

# Total

## Le Collège de France: Sustainable Development and Total

### **Inlay: video title**

Le Collège de France: Sustainable Development and Total

### **On screen:**

Succession of images showing a statue, mosaic floor tiles with the « DOCET OMNIA » inscription, the building and the amphitheatre of the Collège de France.

### **Off voice:**

Docet omnia, all things are taught, is the motto of the unique Paris-based Collège de France. Collège de France teaches all disciplines, social sciences, mathematics and philosophy, and has done so since the 16th century. The most eminent professors have lectured in its auditoriums. Collège de France is special because it is open to all and there is no tuition, so everyone has access to the most up-to-date knowledge.

### **Inlay:**

Partenariat (Partnership)  
Collège de France – Total  
Energy, Growth and Sustainable Development

### **Off voice:**

To encourage this sharing process, Total announced a new sustainable development chair in partnership with the Collège, at a seminar held by Université Total on December 10.

### **Inlay:**

Jean-Jacques Guilbaud  
Secrétaire Général (Total's Secretary General)

### **Jean-Jacques Guilbaud:**

Deciding to partner Collège de France was an easy choice for Total, because sustainable development is a core focus of our corporate strategy. So when Collège de France asked us to fund a chair as part of our corporate giving, sustainable development immediately came to mind.

### **On screen:**

Succession of images showing the audience in the amphitheatre.

### **Off voice:**

For the Collège, this partnership with a private company is a cultural revolution, and an opportunity to win a new audience.

### **Inlay:**

Pierre Corvol  
Administrateur du Collège de France (Collège de France Administrator)

**Pierre Corvol:**

While some biology and chemical research labs have R&D partnerships, this is the first time that we here at Collège de France have teamed up with a private sector company in a teaching partnership. Our researchers want to expand into areas that interest you and interest us. What interests us both is the environment, energy, and related social issues. Introducing a program on a core issue such as sustainable development will allow people to interact with the lecturer and then interact together among researchers, which is very important.

**On screen:**

Succession of images showing the audience in the amphitheatre. A participant taking notes.

**Off voice:**

The 5-year partnership will examine all sides of sustainable development, with a different professor every year.

**Inlay:**

Henri L ridon

Professeur au Coll ge de France (Professor at Coll ge de France)

**Henri L ridon:**

Sustainable development is well suited to this partnership, because it is not really a discipline in and of itself, but a way of examining society that can be broken down into themes, such as demographics, the economy, food issues and energy. It would be hard to find one person able to teach all that, so it's good to have a rotating system.

**On screen:**

Succession of images showing the internet website of Coll ge de France.

**Off voice:**

The courses will also be available in English and via the Internet. Coll ge de France is Web savvy, offering all of its courses online or by podcast. The initiative has been successful, with 2.5 million cybernauts taking advantage of it.

**Inlay:**

Pierre Corvol

Administrateur du Coll ge de France (Coll ge de France Administrator)

**Pierre Corvol:**

When you're lucky enough to have a special field of expertise, you must share it with the young. I hope many young Total employees will take these courses. They can just go to the Coll ge de France website and click on the purple podcast icon. They could hear Mr. L ridon's courses rather than rap or slam poetry in the subway on the way to work.

**Off voice:**

We've passed on the message. See you on March 5 for Prof. L ridon's inaugural lecture. The theme of his year in the chair is demographic challenges.

**Inlay:**

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