



# SUPER HEERO!

Human Energy Efficiency Retrofitting Optimisation



SUPER-HEERO PROJECT

# About

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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.

The approach relies on three main instruments: engineered Energy Performance Contracts (EPC), product-service models for technology providers engagement and community-based crowdfunding/cooperative initiatives.

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 ESCOs and utilities, and technology providers.

HUMAN-BASED

ENERGY EFFICIENCY

RETROFITTING

OPTIMISATION



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# Objectives



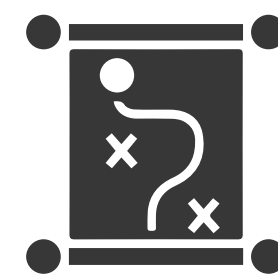
Develop and engineer an innovative scheme for energy efficiency investment in small and medium supermarkets based on stakeholder and community engagement



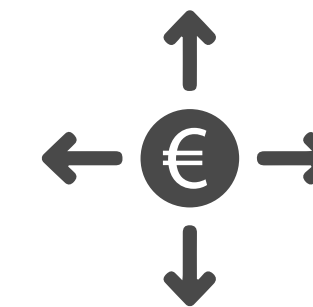
Compile a portfolio of ad-hoc energy measures for supermarkets and elicitation of requirements and high-level design based on case studies for segmentation.



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 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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# Expected impacts

**Primary energy saving of  
7094 GWh/year**

**€4.7 M of investment in energy  
efficiency measures leveraged**

**Reduction of greenhouse gases  
emissions of 6807 tCO<sub>2</sub>/year**

**Delivery of innovative financing  
schemes that are operational and  
ready to be implemented**



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

Meeting name

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## Benefits for stakeholders (Vision)

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### Benefits for supermarkets:

- Securing financial support to uptake energy efficiency strategies.
- Reduce technical responsibilities and risks.
- Reduce energy consumption and operational costs.
- Align with global sustainability targets.

### Benefits for technology providers

- Implementation of innovative business models (e.g. technology leasing and pay-per-use agreements).
- Long term energy demand security.
- High exposure in technology providers' catalogues for replication.

### Benefits for esco / utility

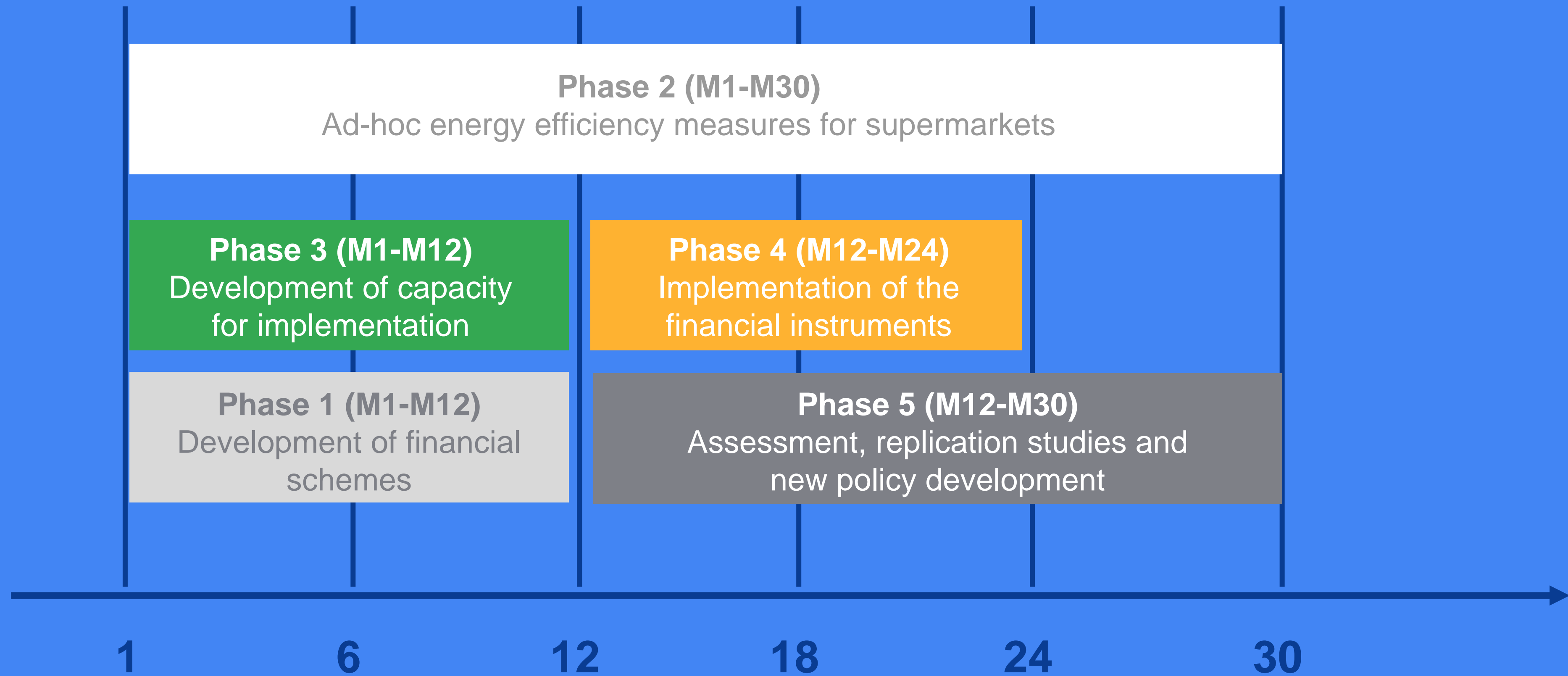
- Increase customer base through the supermarket loyalty program.
- Long term commercial relationship through savings sharing schemes.
- High replicability potential in the new market of small/medium supermarkets.

### Benefits for costumers

- Multi-company loyalty program.
- Card payback (e.g. 1-2% of expenditure)
- Reward strategies based on gamification.
- Energy-bill rebates.
- Discounts in other green goods and services.
- Engaging in sustainable and green initiatives.

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# Methodology





# Approach

## 1. Scheme Development

- Energy efficiency portfolio
- Financial instruments
  - ✓ EPC
  - ✓ Technology leasing
  - ✓ Crowdfunding

## 2. Capacity Building

- Knowledge
- Skills
- Support
- Assessment

## 3. Implementation

- Fund Raise
- Energy Retrofits

**ENERGY  
EFFICIENCY**



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# Partners



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**SUPER-HEERO**



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**[www.super-heero.eu](http://www.super-heero.eu)**