

European Rental Week 2025 – Communication Toolkit

Week: 13 – 19 October 2025



13 - 19 OCTOBER 2025



Introduction

Welcome to the [European Rental Week's](#) Communication Toolkit. This toolkit is designed to provide resources, guidance, and a flexible framework to help you communicate effectively about European Rental Week. Feel free to use the elements that suit your needs — what matters most is that we all shine a light on rental during that week. The European Rental Week brings together industry professionals, stakeholders, and thought leaders to discuss key trends, innovations, and challenges shaping the future of the rental sector.

Whether you are a member, speaker, attendee, or media representative, this toolkit equips you with resources such as pre-written content, branding materials, social media assets, and key messaging to amplify the reach and impact of European Rental Week across various channels.

Our goal is to generate awareness, engagement, and participation in this important industry event, ultimately driving meaningful discussions and collaborations within the equipment rental community.

This year's edition will revolve around the theme “**Empowering the Future: Transition, Sustainability, People**”. Let's join forces to make this week a memorable and impactful celebration of the equipment rental industry's achievements and innovations.

3 Pillars of the Year

First Theme: Transition (digital, energy and more)

Digital Transformation

ERA emphasizes how digitization enhances customer experience, operational efficiency, asset management, sustainability and smart rental solutions—through telematics, BIM, cybersecurity, and more.

Energy Transition

Next-generation rental embraces electrification and alternative fuels. ERA's 2025 Energy Transition project provides guidance. Positioning rental as a leader in digital and energy innovation supports the circular, low-carbon economy and amplifies ERA's voice among OEMs, policymakers, and end users.

Useful Links

- [Energy Transition in Rental Project Report](#)
- [ERA Digitisation page](#)
- [The Impact of Digitalisation Report](#)
- [Guide to cybersecurity leading practice in the equipment rental industry](#)
- [ERA Building Information Modelling page](#)

Second Theme: Sustainability

Renting supports shared use, repairability, and recyclability—minimizing waste and extending equipment life. ERA's CO₂ Calculator, Carbon Reporting Guidance, and Sustainability KPI Framework v3.0 enable standardised tracking of environmental impact and compliance with EU reporting standards.

Useful links

- [Sustainability KPIs 3.0 guidance framework](#)
- [ERA Calculators](#)
- [ERA Carbon Reporting Guidance](#)
- [Sustainable Supplier Framework](#)

Third Theme: People (Proud to work in Rental Sector)

Talent Attraction & Retention

ERA's research, "Attraction and Retention of People", as well as other reports focus on recruitment, career progression, HR KPIs, and employer branding for technicians, drivers, engineers, and managers.

Celebrating Rental Careers

Through storytelling (e.g., #RentalWeek Social Media Challenge), webinars, open days, and award programmes, ERA spotlights why working in rental is meaningful, innovative, and career-rich. “**Proud in being rental**” captures pride in purpose, skill development, and identity—making the sector stand out as an appealing, modern employer.

Useful links

- [Attracting and Retaining People in Rental Report](#)
- [OSH Toolbox](#)
- [ERA YouTube Channel – Work in Rental Video Series](#)

Communications Campaigns

ERA is thrilled to announce the launch of a dynamic and engaging series of communications campaigns centred around the European Rental Week. Our multifaceted campaigns will utilise the power of modern communication to ensure our message resonates with a wide and influential audience. From compelling social media posts to impactful videos that tell our story, ERA's communications initiatives are designed to make an impact.

Let's make our voices heard during the European Rental Week, and together, let's shape the future of our industry and contribute to a more sustainable world.

Join us on this exciting journey by using the following hashtags each time you post about European Rental Week:

#RentalWeek2025

Please follow the [ERA LinkedIn Account!](#)

Call to Action

- Organise events (tech demos, webinars, workshops) related to European Rental Week; you can also use the pillars.
- Share stories using #RentalWeek2025 hashtag!
- Use ERA toolkits and projects outcomes (digital, energy transition, sustainability, people) for cohesive messaging.
- Invite us to your events.

Website

In preparation for our upcoming European Rental Week (ERW) event, we will be enhancing our website with a series of dedicated blog posts. These blog posts will delve into the key themes and objectives of ERW, offering a deeper understanding of our

mission and the pivotal role of the equipment rental industry in achieving our collective goals. Additionally, we feature a countdown clock on our website, ticking down the days until the start of ERW. This countdown will serve as a visual reminder of the approaching event, generating excitement and anticipation among our audience.

ERA's Priority for 2025: Promoting Member Activities

As part of this year's European Rental Week, the European Rental Association (ERA) is committed to actively supporting and promoting the activities of its members across Europe — and even beyond, through the involvement of the Global Rental Alliance (GRA).

What's New in 2025?

ERA will engage directly with national associations and companies to help amplify their local and regional initiatives. The Activities section on the European Rental Week website will be a central hub for showcasing events, best practices, case studies, and success stories. ERA will offer a communication toolkit, media visibility, and social media amplification for featured activities.

Why it Matters:

These increased visibility and support will:

- Highlight the diversity and innovation within the rental sector,
- Inspire peer learning and cross-border collaboration,
- Reinforce ERA's position as the central connector and voice of the industry during the Week.

We invite you to visit [our website](#) to explore these resources and learn more about the ERW!

Logo

We have created the following logo for communication purposes. Since the concept of equipment rental carries different names across various cultures and languages, we provide the option for you to customise the logo. This ensures efficient reach to your target audience and maximises the buzz around the rental industry. If you wish to customise our original logo, please contact us. The logo can also be adjusted for organisations in other regions of the world who would like to join. Rental companies and national associations are allowed to create their own logos for the European Rental Week, if they deem it more appropriate.



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PR

In addition to our upcoming event and communications campaigns for European Rental Week 2025, we will be launching a dedicated Press Release to formally announce the Week to the media and the public. Through this communication, we aim to highlight the significance of European Rental Week, its objectives, and the pivotal role it plays. ERA will also prioritise European Rental Week coverage in its weekly articles, newsletters, and social channels throughout the campaign period. Member companies can receive additional media coverage support from ERA to promote their events, achievements, and participation in ERW activities.

Outcomes

The European Rental Week is anticipated to generate several key outcomes for ERA and its participants. These outcomes include:

- 1. Knowledge Exchange:** The event will serve as a platform for exchanging insights, best practices, and innovative ideas within the equipment rental sector. Through a diverse range of sessions, workshops, and discussions, participants will gain valuable knowledge and perspectives to enhance their businesses and operations.
- 2. Industry Insights:** European Rental Week will provide valuable insights into the latest trends, developments, and challenges shaping the equipment rental industry. ERA anticipates that it will gain a deeper understanding of market dynamics, technological advancements, regulatory changes, and other factors influencing the industry landscape.
- 3. Collaboration Opportunities:** ERA aims to foster collaboration among industry stakeholders to address common challenges and seize opportunities for growth. By bringing together rental companies, manufacturers, suppliers, policymakers, and other stakeholders, European Rental Week creates a collaborative environment where innovative solutions can be developed and implemented.
- 4. Visibility and Promotion:** The event offers ERA and its contributors a platform to showcase their expertise, products, and services — not only to a targeted audience of industry professionals, but also to the general public, policymakers, and other stakeholders. Any initiative that helps broaden awareness of rental is strongly

encouraged. Overall, European Rental Week is expected to serve as a catalyst for driving innovation, collaboration, and growth within the equipment rental industry, ultimately contributing to the advancement and sustainability of the sector.

Follow-up actions

After the European Rental Week, here are some follow-up actions to consider:

- **Feedback Collection:** Gather feedback from participants to assess the week's success and areas for improvement. Send out surveys or conduct interviews to gather qualitative feedback.

- **Thank You Emails:** Send thank-you emails to attendees, expressing appreciation for their participation and support.
- **Content Sharing:** Share key insights, presentations, and highlights from the event on your website, social media channels, and newsletters to engage those who couldn't participate and reinforce key takeaways for attendees.
- **Lead Nurturing:** Follow up with leads generated during the event. Reach out to potential members to continue the conversation and explore potential collaborations.
- **Evaluate ROI:** Assess the return on investment (ROI) of participating in the event by analysing metrics such as lead generation, brand exposure, and networking opportunities.
- **Internal Debrief:** Conduct a debriefing session with your team to review the event's outcomes, identify successes and challenges, and capture lessons learned for future event planning.
- **For National Associations:** Engage with both participating and non-participating members to understand their motivations and challenges — this feedback will be valuable for shaping and improving future editions.

Any questions:

Please send email out to ERA Secretariat: era@erarental.org