



EUROPEAN
RENTAL
ASSOCIATION



CONSTRUCTION
ALLIANCE

Press release

Brussels, 1 July 2021

The construction ecosystem as an opportunity for new talent? YES!

Sustainability, robot dogs, new technologies for training and education are rapidly changing the image of the construction sector, which is sometimes still perceived as physically challenging, dirty or dangerous.

The second public event organised by the Construction 2050 Alliance, which gathered 200 participants, showed that construction is a sector that can offer many opportunities to new talent. The discussions proved that in light of the EU Green Deal and of the Recovery and Resilience plans, construction can contribute positively to restore and create better and safer jobs for European citizens.

Significant efforts are already being deployed by the actors of the sector for investing in lifelong learning, in better working conditions and social protection, in healthier and safer working environment and in better promotion of career opportunities.

However, in order to strengthen and accelerate the process the Construction 2050 Alliance asks the policy makers to:

1. Ensure that the “Reskill and upskill” flagship is respected in the National Recovery Plans that Member States will need to implement
2. Ensure that public money that will be made available in the context of the Renovation Wave and the Recovery packages should go towards the creation of quality jobs
3. Provide tailored financial and technical support to boost green and digital skills and deliver the objectives of the EU Green Deal and Renovation Wave (e.g. use of Digital Innovation Hubs also for skills)
4. Carry out outreach targeted initiatives for the construction ecosystem to promote its attractiveness among youngsters, women, migrants and professionals coming from other sectors with relevant skills for new construction activities

The construction ecosystem will play a key role in the achievement of the ambitious goals of the EU Green Deal and of the national Recovery and Resilience plans. Let’s make it happen.

For more information on the Construction 2050 Alliance, [visit the website](#) or follow #EUConstruction2050 on LinkedIn and Twitter.

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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>

About the Construction 2050 Alliance

The Construction 2050 Alliance is a partnership established in 2020, comprising 47 European organisations representing the actors of the built environment working together to advance the needs and priorities of the wider construction and built-environment sector at the European level. It was established to coordinate common political messages of the construction value chain and raise the political importance of the sector at the European level. The Alliance constitutes an unprecedented level of cooperation under a common vision towards a sustainable construction sector.

Read more at <http://www.euconstruction2050.eu>

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