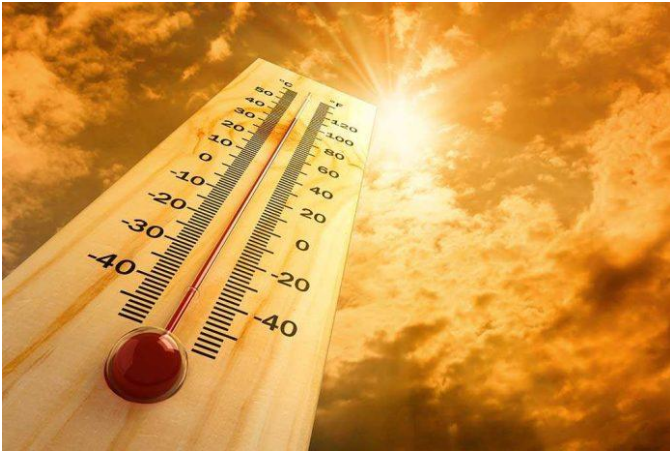


Cooling War BREAKS OUT Amid DEADLY Heatwave!

[Republican Daily](#)



Germany's public broadcaster told citizens to skip air conditioning during a record-breaking heatwave — and people are furious.

Quick Take

- ARD, Germany's taxpayer-funded public broadcaster, launched an anti-AC campaign in June 2026 as temperatures hit 41°C across the country.
- Only about 20% of German homes have air conditioning, leaving most residents with no

mechanical cooling during the deadly heat.

- ARD's campaign claimed that air conditioning "heats up the Earth," but provided no energy data or scientific studies to back that up.
- A 2007 study found air conditioning can cut heat-related deaths by 75%, putting the campaign's public health logic under serious scrutiny.

A Government Broadcaster Tells You to Sweat While People Die

In June 2026, Germany hit temperatures not seen in recorded history. Parts of the country pushed toward 42 degrees Celsius. Emergency heat warnings covered the entire nation for the first time ever. And right in the middle of all that, ARD — the publicly funded German broadcaster — posted an infographic on Instagram telling people that air conditioning is bad for the planet.^[1] The backlash was immediate and loud.

The campaign's message was simple: "Air conditioners — what cools us down, heats up the Earth." The framing was pure climate guilt. No nuance. No acknowledgment that people were suffering. No data showing how much German emissions would actually drop if fewer people ran window units.^[5] Just a broad warning to think twice before cooling your home during a record heatwave.

Most Germans Don't Even Own an AC Unit

Here's the part that makes this story almost hard to believe. About 80% of German homes have no air conditioning at all.^[2] That means ARD launched a campaign warning against something most of its audience doesn't even have. The people most at risk — the elderly, the sick, low-income renters in older buildings — are exactly the people least likely to own a unit. They were already suffering. The campaign offered them nothing except a reason to feel bad about a device they couldn't afford anyway.

The Science ARD Ignored

Air conditioning saves lives. That is not a political opinion — it is documented. A 2007 study found AC can cut heat-related deaths by 75%. Research published in *The Lancet* found that in 2019 alone, 195,000

heat-related deaths among people over 65 were prevented because of air conditioning adoption.^[11] Those are not small numbers. Those are grandparents, parents, and neighbors who lived because a machine kept them cool.

ARD's campaign never addressed that data. It also never disclosed any modeling showing how much Germany's emissions would actually fall if people avoided AC. Critics, including the Noahpinion blog, pointed out that Germany's Federal Environmental Ministry separately claimed portable AC units "don't work" — a claim that was called out as scientifically unvalidated.^[5] When a government institution makes a safety claim during a heat emergency, it owes the public the evidence behind it.

The Real Tension Behind Europe's AC Aversion

This story is not just about one tone-deaf social media post. It reflects a decades-long pattern across Europe. Electricity in the European Union costs roughly 2.5 times more than in the United States, making AC expensive to run.^[12] Old buildings were not designed for it. Landlords often block installation. And a cultural belief has taken hold — especially in Germany and France — that air conditioning is wasteful, even immoral. That belief is now colliding head-on with a climate that is no longer cooperating.