



The Heat Under Your Feet: Promoting Geothermal Heat Pumps

***The Heat Under Your Feet* is a European campaign aimed at promoting the use of geothermal heat pumps and tackle some of the challenges and barriers that leave the potential of this technology unexplored or underdeveloped in many European countries. It is launched as part of the EU-Funded [ReGeoCities project](#).**

The heating and cooling sector for buildings is today, for the large majority, dominated by the use of fossil fuels such as natural gas and heating oil. This means it is contributing heavily to costly fossil fuels imports, exposure to price volatility and security of supply, and production of harmful greenhouse gas (GHG) emissions.

Geothermal heat pumps are the perfect solution to replace fossil fuels and reverse these unsustainable situation. Their wide range of application, their efficiency, their reliability, all strongly contribute to provide affordable heat, to reduce emissions, and to save primary energy.

Despite their advantages, the results of the ReGeoCities project indicated a widespread lack of awareness among the general public, public authorities and builders regarding geothermal heat pumps, suggesting that an informative campaign was highly needed.

The Heat Under Your Feet aims to address such shortcomings and fill the awareness gap, by serving as an information hub and a reference point.

On the campaign website, it is possible to find information on how the technology works, the benefits it can achieve, and useful factsheets available for download. In a project showcase, examples of best practices illustrate how geothermal heat pumps, thanks to their highly efficient and highly versatile nature, are the perfect technology for sustainable buildings that look at the future. More resources, like case studies and useful tools on financing and regulation, will be following soon.

To follow the campaign and the latest developments
in the shallow geothermal sector

Website: www.theheatunderyourfeet.eu
Twitter: [@heatunderurfeet](https://twitter.com/heatunderurfeet)

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