



EUROPEAN
RENTAL
ASSOCIATION

Sustainability Committee report

*Franciska Janzon,
Committee Chairwoman*



Please react on Twitter, @era_rental



LIST OF CONTENT

- Presentation of the Committee
- Why sustainability?
- ERA's works on sustainability
- What's next?

MEMBERS OF THE SUSTAINABILITY COMMITTEE

Chairwoman Association	Ramirent	Franciska Janzon
	ASEAMAC	Jose Blanco
	BBI	Jürgen Küspert
Associate members	HAE	Mark Bradshaw
	IPAF	Rupert Douglas-Jones
	Atlas Copco	Inge Craninckx
	Caterpillar	Michael Lilljequist
	CNH	Leigh Harris
	Firefly	Huw Bement
	Generac	Serge Bazin
	Hilti	Peter Cavada
	JCB	Max Lytle
	JLG	Richard Puglia
Rental	A-Plant	Kevin Haycock
	Boels	Kees Kouwenhoven
	Bredenoord	Margien Storm van Leeuwen
	Cramo	Anders Collman
	Jungheinrich	Charlotte Noack
	Kiloutou	Yann Bonnet
	Loxam	Nicolas Jonville

- Committee started in 2008
 - Sustainability report (2010)
- Revived in December 2013,
 - Sustainability identified as one of ERA's 2 priorities (with the rental concept promotion)
 - Objectives:
 - Supporting the rental industry in promoting the environmental benefits of rental,
 - Developing tools for helping members to respond to requests from customers,
 - Sharing practices in the industry where relevant.

- Because rental is inherently sustainable. 5 principles used in the rental business:
 - ❖ Shared usage
 - ❖ Repairability
 - ❖ Resource use
 - ❖ Reusability
 - ❖ Recyclability
- But it needs to be promoted (towards the customers, the public authorities, in our industry).
- The European Union is particularly interested in sustainability (circular action plan in Dec 2015). Opportunity for the rental business.

Companies are pursuing sustainability in a way that creates value.



Source: Sheila Bonini and Stephan Görner, "The business of sustainability: McKinsey Global Survey results," Oct 2011, mckinsey.com

- Action towards the SMEs
- Workshop on "Sustainability in the rental SMEs" for the national associations in February 2016
 - Identification of sustainability related issues rated in terms of importance:
 - To the SMEs
 - To external shareholders
 - Introduction of a Sustainability Graph, showing how to use sustainability initiatives to:
 - Manage risk
 - Drive growth
 - Improve returns on capital



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 €24.5 billion to the economy.

www.era-rental.org



• Participation to the discussions around the Circular Economy Package

• The rental business contributes to the transition to a Circular Economy

– Meetings with representatives of the European Commission, the European Parliament and the Permanent Representations in Brussels

– 3 positions paper + the ERA Manifesto



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- Sustainability online brochure, <http://sustainability.erarental.org>:
 - Published late 2015,
 - Dynamic set of best practices in the rental business, categorised according to their role in the supply chain,
 - Dedicated to rental companies, customers of the rental business, public authorities,
 - Regularly updated (last update in Sept 2016) with new best practices,
 - Translated in 6 new languages in Spring 2017 and promoted through the National Associations towards their members



- Convention 2016 workshop on “Sustainability and Profitability”
 - Active participation and useful feedback from the ERA members
 - Identify sustainable examples in the rental business applicable to growth, risk management or returns on capital (in relation with the Sustainability Graph)
 - Food for thought for the last meetings of the Committee:
 - Increase of the number of examples where sustainability can boost profitability,
 - Improvement of the sustainability online brochure

- Workshop to follow
 - Possible new topics for our committee
- Sustainable sourcing
 - Topic will be addressed in cooperation with the Technical committee
- Reconciliation between online brochure and sustainability graph and update of the sustainability online brochure
- Possible new deliverable: Sustainability roadmap?
- Awards of the best innovation in Sustainability?
 - Videos