



EUROPEAN  
RENTAL  
ASSOCIATION

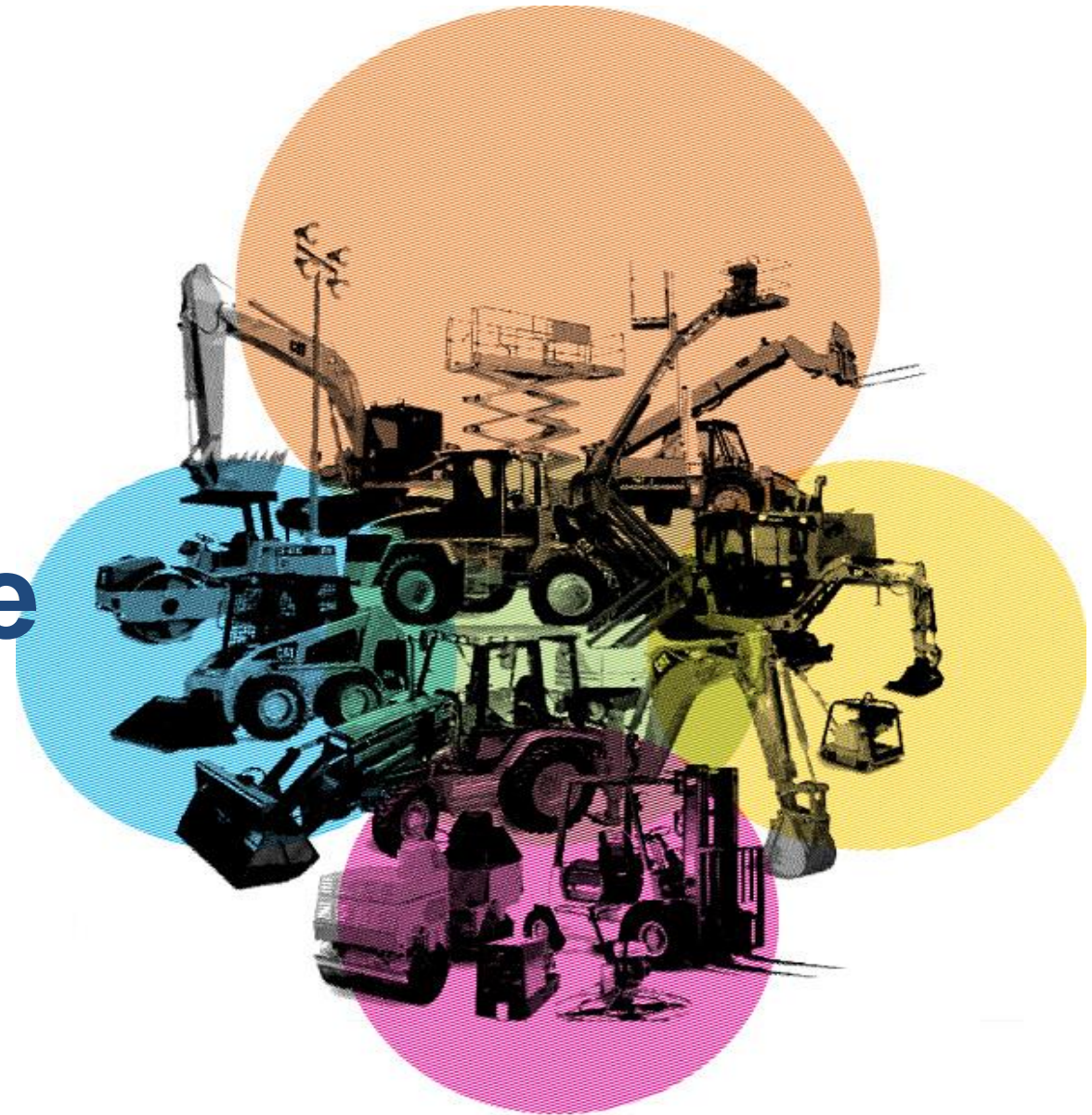
# Achievements of the Sustainability Committee in 2018 / 19

*Michel Petitjean*

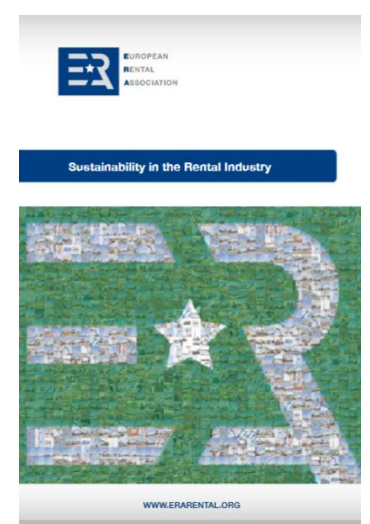
ERA



*Please react on Twitter, @era\_rental*



Chair					
Association	ASEAMAC	Jose Blanco	Associate members	Atlas Copco	Inge Craninckx
	ANAPAT	Jorge Ferrando		Generac	Serge Bazin
	BBI	Jürgen Küspert		Hilti	Peter Cavada
	DLR	Patricia Crespín		JCB	Etienne Bourcier
	HAE	Mark Bradshaw		JCB	Paul Williams
	IPAF	Andrew Delahunt		JLG	Xenia Koliijn
Rental	Boels	Kees Kouwenhoven		Volvo CE	Darren Fitch
	Bredenoord	Margien Storm van Leeuwen			
	Cramo	Maria Karlsson			
	Jungheinrich	Mirjam Werker			
	Kiloutou	Yann Bonnet			
	Loxam	Nicolas Jonville			
	Ramirent	Daniel Hagengård			
	Riwal	Wim van Meer			



- Committee started in 2008
- Publication of the Sustainability report in 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 2015). ERA campaigns on this opportunity for the rental businesses.
- The young generations care more about sustainability than any generation before them.



- Participation to the discussions around the Circular Economy Package at its publication
- Continuous promotion of the equipment rental business showing that it contributes to the transition to a Circular Economy:
  - Meetings with representatives of the European Commission, the European Parliament, the Permanent Representations in Brussels
  - Position papers
  - ERA Manifesto

- Sustainability online brochure, <http://sustainability.erarental.org>:
  - 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,
  - Designed for being regularly updated with new best practices,
  - Published in 7 languages and promoted through the National Associations towards their members.



- Sustainability Award:
  - For the 2<sup>nd</sup> time this year,
  - Judged by the ERA Sustainability Committee (not by the Awards judges),
  - Rewards *a single project, initiative or a team within a rental company for an outstanding improvement in the area of sustainability, including environmental, CSR, labour and safety, anti-discrimination, business ethics and related issues,*
  - Entries can be submitted in free format, in English or the national language of the proposing company, to encourage entries from small and medium size enterprises.

- In 2018, launch of a major project on the **Carbon Footprint of Construction Equipment**

### Phase 1:

- Carbon Life Cycle Assessment, ISO 14040 & 14044 LCA standard

### Phase 2:

- Definition of parameters
- Comparative analysis of parameters effects on selected products
- Use case scenarios and calculator





- Carbon Footprint of Construction Equipment:
  - Publication of the report
  - Communication of the conclusions of the report:
    - To the stakeholders of the rental business (rental companies, customers, OEMs),
    - To the European and the national authorities.
- Update of the sustainability online brochure,
  - Based on the applications to the Sustainability Awards,
  - Open to all new best practices from rental companies.
- Sustainable supplier assessment