



**TOTAL**

COMMITTED TO BETTER ENERGY

# SHARING CULTURE & CULTURE OF SHARING

Internal Communications at Total E&P Russie

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# INTERNAL COMMUNICATIONS AT TOTAL E&P RUSSIE

- Scope
- Promoting corporate culture: Total Attitude
- Getting people to know each other: *Kak Dela?*
- Making our employees benefit from corporate educational programs directed outside: Learn&Share
- Internal communications to create synergies between Societal and Social

# COMMUNICATIONS DEPARTMENT AT TOTAL E&P RUSSIE

The activities of  
Communications  
Department encompass:

- External Communications (publications, media relations, conferences, external events)
- Internal Communications
- Societal projects and relations with societal stakeholders
- Cooperation with Russian universities



# SCOPE OF INTERNAL COMMUNICATIONS AT TOTAL E&P RUSSIE

- Local deployment of corporate campaigns designed by Total Group (Total Attitude, Total Survey, World Safety Day, Diversity...)
- Design and implementation of subsidiary-level campaigns (Safety Culture, Learn & Share...)
- Production of company's Intranet pages (News, Internal information...)
- Production of internal newspaper *Kak Dela?*
- Assistance to projects initiated by our employees (volunteering, fundraising, sports, culture...)
- Organization of staff meetings and events for staff (Sainte Barbe, celebrations...)
- Assistance to other Departments in communication matters



Total Cornerstone Behaviors

**TOTAL ATTITUDE.  
IT'S UP TO US TO MAKE  
THE DIFFERENCE!**



Total**attitude**

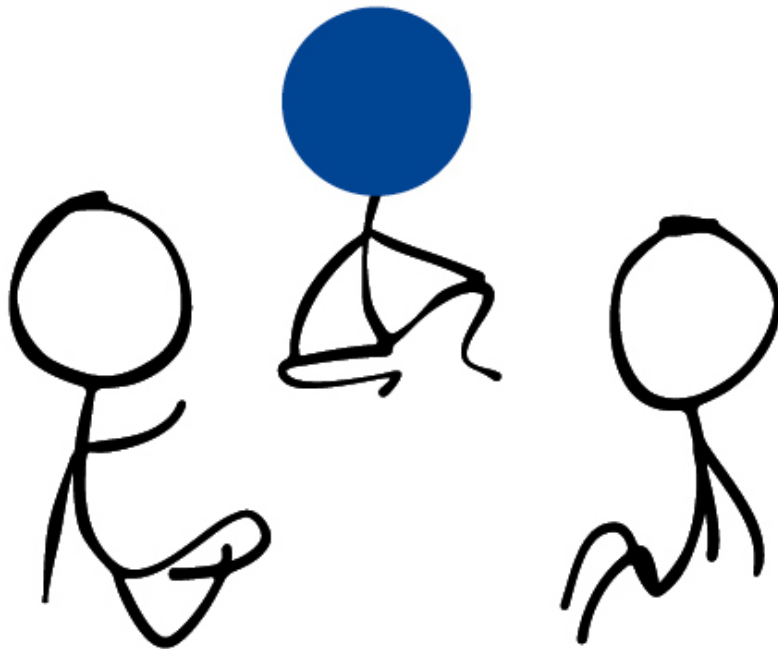
# “TOTAL ATTITUDE”, WHAT DOES IT MEAN?



- 4 cornerstone behaviors are our hallmark, both internally and externally.
  - Listening
  - Mutual support
  - Cross-functionality
  - Boldness
- We apply these behaviors and share our best practices:
  - at every level
  - in every project

Total Attitude. It's up to us to make the difference!

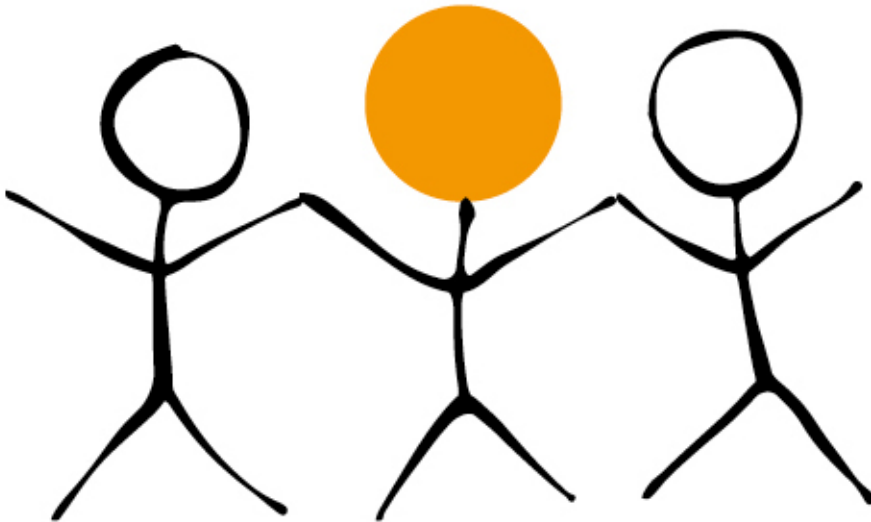
# TOTAL ATTITUDE: LISTENING



*“Listening is fundamental.  
You can’t be competitive  
if you’re incapable of listening  
to others.”*

Christophe de Margerie

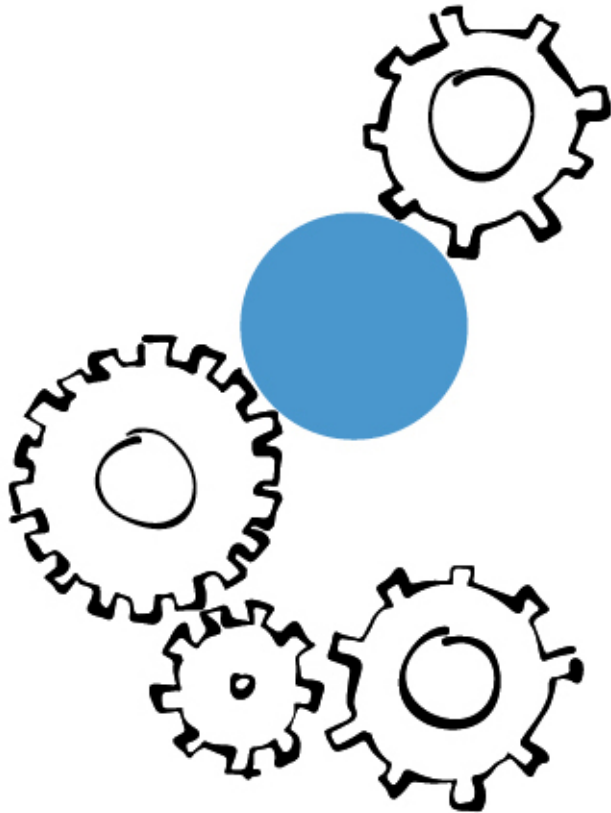
# TOTAL ATTITUDE: MUTUAL SUPPORT



*“Mutual support has to be there every day.  
It’s team spirit, even more necessary  
because our businesses are difficult and  
often criticized. It is something that is  
expected in terms of acceptability,  
both internally and externally.”*

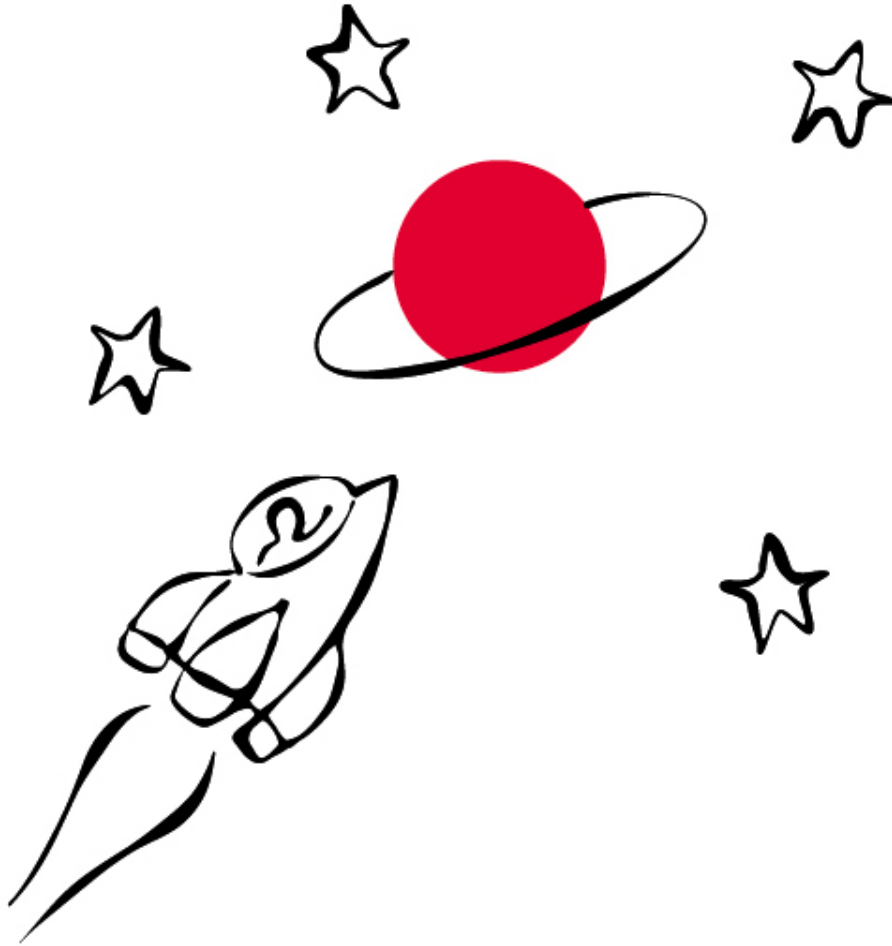
Christophe de Margerie





*“Cross-functionality means keeping in mind that our projects are multi-dimensional by applying the full range of our competencies and breaking away from our natural tendency to work separately.”*

Christophe de Margerie



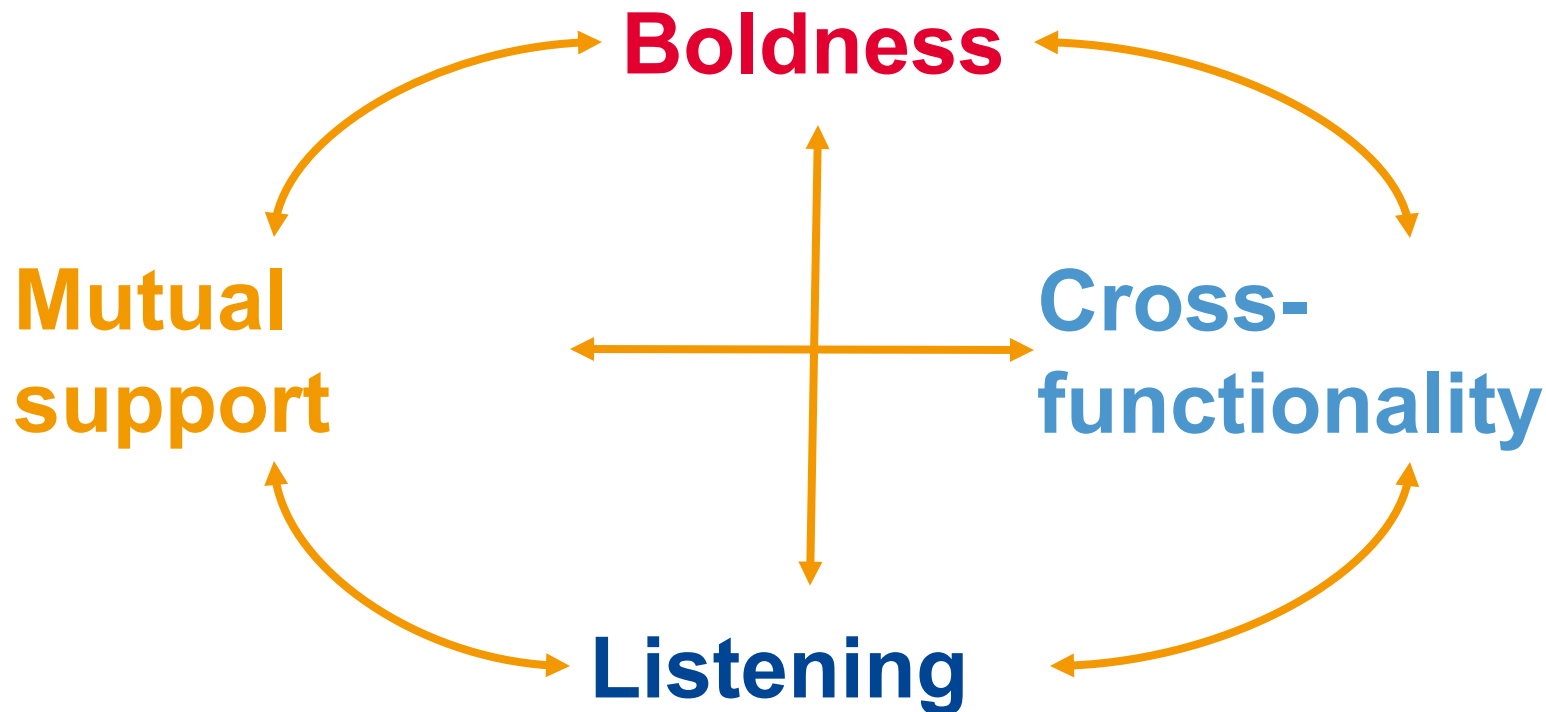
*“Boldness means daring to propose, invent and act without taking unconsidered risks. It’s understanding that you can do anything if you are well prepared. So boldness is not rashness, it’s knowing how to do innovative things that are good for the Group.”*

Christophe de Margerie

# TOTAL ATTITUDE: FOUR CORNERSTONE BEHAVIORS THAT WORK TOGETHER



- Our cornerstone behaviors work together, guaranteeing their strength.



## GETTING PEOPLE TO KNOW EACH OTHER: *KAK DELA?*



This is a veritable in-house project – our authors are our employees.  
We never use professional outsource writers.

# GETTING PEOPLE TO KNOW EACH OTHER: *KAK DELA?*

## Rubrics

- Editorial
- Asset News
- HR News
- HSE News
- Persona
- Conferences
- People
- Events
- Out and about
- Newborn / Just married



# GETTING PEOPLE TO KNOW EACH OTHER: *KAK DELA?*

Evolution of the project:

- New rubrics
- Bilingual (English / Russian)
- Switching from A3 to A4
- Design updated with key recognizable features maintained
- Technical tasks (including proofreading and, to some extent, editing) progressively outsourced while writing remains internal

## UNIQUE EDUCATIONAL INITIATIVE BY TOTAL

*“Knowledge is the only resource that increases when shared”*

- TPA is a non-profit association supported by Total (established in July 2001)
- The goal of TPA is to build bridges between the oil industry & major universities / engineering schools by delegating professors or experts who deliver technical or business-related conferences.
- They cover a comprehensive range of technical & non-technical subjects in the area of competence of a large international group such as Total.

**260** professors -  
active or retired  
employees of Total

over **100 000**  
students involved

Every year:

**430 weeks**  
of lectures in French  
**287 weeks**  
in English

in **190** schools  
and universities  
in **53** countries

## LEARN & SHARE – TEPR INTERNAL INITIATIVE

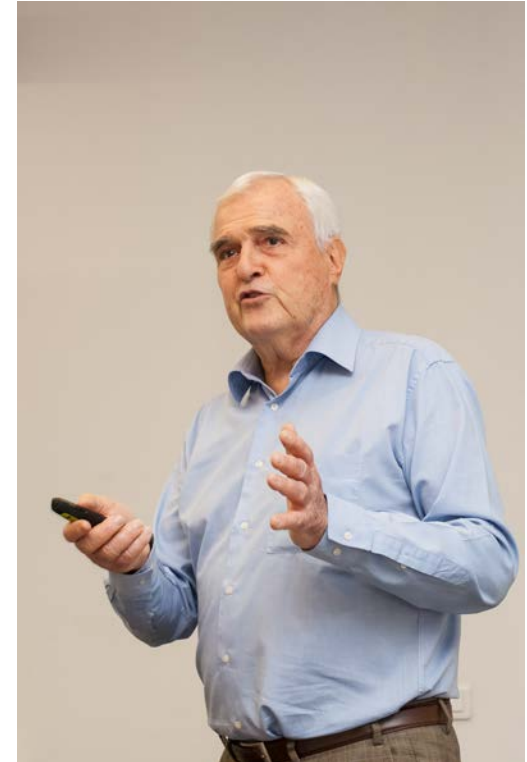
- **TPA lectures for Total employees** - to know more about Total innovation worldwide
- **Lectures by professors of the partner Universities** - to extend knowledge in oil & gas domain
- **Presentations of the subsidiary's departments and of the other (non-EP) Russian affiliates of Total** - to understand what other departments / other branches are doing
- **Induction seminar for newcomers & lunch with General Director for diversified groups of staff** – to know each other better
- **Total Group Days** – to cultivate Group values





# LEARN & SHARE – TEPR INTERNAL INITIATIVE

TPA lectures for Total employees - to know more about Total innovation worldwide



# LEARN & SHARE – TEPR INTERNAL INITIATIVE

Department presentations - to understand what other departments are doing

Presentations by other branches - to understand the global Total structure & activities



# LEARN & SHARE – TEPR INTERNAL INITIATIVE

Lectures given by professors and experts from partner Universities

These lectures are primarily destined to those who are not petroleum engineers but would like to know more about industry they are working in.





# LEARN & SHARE – TEPR INTERNAL INITIATIVE

Total Group Days: Safety Day, Health Day, Diversity Day...



# LEARN & SHARE – TEPR INTERNAL INITIATIVE

Induction seminars for new employees are a mix of presentations and interactive games.

The session is followed by “Get to know each other lunch” where everybody has a chance to meet the General Director and their colleagues in an informal atmosphere.





# INTERNAL COMMUNICATIONS TO CREATE SYNERGIES BETWEEN SOCIAL AND SOCIAL - VOLUNTEERING

Publications in *Kak Dela?* inform about volunteer/fundraising projects initiated by our employees and help to promote the values of solidarity and mutual assistance.

## Инициативы сотрудников

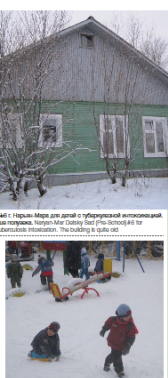
### Кастролю доставлены. Что дальше?

В сентябре 2013 г. коллектив ТЭП. Работники ТЭП-а очень дружно и оперативно провели подготовку и обеспечение качественной кухней для детей с НДМ в детском саду №1 г. Нарьян-Мара для детей с государственной опекой. Собирали вещи, кто поучаствовал — отнесли вещи, кто не смог — отнесли вещи. В сентябре 2013 г. коллектив ТЭП. Работники ТЭП-а очень дружно и оперативно провели подготовку и обеспечение качественной кухней для детей с НДМ в детском саду №1 г. Нарьян-Мара для детей с государственной опекой. Собирали вещи, кто поучаствовал — отнесли вещи, кто не смог — отнесли вещи.

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Those who would like to help, please contact Communications Dept. (Irina Shubina, Komsomolsk).

Сайт не менее интересен. One of our visitors posts



Детский сад №1 г. Нарьян-Мара для детей с государственной опекой. Дети играют на площадке.

work and the thoughtful organization of the day as a whole, with every square and cubic centimeter of the limited space put to good use. Delany said to still in need of help from caring and compassionate people. Clothes for children (age 3 to 7, height up to 120 cm, used clothes acceptable), educational toys and games (except stuffed toys which are prohibited for sanitary reasons), DVDs with films for preschool children would be very welcome. You can bring the things your own children have outgrown, purchase something new, or just donate money, and we'll purchase the requested items.

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## Employees' Initiatives

### О детском саду №1

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## Старость в радость

Екатерина Сорока, волонтер благотворительного фонда «Старость в радость» приглашает всех принять участие в благотворительном проекте помощи пожилым людям.

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## Employees' Initiatives

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# INTERNAL COMMUNICATIONS TO CREATE SYNERGIES BETWEEN SOCIETAL AND SOCIAL - CONTESTS

- Whenever our societal projects involve children's art and writing contests, we organise the same contests for the children of our staff.
- It serves two purposes: (1) raise the awareness of our societal activities and the CSR matters in general, and (2) make TEPR staff benefit of the opportunities we provide to our external stakeholders
- Employees are invited to serve in the contest jury along with professional teachers and artists

# CHILDREN'S ART AND WRITING CONTEST

## «MY FAVORITE FRENCH BOOK» FOR RUSSIAN SPEAKERS /

## «MY FAVORITE RUSSIAN BOOK» FOR NON-RUSSIAN SPEAKERS

The contest was a part of a larger societal project “Days of French Books and French Culture in Naryan-Mar” (2012)

- For pupils of the [school №2, Naryan-Mar](#) – 2 nominations (essays in Russian and art)
- For the [children of TEPR staff and pupils of the French Lycee in Moscow](#) – 3 nominations (essays in Russian, essays in French/English, art)





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