



9-15 OCTOBER 2023

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Background



Why European Rental Week?

1. **Challenge:** How to promote the industry and support the national associations
2. **Initial idea:** A communications campaign that could be generalised across countries
3. **Promotion-National Association Committee proposal:** An annual Rental Day
4. **Outcome:** European Rental Week

What is European Rental Week?



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- An annual event dedicated to the **promotion of rental across Europe**
- Takes place during the **second week of October** every year.
- A **framework provided by ERA** for the national associations and rental companies to adapt to their needs.
- **Coordinates promotional activities** in order to:
 - + Have a bigger impact
 - + Improve the attractiveness of the industry
 - + Raise awareness of the rental concept
 - + Promote rental as a sustainable, cost-effective and resource-efficient solution
 - + Learn from each other

European Rental Week 2023



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- 9-15 October
- Theme is 'Investing in People'
- Focus activities on showcasing opportunities, careers, development and training, etc.
- But, we don't want to limit activities to this topic
- The national associations may give it a different name:



What can you do?



Organise an event,
workshop,
demonstration, training,
interactive session, etc.



Run a competition



Showcase the skills of
your employees



Host an open day in a
depot with jobseekers,
schools, students,
customers, etc.



Invite a local/national
politician to a depot



Involve the media



Use social media



Make a video

Any questions or comments?



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Visit the website



europeanrentalweek.eu

Take part in European Rental Week to:

PROMOTE your rental business

STRENGTHEN the voice of the industry

RAISE AWARENESS of the rental concept

SHOWCASE careers in rental