



**TOTAL**  
COMMITTED TO BETTER ENERGY



# Pathway(s)

Journeys, projects, encounters: Total, committed to Africa

2014 EDITION

No. 3

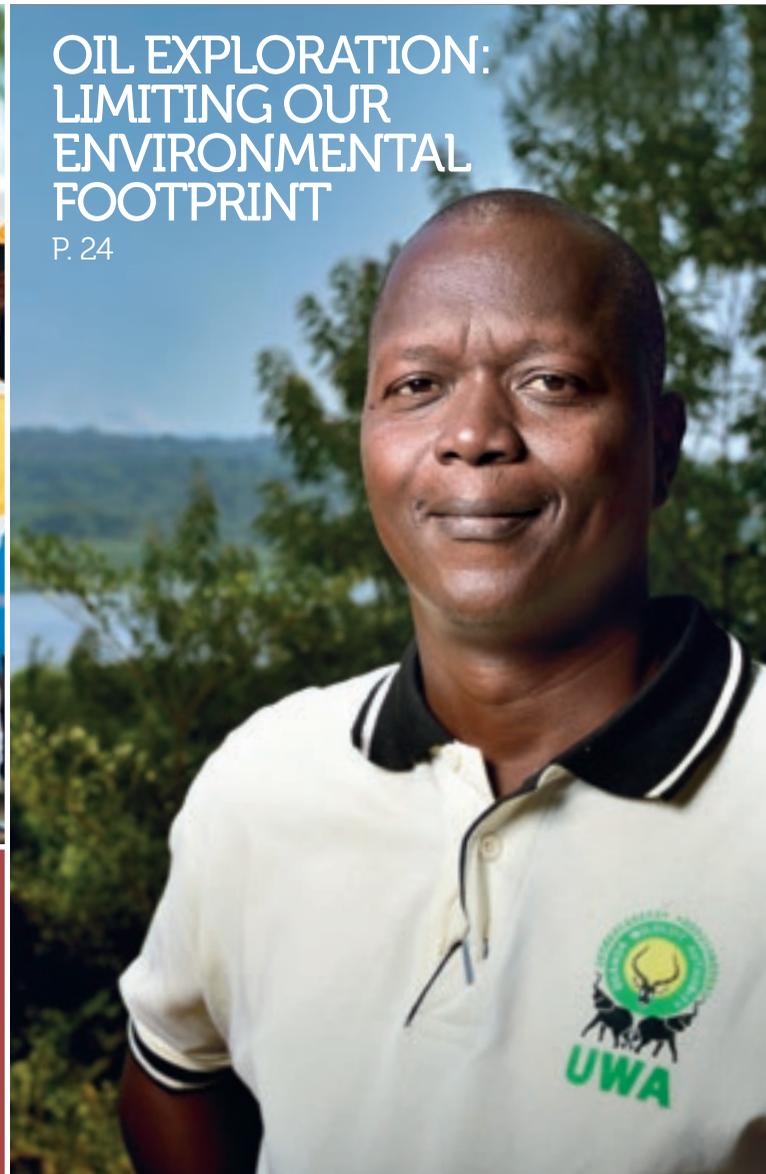


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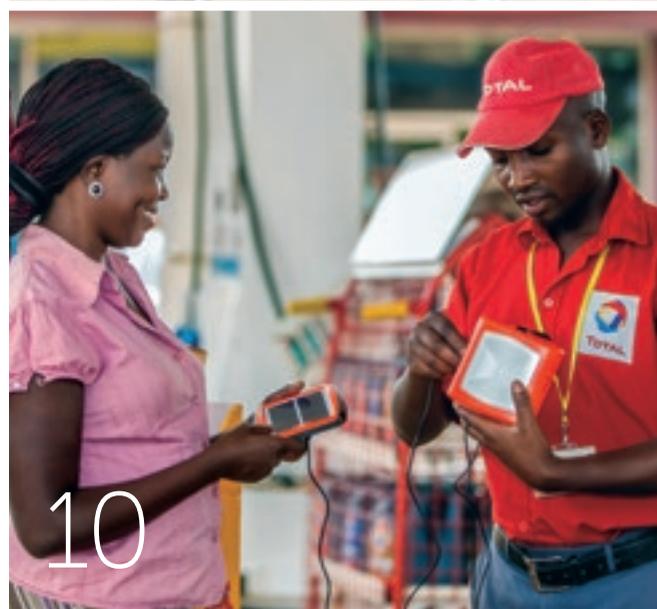
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**The work  
of the Total  
Foundation**

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*We would like to thank  
our interviewees,  
writers and all those who  
contributed to the production  
of this document.*



# Pathway<sup>(S)</sup>

## Total, committed to Africa

**Active in Africa for 80 years,** Total is engaged and focused on helping to drive the continent's economic and social development, in a spirit of dialogue and partnership with all our stakeholders.

In the third edition of *Pathway<sup>(S)</sup>*, we bring you more personal stories featuring vivid, real-world examples of how we are involved on the front lines and how our actions relate to our business and our professional activities. **We believe to operate effectively we must consider the various expectations of all our stakeholders.** This is definitely true of education, a particular focus of ours in 2013, in line with a desire to plan and sponsor initiatives with an even greater chance of being self-sustaining. We have therefore devoted a special feature to education in this issue.

**Working alongside our partners to create educational opportunities that lead to jobs is one way of helping to build the Africa of the future.** In Nigeria, for example, Total is helping start-ups to find their feet and contributing to the diversification of the local economy by supporting projects that can generate permanent jobs in two key sectors: producing sustainable construction materials and finding commercial outlets for local agricultural resources. In the Republic of the Congo, our commitments take the form of the many training opportunities we offer to our service providers and their employees, especially in road safety, a major concern at this juncture as the continent's growth drives strong expansion of road infrastructure and also therefore the risks that go with it.

From Nigeria to Kenya and to South Africa, follow the pathways of the women and men with whom we share a common goal: **being responsible partners in a shared development.**

**Elisabeth Proust**  
Managing Director,  
Total Exploration & Production  
Nigeria

**Alexis Thélémaque**  
Managing Director,  
Total Congo

# OUR ACTIVITIES IN AFRICA



**Total is embarking on ambitious exploration campaigns and making ongoing efforts to increase the reserves of oil fields already in production to provide a sustainable future energy supply for Africa.** Our priorities for discovering and developing the continent's unique potential are innovating to mobilize new energy resources and passing on our know-how to the next generation.

**The Group is also the leading distributor of oil products (fuels, lubricants, bitumens, LPG, etc.) on the continent.**

Thanks to its historic roots, the excellence of its products and services and its 3,900 service stations in some 40 countries, Total is seen as the benchmark local oil company amongst both individuals and trade customers.

Our aim is to ensure that as many people as possible have access to energy, which also means developing additional, less expensive energy sources such as solar, in particular by marketing solar-powered equipment.

We listen to our partners and act with them to encourage economic development, employment, education and health.





Almost  
**10,000**  
EMPLOYEES,  
10% of the Group's workforce



**29%**  
of the Group's  
hydrocarbon  
PRODUCTION



**10.7**  
BILLION DOLLARS  
of Group investment  
in Africa in 2013



**5**  
REFINERIES  
(South Africa, Cameroon,  
Ivory Coast, Gabon, Senegal)  
in which the Group  
owns a stake



**16.1**  
MILLION TONS  
of petroleum products  
distributed, representing  
a 14% market share



**1.6**  
MILLION CUSTOMERS  
in 3,900 service stations  
in more than 40 African  
countries

*Figures to end 2013.*

# Our 8 commitments in



## Committed to health

Poor health conditions result in increased absenteeism, reduced productivity and lower income and are disruptive to society as a whole. This represents a significant loss in wealth terms for African economies. Our goal is to ensure the well-being of our employees and their families but also to help civil society benefit from our initiatives on health. These are focused on research and active contribution to public health policy, especially to combat pandemics. We fund both medical infrastructure and training for healthcare personnel and every year, we organize widespread campaigns amongst our employees and the general public to raise their awareness of combating HIV/AIDS and malaria. The Group has also set up an AIDS committee to run its initiatives in the field, run in conjunction with the Total Foundation, which draws on the virological expertise of Pasteur Institute.

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## Increasing safety

The safety of its employees and partners is a priority for Total. Detailed work has been done on the right behaviors to adopt. Twelve Golden Rules have been established and each year, the Group takes part in World Day for Safety and Health at Work to help share best practices.

We also raise awareness of road safety, a key issue on the continent, amongst schoolchildren and the general public. As a member of the Global Road Safety Partnership, Total is involved in the United Nations' Decade of Action for Road Safety. As part of these partnerships, alongside the World Bank, local authorities and private-sector businesses, Total also runs initiatives to improve safety on certain major roads in Africa, known as "corridors", in Kenya, Uganda and Cameroon.

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## Improving access to energy

In Africa, 57% of the population – 600 million people – don't have access to electricity. Yet access to energy is synonymous with access to training, information and more generally, economic and social development. The Group contributes to setting up infrastructure so that people living close to some of its sites can have access to electricity more easily. We are also developing access to less expensive energy solutions, such as LPG, by marketing small bottles of gas. Another of our initiatives is the sale of solar equipment (lamps and cell-phone chargers) under the *Awango by Total* brand, which is innovative, efficient and affordable for people on low incomes. Our aim is to meet our customers' needs ever-more closely and to develop new products to respond to the increasing demands of local populations in a fast-changing world.

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## Special feature: From education to employment

We firmly believe that there can be no sustainable economic development without an effective education system. Skilled human resources are essential to develop high-quality local industry.

By making education one of its priority commitments in Africa, Total is contributing to the development of technical skills that meet the needs of businesses on the continent. We run programs at all levels of the education system – primary, secondary and higher – designed to develop the skills of students and teachers. In particular, we build partnerships with leading African universities where students attend vocational courses that lead to employment in a wide range of fields.

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# Africa



## Promoting economic development and entrepreneurship

Growth in African countries relies on the development of varied local industry, which is why Total contributes to developing and promoting small and medium-sized enterprises and cooperatives both in the context of its own activities and outside its core business. We therefore encourage entrepreneurship in various ways (micro-credits, training in business management, support for business start-ups, partnerships, etc.) and in sectors as varied as agriculture, crafts or IT. The “Young Dealers” program launched in 1960, for example, enables young Africans who have proven themselves working in TOTAL service stations to manage a service station of their own. Furthermore, in more than ten African countries, we are creating a network of resellers of solar lamps in rural areas, thus giving a boost to economic activity in the most remote places.

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## Boosting local industry

With new technologies, sophisticated equipment, quality and safety issues and technical skills requirements, our work is becoming increasingly complex and demanding. It also needs us to be ever-more responsive. So that it can respond to its customers quickly in ways that meet their needs, Total focuses on recruiting a local workforce and cooperating with national businesses, always maintaining the safety rules and ethical standards expected of an international group. We therefore provide support to our local partners in the form of advice, training and helping regional and international partners to set up at a local level, which results in a significant transfer of know-how and skills.

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## Protecting the environment

Total does everything it can to reduce the potential impact of its industrial activities and limit its environmental footprint. We carry out impact studies on water, air and soil ahead of all our exploration and site construction projects and systematically establish an environmental management plan. With its service stations' new image, Total is creating stations that are more protective of the environment, for example by using LED lighting, which lasts five times longer than a traditional bulb and reduces energy consumption by 80%. Total also offers recycling solutions for used oil in its service stations and at the sites of its industrial customers.

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## Building long-term relationships

Dialogue with stakeholders is a fundamental component of our activities. Ensuring that we engage in dialogue in a professional way helps improve our understanding of our stakeholders and establish long-term relationships with them. For example, the Group supports a societal performance research program led by the *École supérieure des sciences économiques et commerciales (Essec)*, which is helping to improve understanding of the expectations of communities in the Niger delta in Nigeria and meet them as effectively as possible. More broadly, as a result of its SRM+ (Stakeholder Relationship Management) system created in 2005, Total has a tool that makes it easier to consult people living near its sites and implement action plans. We are working on using this tool as widely as possible throughout Africa.

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# In Soweto, physical activity enhancing learning and health

Sporting activity is not only essential for physical health but also mental well-being. Dr Claire Nicholson, founder of Move-it, Moving Matters® in South Africa and Dr. Thandi Khanyi, the program's partner at the Ministry of Education, explain the reasons behind it.

Physical education was dropped from the South African school curriculum in 1999. As a result, we have seen over the years the symptoms of a lack of physical activity amongst children and teenagers. The situation prompted the launch of the Move-it, Moving Matters® program with children aged 8 to 12 years. The programme applies a unique read-do-write methodology and uses physical activities to stimulate multiple intelligence. The impact of this initiative shows significant improvements in school attendance, concentration, comprehension and development in both language and mathematics.

## Increased learning abilities

The programme is supported through partnerships with the Ministry of Education and private companies. Total is one of the key supporters and is able to make a difference in schools not only through the educational programme, Move-it, Moving Matters®, but also the Talent Advancing Programme called GASP™, which is aiming at identifying promising athletes. Total is closely involved in the management of these initiatives. In addition to funding a large amount of equipment, Total has adopted a hands-on approach. Moreover, it was Total that suggested starting it in the disadvantaged area of Soweto. Today, 11,700 children coming from 42 schools of this area are part of the programme.

We are hoping to extend Move-it, Moving Matters® to all schools in Soweto and then to other regions in the country and elsewhere in Africa. //

## Total's other commitments to health

In Burkina Faso, Total has signed an agreement with the association African Solidarité in relation to combatting sexually transmitted infections. The partnership covers prevention, screening and treatment for truck drivers.

Since 1998, Total and the French Red Cross have been working together in the Republic of the Congo as partners to combat the AIDS virus. Their cooperation has led to the opening of two walk-in treatment centers

in Brazzaville and Pointe-Noire, which are now seen as benchmark centers in the treatment of the disease.

“Move-It, Moving Matters® is a fine example of a successful public-private partnership.”

Dr. Claire Nicholson, founder of Move-it, Moving Matters®



“It’s about giving children the chance of a better life, with a long-term vision.”

Dr. Thandi Khanyi, partner of Move-it, Moving Matters® at the Ministry of Education



## SOUTH AFRICA

Capital: **PRETORIA**

Population: **48,376,000**

Surface area: **1,219,090 KM<sup>2</sup>**

A NETWORK OF AROUND

**530**

TOTAL SERVICE STATIONS

## TOTAL IN SOUTH AFRICA

**845** employees

### Marketing & Services activities:

Total has been operating in South Africa since 1954 and is now the country’s fifth-largest oil company, with 3.1 Mt of products sold each year, a network of 528 service stations and a 36.6% stake in the Natref refinery with Sasol. The Group is also South Africa’s third-largest distributor of LPG. The Group’s solar-energy subsidiary, SunPower, operates in the solar power station and off-grid markets. In June 2014, it bought two photovoltaic power stations – 33 MW in total – near Douglas, Northern Cape Province. Following a call for tender, Total has also been selected by the South African government to build a 86 MWc solar powered station equipped with SunPower high-efficient technology, in Prieska, Northern Cape Province. Total is also developing decentralized rural electrification programs through the company Kukhanya Energy Services (KES).

### Exploration & Production activities:

Open since September 2013 the Group’s Exploration & Production subsidiary is based in Cape Town. During the third quarter of 2014, it will start to drill South Africa’s first-ever well in 1,500 meters of water, in wind and current conditions similar to those found in West Shetland in the United Kingdom. Total has a 50% interest in bloc 11B/12B.





## ANGOLA

Capital: **LUANDA**  
 Population: **19,088,000**  
 Surface area: **1,246,700 KM<sup>2</sup>**

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OF OIL  
 PRODUCTION  
 IN ANGOLA  
 IS MANAGED BY TOTAL

## TOTAL IN ANGOLA

**1,893** employees

### Marketing & Services activities:

In 2013, thanks to three partner distributors, Total made its first sales in the lubricants distribution market in Angola.

### Exploration & Production

**activities:** Total is the leading operator in Angola and has five offshore permits as well as a significant number of facilities (four FPSO\*, eight drilling rigs, three accommodation barges and 31 vessels). The Group is a partner in three other offshore permits and an onshore LNG plant. An extremely promising exploration campaign will begin in the Kwanza basin in mid-2014. Alongside the Group's employees, a further 8,800 people work on sites operated by Total. From March 2013 to March 2014, the subsidiary organized a series of events to celebrate its 60 years of operating in the country.

\* Floating Production Storage and Offloading.



Floating boom positioned in order to border hydrocarbons on the sea surface.



Based on our experience of safety exercises, Total is one of the most responsible businesses."

**Manuel Xavier Jr.**, National Director of Safety and the Environment at the Ministry of Oil

# Ensuring safety and controlling environmental impacts

In November 2013, Total took part in a safety and environmental protection exercise in Angola, called “Lula”. The aim was to assess its capacity to respond to hydrocarbon leakage in a deep offshore well. Manuel Xavier Jr., National Director of Safety and the Environment at the Ministry of Oil, explains what is at stake.

/// We strongly encourage oil companies to organize safety exercises in the country to test their capacity to react effectively when an incident occurs. The “Lula” exercise carried out with Total involved a simulation of the most serious accident possible: an explosion followed by very significant underwater leakage at a depth of 1,000 meters. Once we had analyzed the situation, we concluded that in a situation of this kind it would be essential to trigger the National Oil Spill Contingency Plan, which allows us not only to mobilize our national resources but also seek international assistance. The exercise gave us the opportunity to test our crisis unit, which has to be activated within 30 minutes of notification of a major incident, for the first time.

## Large-scale mobilization

Our aim was to assess our capacity for coordination, organization and control in the context of a large-scale incident. I was very happy with the results of the exercise; the issues we faced undoubtedly required more involvement from us than from Total and we demonstrated our responsiveness by mobilizing authorities as varied as the Ministries of the Environment, Transport, the Interior, Finance, National Defense and Agriculture. Above all, it was a very important exercise, which helped us to identify our strengths and weaknesses.

## Mutual assistance

We are aiming to organize exercises of this kind at least twice a year, involving not only Total, which is one of the most responsible businesses in this respect, but also other firms, because it is important to be able to offer mutual assistance in the case of a major incident. ///

## Total’s other commitment to safety

Road accidents in Senegal cause 400 deaths and 18,000 injuries every year. The Total Senegal Corporate Foundation has decided to act in conjunction with the Ministry of Infrastructure, Land Transport and Landlocked

Areas, the Ministry of Education, *Nouvelle Prévention Routière du Sénégal (NPRS)*, the NGO Laser International and other relevant associations. The partnership has led to the creation of the Children’s Road Safety

Education Center (Cere) close to the TOTAL service station in Colobane, Dakar. Its “life-size” circuit is used for simulation games with children to raise their awareness of traffic rules in a fun way.

# Solar energy accessible to everyone

Since 2011, Total has been coordinating a program of access to solar energy that now involves 16 countries in Africa, Asia and the Caribbean. The principle is based on solar lamps marketed under the *Awango by Total* brand. Godfrey Lukwago and Paul Kisekka are developing the project in Total's subsidiaries in Uganda.

**//** We began to market *Awango by Total* solar lamps in Uganda in December 2012. Eighty-eight per cent of the country's population has no access to electricity: our products, which can be used to provide lighting in the evening or recharge a cell phone, aim to remedy that. They are a useful replacement for oil lamps which, in addition to their cost, present various hazards (health, fire...). That's one reason for their success; the other is their quality.

## High-end products

Ugandans are already familiar with solar energy but until now they have only had access to products of low quality. *Awango by Total* lamps are reliable and robust, and come with a two-year guarantee. They are distributed via multiple channels, including travelling sales representatives, service stations, grocery stores and more. As it is a social business, our profit on these products is limited. On the other

hand, they support our image as a reliable, high-quality energy supplier.

## Effective cooperation

The implementation of the *Awango by Total* project is the result of close cooperation on the ground by two Total divisions: Exploration & Production (E&P) and Marketing & Services (M&S). The two parts of the business bring complementary skills: E&P has detailed knowledge of the field and local populations, particularly in the region of Bloc 1\*, whilst M&S is responsible for running the business on a national level, relying on its network of service stations and long experience of distribution in the country. It has been a successful cooperation bringing more visibility to the TOTAL brand as two affiliates co-exist in the same country. The target of selling 10,584 lamps was achieved by the end of 2013. Since then, sales have taken an upward trend.

We are preparing other projects based on the same model. There is just one more challenge to tackle: the 'last mile' question, which affects people with extremely limited access to energy. The combination of M&S's commercial expertise and E&P's knowledge of remote areas will be a decisive factor in this respect. **//**

\* The Total Group's exploration area around Lake Albert in Uganda.

## Total's other commitment to access to energy

Total is working in partnership with local businesses in Nigeria to fund the management and maintenance of the Egi power station in Rivers state in the south of the country. In 2013, this initiative represented an annual investment of around 1.6 million dollars for Total.

Implemented with the support of the Ministry of Energy, the project benefits almost 120,000 people, including the inhabitants of 17 surrounding villages and numerous business owners who have set up premises in the region since the plant

opened. By providing an uninterrupted power supply 24/7, the power station boosts local socio-economic development in multiple ways, including the creation of skilled craft activities and large-scale hotels and businesses.

“Understanding the region and management expertise are the keys to the project’s success.”

**Paul Kisekka and Godfrey Lukwago**, *Awango by Total project*



## UGANDA

Capital: **KAMPALA**

Population: **35,919,000**

Surface area: **241,038 KM<sup>2</sup>**

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**BILLION DOLLARS  
INVESTED UPSTREAM  
OF THE LAKE ALBERT PROJECT  
IN UGANDA**

## TOTAL IN UGANDA

**319 employees**

### Marketing & Services activities:

A key player on the oil products distribution market – network, lubricants, general trade, LPG (liquefied petroleum gas) and aviation – Total Uganda has a network of over 125 service stations throughout the country. In 2013, Total had an overall market share of 24% in Uganda.

### Exploration & Production activities:

Total Exploration & Production arrived in Uganda in 2012 and has carried out a campaign of exploration and assessing reserves. The subsidiary is preparing to develop fields with the aim of starting production in 2019 and a long-term goal of producing around 220,000 barrels of oil a day.



# FROM EDUCATION TO EMPLOYMENT



In a world where businesses are becoming more sophisticated on a daily basis in order to seize growth opportunities, the training available must match the level of skills expected.

By devoting almost 30 million euros a year to implementing innovative programs at every level of the education system, Total's approach in Africa is helping to pave the way from education to employment.

Its approach is based on four main areas: training teachers, developing educational infrastructure, facilitating access to education and guiding people towards employment.



# THE CHALLENGES OF EDUCATION IN AFRICA

Interview with **SVEIN OSTTVEIT**,  
Director of the Executive Office at UNESCO's

Economic and human development lies at the heart of Total's actions, a commitment that is built primarily on the Group's dedication to fostering access to knowledge. Total's actions in this area are based on a shared approach with a focus on access to employment. The first Africa and Middle East (AMO) Strategic Consultative Committee (CCS) was held in October 2013. The committee was created under Total's leadership by Momar Nguer, Senior Vice President, Africa/Middle East, for Total Marketing & Services. The aim of the CCS is to give influential figures an opportunity to discuss key topics in African development. These committees bring together experts in the topics being addressed. The theme of the first meeting was education in Africa. Svein Osttveit took part.

## What are the main challenges for Africa in relation to education?

**SVEIN OSTTVEIT:** They vary from one region to another. In broad terms, though, access to school is the first challenge. There are actually nearly 30 million children in sub-Saharan Africa who are not at school. Another challenge is to adapt the existing education system to the high level of demographic growth, which means extending and developing it with limited resources. The quality and relevance of teaching are also a significant issue. We estimate there are 56 million young people aged 15 to 24 who have not completed their schooling, or have not managed to acquire the knowledge they need to find a job.

It is important to raise qualification levels amongst teachers and ensure access to better text books and better infrastructure. Without that, in many cases, schooling in Africa is a wasted investment. Yet investing in education is essential for development: one dollar invested in schooling creates 10 to 15 dollars of economic growth.

## What role can businesses play in improving education?

**S. O.:** They have a very important role. Several, in fact. They can formulate their requirements in terms of the qualifications young people need in order to be employable, to help structure the content of what is taught. But without losing sight of the fact ●●●

**// No single player\* can achieve results in education in Africa on their own. But things will progress if they work together." Svein Osttveit**

\* Businesses, governments, non-governmental organizations.

# Total invests €30

## ... IN EDUCATION AND TRAINING, IN COOPERATION WITH PARTNERS

### UNIVERSITY PARTNERSHIPS PROGRAM



### PROFESSIONAL TRAINING PROGRAM



... that education must not only train future employees but also citizens, which offers a guarantee of stability for economic activity. And of course, the financial and administrative contribution businesses make to the education system is essential in countries with scarce resources, particularly given that it effectively means investing in the future workforce.

#### What is your view of the CCS?

**S. O.:** It's an excellent initiative and a very promising one, since it encourages the development of a partnership between businesses, governments and non-governmental

organizations. No single player can achieve results in education in Africa on their own. But things will progress if they work together.

#### What solutions were put forward?

**S. O.:** It's still too early to expect tangible solutions. But we've taken a first step: raising awareness of the fact that everyone has a part to play and that whilst governments are responsible for education systems, the private sector must be encouraged to contribute to the quality of education. Africans need the support of all key players on the continent.

#### What did the CCS reach agreement on?

**S. O.:** On the fact that it is a meaningful and promising initiative that should be pursued through to an operational stage. And that it can't be done without African involvement; Africa needs African solutions and initiatives. The good news is that African investors are prepared to commit to education. ●

# million a year...

## TEACHING AND RESEARCH CHAIRS PROGRAM



## GRANTS PROGRAM



## PRIMARY AND SECONDARY TEACHING PROGRAM



## TRAINING TEACHERS

In many African countries, businesses are keen to recruit qualified local staff. But often, talented young people leave the continent to get training and build their career internationally. Africa loses out in the process. In response to this issue, Total has chosen to help African universities increase their attractiveness by providing technical and scientific expertise. Total is now working to improve the quality of higher education over the long term, so that students are more inclined to apply to African training institutions and increase their employability

in an efficient local environment that is open to the international community.

### Win-win relationships

Total has already signed 15 framework agreements with the best higher-education institutions on the continent, such as 2iE in Burkina Faso and Wits University in South Africa. Other partnerships have also been developed with oil and gas institutes, and with science •••

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**teachers and members of Total Professeurs Associés (TPA) give classes and lectures on both technical and non-technical areas of the oil industry. Since 2001, over 155,000 students around the world have benefited from their expertise.**



••• faculties such as IST-AC in the Republic of the Congo and Cameroon, Makerere University in Uganda and Port Harcourt University in Nigeria. Each of these partnerships results in different initiatives adapted to the local context and the needs of the institution. “In addition to signing contracts, the success of our relationships with higher education relies on our capacity to keep the partnership going over time,” explains Florence Varescon, head of the Education project for the Group. “One of the keys to success is the link between our career opportunities and the training and research programs offered by the universities.”



The partnership between the 2iE Institute and the Total Group is also a way of introducing students to the world of work (Burkina Faso).

## Developing knowledge at the source

As an integral part of the economic and educational landscape of the countries in which it operates, Total is keen to support the teachers who pass on knowledge to the next generation. In 2011, following Total’s initiative, the *Empowering the Teachers* training program in Nigeria offered 12 teachers a sabbatical at the Massachusetts Institute of Technology (MIT) with the aim of enhancing their teaching methods by incorporating the practices of this prestigious university. The program has also been rolled-out in Uganda.

Another example comes from Angola, where local teachers benefit from a companionship scheme with French teacher colleagues in the four predominantly scientific teaching establishments known as “Eiffel” schools, built and

equipped by Total as part of a Public Private Partnership. “If we want brilliant engineers, we need high-level teachers,” concludes Luc Sposito, Total’s Education Director. “We are committed to the search for excellence.” ●



**Sharing experiences from here and elsewhere** I am confident that following a meeting made up of Total managers, experts and 79 other professors from various parts of the world, I will return to Nigeria much better informed.”

### Uchora Udoji,

Professor at the Pan-Atlantic University in Lagos and a guest at the *Total Energy Education Seminar 2014*

## A doubly useful laboratory in Burkina Faso

As part of its partnership with the 2iE Institute, Total has designed a cutting-edge analytical laboratory for lubricants and fuels on the campus. The laboratory meets the needs of mining and industrial customers, who are particularly keen to have analyses of equipment wear to improve the performance

or maintenance of the machines they use. A laboratory located in 2iE’s premises makes it possible to get a fast response at less expense, since samples no longer have to be sent to Europe for analysis. Students have been involved in this project from the beginning.

# IMPROVING LEARNING CONDITIONS

Total provides financial support for constructing, renovating or extending premises to improve educational conditions for primary and secondary-school pupils in a number of countries on the continent. Its support takes the form of loans combined with repayment facilities or donations made in strict compliance with the Group's Ethical Charter. In Niger, for example, Total provided all the funding for a significant renovation program at Talladjé 7 primary school in Niamey. Among the improvements made were two classrooms, each equipped with 30 desks, an office for the head teacher and toilets. Besides, ten primary schools in Dar-es-Salaam in Tanzania have each been equipped with 100 desks for pupils. In addition to developing infrastructure, Total also makes numerous donations of school supplies. In 2013, for example, 762 children in their fifth year of primary school received a solar lamp and a pupil's kit including exercise books, pens, a ruler and books.



Pupils at Joseph-Ambouroué-Avaro secondary school in Port-Gentil (Gabon) have benefited from help from Total for renovating the school's buildings and equipment.

## Towards higher education

Creating learning conditions that allow young people to continue their studies gives them the best chance of responding to the expectations of the labor market and therefore securing their future. With this in mind, Total is contributing

to opening new classrooms, for example in the Republic of the Congo, where the Group has created two additional classrooms in Victor-Augagneur secondary school in Pointe-Noire. In Gabon, Total is also taking part in developing preparatory classes for entry to the elite *grandes écoles* offered at Léon Mba secondary school in Libreville. ●

# MAKING EDUCATION MORE ACCESSIBLE

The costs of studying are too high for many families. Talented young people – school pupils and older students – can benefit from grants funded by Total to encourage them to continue their education. Grants are awarded for local, regional or international study and have already benefited thousands of students in over 50 countries worldwide, including 9,000 African students. They have

been able to take courses at colleges in their own countries and at some of the world's leading universities, preparing qualifications in engineering, master's, MBAs or doctorates.

In March 2013, Total awarded 20 grants to pupils who had attended the best secondary schools in Kampala and achieved the Uganda Advanced Certificate in Education (UACE). ●●●

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African students who have received a grant are following 2013-2014 courses in higher education institutions in France.



Grant recipients at Namilyango school (Uganda).

••• And to strengthen the program's virtuous circle, Total has created a network of ambassadors, made up of former grant recipients who have returned to their home country. They are now running the community of all former grant recipients and supporting new ones, by explaining how study works and the lifestyle in their host country.

### Books: windows to knowledge

Because reading supports access to culture and education, Total is also committed to increasing the distribution of books. In the Republic of the Congo, the Media Bus, a mobile library created by the Marien Ngouabi

association with support from Total, travels around visiting the most disadvantaged schools and communities in Brazzaville. Over 1,200 pupils currently use the Media Bus. In Zambia, Total is supporting the national literacy campaign with the *TOTAL Library in the Box*: 150 boxes, each containing 58 books, have been distributed to the country's community schools. The books are written in both English and local languages. ●

**A virtuous circle** It's important to support a child who works hard at school. Once they have achieved what they are aiming for, they can help other children too."

**Cheikh Omar Diallo,**  
Managing Director of Total Mauritanie

**The path to excellence** I was able to take classes in chemistry, physics, mathematics, biology and geology but also in more general areas, such as IT, philosophy, English, Portuguese and French. The teachers were real experts: they were able to share their knowledge and skills and answer all our questions. A big thank you to all of them!"



**Baptista Da Silva Morais,**  
aged 20, student at the Eiffel secondary school in N'Dalantando, Angola, between 2009 and 2011

### School for all

The Torah Center in Egypt welcomes children from the most disadvantaged families to give them a basic education. Mothers also attend the center to take literacy classes. Total provides a significant proportion of the center's funding and offers practical support, primarily through donating books.

# PAVING THE WAY TO EMPLOYMENT

“We firmly believe that education doesn’t stop when you leave secondary or higher education,” explains Luc Sposito, Total’s Education Director. “It needs to carry on throughout your life and that includes everyone, even people who did not have the opportunity to study.” Total supports several initiatives offering real opportunities based on applicants’ personal ambitions and the needs of the business. For example, the Group funds training programs linked to qualifications or recognized professional certifications. “Public-private” schemes of this kind, based on a partnership between the business and higher-education institutions, and which therefore match the skills expected, are offered in Angola, Gabon and Nigeria in particular.

and managerial posts in businesses operating in the country. For the offshore project CLOV in Angola, where 100% of operators hired are Angolan, Total is using a tool called “Immersive Training Simulator” which, in simulating the environment of an FPSO\*, enables participants to be better prepared before they go to work on those giant platforms. Furthermore, the “Young Dealers” scheme offered by Total throughout Africa for the last 50 years gives the best service station employees in the TOTAL network the chance to become managers. ●

*\* Floating Production Storage and Offloading.*

## Developing local talent

Recruiting local staff at all levels – from technical functions to senior management roles – is a priority for making businesses an integral part of the African economic landscape and stimulating growth. That is why Total devotes significant resources to vocational training in the countries in which it operates. The commitment has already enabled numerous participants, trained to international standards, to join the oil and gas industry. In Gabon, where Total supports the Oil and Gas Institute (IPG), a school has been training specialist engineers since January 2014 through a master’s in *Petroleum Engineering*. The program, which consists of a 16-month course, is helping to increase the number of Gabonese people in supervisory

# 1,500

**service stations are managed by former employees who have benefited from the “Young Managers” training program.**

# 12

**engineering “cadets” from various African countries were recruited in 2012 after completing a two-year training program abroad: eight as well supervisors and four as drilling and well completion engineers. The scheme helps to create a pool of talented staff who have been rigorously trained by Total and other players in the sector operating throughout Africa.**

## Speed-dating for French-Gabonese employment

The French embassy in Gabon and Total organized an employment forum in Paris from November 29 to 30, 2013. The aim of the meeting was to give young Gabonese executives in France the opportunity to contribute to an emerging Gabon through a presentation of the Group’s activities and organizing meetings in the form of a “speed-dating” session. The originality of the initiative lies in the use of the embassy’s network and influence to make contact with potential candidates.

## A vocational degree codesigned with Total

The African Centre for Advanced Management Studies (Cesag) and Total Senegal have created a vocational degree in managing SME/SMIs. Twenty TOTAL station dealers and five employees joined the work-based learning program in 2013. By stimulating business start-ups and therefore the local economic landscape, everyone wins!

# Easier access to funding

Total has entered into an agreement with several banks in Nigeria to finance the activities of its local subcontractors. Abolore Solebo, Head of the Upstream Oil & Gas Division at Fidelity Bank in Lagos, explains the principle of the agreement and the benefits it offers.

/// Total is keen to rely more on the local Oil & Gas industry in the context of its activities in Nigeria. The local companies concerned, however, often had difficulties in accessing finance, either because of the cost or for reasons associated with the level of risk, which financiers were reluctant to take on. Total, therefore put together a group of eight Nigerian banks, including Fidelity Bank, to develop a Contractor Finance Scheme.

## The most attractive offer

The principle is simple: when a business, regardless of its size or sector of activity, wins a contract through an invitation to tender from Total and requires financing, Total puts it in touch with the banks in the Scheme. Thanks to the Total

Contractor Finance Scheme, the contractor can select the most attractive offer by agreeing to have the payments from the contract paid to the bank that provides the funding.

## A virtuous circle

For the Nigerian companies concerned, the Scheme provides a guarantee of access to funding at a competitive interest rate. For the banks dealing with companies selected by Total considerably reduces the risk associated with their capacity to allocate the resources needed and generate profits. For the Nigerian economy, the increasing contribution from the local industry in exploiting national hydrocarbon resources has a beneficial impact on skill levels and therefore on employment. The Scheme therefore creates a virtuous circle as a result. ///

## Total's other commitments to economic development and entrepreneurship

The commitment of a visually impaired employee in Mauritania led Total to take action on training for visually impaired people by sponsoring the Mauritanian National Association for Blind People (Anam), starting in 2007. Its support comes in the form of funding for training sessions

in the textiles sector for visually impaired people and donating computers with software designed for their specific needs.

In Angola, Total is funding the skills development program for women in Porto Amboim to encourage entrepreneurship. The initiative

is part of a partnership between Total, the NGO World Vision, the Angolan Federation of Women Entrepreneurs (FMEA) and a local bank.



“The agreement creates a virtuous circle that benefits the Nigerian economy.”

**Abolore Solebo**, Head of the Upstream Oil & Gas Division at Fidelity Bank in Lagos



## NIGERIA

Capital: **ABUJA**

Population: **177,156,000**

Surface area: **923,768 KM<sup>2</sup>**

OVER

2

**BILLION DOLLARS A YEAR  
INVESTED IN NIGERIA**

## TOTAL IN NIGERIA

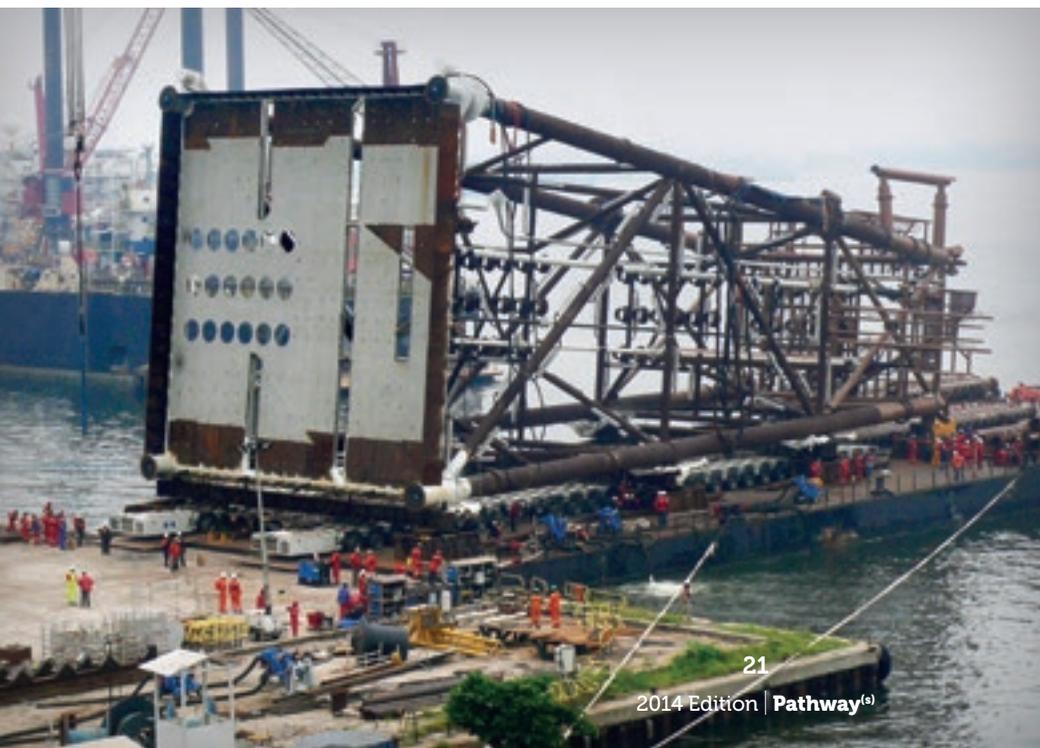
**2,218** employees

### Marketing & Services activities:

Active throughout the distribution chain of oil products – network, lubricants, general trade, bitumen, LPG (liquefied petroleum gas) and aviation – Total Nigeria has a network of over 500 service stations throughout the country. Total invested 24 million euros to develop and modernize its infrastructure in Nigeria in 2013.

### Exploration & Production activities:

Total's production has doubled over the course of the past decade and numerous projects are underway, including Egina (deep offshore) which is scheduled to begin production in 2018, OML 58 Upgrade, which will increase the site's gas production capacity from 10 to 15 million m<sup>3</sup> per day, and Ofon Phase 2, which is currently under development. A domestic gas pipeline project (NOPL) is also under development.





## KENYA

Capital: **NAIROBI**  
Population: **45,010,000**  
Surface area: **580,367 KM<sup>2</sup>**

# 15.2

MILLION DOLLARS INVESTED  
IN TOTAL'S INFRASTRUCTURE  
FOR MARKETING & SERVICES

## TOTAL IN KENYA

401 employees

### Marketing & Services activities:

Active throughout the distribution chain of oil products – network, lubricants, general trade, bitumen, LPG (liquefied petroleum gas) and aviation – Total in Kenya has a network of 176 service stations throughout the country. In 2013, Total doubled the storage capacity of its LPG depot in Nairobi in response to increasing demand in the Kenyan market.

### Exploration & Production

**activities:** Created in Nairobi in October 2012, the subsidiary now has 13 employees, 11 of whom are Kenyans. Total operates one offshore bloc and owns a stake in five offshore blocs operated by Anadarko. A significant amount of exploration work has already been completed (notably drilling two wells) and is set to continue into 2014 and 2015.



“Thanks to our partnership with Total, we have been able to increase our production quality, which has opened the door to new markets.”

**Richard Githii**, Marketing Director, Prosel



# Moving ahead with local businesses

Over time, Total has successfully established long-term relationships with local service providers. Such partnerships have helped to drive up standards and build up the local skills needed to develop individuals and grow the market. Richard Githii, Marketing Director of the Kenyan firm Prosel, explains.

Prosel is a business that designs and produces illuminated signs. Our partnership with Total already dates back a long time, since we first worked together in 1991. It stepped up a gear in 2006, with a project to change the signs on the network of Mobil service stations bought by Total in East Africa; then in 2009, with the change of signs at Caltex stations.

Since 2013, we have been supporting Total in its service station “makeover” project, the main aim of which is help them fit more easily into their environment. We are supplying illuminated signs for the project in ten countries in central and east Africa, for 500 service stations.

## International expansion

The reason we were able to take part in the project – although we were originally only a small company – is because Total allowed us to build up the necessary know-how bit by bit. For example, we were able to take advantage of training with some of our European counterparts and we discovered new equipment to improve the quality of our production.

Total currently represents 30% of our operations, but the Group has also enabled us to win numerous contracts with other clients thanks to the experience we have gained, and to expand the business internationally. We also cooperate with Total's suppliers, which helps to secure supplies and equipment more easily, for example; in turn that gives us a chance to develop in new niches such as banking, the automotive sector or cell phones.

That means we can then help our own subcontractors to develop their own skills in two priority areas: safety, which is a very important topic in Africa, and quality standards. //

## Total's other commitment to boosting local industry

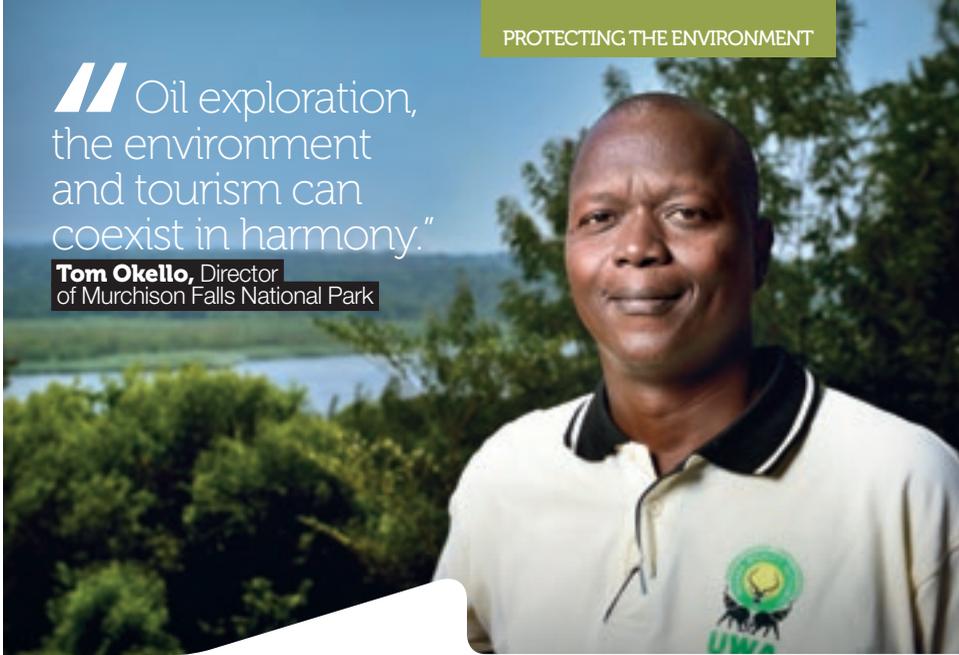
As part of an approach designed to use local partners even more systematically, Total has encouraged Petrotank, which supplies tanks for storing hydrocarbons at service stations, to create a plant in South Africa. In practical terms,

Total has shared its knowledge of the African market with Petrotank, facilitating the processes and meetings associated with the new venture. The tank production unit opened in October 2013 and now employs around 50 people,

recruited locally. By diversifying its activities to satisfy both Total and other oil companies, the plant has found itself growing. Other site openings are being considered.

“Oil exploration, the environment and tourism can coexist in harmony.”

**Tom Okello**, Director of Murchison Falls National Park



**UGANDA**

Capital: **KAMPALA**  
 Population: **35,919,000**  
 Surface area: **241,038 KM²**

**73%**  
 OF OUR SUPPLIERS / CONTRACTORS ARE LOCAL BUSINESSES

**TOTAL IN UGANDA**

**319** employees

**Marketing & Services activities:** As a key player in the oil products distribution market – network, lubricants, general trade, LPG (liquefied petroleum gas), and aviation – Total Uganda has a network of over 125 service stations throughout the country. In 2013, Total had an overall market share of 24% in Uganda.

**Exploration & Production activities:** Total Exploration & Production arrived in Uganda in 2012 and has carried out a campaign of exploration and assessing reserves. The subsidiary is preparing to develop fields with the aim of starting production in 2019 and a long-term goal of producing around 220,000 barrels of oil a day.

# Oil exploration: limiting our environmental footprint

Tom Okello, Director of Murchison Falls National Park in Uganda, explains how Total is working to reconcile oil exploration, the environment and tourism on the ground.

Uganda’s development is reliant on exploiting its oil resources, amongst other things. But it cannot be to the detriment of tourism and the environment. As the government agency in charge of park conservation, we believe, on the contrary, that all three activities can exist alongside each other in harmony. It was with this in mind that the collaboration with Total began. We had issued very strict rules on preserving biodiversity and reducing the environmental impact of oil exploration as far as possible, and the Group adhered to them scrupulously thanks to its cable-free technology\*.

**Cable-free technology and a dedicated team of experts**

Total put together a team of specialists in animal and plant biology, which worked throughout the operation to list sensitive areas, evaluate impacts and correct them. The team provided assistance to the Uganda Wildlife Authority in combating poaching by removing traps designed to capture animals.

Finally, an in-depth study of biodiversity (an inventory of flora and fauna and species classed as vulnerable, in danger or at risk of extinction) the first of its kind carried out in the park was conducted jointly by the Group and the park authorities.

With no cables and protection for biodiversity, oil exploration is reducing its environmental footprint. //

*\* Now working onshore in Africa for the first time, Total has carried out a seismic survey in Uganda using a cable-free technology in response to the sensitivity of the site. By doing away with kilometers of cables, this innovative technology limits the impact of exploration on wildlife and the environment.*



“The results of the TOTAL Eco Challenge program are very visible and tangible.”

**Robert M. Njeru, HSC\***,  
TOTAL Eco Challenge Advisor



**KENYA**

Capital: **NAIROBI**  
Population: **45,010,000**  
Surface area: **580,367 KM<sup>2</sup>**

**22%**

TOTAL LUBRICANTS SALES VOLUMES GROWTH IN 2013 (PUSHING THE MARKET SHARE TO 36.2%)

**TOTAL IN KENYA**

**401** employees

**Marketing & Services activities:**

Active throughout the distribution chain of oil products – network, lubricants, general trade, bitumen, LPG (liquefied petroleum gas) and aviation – Total in Kenya has a network of 176 service stations throughout the country. In 2013, Total doubled the storage capacity of its LPG depot in Nairobi in response to increasing demand in the Kenyan market.

**Exploration & Production activities:**

Created in Nairobi in October 2012, the subsidiary now has 13 employees, 11 of whom are Kenyans. Total operates one offshore bloc and owns a stake in five offshore blocs operated by Anadarko. A significant amount of exploration work has already been completed (notably drilling two wells) and is set to continue in 2014 and 2015.

# Trees in their millions

Forests are particularly important in Africa and lie at the heart of ecological and economic concerns.

Robert M. Njeru, HSC\*, TOTAL Eco Challenge Advisor, explains how Total is contributing to reforestation in Kenya.

Eighty per cent of Kenya's domestic energy comes from plant resources, which has caused serious deforestation problems over the years. This is why the country needed support to preserve the resource, reverse the trend and also allow sustainable economic exploitation of the forests. Total therefore launched the TOTAL Eco Challenge program in 2003 in conjunction with institutions, organisations and communities. The principle is simple, and particularly effective: it is a national tree planting challenge, open to everyone, both individuals and organizations.

**Visible results**

The program has been highly successful, largely thanks to a campaign encouraging people to plant a tree at every key moment in life: since 2003, over 5,000 organizations have joined the

competition as part of the TOTAL Eco Challenge program, with very visible, tangible results: whilst closed canopy forests' coverage in Kenya fell to just 1.7% in 2003, it has now increased to 6.9%.

**Biodiversity: another step forward**

We are certainly not about to stop when things are going so well. We want to take more account of biodiversity and be able to increase the number of varieties of tree we plant. In particular, "insect friendly trees", which are very useful for pollination. To give the TOTAL Eco Challenge an even broader perspective, the program will be supplemented with a National Seed Bank dubbed "The TOTAL Seed Centre". The idea is to advise the public on choice of seeds to prioritize and distribute on request, which will help to address the disappearance of certain plant species. //

*\* Head of State Commendation, a Kenya State Medal.*

# Dialogue serving a common interest

When Total Exploration & Production established a base in Kenya in 2012, it immediately made contact with stakeholders. Stakeholder Relationship Management (SRM+), a tool to engage in dialogue and evaluate social issues, is used to identify and map stakeholders, and then design a consultation process. Mr. James Nganga, a senior geologist at the Ministry of Energy and Petroleum (Kenya), explains how he got involved in the program.

/// My role at the Ministry is to act as an interface with the oil companies. So, when Total got its permits to explore in offshore blocks, I was already familiar with this area. Its arrival came as no surprise and Kenyans are aware of what the know-how a large international business can offer them.

## Listening and anticipating

Kenya is made up of counties, three of which were immediately affected by Total's arrival. Keen to anticipate the impact of its presence they organized meetings with various stakeholders, namely residents, associations, partners and local authorities.

The meetings also included religious leaders e.g. imams, as the local population is mainly Muslim. As a government representative, I supported Total in the process, facilitating dialogue by establishing a link with local communities.

## Building together

The contacts made as part of this structured approach helped to identify the expectations of local communities and implement priority projects based on a common interest. Projects of various kinds, such as improving access to water and rehabilitating schools, and giving support to medical centers were identified and defined together, clearly specifying the roles and responsibilities of the different actors involved. Total was able to contribute to the implementation of certain projects in partnership with other notable groups such as the Kenya Red Cross Society.

And that is what I believe Kenyans expect from a large business like Total: listening and making a contribution to local development by passing on knowledge and know-how. ///

## Total's other commitment to long-term relationships

Designed to improve the societal performance of an industrial site or subsidiary, SRM+ helps to identify stakeholders' concerns in order to respond more effectively. In 2013, Total Congo chose to use the tool

in a new way at a more local level. SRM+ was deployed during service station construction projects and within the existing network and revealed that one of the major concerns of the local community

was youth employment. Total listened and recruited ten young people to work in these new service stations.





“ The contacts helped to identify the expectations of local communities and implement projects based on a common interest.”

**James Nganga**, senior geologist at the Ministry of Energy and Petroleum



## KENYA

Capital: **NAIROBI**

Population: **45,010,000**

Surface area: **580,367 KM<sup>2</sup>**

# 176

THE NUMBER  
OF TOTAL SERVICE STATIONS  
IN KENYA

## TOTAL IN KENYA

**401** employees

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# And elsewhere...

A non-exhaustive overview of initiatives carried out in other African countries through Total subsidiaries.



## **NIGER** Construction of a maternity hospital in Liboré

Whilst Niger has some of the highest rates of infant and maternal mortality in the world, Total has responded to the concerns of people living in the rural community of Liboré by funding the building of a maternity unit. The unit opened on March 10, 2014 and forms part of the town's health care provision. It includes a labor ward, birthing room, two wards with eight beds each, a waiting room and an office for the midwives. Total hopes that the initiative will contribute to improving childbirth conditions for women in Niger, which are particularly difficult in rural areas.



## **SOUTH SUDAN** Support for victims of conflict

Faced with the violence that has affected South Sudan since late 2013, Total has committed to helping victims of the conflict by donating 500,000 dollars to AMREF – *Flying Doctors*, the first African NGO in the area of public health. The contribution will help to implement an emergency plan for six months in four hospitals in Djuba, Bor, Bentiu and Malakal. It will enable surgical operations for over 1,000 people and provide medical assistance, particularly for children affected by epidemics. Psychological support, rehabilitation sessions and food aid will also be on offer.

## **MOROCCO** Protected beaches

Total sponsored the eighth “Bahri Dima Clean” (“My Beach is Always Clean”) operation in Morocco to coincide with World Earth Day on April 21, 2013. The aim of the day was to clean up Ain Diab beach in Casablanca by collecting the rubbish that was polluting it. Over 4,000 people from all generations and social classes came together to take part in the event. Entertainment, art workshops and sporting activities also helped raise awareness amongst younger people of protecting the planet in a fun and festive atmosphere. A fine opportunity for Total to confirm its social and environmental commitment to Morocco.

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# The work of the Total Foundation

Created in 1992, the Total Foundation was dedicated to the environment for 16 years. Since 2008, its commitments have broadened to encompass health programs and support for the arts.

For further information:  
<http://fondation.total.com>

## “Présence africaine”: a past and a future

The “Présence africaine” exhibition, created by the Quai Branly museum in Paris, attracted several thousand visitors when it was on show at the University of Dakar in Senegal, in spring 2011. With support from the French Institute, the Total Foundation financed the exhibition’s 2013 tour to Saint-Louis, Kaolack and Ziguinchor before it returned to Dakar. Its impact on young Africans was discussed at an international round table at the Quai Branly museum. Other events and international tours are in preparation.

## African artists open to the world

Whether it is in the visual arts, dance or theatre, the influence of African artists is growing all the time. Since 2012, the Total Foundation has been supporting training and the international careers of young African choreographers recruited by the Ballet Preljocaj, a major player in contemporary dance. The program has been supported by Group entities in Senegal and Burkina Faso. In 2013, the Foundation joined forces with Total E&P Congo to support Dieudonné Niangouna, an artist associated with the Avignon Festival.



## Fighting against mother-infant transmission of HIV/AIDS

How to protect infants who were born from HIV-positive mothers? Researches led in Yaoundé since 2007 by the Pasteur Institute and ANRS\* have helped identifying innovative preventive treatments. Led in three hospitals of Yaoundé and Douala, where more than 1,000 children benefit from medical surveillance from the day they were born to their fifth birthday, these programs are based on a medical and social follow-up of the children and families, as well as on a specific training for health care personnel. The Total Foundation, as part of its partnership with the Pasteur Institute, supported this initiative and another programme designed to enhance in the long-term the welcoming of new borns who have been exposed to HIV/AIDS.

\*Agence nationale de recherche sur le sida et les hépatites virales.



see you at  
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