



D5.1 – DISSEMINATION AND COMMUNICATION PLAN

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Date: 31/08/2020

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 894404

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Project details			
Project acronym	SUPER-HEERO	Start / Duration	01-06-2020 / 30 months
Topic	Innovative financing for energy efficiency investments	Call identifier	H2020-LC-SC3-EE-2019
Type of Action	CSA	Coordinator	R2M Solutions
Website	super-heero.eu		

Deliverable details			
Number	5.1		
Title	Dissemination and Communication Plan		
Work Package	5		
Dissemination level	PU	Nature	Report
Due date (M)	M3	Submission date (M)	
Deliverable responsible	SIE	Contact person	Ana Martinez anamartinez@sustainableinnovations.eu

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Document History			
Date	Version	Name	Changes
22/07/2020	1	First Draft	

28/07/2020	2	Second Draft	Adjustments
04/08/2020	3	Third Draft	Feedback inclusion and typos correction

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Terms, definitions and abbreviated terms

Acronym	Definition
AC	Academia
AS	Associations
CU	Customers
DCP	Dissemination and Communication Plan
DoA	Description of Action
ESCOs	Energy Service Companies
GDPR	General Data Protection Regulation
GP	General Public
IN	Investors
KPI	Key Performance Indicators
M	Month
PM	Policy Makers
SM	Supermarkets
TM	Trade Media
TP	Technology Providers
WP	Work package

1 Executive Summary

This document is the SUPER-HEERO project Dissemination and Communication Plan (contract no. 894404) corresponding to D5.1 (M3) led by SIE. It describes the Dissemination and Communication Plan to be adopted by the SUPER-HEERO project with the main objective to create awareness and to boost knowledge transfer regarding the importance of energy efficiency in supermarkets. Communication and dissemination are critical for the successful exploitation of the SUPER-HEERO results. In this light, the project embraces a solid mechanism to ensure integrated and coherent engagement is conducted with the targeted audiences. The engagement process involves wide European dissemination and communication via the online and offline engagement mechanisms detailed to ensure that what is delivered is precisely what the market needs, and in a manner that works for them. All the partners will collaborate to ensure the frequent generation of content of interest that will be distributed via all the different project platforms (website, social media, newsletter). All needed efforts will be carried out with the aim to ensure that the work performed is widely communicated, as well as to enable future exploitation of the results to their full potential by disseminating and communicating them to the relevant stakeholders who will use and implement them.

2 Introduction

This document describes the Communication and Dissemination Plan to be adopted by the SUPER-HEERO project, whose main objective is to ensure that the project's outcomes reach relevant stakeholders for a wider exploitation and replication. The impact of the communication and dissemination actions will be closely monitored and evaluated for every periodic report, where the main results will be included. If the outcomes are not considered sufficient to achieve the project's KPIs, the strategy will be re-evaluated and may change accordingly.

First of all, the document presents the objectives of the communication and dissemination plan, the main target audiences and the key messages, to follow with the tools and channels. Within this tools and channels, different means and platforms, such as the website, the social media channels, printed materials, newsletters, press releases, scientific journals and trade media are explored. In addition, it is also commented the participation in conferences, workshops, and events. The stakeholders' engagement is also explored, to then proceed to evaluate which indicators and targets are set in order to evaluate the communication efforts.

The communication and dissemination will involve different levels (European level, international level, regional level, etc.) and it will work both externally and internally. These realms are also considered in the plan below.

A timeline with the main three communication phases is presented, to finish with an overview of the actions carried out from M1 to M3.

2.1 Context of WP5

The main objective of this WP is to maximise the impact of the project results during its lifetime and after the project's end. More in detail, the specific objectives are:

- To enable future exploitation of the results to their full potential by disseminating and communicating them to the relevant stakeholders who will use and implement them.
- To ensure that the findings of the programme are widely communicated to the public in general.
- To support the market uptake of research and innovation results.
- To prepare the corporate image and a set of materials for the promotion and comprehensive dissemination of SUPERHEERO.
- To support the market uptake of research and innovation results through the SUPER-HEERO financial schemes after the project and the policy development which could support the shorter implementation.

2.2. Objectives of Task 5.1

The Description of Action (DoA) contemplates that a detailed Dissemination and Communication Plan (DCP) should be produced at the beginning of the project (M3), based on the draft detailed at Section 2.2 and in collaboration with all the consortium. The Dissemination and Communication Plan will highlight the key messages, potential audiences, roles and responsibilities and methods of communication to be used for the SUPER-HEERO promotion and the rest of the results. The first list of stakeholders' network has been defined in the proposal stage and it will be updated at M6 of the project and during the project life-time in order to include all relevant actors in consultations devoted to better explore the local contest and adapt the technologies, using also inputs from task 1.1 and the SUPER-HEERO framework development. The involvement of stakeholders from the beginning of the project will be crucial to raise awareness about related problems and to enhance the community's acceptance of the proposed efficient exploitation strategies. All this action will be conducted respecting GDPR issues and aligned with project Data management plan produced in WP6.

3 Target audience

In order to maximise the effect of dissemination, communication and exploitation activities, key messages and actions have to be tailored to the target different audiences, considering aspect such as level of expertise and/or knowledge, location, language, socio-cultural dimension, etc. Hence, it can be distinguished between a more general audience encompassing the overall society and the media, and a specific audience with different types of stakeholders. The following table shows the main actors identified and the main results to be disseminated to them during the project.

Table 1. Target groups and contents

Target group / Stakeholder	Targeted results/content
Supermarkets (SM)	<ul style="list-style-type: none"> - Securing financial support to uptake energy efficiency strategies. - Reduce technical responsibilities and risks. - Reduce energy consumption and operational costs. - Align with global sustainability targets. - Success cases, key benefits of the financial schemes and easy to apply financial schemes.
Customers (CU)	<ul style="list-style-type: none"> - Multi-company loyalty program. - Card payback. - Reward strategies. - Energy-bill rebates. - Discounts in other green goods and services. - Engaging in sustainable and green initiatives.
Energy Service Companies (ESCoS)	<ul style="list-style-type: none"> - Increase customer base through the supermarket loyalty program. - Long term commercial relationship through saving sharing schemes. - High replicability potential in the new market of small/medium supermarkets.
Technology providers (TP)	<ul style="list-style-type: none"> - Implementation of innovative business models. - Long term energy demand security. - High exposure in TP catalogue for replication.
Investors (IN)	<ul style="list-style-type: none"> - Business approach, high profitability of the investment in energy savings measures.
Associations (AS)	<ul style="list-style-type: none"> - To highlight the future linked to the conservation of energy and a general binding vision to all sectors to work together to achieve relevant energy savings. - Support data exchange and collaboration.
Academia (AC)	<ul style="list-style-type: none"> - Improvements and challenges in energy conservation measures, a future vision of the path that must walk to achieve optimum use of energy.
Policy makers (PM)	<ul style="list-style-type: none"> - Foster the replication and the public-private link. - Increase awareness of the benefits of energy audits.

	<ul style="list-style-type: none"> - Need to review the legal framework and stimulate incentives. - Information about different funding options.
General Public (GP)	<ul style="list-style-type: none"> - Awareness of innovative financial schemes to increase the energy efficiency measures for stores in your city. - Awareness campaigns regarding the positive impact this project can have in terms of employment and improvement on sustainability methods. - Usefulness of EU R&D. - Illustrative and didactic graphic and video materials.
Trade media (TM)	<ul style="list-style-type: none"> - Awareness campaigns regarding the positive impact this project can have in terms of employment and improvement on sustainability methods. - Usefulness of EU R&D. - Illustrative and didactic graphic and video materials.

Several key stakeholders have been already detected by consortium partners at European level such as ERRIN (The European Regions Research & Innovation Network), UEAPME (The European Association of Craft and SMEs), European Digital SMEs Alliance, the Enterprise Europe Network, the European Marketing Distribution, the European Community of Consumer Co-operatives, Food and Drink Europe, and the Association of independent retailers in Europe.

In addition, several supermarkets have been identified in the countries where the pilot will take place, such as LIDL, Día, Alcampo, Grandi Stazioni, Auchan, Acqua&Sapone, MD, TEDI, Masullo Gross, Carrefour and Aldi. The partners continue working in the stakeholders list and adding relevant entities and individuals to it.

Several trade media have already been identified as well, such as FuturEnergy, Energy Efficiency, Innovators Magazine, Greentech Media, and EU Reporter.

Likewise, similar projects have been identified to search for synergies, such as Supersmart, EENVEST, CERTuS and SPEEDIER at EU level, PROJECT 3L, FABER, AMICA-E, CHIETI TOWARDS 2020 and MILAN COVENANT OF MAYORS at regional level; and PadovaFIT Expanded, Jessica, GREEN CROWDING, CITIZENERGY and BRIXTON ENERGY at local level.

4 Key messages

Throughout four technical WP's the SUPER-HEERO project will produce large amounts of information, generating interest towards energy efficiency and energy saving measures. It is crucial to identify the outputs and messages from developed WP's and their appropriate tools/channels for dissemination. Table 2 below demonstrates the key messages from each WP. The main, but not limited to, target group(s)

and channels are also identified. The consortium group will continue to disseminate messages including general objectives and partnership participation in projected-related events. This includes confidential commercial meetings, presentations, potential customers, scientific documentation for commercial claims.

Table 2. Key messages

WP	Project-level key messages	Target group / Key channels
WP1. Engineering the innovative supermarket finance scheme based on collaborative engagement of stakeholders and community	<ul style="list-style-type: none"> - Policy framework, risks, barriers and opportunities coming from the local policy context to implement energy efficiency measures. - Financial and legal assessments of the SUPER-HEERO schemes. 	SM, ESCOs, TP, IN, AS, PM
		Website, Social media, Newsletter
WP2 Energy efficiency renovation actions for supermarkets	<ul style="list-style-type: none"> - Guidelines for the implementation and financing of EE Measures in Supermarkets - SUPER-HEERO Energy Efficiency Interventions market and technological catalogue - Lessons learnt from SUPER-HEERO pilots: planning, financing and monitoring the EE measures - Share of raw data collected from pilot sites 	SM, ESCOs, TP, IN, AS, AC, PM
		Website, Social media, Newsletter, Conferences and events, Scientific Publications
WP3 Strategies to connect with costumers	<ul style="list-style-type: none"> - Guidelines for supermarket customer awareness-raising strategies in energy, environmental and social topics. - Launch of a web portal to register bonuses and rewards to be used for the loyalty and reward program. - SUPER-HEERO Reward strategies 	SM, CU, ESCOs, TP, IN, AS, TM
		Website, Social media, Newsletter, Conferences and events, Press release
WP4 Capacity building, Schemes		SM, CU, ESCOs, TP, IN, AS, AC, PM, GP, TM

assessment and replication in other sectors	<ul style="list-style-type: none"> - SUPER-HEERO lessons learned and best practices. - Capacity building actions. - Launch of training web-platform - Tecno-economic evaluation based on the circular economy principles. - Energy, economic and social assessment of the project's impacts. - Roadmap for SUPER-HEERO to contribute to achieving the EU's objectives. 	Survey, Website, Social media, Newsletter, Conferences and events, Press release, Webinars, Workshops, Scientific Publications
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5 Tools and channels

Different tools and channels will be used to disseminate and communicate the activities carried out by SUPER-HEERO and its results. Each tool and channel will be used appropriately to address different target groups at different stages of the proposal implementation, thereby increasing the efficiency of the Dissemination Plan. The relationship between the tools and channels, the target groups and the expected results are presented in Table 3.

Table 3: Tools and channels

Channels	Tools	Target groups	Expected impacts
Printed materials	Brochure	All target groups	Raise awareness about the project goals, expected impacts and inform about its benefits.
	Leaflet		
	Poster		
	Rollup		
Online	Website	All target groups	Inform on the day-to-day of the project and its milestones achieved.
	Newsletters		
	Social media		
Publications	Scientific papers	AC	Demonstrate the accomplishment of the objectives of the project.
	Articles	All target groups	Create awareness of the new funding schemes and promote the impact of the project
	Press releases	All target groups	
Events (organized by SUPER-HEERO)	Workshops	SM, CU, ESCOs, TP, IN, AS, AC, PM	Capacity building, dissemination of results, best practices and lessons learned to boost replication
	Webinars	SM, CU, ESCOs, TP, IN, AS, AC, PM	

Events (attended by SUPER- HEERO)	Conferences	SM, CU, ESCOs, TP, IN, AS, AC, PM	Expand the knowledge gained through the project
	Tradeshows	SM, CU, ESCOs, TP, IN, AS, AC, PM	Support placing the technology/ approach in the market

The tools and channels include the project website, articles targeted at both a lay and a technical audience, press-releases, e-newsletters, scientific papers and leaflets, social media presence, and participation in workshops/conferences.

Communication activities to stakeholders outside the project group are based on the dissemination plan presented in section 2.2. of the Grant Agreement. The journal articles are primarily intended to communicate the results to the scientific and academic communities. However, the project will also aim to publish in trade magazines important to the industry to disseminate the advancements to all possible end users. Project presentations at technical conferences are intended to reach the same audience.

Any dissemination activities and publications in the project, including the project website, will specify that the project has received funding from the European Union's Horizon 2020 programme, as well as display the European emblem and reference the grant agreement number too.



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Figure 1. European emblem and reference the grant agreement.

A recognisable project identity has been developed to build a visual brand. It offers a package of templates that will facilitate the building of notoriety progressively through the project. This includes creating a project logo and an accompanying style guide. These are being consistently used for the project website and all other communication templates, such as PowerPoint, Word, posters and EC Report and can be downloaded from the project website: <https://super-heero.eu/documents/>

Figure 2. SUPER-HEERO logo in three different versions



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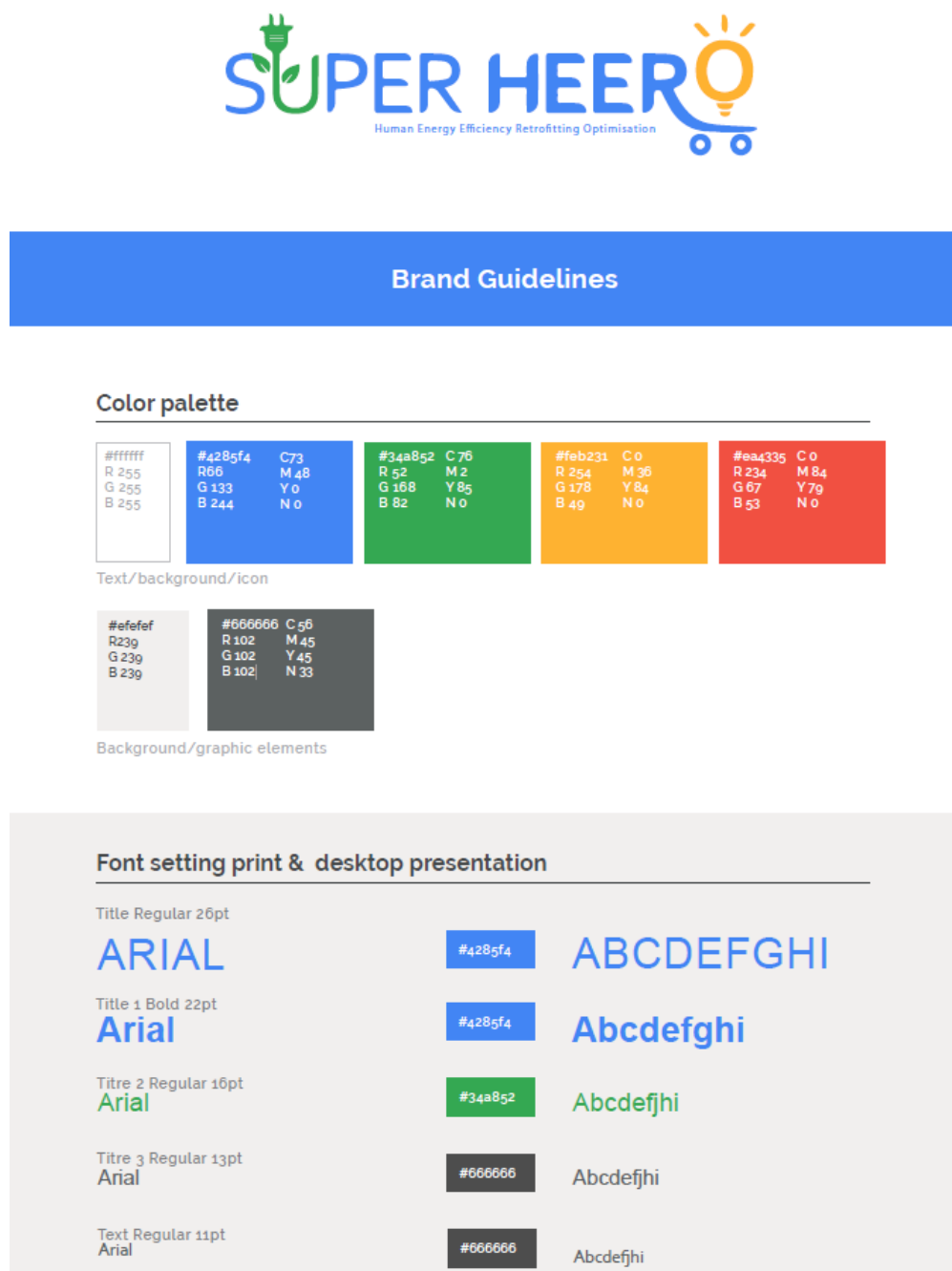
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The official font established for the communication materials are ARIAL (for printed materials) and ARIMO (for web settings).

The main colour for the project is blue #4285f4, R66 G133 B244 for web, C73 M48 Y0 K0 for printing.

The colour palette is completed with green #34a852, R52 G168 B82 and C76 M2 Y85 K0; yellow #feb231 R254 G178 B49, C0 M36 Y84 N0, and red #ea4335, R234 G67 B53, C0 M84 Y79 N0.

Figure 3. SUPER-HEERO Brand guidelines



Font setting web (Google font)

Title H1 Regular MAJ 30pt

ARIMO

#4285f4

ABCDEFGH I

Title H2 Bold 26pt

Arimo

#4285f4

Abcdefghi

Titre H3 Regular 20pt

Arimo

#34a852

Abcdefghi

Titre H4 Regular 15pt

Arimo

#666666

Abcdefghi

Text Regular 13pt

Arimo

#666666

Abcdefghi

Iconography style



Photography style



Logo color



5.1 Project website

SUPER-HEERO has developed and is keeping updated a website www.super-heero.eu. The URL name was reserved the first day of the project, 1 June 2020, and it will be kept during the project's execution and for two years after its completion. Since all the promotion, communication and dissemination will be centred around the brand name "SUPER-HEERO", it was crucial to secure this easy-to-find URL.

The website will be the primary source of information for external parties, providing updates on project activities and achievements to all target audiences. The aim is to inform stakeholders and associated industries about project developments, but also to present the project's achievements and the SUPER-HEERO developments to the public.

All partners will contribute to the website by providing relevant project information. All communication efforts by project partners and social media will always be redirected to the SUPER-HEERO website. Traffic to the website will be increased by creating mutual links between the partners' websites and other relevant websites.

The project website will contain:

- Latest news about the project progress and results.
- Details about the consortium partners.
- Electronic materials (newsletter, infographics, articles).
- A training and e-learning section.
- Contact information.
- Social media links.
- The project's videos once developed.

The project website was set-up and will be managed, maintained, and hosted for the duration of the project and for a further 2 years after the completion of the project. Statistical data will be collected about the website visitors that subsequently will be analysed by Google Analytics and included in the project reports. The website will be responsive to work on a variety of devices and screen sizes, such as smartphone and tablets.

5.2 Content Management System

For internal communication purposes, the consortium partners have access to a Google Drive group created by the project coordination, and which contains all the project's relevant documents. This repository serves consortium members to store and exchange files, as well as to edit them online, allowing for an easy collaborative document creation. Additional information can be found in D6.3 SUPER-HEERO repository.

5.3 Social Media

The project has social media presence on Twitter https://twitter.com/SuperHeero_EU and on LinkedIn <https://www.linkedin.com/company/super-heero/>, to ensure a wide dissemination to different target groups.

Once the project has audio-visual material, it will be embedded on the website using YouTube.

Content is being posted on social media regularly, beginning from the start of the project, to increase outreach. Social media is being used as a tool to announce project achievements, events, workshops, etc., but most importantly to drive traffic to the project website.

For the first phase of the project, the social media accounts will share posts related to the project scope and objectives to build a community of interest, creating an audience for when there are project results to share.

The second phase will revolve around the communication of the pilots, capacity building in order to replicate it, and the dissemination of the results.

Online media platforms will be monitored to provide information on the analytics, sources, types of content and individuals/organisations that promote or disseminate project messages, allowing optimisation and targeting of communication to ensure maximum outreach of news or results. These results will also be included in interim reports and the final dissemination report. The social media accounts will be managed by SIE with support from the partners.

Consortium partners will be encouraged to follow the project social media channels and engage with them as much as possible. Whenever possible, the partners will share posts on their own corporate websites and social media networks, to further extend the reach.

5.3.1 Social media best practices

In order to maximise the efforts of the partners on social media, a series of best practices and tips are provided here:

- Tagging the project networks on the posts related to it.
 - Twitter @ SuperHeero_EU
 - LinkedIn @SUPER-HEERO
- Tagging Horizon2020 Efficient Energy account.
 - Twitter @H2020EE
- Adding a call to action to visit the website with the link to it, to boost traffic (i.e. Visit our website to learn more about this, or More information on our website).
- Track all the communication efforts on a dissemination table that has been shared on the Drive and to which all the partners have been granted access.

5.3.2 Achievements to communicate on social media

A list of relevant achievements suitable to be communicated has been identified in Table 4:

Table 4 – Achievements to be communicated

Milestone title	Due date
Project Website running	M2
Factsheet ready	M4
First newsletter	M6
First video	M6
Consortium meeting	M6
Consortium meeting	M12
Second newsletter	M12
Reward program defined	M12
Advertising campaign launch	M14
Third newsletter	M18
Consortium meeting	M18
SUPER-HEERO Technology Catalogue	M20
First workshop	M22
Fourth newsletter	M24
Consortium meeting	M24
Second video	M25
Second workshop	M25
Training web-platform	M28
Third workshop	M28
Best practices	M30
Fifth newsletter	M30
Final meeting	M30

5.4 Printed material

A brochure, a poster, a factsheet, and a roll-up have been developed for distribution to partner networks and at conferences, exhibitions, workshops, and training sessions. The first project poster and brochure versions contain general information about the project activities, participants and expected results. In addition, a general power point presentation has also been created, presenting the project's objectives, methodology, partners, etc. These materials will be complemented with others elaborated later in the project and updated if needed.

Figure 4. Outside of SUPER-HEERO Brochure



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**SUPER
HEERO**

**Human-based
Energy
Efficiency
Retrofitting
Optimisation**



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Figure 5. Inside of SUPER-HEERO Brochure



The **SUPER-HEERO** project aims at providing a replicable financial scheme for energy efficiency investment in small and medium supermarkets, based on stakeholder and community engagement.

OBJECTIVES



Develop and engineer an innovative scheme for energy efficiency investment in small and medium supermarkets based on stakeholder and community engagement.



Compile a portfolio of ad-hoc energy measures for supermarkets.



Implement innovative financial instruments for energy efficiency investments in two relevant pilot case studies.



Define a structured strategy and methodology for the replicability of the financial scheme at regional and national level.



Identify barriers and needs to support the development of regulatory and policy frameworks that allow the uptake of innovative financial schemes for energy efficiency investment.

Figure 6. SUPER-HEERO poster



SUPER HEERO
Human Energy Efficiency Retrofitting Optimisation

The SUPER-HEERO project aims at providing a replicable financial scheme for energy efficiency investment in small and medium supermarkets, based on stakeholder and community engagement.

Human-based Energy Efficiency Retrofitting Optimisation

OBJECTIVES

- Develop and engineer an innovative scheme for energy efficiency investment in small and medium supermarkets based on stakeholder and community engagement.
- Compile a portfolio of ad-hoc energy measures for supermarkets.
- Implement innovative financial instruments for energy efficiency investments in two relevant pilot case studies.
- Define a structured strategy and methodology for the replicability of the financial scheme at regional and national level.
- Identify barriers and needs to support the development of regulatory and policy frameworks that allow the uptake of innovative financial schemes for energy efficiency investment.

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Figure 7. SUPER-HEERO roll-up









The SUPER-HEERO project aims at providing a replicable financial scheme for energy efficiency investment in small and medium supermarkets, based on stakeholder and community engagement.

OBJECTIVES

-  Develop and engineer an innovative scheme for energy efficiency investment in small and medium supermarkets based on stakeholder and community engagement
-  Compile a portfolio of ad-hoc energy measure for supermarkets and elicitation of requirements and high-level design based on case studies for segmentation
-  Implement the innovative financial instruments for energy efficiency investments in two relevant pilot case studies
-  Define a structured strategy and methodology for the replicability of the financial scheme focused on capability building at regional/national level
-  Identify barriers and needs to support the development of regulatory and policy frameworks that allow the uptake of innovative financial schemes for energy efficiency investment



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5.5 Newsletters

Electronic newsletters will be prepared every 6 months and will include project updates, announcements, interviews and other information related to SUPER-HEERO, to be distributed to stakeholders and partner networks and posted on the project website. Moreover, project updates may appear in partners' respective newsletters, which are distributed electronically to their own contacts within their specific industry.

In order to build a list of subscribers, SIE will prepare an email template introducing briefly the project and inviting them to subscribe to the newsletter. This email will be shared by each partner with the stakeholders they know in a personalised email, so that GDPR is respected and no personal data is handled without prior permission. In addition, SIE will share a form on the project's social media channels inviting the audience to subscribe, and a subscription form is also available on the project website.

5.6 Blog posts

In collaboration with the project partners, SIE will extract key messages and highlight interesting news, advances and findings in short, easy-to-read articles that will be posted on the SUPER-HEERO website. The communication of the project outcomes will be further supported by social media campaigns to generate traffic to the website.

5.7 Press Releases

Press releases will be published to announce newsworthy developments during the course of the project. They will be first written in English and sent to the European press and English speaking journalists, and then the partners will be encouraged to translate it and share it with national and regional media. Local media from the partner's countries will be leveraged, as they are more likely to publish the news than big national media. News agencies will be prioritized too, as they are one of the main sources of news for several big media outlets and newspapers.

5.8 Scientific Articles

Scientific excellence and advancements developed within the SUPER-HEERO project will form the basis for scientific publications, to be disseminated to the scientific community, stakeholders, as well as policymakers.

Three scientific articles will be submitted to peer-reviewed, high impact journals. The articles will be open access and follow [the guidelines to the rules on open access to scientific publications and open access to research data in Horizon 2020](#). They will be made open access through either self-archiving / 'green' open access, or via open access publishing on the journal website.

Examples of journals that could publish the results of SUPER-HEERO include: Energy Research and Social Science, Environmental Innovation and Societal Transitions, Energy and Buildings.

Preliminary ideas for peer reviewed papers include: Ad-hoc energy measure for supermarkets, innovative circular business models for product/technology service agreement in energy retrofitting, policy, legal and

contractual frameworks for crowdfunding initiatives towards energy efficiency actions – barriers and opportunities.

5.9 Participation in conferences, workshops and events

It is yet to be seen how the COVID-19 situation unfolds and whether events will be taking place in a physical manner. If they can't take place offline and, whenever possible, they'll be transformed into online events to which SUPER-HEERO will aim to participate.

Project partners will attend sector related events, conferences and workshops to meet target groups as well as other stakeholders and public authorities and to raise awareness about the project objectives, progress and results. These events provide access to target audiences at local, national, European and international level. The SUPER-HEERO consortium partners are from different disciplines; therefore, they will disseminate project results to diverse forums. In addition, they will also provide information through posters, presentations at other sessions and distribution of flyers.

Some of the conferences and trade fairs of interest identified for the SUPER-HEERO project are as follows:

- Sustainable Places
- European Consumer Summit
- Grocery Forum Europe
- EurosShop
- RENEXPO
- European Energy Efficiency Conference
- BAUEN & ENERGIE WIEN
- ENERGYMED
- EUSEW
- WORLD EFFICIENCY SOLUTIONS

As part of the project's offline training, a series of three workshop will be held in France, Spain and Italy where SUPER-HEERO sponsors and external experts will share their financial and energy savings knowledge and practical experience (T4.2).

5.10 Stakeholders engagement

The engagement of stakeholders from the very beginning of the project is key to successfully meet its objectives. From M1, all the partners have been collaboratively building a stakeholders list that will be constantly updated.

Stakeholders will be addressed on a personalized basis with the help of all the partners from the very beginning of the project. Each partner will reach out to stakeholders they know personally, to let them know about the project, invite them to subscribe to the newsletter and to follow the social media channels.

A list of stakeholders has been prepared and shared with the project partners, so that they can complete it with the stakeholders they know on an individual basis. SIE will prepare an email template introducing briefly the project and inviting them to subscribe to the newsletter. This email will be shared by each partner with the stakeholders they know in a personalised email, so that GDPR is respected and no personal data is handled without prior permission.

6 Indicators and targets

The successful implementation of the Dissemination and Communication Plan will be measured by the achievement of specific targets for a number of different indicators specified in the table below. The impact of the communication efforts will be included in every periodic report. In addition, SIE will present the performance of the communication actions in each General Assembly meeting, allowing for decision making on adjustments on the strategy if necessary.

Table 5: Means and KPIs

Means	KPI
Marketing materials (brochures, factsheet, posters, roll-ups)	800 copies distributed
Website users	5,000 visits
Social Media	400 connections
Press Releases	2,500 views
Newsletters	1,000 views
Workshops	3 workshops, 50 attendees per workshop.
Scientific publications	At least 3 published
Conferences	10 presentations at international round tables or forums 6 trade fairs attended 12 conferences attended

7 Levels of dissemination

Key targets groups operate at different geographic levels, which will influence communication tools and media to be employed.

7.1 European Level – European Commission (EC)

The EC will be informed about the results via the periodic reporting of the project (mid-term review, minutes of periodical meetings, updates of this document) in order to modify related regulations if necessary and to propose collaboration with other ongoing projects on dissemination activities.

7.2 International Level – Industry, Scientific Community

The relevant international organisations will be informed of the results. Scientific knowledge can be translated into practical information, guidelines, and regulatory policies. Direct mailing to specific organisations and stakeholders will be used to distribute electronic resources to raise public awareness.

Technical journals, conferences and workshops at both national and international level, industry meetings, and participation in industrial forums will also be used for the dissemination of knowledge both at research and industrial levels.

7.3 Regional Level – Supermarkets and stakeholders

Engaging supermarkets and regional stakeholders in the project is key for its success, since they are not only the main target audience, but also an active part of the pilots carried. The partners, and especially the Municipality of Padova and Tandem, will play a central role to contact supermarkets and stakeholders from their countries and regions. SIE will support them elaborating key messages and materials when needed. Even though the main language of the project is English, regional languages may be used if it is considered a good strategy to reach a wider audience at regional level. If any materials need to be translated, the regional partners will take care of it, while SIE will ensure it has a nice look and feel and a design that follows the project identity and guidelines. In addition, a specific effort is being made to identify and reach out to journalists that cover energy efficiency, supermarkets and innovative financing. Two media platforms in Italy (Il Quotidino Immobiliare and Green Building Council Italia) are being utilized as platforms to promote Super Heero in Italy.

8 Methodology

The following internal and external communication activities will be undertaken during the project's lifetime and afterwards to ensure that the results of SUPER-HEERO are efficiently and effectively communicated to the project partners, stakeholders, and broader audiences.

8.1 Internal Communication

Effective internal communication is key to sharing information and ensuring that the deliverables are met. SIE will engage closely with R2M to assist them in anything needed from the internal communications point of view. Regular calls will take place to exchange project information, update progress and share results. Consortium and technical meetings will take place twice a year, while skype and/or tele/video-conferencing services will be used to facilitate collaboration within WPs.

Due to the COVID-19 situation, the kick-off meeting was held online. The consortium will decide on what to do with the M6 meeting regarding celebrating it online or physically in the coming months. Whenever possible, physical consortium meetings will be prioritized. Nevertheless, if there are new mobility restrictions, all expected events will be turned into online ones when possible.

To facilitate efficient communication among partners, R2M has created a repository on Google Drive where all the project documentation can be found and exchanged. This platform hosts project materials

for internal use, presentations, reports, deliverables, etc. All partners can upload content themselves and edit online the documents there.

8.2 External Communication

Every effort will be made to publicize the work of the consortium via the media, publications, conference presentations, trade fairs and workshops, as well as through the Commission and industry bodies. The results of the project will be disseminated via reports, scientific papers, and articles. Everything will be made open access to facilitate knowledge exchange.

All the partners are expected to support dissemination, to ensure that stakeholders will be engaged throughout the lifetime of the project. Partners' activities may include, but are not limited to: sharing content about the project on social media and on each entity's own newsletter and website, engaging with relevant national and local media (print, radio, television, web-based) and with stakeholders. Whenever possible, partners will translate the press releases into their national languages and share them with the regional media. Partners will also hold face-to-face meetings with interested parties and attend conferences, trade fairs and events to disseminate the project. All the communication and dissemination activities is gathered on a shared file on the Google Drive repository and that should be updated, at least, every two months. In addition, all the partners must proactively share information with SIE about their activities related to the project, such as attendance to conferences, as well as the project's developments and results, so that SIE can share it on the website and social media channels.

9 Timeline

There mainly are two phases. In the first phase of the project the project communication activities will focus on raising awareness of the SUPER-HEERO project goals. The second phase will focus on sharing the knowledge learned and the results achieved and on building capacity to replicate the project in other supermarkets or further retail stores.

In collaboration with the project partners, SIE will extract key messages and highlight interesting findings in short, easy-to-read articles that will be posted on the SUPER-HEERO website. The communication of the project outcomes will be further supported by social media campaigns to generate traffic to the website.

After the first phase, the timeline of communication and dissemination activities will be strongly correlated to the deliverables timeline and the materials produced. Announcements on social media will be synchronised with updates on the project progress and activities on the project website as they occur, intending to redirect the users to the website as the main communication and dissemination platform.

Peaks in the timeline of SUPER-HEERO communication activities will correlate with the definition and launch of the reward program, the advertising campaign, the technology catalogue, the workshops held and the training web-platform. SIE and the other partners of the consortium will keep SUPER-HEERO in the public eye with both regular, special events and activities highlighted in Table 4 that will run

throughout the lifetime of the project. Communications activities will include announcing events and providing summaries and digital content after the events have taken place.

10 Actions in M1-M3

10.1 Project identity and materials

At the very start of the project, a visual identity for SUPER-HEERO was created. It included the logo of the project, and the brand guidelines (typography, colours, and style).

Different communication materials were also developed, including a brochure, a roll-up, a poster and a project presentation. A template for the deliverables, a word document template and a PPT template were produced and shared with the partners.

The first brochure, poster, factsheet, roll-up and project presentation were produced and made available on the website of the project as soon as it was operative: <https://super-heero.eu/documents/>

Figure 8. SUPER-HEERO Word Template



10.2 Press releases

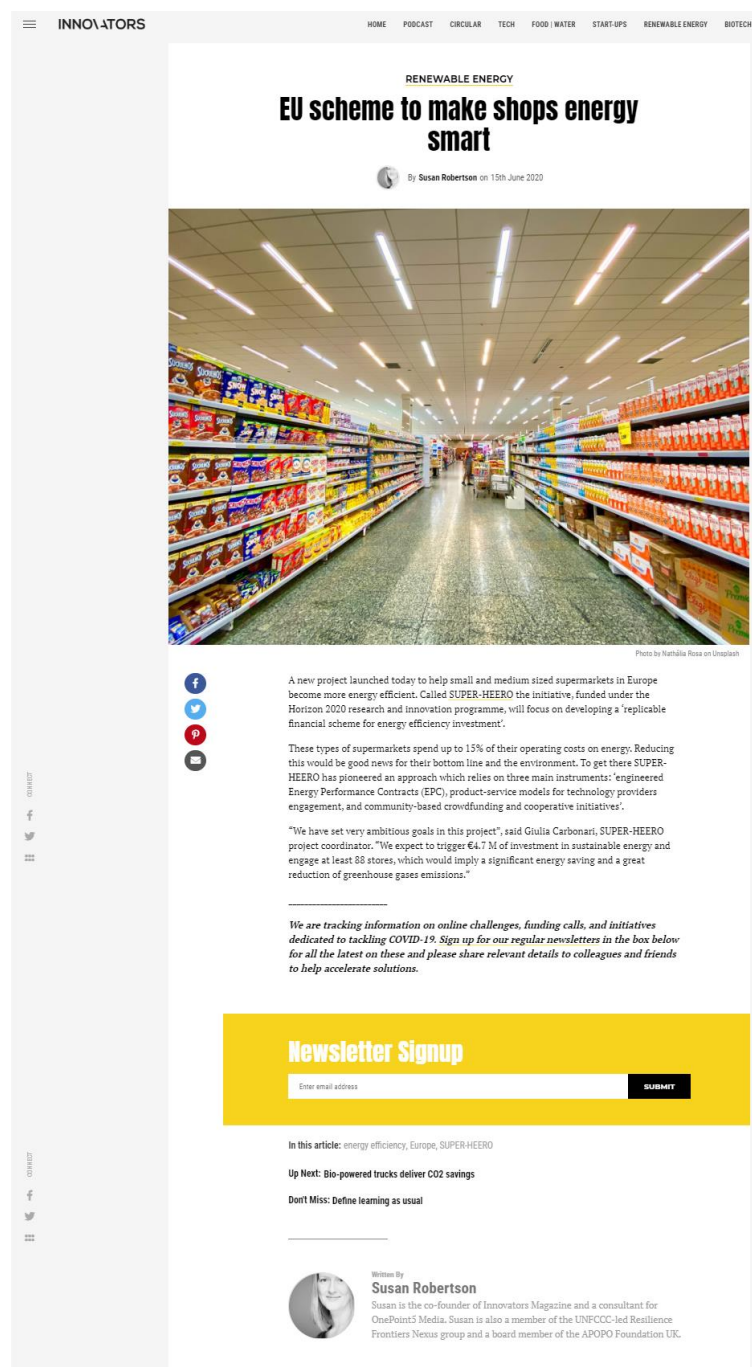
A press release was launched the day of the kick-off meeting (June 15) to announce the official start of the project. It can be seen in this link: bit.ly/SUPERHEERO-KOM and in Annex I.

Figure 9. SUPER-HEERO first newsletter




The news were published in Innovators Magazine: <https://www.innovatorsmag.com/eu-scheme-to-make-shops-energy-smart/>

Figure 10. Article on Innovators Magazine



SIE launched a Spanish version of the press release, which was published on the outlet Solar News: <https://www.solarnews.es/2020/06/15/sustainable-innovations-responsible-de-la-comunicacion-y-explotacion-de-super-heero-un-proyecto-para-fomentar-la-eficiencia-energetica-en-supermercados/>

Figure 11. Article on Solar News



BAUER ENERGIEKONZEPTE *¡Módulos de alto rendimiento de última generación!*

SOLARNEWS AGENDA BIBLIOTECA ENTREVISTAS FORMACIÓN Y EMPLEO MERCADO PUBLICIDAD/MEDIAKIT
NOTICIAS NOVEDADES SOLARNEWS INTERNACIONAL

SUSTAINABLE INNOVATIONS, RESPONSABLE DE LA COMUNICACIÓN Y EXPLOTACIÓN DE SUPER-HEERO, UN PROYECTO PARA FOMENTAR LA EFICIENCIA ENERGÉTICA EN SUPERMERCADOS

Noticias and Portada

SUPER HEERO **Sustainable INNOVATIONS**

SUSTAINABLE INNOVATIONS ha sido adjudicada con las actividades de comunicación, divulgación y explotación de un nuevo proyecto europeo Horizonte 2020, SUPER-HEERO, que fomentará la eficiencia energética en supermercados pequeños y medianos.

SUSTAINABLE INNOVATIONS trabajará durante 30 meses, junto a otros ocho socios de cuatro países europeos, para desarrollar un innovador esquema financiero basado en un sistema colaborativo y escalable en el que se involucran a todas las partes interesadas, desde las empresas energéticas hasta los propios clientes.

Las principales responsabilidades de SUSTAINABLE INNOVATIONS en este proyecto serán trabajar en la estrategia de comunicación del proyecto, desarrollando su identidad y directrices de marca, la página web, la presencia en redes sociales, etc., así como coordinar la divulgación de SUPER-HEERO, y elaborar los planes de explotación y la estrategia de modelo de negocio.

«Estamos encantados de formar parte de una iniciativa tan interesante que nos va a permitir reforzar nuestras capacidades en gestión de la energía y dar un paso más en nuestros servicios de consultoría energética», destacó Jesús Serrano, director general adjunto de SUSTAINABLE INNOVATIONS.

La idea detrás de SUPER-HEERO es ayudar a los supermercados pequeños y medianos a acceder a la financiación necesaria para implementar medidas de eficiencia energética mediante la involucración de grupos de interés.

Los supermercados son uno de los sectores de venta al por menor que más energía consume. Sus costes energéticos oscilan entre el 10 y el 15 % de los costes de operación totales. Si se tiene en cuenta, además, que los márgenes de beneficio de los supermercados no son altos, el impacto que puede tener en el sector la adopción de medidas de eficiencia energética es muy significativo.

SUPER-HEERO permitirá una reducción de costes iniciales y fomentará la participación de fuentes de inversión adicionales, lo que brindará un ahorro tanto económico como medioambiental, no solo a los supermercados, sino también a los clientes, a las empresas de servicios energéticos y a los proveedores de tecnología.

Post Views: 169

R2M also translated the press release to Italian language and shared it among the national media, achieving some further publications, such as Ingenio <https://www.ingenio-web.it/27726-i-fondi-eu-per-incentivare-gli-investimenti-in-efficienza-energetica-per-i-supermercati-il-progetto-super-heero>

Figure 12. Article on Ingenio



Supermercati ad alta efficienza energetica

Efficienza energetica vuol dire soprattutto un forte **stimolo di progresso tecnologico**, attraverso lo sviluppo di nuove **tecnologie ad alta sostenibilità** e l'applicazione ed il **miglioramento di quelle già esistenti** su vasta scala, nonché l'utilizzo di schemi finanziari innovativi che possano colmare il gap tra la necessità di fondi e la capacità di attrarre finanziamenti per porre in essere l'innovazione tecnologica.

Gli **investimenti in efficientamento energetico** sono non solo fondamentali dal punto di vista della sostenibilità ambientale, ma anche convenienti in termini di ritorno sull'investimento e rendimento previsto. Le **spese energetiche di un piccolo o medio supermercato rappresentano una quota compresa tra il 10% e il 15%** dei costi operativi totali, rendendo gli investimenti in efficienza energetica una grande opportunità per la riduzione dei costi; tuttavia, è ancora difficile attrarre finanziamenti privati che possano accelerare il processo di transizione energetica su larga scala nel settore del commercio al dettaglio.

Partendo da tale evidenza, **R2M Solution** ed **R2M Energy** sono a capo di un **progetto europeo denominato SUPER-HEERO** che mira a sviluppare un programma finanziario per gli investimenti in efficienza energetica per i piccoli e medi supermercati, replicabile in altri settori, basato sul coinvolgimento degli stakeholder e degli utenti finali.

It was also published on the Informazione portal: <https://www.informazione.it/a/DEC1AC34-103E-4C54-946F-F7871201EFF4/amp/Efficienza-energetica-aggiornata-la-legge-ecco-tutte-le-novita-per-imprese-e-consumatori>

Figure 13. Article on Informazione



informazione.it
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Economia

Efficienza energetica, aggiornata la legge: ecco tutte le novità per imprese e consumatori



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Il "Regime obbligatorio di efficienza energetica" diventa "Obiettivo obbligatorio di efficienza energetica".

Il Programma Nazionale di informazione e formazione sull'efficienza energetica. Il decreto legislativo introduce poi il "Programma Nazionale di informazione e formazione sull'efficienza energetica", finanziato con 3 milioni di euro all'anno.

Ne parlano anche altri media

La conseguenza – ha poi chiosato – è stata la richiesta di documenti e informazioni non previsti dalle regole vigenti al momento dell'ammissione di molti progetti. Novità in arrivo con il DL Semplificazioni per l'efficienza energetica di molti comparti e il superamento delle criticità emerse negli ultimi anni per il riconoscimento dei certificati bianchi. *(Il Friuli)*

And on Il Quotidiano Immobiliare, which can only be read by subscribers: <https://www.ilqi.it/post/green-building/348826-superheero-il-progetto-per-aumentare-gli-investimenti-in-efficienza-energetica-per-i-supermercati>

Figure 14. Article on Il Qi



Lastly, Green Building Council Italia shared it on their website <https://www.gbitalia.org/-/investimenti-in-efficienza-energetica-per-i-supermercati-arriva-il-progetto-super-heero> and on their newsletter.

Figure 15. Newsletter of Green Building Council Italia



**Investimenti in efficienza energetica per i supermercati:
arriva il progetto SUPER-HEERO**

SUPER-HEERO, un progetto europeo finanziato nell'ambito del programma di ricerca e innovazione Horizon 2020 che mira a potenziare gli investimenti in efficienza energetica per i piccoli e medi supermercati, è iniziato il 15 giugno... [Continua a leggere](#)

Figure 16. Article on Green Building Council Italia



Green Building Council Italia

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29 Jun 2020

Investimenti in efficienza energetica per i supermercati: arriva il progetto SUPER-HEERO

SUPER-HEERO. un progetto europeo finanziato nell'ambito del programma di ricerca e innovazione **Horizon 2020** che mira a potenziare gli investimenti in **efficienza energetica** per i piccoli e medi **supermercati**, è iniziato il 15 giugno, con un incontro online che ha visto riuniti tutti i partner del consorzio.

SUPER-HEERO è l'acronimo di SUPERmarket Human-based innovative financing schemes for Energy Efficiency Retrofitting and Optimisation.

Il progetto ha ricevuto fondi per € 1.4M dall'**Unione Europea** nell'ambito del programma quadro Horizon 2020 focalizzata sul finanziamento innovativo per investimenti sull'efficienza energetica ed coordinato dalla società italiana socia di GBC Italia **R2M Solution** e lo spin-off ESCo R2M Energy alla guida di un consorzio multidisciplinare costituito da otto partners. All'interno del gruppo di lavoro italiano R2M sarà affiancata da **RINA Consulting**, responsabile per la definizione delle misure di efficienza energetica da promuovere in SUPER-HEERO, il **Comune di Padova** che coinvolgerà circa 30 supermarket locali per lo sviluppo e la definizione delle strategie e per fare in modo che anche i cittadini vengano coinvolti, e da **SINLOC**, che definirà le strategie di coinvolgimento dei clienti e degli schemi finanziari innovativi per il finanziamento degli interventi.

Gli investimenti in efficientamento energetico sono non solo fondamentali dal punto di vista della sostenibilità ambientale, ma anche convenienti in termini di ritorno sull'investimento e rendimento previsto. Le spese energetiche di un piccolo o medio supermarket rappresentano una quota compresa tra il 10% e il 15% dei costi operativi totali, rendendo gli investimenti in efficienza energetica una grande opportunità per la riduzione dei costi; tuttavia, è ancora difficile attrarre finanziamenti privati che possano accelerare il processo di transizione energetica su larga scala nel settore del commercio al dettaglio. SUPER-HEERO mira a sviluppare un programma finanziario per gli investimenti in efficienza energetica per i piccoli e medi supermercati, replicabile in altri settori, basato sul coinvolgimento degli stakeholder e degli utenti finali.

"Abbiamo degli obiettivi molto ambiziosi per questo progetto", ha dichiarato Giulia Carbonari di **R2M Solution** coordinatrice del progetto SUPER-HEERO. "Grazie alle competenze multidisciplinari del consorzio che spaziano dalle innovazioni tecnologiche nel mondo delle rinnovabili all'efficienza energetica, passando per il gemello digitale degli edifici riqualificati fino agli strumenti di finanza sostenibile per rendere attivabili su larga scala questi tipi di interventi, prevediamo di innescare 4,7 milioni di euro di investimenti in energia sostenibile e coinvolgere nel progetto almeno 88 supermercati, raggiungendo un significativo risparmio energetico e una notevole riduzione delle emissioni di gas serra".

L'approccio del progetto SUPER-HEERO si basa su tre strumenti principali: i) contratti di **prestazione energetica (EPC)**, ii) modelli "product-service" per il coinvolgimento dei fornitori di tecnologie e iii) crowdfunding e iniziative di cooperazione. La novità di questo progetto si basa sul concetto innovativo di utilizzare i programmi di fidelizzazione dei clienti, fornendo un nuovo modo per gli operatori dei supermercati e i loro utenti di cooperare per migliorare l'efficienza energetica.

Scarica qui il comunicato stampa ufficiale.

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10.3 Social Media

The social media accounts on Twitter https://twitter.com/SuperHeero_EU and on LinkedIn <https://www.linkedin.com/company/super-heero/> were set up at the beginning of the project and inaugurated with content on the kick-off meeting.

Since then, we have posted 21 posts on Twitter and achieved 39 followers, and posted 12 times on LinkedIn and achieved 81 followers.

Figure 17. SUPER-HEERO's Twitter account



Figure 18. SUPER-HEERO's LinkedIn account



11 Conclusions

Since the beginning of the project, there has been already one milestone achieved: the project website is up and running.

Although it is too early to extract analytics, the number of followers in social media is increasing at a good pace in comparison to other European projects and growing very quickly.

Moreover, as mentioned above, there have already been several media outlets echoing the news about the start of the project.

Communications kicked-off intensively with the start of the project and are expected to keep an acute cadence. The upcoming milestones during the next months are the development of the factsheet, the first newsletter, the first video and the first General Assembly meeting.

ANNEX I. PRESS RELEASE

SUPER-HEERO, a project to uplift energy efficiency investment in supermarkets

- SUPER-HEERO will provide a replicable and innovative financial scheme for energy efficiency investment in small and medium supermarkets, based on stakeholder and community engagement.
- The project has received funding from the European Union's Horizon 2020 research and innovation programme.

Madrid (Spain), 15 June 2020 - SUPER-HEERO, a European project funded under the Horizon 2020 research and innovation programme that aims to boost energy efficiency investment in small and medium supermarkets, kicked off today, 15 June, with an online meeting that gathered all the consortium partners.

Energy efficiency investments are key from an environmental point of view, but also convenient in terms of expected return and payback times. For instance, energy charges account for between 10% and 15% of the total operating costs of a small or medium supermarket, making energy efficiency a great source for cost reduction. However, it is still difficult to attract private finance that can accelerate the energy transition process on a large scale in the retail sector. SUPER-HEERO aims at providing a replicable financial scheme for energy efficiency investment in small and medium supermarkets, based on stakeholder and community engagement.

“We have set very ambitious goals in this project”, said Giulia Carbonari, SUPER-HEERO project coordinator. “We expect to trigger €4.7 M of investment in sustainable energy and engage at least 88 stores, which would imply a significant energy saving and a great reduction of greenhouse gases emissions.”

The SUPER-HEERO approach relies on three main instruments: engineered Energy Performance Contracts (EPC), product-service models for technology providers engagement, and community-based crowdfunding and cooperative initiatives. The novelty of this project relies in the innovative concept that leverages customer loyalty programmes, providing a new way for supermarket operators and their shoppers to work together towards energy efficiency.

In this sense, SUPER-HEERO will enable upfront cost reduction and engagement of additional investment sources, while bringing direct economic and environmental savings for the supermarket, as well as cascade to the final customer, the engaged Energy Services Companies and utilities, and technology providers.

About SUPER-HEERO

SUPER-HEERO is the acronym for SUPERmarket Human-based innovative financing schemes for Energy Efficiency Retrofitting and Optimisation.

The project officially started on 1 June, 2020, and will last for 30 months. SUPER-HEERO has received €1.4 M of funding from the European Union's Horizon 2020 research and innovation programme under a call topic for innovative financing for energy efficiency investments. It is coordinated by the Italian company R2M SOLUTION SRL and formed by a multi-disciplinary consortium with eight partners more: Creara Consultores, the Municipality of Padova, RINA Consulting, SINLOC, Sustainable Innovations, Tándem, Vertech Group and Zero Emissions Engineering.

For more information, contact: info@super-heero.eu