



EUROPEAN  
RENTAL  
ASSOCIATION

# Presentation of ERA Future Group

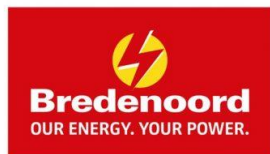
How to make the rental industry  
attractive for younger people?



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ERA Convention 2023, "INVESTING IN PEOPLE", Maastricht, 7 and 8 June

- 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.



- **ERA Project Impact of digitalization on rental**
  - Publication (pdf and webpage: [digitalisation.erarental.org](https://digitalisation.erarental.org))
    - Drivers of digitalization
    - Benefits of digitalization
    - Strategic options for rental companies
    - Digitalization readiness checklist
  
- **Online rental platform**
  - The Future Group continued monitoring and analyzing different online rental platforms and their business models

➤ **ERA Projects and activities in the area of People**

- Guidance report by Eurogroup (Plenary session part 1), based on
  - Study of the trends in employment/attractiveness/retention and employee needs and expectations
  - Interviews and surveys based on analysis grid of the levers of engagement/attractiveness to be compared with the trends
  - Focus groups on most important factors of attractiveness and retention (e.g., diversity/inclusion, mental health, training, etc.) to identify concrete solutions with employees
- To be launched in September