



## D3.4 - COLLECTION OF ADVERTISING MATERIALS PRODUCED

**Lead Author(s):** Armando Serra (SIE)

**Contributors:** R2M, E2C, CREARA, CDP

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<b>Deliverable responsible</b>	SIE	<b>Contact person</b>	Armando Serra armandoserra@sustainableinnovations.eu

Deliverable Contributors				
	Name	Organisation	Role / Title	E-mail
<b>Author(s)</b>	Armando Serra	SIE	Communications Manager	armandoserra@sustainableinnovations.eu
<b>Contributors</b>	Ramiz Qumsieh Cristina Barbero Simone Buffa Thomas Messervey Linda Corsi Ana Vassoler	R2M R2M R2M R2M E2C E2C	Graphic Designer WP Leader Pilot Developer Coordinator Communication Communication	cristina.barbero@r2msolution.com
<b>Reviewer(s)</b>	SIE	SIE	Jesús Serrano, Deputy General Director	jesusserrano@sustainableinnovations.eu
<b>Final review and quality approval</b>	Thomas Messervey	R2M	<b>Coordinator</b>	thomas.messervey@r2msolution.com

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## Terms, definitions and abbreviated terms

Acronym	Definition	Acronym	Definition
EE	Energy efficiency	TW	Twitter
M	Month	SIE	Sustainable Innovations Europe
SM	Social Media	SH	SUPER-HEERO
WP	Work package		
LKD	Linkedin		

## 1 Executive Summary

This document is the SUPER-HEERO project collection of advertising materials produced (contract no. 894404) corresponding to D3.4 (M30) lead by SIE. It contains the process followed for the creation of the materials corresponding to the advertising campaign carried out in Spain and Italy.

Overall, the campaigns utilized a customer-centric mindset to effectively reach and engage the target audience, resulting in increased awareness on the importance of implementing energy efficiency measures in supermarkets and highlighting the role of consumers in this transition.

The campaign followed a two-fold strategy. On one side, it targeted the specific countries involved in the project, Spain and Italy, with on-site actions. On the other side, a general approach was implemented, mainly focused on the project digital presence and social media channels.

## 2 Introduction

This document outlines the many processes involved in building up the advertising campaign to inform customers about energy savings in supermarkets. These steps are based on established tactics that aim to motivate the appropriate customer segments to achieve widespread diffusion.

The communication materials created include videos, high-quality images, pdf documents with general information, tote-bags, leaflets, roll-up, among other materials in collaboration with Italian partner pilot NaturaSi.

### 1. Context of WP3

The main objective of this WP is to connect with costumers and engage them:

- To define strategies for awaken public awareness about energy savings, environmental impact of the production of energy, among others,
- To define (in Task 3.2) and implement (in Task 3.4) the loyalty and reward program (including web-platform and gamification strategies) for supermarket's clients, which should be attractive and promote proactivity.
- To setup advertising campaigns for client's awareness about the Energy savings in supermarkets and define strategies to influence relevant costumer's groups to achieve a wide dissemination.

### 2. Objectives of Task 3.3

The kick-off for the task happened through a round-table session in M18 to understand the most effective advertisement campaign based on supermarkets perspectives. Successful campaign examples and best practices were brought to the table by SIE, which led the discussion. The outcomes of the round-table were included in [deliverable 3.3](#), together with the final decisions. Materials have been prepared in close collaboration with all consortium partners and with the pilot supermarkets DIA, COVIRÁN, and NaturaSi.

### 3 Marketing campaign

SIE launched an extensive marketing and communication campaign focused in two sides: the development of the SUPER-HEERO brand voice, and on the other hand, the customers' awareness, and engagement. This campaign helped to ensure that our results regarding supermarket participation outlived the project's lifespan and strengthened take-up opportunities as part of the dissemination plan. A "push/pull" marketing strategy was used to maximise market potential and capture interest past the project's completion.

It was expected that this deliverable and the marketing campaign were delivered by M24, but as the project experienced some delays in relation to pilot sites and the implementation of EE measures, it was decided to postpone the start of the campaign and the deliverable due date.

#### 1. First steps

For the creation of the advertising campaign, the process involved the following steps:

1. Research: A market analysis was conducted to understand how supermarkets engage with their audience, and how we could involve consumers in the transition of supermarkets towards more sustainable approaches. Other successful marketing campaigns were considered.
2. Research validation and preliminary decisions: based on the research findings, a comprehensive communication strategy was formulated that included key messaging and the process to follow. It was presented to the Spanish and Italian pilot supermarkets in two different roundtables carried out in M17 so they could decide on the actions and communication materials of their preference.
3. Final decisions and adjustments: In M18, it was needed to organise individual meetings with Spanish supermarkets to start creating the communication materials. As the implementation of EE measures was still pending, it was not possible to finally validate the materials that were previously selected in the roundtables. It was decided to wait until the actions took place. It was decided that a general campaign would take place prior to the regional ones to start engaging the audience.
4. Creative process: for the general campaign, it was decided to compile information already available on different deliverables and to extract from them the most interesting ones to create an appealing document called "FROM CONSUMER TO CONSUMER-HEERO". This was also used for creating high quality and/or animated images and short videos.
5. Planning: besides the development of its own brand voice, the SUPER-HEERO team also helped Italian coordinators R2M Solution to guide NaturaSi with the field materials for client awareness.
6. Execution: after all the materials were created, they were included in the project website and/or promoted in social media channels and in the Sixth and Seventh project newsletters. For the case of the regional campaigns, Padova conducted on-site promotions, Tandem directly reached different target groups in events and the Italian pilot partner NaturaSi

produced its own materials for customer engagement, following the indications given by SUPER-HEERO and RSM Solution.

## 2. Campaign addressing general audience

Developing the SH own voice, as well as customers engagement with the pilots was the main objective. To this end, taking in consideration the pilot supermarkets context before April 2023, it was difficult to coordinate the actions as the EE interventions would take place during the last months of the project, and this campaign needed to be developed also in the same months. Supermarkets have their own communication departments, and it was decided that no information could be shared until some results from the interventions were available. As this supposed a time constraint, SIE decided to take a wider approach and started to create awareness on energy efficiency measures in supermarkets using targeting the audience (consumers, citizens) in general.

This campaign is mainly composed by the “FROM CONSUMER TO CONSUMER-HEERO” document, short videos, and diagrams and images used for its promotion.

For the creation of this document, included as ANNEX I, SIE oversaw compiling relevant information from the following deliverables:

- D1.1 Analysis of policy framework and barriers
- D1.4 Crowdfunding and cooperative initiatives as a financial instrument for energy efficiency investment in supermarkets
- D2.1 Renovation measure catalogue for supermarkets
- D2.2 Guidelines for the implementation and financing of EE measures in supermarkets
- D3.1 Guidelines for supermarket customer awareness-raising strategies in energy, environmental and social topics
- D4.6 Roadmap for SUPER-HEERO to contribute to achieving the EU’s objectives

The information extracted was included in the document in a way that from a consumer perspective it was easy to understand how supermarkets could implement EE measures and the benefits it brings to customers. The structure proposed in [FROM CONSUMER TO CONSUMER HEERO](#) document is the following one:

- Why should I read this document? – this provides an overview of the EU goals in terms of greenhouse gas emissions and how supermarkets can contribute towards the objective, highlighting the importance of EE interventions.
- Our project – a summary of the project objectives and our approach, to understand why we promote the implementation of such interventions. Inside this chapter, detailed data was included in answering the following questions thanks to the information gathered from the deliverables already mentioned:
  - What are the options available for supermarkets to reduce the upfront investment?
  - How does this process look like for a supermarket?
  - Energy Efficiency measures in supermarkets



- Why are Energy Efficiency renovations needed?
- Energy audit-key step for the change.
- What kind of measures could be implemented?
- Let's have a look at some numbers.
- SUPER-HEERO driving the change.
  - How is SUPER-HEERO contributing?

This document was uploaded to the website as a non-scientific publication, and each of the sections were promoted on social media channels with individual posts as part of the “BE A CONSUMER-HEERO” campaign, with a total of 14 posts (LinkedIn and Twitter). This campaign went from January 12 to May 4, 2023. It started with a general post to motivate people to keep an eye on our social media channels throughout the whole campaign, and it ended with the promotion of the final document where all the information could be found. A special hashtag was also created to make people curious about our content and to make it easier for anyone to find the posts using #BEACONSUMERHEERO.

In some cases, the posts shared included some special images or GIFs created to catch the attention of the audience. Below, it can be found the screenshots of the campaign carried out on LinkedIn, on Twitter the same posts where shared with shorter texts:

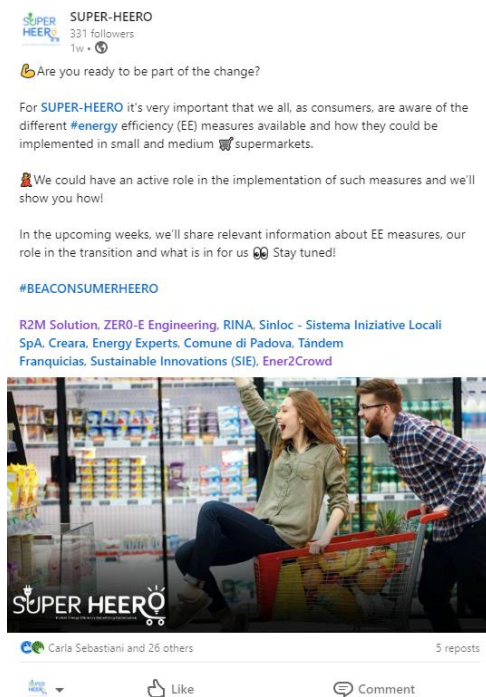


Figure 1. SM post 1

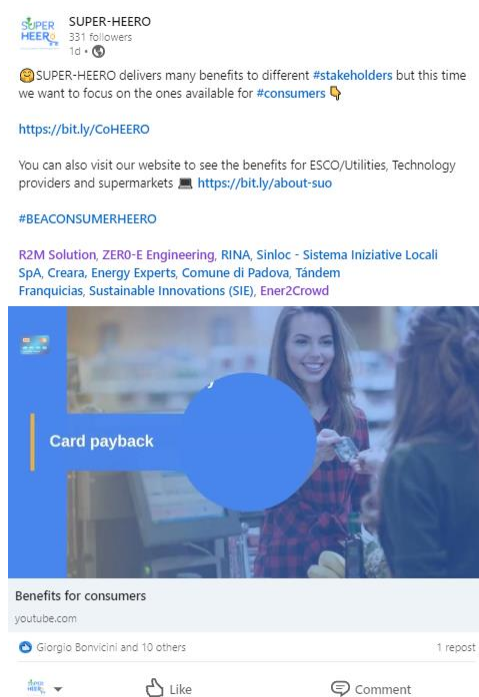


Figure 2. SM post 2





Figure 3. SM post 3

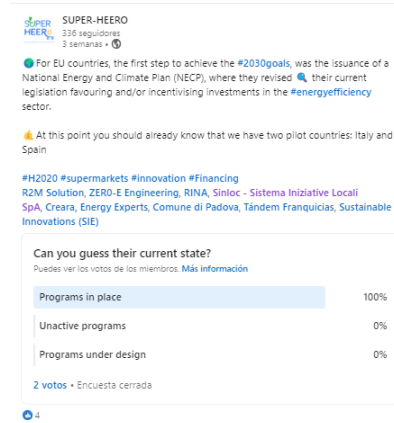
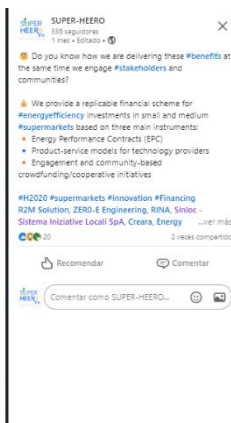


Figure 4. SM post 4

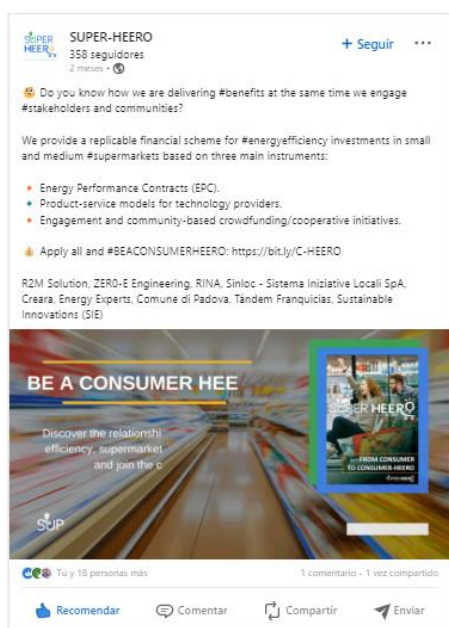


Figure 5. SM post 5

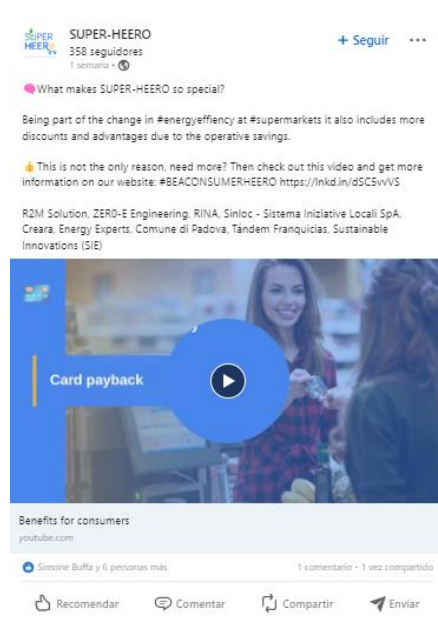


Figure 6. SM post 6

Apart from this document, a video was also created to summarise the benefits that the project's impacts will bring to consumers. It was uploaded to the project [Youtube Channel](#) and shared in SM post 2 and 6. In order to promote the participation of citizens in the crowdfunding scheme, ZERO-E produced a short video that was also uploaded to [YouTube](#) and promoted on social media.



Figure 7. SM post 7

### 3. Campaign in Italy and Spain

The pilot context explained in the previous section showed itself the need of alignment with the local pilots, both in Italy and Spain. In Italy, two pilot projects were implemented. In Spain, audits were carried out, interventions designed and select interventions were carried out directly by the supermarkets. A final event / stakeholder workshop was carried out in Madrid involving the pilot stakeholders and other targeted stakeholders. workshop Finally, the Spanish pilots side denied to participated in the SUPER-HEERO scheme.

#### 3.1. Italian pilot: Padova

As NaturaSi was confirmed as a participant pilot, SIE held a meeting with R2M solution in April 2023 to make a planning-workshop, to give the Communications Department of NaturaSi the concrete tools, messages, and insights needed to start an advertising campaign in Italy for its customers.

In this workshop, the main insights given were:

- Information: It was identified as fundamental the figures about the potential interest rate for the customers, as well as the appointment of it was a crowdfunding investment campaign.

- Look & Feel: The training exercise was done with a SUPER-HEERO brand guidelines sampler, but it was suggested that the engagement will be better with the NaturaSì own brand guidelines.
- Voice and concept: besides than the brand guidelines and messages suggestions, the main point of this campaign concept planning is to generate the concrete action plan regarding communications and advertising materials, to focus on the awareness and the direct contact with customers. That is why it was planned to avoid difficult words, or excessive design elements. SIE also add the recommendation of translating and adapting the materials to Italian.

### BECOMING A SUPER-HEERO ENSURES A 7% OF PROFITABILITY RATE

You can obtain benefits through our crowdlending platform at the same time you are helping supermarkets become greener.

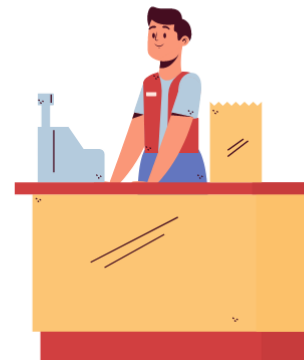


Figure 8. Mood board concept showed by SIE to R2M during the Workshop

Once this workshop was celebrated with R2M Solution representors', NaturaSì started to activate its own campaign, located in the Padova shops environment in the following dates and events:

- **Community Workshop** – 23 February 2023
- **Apertivi/local presentation** in Padova during March 31.
- **Webinar for potential customers** on April 5, 13 & 20.
- **Inauguration Ceremony** for the investors, customers and public of Padova, used during the Final Ceremony inauguration held by R2M Solution and NaturaSì on May 30. SIE provided a sample to R2M Solution to its work alongside the shop retail owner of NaturaSì in Padova.

The following images capture select materials used in support of the Padova pilot.

**We are live.**  
(man in the arena)



Figure 9. Podova Campaign Kickoff – Radio, In-store Event, Shopper Bags, Press releases



Horizon 2020  
European Union Funding  
for Research & Innovation

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





Figure 10 Poster, printed multiple copies displayed at strategic points in shop



Figure 11. Webinar image in support of social media campaigns



### Vuoi investire in un impianto fotovoltaico?

Vogliamo fare la nostra parte per la salvaguardia dell'ambiente in cui viviamo. A Maggio installeremo un impianto fotovoltaico da 25 kWp proprio qui, sul tetto del supermercato Natusi. **Unisciti a noi!**

### Il primo in Europa

In collaborazione con il progetto europeo Super-Heero, siamo i primi in Europa a invitare la comunità locale a investire con noi in un progetto di sostenibilità tramite il crowdfunding e a dividerne i guadagni!



### Rendimento fino al 7%

Hai letto bene!  
È proprio così!



### Aperitivo per lanciare la Campagna, partecipa!

Parleremo del progetto e come partecipare alla campagna di Crowdfunding

Il prossimo appuntamento sarà a metà Maggio dopo l'installazione del sistema per festeggiare!

**Venerdì, 31 Marzo ore 17:00**  
**Al negozio NaturaSi - Via Parini 2, Ponte San Nicolò (PD)**

Per i dettagli inquadra qui:  
[info@super-heero.eu](mailto:info@super-heero.eu)



Biglietto gratuito per ogni investitore. Giardini aperti a Padova!










### Come funziona il processo per investire con Super Heero:

**1. SOTTOSCRIVI**

Hai solo bisogno di pochi minuti e la tua carta d'identità, registrati e apri il portafoglio!

SEI ORA PARTE DELLA COMUNITÀ GREENINVESTOR

**2. APRI IL TUO PORTAFOGLIO**

Carica documenti aggiuntivi per ricaricare il tuo portafoglio digitale e investire.

TUTTO È FATTO IN MODO CONTROLLATO E SICURO

**3. RICARICA IL TUO PORTAFOGLIO**

Puoi ricaricare il portafoglio tramite bonifico bancario o carta di credito, dopodiché potrai scegliere il tuo investimento.

RISPARMA E GUADAGNA!

**4. INVESTI IN PROGETTI SUPERHEERO**

Scegli il progetto più adatto a te e investi in SUPERMERCATI che promuovono progetti sostenibili.

INIZIA A GUADAGNARE CAMBIANDO IL MONDO

**5. MONITORA I TUOI INVESTIMENTI**

Monitora i tuoi investimenti nell'area riservata: rimani in contatto con i candidati e ricevi gli aggiornamenti sul progetto.

GUARDA LE PRESTAZIONI E I VANTAGGI DEI PROGETTI

**6. ASPETTA LA CONCLUSIONE**

I promotori del progetto ripagheranno il capitale insieme all'interesse.

DIVERTITI E RILASSATI!

**Premio fedeltà solo per i clienti di questo negozio - per ricevere il 7% di interessi inserisci la seguente password**

Figure 12. Postcard front & back handed out at cashier





## Il Progetto Europeo Super-Heero

supermercati e comunità locale insieme per lo sviluppo sostenibile!

Investi nel nostro impianto fotovoltaico e sii protagonista dello sviluppo sostenibile! Grazie al progetto EU Super-Heero, da oggi puoi essere parte di una comunità che vuole avere un ruolo di primo piano per migliorare l'ambiente in cui vive. Nel mese di Maggio installeremo un impianto fotovoltaico da 25 kWp proprio qui, sul tetto del supermercato Naturasì, Ponte S. Niccolò: sarà il 1° in Europa!



Potrai investire da un minimo di 100€ ed ottenere un rendimento max esclusivo per te, cliente Naturasì, del 7%!

**Unisciti a noi, adesso!**

In esclusiva solo per i clienti Naturasì di questo negozio:

- 7% di interesse inserendo al momento della sottoscrizione il codice "Parini"
- Biglietti gratuiti per AnimeVerdi 2023, Festival dei giardini aperti in Padova



Vuoi saperne di più?

• Inquadra qui



- Oppure vai su: <https://www.super-heero.com>
- O prendi la cartolina informativa: la troverai alle casse del supermercato

Affrettati: l'investimento con i vantaggi per i clienti Naturasì rimarrà aperto dal 5 al 21 Aprile. Dal 22 Aprile sarà aperto al pubblico in generale.

**Vuoi investire? Ecco come fare:**

- SOTTOSCRIVI**  
Hai solo bisogno di pochi minuti e la tua carta di credito, registrati e apri il portafoglio. SE OSA PIÙ DELLA COMUNITÀ CREDITORI.
- APRI IL TUO PORTAFOGLIO**  
Carica documenti aggiornati per ricalcolare il tuo portafoglio digitale di investimento. TUTTO È FATTO IN MODO CONTROLLATO E SICURO.
- RICARICA IL TUO PORTAFOGLIO**  
Puoi ricaricare il portafoglio tramite bonifico bancario o carta di credito; dopo aver scelto il tuo investimento. RISPANZA E GUADAGNI.
- INVESTI IN PROGETTI SUPERHEERO**  
Scopri il progetto più adatto a te a livello di SUPERHEERO che promuovono progetti sostenibili. PAGHI A SODDISFACIMENTO CREDITIZIO E MERCE.
- MONITORA I TUOI INVESTIMENTI**  
Monitora i tuoi investimenti nel tempo: riceverai report in formato PDF e i tuoi dati sono sempre a portata di mano. GLI OGGETTI SONO IN CONTINUA EVOLUZIONE.
- ASPETTA LA CONCLUSIONE**  
I promotori del progetto ti consiglieranno il modo migliore per il tuo investimento. DIVERTITI E RILASSATI.

Super-Heero aderisce al progetto "Alberiamo Padova": saranno piantati 4 alberi all'interno del Comune di Padova, contribuendo così alla tutela della biodiversità e alla lotta al cambiamento climatico.

Super-Heero costituisce, inoltre, un importante tassello del percorso verso la neutralità climatica al 2030 del Comune di Padova, nell'ambito della Mission Climate Neutral and Smart Cities".

**NET ZERO CITIES**

	10 anni	30 anni
Energia Prodotta	262 MWh	786 MWh
Beneficio CO2	77 Tons	232 Tons

**I partners di Super-Heero:**



Horizon 2020  
European Union Funding  
for Research & Innovation

Il progetto è stato realizzato grazie a un finanziamento europeo

Figure 13. Rollup Displayed in Store



Horizon 2020  
European Union Funding  
for Research & Innovation

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



**NaturaSi Padova**  
26 maggio · 🌐

Martedì 30 maggio ore 18  
Inaugurazione Impianto fotovoltaico presso il negozio NaturaSi in Via G. Parini, 2.  
Un'occasione per ringraziare tutti coloro che hanno creduto nel progetto!... En voir plus  
Voir la traduction



**NaturaSi Padova**  
28 aprile · 🌐

Abbiamo il piacere di comunicarvi che la raccolta fondi ha raggiunto il suo obiettivo e la campagna si è conclusa con successo!  
Grazie a tutti coloro che hanno creduto nel progetto, contribuendo a diffondere una cultura di responsabilità verso l'ambiente e verso la collettività.  
Per rimanere aggiornati: [www.super-heero.com](http://www.super-heero.com)  
Voir la traduction



**NaturaSi Padova**  
5 giugno · 🌐

Martedì 30 maggio è stato inaugurato l'impianto fotovoltaico presso il negozio NaturaSi in Via G. Parini, 2.  
Un progetto reso possibile grazie alla collaborazione con Super Heero ed il Comune di Padova.  
Grazie a tutti della collaborazione!  
Tutte le info sul progetto  
→ <https://www.super-heero.com/>  
Voir la traduction



Figure 14. Select posts from NaturaSi Facebook (Padova)

**naturaSi** [Trova negozio](#) [Acquista online](#)



**Diventa protagonista della sostenibilità.  
Investi nel nostro impianto fotovoltaico**

La nuova strada per l'innovazione sociale passa attraverso il punto vendita, come testimonia l'esempio del negozio **NaturaSi di Ponte San Niccolò (Padova)** in prima linea per la sostenibilità attraverso l'installazione di un impianto fotovoltaico da 25kWp sul tetto del punto vendita.

Grazie al progetto **EU Super-Heero**, anche tu puoi entrare a far parte di una comunità che vuole avere un ruolo di primo piano per migliorare l'ambiente in cui vive. Se vuoi saperne di più, **scoprire le opportunità** di investimento e le modalità di partecipazione al progetto non perderti il **webinar di giovedì 13 aprile alle ore 21.00**.

Contribuisci a diffondere una cultura di responsabilità verso l'ambiente e verso la collettività: unisciti a noi.

[Partecipa al webinar](#)

Figure 15. Naturesi Newsletter Campaign via email





[ACCEDI](#) [PROGETTI](#) [TELEGRAM](#)

**Hai ricaricato il tuo wallet!?**  
**Investi nel progetto e ottieni fino al 6% lordo annuo, scopri come!**

PROGETTO SPECIALE - FOTOVOLTAICO - R2M SOLUTION

**INVESTI ADESSO**



**EFFICIENZA ENERGETICA**  
**FOTOVOLTAICO**

**7%**  
RENDIMENTO STAKEHOLDER E POSSESSORI  
TESSERA SHOP NATURASI  
VIA PARINI PONTE  
SAN NICOLÒ (PADOVA)

**6%**  
RENDIMENTO POSSESSORI TESSERA  
NATURASI

**5%**  
RENDIMENTO PER TUTTI

**A**  
ENERSCORE

**12 mesi**  
DURATA FINANZIAMENTO

**ENER2CROWD**

**NUOVO PROGETTO**  
**FOTOVOLTAICO**

Figure 16. Newsletter Mailing Ener2Crowd

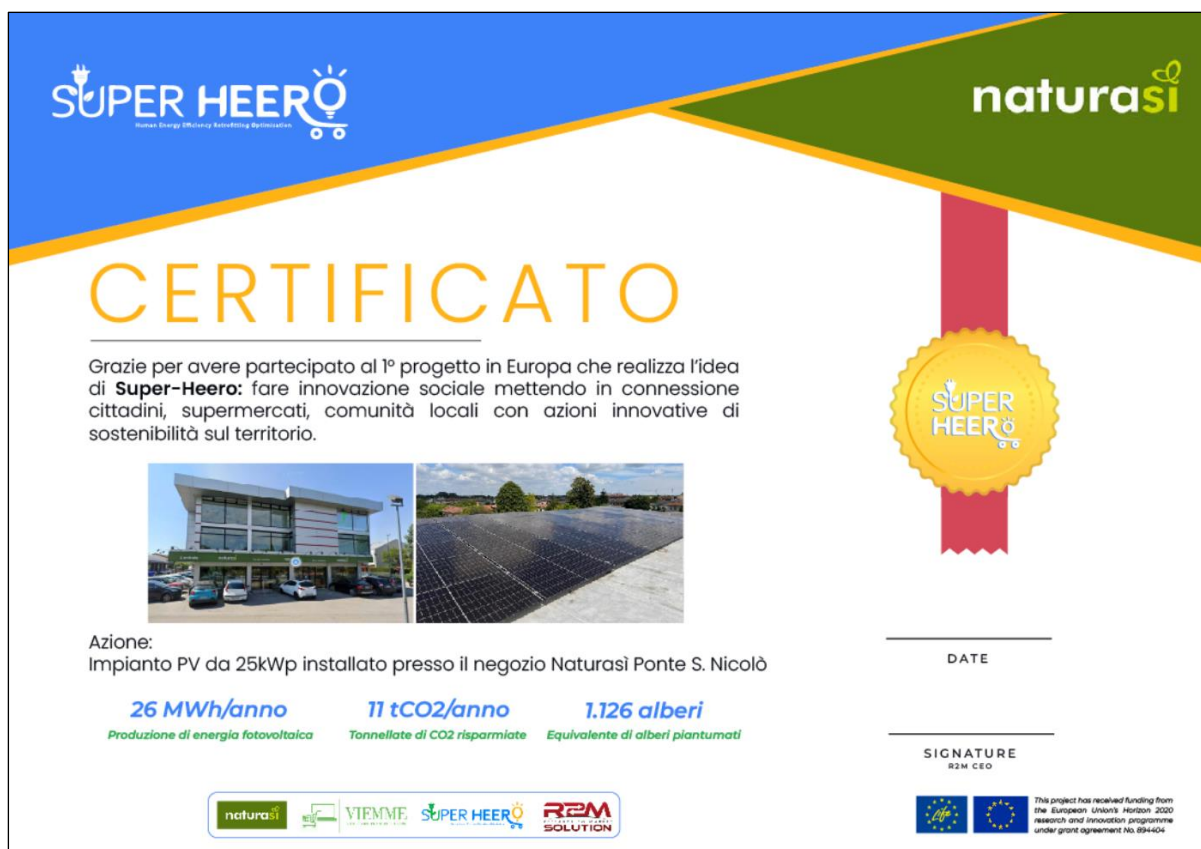


Figure 14. Inauguration Certificate presented to Naturasì

## Progetto europeo Super-Heero

Per la riqualificazione energetica dei supermercati

Ultimo aggiornamento: 07/07/2023



Il Comune di Padova ha partecipato come partner al progetto europeo **Super-Heero**, finanziato dal programma Horizon2020 e finalizzato all'attivazione di investimenti in efficienza energetica nei supermercati, attraverso il coinvolgimento delle aziende della distribuzione organizzata presenti in città e delle comunità locali, per stimolare ed incentivare l'adozione di scelte virtuose.

Il progetto ha messo in campo un solido partenariato internazionale, rappresentato da soggetti pubblici e privati con una forte esperienza nei settori della finanza innovativa e della riqualificazione energetica.

Figure 17. Posting on the Comune di Padova Portal at [www.padovanet.it](http://www.padovanet.it)



Horizon 2020  
European Union Funding  
for Research & Innovation

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



## Alberiamo Padova



*Grazie al progetto europeo Super-Heero per aver donato quattro alberi al Comune di Padova, contribuendo così alla tutela della biodiversità e alla lotta al cambiamento climatico.*

Comune di Padova - Settore Verde, Parchi e Agricoltura Urbana

Figure 18. Certificate from project tree-planting campaign (part of reward program)

### 3.2. Italian pilot: Pordenone

The second pilot was conducted approximately two months after the first pilot in Padova. In this case, the pilot was a brand-owned store. The pilot benefitted from lessons learned from the first pilot activity and the advertising campaign of the second campaign was a bit more structured, orderly and efficient. The process used in Pordenone was:

- Campaign planning meeting between Proponent (R2M), Brand (Naturasi) and Platform Partner (Ener2Crowd)
- Design of rewards program (coupons + EV Charge)
- Use of shopper bags, postcards, posters and rollup
- Kickoff Aperitivo (in shop event)
- Weekly evening webinars to answer questions
- Promotion on Social Media
- Promotion on Newsletters (Naturasi and Ener2Crowd)





**Tutti insieme per la Sostenibilità!**

Informazioni utili  
9-22 giugno locale  
23-29 giugno regionale  
Dal 30 giugno nazionale  
Webinars: 13 & 20 giugno alle 20:30  
Iscriviti su [www.super-heero.com](http://www.super-heero.com)

**Vuoi partecipare con noi ad azioni a favore della Sostenibilità?**  
Dopo il successo ottenuto a Padova, Super-Heero arriva anche a Pordenone!  
Nel mese di Luglio installeremo un impianto fotovoltaico da 83 kWp sul tetto di questo negozio. Grazie al Progetto EU Super-Heero, potrai avere l'opportunità di investire con noi per migliorare l'ambiente in cui vivi!

**Possibilità di investire una somma tra €100 - €5000 ottenendo un tasso di interesse fino al 7,5%**

**Vuoi saperne di più?**

Inquadra qui 

Scopri come unirti a noi e vai su [www.super-heero.com](http://www.super-heero.com)

Il premio bonus include un coupon da spendere in negozio, una ricarica per e-mobility nei punti SiRicarica, bonus sui tassi di interesse per nuovi investitori e i referral

Affrettati! L'opportunità è riservata alla sola provincia di Pordenone solo per il periodo 9-22 giugno.




**SUPER HEERO**  
Human Energy Efficiency Retrofitting Optimisation

**naturasi**

Il progetto è stato realizzato grazie a un finanziamento europeo

Horizon 2020  
European Union Funding for Research & Innovation

Figure 19. Poster Pordenone



## Vuoi investire in un impianto fotovoltaico?

In collaborazione con il progetto europeo **Super-Heero**, siamo tra i **primi in Europa** a invitare la comunità locale a investire con noi in un Progetto di sostenibilità tramite il crowdlending e a dividerne i guadagni!

## Tutti insieme per la sostenibilità!

Basandoci su una community di **oltre 12.000 greeninvestors proprio come te**, ci impegniamo ad accelerare le azioni di sostenibilità sul territorio riunendo comunità, cittadini e luoghi come supermercati, impianti sportivi, scuole o centri commerciali dove è possibile creare scenari vantaggiosi per tutti. Con Super Heero, **puoi avere un ruolo di primo piano per migliorare l'ambiente in cui vivi**



## Super Heero a Pordenone

Nel mese di Luglio installeremo un impianto fotovoltaico da 83 kWp proprio qui!

### I vantaggi per voi

**Rendimento fino 7.5%**

**Coupon Naturasi**

**Ricarica e-mobility da 25 kWp**



naturasi

SUPER HEERO

RPM

GREEN TIME

## Scopri tutti i dettagli del Progetto qui



### Informazioni utili

9-22 giugno locale

23-29 giugno regionale

Dal 30 giugno nazionale

Webinars: 13 & 20 giugno (2023)

Iscriviti su [www.super-heero.com](http://www.super-heero.com)

## Come funziona il processo per investire con Super Heero:



1.

### SOTTOSCRIVI

Hai solo bisogno di pochi minuti e la tua carta d'identità, registrati e apri il portafoglio!

SEI ORA PARTE DELLA COMUNITÀ GREENINVESTOR

2.

### APRI IL TUO PORTAFOGLIO

Carica documenti aggiuntivi per ricaricare il tuo portafoglio digitale e investire.

TUTTO È FATTO IN MODO CONTROLLATO E SICURO

3.

### RICARICA IL TUO PORTAFOGLIO

Puoi ricaricare il portafoglio tramite bonifico bancario o carta di credito, dopodiché potrai scegliere il tuo investimento.

RISPARMIA E GUADAGNA!

4.

### INVESTI IN PROGETTI SUPERHEERO

Scegli il progetto più adatto a te e investi in SUPERMERCATI che promuovono progetti sostenibili.

INIZIA A GUADAGNARE CAMBIANDO IL MONDO

5.

### MONITORA I TUOI INVESTIMENTI

Monitora i tuoi investimenti nell'area riservata: rimani in contatto con i candidati e ricevi gli aggiornamenti sul progetto.

GUARDA LE PRESTAZIONI E I VANTAGGI DEI PROGETTI

6.

### ASPETTA LA CONCLUSIONE

I promotori del progetto ripagheranno il capitale insieme all'interesse.

DIVERTITI E RILASSATI!

Scansiona qui per registrarti ai nostri webinar informativi del 13 e 20 giugno ore 20:30



Il nostro primo progetto Naturasi Padova

Figure 20. Postcard for Pordenone featuring Padova images available at Cashier



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for Research & Innovation

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### Il Progetto Europeo Super-Heero

supermercati e comunità locale insieme per lo sviluppo sostenibile!

Investi nel nostro impianto fotovoltaico e sii protagonista dello sviluppo sostenibile!  
Grazie al progetto EU Super-Heero e Naturasi, da oggi puoi essere parte di una comunità che vuole avere un ruolo di primo piano per migliorare l'ambiente in cui vive.

**Nel mese di Luglio installeremo un impianto fotovoltaico da 83 kWp proprio qui, sul tetto del supermercato Naturasi a Pordenone: sarà tra i primi in Europa!**



Potrai investire da un minimo di 100€ ed ottenere un rendimento max esclusivo per te, cliente Naturasi, del 7.5%!

**Unisciti a noi, adesso!**

In esclusiva per i clienti Naturasi di questo negozio:

- Un tasso di interesse fino al 7,5%
- Un coupon da spendere nei negozi Naturasi di Pordenone
- Una ricarica e-mobility da 25 kWp qualsiasi punto di ricarica SiRicarica situato sul territorio nazionale

Vuoi saperne di più?

- Inquadra qui 
- Oppure vai su: <https://www.super-heero.com>
- O prendi la cartolina informativa: la troverai alle casse del supermercato

**Affrettati! La campagna è riservata agli investitori locali fino al 22 giugno!**  
9-22 giugno – Locale  
23-29 giugno – Regionale  
Dal 30 giugno – Nazionale

**Vuoi investire? Ecco come fare:**

- 1. SOTTOSCRIVI**  
Hai solo bisogno di pochi minuti e la tua carta d'identità, registrali e apri il portafoglio.  
SUI OBIETTIVI DELLA COMUNITÀ D'INVESTITORI
- 2. APRI IL TUO PORTAFOGLIO**  
Carica documenti aggiuntivi per realizzare il tuo portafoglio digitale e investire.  
TUTTO È FATTO IN MODO CONSIGLIATO E SICURO
- 3. RICARICA IL TUO PORTAFOGLIO**  
Puoi ricaricare il portafoglio tramite bonifico bancario o carta di credito, associando i tuoi vantaggi al tuo investimento.  
IN SPESA MINIMA E QUANTIFICATA
- 4. INVESTI IN PROGETTI SUPERHEERO**  
Scegli il progetto più adatto a te e investi in SOSTENIBILI PROGETTI che promuovono progetti sostenibili.  
NB: A QUANDO COMINCIA IL MONDO
- 5. MONITORA I TUOI INVESTIMENTI**  
Monitora i tuoi investimenti nel tuo account. Riceverai i rendimenti e potrai vedere gli aggiornamenti sul progetto.  
QUANDO IL PROGETTO È IN FASE DI PROGETTO
- 6. ASPETTA LA CONCLUSIONE**  
I promotori del progetto e i promotori i capitali interni all'azienda.  
INVESTITI E RILASCIATI

**Hai delle domande?**

Vai sul sito [www.super-heero.com](http://www.super-heero.com) e iscriviti ai nostri webinar alle 20:30 del 13 giugno e del 20 giugno!



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

Benefici Ambientale	10 anni	30 anni
Energia Prodotta	914 MWh	2742 MWh
Beneficio CO2	270 Tons	809 Tons

Figure 21. Rollup Pordenone used at in-store events and displayed within the store

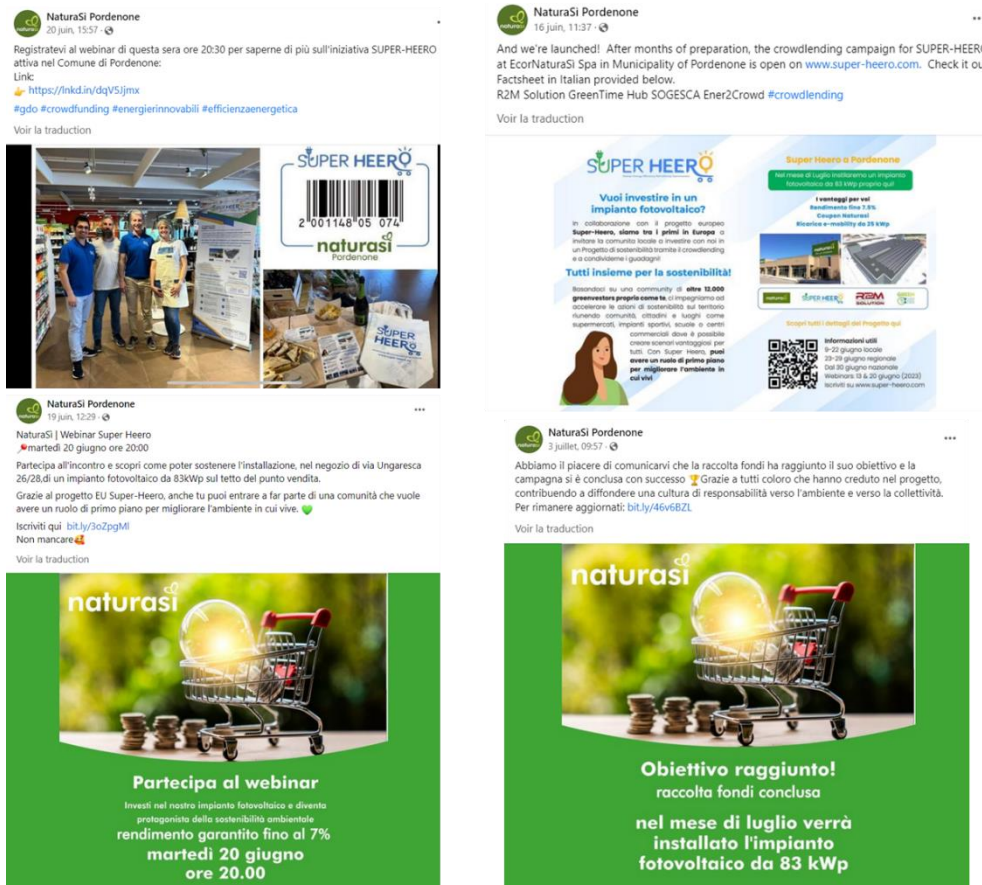


Figure 22. Select posts from NaturaSi Facebook Campaign

	Progetto	Partner	Team	Colonnine	Manifesto	DiWe The Game!	Progetto Super Heero
---	----------	---------	------	-----------	-----------	----------------	----------------------

# Diventa protagonista della sostenibilità ambientale!

Contribuisci a diffondere una cultura di responsabilità verso l'ambiente e verso la collettività: unisciti a noi. Ti aspettiamo **sabato 10 giugno alle ore 11:00**, nel negozio **NaturaSi di Pordenone** in via Ungaresca 26/28 ang. viale Venezia, all'incontro divulgativo con **bio aperitivo per raccontarti il progetto**.

Figure 23. Project cross-linked on SiRicarica Webpage (EV Column for free recharge)



[ACCEDI](#) [PROGETTI](#) [TELEGRAM](#)

**Hai ricaricato il tuo wallet!?**  
**La campagna Naturasi di R2M è finalmente**  
**aperta a tutti.**  
**Ottieni fino al 7% annuo lordo,**  
**investi subito!**

PROGETTO SPECIALE 2 - FOTOVOLTAICO - R2M SOLUTION

**INVESTI ADESSO**



Figure 24. Newsletter cross posting on Ener2Crowd



**R2M Solution**  
5,394 followers  
2w • 🌐

Domani, martedì 20 giugno h 20:30, partecipa al secondo webinar dedicato alla campagna crowdfunding per **EcorNaturaSi** di Pordenone, nell'ambito del progetto **SUPER-HEERO**

Gli investitori hanno l'opportunità di partecipare alla realizzazione di un **impianto fotovoltaico da 83 kWp** in una campagna target da € **60.000**.

🔗 Investi ora: <https://lnkd.in/dJSFj5j>  
🔗 Registrati: <https://lnkd.in/emZemcJC>

Non perdere l'opportunità di contribuire a questo progetto sostenibile!

Thomas Messervy Cristina Barbero 🌱 Cleantech and Sustainability Expert  
Simone Buffa GreenTime Hub SOGESCA Ener2Crowd Comune di Pordenone  
Alessandro Lodigiani Andrea Costa ZERO-E Engineering RINA Sinloc - Sistema Iniziative Locali SpA Creara, Energy Experts Tandem Franquicias

#crowdfunding #euproject #energia #sostenibilità #webinar #sustainability #energy

See translation

**Tutti insieme per la Sostenibilità!**

Informazioni utili:  
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Possibilità di investire una somma tra €100 - €5000 ottenendo un tasso di interesse fino al 7,5%

Scopri come unirti a noi e vai su [www.super-heero.com](http://www.super-heero.com)

Il premio bonus include un coupon da spendere in negozio, una ricarica per e-mobility nei punti di ricarica, bonus sui tassi di interesse per nuovi investitori e i referral

Vuoi saperne di più?  
Inquadra qui

Altre info e opportunità a disposizione alla sede provinciale di Pordenone solo per il periodo 9-22 giugno.

**SUPER HEERO**  
**naturaSi**

Il progetto è stato realizzato grazie al finanziamento Horizon 2020 European Union Funding for Research & Innovation



You and 17 others

5 reposts

Reactions



Figure 25. Select Post on Partner Social Media (R2M)





### 3.3. Spanish Final Stakeholder Event in Support of Pilot Development



Figure 26. Flyer / Invite for Final Stakeholder Event in Madrid

**COVIRAN SCA** [+ Follow](#) [...](#)  
43,737 followers  
1mo • Edited • 

● Hoy Covirán ha estado presente en el evento de clausura del Proyecto **SUPER-HEERO**, centrado en las principales tendencias de sostenibilidad en Retail y restauración: Una mirada al futuro.

💛 El Director de Servicios Generales de la Cooperativa, **Gerardo López**, ha expuesto el caso piloto de Covirán  y cómo nuestro modelo Cooperativo y la aplicación de los Planes Directores de Responsabilidad Social Empresarial , marcan la diferencia en materia de eficiencia energética con Supermercados dinamizadores de la economía local de los municipios donde se ubican.

[#HagamosDeLaVidaAlgoMejor](#) [#NuestraEsenciaEsElFuturo](#) [#SomosCooperativa](#)

[See translation](#)



  You and 72 others

2 comments

Reactions



Figure 27. Participant COVIRAN posting after the event on their corporate social media

## 4 Conclusions

This report has aggregated a good sample of the materials utilized in support of promoting the Super Heero pilots and innovative financing scheme across a wide variety of channels / media types. One end result is that both pilot campaigns closed approximately one month early after funding totals were reached. Approximately 100 crowdvestors joined the Super Heero pilot campaigns. Thousands of people likely passed by or received Super Heero materials in the shops and tens of thousands of people were reached via newsletters, press releases and sponsored Facebook campaigns.

A second result was that the project & campaigns were picked up by the communication departments of non-project partners and specifically by the involved supermarket brands. This was a long but rewarding process and the end result is being built upon in the shaping of new campaigns as the project closes.

## ANNEX I



### CONTENTS

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## Why should I read this document??

The general objective for 2030 set by the European Union is to reduce greenhouse gas emissions by at least 40% compared to 1990 levels. To achieve this goal, a key measure is the improvement of energy performance in buildings, as the construction sector is one of the largest consumers of energy in Europe.

Therefore, it is important to introduce significant measures to promote energy efficiency and renewable energy sources that focus on commercial buildings and large-scale distribution operators.

As supermarkets account for an important share of energy consumption in the tertiary sector, in the last years they have been involved in projects related to process and product sustainability as a decisive step towards the achievement of the United Nations 2030 Agenda objectives and the European Green Deal.

It is crucial to understand that the sustainability actions introduced by supermarkets in recent years have been strongly promoted by citizens. People are requiring higher environmental standards: in products, commercial spaces, and services provided and this creates an opportunity for all of us as consumers, as we can also be part of the change.

The main idea of this document is to prepare the ground for understanding how supermarkets can implement energy efficiency interventions, why such interventions are important and how this project is contributing to the process. It provides you with basic knowledge about energy efficiency and helps you to understand some of the steps that supermarkets need to take when implementing different measures.

**Let's start SUPER-LEARNING WITH SUPER-HEERO**

## OUR PROJECT

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.



### ENERGY EFFICIENCY





## What are the options available for supermarkets to reduce the upfront investment?

As part of the SUPER-HEERO project, three main financial instruments are offered to supermarkets so they can implement energy efficiency measures with a reduction of the upfront costs.

**SUPER HEERO**  
Human Energy Efficiency Retrofitting Optimisation



### Performance-based contracting for supermarket

The EPC financial instrument is characteristic by NEAR OR ZERO INITIAL COST for the supermarkets (also called "beneficiaries"), which are usually mostly financed by the ESCO ("supplier") or a credit institution ("third party") after consideration of the financial risks and the Return of Investment (ROI), among other factors.



Under an EPC arrangement an external organisation (ESCO) implements a project to deliver energy efficiency, or a renewable energy project, and uses the stream of income from the cost savings, or the renewable energy produced, to repay the costs of the project, including the costs of the investment. Essentially the ESCO will not receive its payment unless the project delivers energy savings as expected. The approach is based on the transfer of technical risks from the client to the ESCO based on performance guarantees given by the ESCO.





Technology providers are in charge to research, develop and deliver the best and most efficient technologies and equipment to the client, making them responsible to start the commercial and industrial pathway in the best scenario. As well, they are responsible of supplying tools to use the technology in the best way, prolonging their lifetime use and meet the goal of the equipment or technology use.



### Technology leasing agreements

As part of SUPER-HEERO approach, alternative product-service models such as technology leasing and pay-per-service agreements will be developed and engineered to engage technology providers and reduce the upfront costs related to equipment and technology deployment. For a small/medium supermarket these equipment and technology related costs could represent up to 70% of the total investment required to achieve over 40% of energy savings.

### Crowdfunding and cooperative-based consumers

The SUPER-HEERO Project merges the consumers interest and sensitivity for environmental aspects (climate change, energy savings, plastic-free, etc) with the desire of convenience. In fact, many supermarkets, especially at local level, are very sensitive to social and environmental responsibility and are looking for new ways of helping and supporting the local community by addressing social and environmental issues.



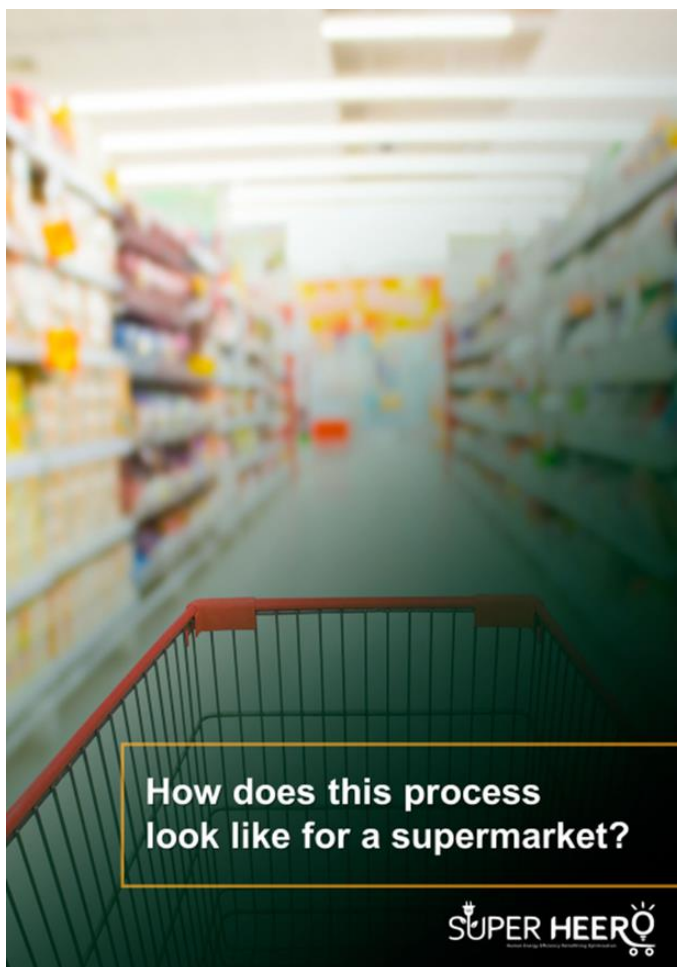
Propose a project that has environmental value and receive a rating to open the campaign.

Return principal and interest to investors easily and automatically via your wallet.



As can be seen in this diagram, the project in its implementation phase of innovative financial instruments starts with the development of pilot projects in Spain and Italy.

These projects are tailored to the specific characteristics of each supermarket, after carrying out energy audits.



#### For each pilot project

The Energy Efficiency measures undergo technical and financial analysis to assess the payback time of the investment required.



In order to reduce financial risk, the project can be financed in different percentages and by multiple parties. It can be as high as 70% financed directly by the supermarket and the remaining 30% raised through crowdfunding.



The energy efficiency projects, depending on the best combination that emerges from the technical and financial evaluations, are then placed on the SUPER-HEERO crowdfunding platform ready for the start of financial collection; this is our opportunity to participate as consumers!.

### What is in for you?

As a consumer you could contribute through this instrument and can get some benefits as :



## Energy Efficiency measures in supermarkets

We understand that before you make the decision to be part of the change, you need to have more information about how supermarkets can take the lead and implement different measures that benefit the environment. Keep reading and learn about all you need to know!

**SUPER HEERO**  
Human Energy Efficiency Retrofitting Optimisation



The European Union has set the basis to boost the energy renovation of buildings towards the challenging 2030 objectives. Many programs are available, and others are yet to come to support the achievement of these objectives, either by financing research and development of innovative solutions or directly financing the investments.



Moreover, EU Countries are making their part to contribute to achieve the 2030 goals. The first step, carried out by all Countries, is the issuance of the National Energy and Climate Plan (NECP), containing the national strategies to reduce emissions and to meet the 2030 climate targets. Every Country will now have to implement the NECPs by revising their current legislation favouring and/or incentivising investments in the energy efficiency sector.

As a common factor in the EU policy framework, private buildings, residential and commercial, represent one of the most important objects to be involved in the renovation wave in order to meet with the 2030 goals.

In the SUPER-HEERO project, two pilot Countries have been selected, Italy and Spain, and they have already activated national and regional programs to boost the renovation process. To this end, different kinds of incentives are available for energy efficiency renovations and many financial schemes have already been developed but still need further exploration and implementation in real practice.

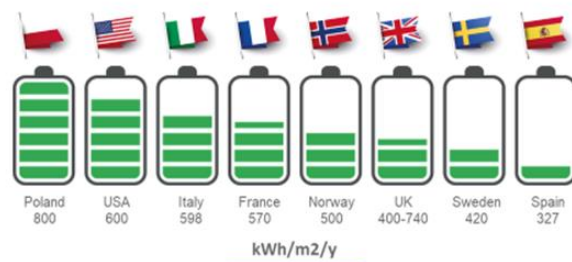


**Why are Energy Efficiency renovations needed?**

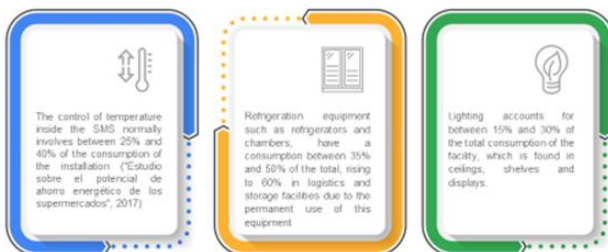


Supermarkets are one of the retail sectors with the highest energy consumption mainly due to refrigeration equipment and lighting ("Eficiencia Energética en Supermercados: Caso de Éxito SUPERSPAR", 2018). Hence, the potential for energy savings in a supermarket is high.

Data taken from different sources (Lindberg 2018, Kolokotroni 2019, SME EnergyCheckUp, Supersmart projects) show the following consumption in different countries :



Did you know that...?



## Energy audit- key step for the change

An energy audit is a structured activity that aims at analysing the energy consumption and flows of the site under assessment and the characteristics of the energy users with the aim of evaluating energy flows in the site and identifying opportunities for energy efficiency.

**SUPER HEERO**  
Human Energy Efficiency Retrofitting Optimisation

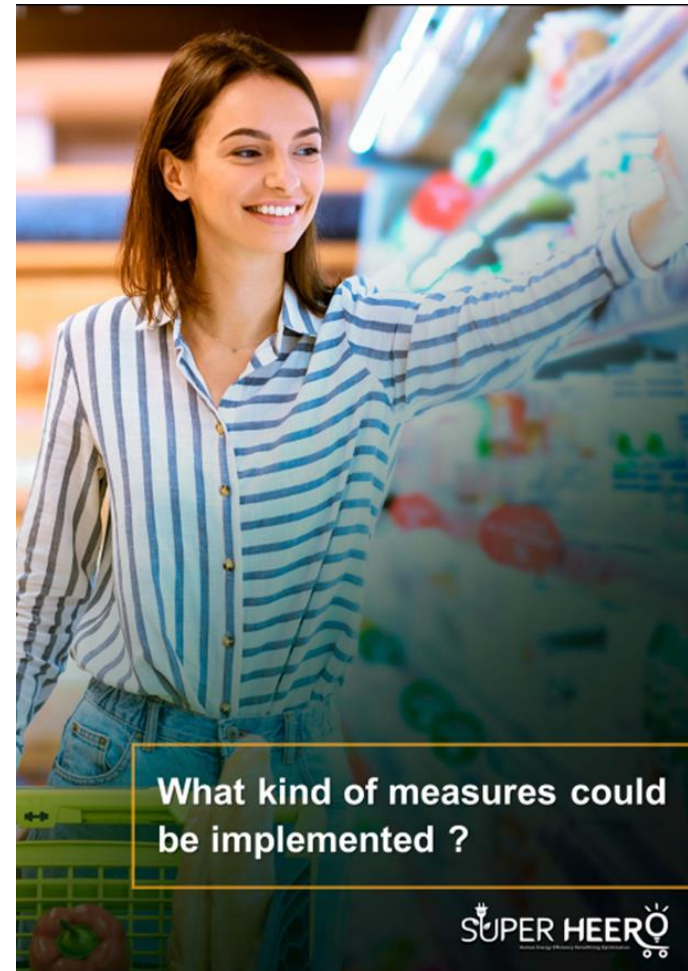
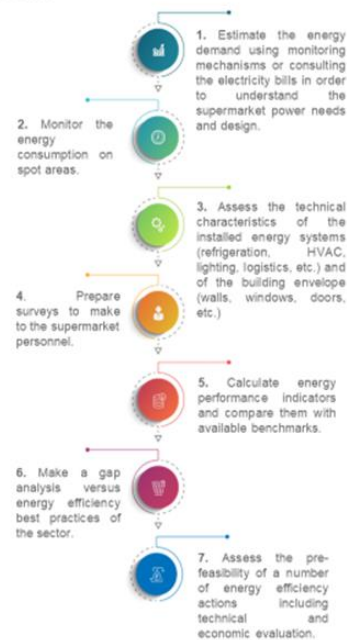
Large retail companies can be subject to the obligation to carry out an energy audit on some of their supermarkets, introduced by the EU Energy Efficiency Directive 2012/27/EU, whereas other companies may be willing to carry out such an analysis to identify opportunities for the reduction of their environmental impact and energy supply costs.



### Steps for a high-level design of an energy audit:

In addition, the energy audit may be a starting point for the implementation of an energy management system, i.e. a set of procedures for the monitoring, management and continuous improvement of the conditions of the supermarket under the energy perspective.

The implementation of an energy management system, the appointment of an energy manager and the continuous adoption of energy-related good practices is then expected to keep the energy efficiency level as high as possible, thus achieving further improvements compared to the execution of an energy audit alone.



**What kind of measures could be implemented ?**



### Overall Energy Management

Energy management plays a key role on the overall optimization and potential reduction of the energy consumptions of the supermarket; it includes the actions aimed at keeping consumption levels under control, monitoring included, as well as the adoption of energy management systems and of the most suitable operation and maintenance routines to ensure that all energy-related devices work at the highest possible efficiency, i.e. delivering the requested service with the minimum possible energy consumption. These activities are related to all areas and devices in the supermarket.

The main opportunities for improvement identified for this field are:

- ② energy audit and implementation of an energy management system.
- ② monitoring of electricity consumption at main switchboards.
- ② blockchain enabled smart meters.
- ② artificial intelligence for smart electric load management.
- ② microclimate design and simulation using nature-based solutions.
- ② building and urban area dynamic energy simulation.
- ② asset management software.
- ② regular maintenance of energy users.



### Energy Supply

The optimization of energy supply of a supermarket is related to actions for the increase of the level of sustainability and energy efficiency of the site, thanks to changes in the energy mix towards the increased penetration of renewable or more sustainable sources than the purchase of electricity and fuels from the local grids.

The main opportunities for improvement identified for this field are:

- ⚡ rooftop photovoltaic plant;
- ⚡ building-integrated photovoltaic modules;
- ⚡ photovoltaic modules on parking lots;
- ⚡ micro-wind power production systems;
- ⚡ solar thermal for toilets' hot water production;
- ⚡ cogeneration/trigeneration;
- ⚡ reactive power compensation systems;
- ⚡ waste-to-energy solutions.



### Heating, Ventilation, Air Conditioning

This category includes systems adopted for the production, distribution and release into the supermarket indoor environment of the thermal energy needed to guarantee the comfort for applicants in all seasons of the year.

The devices covered by this category include boilers, heat pumps, chillers, air handling units for ventilation.

The main opportunities for improvement identified for this field are:

- ⌚ improvement of building envelope thermal insulation.
- ⌚ high-efficiency reversible heat pumps.
- ⌚ condensing gas-fired boilers for heat production.
- ⌚ biomass boilers for heat production.
- ⌚ heat recovery from products' refrigeration systems.
- ⌚ air handling units with integrated heat recovery system.
- ⌚ free cooling and evaporative cooling.
- ⌚ high-efficiency motors and VFD control in ventilation systems.
- ⌚ high-efficiency pumping systems.
- ⌚ smart control of HVAC systems.
- ⌚ improvement of air-tightness.
- ⌚ air curtain at building entrance.
- ⌚ low-flow aerators on toilet water.



### Lighting

Lighting is responsible for a relevant share of the energy consumptions of the supermarket, especially if carried out with other technologies than LEDs. Lamps in supermarkets are typically used for the whole opening period in order to ensure the desired visibility of products, whereas in external areas they are always used during the night, also for security reasons. .

The main opportunities for improvement identified for this field are:

- 💡 LED lighting of indoor/outdoor spaces.
- 💡 solar-powered lighting poles in outdoor areas.
- 💡 natural lighting sensors in highly-fenestrated areas.
- 💡 timers on indoor lighting systems.
- 💡 movement sensors.
- 💡 smart control of lighting systems in indoor/outdoor areas.





### Product Refrigeration

The refrigeration of the food products, both in cabinets and freezers in the sales area and in the refrigerated storage areas in warehouses are responsible for the largest share of energy consumptions in the supermarket.

Devices in this category include on the demand side the cabinets, freezers and cold storage rooms and on the supply side the refrigerators systems, composed of compressors, evaporators and condensers in line with the needs of the thermodynamic cycle applied for cooling.

The main opportunities for improvement identified for this field are:

- ☑ advanced design of refrigerated cabinets.
- ☑ high-efficiency refrigeration systems.
- ☑ use of centralized instead of standalone refrigerating equipment.
- ☑ advanced maintenance of products refrigeration systems.



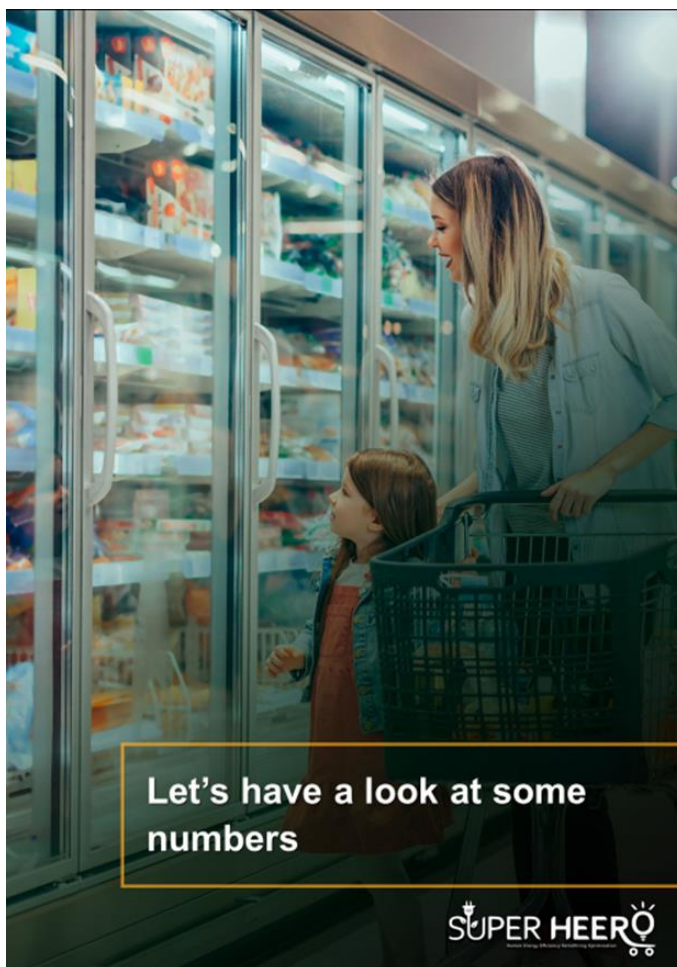
As you have seen, there are many conventional solutions that could lead to energy savings, we can sum up some of them here:



- ☑ Use of refrigerators and freezers fitted with doors
- ☑ Heat recovering from other services
- ☑ Free cooling
- ☑ LED lighting
- ☑ Implementation of an energy management system
- ☑ Installation of photovoltaic modules

### How can I know if a supermarket has any EE measure implemented?

It may be hard to identify many of these measures as a consumer, some of them could be more evident as Led lighting, refrigerators with doors, or the use of Photovoltaic panels. If you want to have this information, we encourage you to look for the sustainability plan of that store on the internet, or simply ask the staff!



To better understand the impact of implementing energy efficiency measures, we have included in the following tables the results in energy savings when making some renovations. You may note that there is a difference based on the geographical areas:



	Categories	Measures Included	Energy Savings kWh/m <sup>2</sup> /y
Package 1a	Old supermarket Northern Europe Deep renovation	LED lighting, Cabinets doors HVAC fine-tuning, Cogeneration High-eff refrigeration, Envelope insulation.	290.8
Package 1b	Old supermarket Southern Europe Deep renovation	LED lighting, Cabinets doors HVAC fine-tuning, Photovoltaic, Cogeneration, High-eff refrigeration, Envelope insulation, High-eff heat	374.2
Package 2a	Old supermarket Northern Europe Partial renovation	LED lighting, Cabinets doors HVAC fine-tuning, Cogeneration High-eff refrigeration	190.8
Package 2b	Old supermarket Northern Europe Partial renovation	LED lighting, Cabinets doors HVAC fine-tuning, Photovoltaic High-eff refrigeration, High-eff heat pump.	307.5
Package 3a	Old supermarket Northern Europe Basic renovation	LED lighting, Cabinets doors HVAC fine-tuning	107.5
Package 3b	Old supermarket Northern Europe Basic renovation	LED lighting, Cabinets doors HVAC fine-tuning	107.5
Package 4a	Average supermarket Northern Europe Deep renovation	LED lighting, HVAC fine-tuning, Cogeneration, High-eff refrigeration, Envelope insulation.	249.2
Package 4b	Average supermarket Northern Europe Deep renovation	LED lighting, HVAC fine-tuning, Photovoltaic, High-eff refrigeration, Envelope insulation.	279.2



	Categories	Measures Included	Energy Savings kWh/m <sup>2</sup> /y
Package 5a	Average supermarket Northern Europe Partial renovation	LED lighting, HVAC fine-tuning, Cogeneration, High-eff refrigeration	149.2
Package 5b	Average supermarket Southern Europe Partial renovation	LED lighting, HVAC fine-tuning, Photovoltaic, High-eff refrigeration	245.8
Package 6a	Average supermarket Northern Europe Basic renovation	LED lighting HVAC fine-tuning Cogeneration	82.5
Package 6b	Average supermarket Southern Europe Basic renovation	LED lighting HVAC fine-tuning Photovoltaic	82.5
Package 7a	New supermarket Northern Europe Deep renovation	LED lighting Heat recovery from refr. Smart load manag.	112.5
Package 7b	New supermarket Southern Europe Deep renovation	LED lighting Solar thermal Smart load manag.	59.2
Package 8a	New supermarket Northern Europe Partial renovation	LED lighting Heat recovery from refr. Smart load manag.	112.5
Package 8b	New supermarket Southern Europe Partial renovation	LED lighting Solar thermal Smart load manag.	59.2
Package 9a	New supermarket Northern Europe Basic renovation	LED lighting Smart load manag.	45.8
Package 9b	New supermarket Southern Europe Basic renovation	LED lighting Smart load manag.	45.8





Supermarkets can be considered, on one side, interesting buildings to drive energy renovation and to test innovative technologies and business models while, on the other, important actors to connect with the consumers



As for the first aspect, the SUPER-HEERO project is exploring the existing market opportunities for supermarkets to renovate their stores and equipment also through the involvement of ESCO and technology providers.

For the second aspect, the project is studying innovative business models for the involvement of all of us as consumers.

These business models will need to face the existing and known barriers and risks that may prevent building owners/tenants to invest money into energy efficiency. These barriers are mostly related to non-technical issues, since technology for energy renovation is quite mature and available in the market.

Awareness, knowledge, social and organizational barriers are the ones that are mainly addressed by the innovative business models to be produced during the project.

## How is SUPER-HEERO contributing?

The expected impacts are the following:





What about you?

Are you ready to be part  
of the change?



Be a  
**CONSUMER-HEERO!**

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