



Why HeraLAB

HeraLAB represents an innovative initiative of the Hera Group, which takes the form of a **multi-stakeholder advisory board** active in the main territorial areas where the company operates. Since its launch in 2013, **HeraLAB has involved various local communities** in a constructive dialogue focused on business results and environmental and social sustainability goals.

As of December 31, 2023, a total of 126 meetings (amounting to about 3,000 listening hours) have been conducted for the HeraLAB project. The community involved by HeraLAB over the years consists of 144 members and the total number of projects approved during the work of the workshops stands at 78, of which 60 have already been implemented. The Group aims to launch HeraLABs in the territories of Ravenna and Ferrara in 2024.

LAB composition

HeraLABs are composed of a **minimum of 15 people** identified in autonomy and discretion by the Company based on the **representativeness of the different categories of stakeholders** and in relation to the LABoratory theme. LAB participants are identified **based on their histories, professional experiences and expertise** and not exclusively for the institutional profile they hold. Appointment as LAB members is free of charge and takes place by act of the Board of Directors of Hera S.p.A. Participants remain in office for the duration of the LAB's work.

Detail of current LAB components

Modena

- Antonella Buja: Head of the European Projects Office, International Relations and Coordination of Complex Projects of the City of Modena
- Luca Biancucci: General manager of Consorzio Attività Produttive Modena
- Stefano Ranuzzini: Technical and Energy Efficiency Area Contact Person AESS
- Marco Moscatti: CEO TEC Eurolab
- Alberto Notari: President Italian Confederation of Farmers Emilia Centro
- Giorgio Falanelli: Plant and Energy Manager National Confederation of Craftsmen Modena
- Daniele Casolari: Head of Trade Union and Communication Area Lapam Confartigianato Modena
- Mauro Bignardi: Provincial President National Association of Condominium and Real Estate Administrators Modena
- Chiara Pederzini: Head of Innovation and Sustainable Development Legacoop Estense
- Giovanna Zacchi: Head of ESG strategy BPER



- Vincenzo Paldino: President UDICON, Union for the Defense of Consumers Emilia-Romagna
- Marzio Govoni: President Federconsumatori Modena
- Sergio Teggi: Lecturer University of Modena and Reggio Emilia

Imola

- Fabiola Salucci: ACER Bologna board member
- Marco Costa: AESS (Energy and Sustainable Development Agency) energy engineer
- Simona Boschetti: Energy manager AUSL (Local Health Unit Company) Imola
- Sergio Maccagnani: Temporary Manager Circondario Imolese
- Roberto Lelli: Municipality of Imola Heritage Office contact person
- Michele Denti: CEFLA Engineering Manager
- Carlo Negroni: Vice president CLAI Cooperativa Lavoratori Agricoli Imola
- Ornella Bova: Director of the National Confederation of Craftsmen
- Marco Gasparri: President of the Circondario Imolese business table - Confindustria Imola
- Stefano Bulgarelli: Sustainability Manager SACMI
- Luca Dal Pozzo: President of Confcooperative
- Giulia Tansini: CON.AMI official, Intermunicipal Multiservice Company Consortium
- Valeria Vignali: Member of the Board of Directors of Autodromo Imola
- Ivana Topi: Board Member Fondazione Cassa di Risparmio di Imola.
- Alessandro Zanarini: Researcher, University of Bologna

HeraLAB Fund for Sustainability

Participation is free and **participants' contributions** are enhanced through a fund earmarked for local sustainability projects. Hera has chosen to provide for each meeting and for each participant an attendance token, which from 100 euros in the first edition of the project, has been increased to 200 euros. The total tokens accrued go into a fund that LAB allocates each year to support sustainability initiatives and projects promoted by local public or nonprofit entities identified by LAB itself.

Since the start of the HeraLAB project at the end of December 2023, 134,200 euros of tokens have been donated to 26 public and nonprofit entities in the territories where HeraLAB is active.



Meetings and calendar

Meetings are preceded by a **phase of individual interviews** with individual constituents, with the aim of investigating the issues of greatest interest to the stakeholder.

With **regular meetings** and an approach that encourages feedback and **collaboration**, HeraLAB is committed to responding to the needs of the local area.

In fact, since 2023, HeraLABs have focused on the topic of carbon neutrality. The choice of this theme was shared with the Departments most impacted by the LABs' work prior to the start of the third edition. **Modena and Imola** were chosen as the two territories on which to start the 2023 LABs, as the Group's energy capitals in Emilia-Romagna.

Meeting details 2023

Modena

- April 3: HeraLAB #1 - Topic: Carbon neutrality
- June 22: HeraLAB #2 - Topic: Carbon neutrality
- Nov. 14: HeraLAB #3 - Visit to energy efficiency construction sites

Imola

- April 20: HeraLAB #1 - Topic: Carbon neutrality
- June 26: HeraLAB #2 - Topic: Carbon neutrality
- Nov. 8: HeraLAB #3 - Visit to the Sant'Agata Bolognese biomethane plant

Eight areas of potential collaboration were shared during these meetings:

1. Energy efficiency incentives and opportunities for businesses
2. Grid enhancement plans to support electrification (LAB Modena only)
3. Photovoltaics in self-consumption, an opportunity for businesses (LAB Modena only)
4. Opportunities for off-site photovoltaics (PPA - LAB Modena only)
5. Energy Park
6. Renewable energy communities applied to condominiums
7. Cooperative model applied to Renewable energy communities (LAB Modena only)
8. Renewable energy communities in production area/similar (LAB Imola only)



HeraLAB's initiatives

In addition, some projects continued in 2023 for the implementation of the initiatives of the 2021 edition of the HeraLAB Modena and Forlì Cesena, and in some cases were completed.

With regard to the initiatives promoted by the **Modena LAB**:

- **Environmental transition in the agri-food supply chain.** The project is aimed at facilitating an investigation of the agri-food supply chain to identify the main processes into which environmental transition initiatives can be most effectively inserted. The results of the study should encourage the application of virtuous measures throughout the supply chain (industrial production, distribution and sales, catering). Thanks to the coordination of the University of Modena and Reggio Emilia's Department of Economics and in collaboration with the area's economic associations, a questionnaire was developed and was sent to approximately 100 Modena companies in the sector from June 2023 onwards. The results of the study will be released by the first half of 2024. The project is complete (2023).
- **"Le vie dell'acqua".** This initiative aims to complement the historical-naturalistic trails in the Modena area ("la via Romea/Nonantolana" pilot project) by telling the "story" of the water that flows under them. Public drinking fountains will be installed along the route, which will function as strategic points for anchoring various communicational initiatives, supported by the Aquologo app as well. A memorandum of understanding has been signed by 15 municipalities in the Modena area and the fountains will be installed by Hera by May 2024.
- **"Il tutor energetico".** This initiative is aimed at setting up structured channels dedicated to training staff at third-sector help desks to raise awareness about the possibility of accessing bonuses and all the benefits implemented by Hera and others to curb energy poverty and payment delinquency. The project started with the signing of the first two protocols with the "social stores" run by the "terre estensi" voluntary services centre (seven from Modena and two from Ferrara) and Caritas of Pavullo, and the first 40 volunteers were trained. Activities are underway to renew the protocol in 2024, and it will also be extended to other entities operating in the Third Sector.

The local initiatives plan for **Forlì-Cesena** includes the following:

- **"Green" hotels.** With this project we aim to identify the most effective ways (trademark, brand or protocol) to bring together and characterise the hotel facilities in Cesenatico using a green/environmentally friendly approach. The project was publicly presented on 26 January 2023 in Cesenatico where a memorandum of understanding was signed among the Municipality of Cesenatico, Federalberghi ADAC and the Hera Group to begin presenting the project. The Green Hotels project was rolled out experimentally in summer 2023 with the involvement of a first group of 22 structures. The project will also continue in 2024.
- **Ecological transition in the San Mauro Pascoli footwear district.** In collaboration with public administrations, companies, trade associations and universities, a study will be sponsored in the San Mauro Pascoli (FC) district to learn about the various



types of production waste in the footwear supply chain and understand how companies manage them. This study is designed to identify potential processes where circularity initiatives can be applied. In 2022, a scientific research grant was funded at CIRI FRAME (Interdepartmental Centre for Industrial Research on Renewable Sources, the Environment, Sea and Energy) - Rimini Polo Technopole aimed at collaborating to study the possible use of circular economy initiatives in the footwear district. This initiative is part of already ongoing activities and aims to broaden and further explore the research areas involved. The project was completed and the results were presented in December 2023 during a public conference organised by CERCAL (International Footwear School and Research Centre).

HeraLAB Contacts

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