

SUSTAINABLE INNOVATIONS TO LEAD THE COMMUNICATION AND EXPLOITATION OF SUPER-HEERO, A PROJECT TO BOOST ENERGY EFFICIENCY INVESTMENT IN SUPERMARKETS

- THE EUROPEAN UNION'S HORIZON 2020 RESEARCH AND INNOVATION PROGRAMME HAS GRANTED SUSTAINABLE INNOVATIONS WITH €140,000 IN FUNDING OF A TOTAL AMOUNT OF €1.4 MILLION
- SUSTAINABLE INNOVATIONS HAS BEEN AWARDED THE WORK PACKAGE OF COMMUNICATION, DISSEMINATION AND EXPLOITATION

Madrid (Spain), June 15, 2020 – SUSTAINABLE INNOVATIONS has been awarded by the European Union's Horizon 2020 research and innovation programme with the communication, dissemination and exploitation of SUPER-HEERO, a project that will boost energy efficiency investment in small and medium supermarkets.

Together with other eight partners from four different countries, SUSTAINABLE INNOVATIONS will work for 30 months to develop a replicable financial scheme for energy efficiency investment in small and medium supermarkets, based on stakeholder and community engagement.

SUSTAINABLE INNOVATIONS' main responsibilities will be to work on the project's communication strategy – developing SUPER-HEERO's identity, brand guidelines, website, social media strategy, etc., to coordinate the project's dissemination, and to elaborate its exploitation and business model strategy.

“We are very happy to be part of such an interesting initiative that will allow us to strengthen our energy management capabilities and go one step further in our energy consulting services”, said Mr. Jesús Serrano, Deputy General Manager at SUSTAINABLE INNOVATIONS.

The idea behind SUPER-HEERO is to help small and medium supermarkets to access the necessary funding for the implementation of energy efficiency strategies through stakeholder and community engagement. Supermarkets are one of the retail sectors with the most energy consumption. Their energy costs represent between 10% and 15% of the total operating costs. If we add to this the fact that their benefit margins are not usually very high, we can determine the significantly positive impact that energy efficiency measures can have on the sector.

SUPER-HEERO will enable upfront cost reduction and engagement of additional investment sources, while bringing direct economic and environmental savings for the supermarkets, as well as cascade to the final customer, the engaged Energy Service Companies and utilities, and technology providers.

About SUPER-HEERO

Led by R2M Solution, SUPER-HEERO is formed by CREARA, the Municipality of Padova, RINA Consulting, SINLOC, Sustainable Innovations, Tándem, Vertech Group and Zero-E Engineering. The project has received €1.4 million funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 894404. From its part, SUSTAINABLE INNOVATIONS has been granted €140,000.

About SUSTAINABLE INNOVATIONS

SUSTAINABLE INNOVATIONS is a Spanish consultancy company that provides innovative services to a wide range of sectors across Europe: bio-based industry, renewable energy, advanced materials, among others. The core competencies offered by SUSTAINABLE INNOVATIONS are structured in three main pillars which bridge the gap between ideas to market: Innovation Management, Market Uptake of Innovative Solutions, and Capacity Building. Our main value is the highly qualified and multi-cultural-disciplined talented team of engineers, environmentalists, communication experts, and business strategists that work with us.