



Paris, March 4th 2019

TK'BLUE AGENCY JOINS THE CERTIBRUIT ASSOCIATION

According to a recent study by Bruitparif, an Île-de-France resident is estimated to lose on average eleven months of healthy life due to noise pollution related to his/her environment.

The impact noise has on health is not new; this is why noise has been determined by TK'Blue as one of the 6 negative externalities. TK'Blue has been evaluating noise since its conception in 2012 in freight transport alongside pollution (Nox, Sox, particulate matter), congestion, accidents, global warming...

Since this concern is becoming a priority in the city, it seemed natural for TK'Blue to join the CERTIBRUIT association, which develops and promotes a schema for silent deliveries. TK'Blue Agency is pleased to provide the association with additional insight into the quantification of negative externalities: the noise generated by deliveries but also the impact on the cost of congestion that can be limited by postponing delivery times.

Lastly, it should be noted that if a company has committed itself to a night delivery schema, or wishes to do so, the Paris City Hall has introduced two financial supports for professionals who deliver to the capital:

- ▶ Assistance in the acquisition of soundproof commercial vehicles that meet the PIEK standard.
- ▶ Assistance to finance the various actions necessary (audit, works, certification) to soundproof the Parisian premises used.

Do not hesitate to use this support corresponding to actions explicitly recognized in the context of TK'Blue rating and indexes:

- ▶ Piek vehicles reported by haulers contribute to improving fleet's TK'T index for urban routes.
- ▶ The Certibrand is included in the TK'CSR index, a new index dedicated to the social responsibility of carriers.

About TK'Blue Agency

TK'Blue is a transportation labelling and rating agency organized as a service platform. It measures, scores and evaluates the eco-responsible performance of each of the players - transport operators and instructing parties - in compliance with legislative and regulatory requirements relating to CO₂ emissions and CSR, at national and European level (Bureau Veritas certified).

Its European governance, made up of more than seventy representatives of all the logistics chain stakeholders, allows it to ensure its legitimacy, credibility, evolution and independence in the long term.

The platform is accessible in SaaS mode in the Cloud, which is free for all freight carriers across all modes.

Large groups like Carrefour, Michelin and Saint-Gobain have already adopted the TK'Blue approach. By combining the eco-responsibility and economic performance of logistics choices, TK'Blue meets the demands of each transport operator: control of transport flows, alert in the event of a downturn in quality, mitigation of the consequences of poor transport purchases, commitment to a CSR policy, and the response to CO₂/GHG and CSR regulations and legislation.

CONTACT METHODOLOGY:

Eric Devin – Director Methodology
Eric.devin@tkblueagency.com

+ 33 (1) 71 39 80 71
+ 33 (6) 13 61 49 93

PRESS CONTACT

Marcia Assuncao – Communication Manager
marcia.assuncao@tkblueagency.com

+ 33 (1) 71 39 80 71
+ 33 (6) 30 04 97 60