



EUROPEAN
RENTAL
ASSOCIATION

Report on Future Group activities

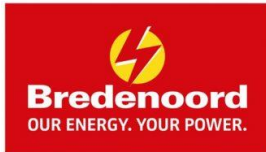
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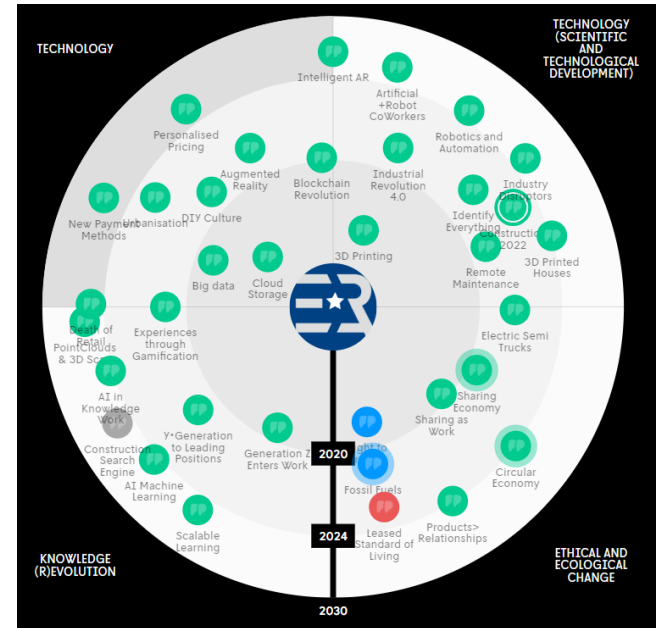


- Created in January 2016
- Objective:
 - A group of young(er) managers from rental companies to provide thoughts and vision on strategic issues.
- Not a Committee but a working group:
 - Reserved to rental companies, not only members of ERA
 - No chair
- The group represents the diversity of the industry, of the geographical areas of Europe and of the basic functions of a rental company.



Rental branch of the Future

- Project concluded in 2019 to identify and analyze **main trends that will influence the equipment rental industry** in the next 10 years (from social, environmental and strategic phenomena to technology, talent and the workforce) and evaluate how disruptive and imminent the impact might be.



BIM Guide

- A publication on best practice of rental companies on Building Information Modeling
- Started in 2020, delayed due to Covid
- The ebook will cover:
 - How BIM works, why it is beneficial for rental companies
 - How to implement BIM
 - Case studies on best practice use of BIM by rental companies

Robotics, AI, data, cyber

- Discussions on robotics and AI as main trends in the future of the construction sector
- New rental products explored (such as exoskeletons)
- Initial discussion on cybersecurity in rental

Online rental platforms

- Analysis of various online rental platforms, mostly in Europe
- Meetings with several online rental platforms to discuss their business model
- Monitoring of the platforms and of their development

New topics - to be further developed

- FG initiated discussions on the contribution of rental to **UN Sustainable Development goals (SDGs)**
- **HR topics**
- Preparation of the ground for a new project on the **impact of digital transformation on the rental industry** (to be discussed in today workshop)