

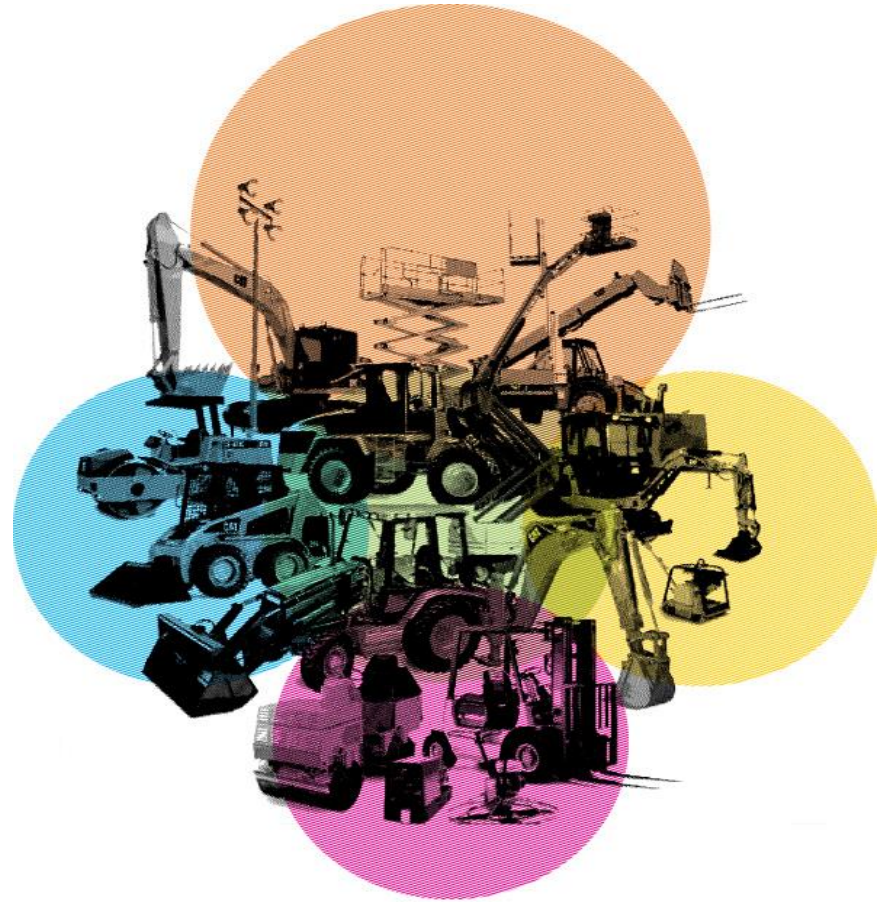


EUROPEAN
RENTAL
ASSOCIATION

Promotion Committee achievements, 2019-21



Please react on Twitter, @era_rental



	Name	Company
Chairman	Pierre-Yves Rallet	LOXAM
Associations	Lorenzo Moretti	Assodimi
	Ina Maria Brämwig	BBI
	Jose Blanco	ASEAMAC
	Ann Harrison	HAE
	Jo Power	IPAF
	Leena Haabma Hintze	SRA (info only)
Rental Comp.	Christoph Schaffner	Avesco
	Syrus de Zwarte	Boels
	Asif Latief	Boels
	Matteo Cattagni	CGT Edilizia
	Ulf Boege	HKL
	Dave Raywood	HSS Hire
	Franciska Janzon	Ramirent
	Maria Agerup	Ramirent
	Matthieu Mazzega	Still
	Dominik Baumann	Zeppelin Rental GmbH
Associate Members	Gianluca Benci	Alias
	Dan Brennan	Caterpillar
	Murray Pollok	KHL Group
	Cor Tiemens	To Increase
	Nicholas Skillicom	Zeppelin Lab
	Arnold van Benthem	Hitachi
	Rene Danielsson	Hitachi
	Serge Bazin	Generac

Appointed Communications Manager
(Oct 2019)



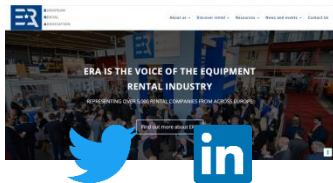
Promotion of TCO & CO₂ calculators

SUSTAINABILITY CAMPAIGN



Partnerships with
KHL and Lectura

More than 6 New/
Updated Publications

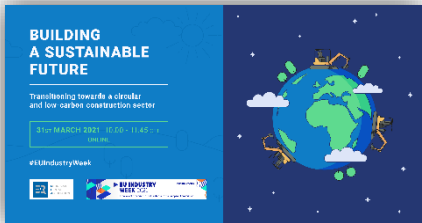
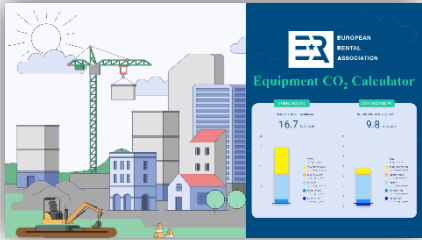


New Website & digital
contents



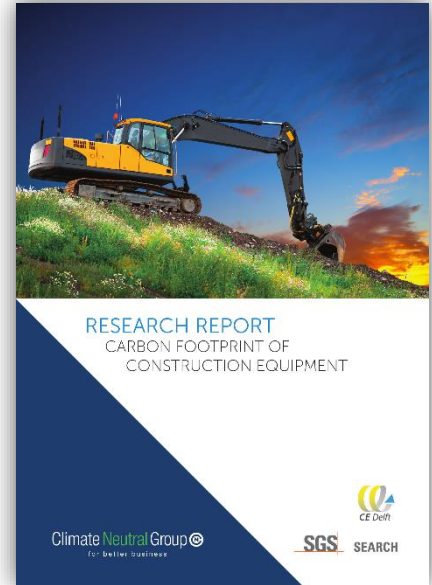
New
videos



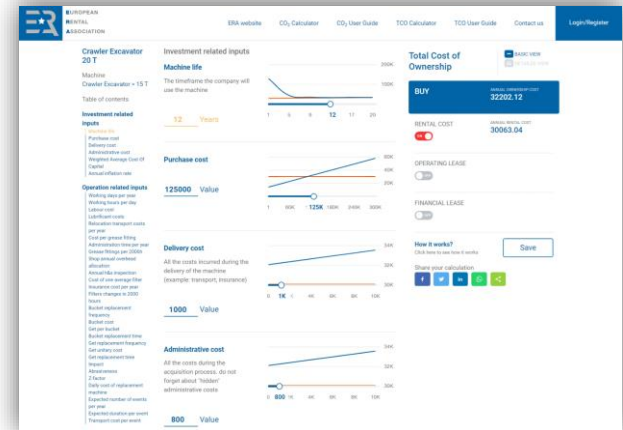
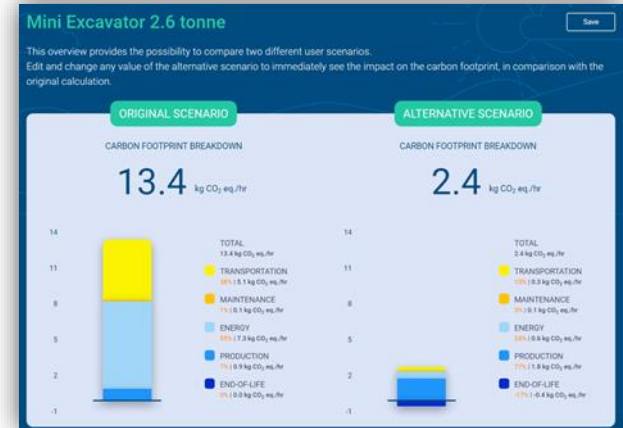


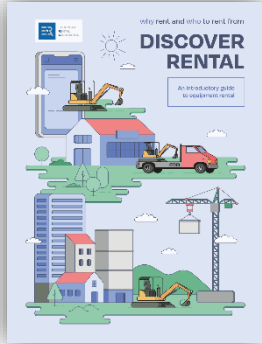
Based on Carbon Footprint report:

- Feb 2020: Relaunch of the report
- Mar-Dec 2020:
 - 5 press releases related to EU policy
 - Leaflet and video produced to explain benefits of rental
 - Article in Construction Europe
- Dec 2020: Wrote to EU policy-makers and held meetings to discuss sustainability and rental
- Jan 2021: ERA CO2 Calculator released
- Feb-Mar 2021: Campaign closed with ‘Building a Sustainable Future’ event

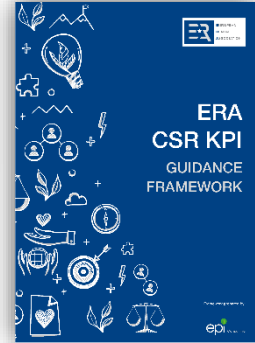


- TCO Calculator can now be embedded on external sites, bringing increase in visitors
- New partnership with Lectura bringing TCO Calculator to wider audience of equipment users
- CO2 Calculator launched in Jan 2021, with comparison feature added in March and new language versions in June
- Monthly visitors increased from ~450 in 2019 to ~1,300 in 2021
- Now 1,693 registered users





- Discover Rental guide updated
- ERA Market Report 2020 bestselling since 2016
- Sustainability tools for rental companies:
 - Sustainable Supplier Framework and CSR KPI Guidance Framework
- Cybersecurity guide
- Rental Associations in Europe: guide to rental association members of ERA
- Coming soon:
 - BIM Guide, Digitalisation Best Practices, Impact of Digitalisation on the Rental Industry
 - More updates planned: e.g. Sustainability Best Practices



ERA Website

- Website upgraded in 2021:
 - New CMS and homepage
 - Simpler menu structure making it easier to navigate
 - Reorganisation of content to make it more accessible
- ~1,900 visitors per month since 2019 Convention
- ~2,250 per month since the new website was launched
- 67% of visitors come from Europe

The screenshot shows the ERA website homepage. At the top left is the ERA logo (European Rental Association) with navigation links: About us, Discover rental, Resources, News and events, Contact Us. The main banner features a photo of a busy trade show floor with the text: "ERA IS THE VOICE OF THE EQUIPMENT RENTAL INDUSTRY REPRESENTING OVER 5,000 RENTAL COMPANIES FROM ACROSS EUROPE". A button below the banner says "Find out more about ERA".

The "Discover Rental" section contains three columns of content:

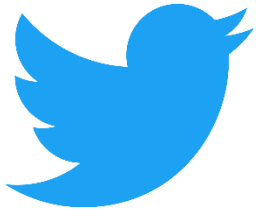
- Sustainability:** Rental is an inherently circular and sustainable model that minimises the environmental impact of equipment. (Read more)
- Total Cost of Ownership:** Rental can dramatically reduce the costs of operating equipment - find out more about the financial benefits of rental. (Read more)
- Digitisation:** Digitisation is enabling rental companies to improve customer services and provide clients with new solutions. (Read more)

The "Headlines and news" section includes:

- A featured article: "ERA Cybersecurity Guide and CSR KPI Guidance Framework now available in 6 languages" (SEP 22, 2021 | ERA NEWS). Below it is a button for "INDUSTRY NEWS".
- A tweet from FABRIK AKSOY: "As a partner, we made a presentation about #FutureIndustry V (Construction, Rental and Construction Companies Forum in #Istanbul #Future Industry National Rental Association @era_news #ICEEE_Europe #Business #SMART2021 #Istanbul #ICEEurope". Below it is a button for "INDUSTRY NEWS".

Social media

- More active on social media
- Started posting on LinkedIn in 2019 to reach bigger audience
- More industry-focused, brings strong engagement
- More regular posts on Twitter
- Posting more visual and varied content



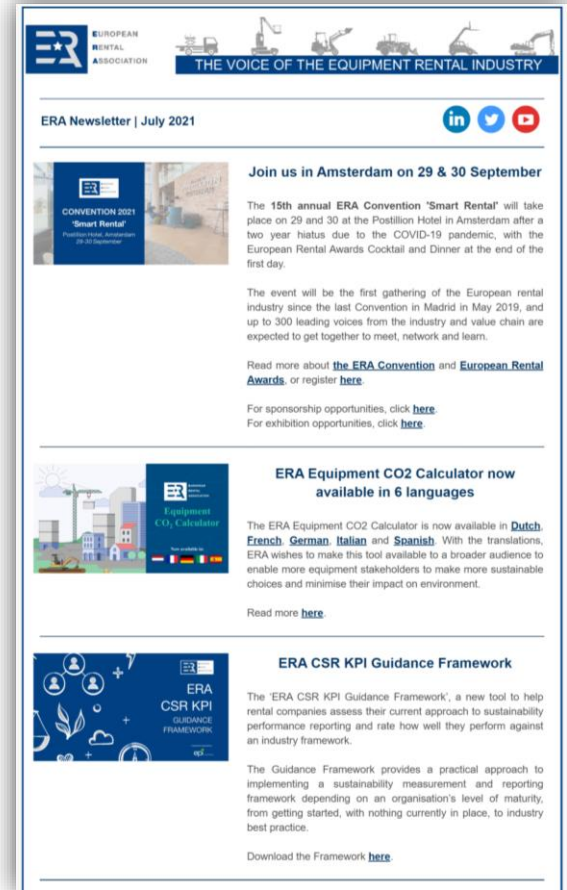
947 followers
~150 tweets per year
~7,500 impressions
per month



1,307 followers
~125 posts per year
~6,000 impressions
per month

Newsletters

- Quarterly newsletter redesigned in 2019
- Simpler, cleaner look, with links to more information
- Opening and click rates increased
- New sign-up form on website has brought 50 new external contacts since March
- Public Affairs newsletter started in 2020 to bring EU policy updates to national associations



- **3 animated videos in past 2 years:**
 - ‘How renting construction equipment reduces carbon emissions’ as part of sustainability campaign
 - ‘What is the real cost of owning and operating construction equipment?’ to promote TCO Calculator
 - ‘What is the environmental impact of construction equipment?’ to promote the CO2 Calculator
- **New video series will produce ~10 videos over next 12 months on:**
 - Jobs in the rental industry
 - Discover Rental: Benefits of rental, what can be rented, sustainability and market report
 - Impact of digitalisation
 - ERA presentation



- **KHL** partnership brings visibility among key industry audience - regular articles in IRN and 3 articles a year in Construction Europe
- Plus, weekly article in ERA Rental Weekly newsletter and RentalTracker survey
- New partnership with **Lectura** to promote TCO Calculator on Lectura Specs site
- Plus, weekly article in Lectura newsletter
- ERA has joined the **Construction 2050 Alliance**, a partnership of 47 European organisations working to advance the needs and priorities of the wider construction and built-environment sector at the European level
- ERA has recently joined the **World Green Building Council's #BuildingLife campaign**, enabling us to communicate the sustainable benefits of rental to a network of public authorities and associated organisations



ERA Convention 2021

How to improve customer experience using data?

THANK YOU!