How to improve the perception of district heating at a local level?

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Public perception
Objectives

- **Improve the perception** of district heating at a local level
- Establishing district heating as a viable solution for the **energy transition**
- …in the minds of **citizens**
- Develop promotional material in simple language
- Promote and disseminate through multiplier organisations and social media

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Upgrade your community to District Heating!
Become a #DHCitizen

District energy 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 19% 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 chosen heating solution across Europe, district heating needs investment from national governments and support from local citizens.

Where does your heat come from?

Speak to your local politician
Educate other people in your community

Resources
Testimonials
National examples
Interactive map
Share your story!
Brochure
Available on www.dhcitizen.eu and www.upgradedh.eu

- A brochure explaining DHC system, how it works and what it can do for Cities and Citizens
- Promotes Upgrade DH case studies
- Translated in 6 languages
  - IT, LT, HR, BiH, DE and PL
- Includes the “iconic” image of district heating
Video

Available on www.dhcitizen.eu and YouTube

- Animation video “Decarbonising DHC For Our Cities”
  - Translated in IT, LT, HR, BiH and DE

- More than 5,780 views on YouTube!
Testimonials

Available on www.dhcitizen.eu and www.dhcities.eu
A wide social media campaign “Become a #DHCitizen!”

On Twitter, LinkedIn and Facebook
Photo contest

- “Meet the ones who keep you warm!” highlighting the people & jobs involved in district heating and the faces behind.
Face masks
Lithuania to move beyond biomass in record energy transition

June 6, 2021

Lithuania is a country undergoing a green transformation at record speed, with ambitions to move beyond biomass. So, while some EU governments are still debating whether they need new pipelines, or can cut off the natural gas tap, Lithuania has been transforming its heat supply. Firstly using domestic biomass to limit the risk of energy dependence on expensive and often upgrading its networks and evolving new possibilities in the form of solar and heat pumps.

For Lithuania, the transition story starts in places like steimzur — Steimzur is all about wood. This little village in the forests of northeastern Lithuania is known for its wooden chapel built without saws or iron nails; and for famous Steimzur oak. At 23m tall and over 1,000 years of age, the Steimzur oak is claimed by the oldest such tree in Europe, with a trunk requiring no fewer than nine people holding hands to wrap it in a human embrace.

Steimzur oak, an English (Pedunculata) oak tree in Steimzur village, Lithuania; it is the oldest oak in Lithuania and one of the oldest in Europe.
Events: EHP congress – the focus on Lithuania
Other examples: Germany

- AGFW have launched an informative new website: https://fernwaerme-info.com

- Learn about technology, benefits, costs and discover nice videos in German!
Other examples: Estonia

- DH promoting mobile app
  http://www.nutisoojus.ee/
Results

- Webpage
- Brochure
- Videos
- Articles
- City testimonials
- Promo material
- SoMe campaign
- Events

Over 45,000 engagements!
Thank you for your attention!

Find out more:
- www.dhcplus.eu
- DHC+ Technology Platform
- @DHCplus

Stay in touch:
- ak@euroheat.org
- Become a #DHCitizen