



EUROPEAN
RENTAL
ASSOCIATION

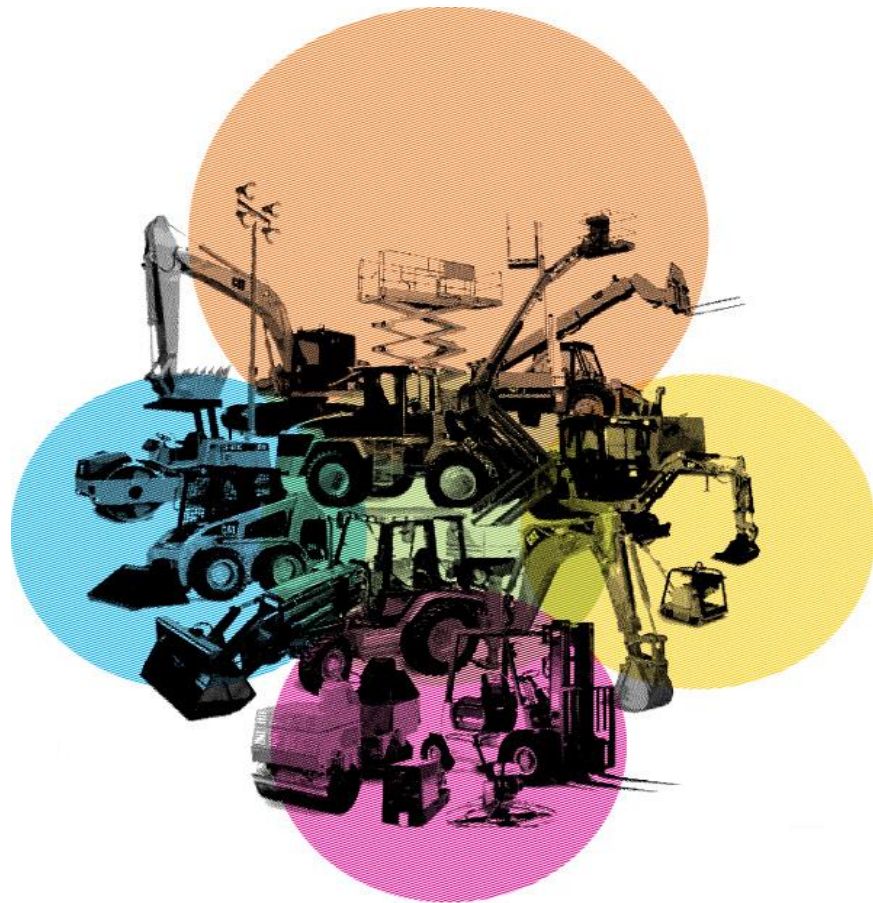
Accompanying the green transition

Pierre-Yves Rallet

Loxam



Please react on Twitter, @era_rental



Today's workshop

- A quick update on the work of the Promotion Committee
- Presentation on “Expanding and reinforcing accessible digital tools to serve the green transition” – Adrien Montoille, Hiboo
- Workshop (groups of ten) on:
 - How can rental companies help customers to accelerate the green transition and what are the barriers to using green equipment?
 - How do we promote the green transition to customers?
- Wrap-up of our session

Promotion Committee members include:

5 Rental associations

8 Rental companies

6 Suppliers



Pierre-Yves Rallet
Committee Chairman

See the full list on the ERA website

<https://erarental.org/mission-and-structure/>

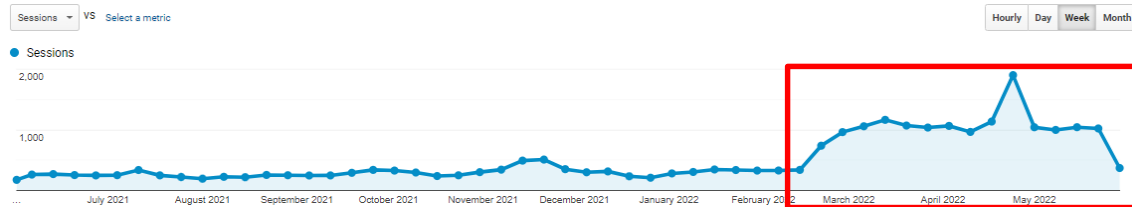
- **Partnership with Lectura** has enhanced reach of TCO and CO2 calculators
- **Investment in videos** to promote ERA and the industry
- **Audience growth** on the website and social media
- **New publications** for promoting and supporting the industry
- **International cooperation** through Global Rental Alliance



The future priority for the Committee will be promoting rental to new customers

Partnership with Lectura to promote TCO and CO2 calculators:

- CO2 and TCO calculators promoted on Lectura Specs website
- Big increase in users and traffic
- Reaches target audience of equipment users



Updates

TCO Calculator now includes electric equipment (general construction)

CO2 upgrade will be released in the autumn, including tools, modular space and project calculators

New ways of promoting ERA and the industry

- Market Report video published and promoted (~40k views)
- ‘Anything can be rented’ and ERA presentation videos just published
- **In the pipeline:**
 - Jobs in rental
 - Sustainability
 - Benefits of rental
 - Impact of digitalisation



28%

Growth in website traffic

185

Tweets

10%

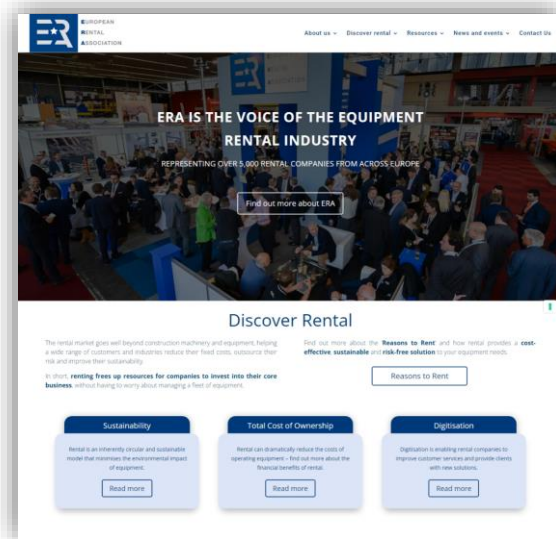
Growth in Twitter followers

154

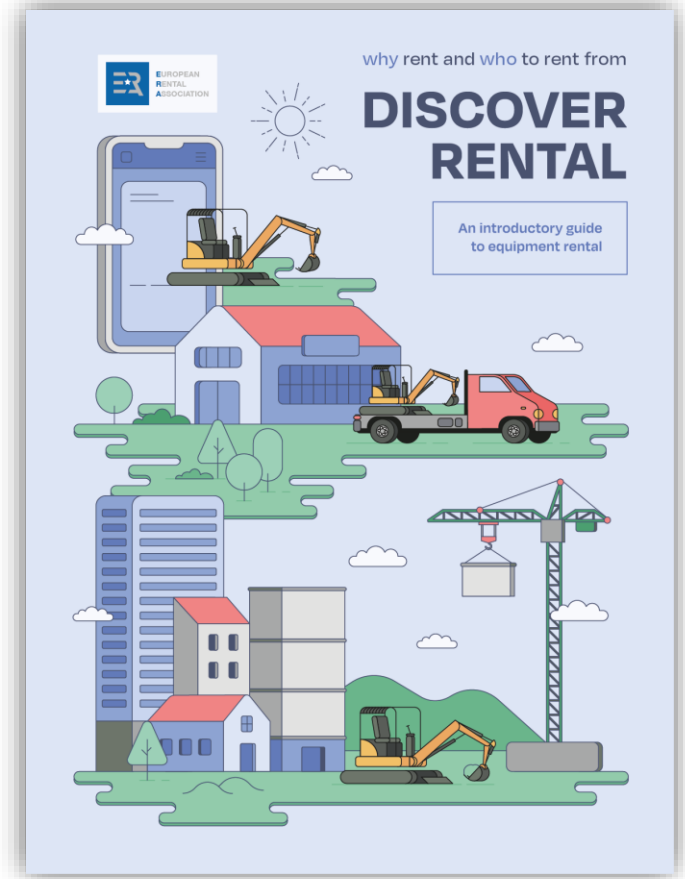
LinkedIn posts

42%

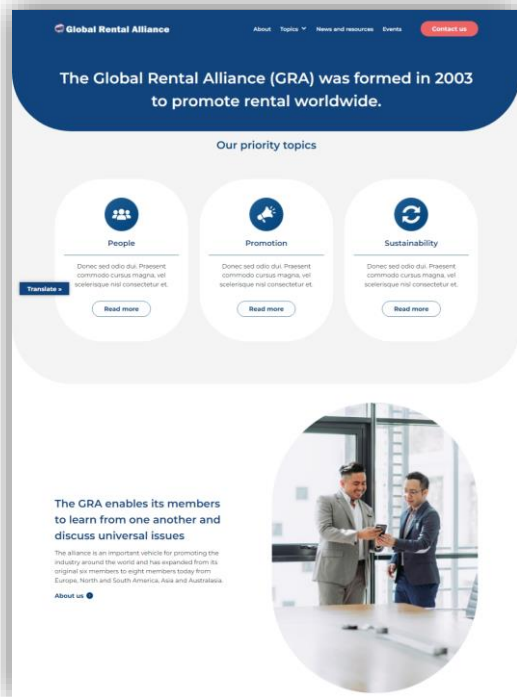
Growth in LinkedIn followers



- Discover Rental update released in September
- Promotes the benefits of rental, the range of products that can be rented, sustainability, etc.
- Other publications promoted in the past 12 months:
 - BIM Guide
 - Digitisation best practices
 - CSR KPIs
 - Cybersecurity guide



- ERA now manages the Global Rental Alliance (GRA)
- The GRA is an alliance of 8 rental associations from around the world
- It is an important vehicle for promoting rental around the world and sharing best practices
- The GRA website – globalrentalalliance.org – will be published very soon



Global Rental Alliance

Administered by the European Rental Association

THANK YOU!