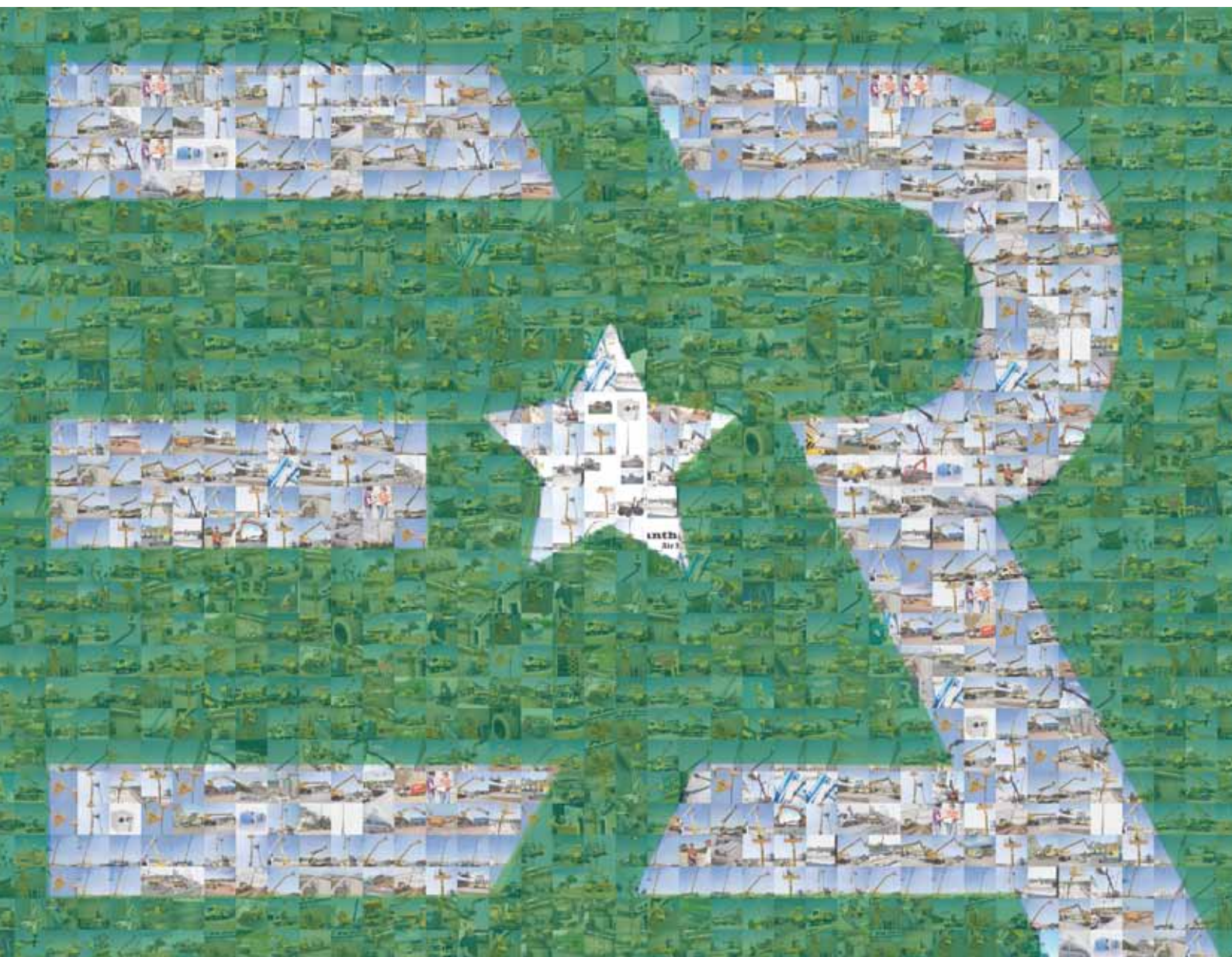




**EUROPEAN  
RENTAL  
ASSOCIATION**

## **Sustainability in the Rental Industry**





EUROPEAN  
RENTAL  
ASSOCIATION



*All information contained in this brochure is the property and the copyright of the European Rental Association (ERA) and must not be reprinted, reproduced or used without the written permission of ERA. Pictures, images and graphics are courtesy of ERA Member companies which contributed to this brochure.*

*This document was drafted by the Members of the ERA's Committee on Sustainability:*

*Stéphane Aldeano, Loxam / Loueurs de France  
Michel Baumgartner, ERA  
Mark Bradshaw, Hire Association Europe  
Martin Freland, Cramo  
Franciska Janzon, Ramirent  
Barry Lewis, IPAF  
Cliff Lyle, Ditch Witch  
Douglas McLuckie, A-Plant  
Michel Petitjean, ERA  
Judith Smith, Finning  
Chris Wraith, Lavendon*

Dear ERA member, dear reader,

The ERA launched a new Committee on Sustainability late 2008, dedicated to reviewing and promoting best practices relating to all aspects of sustainability within the industry (environmental, social and economic).

This first release from the Committee on Sustainability includes two types of deliverables:

1 - A "Framework for Good Practices relating to Sustainability in the Rental Industry".

A first part of this framework develops the concept of sustainability applied to the rental industry as well as the benefits of operating a Corporate Social Responsibility (CSR) policy.

The framework itself contains three tables providing members with a list of economic, environmental and social issues that they can integrate when drafting their own CSR policies, including indicators on how to measure their performance and references to concrete examples from the rental industry.

2 - Factsheets which illustrate several issues mentioned in the framework with concrete examples of achievements / actions taken by rental companies and the benefits delivered.

The committee worked with sources from rental companies applying CSR policies for several years (some companies for more than 5 years).

The underlying reason for issuing these deliverables is that CSR policies are more and more imposed upon rental companies by their customers, namely construction contractors and the industry at large.

We hope that you will find this document useful.

Yours Sincerely,

Douglas McLuckie  
Chairman ERA Committee on Sustainability

Michel Petitjean  
Secretary General



# Contents

## 1

### Framework

- 7 Framework for Good Practice Relating to Sustainability in the Rental Industry
- 9 What are the benefits of operating a Corporate Social Responsibility Policy?
- 10 Economic Sustainability
- 11 Environmental Sustainability
- 12 Social Sustainability

## 2

### Factsheets

- 14 Factsheet 1 - Adopting a CSR Policy
- 17 Factsheet 2 - Energy savings
- 20 Factsheet 3 - Environmental cars
- 21 Factsheet 4 - Eco drive training
- 22 Factsheet 5 - Waste management
- 24 Factsheet 6 - Environmentally adopted fuels and oils
- 26 Factsheet 7 - Chemical products
- 27 Factsheet 8 - Safe handling of chemical products
- 30 Factsheet 9 - Driver training
- 31 Factsheet 10 - Accident prevention
- 34 Factsheet 11 - Reduction of work at height risk
- 35 Factsheet 12 - Safety information pictograms
- 36 Factsheet 13 - Induction process for new hires
- 40 Factsheet 14 - Social sponsoring
- 43 Factsheet 15 - Safety training
- 44 Factsheet 16 - Dust control
- 45 Factsheet 17 - Usage of safety gear
- 46 Factsheet 18 - Prevention of health hazard from vibration damage



## FRAMEWORK

### Framework for Good Practice Relating to Sustainability in the Rental Industry



Rental may be considered as a fundamentally sustainable activity. Indeed, renting equipment is an environmentally sound option compared to everyone buying and owning their own.

Our aim, as the representative association of Europe's rental industry, is to help rental companies to be competitive in the future. This can be achieved by conducting business in a sustainable and ethical manner, recognizing that we all have a responsibility to be aware of our social, economic and environmental impact.

The legal framework applying to construction equipment and public or corporate procurement policies have helped making the rental industry more sustainable over the past years. It is for example now increasingly required for businesses to have corporate social responsibility policies (CSR) in place when participating in calls for tenders for major infrastructure projects. This trend will further develop in the coming years, pushed by national governments, the European Union and the United Nations.

An increasing number of rental companies do however not rely on the postulate that rental is sustainable by definition and go beyond what the law or public procurement regulations require by subscribing to international standards such as ISO 14001 (environment management systems) or OHSAS 18001 (occupational health and safety) or by implementing their own CSR policies relating to all aspects of sustainability: economic, environmental and social.

The ERA believes that sustainability is part of today's challenges and that rental companies in all European countries should put it on their agenda, as it can have an impact on their business in both short and long term, either in their relations with investors or clients, or simply because the cost of inaction may increase over the years.

The ERA supports the 10 principles of the UN Global Compact and believes that following these principles will lead to a more sustainable rental industry.

In order to support rental companies willing to implement CSR policies, the ERA has drafted this document, which aims at supporting rental companies wishing to draft their CSR policies and to consider sustainability in their daily business operations. It outlines the various issues rental companies can consider when looking at the main aspects of sustainability, such as for example the key performance indicators they can use in relation to each issue.

This document also provides concrete examples of the actions undertaken by leading rental companies relating to these issues for illustration. As the different aspects of sustainability are closely interlinked, examples outlined in one factsheet can have an impact in several areas. Energy savings for example have an impact on the environment, but can also have a very concrete impact on a company's energy costs.

## What are the benefits of operating a Corporate Social Responsibility Policy?

Increase organisational effectiveness

Increase your marketing and competitive advantage

Improve your public image

Reduce accidents

Enhance your customer's trust in your business

Help to minimise the effect of the rental industry on the environment

Reduce liability and risk exposure

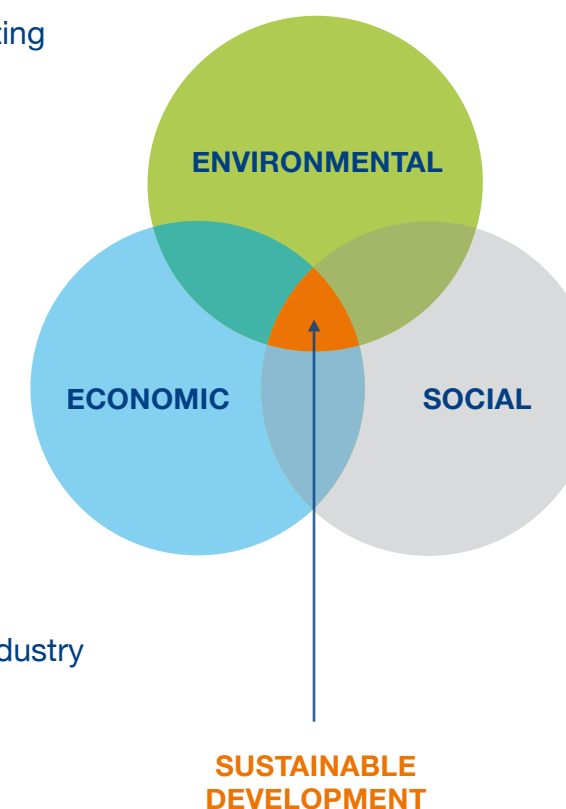
Meet your customer's requirements

Improve the commitment of your employees

Improve health and safety of your staff and customers

Reduce costs through operational improvements

Gain access to more stable financing



## Economic Sustainability



ECONOMIC SUSTAINABILITY		
The Issue	Key Performance Indicators (KPIs) and/or Measurements	Example / Link to factsheet
A1. The decision to Rent or Buy	<ul style="list-style-type: none"> <li>Operational cost savings</li> <li>Capital expenditure</li> </ul>	
A2. Product quality	<ul style="list-style-type: none"> <li>The number of customer complaints</li> <li>The number of audit visits</li> <li>The number of claims</li> </ul>	
A3. Service quality	<ul style="list-style-type: none"> <li>The number of customer complaints</li> <li>Feedback given by customers</li> <li>The number of training days for customers</li> <li>The number of audit visits</li> </ul>	10. Accident Prevention 15. Safety Training
A4. Procurement principles	<ul style="list-style-type: none"> <li>The number and results of supplier audits and questionnaires</li> </ul>	
A5. Business ethics	<ul style="list-style-type: none"> <li>Transparency of information</li> <li>Results of audits</li> </ul>	1. Adopting a CSR Policy
A6. Mandatory/Voluntary environmental compliance	<ul style="list-style-type: none"> <li>The number of environmental fines received</li> <li>The expenditure on environmental compliance as a percentage of overall turnover</li> </ul>	2. Energy Savings 5. Waste Management
A7. Costs of not taking action in pursuing voluntary sustainable development	<ul style="list-style-type: none"> <li>Enterprise reputation risk</li> </ul>	

## Environmental Sustainability



ENVIRONMENTAL SUSTAINABILITY		
The Issue	Key Performance Indicators (KPIs) and/or Measurements	Example / Link to factsheet
B1. Transportation	<ul style="list-style-type: none"> <li>Percentage of the total fleet that consists of environmentally adapted vehicles</li> <li>Fuel consumption</li> </ul>	3. Environmental Cars 4. Eco Drive Training
B2. Energy	<ul style="list-style-type: none"> <li>Electricity usage</li> <li>Gas usage</li> <li>Percentage of energy requirements from renewable sources</li> </ul>	2. Energy Savings
B3. Climate change	<ul style="list-style-type: none"> <li>Greenhouse gas emissions from your own fuel use and purchased energy</li> <li>Analysis of your carbon footprint</li> </ul>	
B4. Waste management	<ul style="list-style-type: none"> <li>The percentage of total waste that is recycled</li> </ul>	5. Waste Management
B5. Water	<ul style="list-style-type: none"> <li>Overall water consumption from your own operations (cubic metres)</li> </ul>	
B6. Chemicals	<ul style="list-style-type: none"> <li>Total amount of chemicals used</li> <li>Toxicity levels measured</li> </ul>	6. Environmentally Adapted Fuels and Oils 7. Chemical Products 8. Safe Handling of Chemical Products
B7. Noise	<ul style="list-style-type: none"> <li>Compliance with regulatory requirements</li> </ul>	



Social Sustainability



SOCIAL SUSTAINABILITY		
The Issue	Key Performance Indicators (KPIs) and/or Measurements	Example / Link to factsheet
C1. Occupational safety	<ul style="list-style-type: none"><li>Absence rates due to accidents</li><li>The number of risk assessments completed</li></ul>	9. Drivers' Training 10. Accident Prevention 11. Reduction of the Work at Height Risk 12. Information Pictograms 15. Safety Training 17. Usage of Safety Gear
C2. Occupational health	<ul style="list-style-type: none"><li>The number of absences</li><li>The number of repetitive injuries</li><li>The hours of overtime worked</li><li>Health benefit schemes</li></ul>	16. Dust Control 18. Vibration Damage
C3. Equal opportunities	<ul style="list-style-type: none"><li>Measurements of diversity in the workplace</li><li>Equal pay</li></ul>	
C4. Training for employees	<ul style="list-style-type: none"><li>The number of training days for employees</li><li>The number of apprenticeships offered</li></ul>	13. Induction Process for New Employees
C5. Employee satisfaction	<ul style="list-style-type: none"><li>Employee satisfaction survey results</li><li>Employee turnover</li></ul>	
C6. Community involvement	<ul style="list-style-type: none"><li>The number of hours employees spend on voluntary activities</li><li>The value of donations and sponsorships offered</li><li>Working with schools</li></ul>	14. Social Sponsoring





## FACTSHEET 1

### Adopting a CSR Policy



Corporate responsibility is a term to describe how a company, based on its values, looks upon the responsibilities the company has towards all stakeholders; customers and other business relations, employees and the general, local society in which we operate.

Introducing a corporate culture in a geographically dispersed organization, in the wide area of corporate responsibilities, is much facilitated by a coherent, universally accepted framework.

## C R A M O

Cramo Group

Since 2009 Cramo participates in the United Nations Global Compact; the largest voluntary corporate citizenship in the world. This entails a commitment to actively support the implementation of the United Nations' fundamental principles in the areas of human rights, labour rights, environmental sustainability and anti-corruption.

Within the frame of the UN Global Compact Cramo has formed its Code of Conduct for all employees. The participation is a group level decision but applies to all units in the Cramo Group. The Global Compact serves as a strategic frame work for a structured approach to social responsibility, taking the subsidiaries different starting points in terms of local conditions and experiences into consideration.

Internally, the progress is monitored via the local business planning processes and

in internal audits. Externally, the progress is reported to the Global Compact Office on a yearly basis and made public in the annual report.

### Results delivered

- A common language and framework
- A model for integration into the business planning process

### Benefits

- Internal understanding for Group policy and targets in the area
- Facilitated external communication with customers (of which some actually require this type of social commitment), suppliers and other stakeholders

### For more information

Anders Collman  
Vice president, Communication  
anders.collman@cramo.com  
Tel.: +46 8 623 5477

## FACTSHEET 1



Ramirent Plc

Ramirent's Code of Ethics and core values make up the company foundation. They represent the cultural glue and describe what we stand for and how we want to our company and brand to be perceived. Code of Ethics describes our company culture, common accepted practices, and our commitment to compliance with laws and regulations. The Code applies to all Ramirent employees, subcontractors and suppliers working with the Ramirent Group.

The Ramirent Ethics Helpline Reporting Procedure supplements the Ramirent Code of Ethics.

### Benefits

Ramirent's Code of Ethics and core values support Ramirent's sustainability and success, and provides commonly accepted guidelines to maintain the highest standards of business conduct and ethics, including its accounting standards and disclosures, internal accounting controls, audit practices, finances and other matters.

The Ethics Helpline provides the possibility to report free of charge and confidentially, suspected financial misconduct which causes direct or indirect financial damage to Ramirent or to report workplace concerns which are uncomfortable to raise in any other way. These concerns may be about possible fraudulent, unethical or unlawful conduct witnessed at work.





## FACTSHEET 1



# FINNING

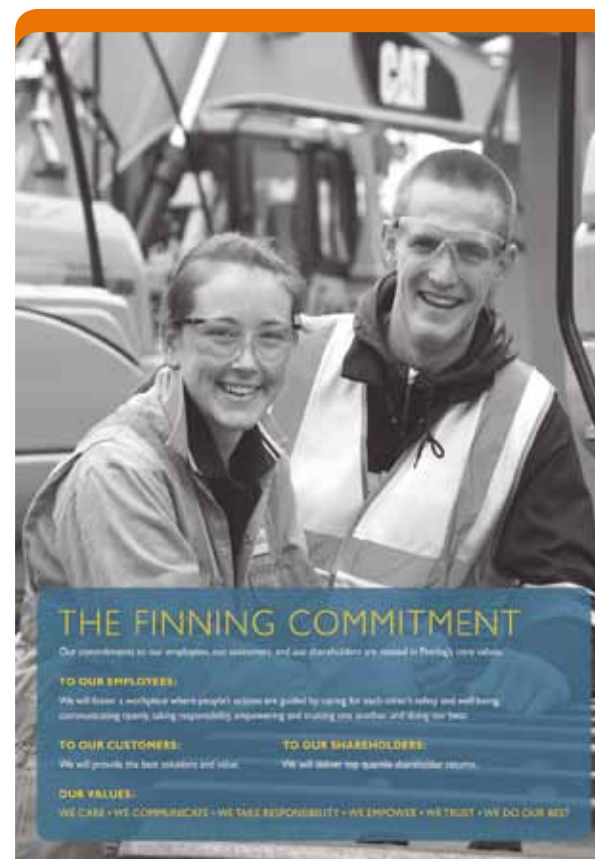
Finning

Finning's corporate Code of Conduct requires directors, officers and employees to observe high standards of business and personal ethics in the conduct of their duties and responsibilities. As employees and representatives of the corporation, we practice honesty and integrity in fulfilling our responsibilities and comply with all applicable laws and regulations.

It is the responsibility of all directors, officers and employees to comply with the code and to report violations or suspected violations in accordance with our Whistle-blower Policy.

## Benefits

Our values are encapsulated in our Code of Conduct, the guidelines by which all employees operate as ambassadors for the company both internally and externally. Our individual actions contribute to our collective success and symbolise what the company stands for.



FINNING

## FACTSHEET 2

## Energy savings



Saving energy for a rental company can mean reducing its own energy costs at depots. But it can also mean developing new products that can be offered to customers to answer specific demands and / or to allow them to make concrete savings.

## C R A M O

Cramo Group

## Description of measures taken

Empirical evidence from a number of Nordic construction sites shows that approximately 70 % of the energy consumption at a construction relates to the heating of site huts and lighting equipment. Cramo has developed a building site energy savings concept whereby the energy consumption is reduced by approximately 50 %.

## Results delivered

- Exterior insulation (between the site huts in an assembly)
- New, energy efficient site huts where 80% of the heating is re-circulated and a new type of drying room with heat re-circulation, three-glass windows and movement sensor controlled lights
- Low energy light fittings in exterior and interior lighting
- Well insulated storage containers and frequency controlled hoists
- Dimensioning, measuring and follow-up on energy consumption

## Benefits

- Great interest from customers on Cramo's energy concept
- Reduced energy cost at customers building sites
- Customers' requirements can be met
- Reduced environmental impact
- Increased credibility

## For more information

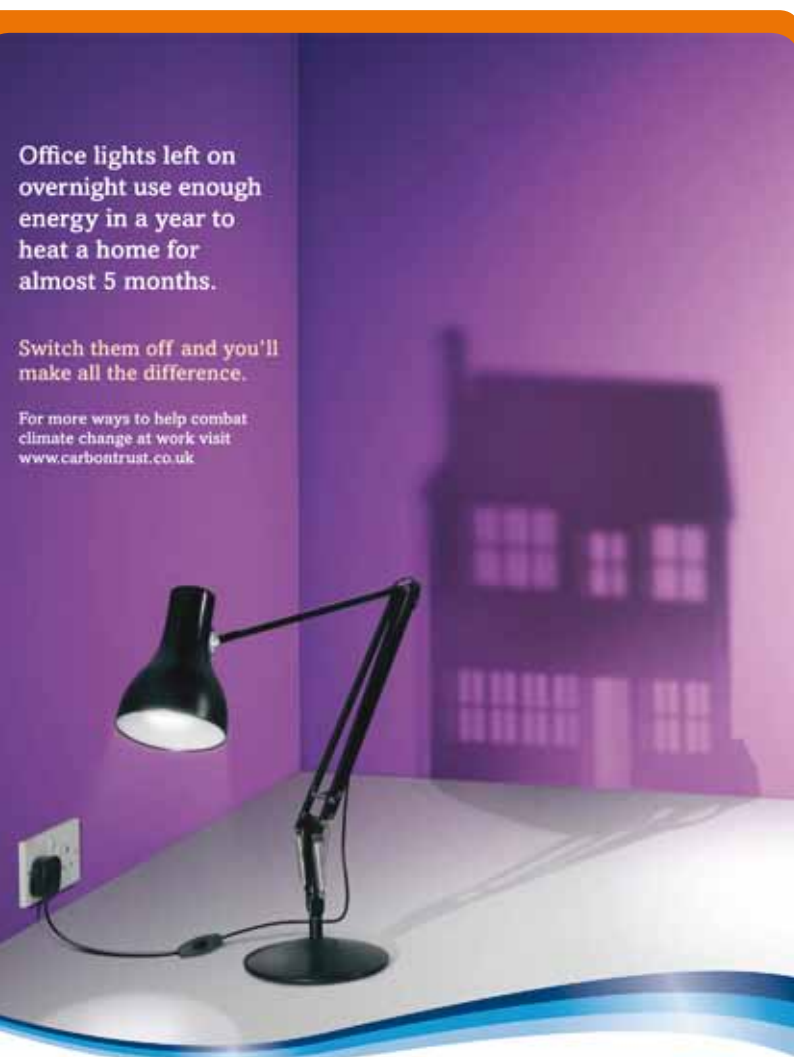
Jan Isgård  
Product Area Manager  
jan.isgard@cramo.com  
Tel.: +46 70 252 70 03



## FACTSHEET 2



Hewden

*Description of measures taken*

The use of electricity, gas and heating oil is an important environmental issue for all sites. It can be easily taken for granted. Hewden's overall energy saving programme has three stages:

1. Reduce waste and cost
2. Improve efficiency
3. Alternative energy supply

A robust system for recording meter readings and checking for bill accuracy is essential for providing management data.

*Results delivered*

The pilot scheme showed a 28% reduction in electricity usage over two years just from stage 1 of the programme.

*Benefits*

- Increased employee involvement
- Quick wins for no cost/low cost actions
- Reduced costs
- Reduced carbon footprint

*For more information*

Judith Smith  
EHSQ Adviser  
[j2smith@finning.co.uk](mailto:j2smith@finning.co.uk)  
Tel.: +44 1543 461433

Based on typical small office floor area of 200m<sup>2</sup> using 18 x 12W (96 W) fluorescent tubes) x 14 hours x 365 days = 6438 kWh/yr.  
Average annual energy use for a three bed semi-detached house = 16300 kWh/12 months x 5 months = 8750 kWh. For full calculation see <http://www.carbontrust.co.uk/energycalculator>.

The Carbon Trust is grant funded by the Department for Environment, Food and Rural Affairs, the Department for Business, Enterprise and Regulatory Reform, the Scottish Government, the Welsh Assembly Government and United Nations Ireland. © Carbon Trust 2008. All rights reserved. March 2008.

FF1306



## FACTSHEET 2



Ramirent Plc

*Description of measures taken*

Site units are a major part of the construction site infrastructure. Ramirent has developed energy-efficient site units in Sweden. Ramirent aims to make the energy-efficient units available also in other countries.

*Results delivered*

Heating and cooling site units both require energy and have up until now been done by using electric heaters and air-conditioning units.

The Green Line units use less energy than traditional units. Instead of electric heating, the Green units utilize heat pumps and ventilation with re-heating.

The Ramirent Green Line units are being tested on major construction sites in the Stockholm area. The concept will be developed further based on these tests. In addition to heating and cooling, we will pay attention to insulation and construction of the units.

Among other improvements all halogen lamps have been exchange to metal halogen (48V low voltage is much more energy

efficient than previous ones used), automatically turned off when day light.

*Benefits*

- The Green Line units use 30-40% less energy than traditional units
- Reduces environmental load
- Reduces costs

*For more information*

Kurt Andersson  
Work environment  
Email: [kurt.andersson@ramirent.se](mailto:kurt.andersson@ramirent.se)  
Tel.: +4619-603 47 67





## FACTSHEET 3

## Environmental cars



**B**y choosing cleaner vehicles, both as company cars and service cars, a rental company can help to reduce impacts on the environment and on health. At the same time it is helping to drive development to produce vehicles with lower environmental impact. More and more customers are also demanding that their suppliers are working to reduce the environmental impact of their transport.

## C R A M O

Cramo Group

*Description of measures taken*

Emissions from transportation are a significant environmental aspect for Cramo. Part of the company's work to reduce the impact of transportation involves making their own fleet of vehicles more environmentally friendly.

Volkswagen Caddy 2.0 EcoFuel (Gas)

*Results delivered*

At year-end 2009, about 37 % of Cramo Sweden's company cars were environmental cars. In 2009 the decision was made to only buy environmental cars (in accordance with the Swedish state's definition). There are also a number of environmental cars being tested as service vehicles. In 2009, the decision was made that – if possible – only environmental service cars would be purchased.

Another part of the work involves setting environmental requirements for Cramo's shippers.

*Benefits*

- Customers' requirements can be met
- Higher scores in customer supplier evaluations
- Reduced environmental impact
- Increased credibility

*For more information*

Martin Freland  
Environmental and Quality Manager  
Email: martin.freland@cramo.com  
Tel.: +46 70 680 22 41

## FACTSHEET 4

## Eco drive training



**T**o help their customers save on their energy costs, rental companies can provide training support to allow reducing fuel consumption on construction sites.

## HEWDEN

Hewden

*Description of measures taken*

With fuel consumption and fuel efficiency being two hot topics today, the Eco-Drive training course helps machine operators understand how minor changes can help make mobile equipment more economic and fuel efficient. In some cases, long term savings on fuel can be as much as 30 – 40%.

*Customer testimonial*

"We have set ourselves a fuel burn reduction target by site. The last few days have confirmed this is achievable. The operators are seeing that for themselves and will be taking their learnings back to site to deliver the results we have seen today".

*Benefits*

- Minimum of 10 – 15% fuel saving through minor changes on equipment operation
- Understanding how minor changes can help to reduce our carbon



- footprint and contribute towards improving sustainability
- Safe operation of mobile equipment

*For more information*

Training Department  
mailbox@finning.co.uk  
Tel.: +44 1543 461526



## FACTSHEET 5

## Waste management



If we recycle waste we can reduce the use of natural resources, save energy and reduce pollution. In the rental business different kinds of waste are generated and by waste sorting we can reduce the environmental impact while reducing costs for waste management. To handle waste that is not sorted out can be very expensive.

## HEWDEN

Hewden

### Description of measures taken

All depots are provided with containers for different types of hazardous waste. For solid waste the wheely bins are easily moved from work areas to central points for collection by the approved waste contractor. Used oil is contained in bunded tanks. Collections are made on an as-required basis.

Toolbox talks are carried out with staff to ensure knowledge of the requirements is current.

### Results delivered

85% of the 420 tonnes of hazardous waste produced is recycled.

### Benefits

- Standard approach at all sites
- Clear labelling of bins aids accurate segregation of different waste types
- Bins easy to move to and from work area
- Cost savings through use of one contractor
- Collections are minimized to reduce unnecessary vehicle journeys

### For more information

Judith Smith  
EHSQ Adviser  
j2smith@finning.co.uk  
Tel.: +44 1543 461433



## FACTSHEET 5



## C R A M O

Cramo Group

### Description of measures taken

At Cramo, we work to minimise the amount of waste and also ensure there are safe systems to handle the waste produced in our operations. As a result of our central agreement with one waste disposal contractor, we ensure that sorting is carried out correctly. With regular monitoring of statistics, waste can be handled in a way that is efficient and environmentally sound.

### Results delivered

- The amount of mixed waste has been reduced to around 10 % of total amount of ordinary waste

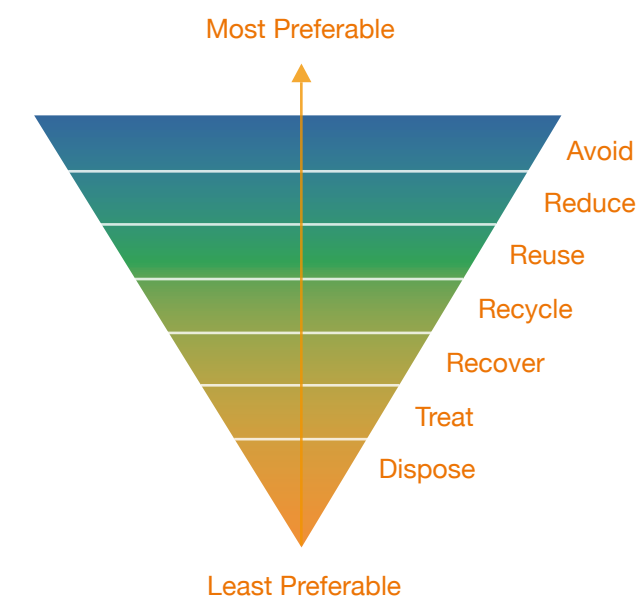
- Today, all hazardous waste produced by Cramo Sweden is recycled. In 2009, roughly 418 metric tons of hazardous waste (from 69 depots) was collected and sent on for destruction

### Benefits

- Reduced costs for mixed waste
- By only having one waste contractor time can be saved when collecting statistics and when new requirements for sorting are introduced
- Uniform waste stations at our depots

### For more information

Martin Freland  
Environmental and Quality Manager  
martin.freland@cramo.com  
Tel.: +46 70 680 22 41



## FACTSHEET 6

## Environmentally adapted fuels and oils



By using environmentally adapted fuels and oils the impact on the environment and health can be reduced significantly. Today there are many ongoing trials of alternative fuels and by supporting this rental companies can help to drive the development of a sustainable society. In Nordic countries, customers are also beginning to demand more environmentally adapted fuels and oils such as synthetic diesel (indoor and when building tunnels) and biodegradable hydraulic oil.

## C R A M O

Cramo Group

Description  
of measures  
taken

Cramo uses environmentally adapted oils and fuels for the equipment. Customers

renting a gasoline-powered machine from Cramo's Swedish depots, know that they are fuelled with environmental gasoline (alkylate gasoline). By buying environmental gasoline at depots, customers also help reduce the impact on the environment and public health. Cramo can also offer their customers a substitute (synthetic diesel) for ordinary diesel. This fuel reduces the emissions and negative health effects. Cramo has also replaced a large share of regular hydraulic oils with biodegradable hydraulic oils.

## Results delivered

- During 2008, 136 000 liters of regular petrol were replaced with alkylate petrol
- 18 500 liters of biodegradable hydraulic oil were used (83% of the total quantity used)
- During 2008, 225 000 liters of ordinary diesel were replaced with synthetic diesel

## Benefits

- Customers' requirements can be met
- Higher scores in customer supplier evaluations
- Improved working environment for depot personnel
- Reduced environmental impact
- Increased credibility

## For more information

Martin Freland  
Environmental and Quality Manager  
martin.freland@cramo.com  
Tel.: +46 70 680 22 41

## FACTSHEET 6



## HEWDEN

Hewden

Biodegradable oils are offered to customers. They are suitable for most hydraulic plant and equipment where leakage or accidental spillage can result in the contamination of soil or ground water.

## Results delivered

- 98% biodegradable in 21 days

## Benefits

- Very high viscosity index and low pour point ensure operation under arduous conditions and ease of start up at low ambient temperatures
- Compatibility with mineral oils and rapeseed oils ensures easy change over and minimised risks when in use
- Good high temperature stability ensures long oil and component life

## For more information

Judith Smith  
EHSQ Adviser  
j2smith@finning.co.uk  
Tel.: +44 1543 461433



## FACTSHEET 7

### Chemical products



The use of chemical products in the rental business can have a negative impact on the environment. The products used can also affect the health of a company's own staff and among customers. A large number of suppliers and chemical products complicates the process of environmental and health adaptation range. It also leads to a higher cost and larger amount of hazardous waste out at the depots.

#### C R A M O

Cramo Group

##### Description of measures taken

As part of the work to improve the company from an environmental perspective, Cramo is dedicated to shifting its use of chemical products to those that are less harmful to the environment and to public health. The procurement of chemical products is based on a list of chemicals, and there is a safety data sheet for each product.

All chemical products, both those for Cramo's own use and for sale, are assessed based on their content of elements harmful to the environment and to public health. Depending on the hazardousness of the product, they have been categorised as red (most hazardous), yellow or green (least hazardous). Cramo maintains a continuous dialogue with chemicals suppliers to find alternatives that are less hazardous.

##### Results delivered

- Agreements with a selection of suppliers
- New procedures concerning purchases of chemical products and introduction of new products
- A list with approved chemical products. No other chemical products can be bought by the depots
- Safety data sheet for each product

##### Benefits

- Improved working environment
- The number of chemical products has been reduced dramatically
- Fewer suppliers of chemical products (cost saving)
- Less hazardous waste from chemical products
- Improved dialogue with suppliers

##### For more information

Martin Freland  
Environmental and Quality Manager  
martin.freland@cramo.com  
Tel.: +46 70 680 22 41

## FACTSHEET 8

### Safe handling of chemical products



Both in our own and our customers' operations chemical products are used. Any use of chemical products is a potential risk for negative impact on the environment and health. It is therefore important to have safe practices for chemical management. There are also at risk of high cleanup costs due to soil contamination. One way to reduce risk is to ensure that chemicals do not reach the environment in case of leakage.

#### C R A M O

Cramo Group



##### Description of measures taken

At Cramo, there are procedures for ensuring safe treatment of chemical products. The depots have invested in equipment to reduce the risks for chemical spill.

This type of equipment is also included in Cramo's concept of environmentally-safe handling that is offered to customers.

##### Results delivered

Cramo can offer their customers products for safe handling of chemical products:

- Environmental station for safe storage of chemical products
- ADR tanks with back-up protection

- Equipment for spill preparedness
- Spill guard for safe barrel handling
- Equipment for sealing drains

All depots have an emergency plan and practice emergency preparedness.

Risk assessments are carried out regularly at depots.

##### Benefits

- Customers' demands on products for safe handling of chemical products can be met
- Allow for close cooperation with major customers concerning environmental work on their construction sites
- Increased credibility
- Reduced risk of high costs due to soil contamination

##### For more information

Martin Freland  
Environmental and Quality Manager  
martin.freland@cramo.com  
Tel.: +46 70 680 22 41



## FACTSHEET 8



Ashtead Plant Hire Company Limited



Within the Ashtead Plant Hire Co. Ltd depot network we have considerable potential to contaminate the local environment due to our requirements to store Gas Oil, Engine oils and Waste Oil, along with bulk supplies of hydraulic oils at some locations. In order to minimise the risk of pollution; all A-Plant depots are required to assess their pollution potential, and implement suitable arrangements for prevention, containment and spill response. Once established, training is provided on the requirements and use of the equipment. Knowledge of these arrangements is tested during audits to ensure it is communicated and understood.

#### Description of measures taken

- Depot specific Environmental Disaster Plan
- Provision of containment equipment and impact protection
- Training in spill response through video

- package with training records
- Testing of arrangements knowledge during audits to ensure actions are communicated and understood
- Certification of system (ISO 14001)

#### Results delivered

- All pollution potentials identified and suitable arrangements made
- All hazardous liquids banded and bulk tanks protected from impact with vehicles
- All relevant staff trained in spill response and depot arrangements
- Competence checked during annual audit
- Verification by third party audit

#### Benefits

- Reduced or eliminated risk of pollution
- Reduced or eliminated risk of impact damage from vehicle movements
- Staff trained and competent to deal with spill response
- Training reviewed annually
- Assurance that systems and procedures are in place

#### For more information

Kevin Haycock  
EHS Project Manager  
kevinhaycock@aplant.com



## FACTSHEET 9

### Driver training



Ashtead Plant Hire Company Limited

#### Description of measures taken

As part of our hazard identification process, within our certified OHSAS 18001 Management Systems we recognised the potential for our drivers to be harmed at work. We identified risks of dangerous driving, load/unload activities and load securing practices. We worked with our training and transport departments to identify by equipment type, the load/unload and secure transit requirements and driver assessment resource options. Using our own training facilities, we have trained our drivers in the safe systems of work for the loading of tracked, wheeled, roller type vehicles, powered access machines and light commercial loading (transits and pickups), along with safe towing of trailers where appropriate. We also use an independent external resource to assess our drivers for safety and competence on the road.

- Hazard identification
- Risk assessment
- Road risk policy
- Training Plan
- Training delivery
- Driver assessments and feedback sessions

#### Results delivered

- Hazard awareness
- Risk level awareness
- Formulation and communication of Road Risk Policy
- Training requirements identified and communicated
- Drivers training in safe systems of work
- Equipment protected during transit
- Drivers given coaching on individual needs

#### Benefits

- Reduced risk
- Communication of Policy and expectations
- Training needs identified and met
- Equipment damage in transit reduced
- Equipment secure
- Drivers more aware of their bad habits to self correct
- Unsuitable drivers identified and replaced

#### For more information

Kevin Haycock  
EHS Project Manager  
kevinhaycock@aplant.com  
Tel.: +44 1332 208139

## FACTSHEET 10

### Accident prevention



Safety on the construction site is an important part of the building process to-day. Tougher demands from the authorities put safety in focus on a completely different way than before. In order to be experienced as a serious supplier, rental companies need to work on security issues both in their own activities and in collaboration with customers.



Cramo Group

#### Description of measures taken

Together with a supplier Cramo has developed a concept called Cramo Safety. The safety concept includes equipment for personal fall protection, assistance with work environmental plans and training for customers through the Cramo School.

#### Results delivered

- A wide assortment fall protection and work safety related devices
- Various access solutions like, staircases and platforms
- All products meet the EN 13374 European standards for temporary fall protection
- Customer training in fundamental work environment safety, aerial operations and scaffolding mounting and security
- Services and consultancy advice in areas like risk analysis, documentation of "work environment plans" etc.
- Health and safety risks are identified and procedures are in place at depots

#### Benefits

- Customers' requirements are being met
- Legal requirements are being met
- Fewer accidents
- Increased credibility

#### For more information

Martin Freland  
Environmental and Quality Manager  
martin.freland@cramo.com  
Tel.: +46 70 680 22 41



## FACTSHEET 10



Hewden

*Description of measures taken*

Introduction of observational behavioural safety and near miss reporting. Building on the successes of the traditional top-down management style for health and safety Hewden has introduced a peer-on-peer approach of behavioural observations.

*Results delivered*

- Increase in near miss reporting
- Reduced injuries

*Benefits*

Cultural change. It is now acceptable to challenge unsafe acts and behaviours.

Making safety a personal responsibility as well as a corporate duty. Individuals are empowered to take responsibility for health and safety and that of their colleagues.

Prevention of injuries as potential hazards/ issues are detected earlier.

*For more information*

Neil Sheppard  
EHSQ Manager  
neil.sheppard@hewden.co.uk  
Tel.: +44 1242 248128

## FACTSHEET 10



Ashtead Plant Hire Company Limited

As part of our hazard identification process, within our certified OHSAS 18001 Management Systems we recognised the potential for our employees to be harmed during their daily tasks. Our employees needed a formalised system to ensure the correct controls were in place to minimise the risk they were exposed to, and to be made aware of the residual risks remaining. This was achieved through the creation of a suite of risk assessments and safe systems of work covering all activities carried out within our business and on customer sites. All company Directors and Managers are required to complete and pass the IOSH Managing Safely to assure their awareness and competence of these requirements. Regular Tool Box Talks with signatures of attendance and communication of risk assessments provides refresher training in the required controls and residual risks.

*Description of measures taken*

- Management Training
- Hazard Identification
- Risk Assessment
- System Roll-out
- Adoption of risk assessment

- Communication of required controls and residual risk
- Certification of system (OHSAS 18001)

*Results delivered*

- Greater competence and awareness within Operational Management
- All hazards identified
- All risks assessed and controls required identified
- All required assessments adopted by depot
- All staff aware of required controls and residual risk
- Verification by third party

*Benefits*

- Better informed decision making by Operational Management
- Increased awareness of hazards
- Identified risks reduced and controls specified
- Improved awareness and compliance
- Assurance that systems and procedures are in place

*For more information*

Kevin Haycock  
EHS Project Manager  
kevinhaycock@aplant.com  
Tel.: +44 1332 208139



## FACTSHEET 11

## Reduction of work at height risk



Ashtead Plant Hire Company Limited

As part of our hazard identification process, within our certified OHSAS 18001 Management Systems we recognised the potential for our employees to be harmed during working at height. We identified risks of falling from vehicles, and falls whilst on top of cabins and generators during lorry mounted crane based load/unload operations. We worked with our vehicle suppliers and coach builders, and

safety equipment suppliers to identify and evaluate possible opportunities to reduce the risk of falling from height and enabling self rescue to prevent suspension trauma.

#### Description of measures taken

- Hazard identification
- Risk assessment
- Evaluation of available solutions
- Selection of equipment - vehicle fall protection fencing and hiab self rescue inertial reel harnesses
- Capital approval
- Implementation and training

#### Results delivered

- Reduced risk
- Industry leading safety initiative
- Provision of appropriate equipment for task and competent operators

#### Benefits

- Reduced liability
- Legal compliance
- Reduced accident/incidents

#### For more information

Kevin Haycock  
EHS Project Manager  
kevinhaycock@aplant.com  
Tel.: +44 1332 208139



## FACTSHEET 12

## Safety information pictograms



LOXAM

#### Description of measures taken

Loxam provides its clients with two types of information :

- Information pictogram stickers directly placed on the machine. The location of those pictograms is specified in a graphic charter. Their presence is controlled any-time a machine is rented out and when it comes back. The graphic charter is updated on a regular basis according to feedback given on hazardous situations.
- Technical Data Sheets, a 1 page synthesis of the user's manual, summarizing the basics on how to safely use the equipment, is supplied together with the machine.

#### Results delivered

- Key information is readily available and visible
- Customer training on how to safely use the machine is made easier
- Accident prevention is improved

#### Benefits

- Less accidents
- A better image of the service provided by the rental company : a plus compared to the manufacturer

#### For more information

Jean-Philippe Theuriot  
Head of Equipment Department  
jean-philippe.theuriot@loxam.fr  
Tel.: +33 1 58 44 01 52



## FACTSHEET 13

## Induction process for new hires



Whatever qualified as he/she may be, a new hire joining a new company faces some new challenges linked to his/her position, the corporate culture, the communication rules and habits, the safety rules and to hierarchical and functional relations specific to the company. Integration is a strategic path for his / her future well-being and for the optimisation of his / her working conditions.



LOXAM

**Description of measures taken**

Induction process for new hires is based on a mentorship system, from 2 weeks to 3 months according to the positions.

A guide for the induction process contains several subjects. Each subject is presented as a check list for the mentor (responsible for the induction process) to ensure that all the essential information is transmitted to the new hire.

**Results delivered**

People better prepared to their positions.

Integration assessment, written at the end of the process, allows to compare to a common framework and to underline :

- Improvement needs to be dealt with thanks to further training or mentoring
- Strengths on which the company will build on to develop the new hire

**Benefits**

- People happy in their positions
- Managers with accurate indicators allowing them to coach the new hires
- Better working conditions

**For more information**

Loubna Bonneroy  
Quality and Safety Manager  
loubna.bonneroy@loxam.fr  
Tel.: +33 1 58 44 04 90



## FACTSHEET 13



				Person	Location
Week 1	Discovery Phase	1	Welcome	BM	Own branch
		2	Taking up duties	BM	Own branch
		3	Overview of the role of Hire Consultant	HC	Own branch
		4	Overview of the role of Branch Manager	BM	Own branch
		5	Overview of the role of Foreman	BM	Own branch
		6	Overview of the role of Service Engineer	FTR	Own branch
		7	Overview of the role of Plant Operative	PO	Own branch
		8	Product Knowledge	Trainer	Own or HO
		9	The different roles at Head Office	Misc.	HO
		10	The Quality System	Trainer	HO
		11	PC Initiation	Trainer	HO
		12	Staff Management	Trainer	HO
		13	One day with the Foreman	FM	Own branch
		14	One day with the Hire Consultant	HC	Own branch
Week 2		15	The Hire Process	HC	Own branch
		16	The Quoting Process	HC	Own branch
		17	One day with the Plant Operative	PO	Own branch
		18	One day with the Branch Manager	BM	Own branch
		19	Management Documents	BM	Own branch
		20	Safety	BM	Own branch
Week 3	Advanced Phase	21	Prevention and Treatment of accidents	BM	Own branch
		22	Customer Portfolio	SM	Own branch
		23	Customer Account Management	SM	Own branch
		24	The Market	SM	Own branch
		25	The Competition	SM	Own branch
		26	Sales Methods and Tools	SM	Own branch
		27	Making a Sales Appointment	SM	Own branch
		28	National And Local Agreements	SM	Own branch
		29	Short-Term Objectives	BM/SM	Own branch
		30	Visiting a Prospect	SE	Another branch
Week 4		31	Visiting the Customer Decision-Maker	SE	Another branch
		32	Visiting a Construction Site	SE	Another branch





## Get the most comprehensive data available on the **European Rental Industry**

European  
Equipment Rental  
Industry 2009  
Report

The newly published **European Equipment Rental Industry 2009 Report** gives you the most comprehensive data currently available on the European Rental Industry.

The report does not only contain a country-by-country analysis of 11 European countries, but also market size information and key ratios among which fleet size and investment as well as penetration rates. Find out what to expect of the Rental Industry in each country with the 2010 and 2011 forecasts!

Now available to ERA members for €300 and to non-members for €900.

**Contact the European Rental Association if you would like to get your copy!**

Avenue Jules Bordet 142, 1140 Brussels, Belgium  
or by email on [era@erarental.org](mailto:era@erarental.org).



EUROPEAN  
RENTAL  
ASSOCIATION



## FACTSHEET 14

## Social sponsoring



A well selected CSR project serves to create business opportunities for the company, while at the same time building a corporate culture, and pride in its employees.

## FINNING

### Finning

Finning have operated an employee sponsorship scheme for a number of years. The scheme offers financial support to any Finning employee who undertakes any fundraising activity in support of any charity or local community organization. This allows the employee to choose which charity should receive financial sponsorship from the Company. In many cases, employees have come together to play in charity fundraising sporting events and apply for team sponsorship, often choosing a charity close to their hearts, for example one which has supported a family member, such as Macmillan Nurses or a local hospice.

In ongoing celebration of Finning's parent company's (Finning International Inc.) 75th anniversary, which occurred in 2008, employees are encouraged to engage with us in supporting the local communities we have a presence in, across our UK nationwide network of more than 150 branches

and depots. Supporting our local communities in this way encourages and supports the behaviors that we would like to encourage in our employees both inside and outside the workplace.

### For more information

Helena Hollis  
Group Communications Specialist  
hhollis@finning.co.uk  
Tel.: +44 1543 461596



## FACTSHEET 14



## C R A M O

### Cramo Group

For many years Cramo had, like many companies, more or less ad hoc donated money to different charities, but saw the need to take a more strategic hold on this by developing a longer term project in cooperation with a well renowned charity organization.

The fundamental idea was to incorporate CSR in the core of the company's business strategy, instead of letting it live a life on its own

After a thorough assessment of a number of charity organizations' operational idea, market presence, previous performance, administration overhead, market awareness and market reputation Cramo selected SOS Children's Villages as cooperation partner. CV is active in all markets where Cramo is present and, perhaps even more important; the organisation is operating in areas where Cramo is interested to expand in the future.

By committing to a main sponsorship for a new village in Brovary, Ukraine Cramo contributes to building and supporting

real homes for the most destitute children. Thus, there is a clear connection to the construction industry as well as to the capacity to deliver temporary space for lodging, school and preschool purposes. Cramo's involvement as a sponsor goes beyond simply providing financial support and has included both advice in our field of expertise and cooperation in customer events as well as CV information to Cramo employees.

### Results delivered

- New relations to Ukrainian decision makers (authorities, politicians and business community) via the local CV board of directors
- A stronger corporate culture and employee satisfaction via regular project updates on the intranet
- A concretization of corporate values
- Positive publicity

### Benefits (financial and other)

- see above

### For more information

Anders Collman  
Vice president, Communication  
Email: anders.collman@cramo.com  
Tel.: +46 8 623 5477

## FACTSHEET 14



## C R A M O

Cramo Group

### Trading old equipment for the good of many

Cramo Road show is a concept where Cramo meets customers at/nearby their daily working place at a construction site. (A 24 m lorry loaded with the newest tools and safety equipment for hands-on testing, information about recent rental concept etc.)

At several stops the Road show included a possibility for customers to trade in old tools for a discount on rented equipment.

Financial support, corresponding to the discounts, plus the value of the traded equipment was donated to Cramo's charity cooperation partner; SOS Children's Villages. At the event representatives of SOS Children's Villages were present for more information to interested persons.

Personal invitations, and information about the event and the social sponsorship it was part of, were sent to customers and local press prior to every Road Show stop.

### Results delivered

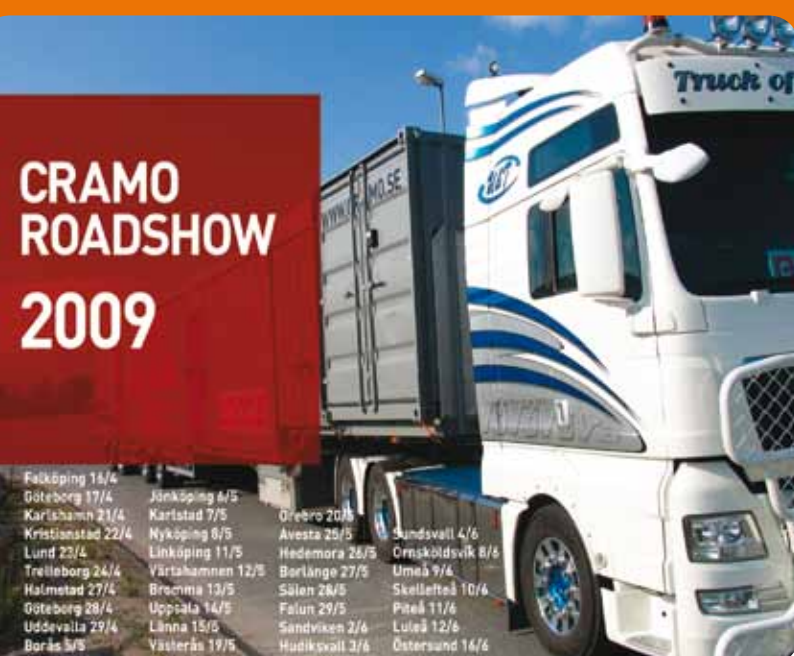
- A (smaller) number of tools traded
- Some new contracts signed
- A positive contribution in the promotion of new concepts

### Benefits

- Positive attention from visitors as well as local press
- Internal focus and concretization of Cramo's sponsorship

### For more information

Anders Collman  
Vice president, Communications  
anders.collman@cramo.com  
Tel.: +46 8 623 5477



## FACTSHEET 15

## Safety training



## RAMIRENT

Ramirent Plc

### Description of measures taken

The safety legislation concerning construction sites has changed in many ways. So that both our employees and customers have the newest information and know-how at their disposal, we continuously organise various safety trainings at which Ramirent's and external experts act as instructors.

### Results delivered

In 2009, with two legislator changes in Finland, it became the employer's responsibility to ensure that employees are qualified to use forklift trucks and lifts. Ramirent communicated up-to-date information, offered lift training for its customers and trained its own staff. A great number of Ramirent employees were trained in order for them to have forklift truck permits. The lift training is ongoing.

Ramirent wanted to offer its customers also a more comprehensive information package on safety, and therefore organised five Safety Days in 2009 at various locations in Finland. The goal of the events was to distribute information on the changes in legislation, strengthen safety

awareness among customers and offer solutions that adhere to the new requirements. Key themes were dust control, lifts and permit requirements for their use. The use of lifts requires special care in various conditions.

### Benefits

During 2009, over 650 staff members participated in trainings organized or commissioned by Ramirent in Finland. We organized roughly 130 days of training for our customers, and almost 1,800 customer representatives participated. The figures do not include daily instruction given when renting out equipment and machinery.

### For more information

Jari Kujala  
Work Safety  
Email: jari.kujala@ramirent.fi





## FACTSHEET 16

## Dust control



**N**ew construction work safety sets new requirements for planning of dust control and executions. In short the dust amount at project sites should be reduced and preventing the spreading of the dust.



Ramirent Plc

### Description of measures taken

Dust is a serious health hazard, comparable to asbestos, for construction site employees. Dusty sites must be insulated during work, and the dust must be collected. Ramirent, together with a partner, offers solutions for dust control. Ramirent Finland Oy and Lifa company have entered into an agreement for dust control in construction projects.

### Results delivered

Lifa has concentrated since 1988 to produce technology and services for dust control. Lifa Air's HepaClean low pressure appliances fulfil the strictest criterias (KONE-RATU 09-3038) and are tested by VTT. By partnering with Lifa Ramirent Finland offers a turn-key solution for dust control starting from planning to execution.

The need for dust control is increasing rapidly and it is a challenge to respond to the demand. This is why it was natural for Lifa to

partner with Ramirent, who enables access to dust control equipment nationwide.

### Benefits

- Health requirements are being met
- Reduces disturbances from long-term construction projects

### For more information

Sami Metso  
Manager, Construction Site Services  
Email: sami.metso@ramirent.fi,  
Tel.: +358400-552464



## FACTSHEET 17

## Usage of safety gear



Ramirent Plc

### Description of measures taken

Using safety harnesses while operating a lift became mandatory in Finland from the beginning of 2009. Training on use of safety harness was included in employee training as well as Safety days seminars arranged for customers.

### Results delivered

All employees that need safety harnesses to perform their work safely are trained in using the safety harness properly. At every depot we rent out safety harnesses and it is standard procedure that a qualified expert has reviewed the harness prior to renting it out. All depots have trained experts that can inform on the usage of safety harnesses and each customer receives when renting the safety harness a copy of the review protocol of the harness.

### Benefits

- Customers' requirements are being met
- Legal requirements are being met
- Fewer accidents

### For more information

Jari Kujala  
Work Safety  
Email: jari.kujala@ramirent.fi



## FACTSHEET 18

### Prevention on health hazard from vibration damage

★ **S**afety on the construction site is an important part of the building process today. Tougher demands from the authorities put safety in focus on a completely different way than before. In order to be experienced as a serious supplier, rental companies need to work on security issues both in their own activities and in collaboration with customers.



Ramirent Plc



It also helps when investing in new equipment, so that it is not just price that is weighed but it is viewed which is the choice that the customer prefers in order not to be damaged by using the machine.

#### Benefits

- Health requirements are being met
- Right kind of equipment is purchased into the rental fleet

#### For more information

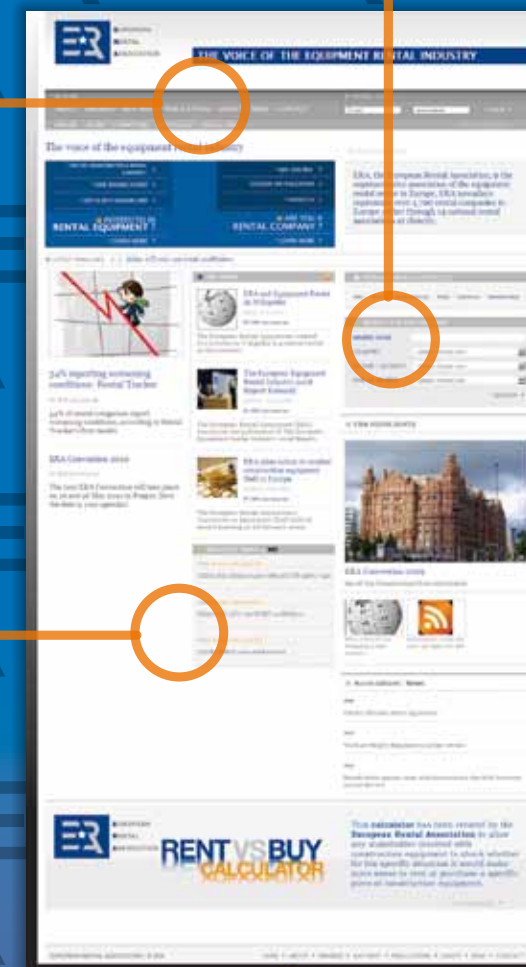
Kurt Andersson  
Work Environment  
Email: kurt.andersson@ramirent.se  
Tel.: +4619-603 47 67

#### Results delivered

A vibration list is now translated and used to inform the customer when he asks how long he can work with a specific machine before there is a risk vibration damages.

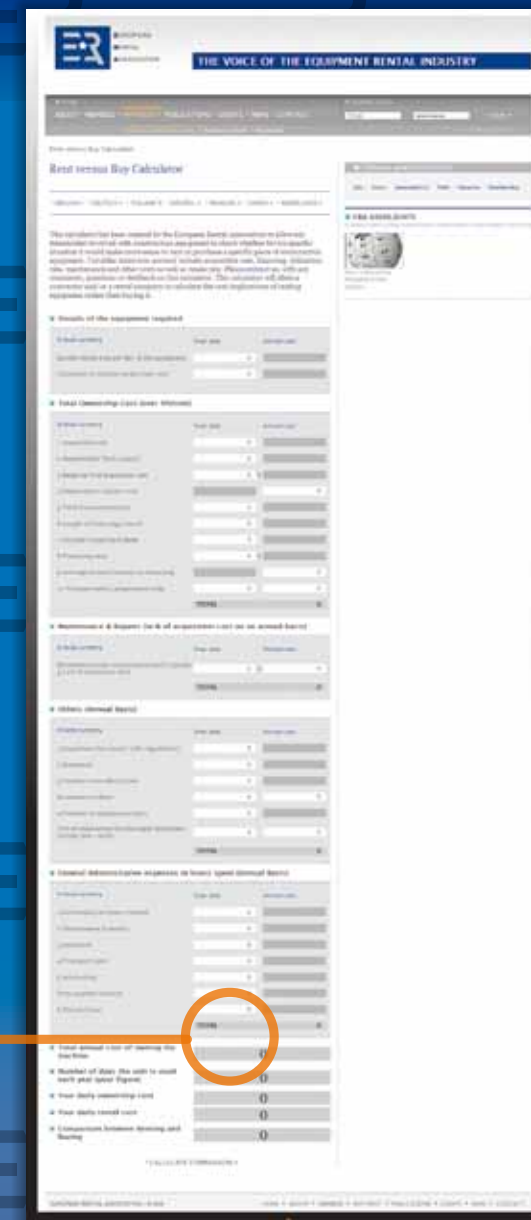
New navigation

A powerful search engine for members



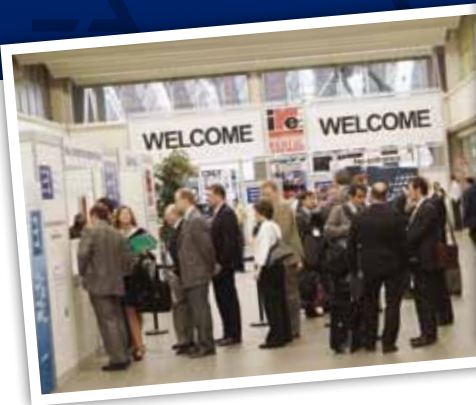
A new structure with space for more news.  
**Updated almost daily**

Is it better to rent or buy?  
See what's best for your own situation!  
**Rent vs Buy**



Did you know?  
We have a brand new website full of new capabilities.  
Discover what's new at  
**www.erarental.org**





EUROPEAN  
RENTAL  
ASSOCIATION