



EUROPEAN  
RENTAL  
ASSOCIATION

ERA Purpose Statement

# Caring for People Passionate about Health & Safety

1. The foundation of our success as an industry is the job satisfaction and performance of a highly motivated team
2. Therefore, employee orientation is in the center of our culture and consequentially we are committed to excellence in “occupational health & safety”
3. We are passionate about making this vision a reality and we start with the imperative that all injuries are preventable with the correct attitude & competence and that everyone has the right for a safe, healthy, and inclusive working environment
4. The compliance with legal, regulatory, and contractual requirements, identifying and manage OSH risks and promote continuous improvements is a pre-requisite for every stakeholder in the industry
5. By going beyond pure compliance we identify opportunities to advance concrete, integrated and targeted guidelines and provide support material for our members
6. By recognizing the shared responsibility of OSH throughout the sector ERA is supporting an active participation and engagement of all rental companies in benchmarking, experience exchange, actions, and initiatives
7. Collaboration with stakeholders from the industry namely customers, suppliers, other industry associations to share best practices, learn from the best, increase productivity to develop and provide support material for the industry to increase the overall performance