D4.3 – TRAINING WEB-PLATFORM

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Document History			
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04/11/2022	1	Thomas Messervey	Layout
20/03/2023	2	Lorena Perez	Webpage
31/05/2023	3	Thomas Messervey	Report

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FIGURES

Terms, definitions, and abbreviated terms

Acronym	Definition	Acronym	Definition
M	Month	ESCO	Energy Service Company
WP	Work package	LCA	Life Cycle Assessment
SM	Supermarkets	EE	Energy efficiency
PAAS	Product As a Service		

1 Executive Summary

This document serves as a wrapper and pointer to the Super Heero training platform located at https://super-heero.eu/training/. Its purpose is to make available project concepts and capacity building material in a short and engaging way. The platform is a linked to directly from the project webpage at www.super-heero.eu.
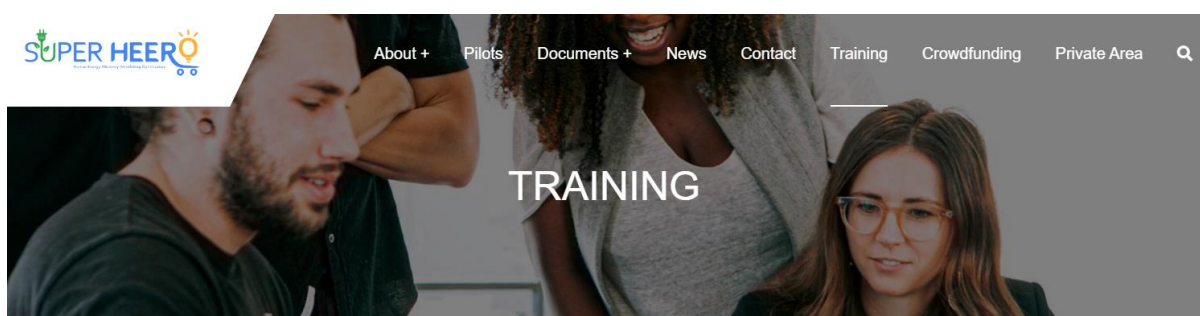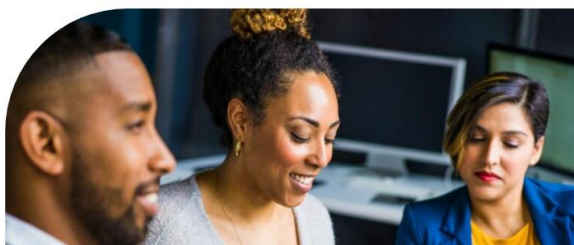
Figure 1. Super Heero Training Platform

The training and capacity building platform is designed for all stakeholders in the Super-Heero ecosystem. Those include those with buildings (supermarket brands and franchise owners), crowd investors, technology providers and project developers (ESCOs). As the project replication phase expands to other sectors (retail, commercial shopping centers, hotels, restaurants, schools and others), new content will be available and uploaded. Feedback or queries related to the platform, content or Super-Heero overall can be related to info@super-heero.com where project partners replicating the approach are ready to respond.

2 Introduction

2.1 Purpose of the document

Super-Heero has been funded within Horizon 2020 under the LIFE program[1] under call topic LC-SC3-E-9-2018-2019 "Innovative financing for energy efficiency investments"[2] which has been managed by CINEA[3]. 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.

The Super-Heero innovative financial scheme and the crowdlending platform developed to help implement it at www.super-heero.com are available to all interested stakeholders. Since the approach is new and the ambition is to scale the approach resulting in a wide uptake of sustainable investing by citizens and more energy efficient retrofitted buildings as a result, the project foresaw to develop a training platform to make the knowledge, approach and results, more accessible to all relevant stakeholders. This report provides a simple pointer to that platform.

2.2 Structure of the document

Following this introduction in Chapter 2:

Chapter 3 is used to document decisions related to the design, hosting of maintenance of the training platform.

Chapter 4 describes the layout and content.

Chapter 5 concludes the document.

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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

3 Web platform Design, Hosting and Upkeep

3.1 Design

Over the course of the associated task in the project and as the project innovative financial scheme developed, it was discussed and determined:

- **The purpose of the SH training platform:** To facilitate stakeholders in the implementation of the Super-Heero approach and innovative financial scheme.
- **The targeted stakeholders**: Those implementing the innovative financing scheme, e.g. supermarkets, investors, project developers and technology providers.

Although very simple looking backward, understanding this purpose and understanding the targeted stakeholders is a reflection of several qualities of the SH project and resultant training platform:

- It targets **knowledge transfer** – e.g. the use of project results, e.g. getting people ready to do Super Heero
- It involves a **multi-sided ecosystem** – the platform is for different types of stakeholders, not just one as the approach requires the presence of all sides of the ecosystem and any/all of them may come to the super-heero training platform for various purposes.

These choices have determined the overall design, structure and content layout for the training platform (Chapter 4).

3.2 Hosting

The Super Heero Project has:

An EU project webpage: www.super-heero.eu
The crowdlending portal: www.super-heero.com
The training platform: https://super-heero.eu/training/

It also has:

A youtube channel: https://www.youtube.com/channel/UCvvRBa0hIe7UZ_FJ-bJHYxA
A linkedin profile: https://www.linkedin.com/company/super-heero/
A twitter profile: https://twitter.com/SuperHeero_EU

Any choice of where to host the training platform has advantages and disadvantages. As an independent page, the concern was having too many pages and being disconnected from the main traffic areas. On the crowdlending portal, the concern was a disconnect from the work put into the project webpage, resources there and also not all users of Super Heero may rely on the crowdlending approach. In the end, it was therefore decided to host the training platform within the project webpage and to crosslink from the crowdlending platform. From the Super Heero project webpage, one can link directly to the training platform and crowdlending platform directly from the main menu at the homepage header tabs (Figure 2).
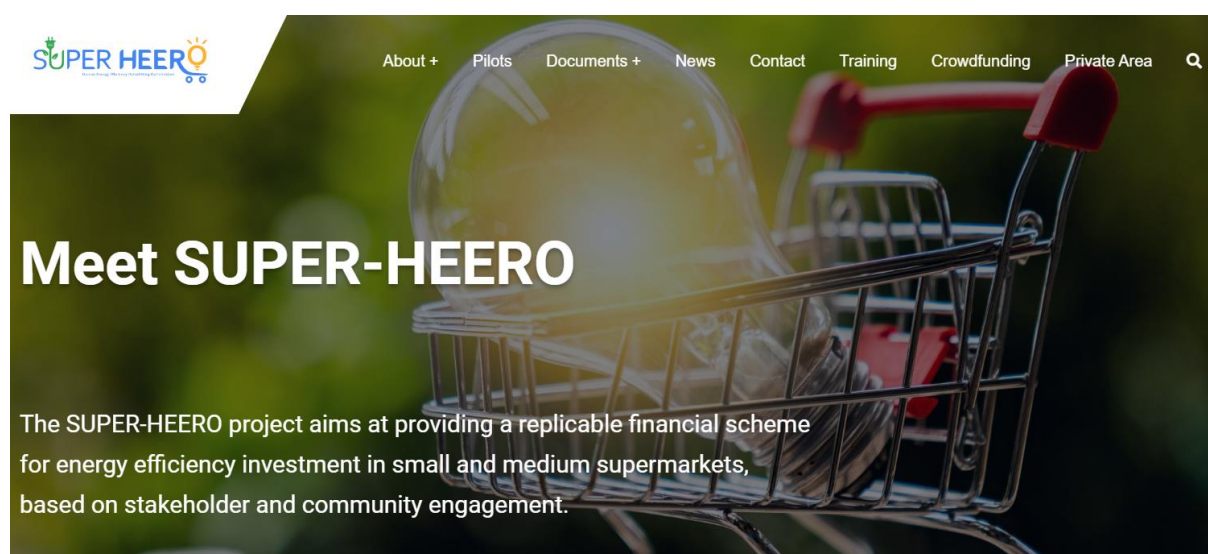

Figure 2. Training platform hosted within and available from the SH Project webpage

3.3   Upkeep

The training platform has been designed collaboratively and iteratively by the project consortium.

The platform has been made into a webpage by SIE and ZERO-E

The platform is being maintained forward by R2M, E2C and SIE who maintains hosting of the project webpage until transferred to R2M upon renewal.

4 Layout & Content

First, the webpage shows a short description of the main objectives of the SUPERHEERO capacity building programme, which ones are focus on support companies in the transition to new green technologies and the application of innovative schemes that will help them to save energy and reduce environmental impacts.
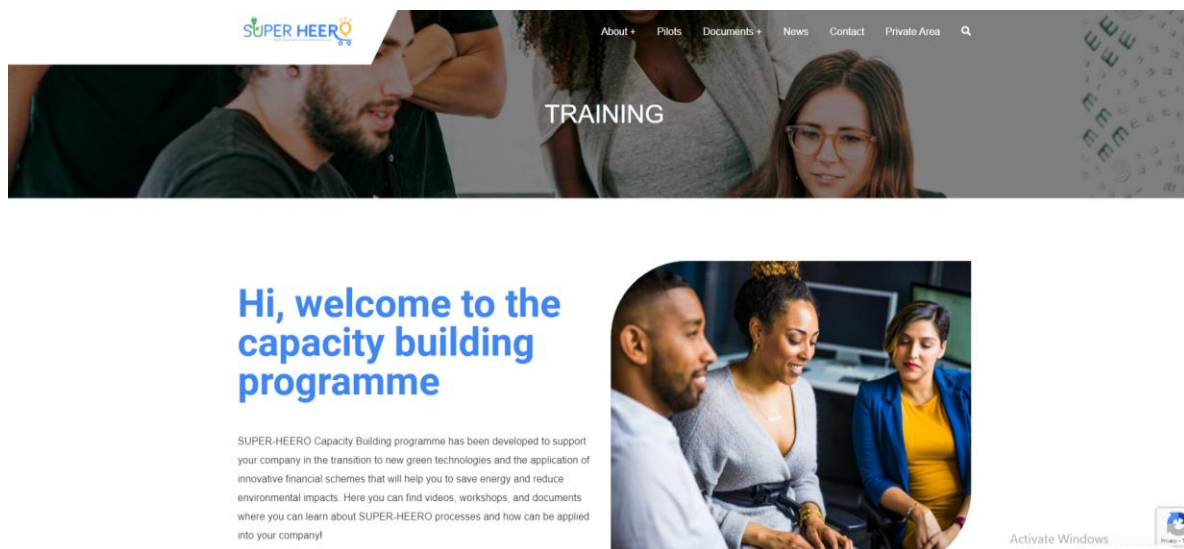

Figure 3 Introduction training platform

Next, the four main stakeholder types can orient themselves to what Super Heero brings to them, who else is involved and what they can gain from implementing the approach. This is relevant as in several workshops and stakeholder meetings persons expressed, I understand the idea, but not as much how it works for me. FAQs which illuminate several concepts and common questions are available right from this starting point.
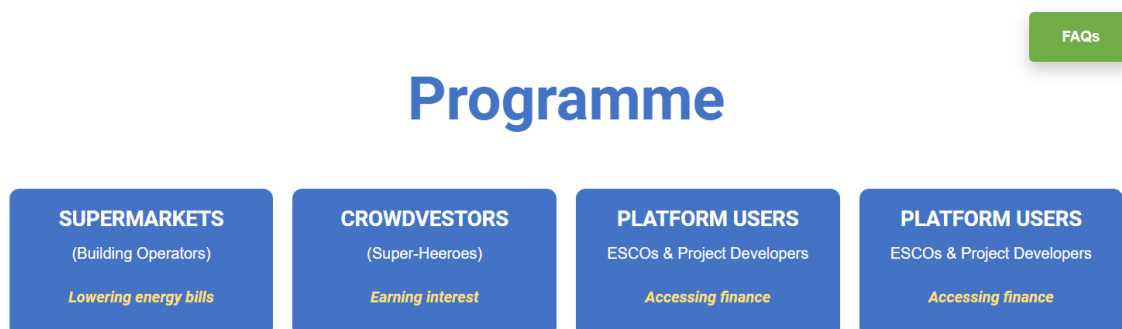

Figure 4. Welcoming / Engaging the four targeted stakeholder types

Next, a training section lists topics for capacity building and knowledge transfer. They are designed to facilitate the main steps of the Super-Heero process, setting up projects and getting the most out of them.

Training

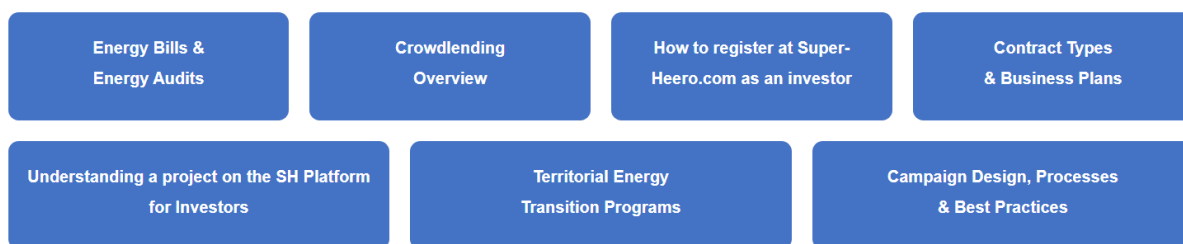|			
Energy Bills & Energy Audits	Crowdlending Overview	How to register at Super-Heero.com as an investor	Contract Types & Business Plans
Understanding a project on the SH Platform for Investors	Territorial Energy Transition Programs		Campaign Design, Processes & Best Practices

Figure 5. Training topics

Next, the platform features content from our partner program where technology and service providers who have become affiliated with Super Heero have a space where their technology or service is briefly presented. The technology / service is described in technical and financial terms, a contact is listed for further information and a corporate presentation is available for download.

Partner Program
Technology and Service Providers affiliated with Super Heero

ENERGIA	ONYX SOLAR	BRAINBOX AI
GREENTIME HUB	GFP Consulting	ICOPOWER

Figure 6. Super Heero Partner Program

The last content section relates to EU project resources. This section is utilized to animate several project deliverables, provide another use for project workshop videos and to highlight in another space key project results.

Figure 7. EU Project Resources

Finally, in the last section of the training platform layout, users can leave their comments on the content and make suggestions.
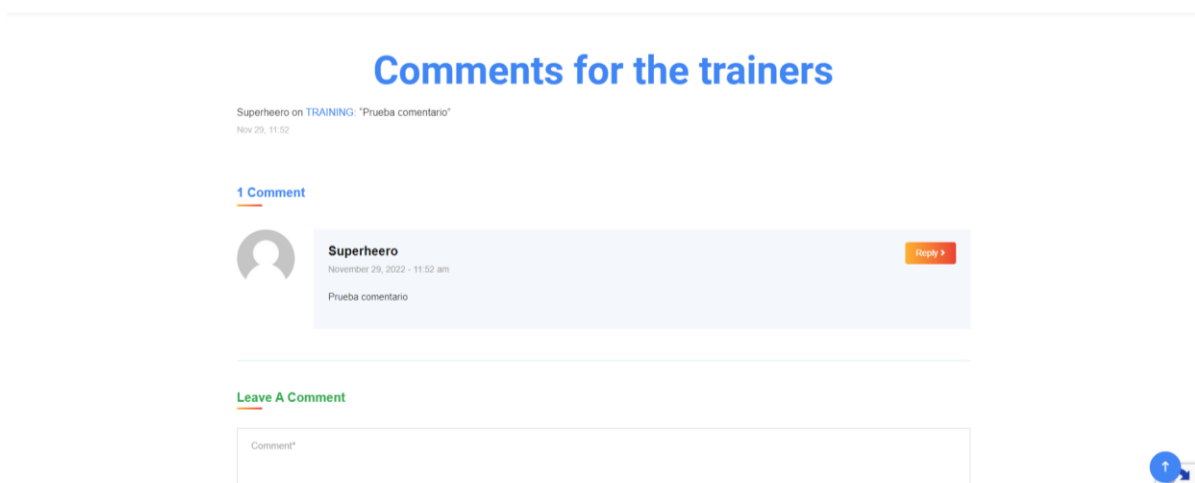

Figure 8 Comments section for training platform

5 Conclusions

This document has provided a pointer to and wrapper for the Super Heero training platform hosted within the Super-Heero EU project website located at: https://super-heero.eu/training/.

The platform serves to bring project results to and to build capacity within Super Heero targeted stakeholders. They are supermarkets, crowdvestors, technology & service providers and project developers (ESCOs). This is helpful because although stakeholders may find the Super Heero approach interesting and appealing, it may not be clear how they can make it work for them – no matter which side of the ecosystem they are coming from (building owner, investor, supplier or developer).

The training platform is structured and will be further developed and content made available across time. Queries about Super-Heero are welcomed and can be sent to info@super-heero.com.