Cooling. A modern solution to traditional challenges](#)”** explains in simplified language, the benefits district energy delivers at all levels (i.e. local, national and global), its operating principles, and opportunities for modernisation of inefficient networks. It features selected UpgradeDH case studies that are undergoing retrofitting processes and invites citizens to engage with the heating solutions in their own homes. The brochure will be made available in 6 languages. Due to the level of interest in the **animation video “[Decarbonising DHC For Our Cities](#)”**, the UpgradeDH partners have translated the video into additional languages in an effort to reach national audiences across Europe! Finally, a **social media campaign #DHCitizen** will be carried out in order to create awareness and raise interest in the topic of modern district heating networks among the general public, showcasing best practices of retrofitting and success stories of upgrading local communities to district energy.

Don't miss the updates on Twitter, LinkedIn and Facebook with the hashtag #DHCitizen and join the movement!

### **About:**

The overall objective of the Upgrade DH project is to improve the performance of district heating (DH) networks in Europe by supporting selected demonstration cases for upgrading, which can be replicated in Europe. The Upgrade DH project supports the upgrading and retrofitting process of DH systems in different climate regions of Europe, covering various countries: Bosnia-Herzegovina, Croatia, Denmark, Germany, Italy, Lithuania, Poland, and The Netherlands. In each of the target countries, the upgrading process will be initiated at concrete DH systems of the so-called Upgrade DH demonstration cases (demo cases). The gained knowledge and experiences will be further replicated to other European countries and DH systems (replication cases) in order to leverage the impact. Core activities of the Upgrade DH project include the collection of the best upgrading measures and tools, the support of the upgrading process for selected DH networks, the organisation of capacity building measures about DH upgrading, financing and business models, as well as the development of national and regional action plans. In addition, an image raising campaign for modern DH networks will be carried out in the Upgrade DH project. The outcome will be the initiation of DH upgrading process in the above-mentioned target countries and beyond.

**Disclaimer:**



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