



People

Attracting and retaining people to empower the equipment rental industry



Rental Solutions

Bringing innovative equipment rental solutions to customers



Sustainability

Promoting rental for a sustainable and greener future

14-20 OCTOBER 2024

#RentalWeek2024 "Working in Rental for a Sustainable Future"

IMAGE SOURCE: ERA

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16 July 2024 by ERA

The European Rental Association (ERA) is excited to announce the second edition of **European Rental Week**, scheduled for 14th to 20th October 2024. This year's theme, "Working in Rental for a Sustainable Future," reflects a commitment to shaping the future of the equipment rental sector through innovation and collaboration. In preparation for the European Rental Week, we are sharing our **Communication Toolkit**, which includes all the necessary information to participate in and promote the European Rental Week.

People, Rental Solutions, and Sustainability

This year's edition will focus on three foundational pillars: People, Rental Solutions, and Sustainability. It will unite industry stakeholders in a shared mission to drive progress and sustainability within the sector.

The equipment rental industry thrives on the dedication, innovation, and efficiency of its professionals. European Rental Week celebrates these individuals by promoting skills development, diversity, and employee well-being. The event highlights the crucial role of attracting and retaining talent for the sector's success and sustainability.

Moreover, rental solutions offer unparalleled flexibility, efficiency, and sustainability across various sectors. European Rental Week showcases the latest advancements in rental equipment and technologies, demonstrating the industry's ability to meet evolving customer needs while enhancing operational efficiency and adhering to circular economy principles.

Sustainability remains a top priority. The event emphasizes the industry's efforts to reduce carbon footprints, promote energy efficiency, and minimize waste. By integrating eco-friendly equipment and renewable energy solutions, European Rental Week showcases how the rental sector addresses global challenges like climate change and resource depletion, delivering significant value to customers and communities.

Participate in #RentalWeek2024

The theme and pillars of this year highlight the crucial role of people, rental solutions, and sustainability in shaping the future of the equipment rental industry. European Rental Week showcases the ERA's commitment to fostering innovation, sustainability, and growth in the sector. By bringing together industry stakeholders, the event paves the way for a more resilient and prosperous future for the equipment rental industry.

Would you like to be part of European Rental Week? Whether you want to attend events or host your own on-site or online gathering to showcase our vibrant industry, we invite you to join this transformative week. Dive into the future of rental! More information is available in our [Communication Toolkit](#).

Source: The European Rental Association (ERA)