

Super-Heero
Crowdfunding EE Measures in Super-Heero:
Results of the first campaign and investor
feedback
Madrid
14-16 June 2023

Thomas Messervey
thomas.messervey@r2msolution.com
R2M Solution
Project Coordinator



SUPER HEERO
Human Energy Efficiency Retrofitting Optimisation





Innovation / Engineering / Sustainability / Innovative Products / ICT / Energy

Research to Market – an engine for innovation.

We are an **innovative products** company

To field them, we deliver **consultancy services**

To develop them we develop and implement **R&D**

Corporate Social Responsibility is important in everything we do. We work hard and try to do good for our staff and the environment every day.

R2M Solution

Founded
2012

People
102
5 branches

Offices
9
4 Countries

Research
95
R&D projects

Funds raised
478 M
Total R&D
Portfolio

First time EU
40
Organizations



Turnover: **€8 Million (2022)**
Over half in commercial activities

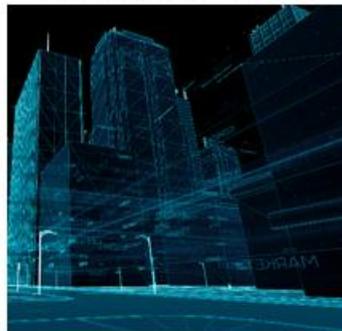
Our Journey

Innovation



Innovative Products & Services

Real Estate
Digitalization
Sustainability
Smart Grid and Local Energy
Communities
(R2M Energy - ESCO)



Sustainability Consulting



Super-Heero
Crowdfunding EE Measures in Super-Heero:
Results of the first campaign and investor
feedback
Madrid
14-16 June 2023

Thomas Messervey
thomas.messervey@r2msolution.com
R2M Solution
Project Coordinator



SUPER HEERO
Human Energy Efficiency Retrofitting Optimisation



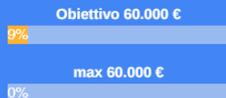
FUNDING

natura ^{si}

5.400 € raccolti

FOTOVOLTAICO

NaturaSI

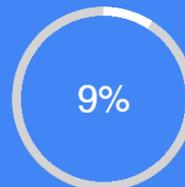


7.00 %
Rendimento annuo (fino al)

24 mesi
Durata dell'investimento

31/07/2023

Scadenza della Raccolta Fondi



47 Giorni rimanenti

INVESTI ORA

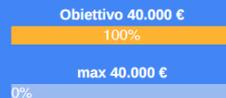
ACTIVE

natura ^{si}

40.055 € raccolti

FOTOVOLTAICO

NaturaSI

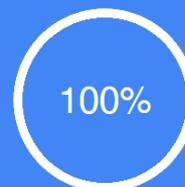


7.00 %
Rendimento annuo (fino al)

12 mesi
Durata dell'investimento

24/05/2023

Scadenza della Raccolta Fondi



0 Giorni rimanenti

FINANZIATO

June - July 2023

April - May 2023

Campaign live: www.super-heero.com

FUNDING

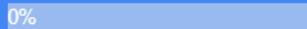
naturaSI

5.400 € raccolti

Obiettivo 60.000 €



max 60.000 €



47 Giorni rimanenti

INVESTI ORA

FOTOVOLTAICO

NaturaSI

7.00 %

Rendimento annuo (fino al)

24 mesi ⓘ

Durata dell'investimento

31/07/2023

Scadenza della Raccolta Fondi



9%

Research Question / Big Ideas

Premise: Supermarkets are high energy consumers and social nodes in the community. Separately, all EE interventions have an ROI – which can be shared or not shared.

Research Question: If supermarkets opened the possibility for people (their shoppers and staff) to participate in the benefits of energy efficiency renovation projects via direct investment - are people interested in this?

Research Question: If people are interested, would that trigger supermarkets to increase their renovation rate?

Research Question: Would people then act different at home and working with local governments, could supermarkets act as change agents in the energy transition?



Super-HEERO project

SUPER-HEERO is a EU project financed by Horizon2020 under Societal Challenge Line “Secure, Clean & Efficient Energy”

SUPER-HEERO project aims to provide a replicable financial scheme for energy efficiency investments in small and medium-sized supermarkets, based on stakeholder and local community involvement

Energy Performance Contracts (EPCs)

Product-service models for technology providers

Crowdfunding/cooperative initiatives dedicated to local communities

WIN-WIN-WIN between supermarkets, customers, investors and EE professionals

The project was well received for its unique and innovative approach to linking loyalty programs and crowdfunding to EE measures for supermarkets

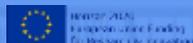


HUMAN-BASED

ENERGY EFFICIENCY

RETROFITTING

OPTIMISATION



Questo progetto ha ricevuto finanziamenti dal programma di ricerca e innovazione Horizon 2020 dell'Unione Europea nell'ambito della «Convenzione di sovvenzione» n. 894404

Super-HEERO project



OBJECTIVES



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



Compile a portfolio of ad-hoc energy measures for supermarkets.



Implement innovative financial instruments for energy efficiency investments in two relevant pilot case studies.



Define a structured strategy and methodology for the replicability of the financial scheme at regional and national level.



Identify barriers and needs to support the development of regulatory and policy frameworks that allow the uptake of innovative financial schemes for energy efficiency investment.

HUMAN-BASED

ENERGY EFFICIENCY

RETROFITTING

OPTIMISATION

Innovative Financial Scheme(s)



Crowdfunding



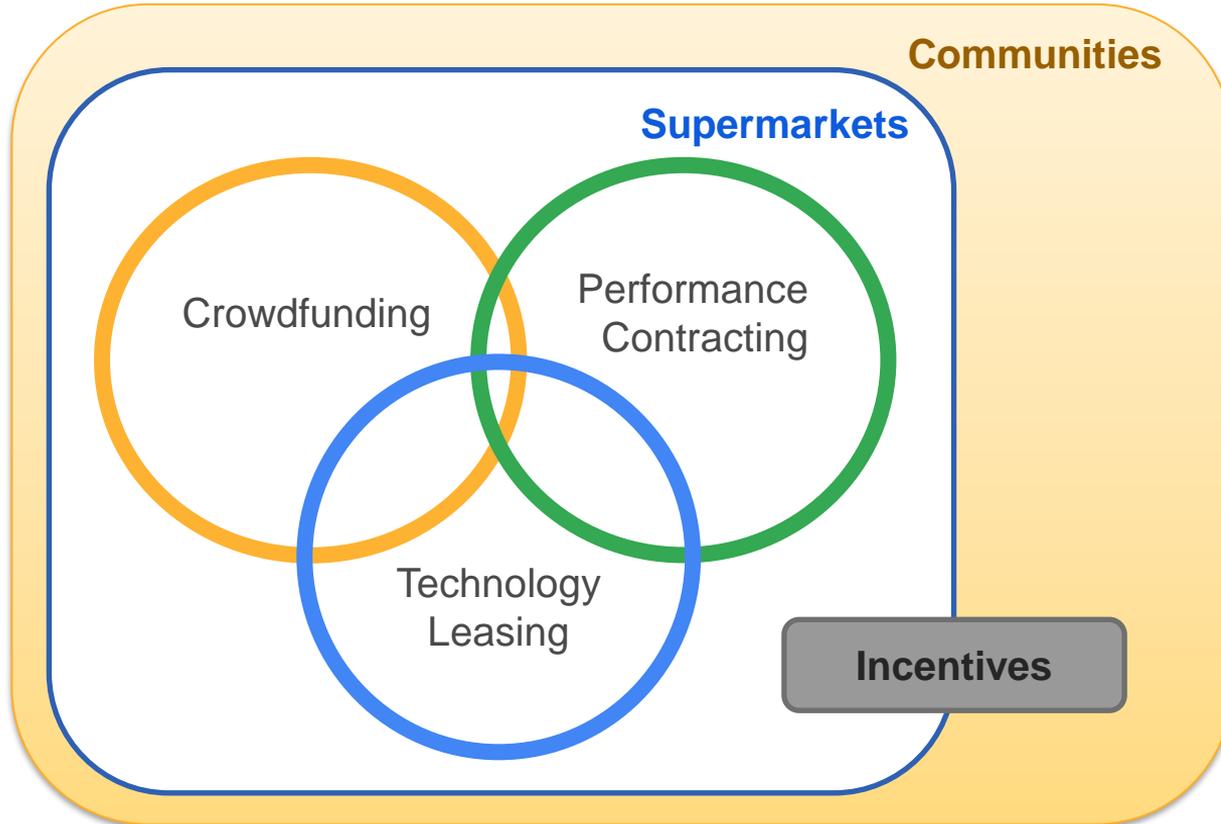
Performance
Contracting



Technology
Leasing (as a
service)

Innovative Financial Scheme(s)

TRUE SUPER-HEERO I
Project Proponent



Intersection is most interesting

No unique solution

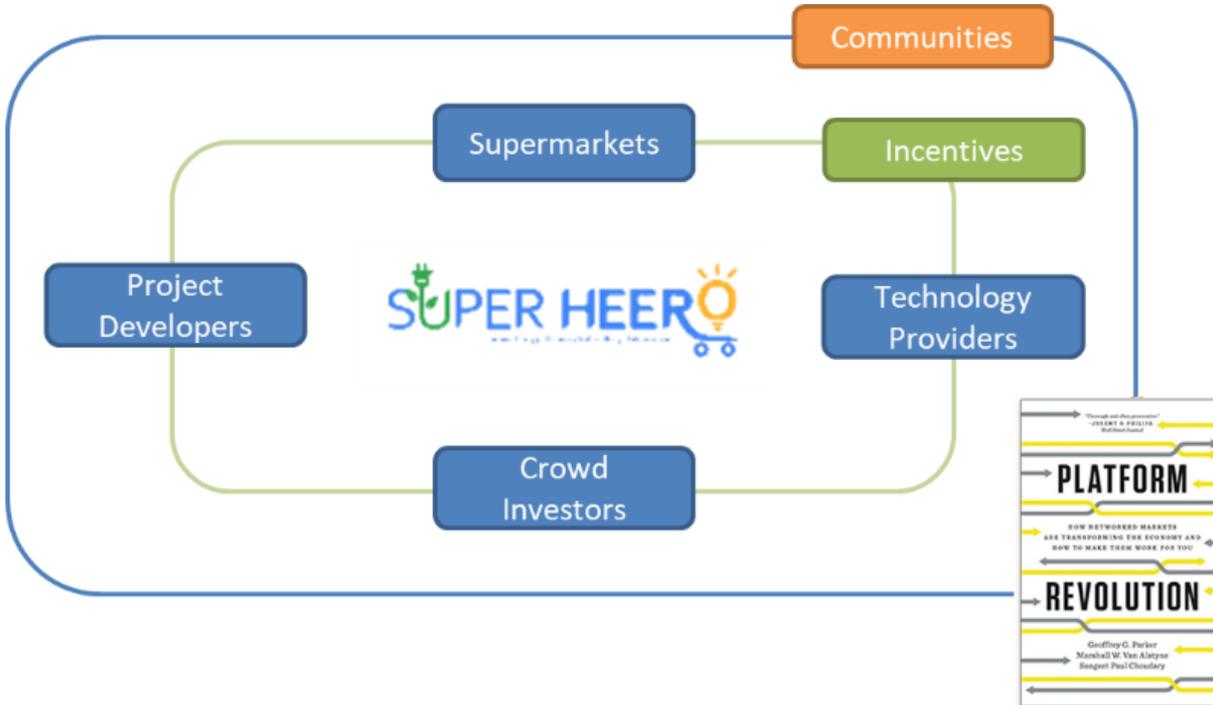
Every supermarket and community will have its own story

Incentives Hot & Cold / Sweet & Sour

Multi-sided platform business model with network effects

TRUE SUPER-HEERO II
ECOSTYEM BUILDER

Powerful approach but igniting them is hard. Our ignition type is iterative mini-controlled experiments which others see and then follow.



Core transaction:
Supermarkets – Crowd

Project developers and
Technology providers are sides
that come next.

Having more of any of these
brings benefit to all other sides.

Process & How to use it



How it works: Super-Heero 5 Step Process

1 Discovery
& Audits

2 Technical Design
& Business Plan

3 Marketing &
Advertising
Campaign

4 Fundraising via
the Crowd

5 Implementation
& Monitoring

The process adapts to:

- Supermarket Type
- Stakeholder Engaged
- Ownership structure

Supermarket Typologies



Urban Boutiques



Periphery medium size stores



Outer ring large stores

Old – Middle Age - New

Franchise Owned / Brand Owned / Co-Owned

Typology 1: Brand Store (New or Retrofit)



Value Prop / Drivers: Brand Loyalty – Staff Engagement – Actions in Community – Innovative Technologies – Actions (CSR / ESG / SDG)

Likely Characteristics:

- Money not needed
- Largely EE efficient
- Energy manager present
- Energy audit already on file
- Technology partnerships already in place



Typology 2: Existing Franchise Store



Value Prop / Drivers: Turnkey solution – one stop shop – don't have to go to bank – fast – buzz at store

Likely Characteristics:

- Money for EE not available
- Not a new structure / inefficient
- No energy manager
- No energy audit
- No technology partnerships
- Likely not thinking every day about sustainability



Process & How to use it



How it works: Super-Heero 5 Step Process

1 Discovery
& Audits

2 Technical Design
& Business Plan

3 Marketing &
Advertising
Campaign

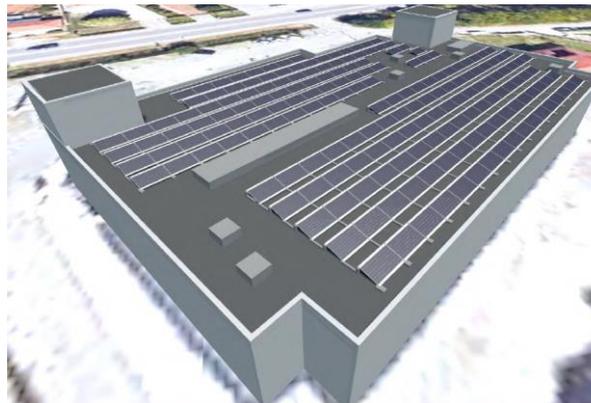
4 Fundraising via
the Crowd

5 Implementation
& Monitoring

The process adapts to:

- Supermarket Type
- Stakeholder Engaged
- Ownership structure

Business Plan Design



	10 anni	20 anni	30 anni
Energia Prodotta (MWh)	903	1805	2708
Beneficio CO ₂ (Tons)	266	533	799
Valore €255/MWh	230,166 €	460,331 €	690,497 €
Valore €290/MWh	261,757 €	523,514 €	785,271 €

Business Plan Design



Total Capex	95,638 €	
Naturasi	20,000 €	21%
R2M	15,638 €	16%
Crowd @7%	60,000 €	63%

Given a CAPEX, what length of contract, how much do you want to put in as the supermarket, how much to the crowd and under what conditions and with which rewards?

CASH FLOW NATURASI

	0	1	2	3	4	5	6	7	8	9	10
Prezzo ee	255 €/kWh	255 €/kWh	255 €/kWh	255 €/kWh							
Risparmio		23,017 €	23,017 €	23,017 €	23,017 €	23,017 €	23,017 €	23,017 €	23,017 €	23,017 €	23,017 €
Equity/finanziamento	- 20,000 €										
Iva Su finanziamento	- 4,400 €										
Rata Naturasi	- €	- 19,619 €	- 19,619 €	- 19,619 €	- 19,619 €	- 19,619 €	- 19,619 €	- 19,619 €	- €	- €	- €
Iva Rata 22%	- €	- 4,316 €	- 4,316 €	- 4,316 €	- 4,316 €	- 4,316 €	- 4,316 €	- 4,316 €	- €	- €	- €
Iva a credito		8,716 €	4,316 €	4,316 €	4,316 €	4,316 €	4,316 €	4,316 €	- €	- €	- €
Cash annuo	- 24,400 €	7,797 €	3,397 €	3,397 €	3,397 €	3,397 €	3,397 €	3,397 €	23,017 €	23,017 €	23,017 €
Cash cumulato	- 24,400 €	- 16,603 €	- 13,205 €	- 9,808 €	- 6,410 €	- 3,013 €	385 €	3,782 €	26,799 €	49,815 €	72,832 €

Process & How to use it



How it works: Super-Heero 5 Step Process

1 Discovery
& Audits

2 Technical Design
& Business Plan

3 Marketing &
Advertising
Campaign

4 Fundraising via
the Crowd

5 Implementation
& Monitoring

The process adapts to:

- Supermarket Type
- Stakeholder Engaged
- Ownership structure

Rewards Program Design Platform Side



Campaign Availability

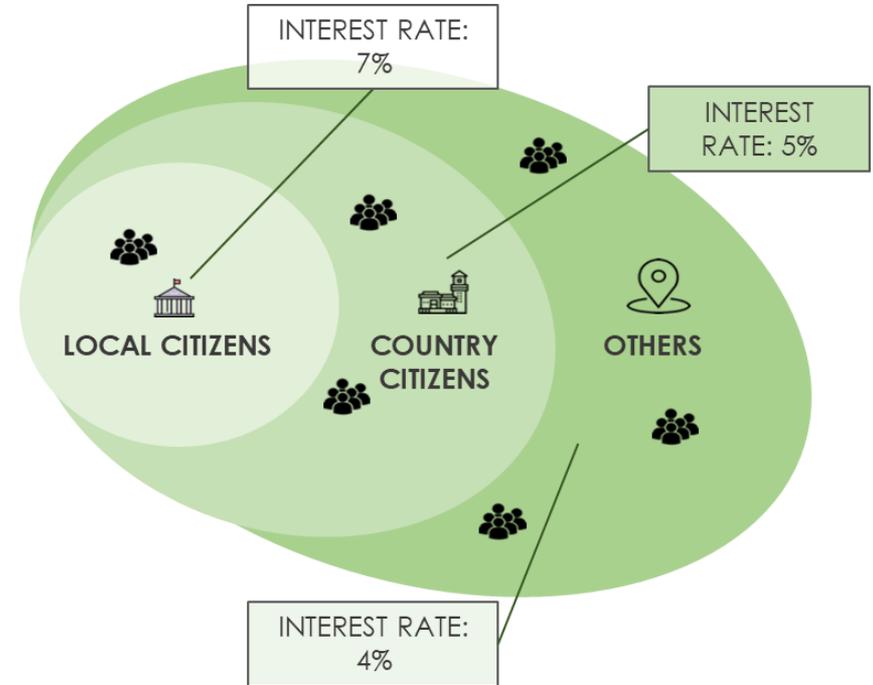
- 2 Weeks Local
- 1 Week Regional
- Opening National

Interest Rate

- 7% Local with loyalty card
- 6% Non-local with loyalty card
- 5% General Public (send link to get card)

Bonus Program

- 0.5% first time investors
- 0.5% refer a friend



Rewards Program Design Partner Side



www.padovanet.it

ALBERIAMO PADOVA



REGALA UN ALBERO

alla tua città
ad un nuovo nato
alla mamma a chi ami
ad un ricordo a chi non c'è più
a tuo figlio

PADOVANET | padova verde | il progetto | modulo adesione | facsimile attestato | elenco alberi e aree verdi | registro donatori |



Results

Naturasi Padova Via Parini 2



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



Comune
di Padova

naturasi



partecipa al webinar

Investi nel nostro impianto fotovoltaico e diventa protagonista della sostenibilità ambientale
rendimento garantito fino al 7%

Mercoledì 13 Aprile

ore 21.00



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 Naturasi. **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 crowdlending e a dividerne i guadagni!

**Rendimento
fino al 7%**

Hai letto bene!
È proprio così!













bio per vocazione

naturasi

bio per vocazione

mercato loco

P
PROPRIETÀ
PUBBLICA





Investitori Via Parini Naturasi Aprile 2023

Numero Investitore	Importo Investito	Tasso d'Interesse	Provenienza	
1	150.00 €	5.00	Campania / Casapulla	
2	150.00 €	6.00	Campania / Santa Maria la Fossa	
3	3,000.00 €	5.00	Emilia-Romagna / Castelfranco Emilia	NUOVO INVESTITORE
4	1,000.00 €	5.00	Emilia-Romagna / Ostellato	
5	100.00 €	6.00	Friuli-Venezia Giulia / Moimacco	
6	100.00 €	6.00	Lazio / Frosinone	
7	500.00 €	5.00	Lazio / Sacrofano	
8	2,500.00 €	6.00	Liguria / Pietra Ligure	
9	450.00 €	5.00	Lombardia / Castano Primo	
10	500.00 €	5.00	Lombardia / Gussago	
11	100.00 €	5.00	Lombardia / Mantova	
12	200.00 €	5.00	Lombardia / Milano	
13	100.00 €	6.00	Lombardia / Paderno Dugnano	
14	1,042.60 €	6.00	Lombardia / Pavia	
15	100.00 €	6.00	Piemonte / Ovada	
16	1,500.00 €	5.00	Piemonte / Settimo Torinese	
17	1,349.52 €	5.00	Piemonte / Settimo Torinese	
18	1,500.00 €	6.00	Piemonte / Torino	NUOVO INVESTITORE
19	100.00 €	5.00	Puglia / Massafra	
20	200.00 €	5.00	Sicilia / Caltanissetta	
21	5,000.00 €	6.00	Toscana / Cascina	
22	100.00 €	5.00	Toscana / Montopoli in Val d'Arno	
23	499.00 €	6.00	Veneto / Mestrino	NUOVO INVESTITORE
24	4,500.00 €	7.00	Veneto / Noventa Padovana	NUOVO INVESTITORE
25	1,533.57 €	6.00	Veneto / Noventa Padovana	
26	4,000.00 €	6.00	Veneto / Padova	NUOVO INVESTITORE
27	250.00 €	6.00	Veneto / Pieve di Soligo	
28	1,000.00 €	5.00	Veneto / Riese Pio X	
29	400.00 €	5.00	Veneto / San Dona' di Piave	
30	5,000.00 €	5.00	Veneto / Treviso	
31	1,100.00 €	6.00	Veneto / Trichiana	
32	1,231.00 €	5.00	Veneto / Venezia	
33	200.00 €	6.00	Veneto / Verona	
34	100.00 €	5.00	Veneto / Verona	
35	500.00 €	5.00	Veneto / Volpago del Montello	

TOTALE **40,055.69 €**

Mean interest rate 5.49

Weighted interest rate 5.68



Results

35 Investors
€40.055

One shopvestor specific to via Parini (€4,500 euros)

13 investors from the region for a total of €20,313

22 investors nationwide for a total of €19,742

5 new investors (not already part of Ener2crowd)

2 investors have opened the Naturasi card

16 investors are holders of the Naturasi card

19 investors are not holders of the Naturasi card

"Good morning, I already answered the survey last Friday, I take this opportunity to thank you for the opportunity offered to me to visit, with Green Souls, gardens in my city, some of which have never been seen.

Very interesting visit!

Results

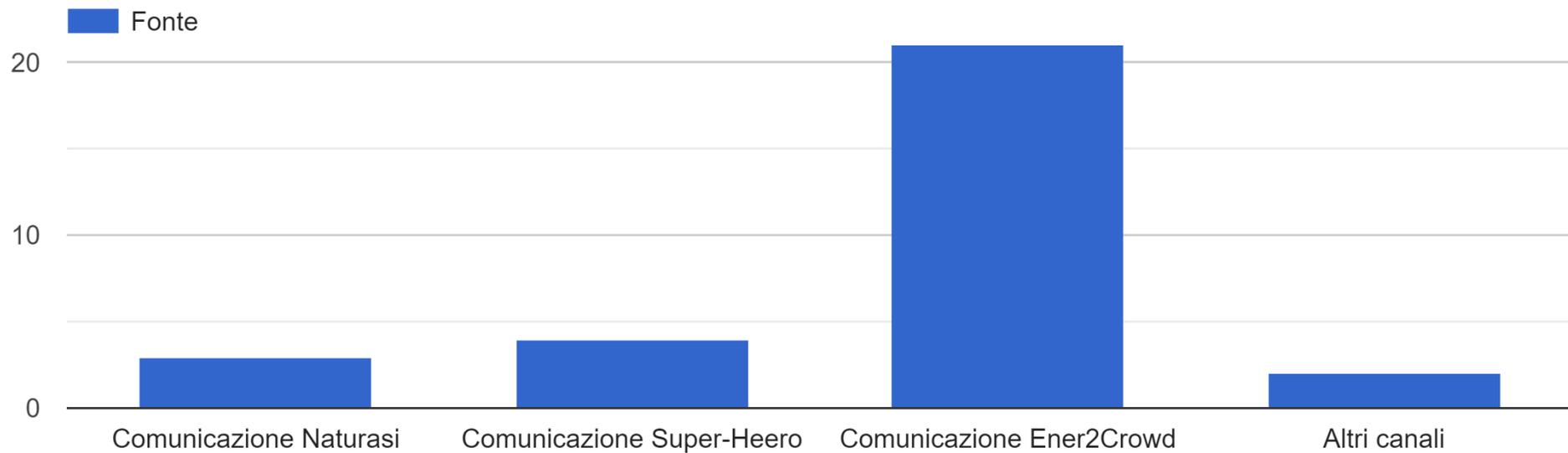
"Good morning, I already answered the survey last Friday, I take this opportunity to thank you for the opportunity offered for me to visit Anime Verdi, gardens in my city, some of which I have never been seen.

Very interesting visit!

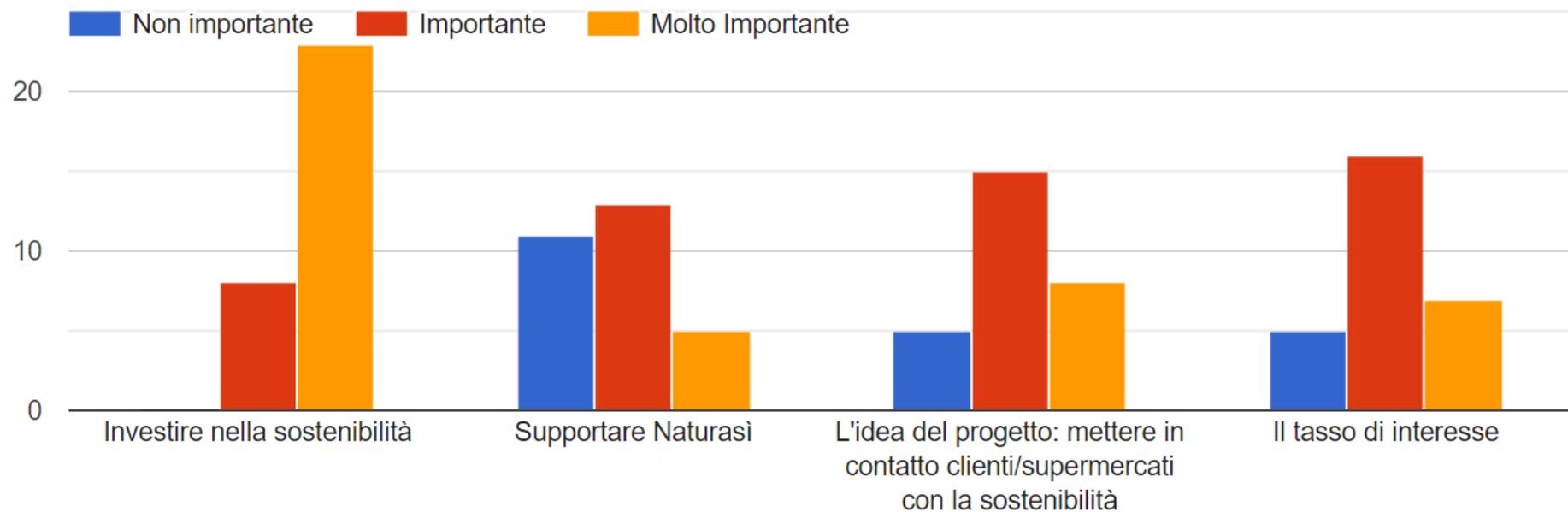
Cordially"



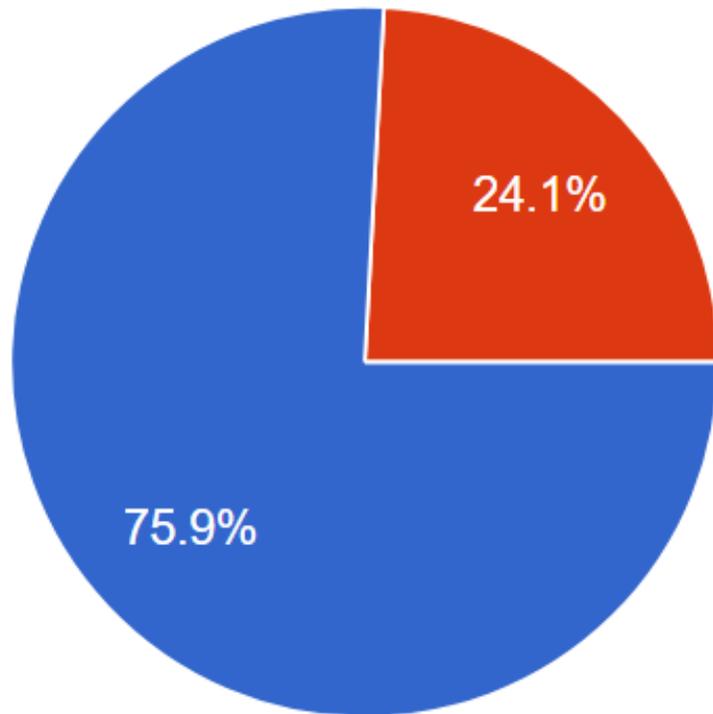
How did you find out about the campaign?



How important were the following factors in your decision to invest?

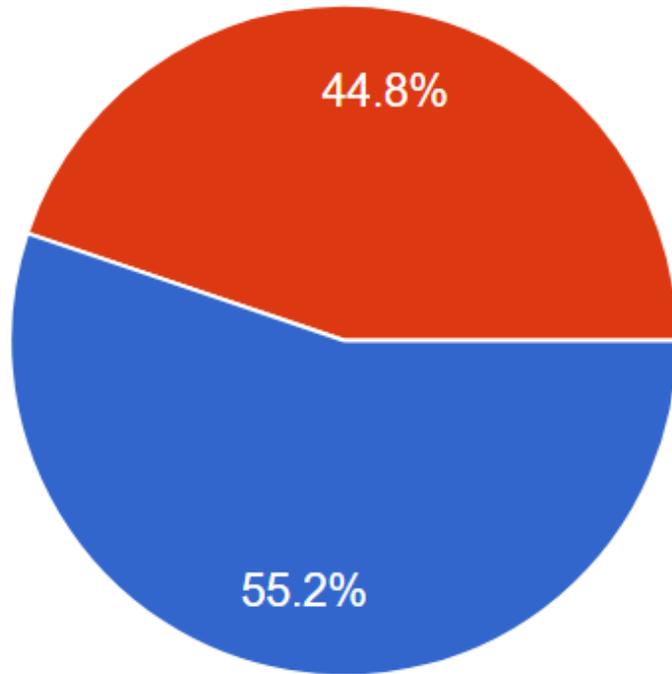


Which affirmation is more appropriate?



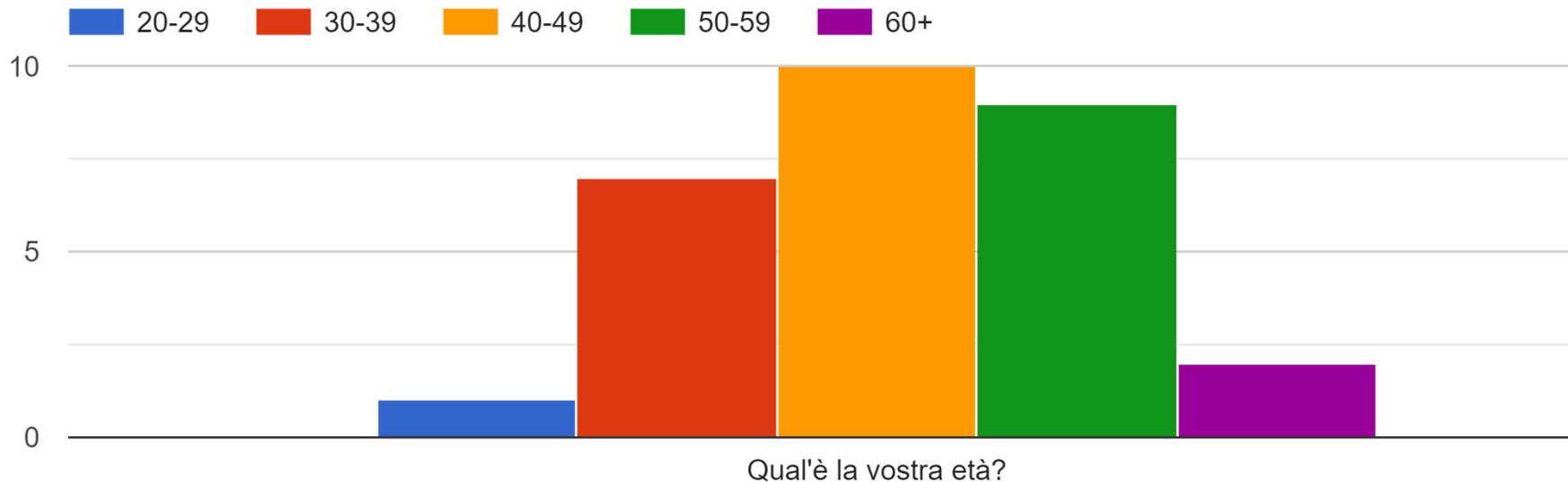
- This project gives me a more positive impression of NaturaSì
- My impression of NaturaSì is not influenced by this project

Which affirmation is more appropriate?

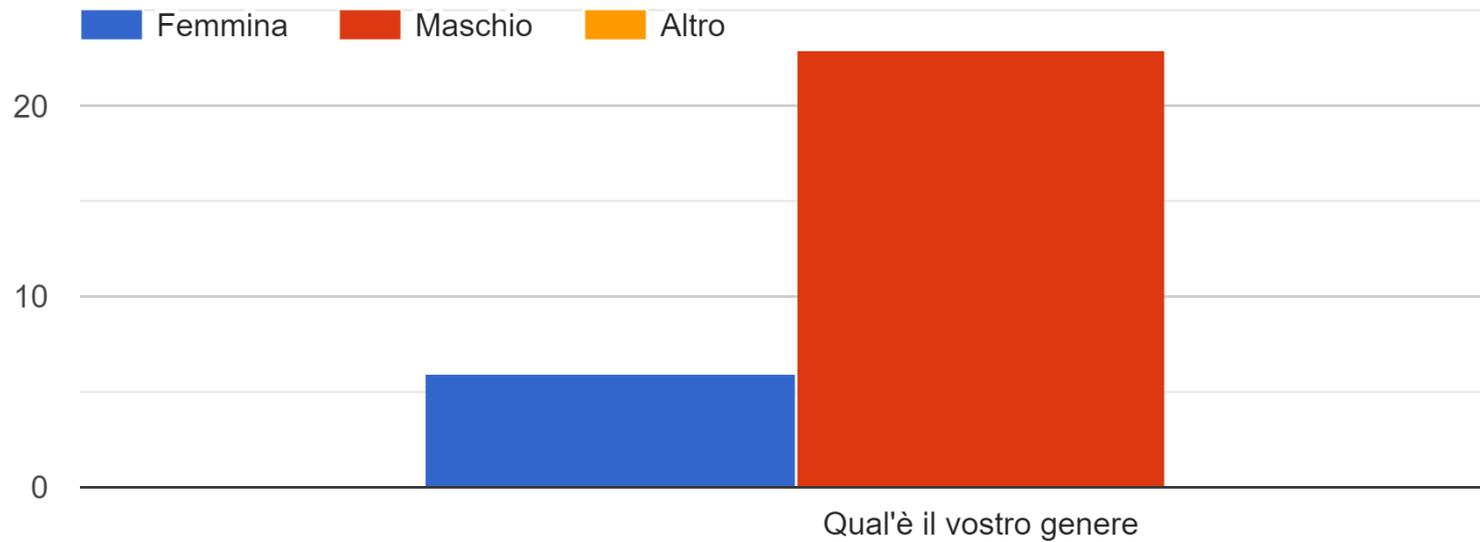


- I am more likely to shop at NaturaSì resultant of this campaign
- My shopping habits will stay the same

Demographics



Demographics



Key Lessons Learned

Crowd:

- Getting new people into the ecosystem takes a lot of work
- Once a community is built – there is the opportunity to curate it
- Ambushing people in the store isn't effective. In our second campaign we are making better use of associations or hubs that are promoters of sustainability
- People waited and then missed it!

Renovation Project:

- A process and email list to coordinate all actors involved at key identifiable steps is a must
- The supermarket loved the result – but wasn't initially confident in the process. Having first examples is precious.
- We made great connections to the local municipality for the franchise owner – we look to do the same in the second pilot
- The bonus programs are low-cost great marketing

Key Lessons Learned

European Project:

- Proposal drafted without adequate software development (e.g. crowd platform)
- Proposal drafted without any supermarkets
- Deep investment and partnering was required to realize the first pilot (franchise owner - brand – platform provider)
- The project could have died 1000 times / remained theoretical / disseminating concepts – we fought to not let that happen
- At project, registered crowdlending platform, funds collected, PV installed, new projects in pipeline

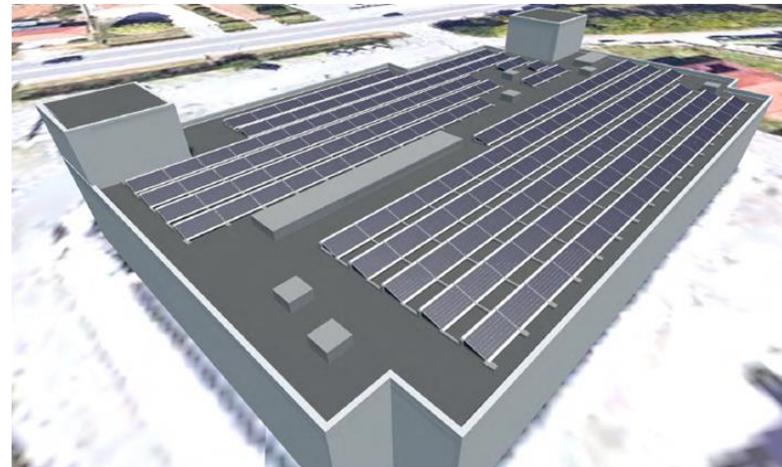
Next steps:

- Next supermarket chain
- First non-project ESCO taking on approach

D2.5 Lessons
Learned Out Soon

Second Pilot

Pordenone



naturasi



SUPER HEER
Home Energy Efficiency Retrofitting Distributor



R2M
RESEARCH TO MARKET
SOLUTION



GREEN
TIME

Second Pilot



Thomas Messervey • You
CEO & Co-Founder R2M Group
1d • 🌐

Over the weekend, **Simone Buffa** and **Massimo Fuccaro** were at our **SUPER-HEERO** pilot with **EcorNaturaSi Spa** in the **Municipality of Pordenone** discussing how it all works in an in-shop aperitivo. Project page a ...see more



Post

Informazioni

Video

Altro ▾



NaturaSi Pordenone

2 h • 🌐

Diventa protagonista della sostenibilità. Investi nel nostro impianto fotovoltaico 💡

Sostieni l'installazione, nel negozio di via Ungaresca 26/28, di un impianto fotovoltaico da 83kWp 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 partecipa online ai webinar di martedì 13 o 20 giugno alle ore 20.30 🍀

L'iscrizione al link bit.ly/3oZpgMI
Non mancare 😊

naturaSi

Partecipa al webinar

Investi nel nostro impianto fotovoltaico
e diventi protagonista della sostenibilità ambientale
rendimento garantito fino al 7%



Home



Amici



Watch



Marketplace



Notifiche



Menu



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



Super-Heero: Big Idea & Door Opener



A new way to connect to shoppers and build brand loyalty while saving energy and participating in the community

Super-Heero: How we do that



By making Energy Efficiency upgrades

Super-Heero: How we do that



And sharing the benefits with the shoppers and community via innovative financing schemes.

#HappyShoppers

#EnergySavings

#Climate

#RenovtionWave

#GreenDeal

#ESG/#SDG

SUPER HEERO
Human Energy Efficiency Retesting Optimisation



SUPER-HEERO



SuperHeero_EU

@ thomas.messervey@r2msolution.com

www.super-heero.eu



**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