

Ener2crowd joins SUPER-HEERO as project partner

Madrid (Spain), 13-12-2022 – The Italian company [Ener2crowd](#) has confirmed its participation in the EU-funded project [SUPER-HEERO](#), where they will work with the other eight consortium partners involved in this initiative to improve energy efficiency in small and medium supermarkets.

More specifically, Ener2crowd will lead the development of a crowdlending platform for citizens to invest in energy efficiency interventions for the project's pilot supermarkets.

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.

“Our goal is to provide SUPER-HEERO with a fully functional Super-Heero branded crowdlending web platform powered by Ener2Crowd where projects can be presented and financed by the crowd but with a special focus on community engagement that incentivizes shoppers, supermarket staff and local area stakeholders alike to invest in enhancing energy efficiency in their local supermarkets, enabling a true benefit sharing process along the entire value chain, to which people belong”, appoints Niccolò Sovico, CEO and Co-founder of Ener2crowd.

SUPER-HEERO is currently working with Italian and Spanish supermarkets as NaturaSi, Grupo Covirán and DIA, to assess potential energy improvements in a set of selected pilot stores. There, the project is carrying out energy audits, installing smart meters and assessing energy consumption in sight of planning energy efficiency and technological retrofit measures. Then, the pilot units will be introduced to a set of innovative financial schemes to cover the costs of the intervention, being citizen crowdfunding among them.

“We are very happy to have Ener2crowd onboard, as they will develop an essential part of the project and deliver the APIs that allow us to connect to various supermarket loyalty programs”, said Thomas Meservey, the SUPER-HEERO project coordinator and R2M Solution's CEO. “The idea is to engage the local community together and in a new way so that they can take an active part in boosting a green transition, help refurbish stores with new and renewable energy technologies and at the same time receive incentives and benefits, such as reward points through their supermarkets' loyalty programmes. If this proves successful in the pilot stores, we aim to replicate it and extend it to further stores from the retail sector,” he added.

Ultimately, SUPER-HEERO aims to work with municipalities, store brands and other local area actors collectively on their territories to enable upfront cost reduction, bring direct economic and environmental savings for the supermarket, as well as cascade to the final customer, the engaged Energy Services Companies 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.

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 other eight partners: Creara Consultores, the Municipality of Padova, RINA Consulting, SINLOC, Sustainable Innovations, Tándem, Zero-EEngineering and Ener2crowd.

About Ener2crowd

Ener2crowd is the first Italian crowdfunding platform dedicated entirely to sustainability projects where any private or institutional investors can finance innovative companies working on environmental sustainability interventions, energy efficiency and renewable energy. Today Ener2Crowd represents the number one operator for direct and transparent sustainable investing, promoting an alternative ethical, effective and remunerative experience to those who care about the future of our species and all other living beings.