



## French firm offers free 'transport index'

Rating and Labelling and rating agency TKBlue is inviting transport operators to register for free with its indexing service and help gain extra business. The company, headquartered in France but now with a UK presence, provides a ratings service for transport hauliers, together with shippers, that measures all 'external' costs - not just CO2 emissions and pollution, but other factors such as noise, accidents and congestion caused by freight movements.

Transport operators are asked to complete a 30-minute online process in which they input all the relevant information such as numbers and types of vehicles operated, annual fleet mileage, tonnage carried per year or levels of driver training. Subcontractors are also encouraged to get themselves labeled too. TKBlue's experts use the information provided to generate a TK'T Index, which can then be viewed by shipper users of the service in the 'Blue Gallery' section of the TKBlue website.

Transport operators also

get a much more precise and exhaustive measurement of their CO2 emissions, due to the TKBlue methodology, TKCO2.

Information can be provided at various levels of detail. For example, it is not compulsory to input the exact make and model of every truck in the fleet. However, the more information that can be provided, the more favourable the score is likely to be. Ratings for factors such as noise, accidents and congestion are based on aggregate information depending on the size and location of the fleet.

Data is also weighted so that operations that take place inside busy urban areas are given a higher external cost than those in less congested places.

TKBlue also provides a paid-for service to shippers, generating a detailed report on the external costs of their transport and logistics operations, which they can then use to assess and possibly improve aspects of their operations. They can also use the report to encourage best practice - for example, more

use of 'green' methods of transport by their suppliers.

All information on the site, whether on shippers or transporters, is kept confidential - although users that achieve good scores can of course use them in their publicity and advertising.

TKBlue is already widely used by retailers and manufacturers in France, with clients including L'Oreal, Galeries Lafayette, Bic, Carrefour, Samsung, Yoplait, the Haropa ports group and Airbus. Most of them now include the TK'T Index in their bids, as an additional quality proof.

Transport operators using the service include XPO, FedEx Express, Crystal Group and Eurocargo.

In France, there is an element of government compulsion in companies recording their external transport costs, whereas in the UK the motivation may be more of a commercial one - for example firms wishing to show off their 'green' or 'good neighbour' credentials. [www.tkblueagency.eu](http://www.tkblueagency.eu)