



EUROPEAN  
RENTAL  
ASSOCIATION

# Sustainability Committee Report

Chairman's Annual Report

*Kevin Haycock* A-Plant UK



*Please react on Twitter, @era\_rental*



ERA Convention 2018, "TOMORROW'S CUSTOMERS", Vienna, 23 and 24 May

## Report Contents:

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

Chairman	A-Plant UK	Kevin Haycock			
Association	ASEAMAC	Jose Blanco	Associate members	Atlas Copco	Inge Craninckx
	BBI	Jürgen Küspert		Generac	Serge Bazin
	HAE	Mark Bradshaw		Hilti	Peter Cavada
	IPAF	Andrew Delahunt		JCB	Etienne Bourcier
Rental	Ramirent	Peter Hilden		JCB	Paul Williams
	Boels	Kees Kouwenhoven		JLG	Richard Puglia
	Bredenoord	Margien Storm van Leeuwen			
	Cramo	Anders Collman			
	Cramo	Maria Karlsson			
	Jungheinrich	Mirjam Werker			
	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)
- Target 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.

- 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). ERA campaign on this opportunity for the rental businesses.
- “Tomorrows Customers” are Millennials, they care more about sustainability than any generation before them.

- 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.
  - Sustainability Award 2018



Following on from the presentations at ERA Conference in Amsterdam 2017;

- Updates were undertaken for the online sustainability brochure.
- We created the Sustainability Award May 2018



**EUROPEAN RENTAL ASSOCIATION**

**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 100,000 people and contributes €24.5 billion to the economy.

[www.era-rental.org](http://www.era-rental.org)  @era\_rental

- 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 papers + the ERA Manifesto
  - The Positive environmental impact of rental January 2018



- Workshop to follow
  - Possible new topics for our committee
- Sustainable supplier assessment, ERA approved supplier database.
  - Topic will be addressed in cooperation with the Technical committee
- Update of the sustainability online brochure, we want **your** best practices.
- Further campaigning at EU level on the promotion of rental as a sustainable choice for public procurement and infrastructure projects.