



50@50

TOO HOT TO IGNORE. TOO URGENT TO DELAY.

Extreme heat is becoming one of the fastest-growing risks for cities worldwide. Many urban areas are already approaching, or will soon face, 50°C-equivalent conditions that threaten health, infrastructure and daily life. But cities are also leading with solutions.

“50@50” is a global activation for World Environment Day 2026. It will bring together 50 diverse cities to spotlight how urban areas are preparing for extreme heat, showcasing practical and sustainable cooling solutions and mobilizing communities and leaders to take action. This activation is designed both for cities already experiencing 50°C-equivalent conditions seeking to showcase and strengthen their responses, and for those preparing for rising temperatures aiming to build resilience before such extremes arrive.

Why Participate?

Make escalating heat risks visible for decision-makers and citizens

Show leadership ahead of major global climate milestones

Share the best cooling practices from your city and learn from peer cities

Access practical tools, visibility and global partnerships through the UNEP and COP-30 Beat the Heat Implementation Drive¹

Ways to participate

Cities can engage at one of the following levels

LIGHT

Awareness & Storytelling

- Join a coordinated social media moment
- Share the global “Day at 50°C” animation and content
- Showcase your city’s actions on the 50@50 digital map
- Activate your city’s billboards and digital screens to help raise public awareness

MEDIUM

Public Engagement

- Organize a small public activation showcasing cooling solutions, a public event, or a public information campaign using the “Beat the Heat” toolkit

HIGH

Preparedness & Planning

- Commit to a [structured heat preparedness and planning exercise](#) over the next 6 to 18 months (with guidance from the City of Paris and global partners), and to participation in awareness-raising, storytelling and public engagement activities

Our ask

We invite your city to

- Confirm your interest in joining “50@50”
- Select your preferred level of engagement (light, medium or high)
- Nominate a focal point for coordination (name, role and contact)

For any questions or to join “50@50,” please contact Elsa Lefevre (elsa.lefevre@un.org) and Wei Huang (wei.huang@un.org).