

## **SUPER-HEERO will host its Final Event in Madrid with the latest trends in Sustainability for the Retail and Catering Sectors**

**Madrid (Spain) May 18 2023 - The European project SUPER-HEERO will hold its final event next week in Madrid to address the latest trends in Sustainability for the Retail and Catering sectors.** This initiative, promoted in the framework of Horizon 2020, has been working since 2020 on promoting energy efficiency in supermarkets, through engagement projects for customers using crowdlending.

After its success in Padua (where it raised more than €40,000 for the promotion of a photovoltaic installation in the facilities of the Italian supermarket chain NaturaSi), the SUPER-HEERO project is holding its final event on **23 May, from 11:00h to 13:00h**, where the main trends and success stories for the Spanish and European markets will be showcased in the Impact Hub Barceló, in Madrid.

**Representatives from SUPER-HEERO, Creara, Supermercados Covirán, Natura Sí, Stemy, Ampere, Senda and ASEDAS, among other organisations,** will take part in a hybrid event, in which attendees will be able to choose between a face-to-face or digital connection.

**Thomas Messervey, CEO of R2M Solution and coordinator of SUPER-HEERO, has said:** *"In this final event, we will share the sustainability and energy efficiency strategies that have brought us so much success in Italy. The retail and catering sectors in Spain have a great potential for cost optimisation and energy efficiency, so we hope that SUPER-HEERO will help many companies to strengthen their environmental impact, but also their competitiveness".*

In the words of **Rodrigo Morell, Managing Partner of Creara and partner of the Project:** *"SUPER-HEERO is the proof of the importance of sustainability and energy efficiency for any business today, but especially for the retail and catering sectors. The event on 23 May is a must for anyone looking for new ways to tackle the current challenging energy situation. Creara is delighted to have the opportunity to organise this forum of great added value for business strategists".*

**More information and Registration Here:** [bit.ly/SHEventMay23](https://bit.ly/SHEventMay23)

### **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 36 months.

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.

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, Ener2crowd, the Municipality of Padova, RINA Consulting, SINLOC, Sustainable Innovations, Tándem, and Zero-E Engineering.

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