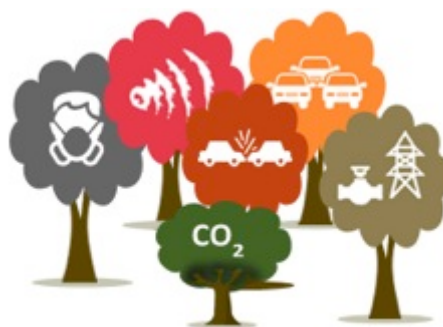


CSR or Corporate Social Responsibility which came into effect on April 11, 2007, aims to promote a new corporate behavior, especially in the field of logistic choices.

For companies, the benefit of having a CSR commitment is to improve the quality of created wealth while minimizing the nuisances generated.

In the case of transport, this can be done by reducing the social impact (accidents, congestion, dumping), the societal impact (good use of infrastructure and reducing pollution) as well as the environmental impact (CO<sub>2</sub> and particle emissions).

In France, the obligation to publish a CSR report is an outcome of the 2<sup>nd</sup> Grenelle Act of 2010.



## THE CSR OF COMPANIES MUST NOT IGNORE TRANSPORTATION

This is one of the most important aspects of scope 3, it is subject to increasingly stringent legal requirements and affects at least 6 issues of law: Compliance with social legislation, education, climate change, sustainable use of resources, territorial impact, taking into account the CSR of subcontractors.

It is also one of the aspects on which they can clearly act; although the length of the subcontracting chains could make it difficult to measure it, the possibilities offered by big data and the regulatory requirements now make it accessible and ... necessary.

That is why all responsible companies, which now have their scopes 1 and 2 largely under control, must begin to take action.

**The materiality matrix of transport**, which allows prioritizing CSR issues, has identified the following priorities:

1. The reduction of social, societal and health impacts: particles, noise, congestion and accidents (85 to 95% of its societal costs).
2. The energy transition: CO<sub>2</sub> and greenhouse gases emissions (5-15% of its societal costs)



## 1. REDUCTION OF THE NUISANCES WHICH AFFECT THE CONSUMER THE MOST

Particles, noise, congestion and accidents are what are commonly called negative externalities of transport and they translate into health and economic issues.

- » These negative externalities are the most important short-term nuisance whose European cumulative annual costs were estimated at over 700 billion euros.

## 2. ENERGY TRANSITION

Even if CO2 is not a nuisance or a direct pollutant to the consumer, it is responsible for global warming and emissions must be strictly monitored, controlled and limited.

Hence, the citizen is not directly impacted.

- » Yet this is the only impact of transport on which media, regulations and good conscience have been acting for the past 10 years ...

A true CSR commitment requires the taking into consideration of the entirety of:

### 1. Social impacts:

- » Exhaustive identification of the nuisances generated by flows such as particles, noise, accidents and congestion in order to draw an annual social mapping that will allow to evaluate the measures that are to be taken to:
  - enhance carriers who respect social regulations
  - strengthen progress actions and bring concrete benefits to citizens-consumers
- » Monitoring of the compliance of drivers' contract of employment (in line with the regulations of the country)
- » Enhancement of driver training improvement initiatives

### 2. Societal Impacts:

- » Fostering the good use of infrastructure by measuring the cost of the generated congestion and the vehicle loading rate
- » Commitment to reducing nuisances on citizens-consumers: particles, noise, accidents.

### 3. Environmental Impacts:

- » Limitation of CO2 emissions (but which are nevertheless neither a pollutant nor a proven factor of progress of transport, but are made mandatory by law).
- » Reduction of particle emissions (engine, brakes, pneumatic, mechanical), which have a real impact on people's health (between 19,000 and 42,000 accountable deaths in Europe)



#### 4. What is at stake for Consumers:

- » It is more important for a company to communicate its efforts to reduce particulate emissions, noise, congestion and accidents rather than those on its CO2 emissions reduction commitment, which are not a constraint, nor a discomfort nor a nuisance for the public.
- » It is also well understood that the reduction of CO2 emissions primarily benefits the operator who reduces its fuel bill.
- » The risk of negative publicity among consumers, employees and shareholders in the light of efforts made or not made by a company on its choice of transport is too high if this isn't taken into consideration.
- » CSR commitments will also help to achieve economic progress.
- » Transport companies have understood that. They have paid more and more attention to the implementation of newer materials and equipment and good training of their staff, thus reducing noise, accidents and particles, and simultaneously improving punctuality and security of delivery.

On another hand, shippers are more careful to choose more eco-friendly transport, with quality of service guarantees and competitive costs.

It can however be noticed that the assessment of these benefits induced by the implementation of a CSR approach in transport choices is still a problem in some companies, due to the lack of specific indicators and old habits which exclusively use for the right price criterion essential. The variety of modes of transport and negative externalities makes any rational assessment of the quality of transport seem complex.

The old habit that transportation providers have to simply proceed to a self-measurement of their CO2 emissions also continues to hinder the consideration of the benefits of a proper CSR approach.

The TK'Blue initiative was launched in 2012 to streamline and objectify the debate and dismantle these blockages.

Made credible by an internationally unrivaled scientific governance, the agency knows how to deliver to shippers, carriers and transport organizers the exact measure of the cost of transport externalities, for any mode, vehicle or energy.

In doing so, it allows everyone to take decisions to reduce the environmental and social impact , giving guarantees of a better performance and quality of transport.



## **TK'BLUE, AN INTERNATIONAL AND COLLABORATIVE INITIATIVE TO IMPROVE THE CSR PERFORMANCE OF FREIGHT TRANSPORT.**

Its objectives:

- » Broaden “transport” CSR commitments of companies beyond just reducing CO2 emissions, which does not translate into significant real progress or quality.
- » Deliver the exact measurement of the cost of negative externalities of transportation,
- » Ensure regulatory compliance with CSR and GHG texts
- » Bring transparency and reliable measurement tools into an often opaque world of transport , polluted by social dumping.
- » Involve all stakeholders in the transport chain (shippers, carriers, freight forwarders) for a common approach to progress.

### **About TK'Blue Agency**

TK'Blue Agency is an extra-financial rating agency specialized in transport and organized as collaborative platform. The agency measures, rates and values the eco-performance of every logistics player - carriers, ordering customers - at a national and European level following legal requirements on CO<sub>2</sub> emissions and CSR.

Its European governance, consisting of more than 60 experts of the supply chain, ensures its legitimacy, credibility, adaptation, independency in the long-run.

***Pour en savoir plus :*** [www.tkblueagency.eu](http://www.tkblueagency.eu)

