



## What is the EU Covenant of Mayors' Award?

The annual EU Covenant of Mayors' Award (the Award) is an opportunity to celebrate excellence amongst Covenant signatories, with the multiple aims of incentivising, inspiring, sharing, providing visibility and case making.

Each year, the Award is linked to the annual EU Covenant campaign theme. The 2025 Award therefore seeks applications on **implementation achievements related to the [Cities Heat Detox](#) campaign.**

Specifically, the award will seek to **reward excellence in cities' projects\* focused on decarbonising the heating and cooling sector - For cleaner air, a stronger economy and more resilient communities.**

\*We define projects as being efforts that are timebound, implemented in a particular community/neighbourhood/district and have a defined budget.

## What are the benefits of winning?

Three Awards to be made. The benefits of winning include:

- An invitation for winners to receive their award and present their project/experience at a 2025 High-level-event. This represents an excellent publicity opportunity.
- Promotion of the winners through other Covenant communications channels including through social media, case studies, blog post, national/EU events etc.
  - Such communications channels reach European and global audiences (in context of GCoM).
- The Covenant Office will also develop a short video from the High-level-event for each winner that they can use in their own award communications.
- Award winners will also be invited to attend the yearly public event of the Covenant board.

## What are the benefits of applying?

Applying for the Award provides signatories with an opportunity to have their efforts and progress celebrated, promoted and communicated, regardless of whether the application is successful. All achievements will be shared by the EU Covenant of Mayors Office through avenues including social media, case studies, interviews, articles and at events. Within the application form, applicants will have a choice to indicate whether they wish to have their application turned into a case study, to be featured on the Covenant website.

## What are the 2025 Award criteria?

- **Impact on decarbonisation** (Total 25 points)
  - How is your project contributing to your municipality's decarbonisation strategy (as found in your action plan) e.g. targets, emission reductions, efficiency? (15 points)
  - How does this project represent an ambitious effort, relative to the size and resources of your municipality? (10 points)
- **Stakeholder Engagement** (Total 15 points)
  - How have stakeholders (citizens, businesses, private companies, research organisations, civil society etc.) been engaged in the development and implementation of this project? (5 points)
  - How have project activities engaged with and responded to the specific needs of vulnerable populations? (5 points)
  - In what ways have plans and achievements been communicated to capture interest and buy-in, and how is that translating into citizen and business uptake of these new forms of heating and/or cooling? (5 points)
- **Co-benefits** (Total 10 points)
  - How are project achievements linked to the additional campaign sub-themes of Energy sovereignty; Supporting a more energy-efficient, modern, and circular economy; Job creation in a new industry (10 points)

## What is the application process?

Applications can be made via our application form on EU Surveys  
<https://ec.europa.eu/eusurvey/runner/CovenantofMayorsAward2025>

**Applications may be completed in national languages**, noting that we will use translation software to subsequently translate the application into English for assessment purposes.

Within the application form, we encourage applicants to provide additional materials such as videos and other developed communication materials so that we can further promote achievements, noting that the submission of such materials will not influence the results of the evaluation as they will not be shared with Award judges.

Should your application be awarded, we ask that you commit to arranging for high level representation (Mayor, Deputy Mayor) from your municipality to attend the 2025 High-level-event, (event/date to be confirmed). At this event, Award winners would receive their awards and participate in a panel to share their experiences.

**Applications close on Monday 2 December at 11.59 EST.**

All applicants shall be notified of the outcome by March 2024.

For any questions, please contact [award@eumayors.eu](mailto:award@eumayors.eu)