



D4.1 SUPER-HEERO BEST PRACTICE GUIDELINES FOR OTHER SECTORS

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30/05/31	1.0	Draft & Final	Technical Report on SUPER-HEERO replication potential in other sectors

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Terms, definitions and abbreviated terms

Acronym	Definition
M	Month
WP	Work package
EE	Energy Efficiency
EPC	Energy Performance Contract
ESCO	Energy Services Company
ROI	Return of Investment



1. Executive Summary

This deliverable is one in a series that concludes the 3-year project SUPER-HEERO and aims to conduct knowledge transfer for the use of project results. It is part of the capacity building work in the project and provides an opportunity to point toward “other sectors” as a new set of targeted stakeholders for the expansion and continued use of the Super-Heero approach.

Over its three-year duration, Super-Heero developed and implemented in first trials 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. At its best, the approach becomes “Super-Heero as a Service” which may combine various contractual forms to include the use of incentive programs. In practical terms, an example could include leveraging a local incentive for solar installation, inviting client participation by putting part of the project financing on a crowdlending platform in a blended finance approach and having that delivered by an ESCO or other project developer that aggregates the various technical, administrative and organizational aspects of a project and makes a unique leasing or instalment contract with the supermarket client.

The unique value proposition of Super-Heero is community, staff, and clientele engagement. By participating in a renovation on their supermarket, crowdfvestors become directly attached to the intervention. It becomes theirs in part and each project becomes an experience with a series of events, announcements, information points and likely the inclusion of a rewards program (coupon, points, discounts, etc). The net effect of such a campaign is that it encourages sustainability, investment / financial planning, actions on the territory all while building brand loyalty. For businesses that depend on or that highly value client relationships, the value of the Super Heero approach goes well beyond the return of investment on the energy efficiency project. This realization in itself is the most important best practice that Super Heero can offer to other sectors, create an experience around sustainability interventions and involve your clientele.

This report details other sectors identified as suitable for the Super Heero approach and lists a short compilation of best practices spanning project development, alignment of stakeholders and roles, blended financing plans, and creation of engaging crowdlending campaigns with reward programs.

Super Heero does not finish with its EU project but has just begun its journey. Any interested parties can contact Super Heero anytime at info@super-heero.com.



Figure 1. Images from a PV-Installation Campaign at NaturaSi (Padova, Italy)

2. Introduction

Super-Heero has been funded within Horizon 2020 under the LIFE program¹ under call topic LC-SC3-E-9-2018-2019 “Innovative financing for energy efficiency investments”² which has been managed by CINEA³. Over its three-year duration (2020-2023), the 10-partner consortium developed and validated an innovative financing model for energy efficiency interventions based on customer engagement and targeting supermarkets in both Italy and Spain. Supermarkets are a deliberate targeted market segment because their energy expenses are high, they have customer loyalty programs, they are nodes of the social fabric in communities, interventions can be scalable at brand level and there is the opportunity to facilitate interactions toward sustainability between brands and franchise owners. Supermarkets share many of these same characteristics with other organizations such as hotels, restaurants, sport clubs, retailers and other organizations and collectively, these other sectors and the stakeholders working toward energy efficiency on them are the targeted market segments/readers of this deliverable.

2.1. Purpose of the document

This document serves as a pointer for “other sectors” similar to supermarkets who can benefit from the Super-Heero approach. It provides several key lessons learned and is intended to stimulate interest of decision makers working within these organizations or stakeholders providing energy efficiency products and services to them.

At the macro-level, Super-Heero was organized in the following way, developing results and knowledge in each of the following areas:

- Development of innovative financing schemes to include Energy Performance Contracts, Technology Leasing, As a Service Models and Crowdlending
- Development of a process and roles to implement such schemes under a project developer in collaboration with a supermarket brand, energy manager, or franchise owner
- Identification of technologies and renovation packages appropriate for but not limited to various supermarket typologies (urban, periphery, superstore / modern, middle age, old)
- Development and implantation of reward programs to incentivize investing
- Development and implementation of advertising and marketing campaigns targeting customer engagement and brand loyalty building
- The development of blended financing plans and the appropriate contractual types to collect money from the crowd, the supermarket, and the ESCO as appropriate and to contractualize that into a leasing agreement or instalment payment plan.
- The development of ways to implement the model in collaboration with local municipalities as part of their sustainability action plans on the territory.

¹ https://cinea.ec.europa.eu/programmes/life_en

² https://cordis.europa.eu/programme/id/H2020_LC-SC3-EE-9-2018-2019/en

³ https://cinea.ec.europa.eu/index_en

The interested reader can become fully informed about Super-Heero using the following resources:

www.super-heero.eu: The project website where all public reports can be downloaded

<https://super-heero.eu/training/>: The capacity building / training portion of the project website

www.super-heero.com: The crowdlending portal where projects are implemented

info@super-heero.com: Where we are happy to respond to inquiries anytime

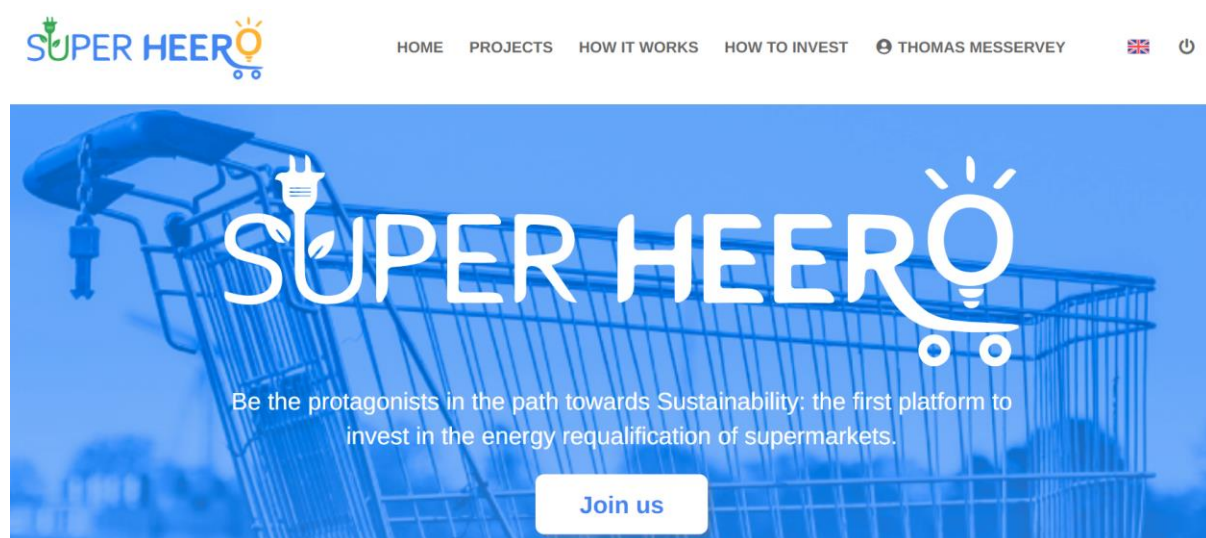


Figure 2. Super Heero Crowdlending Platform

2.2. Structure of the document

Chapter 3 documents the “other sectors” identified by the consortium as well-suited for the Super-Heero approach. The listing is not intended to be exclusive and readers from other sectors are welcome to contact our team and to investigate the approach.

Chapter 4 documents a set of best practice guidelines consolidated from the results of project activities with emphasis on the pilot work.

3. Other Sectors

3.1. Other sector qualities

The core of the Super-Heero approach is community engagement. The approach makes investing in sustainability and the implementation of EE interventions an experience. Not an experience (only) for the building, owner and supplier company, but for the people and stakeholders that interact with them. As such, any organization that serves, involves or engages a community is one appropriate for the Super-Heero approach. The approach is even a better fit when it can be coupled to reward programs offered by the “other sector” which could include loyalty program rewards, discounted purchases, upgrades, extras or other exchanges of value in return for investing in a sustainability project. It is reminded that every EE project has an ROI, hence the cost of reward programs or the cost of organizing and implementing a campaign are inherently covered by the intervention itself over time. The real cost is the lost savings when interventions are not conducted.

The reader is invited to view as well the public report D2.5 “Lesson’s Learned from the Super Heero pilots.” The document summarizes the project approach, knowledge and pilot campaigns and can serve as a one-stop-shop for discovering Super-Heero.



WHAT IS SUPER-HEERO INNOVATIVE FINANCIAL SCHEME(S)?

The model developed during the project is based on the interconnection between the main financial schemes identified in this framework and it is articulated in four steps:

- Engage people **offering some part of a project on the crowd**, using a blended finance approach
- **Couple the crowdfunding approach** to an EPC, or Service or leasing model
 - **Connect this finance approach to incentives** where present
 - **Connect this model to territorial initiatives**

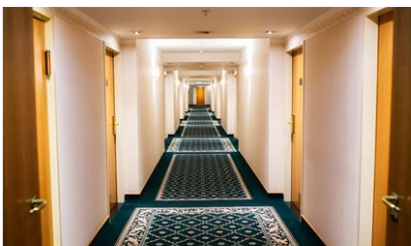
Figure 3. Super-Heero Approach

3.2. Other sectors identified by Super-Heero

Part of Super-Heero’s activities were to deliberately investigate what other sectors would be opportune for the Super Heero approach. Several are depicted in Figure 4 and include hotels, restaurants, clubs & sport associations, retailers, commercial shopping centers, schools and energy communities. This listing is not exclusive and upon consideration, one can likely think of other examples close to them where community engagement could bring added value or accelerate

potential interventions. Sport venues, churches, public buildings, public spaces, transport infrastructure, museums, ports, theme parks and so on. In each case, the approach can be championed by the organization or by an independent third party advocating its use (e.g. an ESCO, appointed contractor or technology provider). The Super-Heero platform (www.super-heero.com) is available for use by all qualified entities (competent, secure, financially sound).

Hotels



Restaurants



Shopping Centers



Retailers



Gyms & Clubs



Schools & Energy Communities

Figure 4. Select Other sectors identified as opportune for the Super-Heero approach

3.3. Replication potential

This present report “Best Practice Guidelines” couples well to the sister report D4.7 “Replication potential in other sectors” downloadable on the Super-Heero project webpage at www.super-heero.eu. That document provides more of a technical analysis / viewpoint. Its targeted reader is likely an energy manager or those working in the auditing and technical design of intervention measures. A key summary table from that report is reproduced in Figure 5. It shows the replication approach of various innovative financial schemes and the technology renovation packages (groupings of EE technologies appropriate for various building types / ages).

Instead, the present document targets decision makers, management, marketing and advertising persons that would focus first on the non-EE benefits made possible by a Super-Heero campaign (community engagement, corporate social responsibility, marketing value, leadership in sustainability, actions on the territory).

	Energy Performance Contracts	Product-as-a-Service	Crowdfunding	Renovation Packages
Hotels, Restaurants and Accommodation Services	High potential Especially for independent hotels/restaurants, where EPC can contribute to overcoming barriers related to access to finance for energy efficiency.	High potential Since it helps overcoming the barrier related to the lack of technical personnel in the site that can manage newly installed energy devices.	High potential Since customers can drive the sector energy transition also contributing to overcome issues in accessing finance for these solutions, being contemporarily rewarded for their support through loyalty programmes.	High potential Since actions for energy efficiency in hotels/restaurants are easy to cluster in renovation packages characterized by a technically correct approach and a financially sound performance.
Retail Stores and Shopping Centres	High potential Due to the fact that access to finance for the implementation of energy efficiency actions is generally a key barrier for companies and associations active in this sector.	High potential Since it helps overcoming the barrier related to the lack of technical personnel in the retail store or shopping centre that can manage newly installed energy devices.	High potential Due to the significant possibility to engage customers in the financing of energy efficiency actions, overcoming access to finance issues and potentially rewarding them through loyalty programmes.	High potential Since actions for energy efficiency in the retail sector (especially shopping centres) can easily build renovation packages with a technically correct approach and sufficient financial performances.
Energy Communities	High potential Due to the fact that access to finance for the creation of energy communities and installation of energy-related plants is a key barrier for this sector.	High potential Since it helps overcoming the barrier related to the lack of technical knowledge of citizens belonging to the energy community to manage new energy devices.	High potential Since energy communities are by definition a bottom-up initiative that is therefore suitable for receiving further support by other citizens not part of the association.	High potential Since actions promoted by energy communities are easily integrated into renovation packages with a technically correct approach and sufficient financial performances.
Banks and Other Financial Services	Medium potential Since funding is not a key issue for financial players, they have less interest in EPC.	High potential Since it helps overcoming the barrier related to the lack of technical knowledge of personnel in the specific bank office to manage newly installed energy devices.	Medium potential Since funding is not a key issue for financial players, they have less interest in crowdfunding, although the engagement of clients could contribute to ESG/CSR objectives.	High potential Since actions for energy efficiency in bank branches and other offices are easy to cluster in renovation packages with technically correct approach and financially sound results.
Transport Services	Medium potential Since EPC is applicable for actions on e-vehicles charging infrastructure and for installation of renewable plants but is less applicable to actions on vehicles.	High potential Since PAAS is applicable both to e-vehicles charging infrastructure and installation of renewable plants as well as to actions on vehicles.	High potential Since customers/end-users can act as drivers of the energy transition of the transport sector contributing to overcome issues related to access to finance.	Low potential Since actions identified for this sector are less likely to be combined into renovation packages compared to actions on buildings energy transition.
Other Services to the Public	High potential Due to the fact that access to finance for the implementation of energy efficiency actions is a key barrier for companies and associations active in this sector.	High potential Since it helps overcoming the barrier related to the lack of technical knowledge of personnel in the site and in the company/association to manage new energy devices.	High potential Since this sector is active in providing services to citizens, crowdfunding is a suitable option to allow citizens supporting the energy-related initiatives of associations and companies of this sector.	High potential Since actions for energy efficiency in other services to the public are easily grouped into technically feasible and financially profitable renovation packages.

Figure 5. Replication potential in other sectors from D4.7.

4. Top 10 Best Practice Guidelines

This chapter presents best practice guidelines that are generally applicable to all sectors. The following sub-sections are a limited set of best practices to design, implement, celebrate and replicate campaigns and EE interventions at the store or brand level using the Super-Heero approach.

4.1. Join us vs. fund us

Decision makers may initially express concern about asking the crowd, their clients or a community for funding. This is a normal concern and can be valid. It can also depend however on how the campaign is designed and communicated. We respond to such concerns by highlighting that we are not asking for money, we are instead offering an opportunity to participate in something that matters, to earn money, and to do good for the climate. Many people living in condominiums or renting or other scenarios may not have the opportunity to participate directly in sustainability investments. Super Heero provides such an opportunity and the intervention they invest in becomes also theirs in some way. Each time they go to that supermarket, school, library or other structure, they can feel like they did good.

4.2. Discover crowdlending

Crowdlending is a new normal. It is regulated and safe pending the investment made. Yes, there can be strange platforms or campaigns (just as there can be bad banks, stocks or bonds), but in general crowdlending is a relatively new but now well-established tool in the financial landscape. For investors, it gives the opportunity to participate in a campaign of choice and to earn interest. For borrowers it gives the opportunity to engage investors and to access financing without involving a bank or other lender where times, costs or conditions may be less favourable. The Super-Heero crowdlending portal is a white label / vertical of the ener2crowd platform (www.ener2crowd.com). It is the leading platform on funding sustainability projects (greenvestors). What Super-Heero does different than ener2crowd is to target the development of campaigns which build brand loyalty and to place specific emphasis on that part of the value proposition.

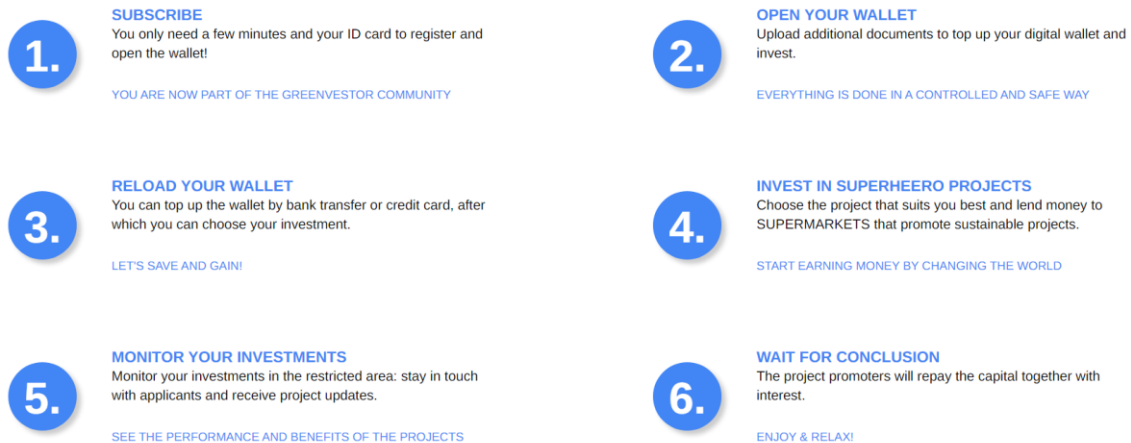


Figure 6. Investor process for registration and participation

4.3. Understand and implement the 5-step SH process

Each Super-Heero project is unique. Each building, each community and each campaign are different and the project (technical) and campaign (experience) can be designed pending the boundary conditions. The process begins with a discovery phase. That may include an audit or simple discussion with the decision makers. For example, a location may have a project on the books and Super-Heero becomes the accelerator to get that done, or a location may not know exactly what interventions may be possible and a more deliberate audit can be carried out. Next a technical and financial plan are developed. They may leverage incentives. Blended financing is likely utilized (part crowd / part location / part promoter). In parallel, a marketing and advertising campaign is designed. This likely couples to a reward program. Its implementation kicks off the experience. People are coached. Webinars are held. Materials are posted. At location events are likely held. Gadgets may be involved. All forms of engaging the community and creating the desired experience and outcomes are designed and then implemented. Next, the crowd campaign kicks off and the crowdlending campaign is implemented. It likely lasts from weeks to a month or two. Each part of the campaign (launch, 10k raised, half way complete, opening to various stakeholders or areas) is an opportunity to coupled to the marketing and advertising efforts (and toward the desired end results). Lastly, the implementation and monitoring phase kicks off. Like the crowdlending phase, each milestone is an opportunity to reinforce with marketing and advertising. "The installation begins.", "The installation is complete.", "Join us for the inaugural celebration!", "Last month we saved 4000 kwh of energy and 1 ton of CO2." Instead of an intervention being something



Figure 7. Super Heero Process

that happens which the community may not notice, the intervention becomes a tool to educate, inspire, engage and reward – and perhaps also triggering sustainability actions at home.

4.4. Determine roles starting with the project proponent

The project proponent is the actor that establishes the contract with the crowd and who carries out both organization and implementation and campaign and works. An organization may decide to do that directly or an organization may prefer that to be carried out by a third party provider (ESCO, technology or service provider). In both cases, the proponent can benefit from capacity buildings on the training portion of the project website <https://super-heero.eu/training/> and / or receive assistance directly from the Super-Heero team and/or project partners. The proponent has the direct relationship with the crowd, must pass risk and due diligence checks and must implement payments across time to the investors until the crowdlending campaign instalment plan is complete (repaid). If the proponent is an ESCO or third party, then this organization makes the contract with the supermarket or other sector organization for delivery of the EE intervention and financing plan.

4.5. Go big! Creatively design and invest in the campaign

Most EE interventions save hundreds of thousands of euros over their lifespan. It is a best practice to take the opportunity to reallocate some of those future savings into the design of the marketing and advertising campaign and also to the reward program. Spending 1.000 euro to distribute project postcards or to celebrate an inaugural event at the store location can have a big impact on building brand loyalty. Moreover, offering 10 euro coupons to the investors of a 100.000 euro campaign has a likely final cost of a few hundred euros (30-40 persons accessing and redeeming the coupon). At the first Super Heero pilot, the municipality and campaign made possible free tickets to an annual “open gardens day” which was very well received by the participating investors and which enabled cross promotion on different platforms. At the second Super Heero pilot, a free charge was organized in partnership with the EV columns located at the supermarket store locations promoting e-mobility and again resulting in cross posting and publicity for the campaign and its events.



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Figure 8. Front side of postcard utilized at the first Super Heero pilot

4.6. Customize crowdlending campaigns to target demographics

It is easy to attract funding from existing investors in the ecosystem. They are already waiting for the next great project. It can be hard however to attract new investors. They must learn, make their decision and implement the registration process. Since in Super-Heero these new investors are often the target audience (brand clientele), one must take into consideration how to engage them and to make the campaign accessible (or exclusive) to them. One way to do that and to ensure that any targeted demographic has the time to work through the process is to open the campaign in stages where the first week or two weeks is reserved to them – be it staff members or local area investors or any other targeted demographic.

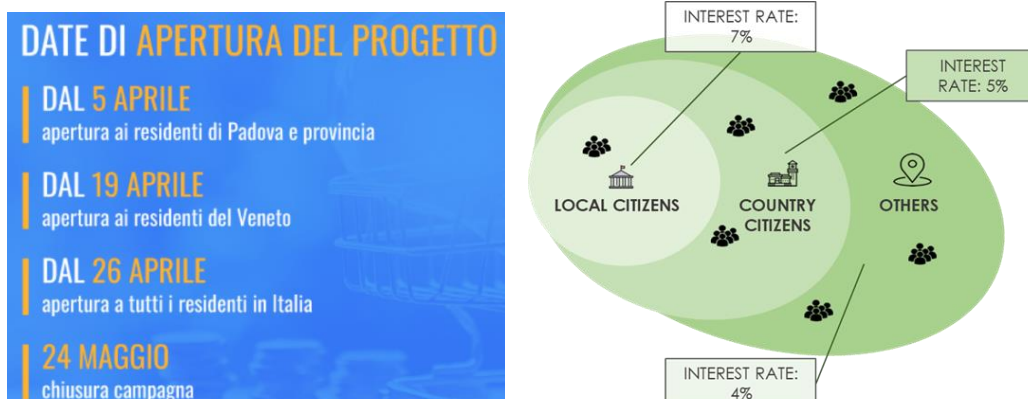


Figure 9. Designing crowdlending campaigns, accessibility and interest rates

Next, campaigns are sensitive to the interest rate provided. One way to encourage local area participation is to offer higher interest rates at the local and or regional levels. Or interest rate bonuses to brand cardholders, new cardholders or new signups. The timing of campaigns can also be tuned to open to various locations staged across time (local, regional, national). The crowdlending portal automates and makes possible such delineations.

Such techniques were utilized in the Super Heero pilots. Campaigns were exclusive at the local level for two weeks, one week at the regional level and then opening nationally. We found that two weeks pass quickly and investors sitting on the fence tend to wait and see and then when opening at the national level, the project closes quickly and they express disappointment that they missed it. We also found (naturally) that the second campaign at the same brand benefitted from the promotion and success of the first. It is reasonable to conclude that brands implementing across a number of store locations will be able to involve a nice following from their clientele. It is also interesting the strategy of bringing new persons not aware of the brand to the brand through this approach.

For the design of reward programs, the reader is invited to a series of reports downloadable on the documents section of the project webpage at <https://super-heero.eu/documents/#reports>. The ones in this thematic area are D3.1, D3.2, D3.4 and D3.6.

4.7. Engage staff, store managers and franchise owners

Super Heero presents an opportunity to give something extra to staff members (benefit) which can be done by inviting them to the campaign overall, by providing them with a higher interest rate, or designing some type of matched contribution. For store managers, Super Heero presents an opportunity to train and motivate store managers on sustainability and community engagement. Events in the store and gadgets going out creates buzz and is something new. For franchise owners, Super Heero presents the opportunity for the brand to support the franchise in a new way. The brand can be one of the investors, can promote the campaign across brand media channels and it provides the brand energy manager an additional way to work with the franchise owner. These aspects were very appreciated in the Super Heero project pilots.



Figure 10. In store promotion with staff and managers

4.8. Run exit surveys & follow up

Once investors have invested and participated in a campaign, it is an opportune moment to communicate and follow up. This can also be linked to issuing rewards (coupons or other) or implementing strategies to welcome/convert non brand affiliated investors to the brand (sign up for loyalty card, etc). Both Super Heero exit surveys yielded interesting information and positive feedback about the campaign. We saw that people appreciate the idea, investing in sustainability, their impression of the brand carrying out the campaign was distinctly positive and investors indicate they are very likely to invest in future Super Heero projects (Figure 11).

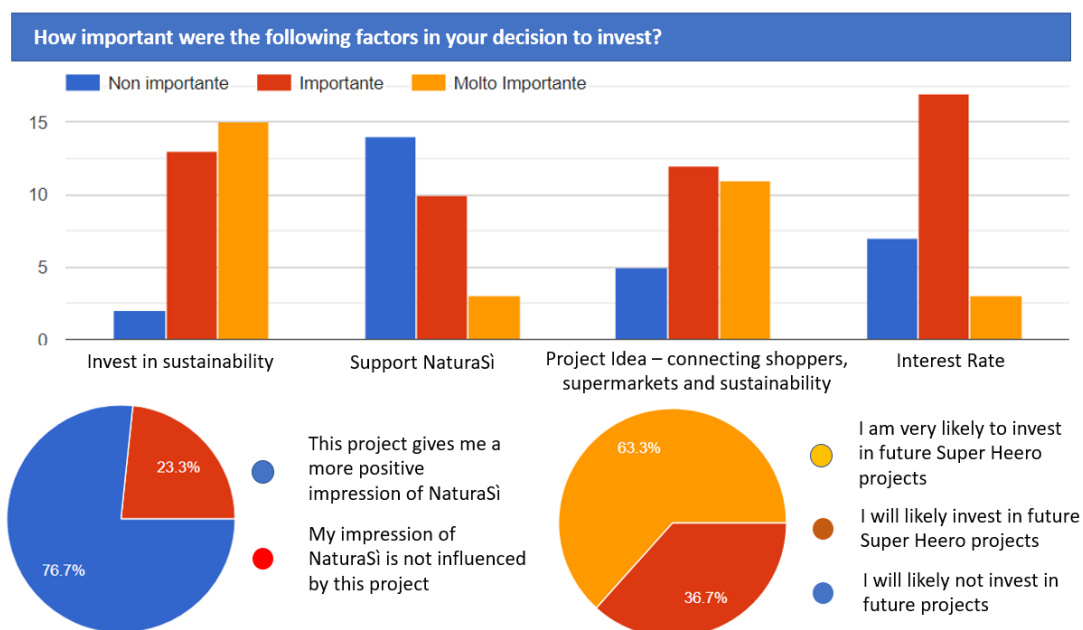


Figure 11. Investor feedback from the 2nd Super Heero pilot

4.9. Measure, monitor & display

The energy efficiency market is fairly mature. There is an abundance of suppliers and the market is cost-competitive. This is good news for organizations implementing EE measures but there is a trend to reduce costs and to cut away things such as metering campaigns or display boards. Given the engagement and community focus of Super Heero, this is certainly not appropriate as showcasing the results is part of the desired outcome. Measurement campaigns also build trust and provide data that can lead to a next round of energy savings action given the trends observed. The best practice guideline is decidedly to measure, communicate and display project results.

4.10. Linking to the community

The Super Heero approach deliberately links to communities. For brands opening new store locations, this can be an attractive part of Super Heero. The project planted trees in Padova, and created a link to the cities “Anime Verde” open gardens day celebration and in Pordenone, directly linked to sustainability action planning on the territory. The projects were cross posted on municipal platforms and the local area mayor participated in the inauguration of the first Super Heero pilot stating the approach of linking to citizens and the community was to be “copied everywhere.”

The Super Heero project is now documented in the Comune di Padova Sustainable Energy and Climate Action Plan and a sustainability pledge is open and available to local area governments organizations wishing to visually show their support to the approach.



Figure 12. Linking to the community at the inauguration event

4.11. Top 10 Recap

Figure puts the selected best practice guidelines in one infographic.

10 Super Heero Best Practice Guidelines

- ✓ **Join us vs. fund us** – Super Heero projects are an opportunity and deliver a win-win-win for organizations, their members and the communities they live in.
- ✓ **Discover crowdlending** – a new normal delivering positive social impacts.
- ✓ **Understand and implement the 5 step SH Process** – Discovery, Technical & Financial Design, Marketing & Advertising, Crowdlending, Installation & Monitoring
- ✓ **Determine roles starting with the project proponent** – Who does what, keeping synchronized and starting with who implements contractual aspects.
- ✓ **Go big! Creatively design and invest in the campaign** – Super Heero makes every project an experience, a few rewards and bonuses go a long way.
- ✓ **Customize crowdlending campaigns to targeted demographics** – via exclusive access, varying interest rates, rewards and bonuses.
- ✓ **Engage staff, store managers & franchise owners** – one of the best outcomes of SH is the impact on organizational staff & personnel.
- ✓ **Run exit surveys & follow up** – campaign investors are a mixture of new customers and existing customers both ready to be engaged.
- ✓ **Measure, monitor & display** – widen the experience by sharing the savings across time and to more people in the shop and in brand literature.
- ✓ **Linking to the community** – Link to municipalities and territorial events to increase the impact of campaign objectives.

Figure 13. SH Top Ten Best Practice Guidelines

5. FAQs

Over the course of workshops, webinars and stakeholder events, we've learned that FAQs can be a helpful way to reduce uncertainty, open questions and solicit unasked questions. A growing list of FAQs are published on the capacity building webpage at <https://super-heero.eu/training/>. We are happy to share a set of these below as a contribution to best practice guidelines.

How much does Super-Heero cost?

The platform is sustained by a 5% brokerage fee on funds raised in the platform. These fees cover the expenses for filing / registration, background checks on the companies proposing the project, and processes regulated payment processes. This fee is independent of the interest rate offered by the campaign.

Do we have to use your technologies? Who decides what interventions to do?

No. The client decides what to do. Some supermarkets already know what they want to do or have specific technology providers and others want help with that.

Who has the contractual relationship with the crowd?

The project "Proponent" and the client decides who that is. It can be the supermarket brand, a franchise owner, a trusted partner of choice or Super Heero partners directly. The platform is available for any qualified organization to use the approach.

Trust – what if the proponent doesn't pay back the crowd?

Projects are screened and guarantees may be put into place. For example a brand may guarantee a franchise owner or a brand may guarantee against the risk of default of a service provider. In its history to date, Ener2Crowd has never had any payments not implemented and that is made possible by a rigorous pre-screening and qualification process (background checks / due diligence).

How long are crowdlending campaigns open?

Most campaigns finish quickly. A typical schedule might be open for 1-2 weeks to staff + shoppers + local area and 1-2 weeks to the public. If there is focus on engaging the local community, it is a best practice to leave it open exclusively to that audience for a longer period of time.

How long are repayment periods?

Projects vary. The crowd may be paid back as short as 1 year, most typically in 2-3 years and potentially as long as 5 years. Investors decide what types of campaigns they want to invest in. The crowd financed

part of any project is a maximum of 70%. Other investment sources must be present (e.g. participation of the brand or ESCO).

How much work is this for me?

Super Heero is a platform and an approach. You can work with a Super Heero partner for a hands-free experience or you can do it yourself (using the crowd platform and support mechanisms there). If one campaign is envisioned (an owner for his/her store) we would recommend contracting some support for that single experience to maximize its impact. If multiple campaigns are envisioned across a brand or if an ESCO or technology provider wants to adopt the approach for their stores or services, one scenario could be a series of training and accompaniment across the first project(s) and then taking over the entire process moving forward.

Do I have to make crowdlending?

No. Super Heero partners also make “traditional” interventions. If you have a program that connects to the community that you would like to place under the Super Heero brand (donation program, social program, etc.) talk with us. We are happy to help.

6. Conclusions

Super Heero puts together value chains of stakeholders (municipalities, brand owners, building owners, project developers, product suppliers and service providers) for the implementation of Energy Efficiency renovations and renewable energy installations using the Super-Heero innovative financing scheme engaging community stakeholders via a crowdlending and reward program approach. The approach has started with supermarkets but the vision and intent is to scale the approach to other sectors where its unique value proposition of engagement, reward, educating and inspiring can be delivered coupled to EE interventions which by default save money and deliver sustainability.

This report has explained the Super-Heero approach and identified a non-exclusive list of other sectors where that approach can clearly unlock value. These other sectors include but are not limited to retailers, commercial shopping centers, hotels, restaurants, gyms and sport associations, public buildings and energy communities. Intentionally compact, the report has gone on to list the Top 10 Best Practice Guidelines, highlight other useful documents and resources from the project webpage and share the current set of project FAQs.

We hope this document is inspirational and has triggered some ideas and reflections for the reader. There is a lot of momentum and opportunity in the developed concepts and for brands, buildings and store locations to take on a new role in the social fabric of communities.

We are available to be contacted anytime at info@super-heero.com.