



MANIFESTO for the PROMOTION of the ENVIRONMENTAL BENEFITS of the RENTAL CONCEPT

ERA calls on the EU to promote the environment benefits of the rental concept.
The motivation comes from the 5 principles used in the rental business:

- Shared usage
- Repairability
- Resource use
- Reusability
- Recyclability

SHARED USAGE:

- The construction companies can access equipment when required.
- The centralised ownership leads to a more frequent and therefore more efficient use of the equipment.



REPAIRABILITY:

- The rental companies contribute to a product design facilitating maintenance and repair activities.
- The rental companies focus on spare parts management.
- The rental companies ask for increased information on product repair from the equipment manufacturers.



RESOURCE USE:

- Rental companies search for equipment to offer the most sustainable option to their customers.
- Rental companies provide theoretical and practical trainings to their customers to optimise the use of equipment.



REUSABILITY:

- Components of the dismantled construction equipment can be reused.



RECYCLABILITY:

RENTAL COMPANIES TAKE CARE OF THEIR EQUIPMENT BY:

- Repairing when it is still possible.
- Recycling when it is at the end of its life cycle.
- Selling it to second hand markets, if it still complies with the regulations.



RENTAL COMPANIES USE THEIR BARGAINING POWER TO DEMAND EQUIPMENT SUPPLIERS TO:

- Invest more in R&D to limit the use of non-recyclable material.
- Take responsibility for end-of-life of equipment by collecting, reusing or recycling.

ABOUT ERA

ERA is the representative association of the European equipment rental business. It represents around 5,000 companies, either directly or through the national rental associations. This rental sector employs more than 120,000 people and contributes €24.3 billion to the economy.