



Brussels, 29 June 2021

## **New ERA CSR KPI Guidance Framework to help rental companies improve sustainability performance and reporting**

The European Rental Association (ERA) has today launched the 'ERA CSR KPI Guidance Framework', a new tool to help rental companies assess their current approach to sustainability performance reporting and rate how well they perform against an industry framework.

The Guidance Framework provides a practical approach to implementing a sustainability measurement and reporting framework depending on an organisation's level of maturity, from getting started, with nothing currently in place, to industry best practice.

Michel Petitjean, Secretary General of ERA, said:

*"Corporate Social Responsibility (CSR) and the Sustainable Development Goals (SDGs) are becoming ever more important for rental companies, with rental industry customers increasingly expecting them to measure their CSR performance levels, set targets and report on their progress. By looking at the reporting practices of leading rental companies in Europe and the US and setting out clear and comprehensive guidance, this Framework enables companies of all sizes to chart a path from getting started to being industry leaders in sustainability."*

The Guidance Framework was developed by an independent consultant based on a review of the KPIs in use, and being reported against, by over 17 leading rental companies in Europe and the US, grouping the KPIs into common themes and creating a long list of best practice KPIs in use across the industry.

It covers 'People', 'Health and Safety', 'Training', 'Environment', 'Supply Chain', 'Anti-Corruption and Bribery', 'Circularity' and 'Other' KPIs, with a recommended KPI per area, and has three main categories:

- **Minimum, or starter, list:** The KPIs that are most frequently looked at by stakeholders, are most closely aligned with current and future regulatory reporting and are in most common usage.
- **Good practice:** The KPIs that are frequently implemented and reported against after implementation of the minimum KPI set.
- **Best practice:** The final set of KPIs are those regarded as best practice in sustainability measurement and reporting.

In addition, there is a section on reporting the KPIs against the Sustainable Development Goals (SDGs) and a 'Checklist' for companies to self-assess.

For further information and to download the ERA CSR KPI Framework, please visit: <https://erarental.org/publications/csr-kpi-framework>

**\*\*ENDS\*\***

**About ERA**

The European Rental Association was created in 2006 to represent national rental associations and equipment rental companies in Europe. Today, the membership includes over 5,000 rental companies, either directly or through 15 rental associations. ERA is active through its committees in the fields of Promotion, Sustainability, Statistics and Technical, and through its working groups, including the Future Group and the Cybersecurity Working Group.

Extensive information on ERA's activities, reports, and publications is available on the ERA website at <https://www.erarental.org>

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