Working for a shared development:
Reinforcing road safety
In Africa, there are more deaths resulting from road traffic accidents than deaths resulting from malaria or AIDS, and young people are the principal victims. For Total, accidents linked to road transport are a major issue as they are one of the leading causes of fatalities.

To deliver our products, thousands of trucks criss-cross Africa and the Middle East. Road transport lies at the heart of our activities, therefore, road safety is an every day priority for each employee working with Total.

This decision translates into the development of various programmes, implemented both internally and externally, in a bid to establish a constructive dialogue with our stakeholders and generally improve safety for all. Reducing the number of road traffic accident victims in Africa and the Middle East is our commitment as a responsible player.
Set up in 2003, PATROM is a large-scale programme deployed in all our subsidiaries. Its principal aim is to reduce the number of road accidents by placing the emphasis on training drivers and ensuring the technical monitoring of the fleet. This approach involves all the players (transporters, drivers, etc.) as part of efforts to achieve progress. It covers all fields of transportation.

The PATROM approach

- AMO head office
- Subsidiary
- Transporter
- Driver
- Vehicles
- Depot
- Deliveries

Deployment of PATROM in 2010
Evaluation rate: % of trucks inspected, drivers trained and trucks equipped with trip data recorders (driving parameters).

In 2010:
- 800 Transporters
- 6,400 Trucks
- 7,800 Drivers
- 250 million km/year

Making training for drivers even more professional
“APTH training”

The objective is to provide drivers with full training both in terms of driving practices and safety checks of their vehicles. Targeted at drivers in Africa and the Middle East, the “APTH training” is deployed in 4 modules:
- the driver’s daily routine
- the driver’s behaviour
- safety checks of vehicles (safe-to-load)
- and training in ADR, regulations covering transportation of dangerous goods by road (aimed at transport or safety managers)

Total Nigeria
Establishment of a truck inspection and driver training centre

Opened in 2010, the subsidiary’s equipment inspection and training centre is targeted at its drivers. There are three classrooms, a laboratory for training personnel on the dangers of the products they transport and an inspection unit for the control and testing of all transportation equipment.

Total Madagasikara
A local partnership

This subsidiary has partnered with the Madagascan authorities, unions and local associations on the Programme to improve hydrocarbon transportation (PATH) in Madagascar since 2003.

Driver’s Behaviour Manual
The travel companion

A veritable training tool, this booklet raises driver awareness in the following areas:
- preparation for the journey
- vision on the road
- reaction at the wheel
- driving
- incidents-accidents
- health
- environment
- security

It is a user-friendly teaching tool which makes it possible to correct the variations noted during analyses of onboard computer data and during feedback after an accident.

In some subsidiaries (Cameroon, Zimbabwe, Nigeria, Madagascar, Ghana), centres offering both basic and advanced training are open to drivers working for transportation companies (contracted to Total or not). This allows drivers to consolidate their theoretical knowledge or driving practices on the road.
The technical specifications of vehicles

Used to improve equipment quality, the technical specifications cover the entirety of the transport fleet and are adapted to each vehicle type. They have a twin objective:

- improve the safety of equipment and transportation of our products
- develop the construction of tanks with/by local companies

Each subsidiary must familiarise itself with the documents and complete them with respect to local legislation, regulations and technical needs.

The technical specifications for road vehicles make it possible to work in a different way for each vehicle type (tractors, semi-trailers and/or tanker-trailers, carriers and bulk gas carriers).

Standards define the age and maximum mileage of trucks: vehicles which do not comply with these standards are gradually replaced.

Checking the quality of equipment

Setting up the Safe-to-load procedure before each loading operation enables the inspection and safety check of trucks while ensuring that the equipment used each day complies with Total standards. The control centres take responsibility for performing continuous technical monitoring of the truck fleet.

For instance, the “Safe-to-load sheet” checks:

- the battery master switch
- the extinguishers (tank and cabin)
- the conditions of tyres including the spare(s)
- seat belts
- the driver’s certification

Total Burkina
An innovative economic model

To renew its fleet of trucks, Total Burkina has developed an innovative economic model. The principle: bring together transporters, bankers and insurers around a joint project. Over 130 new tanker-trucks have been purchased thanks to this model.

An all-encompassing approach which incorporates the notion of driver training and transport management, as well as health monitoring (health check-ups, STD prevention).

Onboard computers
Transportation analysis

All trucks which deliver Total products in Africa and the Middle East are now equipped with an onboard computer.

One advantage of this system is that it enables verification to ensure that drivers are following Group safety rules such as complying with speed limits, the control on night driving and observing rest periods.

Graph showing driver error rates

An example of black spot:

Exit from a built-up area:

- crossing of a village just before a bridge
- road in poor condition/ carriageway uneven
- roadworks
- pedestrians

Recommendation: drive through at \[15 \text{ km/h}\]

Analysis of road risks

Performed on the busiest roads, this full analysis complements the various road safety procedures. It makes it possible to inform drivers of the various hazards of the road and raise their awareness.

Its objectives:

- Identifying the sections and types of road
- Highlighting dangerous points (bends, slow-moving traffic, village crossings, bridges, narrow carriageways, etc.)
- Making recommendations on the right driving behaviour to adopt according to road conditions

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The TMS is a control procedure which has complemented PATROM since 2010 covering all of the transport activities of subsidiaries. Through the TMS process, periodic audits are conducted which are deployed in five steps:

1. Assess the professionalism of the Transportation function in the subsidiary and how it is implemented
2. Ensure that the subsidiary has adopted the transport tools (professionalism in transportation is implemented through seven themes: Regulations, Technical issues, Purchasing, Operations, Environment, Security, Safety)
3. Ensure that PATROM is effectively applied in the field
4. Monitor the subsidiary’s transport activity via performance indicators
5. Define action plans for progress

Moving towards “zero deaths” on the road

Internal actions

Operations
- Safety Checks, inspections, monitoring, prevention, OBC, operations
- Identification of risks
- Reporting and investigations
- Preparation and reactions to emergency situations
- Organisational rules
- Training
- Change management
- Sanitary and health hazards
- Communication
- Purchasing of transport and services

Assessment
- Leadership
- Training of management and of the managers of the transport and safety functions
- Assessment and systems improvement
- Measurement of the subsidiary’s performance

Functioning of the Transport Management System
A continuous improvement process
Internal actions

THE GOLDEN RULE OF DRIVING

Adopting a safer behaviour

Many accidents could have been avoided if some basic rules had been followed.

The Total group has established 12 Golden Rules to reinforce the safety culture of its employees.

Golden Rule no. 2 dedicated to driving is aimed at reducing and preventing accidents in the field of transport.

The Africa/Middle East Division (Supply & Marketing) has deployed this Group Golden Rule by adding rules specific to the transportation function. The aim is to stress behaviour to be avoided or adopted onboard a vehicle by focusing on risk situations.

These preventive rules are mandatory for all drivers inside and outside the sites.

The “Transport profession” rules in Africa and the Middle East

Preventing road accidents

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Societal actions

Sharing our experience

Road safety concerns us all! This is why Total is committed to projects aimed at raising awareness among all road users, truck drivers, motorists, cyclists and pedestrians.

In all subsidiaries, we have developed structured awareness campaigns, more specifically aimed at children who are the main victims of road accidents.

Since 2005, with “Apprenons la route à nos enfants” (Let’s teach our children about the road), these campaigns have been renewed in 2007 with “Apprivoiser la route” (Taming the road) and in 2012 with “En route pour ta sécurité” (On the road to safety).

External actions

An awareness campaign for children “On the road to safety”

The aim of this campaign is to make young people aware of the dangers of the road. At the heart of this campaign, the “safety cube” is made available to the subsidiaries to help them structure their road safety actions with schools. The cube is composed of edutainment tools:

- teacher’s booklets
- exercise books for pupils
- edutainment tools for indoors and outdoors
- coloured pencils
- reflecting armbands

An awareness campaign for the public

The safety caravans

These awareness campaigns for road safety and dangers of oil products will be progressively deployed on the most accident prone axes. The key elements are:

- a dedicated team (distribution of flyers, organisation of awareness workshops, coaching of the general public, etc.)
- partnerships (Ministry of Education, Transport, road safety associations, etc.) offering their expert input
- a defined route: the roads which are most accident prone, the areas around the sites, densely inhabited zones, villages
- stopping points where awareness actions will be conducted
- a slogan conveying the campaign’s identity
- and naturally, a bus or truck which makes this campaign truly mobile!

Total Cameroun and Total Petroleum Ghana

Making information a priority

Because the general public remains unaware of the dangers which oil products represent, theft of fuel from an overturned tanker-truck can end in disaster.

In order to remedy the situation, Total Cameroun came up with an information and awareness project dubbed the safety caravan. Several times a year, a caravan covers the roads taken by our transporters in order to alert thousands of people to the dangers of the road and the risks of handling oil products.

Drawing inspiration from this project, Total Petroleum Ghana also launched its own safety caravan in December 2009.

Our most recent campaigns reached over 5 million people

€350,000 devoted to awareness campaigns every year
External actions

Since 2006, Total Sénégal has been running an annual campaign in partnership with the NPRS (Senegalese agency for road safety) and the Ministry of Education. During this campaign, 25,000 booklets were distributed in 60 schools. The NPRS won an award for its film “How to drive on the open road” produced by Total Sénégal which was judged best film in the Africa category at the 2nd International Road Safety Film Festival.

Total Marketing Gabon
Raising schoolchildren’s awareness
In partnership with the general directorate for road safety and the Gabonese Red Cross, the subsidiary launched a campaign to raise schoolchildren’s awareness of the dangers of the road. 60,000 educational materials for fifteen or so public schools in Libreville were supplied to the Ministry of Education.

Total Oil Türkiye
“First steps in the street”
Since 2005, this subsidiary has partnered an initiative launched by Renault in 2000 and backed by the Ministry of Education entitled “Premiers pas dans la rue” (“First steps in the street”). The project reached 40 towns, 1,365 schools and 500,000 schoolchildren in 2009-2010 with the aim being to reach one million in 2011-2012.

Total Maroc
AIDS prevention in Morocco
Launched in 2007, this project for the prevention and epidemiological monitoring of STI and HIV/AIDS among truck drivers was jointly implemented by Total Maroc, the Total Foundation, ALCS (association to combat AIDS) and the Pasteur Institute.

Awareness and screening actions on the Moroccan road network reached 7,000 truck drivers.

Total Tunisie
“Viva la vie” (Here’s to life)
Since 2007, the subsidiary in Tunisia has been running an awareness programme aimed at the general public in partnership with ATPR (the Tunisian road safety association).

Its aim is to convince motorists to take a more responsible approach to driving.

Some examples...
External actions

Strategic Partnerships

Managing synergies

Because road safety is a global issue and actions to prevent road accidents have to be done together if they are to be effective, Total is developing partnerships with experts in this field.

The objective: maximising and optimising the effectiveness of the methods. As part of the Decade of Action for Road Safety launched by the UN, projects such as Africa Road Safety Corridors Initiative and the Global Road Safety Partnership draw together complementary skills and players.

The Global Road Safety Partnership

This concerns a World Bank initiative to improve road safety in non-OECD countries. Launched in 1999, the GRSP brings together three types of players within a major global coalition:

- private companies
- NGOs
- and local authorities

Each member contributes its expertise: sharing experience and good practices is one of the key aspects of this grouping.

Stages covered

As part of the GRSP, Total has become a member of the Global Road Safety Initiative (GRSI) alongside international companies (Toyota, Renault and Michelin) whose road safety policy is structured and established.

Total’s commitment to the GRSI is a reinforcement of road safety actions. It is against this backdrop that Total has become one of the official backers of the Decade of Action for Road Safety Initiative launched by the United Nations.

Africa Road Safety Corridors Initiative

Total teamed up with the World Bank to improve road safety on two cross-border routes or corridors which are among the most dangerous on the African continent:

- the route between Kenya and Burundi - the Northern corridor
- and that between Cameroon and the Central African Republic and Chad - the Central Africa corridor

On the strength of their complementary assets, the two partners are conducting this project with the public authorities while mobilising the public and private sectors of each country.

On the Northern corridor, the “Safe way, right way” NGO has been established to take the actions linked to the project forward and a dedicated local project team is tasked with setting up these actions.

At the heart of the project’s identity, “Safer roads for Africa” is the common slogan for all partners in this initiative.

The action programme should eventually lead to a reduction in the number of serious accidents and victims through adoption of a modular approach covering all aspects of road safety: prevention, learning the Highway Code, “post crash” plan (to learn what to do in the event of an accident) and management of accident victims.

The project is composed of 5 modules:

- Road safety management: data monitoring, evaluation and reporting
- Vehicle condition: driving standards, testing, licensing and inspection
- Post crash emergency: health systems
- Infrastructure: engineering (design, construction, signalization, safety audit)
- Road user behaviour: information, communication, education, freight, passengers, pedestrians, testing, licensing and inspection

Over €500,000 per year invested in partnership actions
Sécuriser le transport des produits pétroliers

Moving towards “zero death” on the road

Adopter un comportement plus sûr

Adopting a safer behaviour

Partager notre expérience

Sharing our experience

Générer des synergies

Managing synergies

Diminuer le nombre de victimes des accidents de la route en Afrique et au Moyen-Orient, c’est notre engagement en tant qu’acteur responsable.

“Reducing the number of road traffic accident victims in Africa and the Middle East is our commitment as a responsible player.”

250
Millions de km/an
Million km/per year

6,400
Trucks
Camions

7,800
Drivers
Chauffeurs

800
Transporters
Transporteurs

“Tendre vers « zéro décès » sur la route”

“Moving towards “zero death” on the road”

“Adopter un comportement plus sûr”

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