

TOTAL CSR – Strategy & Actions

CSR - Breakfast briefing

Sofitel, Bangkok

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OUR BUSINESS...

- ▶ Presented in Thailand since 1990
- ▶ 33% in E&P concession block 15, 16 & 17
- ▶ Production:
 - Gas: 600 MMscfd
 - Condensate: 20K b/d
- ▶ Operator: 1990 - 1998
- ▶ New development:
 - GBS, start up in 2012



CSR policy

► WHY?

- To be visible as a responsible corporate citizen by public, stakeholders and authorities

► HOW?

- Project Identification (in line with group direction)
 - Environment (biodiversity, climate change, protection...)
 - Local development (socio-economic, capacity building, access to energy,...)
- Building Partnership (sponsor & operator)
- Project screening
- Preparation of Project proposal
 - Clear objective & scope
 - Prefer multi-years project
 - Monitoring & Evaluation method
- Stakeholder dialog
- Agreement

3 Focused areas

- ▶ Environment
- ▶ Local Development
- ▶ Education



Khanom Marine Biodiversity



- granted 15 various research projects in marine biodiversity
- conducted several workshops & student camps to raise public awareness on marine conservation
- Bouy setting to prevent large boats entering to dolphin areas
- various publication to promote knowledge from the study



Reforestation project

Partnership:

DMF, O&G industry & Forest Dept.

Financial support from TEPT

11 M Baht

Duration:

Phase 1: 2005 – 2007

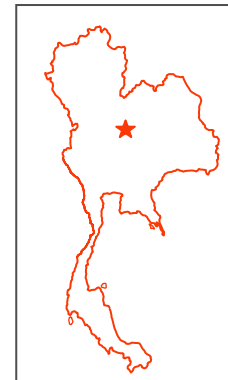
Phase 2: 2008 – 2009

Objective:

To restore deforested area in Petchaboon watershed covering area of ~16K acres

Project activities

- Phase I: planting & safeguard the planted trees
- Phase II: implement the rehabilitation program of forest-water ecosystem
- Local participation & public awareness



Capacity building

Corrosion Laboratory at KMUTNB

- ▶ **Partnership:** PTTEP & TOTAL
- ▶ **Budget:** 530K€
- ▶ **Objectives & Activities:**
 - To set up Thailand first-ever built lab for corrosion inhibitor selection using TOTAL know-how.
 - 2 KMUTNB lecturers trained in France by TOTAL. The testing equipments were installed in Jan-09 and now fully utilized.



Education:

- ▶ a series of lectures each year by visiting TPA professors and by resident expatriates at Thai universities
 - Suranaree University of Technology
 - Chulalongkorn University
 - Asian Institute of Technology

New SD programs

Socio-economic program

Poverty Reduction in the Doi Mae Salong Landscape

► Partnership: TOTAL, PTTEP, IUCN

► Location:

- Doi Mae Salong, Chiang Rai near Myanmar border

► Objective:

- Improve local economic situation of the poor and isolated population through a participatory approach & micro credit scheme
- Target groups: 7 villages (~3,000 inhabitants, mainly ethnic groups)
- Duration: 3 Years (May 2010- Apr 2013)

► Budget: €200K

► Scope

- 4 main activities:
 - Diversify farming income generation (agro-forestry, terrace paddy field, local pig farm, etc.)
 - Develop off-farm practice (capacity building on weaving & handicraft, eco-nature tourism)
 - Expanding access to market (improve road-side market, create brand, etc..)
 - Household expenditure reduction (community master plan & saving group, debt reduction)



Environmental program

► Mangrove Rehabilitation Project

- In commemoration of the King 84th Anniversary
- Project site covered an area of ~ 4000 acres located at Chantaburi province
- Partnership with oil & gas companies in Thailand
- Operator: Department of Marine & Coastal Resources & local community
- Duration: 3 Year (2010 – 2012)
- Budget: 120MBaht, Total fund 3.3MBaht
- Activities:
 - planting local 15 million trees with community involvement
 - public awareness



Key success

- ▶ **Clear objective & definition**
- ▶ **Partnership (creditable, experienced, common goal...)**
- ▶ **Baseline data (problems, needs, expectation...)**
- ▶ **Close monitoring (influence to PM, re-define scope, terminate)**
- ▶ **Evaluation (methodology, KPI)**



THANK YOU

