



Paris, Septembre 24th 2020

TK'Blue joins forces with Génération Responsable for a workshop on transport chain nuisances.

On September 22nd, TK'Blue co-facilitated a workshop of the association Génération Responsable (Responsible Generation), which brings together several brands of the French mass distribution (Camaïeu, Picard, Petit Bateau ...).

The objective of this workshop, in which CETI, Certibruit, Ecler, EVE and ALLCOT were associated, was to exchange on the main measures currently in place to make the societal and environmental nuisances of the transport chain more acceptable.

The theme of COVID was in the spotlight since two cases were precisely the subject of this theme, with in particular the partial relocation of textile production units, presented by Isabelle Cornu from CETI. Another case study concerned the use of washable protective masks produced in Spain to supply the European market as opposed to the purchase of single-use masks produced and shipped from China. In the second case, an additional impact equivalent to the annual CO2 emission of 360,000 people by using Asian supply, compared to European supply. This is sobering.

In turn, energy-saving programs for refrigerated transport (ECLER), CERTIBRUIT certification for deliveries at staggered times and in silence, and finally alternative delivery by river barge in the city center with Switch Meridian were mentioned. Then it was the turn of the Voluntary Environmental Commitment (VEC) program, and the concrete solutions of the TK'Blue proposal concerning the measurement of negative externalities in freight transport, its improvement and monitoring action plans.

A final case study carried out at a brewer and presented by TK'Blue showed the societal and environmental benefits of using road-rail on a regular section instead of all-road transport.

TK'Blue having recently extended its expertise to scopes 1 and 2 with its GCI offer, the afternoon closed with the intervention of ALLCOT, whose programs GCI offers through its compensation component.

A propos de TK'Blue Agency - www.tkblueagency.com

TK'Blue est une Agence de labellisation et de notation du transport organisée en plateforme de services. Elle mesure, note et valorise la performance écoresponsable de chacun des acteurs – transporteurs et donneurs d'ordres –, en conformité avec les exigences législatives et réglementaires relatives aux émissions de CO₂ et à la RSE, aux niveaux national et européen (certifié Bureau Veritas)

Sa gouvernance européenne, composée de plus de soixante-dix représentants de tous les acteurs de la chaîne logistique, lui permet d'assurer sa légitimité, sa crédibilité, son évolution et son indépendance sur le long terme.

La plateforme quadrilingue est accessible en mode SaaS sur le Cloud, gratuite pour tous les transporteurs de marchandises de tous modes.

De grands groupes comme Carrefour, Saint-Gobain, Rémy Cointreau sont déjà engagés dans la dynamique TK'Blue. En associant l'écoresponsabilité et la performance économique des choix logistiques, TK'Blue répond aux demandes de chaque acteur du transport : la maîtrise des flux de transport, l'alerte des dérives qualitatives, la réduction des conséquences d'un mauvais achat transport, l'engagement dans une politique RSE, et la réponse aux réglementations et législations CO₂/GES et RSE nationales et européennes.

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