



Paris, August 25th, 2017

## AMERICA ALSO LISTENS TO TK'BLUE EXPERTISE!

In recent months, TK'Blue initiated its conquest of the Americas!

Two precious invitations have enabled TK'Blue to meet decision-makers at the highest level in the dynamic trend of sustainable mobility:

- **Movin'on** organised by **Michelin**, in **Montreal** between last June 13<sup>th</sup> & 15<sup>th</sup>
- **Bridges @Inforum** organised by **Infor-GT Nexus** in New-York, between July 10<sup>th</sup> & 12<sup>th</sup>

Guest speaker to their conferences "*How to make value from Goods Transportation tomorrow?*" for the first conference, and "*Sustainable Supply-Chain*" for the second, TK'Blue did get attention from the actors of the American transport community.

Matter of fact, in spite of the well spread general belief, major US contractors are indeed, fully aware of the environmental impact of transportation and are seeking for solutions to contain it the best they can.



### « *How to make value from Goods Transportation tomorrow?* » by Michelin (Montreal)

Developing more eco-responsible transport, and specifically goods transport, has already been dealt with many times in dozens of symposia and meetings in recent years.

Unfortunately, the carbo-centrism imposed by the exclusivity of focus on GHG issue, for the past 10 years, has always cast a shadow, very damagingly so, leaving little consideration to other negative externalities, nevertheless harmful, such as particles, noise, accidents and congestion.

TK'Blue Agency expertise makes it possible for the very first time, to measure and advocate logistic solutions that are rational, less aggressive and more efficient (quality of material and equipment, professional drivers, appropriate energy!).

### « *Sustainable Supply-Chain* » by GT-Nexus (New York)

It is now a given fact that large companies do not sufficiently aggregate the impact of their supply chain into their social and societal responsibilities.

Only 90% of the world largest 250 companies achieve a "CSR" reporting. However, only a minority commits to taking real action on their Supply-Chain, since their analysis fail to take these issues into account!

TK'Blue offers them complete online tools in order to measure, benchmark and control the overall impact of their transport flows, leading towards a more sustainability-driven Supply-Chain.

**ABOUT TK'BLUE**

TK'Blue is a labelling and rating Agency of Transport organized as a service platform. It measures, rates and values the eco-responsible performance of each actor - Carriers & Contractors alike - in compliance with the legislative and regulatory requirements on CO2 emissions and "CSR", both at national and European level.

Its European governance, composed of more than seventy representatives belonging to the global supply chain actor's community, ensures its legitimacy, credibility, evolution and guarantees its long-term independence.

The platform can be connected via "SaaS" mode via the Cloud, and access is free of charge for road carriers.

*Find out more: [www.tkblueagency.eu](http://www.tkblueagency.eu)*

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