



EUROPEAN
RENTAL
ASSOCIATION

Presentation of ERA Future Group

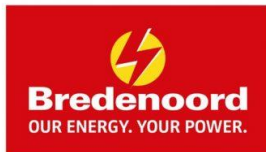
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Group*



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- What is the Future Group?
 - 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.



- What is the future group working on?
- **ERA project Impact of digitalisation on rental**
 - Steering of the project as a flagship activity of the group
- **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
- **Visibility of rental industry on the job market**
 - New topic to continue working on HR