

## A CARRIER TAKES THE PRESIDENCY OF TK'BLUE STEERING BOARD



**Denis Choumert**, President of AUTF, charger shipper, was the founding president of TK'BLUE Steering board in 2012; thus organizing the transition with a representative of the transport industry seemed logical



**Didier Darfeuille** has been chosen, known for more than 30 years in the transport and logistics ecosystem.

This choice confirms the important place reserved for the opinion and requirements of professionals.

Didier Darfeuille accepted particularly this mission because, since the creation of TK' Blue Agency, he stressed its relevancy and necessity in a transport world that must value daily its image towards customers and road users, which is exactly what the TK'Blue indicators and tool offer.

As a member of the supervisory board for more than a year, he has been able to measure its seriousness and the rigor of its management, convincing him to accept this new challenge. From now on he will share with TK Blue his recognized experience as the head of his namesake big company in the years 80-2000, then as a manager in a big international entity, such as Christian SALVESEN.

### FIRST DECISION, THE WRITING OF A TK'BLUE CHARTER OF CONFIDENTIALITY.

He thus plans to end concerns on the final processing of the data collected by the Agency from carriers and service buyers. Indeed, in spite of the contractual commitments already taken by TK' Blue, some professionals asked to be reassured by a dedicated document; it is therefore natural that he made this charter of confidentiality his first decision as president of the Steering Board.

*By publishing this Charter of Confidentiality, the Agency confirms its neutrality and its role as a Trusted third Party for all the actors of the supply-chain, refraining itself definitively from any competitive or commercial use.*

*« After more than 35 years spent to manage a carrier company, I wish to participate with TK Blue in a new step towards the appropriation of the added value of this agency by the industry.*

*Indeed, as a professional, I have always wanted to value the quality of investments regarding rolling stock and for my customers to consider it as a competitive advantage, because it is a real commercial asset and allows to justify a right price of my services.*



*I believe that a rating which rewards the efforts of successful enterprises answers naturally the market need , and I admit to not understand the misunderstanding which seems to exist between the TK'Blue reality of TK Blue and its perception by some transport companies.*

*Therefore, I hope to contribute to clarify the action of TK Blue, which, I believe, is beneficial for the image of Transport. » said Didier DARFEUILLE*

## About TK'Blue Agency

TK' Blue is a labelling and rating agency of freight transport created to help shippers to make better choices in terms of transport providers and to simultaneously enable them to perfectly answer their new obligations set by numerous national and European legislative and regulatory requirements: GHG (CO<sub>2</sub>) and CSR reporting, monitoring of social and fiscal authorizations of their providers.

Organized as a collaborative platform, it involves all stakeholders of the transport chain (shippers, carriers, forwarding agents) in the same approach, with one main goal **of decreasing the costs of non-quality** (delays, breakages, theft) and **reducing the societal footprint of transport** (particles, pollution, GHG, congestion, noise, accidents, ...)

**TK'Blue** stands out from all management and reporting tools thanks to its thoroughness and its broad-spectrum analysis. Providing the highest level of CO<sub>2</sub> emission calculations (Certified by **Bureau Veritas**), it more fundamentally takes action on the environmental, social and societal **CSR pillars**, the real issues that players of the supply chain have to tackle. It also provides shippers with a complete set of tools to analyze their flows (average distances traveled and loads carried for each delivery, load factors, the evolution of ratios in real time,...)

Its European governance, composed by more than seventy representatives of all players, experts and operators of the supply chain, ensures its legitimacy but also its credibility, its evolution, adaptation and independence over the long term. These high-profile references corroborate the relevance of its offer.

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