

We're in it  
together.



## CUSTOMERS

Providing fast, secure and reliable services

- Bell's wireline and wireless networks are by far the most secure and the only government certified carrier networks in Canada
- Bell cleans more than 98% of the malicious traffic from the Internet before it ever reaches a client
- 98% of the Canadian population is covered with Bell's CDMA network; and its third-generation EvDO high-speed wireless data network – the largest in Canada – covers more than 90%

**2.4 million** homes within a kilometre of our FTTN network

## WORKPLACE

Creating a fair and satisfying workplace

- \$22 million invested in the training and development of Bell team members in 2008
- On-duty accident and occupational disease costs in 2008 were unchanged at 0.3% of payroll, well below the general industry benchmark of 1.2%
- Bell implemented a Supplier Code of Conduct to ensure corporate responsibility is at the core of operations throughout its supply chain

**10/10** – Bell's score for the 6th consecutive year from GovernanceMetrics International in its global corporate governance study.

## COMMUNITY

Mobilizing ourselves and others to give

- \$2.1 million donated by employees and retirees in 2008 to United Way/Centraide and other charities across the country
- 441,500 volunteer hours provided by employees and retirees to more than 800 non-profit community organizations. That's equivalent to about one year's full-time work by 250 people
- Together with employees, we have helped raise over \$18 million since 2002 through the Walk for Kids Help Phone

**\$20.5 million** invested in 2008 to help build strong and vibrant communities

## ENVIRONMENT

Making strides to reduce our footprint

- Became the first telecom company in Canada to obtain ISO 14001 certification for its environmental management system
- Employees and customers held 3.3 million teleconferences in 2008, eliminating greenhouse gas emissions equal to taking more than 180,000 mid-sized cars off the road for a year
- Greenhouse gas emissions in 2008 were 2.9% less than in 2007 and 11.7% less than the base year of 2003
- Opened three new employee campuses designed to meet rigorous Leadership in Energy and Environmental Design (LEED) certification standards for environmental responsibility, healthy living and energy efficiency



**625,000 mobile phones** diverted from landfill since 2003, through our Bell Blue Box program

## SUSTAINABILITY

Promoting people, prosperity and our planet

- BCE is included in several leading global sustainability indices including the Dow Jones Sustainability Index, FTSE4Good Global Index and the Jantzi Social Index
- Recognized by the Carbon Disclosure Project and The Conference Board of Canada as a Climate Disclosure Leader
- We support the United Nations' Global Compact, a set of universal principles addressing human rights, labour, environmental and anti-corruption issues



Our full Corporate Responsibility report is available at: [www.bce.ca/responsibility](http://www.bce.ca/responsibility)

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**Bell** today  
just got  
better