

**Today** / Corporate responsibility / Rural Internet / Waste management /  
Customer service / Wireless access / Jobs / Collaboration solutions /  
Smart Cities / IoT / Digital inclusion / Virtual networks / Greenhouse gas  
reduction / Connected cars / R&D / Environmental leadership / Governance /  
Local programming / Health and safety / Managed services / Diversity /  
Electric vehicle charging / Mental health / Enterprise security /  
Business efficiency / Public safety / Environmental management system /  
Sustainable development / Branch connectivity / Broadband speeds /  
Innovation / Renewable energy / Energy efficiency / Unified communications /  
Data centres / Cloud computing / Risk management / Smart Homes /  
Dividends / Privacy / Security / **just got better.**

## BCE at a glance

<b>Team members</b>	Named one of Canada's Top Employers for Young People	Hired more than 1,000 students across Canada	Hired over 12,500 new team members	79% of team members reported that they are proud to work for Bell
	Top Employer	1,000	12,500	79%
<b>Customers</b>	More than 22 million total subscriber connections across our full range of services	\$3.97 billion of capital investment	Virgin Mobile Canada earned the highest ranking in overall customer care satisfaction in the J.D. Power 2018 Canada Wireless Customer Care Study	First Internet service provider in Canada to offer data access speeds of 1.5 Gigabits per second (Gbps)
	22M	\$3.97B	# 1	1.5 Gbps
<b>Community, economy, and society</b>	Bell Let's Talk commitment to Canadian mental health has reached \$100,695,763.75	Bell invests more than \$500 million in R&D each year	28 secure data centres across Canada	Bell team members have access to a network of 89 electric vehicle charging stations in Bell buildings
	\$100,695,763.75	\$500M	28	89
<b>Environment</b>	Bell named one of Canada's Greenest Employers by Mediacorp	Generated 170,000 kWh of renewable energy from solar and wind power sources	Recovered more than 7 million used TV receivers, modems, and mobile phones since 2016	Environmental management system certified to be ISO 14001-compliant since 2009
	Greenest	170,000 kWh	7M	ISO 14001

# Driving Canada's communications leadership with a strategy of responsible innovation and investment



At Bell, we are honoured by our role as the company that consistently leads the way forward in Canadian communications, and proud of our status as a well-governed public corporation dedicated to delivering for our customers, shareholders, team members and the communities in which we operate.

Our goal is to be recognized by customers as Canada's leading communications company, and we work to achieve it through the dedicated execution of 6 Strategic Imperatives: Invest in Broadband Networks and Services, Accelerate Wireless, Leverage Wireline Momentum, Expand Media Leadership, Improve Customer Service, and Achieve a Competitive Cost Structure.

Innovation leadership and efficient investment are critical to Bell's ability to deliver world-class broadband communications service to our customers and to our ongoing success in a dynamic and highly competitive marketplace. It's a strategy backed by rigorous operational and ethical standards and a strong culture of responsibility, enabling us to sustainably grow our company as we support the advancement of Canada's social, technological and economic prosperity.

## Investing in Canada's broadband future

Bell invests more than any other Canadian communications company in network deployment, research & development in products and services, and original content creation. Our approximately \$4 billion in 2018 in annual capital expenditures are delivering fast and reliable broadband connections to Canadian consumers and businesses, and exclusive services and media that fully leverage the speed, capacity and reliability of our fibre and wireless networks.

We are rebuilding our traditional wireline footprint with broadband fibre technology, bringing consumers the fastest Internet speeds and next-generation TV and offering Canadian businesses all-new ways to enhance their innovation and productivity. We've now completed approximately half of Bell's historic fibre buildout, covering more than 4.7 million homes and commercial locations across 7 provinces.

Our LTE Advanced wireless network covers more than 91% of Canada's population (overall LTE coverage reaches over 99%) with extremely fast mobile data speeds. Bell continues to lead wireless innovation with advanced testing of upcoming Fifth Generation (5G) wireless capability,

the introduction of low-cost Lucky Mobile prepaid service and the rapid deployment of Wireless Home Internet technology, which will deliver broadband Internet access to a projected 1.2 million homes in smaller towns and rural locations.

## Service and content innovation

Bell sets the pace in service development across every sector of the communications marketplace. Developing a broad range of new Internet of Things (IoT) services, we're supporting key business verticals like transportation, manufacturing and agriculture with revolutionary data management solutions, governments with the exclusive Bell Smart City platform, and consumers with Connected Car and Smart Home innovations.

Bell fibre is also delivering new consumer services like our powerful Whole Home Wi-Fi product and the popular Alt TV live television streaming service. The launch of the all-new Crave, with unparalleled programming from brands like HBO, Showtime and Starz, and new TSN and RDS sports streaming options are also ensuring Bell Media's multimedia leadership into the future.



Bell is executing our customer service imperative with a focus on mobile and online self-serve tools like the award-winning MyBell app, reducing call centre volumes and enhancing overall service efficiency. We're also putting control of service and installation scheduling into the hands of consumers with the new Manage My Appointment app – supporting a customer satisfaction rating of 94% with Bell technicians.

### Mental health leadership

Launched in 2010 to help break the stigma around mental illness and drive action in care, research and workplace leadership, Bell Let's Talk works with more than 900 partner organizations in every region to move Canada's mental health forward.

In addition to major new donations for research and care initiatives – including doubling funding for grassroots programs with the Bell Let's Talk Community Fund – our most recent Bell Let's Talk Day generated record engagement in the fight against the stigma. Total interactions of support across social media and other platforms have now passed 1 billion since the first Bell Let's Talk Day, and Bell's funding for mental health programs has surpassed \$100 million.

We continue to walk the talk in our own workplace. The first corporation in Canada to adopt the voluntary National Standard for Psychological Health and Safety in the Workplace, Bell has significantly increased

benefits coverage for team members and their families as we also partner with other corporations to help enable their own workplace mental health programs.

### A diverse and high-performance team

Our team of more than 52,000 people supports over 22 million customer connections in every province and territory of the country. Consistently ranked as one of Canada's top workplaces, including as a leading diversity employer and outstanding company for young people, Bell is committed to ensuring an inclusive, accessible and healthy work environment where every team member feels valued, respected and supported.

We launched an updated leadership development program to build a more diverse senior team, and our expanded Graduate Leadership Program provides important opportunities for outstanding university grads to enter the workforce with Bell in a broad range of challenging disciplines.

### Environmental leadership

Bell continually strengthens our leadership in corporate governance and ethical business conduct by adopting best practices, including support for the United Nations Global Compact and international reporting standards including those of the CDP, Global Reporting Initiative and the Sustainable Accounting Standards Board.

The first Canadian communications provider certified to the ISO 14001 standard for environmental management, Bell reduced our service fleet's fuel consumption by more than half a million litres annually, recovered more than 200,000 used phones through the Bell Blue Box recycling program, and installed enhanced cooling systems to increase data centre efficiency. In 2018, Bell was named one of Canada's Greenest Employers for the third consecutive year and made the CDP A List of world leaders in environmental performance.

As this report details, the Bell team is dedicated to responsibly carrying forward our almost 140-year legacy of service, innovation and investment leadership. As communications platforms become even more critical to our national prosperity, Bell remains focused on delivering all the benefits of broadband leadership to Canadians and their communities in every region of the country.



**George A. Cope**  
President and Chief Executive Officer  
BCE Inc. and Bell Canada





## About this report GRI 102-54

BCE publishes a corporate responsibility report annually. This report, together with the information and documents available in the Responsibility section of [BCE's website](#), summarizes Bell's 2018 corporate responsibility (CR) performance. It has been prepared in accordance with the Global Reporting Initiative ([GRI](#)) Standards-Core option and adheres to the principles of the United Nations Global Compact ([UNGC](#)). It describes actions we have taken to implement these guidelines and principles, and serves as our Communication on Progress (COP), as required for all companies that endorse the UNGC. In addition, we report on select Sustainability Accounting Standards Board ([SASB](#)) indicators and Sustainable Development Goals ([SDGs](#)).



### Caution concerning forward-looking statements

Certain statements made in this report are forward-looking statements. These statements include, but are not limited to, statements relating to our business outlook, objectives, plans and strategic priorities, including, in particular, our corporate responsibility objectives (which include, without limitation, our objectives concerning diversity, energy savings, reductions in waste sent to landfill, e-waste recovery, community investment, remaining a leader in corporate governance and ethical business conduct, and reductions in the level of our greenhouse gas emissions), our network deployment and capital investment plans and their anticipated benefits, and other statements that are not historical facts. Forward-looking statements are typically identified by the words assumption, goal, guidance, objective, outlook, project, strategy, target, and other

similar expressions or future or conditional verbs, such as aim, anticipate, believe, could, expect, intend, may, plan, seek, should, strive and will. All such forward-looking statements are made pursuant to the 'safe harbour' provisions of applicable Canadian securities laws and of the United States Private Securities Litigation Reform Act of 1995. Forward-looking statements, by their very nature, are subject to inherent risks and uncertainties and are based on several assumptions, both general and specific, which give rise to the possibility that actual results or events could differ materially from our expectations expressed in, or implied by, such forward-looking statements and that our business outlook, objectives, plans and strategic priorities may not be achieved. These statements

are not guarantees of future performance or events, and we caution you against relying on any of these forward-looking statements. Refer to BCE's 2018 Annual MD&A dated March 7, 2019 (included in the BCE 2018 Annual Report), BCE's 2019 First Quarter MD&A dated May 1, 2019 and BCE's news release dated May 2, 2019 announcing its 2019 first quarter results, filed by BCE with the Canadian provincial securities regulatory authorities (available at Sedar.com) and with the U.S. Securities and Exchange Commission (available at SEC.gov), for a description of certain risks and assumptions that could cause actual results or events to differ materially from our expectations expressed in, or implied by, forward-looking statements contained in this report. These documents are also available at [BCE.ca](#).





The forward-looking statements contained in this report describe our expectations as of May 31, 2019 and, accordingly, are subject to change after such date. Except as may be required by applicable securities laws, we do not undertake any obligation to update or revise any forward-looking statements contained in this report, whether as a result of new information, future events or otherwise. Except as otherwise indicated by BCE, forward-looking statements do not reflect the potential impact of any special items or of any dispositions, monetizations,

mergers, acquisitions, other business combinations, or other transactions that may be announced or that may occur after May 31, 2019. The financial impact of these transactions and special items can be complex and depends on the facts particular to each of them. We therefore cannot describe the expected impact in a meaningful way or in the same way we present known risks affecting our business. Forward-looking statements are presented in this report for the purpose of assisting readers in understanding, in particular,

certain key elements of our corporate responsibility objectives, and in obtaining a better understanding of our anticipated operating environment. Readers are cautioned that such information may not be appropriate for other purposes. The nature and value of capital investments expected to be made by Bell Canada to implement its network deployment plans assume, in particular, our ability to access or generate the necessary sources of capital to fund such capital investments.

### Target audiences

This report provides information relevant to BCE team members, our customers, the community, governments, civil society/NGOs (non-governmental organizations), investors and rating agencies. Please see the [Reporting what is relevant](#) information sheet in the Responsibility section of our website for details on stakeholder engagement.

### Format

As part of our objective to reduce our carbon footprint, since 2007, our annual Corporate Responsibility Report has been available online only.

The PDF is accessible and easily read on a standard computer screen and most screen readers used by the visually impaired.

Additional documents are linked from this PDF to BCE's [website](#).

### Reporting period and organizational boundaries

GRI 102-50, 102-2

BCE publishes this report annually. Unless otherwise specified, this report covers the period from January 1 to December 31, 2018. Unless otherwise stated, data are valid as at December 31, 2018. This report

contains data about the BCE group of companies, referred to collectively in this report as "BCE", "Bell", "Bell Canada", "we", "us", "our" or "company". The companies of the BCE group are those over which

we have strong financial and managerial control. This report does not include data from Quantrics Enterprises Inc. (Quantrics) or AlarmForce Industries Inc. (AlarmForce), unless otherwise stated.

## Major changes since last report

GRI 102-10, 102-48, 102-49, 102-53

As appropriate to maintain or improve the accuracy or comparability of data and performance trends between years, and/or where any variance in prior years' data has been identified, we restate those data in this report.

We periodically acquire, sell, and launch businesses in line with our corporate strategy. This affects, in some cases, the comparability of data over time. Where this is the case, we note the reason(s).

In January 2018, Bell completed its acquisition of home security and monitoring company AlarmForce as part

of our strategic expansion in to the fast-growing Connected Home marketplace in areas where we provide wireline services to consumers.

Also in 2018, Bell completed the acquisition of Axia NetMedia Corporation, the Calgary-based operator of the rural assets of SuperNet, the Alberta broadband network connecting thousands of provincial and municipal offices, Indigenous communities, schools, libraries, health care institutions, businesses and Internet service providers throughout the province.

In 2018 we also adopted 2 new waste indicators and targets. We have been working to find indicators that make sense given recent acquisitions and to support our initiatives to reduce waste at the source. We have determined that dividing our waste data into several indicators makes the most sense.

Please see the [Waste management](#) section of this report, to see these indicators. In addition, we have included an explanation of our [climate strategy](#).

## Content, data collection and verification

We review how and what we report every year, with an effort to continuously improve our reporting processes and procedures for corporate responsibility reporting. We welcome your feedback and suggestions. Please send any questions or comments to [responsibility@bell.ca](mailto:responsibility@bell.ca)

GRI 102-53

This report focuses on the corporate responsibility issues that are of greatest importance to our stakeholders and could have an important impact on our business. Please see [Reporting what is relevant](#), in the Responsibility section of our website for details on stakeholder engagement and determining report content.

GRI 102-21, 102-46, 102-47

Select performance indicators were independently assured by PricewaterhouseCoopers LLP. PwC performed a limited assurance engagement for a select number of Bell's performance indicators. The results of PwC's limited assurance engagement are documented in an [assurance statement](#) available in the Responsibility section of our website.

GRI 102-56

The [Responsibility section](#) of our website is an essential component of this report and presents general information on related programs, provides access to specific policies and includes links to complementary information.

We round all figures to the closest full integer in our reporting, unless otherwise specified, and all data are in international units. Unless otherwise indicated, all reported amounts are in Canadian dollars.



## Who we are

GRI 102-1, 102-2, 102-3, 102-4, 102-5, 102-6, 102-7

Founded in Montréal in 1880, Bell is Canada's largest communications company, providing advanced broadband wireless, TV, Internet and business communication services throughout the country. Bell Media is Canada's premier multimedia company with leading assets in television, radio, out of home and digital media. BCE's shares are publicly traded on the Toronto Stock Exchange and on the New York Stock Exchange (TSX, NYSE: BCE).

Our results are reported in 3 segments: Bell Wireless, Bell Wireline and Bell Media.

Bell Wireless provides wireless voice and data communications products and services to our residential, small and medium-sized business and large enterprise customers across Canada. Bell Wireline provides data, including Internet access and Internet protocol television (IPTV), local and long distance telephone, as well as other communications services and products to our residential, small and medium-sized business, and large enterprise customers, primarily in Ontario, Québec, the Atlantic provinces, and Manitoba, while satellite television (Satellite TV) service and connectivity for business customers are available across Canada. In addition, this segment includes our wholesale business, which buys and sells local and long distance telephone data, and other services from or to resellers and other carriers.



Bell Media provides conventional, specialty, pay and Internet-based over-the-top (OTT) TV services, digital media, radio broadcasting services, and out-of-home (OOH) advertising services to customers across Canada.

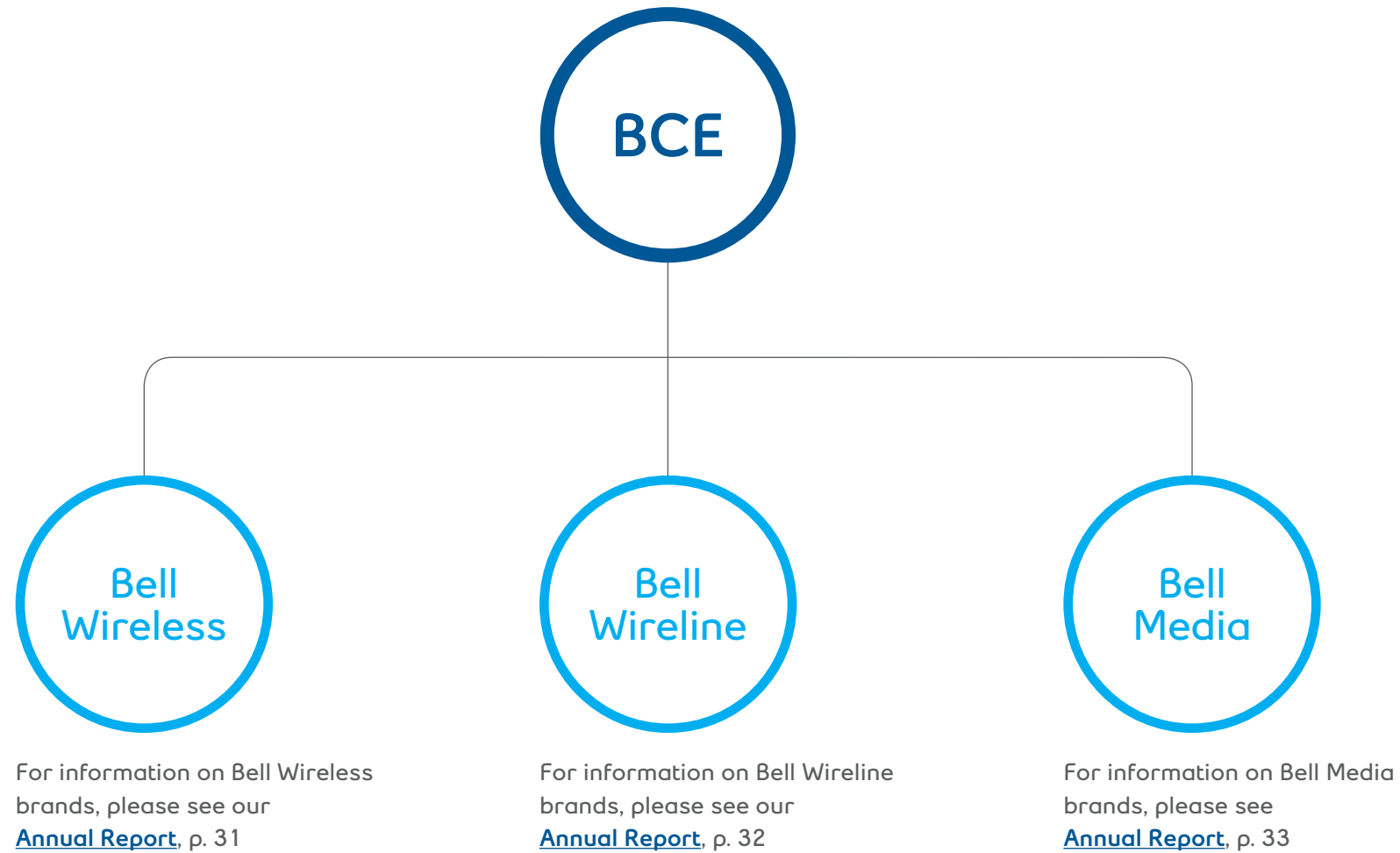
We are headquartered in Montreal, Québec, Canada. Learn [more](#).



## Our business segments

GRI 102-2

at December 31, 2018



For information on certain other investments, please see our [Annual Report](#), p. 34



# Management of corporate responsibility at Bell

GRI 102-15

## Our approach to corporate responsibility

Our approach to corporate responsibility begins with our goal of balancing economic growth, social responsibility, and environmental performance as we pursue our ongoing success as a company and seek to ensure our continued ability to contribute to the Canadian economy.

Since our founding in 1880, Bell has been the Canadian leader in telecommunications enabling Canadians to connect with each other and the world around them. We take very seriously our responsibility

to manage the company in ways that enable us to sustain our record of serving the personal and business communications needs of millions of customers, seek to create value for shareholders, provide

meaningful careers for tens of thousands of people, and make a significant contribution to the broader Canadian community and economy.





## Our goal

Our goal is to be recognized by customers as Canada's leading communications company.

Our strategy is centred on our disciplined focus and execution of 6 Strategic imperatives.



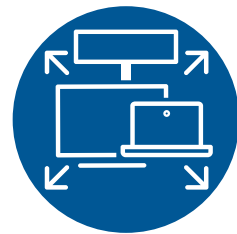
**1**  
Invest in  
broadband  
networks and  
services



**2**  
Accelerate  
wireless



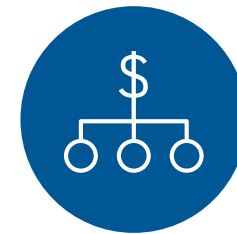
**3**  
Leverage  
wireline  
momentum



**4**  
Expand media  
leadership



**5**  
Improve  
customer  
service



**6**  
Achieve a  
competitive  
cost structure



## Corporate responsibility underpins our corporate strategy

Corporate responsibility is a fundamental element of each of the 6 Strategic imperatives that inform Bell's policies, decisions, and actions. We insist on this approach not just because it is the right thing to do, but also because it supports our goal: to be recognized by customers as Canada's leading communications company. For example,

while waste management and energy reduction initiatives address important environmental concerns of society, they also create a chain of benefits for Bell. They enable us to operate more efficiently as part of our imperative to achieve a competitive cost structure (#6). They also align with the values of our team members, driving satisfaction and engagement.

In addition, they free up funds for a variety of purposes, from extending our networks in support of the productivity of Canadian businesses (#1), to investing in the communities we serve. Engaged team members also drive customer satisfaction (#5) which in turn enhances performance in our wireless, wireline and media segments (#2, 3, 4).

### Achieving our goal through our imperatives

**1**  
Invest in  
broadband  
networks  
and services



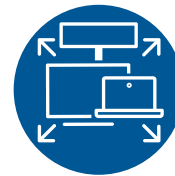
**2**  
Accelerate  
wireless



**3**  
Leverage wireline  
momentum



**4**  
Expand  
media leadership



**5**  
Improve customer  
service



**6**  
Achieve a  
competitive  
cost structure



✓ Team members

✓ Customers

✓ Community, economy, and society

✓ Environment

## Governance structure

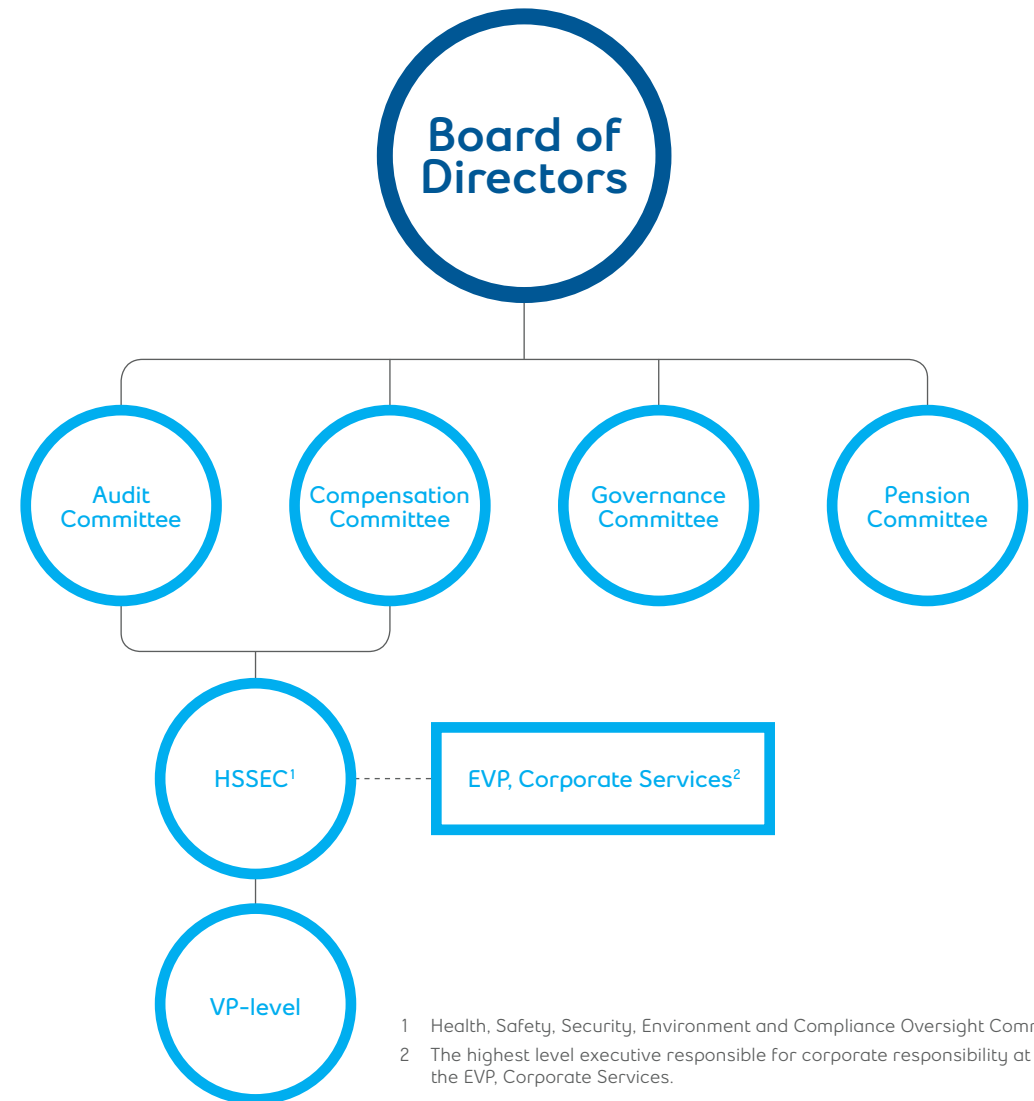
GRI 102-18, 102-19, 102-22, 102-23

We seek to remain a leader in corporate governance and ethical business conduct by maintaining best practices, transparency, and accountability to our stakeholders. This includes adhering to the highest standards of corporate governance as BCE's Board and management believe that good corporate governance practices contribute to the creation and maintenance of shareholder value.

The Board of Directors has established clear lines of authority and oversight over our corporate responsibility programs, with primary accountability at the committee level. The Health, Safety, Security, Environment and Compliance (HSSEC) oversight committee is co-chaired by the Executive Vice President (EVP), Corporate Services and the Chief Operating Officer, and reports directly to board committees.

For a description of each board committee and to learn more about our corporate governance practices, please visit the [Governance section](#) on our website.

For more on the HSSEC, please continue to read on the following page.



1 Health, Safety, Security, Environment and Compliance Oversight Committee  
 2 The highest level executive responsible for corporate responsibility at Bell is the EVP, Corporate Services.

## Risk management framework

GRI 102-20, 102-26, 102-29, 102-31

While the Board is responsible for BCE’s risk oversight program, operational business units are central to the proactive identification and management of risk. They are supported by a range of corporate functions that provide independent expertise to reinforce implementation of risk management approaches in collaboration with the operational business units. The Internal Audit function provides additional expertise and assurance, working to provide insight and support to the operational business units and corporate support functions, while also providing the Audit Committee with an independent perspective on the state of risk and control within the organization. Collectively, these elements can be thought of as a “Three Lines of Defence” approach to risk management that is aligned with industry best practices and is endorsed by the Institute of Internal Auditors. Health, Safety, Security, Environment and Compliance (HSSEC) oversight committee provides assurance to the Audit and Compensation Committees of the Board that legal and regulatory compliance, security, environment, and health and safety related risks are being managed diligently.<sup>1</sup>

The HSSEC is co-chaired by the EVP, Corporate Services and the Chief Operating Officer. Its mandate is to make every effort to seek to ensure our CR strategy is well integrated throughout the business in order to minimize risk (such as financial and reputational) and optimize business opportunities. Among its duties, the HSSEC Committee periodically reviews the company’s health, safety, security, environmental and compliance policies, and operational programs that are then shared with the Board of Directors.

The EVP, Corporate Services has 30% of his variable pay tied to personal objectives that include enhancing team member engagement, leading Bell’s diversity and mental health programs, preventing workplace accidents, maintaining ISO 14001 certification, and optimizing energy efficiency. The EVP, Corporate Services also has direct oversight of the Corporate Responsibility and Environment team, which is accountable for corporate responsibility initiatives. This team’s managers also have part of the variable portion of their compensation tied to social and environmental goals.

Moreover, we rigorously apply a global strategic approach and a highly effective, practical management system. In 2009, we became the first Canadian telecommunications company to have such a system certified to be ISO 14001-compliant.

Through the application of this corporate environmental management system ([EMS](#)), more than 50 individuals have direct responsibility for corporate responsibility issues related to our business imperatives across the company and in all business units. Everyone from the business unit VPs, through to business unit Environmental Coordinators (ECs), is responsible for the performance of our corporate responsibility portfolios.

Please see the [Corporate responsibility approach and management report](#) for more details.

For more information on corporate governance and risk management, please see the [Governance section](#) of BCE’s website, our [2019 Management Proxy Circular](#) starting on p. 23, and our [Annual Report](#), starting on p. 40.

<sup>1</sup> Although the risk management framework described in this report is aligned with industry best practices and is endorsed by the Institute of Internal Auditors, there can be no assurance that it will be sufficient to prevent the occurrence of events that could have a material adverse effect on our financial position, financial performance, cash flows, business or reputation.

## Guidance on team member conduct

GRI 102-16, 102-17, 102-33, 205-2, 415-1

Ethical behaviour by team members is integral to our ongoing commitment to be a responsible company. Accordingly, since 1995, all team members have been subject to a detailed [Code of Business Conduct](#) that sets out specific expectations and accountabilities, provides guidance on conflicts of interest, safeguarding privacy and confidentiality, improper influence of

audits, protection of the environment, and interactions with team members, clients, business partners and competitors. In addition, the Code provides guidance on reporting concerns about unethical or unlawful behaviour and organizational integrity.

Each year, every team member must re-commit to this Code.



## Corporate responsibility issues and our business

The telecommunications industry is the foundation of societal and economic information sharing and commerce. As the Canadian leader in this ever more important, growing, and evolving industry, Bell is an important provider of the infrastructure essential to enable world class quality and accessible services for all Canadians. As such, we believe we have a responsibility to approach our management of particular issues strategically.

### What we report

We report on the topics at the intersection of value chain impacts, industry sustainability megatrends, stakeholder interest, and external research on

emerging trends. These are the issues that are of greatest importance to our stakeholders and could have an important impact on our business.

For a complete description of our stakeholder engagement process, please see [Reporting what is relevant](#) in the Responsibility section of our website.

GRI 102-21, 102-46, 102.47

### The most relevant responsibility issues discussed in this report include:

GRI 102-40

#### SOCIAL

Customer Privacy and Information Security



Customer Satisfaction



Diversity



Online Safety



Training and Career Development



Workplace Statistics



#### ENVIRONMENTAL

Biodiversity



Energy Consumption



Greenhouse Gases



Waste



Water



#### ECONOMIC

Community Investment



Direct and Indirect Impacts



Financial Performance



#### GOVERNANCE

Regulatory Compliance



Supplier Screening





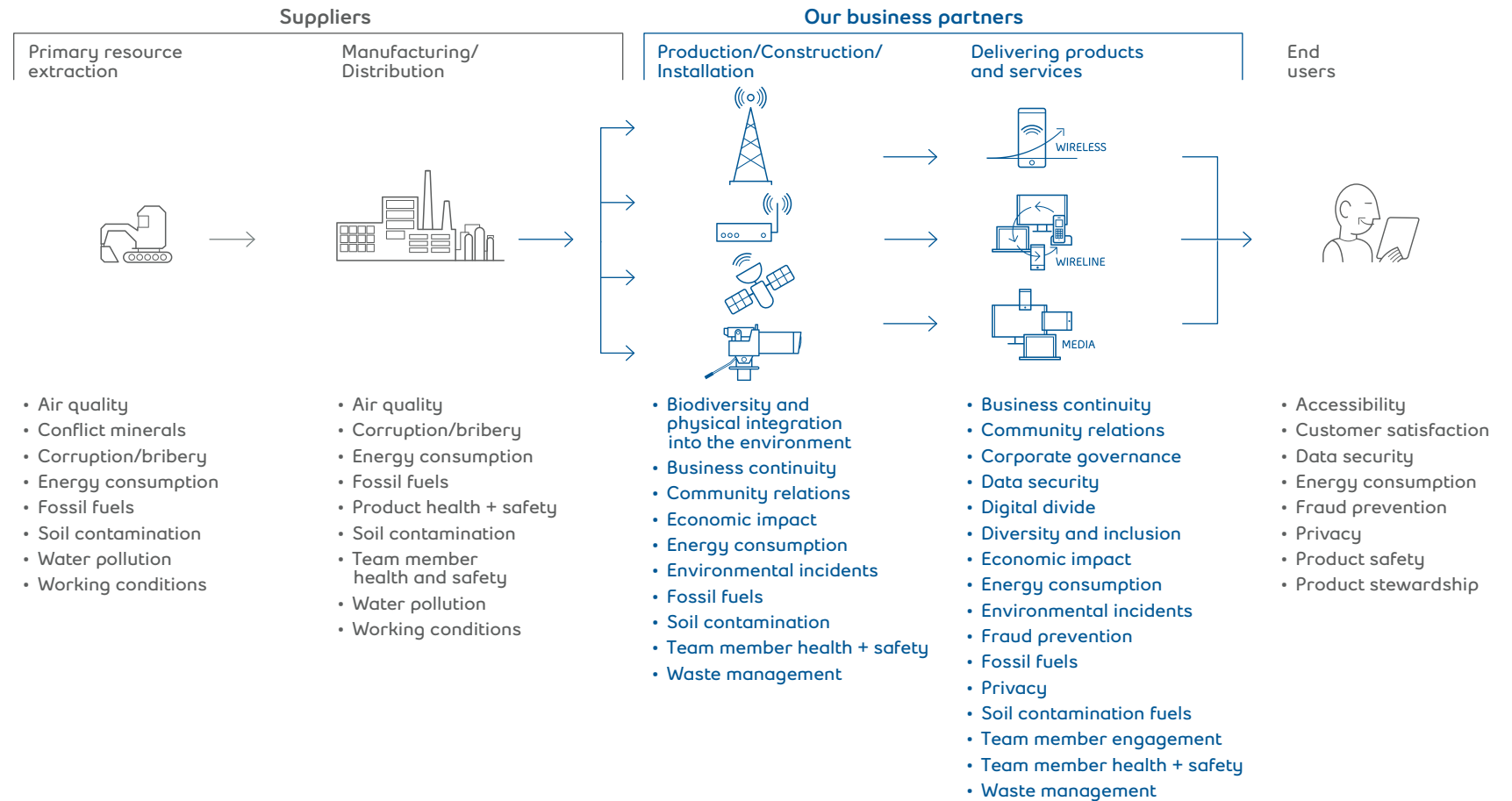
## Corporate responsibility topics across our value chain

A clear view of the company's entire value chain is increasingly important in responsible business practice. Climate-related regulations, the cost and availability of materials and human resources are all examples of value chain risks. At Bell, we make many efforts to continually expand and simultaneously

deepen our view of actors and issues in our value chain. While our operations and influence are Canadian-based, we participate in global working groups (such as the [Responsible Business Alliance](#) and the [UN Global Compact](#)) with industry peers and across industries to amplify our voice. GRI 102-13, SDG 17

The diagram below depicts our presence in various industry segments. Related corporate responsibility topics are listed directly below the different parts of the value chain. GRI-102-13

### Bell's value chain



Many of these topics are addressed in this report. For a full description of how we determine which topics to include in our report, please see the [Reporting what is relevant](#) information sheet in the Responsibility section of our website. GRI 102-21, 102-46, 102-47

## Significant sustainability megatrends in our industry GRI 102-15

In recent years, the megatrends that have significantly impacted our industry include employing an increasingly diverse workforce, the need to manage energy consumption, information security and privacy threats, mounting electronic waste (e-waste), and increasing supply chain risks. Below we explain how these topics relate to our business. GRI 102-44 Later in this report we describe how we manage these topics and we also report on our performance against targets we have set for ourselves.

### Diversity and inclusion

Diversity in the workplace is important for tech companies, not only for the social implications, but because it is challenging for a company to design products and services successfully for the general

public if only one demographic is sitting at the table. Focus on diversity continues to grow for the ICT sector to ensure talent reflects the customer base, not just so that products and services are accessible

for all, but also because it is linked to greater innovation, global success, and talent retention.<sup>1</sup>

### Energy consumption

Always a notable component of business service solutions in our industry, energy consumption is becoming more important as networks grow to support ever-increasing use of wireline and wireless services, including Internet, data hosting, and devices, as well as smartphones, tablets, and a vast array of other connected objects. All of these services consume rapidly growing amounts of data to access social networking, cloud computing, mobile TV, mobile commerce, and banking services. Each of these services consumes network energy, thereby affecting a company's carbon footprint.

Adding to the demand is the emergence of Internet of Things (IoT) applications in retail and transportation, such as the connected car, asset tracking, and remote monitoring. By 2022, mobile traffic in Canada by itself is expected to equal twice the volume of traffic for what was the entire Canadian Internet in 2005.<sup>2</sup> This growth in wireless data consumption alone is driving up service providers' needs for energy to power their networks, making energy efficiency an important issue for our entire industry.

We are also affected by the growing trend for companies to use data centres to shift applications and services to the cloud. This enables carriers like Bell to

make more tools and professional services available to business customers while maximizing the efficiency of our networks and business operations. In time, this virtualization will involve both fixed and wireless access network elements as more functions will move from the customers' premises to centralized, carrier-operated facilities. As a result, carriers will consume more energy while their customers will see their energy consumption decrease. Over time, the net effect will be to reduce overall consumption as virtual activity replaces physical activity and larger carrier-operated platforms become more efficient.

<sup>1</sup> To read more about Forbes' study on Fostering Innovation Through a Diverse Workforce. Forbes, in association with AT&T, Mattel, and L'Oréal USA [click here](#)

<sup>2</sup> CWTA, Cisco VNI Forecast Highlights, 2018.



### Information security and privacy

As devices connected to the Internet become more numerous, smarter, and as data-transmission volumes increase, service providers must work continuously to improve the level of information

security through the protection and effective organization of systems, applications, and information repositories. This is vital to the secure operation of networks and business, and critically

important to customers, who, along with employees, the government, and society, expect that we protect their information to the greatest extent possible.

### Electronic waste (e-waste)

Marketplace experience is confirming that, as faster and smarter devices are developed, customers need and want to replace devices more often. That creates more waste. Companies are expected to recover unwanted equipment. This is an

important initiative, given that electronic components may contain environmental contaminants including lead, cadmium, beryllium and brominated flame retardants that generate significant risks for workers and communities involved in the recycling

and disposal of e-waste. As a reseller of electronic products, companies like Bell must take proactive steps to help consumers properly dispose of their unwanted items.

### Supply chain

Companies like Bell must carefully monitor and manage supply-chain issues. We purchase products from a limited number of manufacturers, some of which

dominate the global market. Resellers must remain vigilant in supply chain management by evaluating the level of risk of key suppliers, implementing mitigation

measures at the contractual phase, and monitoring their compliance throughout the contract's duration in order to reduce the risks related to their suppliers.



## Impact of the business model

A company's business model directly affects the magnitude of the impact of these megatrends. Energy consumption and waste are good examples to illustrate this point. In general, the more vertically integrated the company, the greater the portion of greenhouse gases and waste in the sector fall within that company's reporting scope.

Bell is a case in point. To deliver quality service to our customers, maintain direct control over operations, and promote business continuity that provides secure employment and career development potential, we have vertically reintegrated many of the functions that are often outsourced by other companies in our industry. For example, our operations include installation technicians – [Bell Technical Services](#) (BTS) – and many construction projects – carried out by [Expertech Network Installation Inc.](#) (Expertech) – all of which depend on a fleet of vehicles to take team members to our customers and job sites. These activities increase our Scope 1 GHGs (direct GHG emissions from sources that are owned or controlled by Bell) relative to other telecoms that outsource such functions. For more information on the scopes of greenhouse gas emissions reporting, please see the GHG Protocol's [website](#).

In addition, we have become more diversified in our effort to facilitate sustainable growth in the business. For example, we created Bell Media Inc. (Bell Media) which includes broadcast and other media assets acquired through acquisitions such as [CTV Globemedia Inc.](#) (CTV) and [Astral Media Inc.](#) (Astral). This has increased the overall consumption of energy that we account for in our Scope 2 emissions (indirect GHG emissions associated with the consumption of purchased electricity, heat, steam and cooling). That said, it does not necessarily mean Bell Media's Scope 2 emissions have increased since the time when Bell Media assets were separate, non-BCE operations. Our integrated structure also affects the amount of waste we generate. Our vertically integrated structure means that we are accountable for managing waste created through these integrated functions, unlike companies that outsource these operations. We could outsource and thereby reduce our waste-to-landfill quantity, but that would not necessarily improve the industry's overall waste recovery rate. As well, by managing our network waste ourselves, we maintain control over functions that directly affect customer service and operations.

# Key performance indicators and results

GRI 102-15, 102-47

In the wide range of topics we cover in this report, we have identified several priority areas for key performance indicators. Here is a summary of our progress against objectives in 2018. Indices for [GRI](#), [SASB](#), and the [SDGs](#) are available in the [Responsibility section](#) of BCE's website.

	INDICATOR	OBJECTIVE	VERIFICATION	2018 PERFORMANCE	YOY VARIATION	TREND	RELATED GRI INDICATOR	RELATED SDG	GLOBAL COMPACT PRINCIPLE	RELATED SASB INDICATOR
GOVERNANCE	<a href="#">Women on the Board of Directors</a> <sup>1</sup>	30% by 2021	—	Goal achieved in 2017 2018: 31%	Goal maintained	■	405-1	<b>4 5 8</b>	6	—
	ISS quality scores <sup>2</sup>	1st quintile	ISS	Gov score: 1 Env score: 1 Soc score: 1	Goal maintained	■	102-28 102-30	<b>16</b>	All	—
	<a href="#">ISO 14001 certification</a> <sup>3</sup>	Maintain certification	Intertek	10th year in a row	Goal maintained	■	102-56	—	7, 8, 9	—
CUSTOMERS	<a href="#">LTE advanced network coverage</a> <sup>4</sup>	Reach 94% of Canadians by the end of 2019	PWC <sup>5</sup>	91%	+5 percentage points and 3% from our goal	●	—	<b>9</b>	—	—
TEAM MEMBERS	<a href="#">Team member engagement</a>	Reach an overall team member engagement score of 75%	PWC	74%	+1 percentage point and 1% from our goal	●	401-1	<b>4 5 8</b>	3, 6	TC0301-08
		Maintain engagement above Canadian norm	—	✓	Goal maintained	■	—	<b>4 5 8</b>	3, 6	—
	<a href="#">Women in senior management</a>	At least 35% women in executive positions (vice-president level and above) by the end of 2021	—	28.7%	-1.4 percentage points and 6% from our goal	●	102-8 405-1	<b>4 5 8</b>	6	—
	<a href="#">Time lost accident frequency rate</a> <sup>6</sup>	Report annually	PWC	1.13	-9%	●	403-2	<b>3 8</b>	1, 2	—

● Improving ● Declining ■ Stable

	INDICATOR	OBJECTIVE	VERIFICATION	2018 PERFORMANCE	YOY VARIATION	TREND	RELATED GRI INDICATOR	RELATED SDG	GLOBAL COMPACT PRINCIPLE	RELATED SASB INDICATOR
COMMUNITY	<a href="#">Community investment</a> <sup>7</sup>	Make a meaningful contribution to improving mental health in Canadian communities through 4 key action pillars: anti-stigma, care and access, research, and workplace health	PWC	\$17.3 million	-7.7	■ <sup>8</sup>	201-1	3	—	—
ENVIRONMENT	<a href="#">Greenhouse gas (GHG) emissions reduction</a> <sup>9</sup>	Reduce the ratio of our Scope 1 & 2 GHG emissions (tonnes of CO <sub>2</sub> equivalent) to our network usage (PBytes) by 75% of 2014 level by end of 2020 <sup>10</sup>	PWC	-73%	-8% and 2 percentage points from our goal	●	305-4	7 8	7, 8, 9	TC0301-08
	<a href="#">Administrative waste</a> <sup>11</sup>	55kg of waste sent to landfill annually per employee in Bell-owned or -leased administrative buildings by 2024	PWC	85kg	—	—	306-2	3 5 12	7, 8, 9	TC0301-08
	<a href="#">Hazardous waste</a> <sup>11</sup>	Divert 100% of generated hazardous waste to certified recyclers by 2024	PWC	99%	—	—	306-4	3 5 12	7, 8, 9	TC0301-08
	<a href="#">e-waste</a>	Recover 10 million used TV receivers, modems, and mobile phones between January 1st, 2016 and the end of 2020	PWC	2,560,642	+1.6% and 27% from our goal	●	301-3 306-2	3 5 12	7, 8, 9	TC0301-08

● Improving ● Declining ■ Stable

1 Non-executive directors. Data valid as on December 31, 2018

2 Scores as of May 22, 2019. We report the most recent update to our score at the time of publication because it reflects performance for the previous year. Score indicates decile rank relative to peer group. A decile score of 1 indicates lower governance risk, while a 10 indicates higher governance risk

3 The scope includes all Bell Canada business sectors, including wireline, wireless, television and Internet services, broadband, data hosting, and cloud computing services, radio broadcasting services and digital media services, in addition to related general administrative functions (excluding BellMTS Inc., AlarmForce, BCE Holding Corporation, BCE Nexxia International Inc., Northwestel Inc. (Northwestel), and The Source (Bell) Electronics Inc. (The Source), which are part of the environmental management system (EMS), but not within the scope of certification

4 Data valid as on December 19, 2018. The percent of population covered depends upon the plans of our partners, which are not yet fully known, and which could influence the result; Population data is based on the 2016 census conducted by Statistics Canada

5 PricewaterhouseCoopers LLP has provided limited assurance over indicators marked PWC. Please see [PwC's assurance statement](#)

6 Time Lost Accident Frequency Rate = number of time-lost accident cases ÷ number of worked hours × 200,000

7 This includes cash donations, in kind donations, and management costs

8 Multiyear funding commitment for mental health on track

9 Network usage includes residential and wholesale Internet, business Internet dedicated (BID), virtual private network (VPN), IPTV, Inter-Network Exchange (INX), prepaid and postpaid wireless services, wireless-to-the-home, Voice-over-LTE (VoLTE) traffic, IoT, and enterprise usage, both in Canada and on international roaming partners network. As methodology for gathering the network usage differs from one carrier to another, and because a company's business model directly impacts the amount of GHG it generates and how those GHG are calculated and classified (as noted in Impact of the business model), the ratio itself cannot be used to directly compare carrier performance

10 2018 performance is based on energy consumption and network usage data from October 1, 2017 to September 30, 2018, while 2014 performance is based on energy consumption and network usage data from January 1 to December 31, 2014

11 New indicator.





## Team members

With its broad range of operations across the country, Bell creates multiple opportunities for team members to build rewarding careers in a variety of disciplines. Committed to sustain a high-performance culture, the company strongly supports diversity in its workforce, continuous learning, innovative workplace mental health initiatives, and award-winning programs for team member engagement.

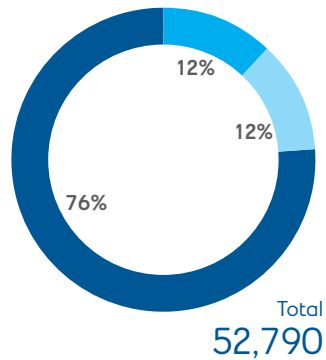
## Engaged expertise

To execute on our [Strategic imperatives](#), we rely on the engagement and expertise of our team members. We focus on attracting, developing, and retaining the best talent, as well as creating a positive team-member experience that drives effectiveness, high performance, and agility in our evolving business environment. Through workplace wellness initiatives – including innovative mental health programs – and by celebrating diversity in the workplace, we reinforce our goal of creating a safe and inclusive atmosphere for all team members.

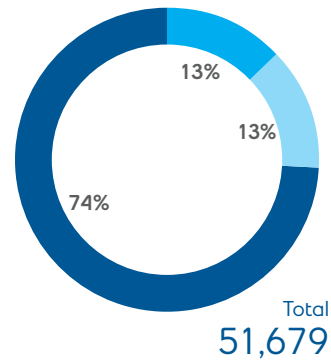
### Our team

GRI 102-7 At the end of 2018, our workforce comprised 52,790<sup>1</sup> team members, an increase of 1,111 people compared to the end of 2017, due primarily to call centre hiring and acquisitions, partly offset by natural attrition, retirements and workforce reductions.<sup>2</sup> Approximately 44% of total BCE employees were represented by labour unions at December 31, 2018. GRI 102-41

BCE 2018 employees



BCE 2017 employees



■ Bell Wireline ■ Bell Wireless ■ Bell Media

<sup>1</sup> All BCE subsidiaries, including Quantrics and AlarmForce  
<sup>2</sup> Voluntary turnover for 2018 was 12.7%, including Quantrics and AlarmForce, but excluding temporary employees from BellMTS, The Source, Expertech, and BTS.



GRI 401-1



## Workplace, human rights and privacy

### Canadian employment standards context

GRI 401-3, 407-1, 408-1, 409-1

Most of our operations and assets are located in Canada and we make every effort to maintain an inclusive work environment where all team members, wherever they are located, are valued for their contributions and have the freedom and protection to be who they are, free of discrimination, harassment and violence.

Our focus on high workplace standards and our desire to provide team members with a fair, equitable and respectful place to work are grounded in our [Code of Business Conduct](#) and reinforced

daily through many programs, initiatives, processes, and policies that touch all team members. Bell operates in a highly regulated labour market in which workers are protected by federal and/or provincial employment standards legislation that covers areas such as hours of work, minimum wage, pay, vacation time and vacation pay, public holidays, breaks, birth and adoption leave, personal emergency leave, family medical leave, and termination notice and termination pay. In many cases, Bell's policies and programs exceed minimum legal requirements.

### Human rights

Bell provides team members with information on roles, accommodation process, resolution options, and other tools specifically designed to support our commitment to human rights. These include a formal process and informal options available to all team members to resolve accommodation issues for which the Human Resources workplace practices team is accountable. Furthermore, the process is formally integrated in the collective agreement of our unionized team members, where it is referred to as the "3-step resolution process". Cases that are more complex are taken to an accommodation committee.

More than 300 team members used the online medical accommodation tool to submit a medical accommodation request in 2018<sup>1</sup>

<sup>1</sup> This tool provides integrated communication to engage relevant stakeholders more quickly and efficiently. In 2019, we plan to expand this tool to include family and religious accommodation requests.



## Bell's focus on respect in the workplace

GRI 102-33

Everyone deserves a respectful, positive, and professional environment. Bell's violence prevention policy describes the company's zero tolerance approach to workplace violence and harassment. It underlines our commitment to a safe, healthy and respectful workplace, prevention awareness, and processes for resolving incidents when they do occur. It also holds all team members accountable to the principles of [Bell's Code of Business Conduct](#).

Continuing to build on recent improvements, in September 2018, Bell launched an enhanced online training program *Respect in the Workplace – Prevention of Harassment and Violence in the Workplace*. This training equips team members with the appropriate skills to de-escalate situations of incivility. This company-wide mandatory training promotes appropriate policies and resources to prevent harassment and violence which, in turn, supports a healthy and safe work environment.

Additionally, Bell launched a customized leadership training program to provide leaders with practical tools to facilitate conflict resolution and identify higher risk situations where they need to refer to subject matter experts. The program includes a 3-hour face-to-face workshop. In 2018, approximately 900 leaders were trained and we plan to train another 1,000 leaders in 2019.

### In the first 3 months, 4,264 team members completed *Respect in the workplace* training

Team members and leaders are also better equipped than ever to support prevention and are using Bell's tools, including a Respectful workplace ethics intranet site. In 2018 more than 2,500 team members downloaded the "Civility guide" while over 1,600 leaders consulted the "Leader's guide to managing conflict".

### Internal complaint resolution

Bell offers team members a whistle-blowing channel where they can anonymously report any incidents they believe may contravene our policies or ethical standards. An independent

administrator continually monitors this channel and responds to complaints. GRI 102-33

### Privacy SASB

Bell and its affiliated companies have long been focused on maintaining the accuracy, confidentiality, security, and privacy of personal information for customers and team members. Bell provides its team members with appropriate information regarding privacy and has centralized its policy and resources on the Bell Privacy website. This provides clear instructions to team members about their responsibilities for safeguarding personal information. We also published updated information

on our intranet that clearly defines roles, processes, training support, and more. Additionally, team members can address questions and obtain support through the privacy mailbox, which is monitored and promptly answered by the privacy coordinator. For more information about customer privacy, please consult the [Our customers](#) and the [Community, economy, and society](#) sections of this report.

## Diversity and inclusion

At Bell, we are proud of our commitment to foster an inclusive, equitable, and accessible workplace where all team members and customers feel valued, respected, and supported. We are dedicated to building a workforce that meets federally regulated employment equity targets and reflects the diversity of the communities we serve, with a commitment to ensuring every team member has the opportunity to reach their full potential.

The Diversity Leadership Council (DLC) champions diversity and inclusion across the organization, defining Bell's diversity and inclusion strategy and developing company-wide implementation plans for specific actions. The DLC is comprised of 13 diverse senior leaders, with representation from all business groups and geographies. Under their leadership, we work to ensure our business strategy and human resources policies align with our diversity and inclusion goals.

### Diversity and inclusion objectives

In step with our overarching corporate commitment to improve gender diversity we are also strategically focused on increasing the diversity of our senior leadership.

Bell is a signatory of the [Catalyst 2022 accord](#) and member of the [30% Club](#)

We have established a goal of at least 35% women in executive positions (vice-president level and above) by the end of 2021

We also continue advocating for more women to take on roles in science, technology, engineering, and mathematics (STEM), and are expanding efforts to increase the representation of other under-represented groups such as visible minorities, Indigenous Peoples, and persons with disabilities.

As part of that task, and integral to developing our future employment equity plans, we are continuing consultations with members of under-represented groups to understand their experiences at work. We have facilitated both in-person and audio inclusion consultations, encouraging discussions around workplace experience and inclusion at Bell. We also seek out and adopt best-practice standards on workplace accessibility and continue to work to increase awareness and engagement through support of various inclusion events such as International Day Against Homophobia, Transphobia and Biphobia, and National Indigenous Peoples Day.

Looking ahead, we plan to continue building momentum for our diversity and inclusion strategy by setting concrete objectives and emphasizing the importance of leading through greater inclusion.



## Performance in 2018

Our diversity and inclusion strategy, coupled with higher rates of self-disclosure, have significantly increased the share of visible minorities, persons with disabilities, and Indigenous Peoples in our workforce. We have maintained our strategic focus on making our senior leadership team more representative of our overall employee population through focused talent management strategies and best-in-class development programs for high-potential leaders, including from under-represented groups.

### Diversity GRI 405-1 (in %)

Diversity group	WORKFORCE					SENIOR MANAGEMENT <sup>1</sup>				
	2017 LMA <sup>2</sup>	2018	2017	2016	2015	2017 LMA <sup>2</sup>	2018	2017	2016	2015
Women	37.3	<b>32.3</b>	32.6	33.6	34.2	27.4	<b>28.7</b>	30.1	29.3	25.9
Visible minorities <sup>3</sup>	20.4	<b>18.6</b>	18.6	19.7	19	10.1	<b>8.4</b>	8.6	8.6	8.4
Persons with disabilities <sup>3</sup>	5.3	<b>3.6</b>	3.8	4.0	3.7	4.3	<b>2.1</b>	1.4	2.1	3.5
Indigenous Peoples <sup>3</sup>	2.4	<b>2.4</b>	2.2	2.3	2.1	2.9	<b>0.7</b>	0.7	0.7	2.1

1 Vice Presidents and above

2 Occupational labour market availability indicates the percentage of persons in each designated group in the Canadian workforce that may have the skills necessary to fill occupational roles at Bell based on December 2017 headcount. The data are provided to Bell by the Canadian government, and are based on data from the 2011 National Household Survey and 2012 Canadian Survey on Disability. This is the most current information available

3 Data for these segments depends upon full-time and part-time employee self-identification in Bell's diversity questionnaire.

In 2018, the Diversity leadership council (DLC) reinforced its commitment to foster an inclusive workplace. We invested in the design of an inclusive leadership development program focused on mitigating unconscious bias and supporting leaders in developing and advancing our diverse talent pipeline. We successfully launched the program in 2018. Over 50% of the leadership team completed the program, with remaining leaders scheduled to take the training in 2019.

We further support the diversity and inclusion of our workplace through numerous initiatives that foster inclusion and by empowering our Employee Resource Groups (ERG), including Women at Bell, the LGBT Network, and the newly established Bell Black Professionals Network (BBPN). We also build inclusion for our under-represented team members through learning and networking initiatives and by celebrating important awareness initiatives, including Black History Month, International Women's Day,



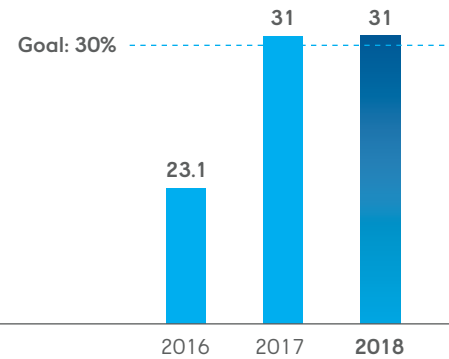
Marci Ien, Bell Media TV Host, interviewed George Cope, our President and CEO at a Women at Bell event.



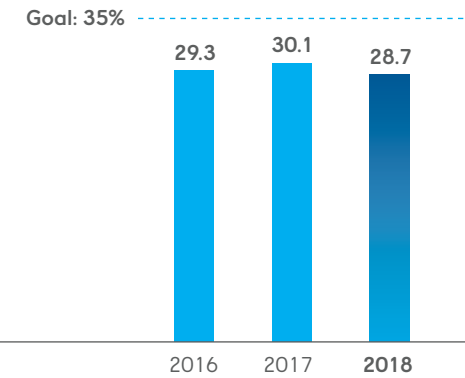
International Day Against Homophobia, Transphobia and Biphobia, National Indigenous Peoples Day and International Day of Persons with Disabilities. The impact of this support is apparent in the results of our annual team member survey: in 2018, 85% of team members responded favourably to the statement “People of all backgrounds (cultural, gender, age, religion, disability, etc.) can succeed in my company” (an increase of 1% over 2017).

Since 2017, 31% of non-executive directors on the BCE Board of Directors are women.

### Women non-executive directors on the BCE board (in %)



### Women in senior management (in %)



## Diversity awards and recognitions

Bell is an active member of a number of prominent organizations that support the advancement of women in the workplace, including Catalyst, 30% Club, Women’s Business Enterprises (WBE), Women’s Executive Network (WXN), and Women in Communication and Technology (WCT). In 2018, Women in Film & Television named Bell Media’s Edwina Follows the winner of the Creative Excellence Award, and WXN named Bell Media’s Marci Ien one of Canada’s Top 100 Most Powerful Women 2018 in the BMO Arts, Sports & Entertainment category.



### Edwina Follows

General Manager,  
Discovery Networks, Bell Media

Women in Film & Television,  
Creative Excellence Award



**Marci Ien**

Host (TV),  
Bell Media

Women’s Executive Network (WXN),  
Canada’s Top 100 Most Powerful Women,  
BMO Arts, Sports & Entertainment



**Eleanor Marshall**

The Association of Canadian Pension Management (ACPM) has named Bell’s Eleanor Marshall the winner of its 2018 [National Industry Award](#) for professional excellence and outstanding contributions to Canada’s retirement income industry.

In September 2018, Bell’s commitment to gender equity in the workplace was recognized by Women in Governance, an organization supporting women in leadership development, career advancement and board governance. Bell was one of only 31 Canadian companies to receive the parity [certification](#) following an assessment of our progress on gender parity and the effectiveness of systemic enablers including governance, data analysis, talent development and leadership.

Our programs made it possible for Bell to be named one of Canada’s Best Diversity Employers in 2018, an award that recognizes employers who lead the way in creating an inclusive environment where individuals from a wide variety of backgrounds are valued.

Building on our recognition as one of Canada’s Top 100 Employers and a Top Montréal Employer, Mediacorp<sup>1</sup> has again named Bell a Top Employer for Young People based on our award-winning recruitment and career development programs.

In 2018, Bell hired more than 1,000 students across the organization through placements, paid internships and university co-op programs.

In addition, the Employment Equity Achievement Awards recognized Bell’s commitment to employment equity for promoting diversity in the workplace through our Inclusive Leadership Development Program, an instructor-led training offer launched to help team leaders across the company disrupt and mitigate unconscious bias and foster a diverse talent pipeline.

Bell is the proud recipient of TalentEgg’s 2018 National Campus Recruitment Excellence Awards: The Special Award for Social Responsibility in Recruiting and Best Employee Engagement and Retention Strategy for Gen Y and Z. The recruitment team was also a finalist in the categories of Best Grad Program, Best Campus Recruiting Program, Best Social Media Presence, and Best Recruitment Marketing & Outreach.



<sup>1</sup> To learn more about Mediacorp, Canada’s Top 100 Employers, Top Montréal Employer, and Top Employer for Young People awards [click here](#).



Bell team members attended the Employment Equity Achievement Awards in Ottawa to accept the award. In the picture from left to right: The Honourable Patricia A. Hajdu, Minister of Employment, Workforce Development and Labour, Bell's Sara Lockhart, Director, Learning Engagement, Diversity & Inclusion, and Tina Debos, Senior Consultant, Diversity & Inclusion.

## Supplier diversity

At Bell, we also promote diversity among our suppliers. In 2014, we launched a supplier diversity program to boost the representation of women, Indigenous Peoples, LGBT and minority-owned businesses in our supply chain. In 2015, the Bell Procurement team incorporated supplier diversity into our corporate diversity and inclusion strategy, with the executive support of the Diversity Leadership Council. Bell participates in supplier-diversity industry events, maintains a diverse supplier database accessible to all Bell team members, and invites a broad mix of suppliers to more sourcing activities.

We also maintain memberships in Women's Business Enterprise (WBE), the Canadian Aboriginal and Minority Supplier Council (CAMSC), and the Canadian Gay and Lesbian Chamber of Commerce (CGLCC).

For more on how we manage our supply chain, please see the [Community, economy and society](#) section of this report.



The Bell Procurement team supports supplier diversity as part of our corporate diversity and inclusion strategy.

## Mental health in the workplace

At Bell, we believe taking care of the mental health of our team members is essential to their personal success and to our organization’s ongoing progress. Accordingly, we continue to develop and implement world leading mental health practices in the workplace and broaden our approach to emphasize total health support. We educate team members through our best-in-class training programs, support them through the Employee and Family Assistance Program (EFAP), and create awareness through communication and engagement activities. Our commitment is stated in our mental health policy and reinforced in our [Code of Business Conduct](#), reviewed annually by all team members. We also continue to reinforce the importance of mental health through initiatives that impact our day-to-day work.

### Mental health training

We continue to expand our mental health training with targeted efforts to reach all team leaders and team members, including union representatives and Health and Safety committee members.

In 2018, we promoted our online Building Blocks for Positive Mental Health training offered to all team members. This program includes strategies for building resiliency and improving overall mental health. It also includes practical tips for enhancing self-awareness and boosting emotional intelligence, as well as caring for others who are facing mental health challenges.

Our leadership team is the cornerstone of culture change and support. Accordingly, our emphasis in 2018 was to encourage all leaders to complete two mandatory Workplace Mental Health Leadership modules. We placed additional emphasis on completing the voluntary module 3, which provides leaders with a deeper understanding of the National Standard for Psychological Health and Safety in the Workplace.

#### Training courses and completion successes

- Building Blocks for Positive Mental Health training:  
**9,400 team members**
- Workplace Mental Health Leadership Module 1:  
**11,000 leaders**
- Workplace Mental Health Leadership Module 2:  
**6,000 leaders**
- Workplace Mental Health Leadership Module 3 – optional:  
**1,500 leaders.**

Further supporting wider adoption of standards to address mental health, Bell, our EFAP provider, and Queen's University have worked in partnership to develop the Workplace Mental Health Leadership certificate program, the world's first university-certified workplace mental health program. Since its inception, more than 591 companies across Canada have participated in the program leading to a certificate from Queen's.

The content helps leaders build their skills in supporting their team members and applying healthy workplace practices, accommodation and return-to-work best practices, while at the same time strengthening preventative techniques and integrating elements from the National Standard for Psychological Health and Safety in the Workplace.

## Employee and family assistance program (EFAP)

A critically important tool for the management of team members' total health needs, including prevention of illness, the EFAP offers various counselling options for team members such as e-counselling, over the phone counselling, a dedicated mobile app, and face-to-face counselling with accredited professionals. Since 2010, Bell has seen a sustained increase in EFAP's overall usage. In 2018, overall usage reached 36%, which is more than double the industry and national norms and represents a 190% increase compared to 2010. This is a good story for Bell as it shows people are reaching out to receive the mental health support they need. A decrease in the number of short-term claims related to mental health also demonstrates how greater initial support can benefit everyone involved.



In 2018, overall EFAP usage reached 36% — more than double the industry and national norms representing a 190% increase compared to 2010.







## Awareness and communication

Bell continued to provide team members and their families with expert insight and advice on health, wellness, and development-related topics through the LifeSpeak video library. This library offers content from internationally acclaimed experts, authors, professors, and medical professionals.

The [Bell Let's Talk](#) website and the mental health and wellness page, launched in 2015 on our intranet, continue to provide easily accessible, centralized tools and resources for team members to learn, participate, and stay informed. In 2018, team members accessed our mental health and wellness site more than 28,000 times, taking advantage of our comprehensive mental health resources, including articles, videos and training, and a wide variety of other resources addressing total health.

## National Standard for Psychological Health and Safety

Bell continues to support and promote the adoption of the [National Standard for Psychological Health and Safety in the Workplace](#) across corporate Canada. Since the inception of the standard, we have shared best practices across hundreds of organizations in Canada to provide encouragement and guidance for others to implement healthier frameworks in their own workplaces.

We continue our commitment to the standard by building sustainable programs, and addressing opportunities related to the [13 psychological factors](#) that experts agree have a powerful impact on organizational health and the well-being of individual team members.

For more information on our workplace practices, please see [Bell's focus on respect in the workplace](#) in this report.

## Other initiatives

Our comprehensive and proactive approach to mental health awareness and enhanced programs and services continuously supports team members and we have seen a significant reduction in mental health short-term disability claims compared with 2010. For information on other mental health initiatives for our employees, please see our [mental health in the workplace](#) information sheet.



## Learning and development

We offer a wide range of training for all team members, with specific and targeted training pathways to meet the demands of our changing industry environment and to enable our team members to fully develop their leadership potential and achieve their aspirations.

### Training GRI 404-2

Learning and development are powerful drivers of team member engagement and key to our ability to offer better service to our customers. Bell is committed to investing in learning and development options that are relevant and current, including emergent skill sets team members need to contribute to the business and achieve their career goals. In 2018, we invested over \$20 million in learning through our central programs. In addition, business units and departments invest portions of their own budgets for outside learning.

In 2018, we introduced two new mandatory courses to reinforce respect and safety in our workforce as part of our on-going mandate to look after the well-being of our team members. These courses focus on preventative measures and proper courses of action in the event an incident occurs. These new courses are more inclusive and mobile enabled, making them more accessible and easier to complete. We continue to see a strong need for ongoing learning with a significant increase in team member use of our offerings. We have more than 13,000 online and mobile accessible courses available.

We also provide a wide range of certifications, including Microsoft technical certifications, and certification for product and project management, business analyst, and business unit-specific functions. In addition, we made it easier for team members to apply for our Education Assistance Program, generating a 24% increase in participation. This helps team members pursue continuing education at external institutions.





## Leadership development

At Bell, we believe in helping our team members become effective and confident leaders. Bell's Leadership Development Pathway provides team members with a focused development plan to strengthen their skills, behaviours and performance. The pathway links to the Bell Leadership Success Profile that identifies the skills, behaviours and performance results that help team members succeed at each level.

Bell is investing in our leaders at all levels. Launched in 2012, the Corporate Leadership Development Program continues to drive adoption of our Leadership Development Pathway, which promotes employee engagement through career development and reaches more than 83% of our frontline, middle, and director-level management population. The keys to our success include sponsorship by our senior leaders, a strong partnership with HR, continuous leader engagement and, most important, the creation of a positive experience for participants. The Leadership Development Pathway provides employees with a tailored skillset curriculum focused on skills that are transferable across all of our business units. Bell's investment in employee development positively affects our ability to attract and retain the best talent.

In 2018, we have launched our leadership foundations programs for new graduates that follow the same learning principles as our foundations programs for newly promoted senior managers and directors. These 30- to 60-day experiential programs give leaders the opportunity to learn, reflect and apply new leadership skills.

## Executive leadership development

For our executive leaders, we invest in company-driven development tailored to individual needs and job requirements. We focus on capability building and engagement, as well as external education, such as executive MBA and other intensive development or networking programs. We also leverage many leadership and professional development tools including behavioural assessments and coaching for performance and development.



Three programs introduced in 2017 focused on coaching, feedback, and career conversations. They continue to be a priority for leaders at all levels, equipping them to have meaningful ongoing performance and development conversations with their teams.

For 15 consecutive years, Bell has also sponsored participation by women executives in world-renowned education programs where they can share best practices and learn from each other. These include The Judy Project, Canada's leading forum preparing women to advance into executive leadership positions, and the International Women's Forum Fellows Program, a leading international women's executive development initiative.



## Achieving through performance GRI 404-3

We believe it is important to position our team members for success by providing them with clear targets based on a combination of personal objectives, business needs and corporate strategy.

In our performance management process, team members participate in setting objectives that include demonstrating key leadership behaviours that are essential to succeed at Bell. This provides the opportunity for team members to see how the work they do connects with our 6 Strategic imperatives and company goal. In our annual team member survey, we measure ‘alignment’ as a key index, placing importance on connecting individual objectives to those of leaders so that team members can see how their work contributes to success. This helps drive personal engagement and contributes to company performance.

We encourage leaders to have ongoing and focused performance and development conversations with their team members. These conversations include tracking progress against objectives, identifying development opportunities, and enhancing skills. At least twice per year, one-on-one discussions take place between team members and leaders to assess team members’ performance, which is measured against established objectives and Bell’s leadership success profile.



## Succession planning

Succession planning is an integral part of our talent strategy and our commitment to develop future leaders and evolve our talent pipeline. When we identify high-potential leaders at the senior manager and director levels, they benefit from structured, corporate-wide learning and development programs aimed at accelerating their growth and readiness for the next challenge.

In 2018, we continued to support our high-potential leaders through individual development planning via one-on-one coaching from our Talent Management team. We also continued to conduct regular annual succession planning and high-potential talent reviews at the most senior level with our CEO and senior executive team. The team reviews succession plans for all key positions in the company, focusing on development plans and progress since the last review.

We continue to offer high-potential directors and senior managers cohort-based experiential leadership programs.

The success of our succession planning is evident: in 2018, 100% of internal promotions at the vice president and director levels came from our high-potential leadership pipeline.



# Team member engagement

## Enhanced team survey

Bell’s ongoing commitment is to listen to team members and increase their engagement. One of the tools we use to this end is our annual Team Survey, which is designed to be completed quickly and easily in the official language of the team member’s choice, accessible on both desktop and mobile devices. Capturing both quantitative and qualitative data, the survey focuses on understanding how engaged, agile, and aligned team members are, asking them to rate their leaders in key areas specific to engagement, including communication, recognition, trust, and respect.

In 2018, we continued our partnership with a best-in-class vendor to get insight into key engagement indicators. This approach helps us implement focused actions to make positive changes. In addition, our survey tool enables us to conduct multi-variant analyses, such as by geography, tenure, demographic, team, role, level, etc., and to drill further into areas of opportunity for improvement.

In 2018, 80% of team members participated in the survey. The overall engagement score was 74%, with 79% of team members reporting that they are proud to work for Bell and pleased to see how their individual work contributes to the company’s success.

## Recognition – Celebrating work successes

Through a variety of initiatives, Bell publicly honours the work of team members. Our formal program recognizes contributions at 3 levels – local team, business unit, and corporate – with success celebrated informally and formally. We also celebrate service anniversary milestones and honour our retirees with the traditional President’s Wallet to recognize and thank them for their contributions.



George Cope, our President and CEO and Team members at the Bravo Award ceremony — the highest level of recognition for employees.



## Total compensation GRI 401-2

Bell provides team members with total compensation packages that are competitive with the market in order to attract, engage and retain talent. To maintain market competitiveness, Bell also reviews compensation levels at least once per year. We recognize our employees for their performance that we align with our 6 Strategic imperatives to create value for our shareholders. Bell's compensation package includes a competitive base salary, strong performance incentives, a range of benefits including short- and long-term disability leave benefits and retirement plans. We offer added savings and wealth-building opportunities, including a share purchase plan (with company matching), group tax-free savings account (group TFSA), and a group retirement savings plan (group RSP). Moreover, we offer generous team member discounts on Bell services and purchases at The Source.



Our incentive plans reflect both the company's success and individual achievements. The Achievement Incentive Plan (AIP) covers more than 23,000 team members and over the last few years eligible employees have benefited from payouts that consistently paid very close to or above targets.

Each year, team members receive a comprehensive total compensation statement providing a complete picture that goes beyond salary and performance-based bonus payments to include the value of the benefits, pension plan, and team member savings. Delivered as a personalized statement, the document also serves to alert team members to other programs so that they may make the most of every benefit Bell offers.

The Achievement Incentive Plan covers more than 23,000 team members



## Benefits

The health of our team members and their family members is priority. It is paramount, therefore, Bell invests in programs that provide team members and their dependents with coverage and options that fit their personal situations. Our program is among the most generous on the market. More importantly, it provides team members with choices that help achieve an optimal, healthy lifestyle, with initiatives that address both physical and mental health for themselves and their dependents.

Our company-paid benefits offered to most of our regular team members include health and dental care plans, life and accident insurance, travel and trip cancellation insurance, and disability coverage. Our team members also receive a pool of flexible dollars that allows them to make choices that suit their needs and lifestyle. They can also receive additional flexible dollars each year if they complete an online health risk-assessment questionnaire. This questionnaire reinforces our commitment to support the health and well-being of our team members by providing a personalized assessment report with ideas for improving physical and mental health when the questionnaire is completed. Team members can also buy additional coverage such as optional life and accident insurance, critical illness coverage, Health Service Navigator, and more vacation days.

To reinforce our engagement towards improving the health of our team members, we have expanded our list of professional services covered under our medical plan to include nutritionist/dietitian services. Since over 30% of Canadians have chronic disease and about 60% are overweight or obese,<sup>1</sup> we are convinced that this enhancement will contribute to reducing loss of productivity related to health issues and will improve the health of our employees by reducing their risk of chronic diseases and help manage nutrition related issues such as food allergies/intolerance.

In addition, as part of our commitment to support the mental health and well-being of our team members and their families in 2018, Bell doubled the reimbursement for mental health providers to a maximum of \$3,000 per year for each team member and their eligible family members. Moreover, reimbursement for services provided from licensed psychotherapists, registered clinical counsellors and couple or family therapists are now covered in addition to psychologist and social worker services.

Furthermore, since Bell's philosophy is also to support team members in balancing work and family obligations, the company enhanced maternity and parental leave options with a higher salary replacement amount available over more weeks. With the enhanced top-up benefits, the number of weeks covered by the company increases significantly, from 17 to 36 weeks for the birth mother (17 weeks during maternity plus 19 weeks during the birth



mother's parental leave) and from 12 to 19 weeks for the other parent or for team members who adopt a child. Additionally, the top-up that team members receive from Bell also increases from 67% to 70% of salary when combined with government benefits (Employment Insurance or QPIP). This new program was launched on April 1, 2019.

<sup>1</sup> Source: Dietitians of Canada, March 2017.

## Retirement and savings

Financial security is important to our team members and we are committed to making it easy for them to invest for both the short and long term. Most Bell team members benefit from a defined contribution pension plan that offers an automatic 4% of annual earnings employer contribution plus a 2% employer match of employee contributions (employee can contribute up to 12% of annual earnings), as well as other savings plans such as a group RSP, a group TFSA, and a share-purchase plan (the Employees' Savings Plan, or ESP). Under the ESP, team members can have up to 12% of their annual earnings withheld through payroll deductions to buy BCE common shares. The company contributes \$1 for every \$3 a team member puts into the plan, up to a maximum of 2% of earnings. Shares purchased with company contributions are vested to team members after 2 years. In 2018, more than 28,000 team members participated in the ESP.

In 2018, we contributed more than \$530 million to our various pension plans, including a \$240-million voluntary contribution to better align the funded status of a number of BCE's subsidiary defined benefit plans with Bell Canada's. More than 65,000 members across the country are covered under those defined benefit pension plans, including more than 50,000 pensioners and beneficiaries who are receiving monthly pensions. Through Morneau Shepell, Bell offers team members a new option for purchasing benefits coverage to support their health and well-being after their career at Bell. Through the MyFuture Marketplace, team members can buy medical, travel, dental, and life insurance plans designed specifically for retirees and provided by some of Canada's leading insurance companies.

For more information on retirement plans, please see our [Annual Report](#), pp. 127-128 and Note 24 starting on p. 150.



# Health and safety

Bell seeks to provide a safe and healthy workplace where team members come to work knowing they are part of a team where we all embrace safety as the way we work, not just as an add-on. Dedication and leadership are bringing safety to the top of everyone’s mind at Bell as we continue to develop programs to address the hazards and mitigate the risks present in our workplaces.

Our overall time lost accident frequency rate<sup>1</sup> for 2018 is 1.13, trending down by 9% over 2017 (1.24),<sup>2</sup> with a reduction in ergonomic and slip and falls cases. The key improvement levers are the enhanced field observations and coaching of employees within our operations, the continued emphasis on ladder handling and use, as well as development of best practices in collaboration with industry partners. GRI 403-2

In 2018, our Corporate Safety Action Plans continued to be at the forefront of our maturing safety management system. Our management system aligns with recognized standards such as ISO 45001 and OHSAS 18001, ensuring that health and safety issues are managed in a systematic and diligent manner, identifying resources and responsibilities, and monitoring the company’s progress. Each year, Bell’s Internal Audit group incorporates Health and Safety programs into their internal audit plans. This enables the identification of improvement opportunities on an ongoing basis. Corrective actions are closely monitored for resolution and reported to the Audit Committee of the Board of Directors. In addition, as part of our Health and Safety governance framework, we hold quarterly performance review meetings with the EVP of Corporate Services. We also hold bi-annual performance review meetings with the Health, Safety, Security, Environment and Compliance (HSSEC) oversight committee. GRI 403-1

We review Bell’s health and safety performance annually with the [Management Resources and Compensation Committee](#) of the Board of Directors. For more information about the governance of health and safety, please see [Management of Corporate Responsibility at Bell](#) in this report.

We also leverage our team members across the company to support 195 local health and safety committees across Canada and 5 corporate health and safety committees in partnership with the unions. These committees representing operational and clerical functions meet and perform work place inspections as per regulatory requirements. Collectively these committees have completed upwards of 8,000 workplace inspections in 2018, identifying and resolving issues which, left unaddressed, could potentially have contributed to an incident. We value the attention and experience of our team members to look out for one another. We also work collaboratively with these committees for the development and implementation of our prevention programs. GRI 403-1,403-4

<sup>1</sup> Time Lost Accident Frequency Rate = number of time-lost accident cases ÷ number of worked hours × 200,000

<sup>2</sup> Following a methodological change in the calculation, the 2017 frequency rate has been revised from 1.19 to 1.24.

We maintained our focus on prevention, rolling-out an improved Hazard Identification and Risk Assessment program to targeted high-risk functions in 2018. We also pursued our efforts in creating synergies and aligning practices across all lines of Bell's business, as well as evolving our health and safety programs in conjunction with Bell's business growth. For instance, we developed and launched mandatory online training for management and non-management employees of all levels across the company. This training covers the health and safety roles and responsibilities for all employees, as well as an overview of the key safety programs in place at Bell to help them fulfil their obligations and help maintain a safe workplace. More particularly, employees' right to know, right to participate, and their right to refuse unsafe work are clearly outlined. This training is in addition to a number of program-specific training courses and prevention measures adapted to our industry ensuring the protection of our team members.

For more information about our Health and Safety programs, please see the [Health and Safety](#) information sheet in the Responsibility section of our website.





## Recruitment and new talent

Attracting the best talent is important for Bell’s evolving business environment if we are to continue to lead and win in a highly competitive marketplace. To secure access to top new recruits, we drive a variety of initiatives that build a community of job seekers through our career site and social media, with a focus on recruiting from a diverse candidate base that reflects our customers and the communities we serve.



GRI 401-1

In 2018, we hired over 12,500 new team members, thanks in large part to our focus on expanded social media recruiting initiatives, which have generated more than 179,000 LinkedIn and Twitter followers, plus more than 844,000 Talent Community subscribers. We continue to concentrate on early-career and student hiring. On campuses, we sponsor student development initiatives and participate in over 50 student events such as mock interviews, case competitions, hackathons and networking sessions throughout the school year to promote career development and relationship building. In total, we visited 25 universities in Ontario, Québec, and Atlantic Canada to promote our opportunities with new graduates, with an emphasis on attracting candidates to Bell’s award winning Graduate Leadership Program, one of the largest initiatives in Canada dedicated to helping new grads become the next generation of leaders. The Graduate Leadership Program produced 48 Bell leaders in 2018, totalling 155 since its inception. Because of these efforts, Bell Canada was named one of Canada’s Top Employers for Young People.



In 2018, we hired over 12,500 new team members



Bell participates in the Hire a Veteran program to help Canadian veterans, reservists, and their spouses find careers. Bell gives qualified Canadian veterans priority in hiring across all Bell operations, building on our long and proud tradition of supporting Canada's military men and women. We also provide training to our Bell recruiters to understand how veterans' skills are transferable, the benefits of hiring a veteran and how to support veterans and reservists throughout the recruitment process. Since the program's inception in 2013, Bell has hired close to 350 veterans and veterans' spouses. We are proud to continue our corporate support of True Patriot Love since 2010, as well as being the Presenting Sponsor of the annual True Patriot Love Toronto Tribute Dinner, the largest fundraising event in support of Canada's military.

In 2018, we also participated in and sponsored career fairs for diverse communities. This includes Lime Connect's Corporate Recruitment Receptions for students and experienced professionals who have disabilities. We are also proud to partner with LeanIn Canada, a community of professional women empowering each other to build purposeful and fulfilling careers whilst promoting gender equality in the workplace. As part of our diversity and inclusion strategy, we ask job seekers to self identify so we can short list qualified candidates and ensure diverse representation.

Once team members are hired, their onboarding experience is critical to optimize their productivity and their sense of belonging as quickly as possible. Our Welcome to Bell program is designed to help new team members feel connected to the organization and have the resources they need for quick success by providing information on Bell's strategy, key contacts, customers, culture and processes.



Our Welcome to Bell program is designed to help new team members feel connected to the organization and have the resources they need



## Our customers

GRI 102-2, 203-1

Succeeding in a highly dynamic and competitive market demands that we provide the best possible experiences for customers. That's why Bell seeks to deliver exciting and innovative products and services, including the best in broadband, wireless, digital content and business solutions.



## Delivering service excellence

Focused on deploying advanced technologies to raise the bar on service excellence, differentiate ourselves from competitors and strengthen customer loyalty, Bell launched a range of customer service enhancements in 2018. These enhancements provide customers with more self-serve capabilities, make transactions simpler and easier to conduct, improve call centre performance and ensure customers have more control over appointments with field technicians. The imperative guiding these initiatives is the same: Improve customer service.

By introducing new customer service tools and continuing to invest in our leading broadband connections and the latest wireless, TV, content and business services innovations, Bell continues to attract a growing number of customers. At the end of 2018, Bell had more than 22 million total subscriber connections across our full range of services, including 9.6 million wireless subscribers, 3.9 million high-speed Internet subscribers and well over 2.8 million television subscribers.

SASB

For information on the environmental benefits of using Bell's technologies, please see [Environmental benefits of Bell's products and services](#) in this report.

Bell has more than 22 million total subscriber connections

## Building the best broadband network technology

SDG 9.5

Bell operates the largest fibre network in Canada, spanning more than 270,000 kilometres. With capital expenditures of almost \$4 billion in 2018, Bell invests more than any competitor in Canada's communications infrastructure and new network builds, delivering unmatched broadband speeds to more consumers and businesses in more communities than ever. By the end of 2018, our all-fibre network build was approximately 50% complete, offering direct fibre connectivity – and Canada's fastest Internet speed tier – to 4.6 million homes and businesses in Atlantic Canada, Québec, Ontario and Manitoba. Surpassing 1 million all-fibre locations in the City of Toronto in 2018, we also started deploying direct fibre to 1.3 million households and commercial locations in the Greater Toronto Area (GTA/905 region surrounding Toronto), and continued our major deployment in Greater Montréal.



The ongoing expansion of our all-fibre network in Manitoba, a direct result of our \$1 billion investment plan for the province, also picked up speed in 2018 and all-fibre connections are now available in the communities of Brandon, Niverville, Oakbank, Steinbach, Winkler, and within Winnipeg.

## Bell's investments in broadband and innovation do more than deliver the best possible communications services – they also help us improve how we provide service to our customers

In 2018, Bell also became the first Internet service provider in Canada to offer access speeds of 1.5 Gigabits per second (Gbps), another significant development in the evolution of broadband.

Along with successful and ongoing all-fibre deployments, Bell also continued to lead the way in wireless, becoming the first wireless carrier in Canada to achieve 1 Gbps mobile speeds and continuing to invest in expanding the reach of our wireless networks. By year-end, our LTE and LTE Advanced networks reached 99% and 91% of all Canadians, respectively. Focusing on investments that strengthen our overall infrastructure, we continued to connect the majority of our cell towers to the fibre backhaul network and deploy small cell technology, improving network quality and reliability, increasing spectrum efficiency and setting the stage for future deployments of fifth generation (5G) mobile technology.

In addition to major urban centres, Bell is also deploying better broadband to smaller towns and rural locations. In 2018, we began a challenging network build that will benefit 25 communities across the northern territory of Nunavut. In June of 2018, Northwestel and the Governments of Canada and Yukon announced a project to build a fibre network from Dawson City to Inuvik. Once completed, the new fibre line will better connect Yukon and the Northwest Territories, improving reliability and providing a stronger network for every connected community. We also deployed our innovative Wireless Home Internet fixed wireless service using 3.5 GHz spectrum and 5G-capable technology to deliver major broadband improvements for consumers and businesses in 28 Ontario and Québec rural communities, with plans to reach 200,000 households in 138 rural communities by the end of 2019. We also continue to work with network partners and all levels of government on additional projects to improve rural and remote infrastructure and deliver broadband to underserved or unserved areas.



## Customer service keeps getting better

GRI 404-2

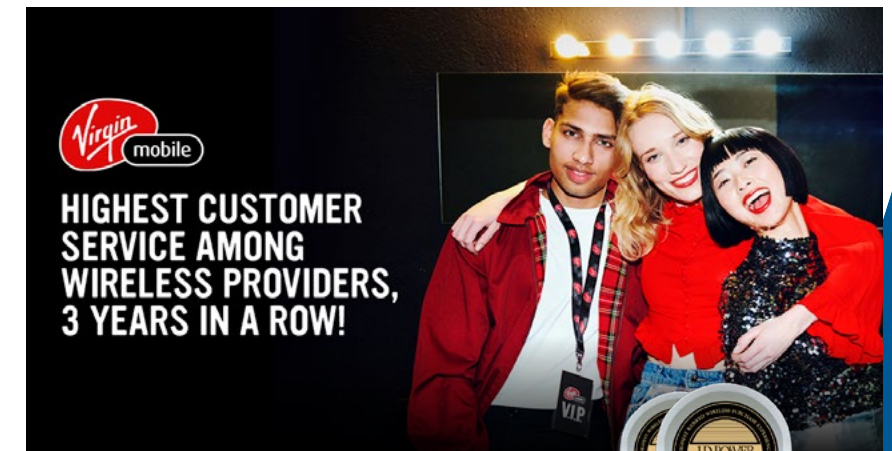
In recent years, Bell has invested more than \$850 million to provide better training and tools for our call centre representatives and field technicians as well as improve online customer self-serve options. These options include MyBell.ca and the MyBell app, which enable customers to manage their services, add or switch features and efficiently resolve issues. In 2018, customers used the MyBell mobile app and MyBell.ca online tool to visit our self-serve sites 104 million times and conduct 13.4 million transactions.

We also made it easier for customers to manage additional elements of their Bell Internet and TV services using the MyBell app, from ordering content on demand to managing their TV channel and programming packages. As a direct result of these and other enhancements, the Web Marketing Association named the MyBell app Best Telecommunications Mobile Application of the Year for 2018.

Our popular Manage Your Appointment web service for visits by our Field Services technicians also continued to improve. Launched in 2016 to provide customers with information about upcoming service visits, such as the expected arrival time for a technician, we began introducing upgrades to the service in 2018 that enable customers to reschedule appointments online and provide technicians with information about their location, such as entry codes or parking instructions. Customers will also be able to provide feedback by rating their experience. The total amount of customer requests served using the application since 2016 is of more than 5,800,000, for both installations and repairs.

Bell also further developed a self-serve tool for business customers in 2018, introducing a customizable dashboard available from the Bell Business Portal that improves convenience and speed for service orders and appointments, move requests and billing inquiries.

Bell has invested more than \$850 million to provide better training and tools for our call centre representatives and field technicians



Virgin Mobile Canada ranked #1 in overall customer care satisfaction in the J.D. Power 2018 Canada Wireless Customer Care Study. Cited for its outstanding service, including store, phone and online support options, Virgin Mobile Canada took the top honours for the third consecutive year.



## Improving industry standards

The Canadian Radio-television and Telecommunications Commission (CRTC) conducted a public proceeding in 2018 to examine retail sales practices for the Canadian telecom industry. Bell actively participated in the proceeding and proposed that several new industry service standards be adopted to help ensure Canadian communications companies deliver exceptional customer service. Importantly, the CRTC's report endorsed some of these recommendations as best practices that the industry should adopt moving forward.

Prioritizing investment in customer service and advanced online tools is improving results as measured by the federal Commissioner for Complaints for Telecom-Television Services ([CCTS](#)). In fact, the latest CCTS mid-year report, covering the August 1, 2018 to January 31, 2019 period, shows that despite having the most customers of all service providers Bell's proportion of overall complaints from customers continues to decline year after year and more than any other service provider.

GRI 417-2





# We bring next-generation products and services to market

Bell is at the forefront of innovation, investing more in research and development than any other Canadian communications company and working with multiple technology partners on the introduction of new and advanced products and services.

## IoT and mobile innovation SDG 17.7, 17.8, 17.17

In addition to continued development of new capabilities for the MyBell app, Bell delivered a host of other innovative firsts for customers in 2018 related to Internet of Things (IoT) technologies, including Smart City, connected car, home automation and advanced business services. SDG 9.5

Among our Smart City initiatives, we partnered with Echologics on delivering a wireless water monitoring solution for Medicine Hat, Alberta. We also entered into partnerships with the Ontario municipalities of Kingston, Markham, Orillia and St. Catharines as well as with Whitehorse, Yukon, and St. John's, Newfoundland and Labrador. Through these partnerships we provide important operational efficiencies and help municipalities enhance the services they provide local residents, businesses and visitors.

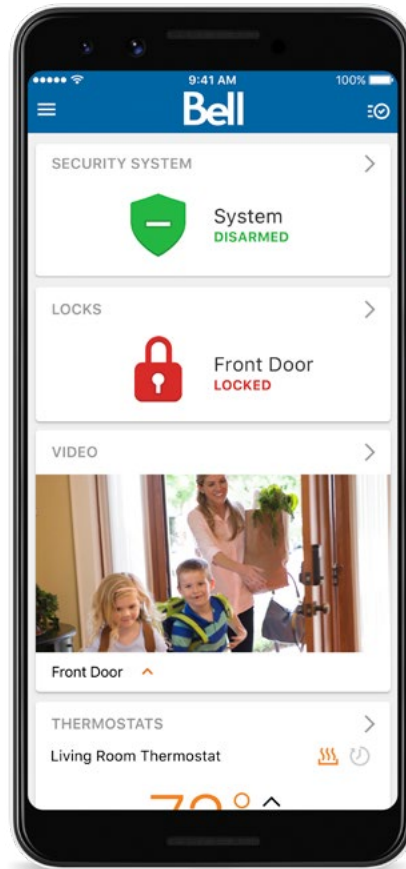
For industry customers, we teamed with Icicle Technologies on a remote tracking and monitoring solution that enhances food manufacturing safety, we developed a fuel tank monitoring solution with IoT partner Otodata for Superior Propane, and we also worked with other technology innovators such as BeWhere and Trak-iT on the first fleet management and asset tracking solution delivered exclusively over our Bell LTE-M network. SDG 17

With our Connected Car Built In service, Bell became the first Canadian wireless service provider to enable built-in Wi-Fi hot spots in supported Ford and Lincoln vehicles, enabling customers to share data across smartphone plans and connect up to 10 devices at a time while on the go. Customers with vehicles from Ford and many other manufacturers can also benefit from Bell's Connected Car Plug-In connectivity and access vehicle diagnostic services, receive performance alerts, monitor driving activity and use in-car Wi-Fi for up to 5 devices.



Furthering our leadership in connected car technology, Bell was the first Canadian wireless provider to launch built-in Wi-Fi hotspots in supported Ford and Lincoln vehicles.





## Connected homes

In 2018, Bell continued to make broadband even better for many of our residential and small business customers with the initial roll out of our 1.5 Gigabit Internet service, the fastest Internet tier in Canada.

We officially launched our Whole Home Wi-Fi solution, the first that automatically adjusts to household usage patterns to ensure all devices being used at a given time in the home achieve maximum speeds. We also launched our Bell Smart Home brand in 2018, providing a range of home automation and monitoring services and, building on the acquisition of AlarmForce, continued expanding our connected home services to include new security solutions.

## Leading-edge Fibe TV

We further enhanced our leading-edge Fibe TV app, introducing the new Download & Go feature. We also became the first TV provider to offer live 4K TV programming in Manitoba. And at a time when the range of choices and global competition for viewers is increasing, we continued to enhance our Alt TV streaming service by making it available across other viewing platforms, including Amazon, Apple and Google.

To further enable next-generation TV services we also reached an agreement with Ericsson to enhance Fibe TV using the new MediaFirst platform. MediaFirst enables customers to better access services across multiple screens and provides more seamless viewing experiences for both Fibe TV and Alt TV customers.

## Retail services and new mobile devices

Over and above ongoing investments that increase access to our advanced broadband and wireless networks and services and strengthen our online customer service capabilities, Bell continuously strives to ensure that our services are readily available to customers by enhancing our distribution channels. Today, Bell’s services are available at approximately 1,700 retail locations across the country, including Bell-branded stores, The Source, Virgin Mobile and Lucky Mobile stores and kiosks, and through Wirelesswave, Tbooth wireless and Wireless etc. locations.

In 2018, we also increased availability of our low-cost Lucky Mobile wireless service to customers in all 10 provinces across the country. SDG 5.8

Bell also made 38 new mobile devices available for our customers to choose from in 2018. Additionally, when new iPhones were launched we were the first carrier in Canada—and one of only 11 around the world—to offer Apple’s Dual SIM capability, providing customers with the convenience of having two phone numbers on a single device.

## Delivering popular content

Customer preferences and choices are changing rapidly in media. While CTV remained Canada’s most-watched television network in 2018, to compete effectively in today’s digital environment demands that content providers also evolve. In Bell’s case, this means developing new and innovative platforms to deliver the great content that Canadians are seeking.

In 2018, Bell launched an all-new Crave streaming service for the first time, making new HBO content available to all Canadians with access to the Internet. And as a result of combining HBO Canada, Showtime, Starz and other premium content into a single service and making it available from all major Canadian TV providers, approximately 2.3 million Canadians were subscribing to Crave by the end of 2018.

Adding to the successful roll out of our live TV streaming service Alt TV, Bell Media made even more ad-supported, on-demand content available on CTV.ca and the CTV app (CTV Throwback and CTV Movies), TSN Direct and RDS Direct for sports fans, and Snackable TV for quality, short form entertainment choices.

To further develop and make premier content available to Canadians, we entered into new partnerships to re-launch our business news specialty channel as BNN Bloomberg, create content with Sony Pictures Television and other international partners, and share both new and existing content with Lionsgate (Starz) and VICE. Bell Media joined forces with Groupe CH, ICM Partners and Howie Mandel to acquire Montréal-based Just For Laughs and also secured a majority interest in world-class production facility Pinewood Toronto Studios. GRI 102-10

Bell Media Studios supported 25 English-language in-house and independent productions in 2018 as well as 97 original projects with Québec producers, resulting in many award-winning made-in-Canada hits, including *Letterkenny*, *Cardinal* and *Wynonna Earp*.



## Bell continues to develop new and innovative platforms to deliver great content

Bell Media remained Canada’s top radio broadcaster in 2018, reaching on average 16.6 million listeners per week across the country. We also continued to enhance the iHeart Canada app, offering online access to over 1,000 live radio stations and thousands of podcasts.

For more information on Canadian content investment, please see [Supporting a made-in-Canada media industry](#) in this report.



# Canadian businesses run on Bell

Bell is the top choice for many leading Canadian businesses, governments and public institutions seeking superior broadband technology, world-class data products and leading-edge service solutions.

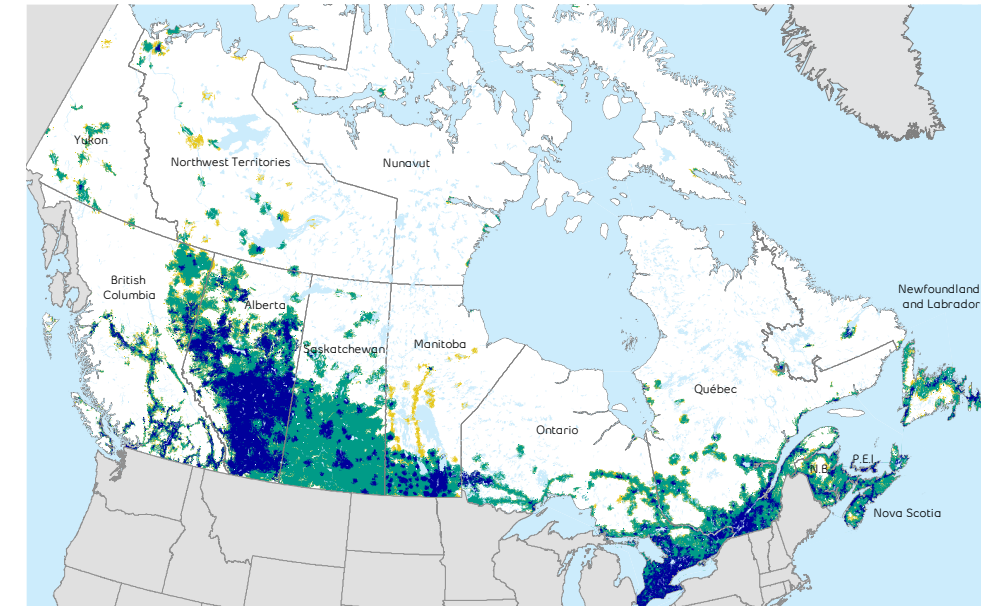
With Canada's largest network of 28 state-of-the-art data centres, Bell is Canada's leader in offering the most advanced hosting and cloud computing facilities. And with our leading broadband networks, more Canadian businesses than ever have access to services that offer better reliability, faster speeds and secure connections.

We continue to enhance our Bell Cloud Connect services, providing flexible cloud computing and storage solutions from Bell and partners including Microsoft, IBM and – new in 2018 – Amazon Web Services.

We also launched the new Bell Virtual Network Services (VNS) platform in 2018, the first of its kind in Canada, to provide more efficient software-driven networks as an alternative to hardware-based networks. Bell VNS enables large businesses and organizations to access a range of secure cloud-based network functions on demand.

Our advanced fibre and wireless networks are also critical to the emergence of innovative IoT technologies. In 2018, Bell added to the support available for business and Smart City IoT applications by introducing Canada's first managed IoT security service for detecting and responding to evolving cyber threats.

Coverage map - Canada



- LTE Advanced (LTE-A)
- LTE
- HSPA+
- ▨ Future LTE

Coverage area as of March 26th, 2019. Actual coverage may vary and is available with compatible devices. Check [www.bell.ca/coverage](http://www.bell.ca/coverage) for future network expansions.

Speed may vary due to topography, environmental conditions, device type and other factors.  
\*Theoretical peak download speeds may vary

HSPA speeds of up to 1.5 Mbps in the following communities in the North: Arviat, Baker Lake, Cambrgide Bay, Gameti, Iqaluit, Lutselk'e, Nahanni Butt, Paulatuk, Rankin Inlet, Sachs Harbour and Ulukhaktok.



# Customer privacy SASB

At Bell, we are committed to maintaining the privacy, accuracy and security of the personal information entrusted to us by our customers, an approach that we explicitly lay out in the [Bell Privacy Policy](#).

Our privacy policy clearly explains how and when we collect as well as use and disclose personal information, including how we share information within the Bell group of companies. We also explain what is and what is not considered as personal information.

Every year, all Bell team members must individually review and sign the Bell Code of Business Conduct to reinforce the importance of safeguarding customer information and using it only in step with our privacy policy.

Bell will not disclose a customer’s confidential information to government agencies unless specifically compelled to do so by a legal authority or in the case of an emergency where the life, health, or security of an individual is threatened.

More information on our privacy policy, including answers to frequently asked questions, is available on our website at [Privacy at Bell](#).



Each year, Bell team members individually review and sign the Bell Code of Business Conduct to reinforce the importance of safeguarding customer information.





# Customer security

GRI-418-1, SASB

In 2018, International Data Corporation (IDC) recognized Bell as a leader in security services for the third consecutive year<sup>1</sup> due to our range of advanced threat detection, mitigation and prevention services as well as our cloud security capabilities, broad range of professional services and large Canadian footprint.

IDC also reported on the growing importance of cybersecurity as business IoT and Smart City applications become more widely adopted.<sup>2</sup> Consistent with Bell's position as a leader in providing security services for Canadian businesses and organizations, in 2018 Bell Mobility launched Managed IoT Security service to provide an advanced layer of comprehensive security services that help keep our customers' IT infrastructure and systems safe and secure as they adopt IoT technologies.

As is the case for other advanced security services provided by Bell, our new Managed IoT Service is monitored by Bell's Security Operations Centre, a team of more than 400 accredited security professionals providing incident management, policy management and reporting on all security-related incidents 24/7.

Bell is also dedicated to protecting its networks, systems, applications, data centres, records, and the personal information they contain against all threats, including cyber attacks, unauthorized access or entry, damage from fire, natural and other events. Given that the vast majority of Canadian corporations use Bell services, we understand and make every effort to protect the competitiveness of Canadian business by seeking to maintain network security and stability. That entails continuous investment to upgrade performance so that the network can be available 99.99% of the time. We also deploy defensive layers and controls complimented by rigorous monitoring and regular security testing.

As a representative for Canada in the not-for-profit, member-driven Information Security Forum, Bell helps lead the establishment and evolution of security and risk management practices. We also adhere to a number of international security standards and



frameworks, including the Information Security Forum Standard of Good Practice. Bell is also a founding member of the Canadian Cyber Threat Exchange ([CCTX.ca](http://CCTX.ca)), which aims to help public and private organizations collaborate and share cyber threat information across different industries and sectors in Canada.

Bell continues to work together with government, law enforcement agencies and the technology industry to combat the growth of hacking and other cyber crimes.

To learn more about how to protect your personal information, please visit Bell's security and fraud prevention resources on [Bell.ca](http://Bell.ca).



<sup>1</sup> IDC MarketScope: Canadian Security Services 2018 Vendor Assessment; March 2018

<sup>2</sup> Footnote: State of IoT Adoption in Canada, 2018; September 2018.

# Accessibility for everyone

SDG 8.5

Bell believes the benefits of advanced communications technology should be easily accessible by everyone. An estimated 1 in 5 Canadians lives with a disability and through initiatives like our [Accessibility Services Centre](#), which offers adaptive products and services for customers with mobility, cognitive, hearing, vision and speech disabilities, Bell is helping to break down barriers that limit access.

Our Accessibility Services Centre website on Bell.ca meets the international benchmark [Web Content Accessibility Guidelines](#) AA rating, demonstrating our commitment to ensure customers with disabilities can access important information online. On the website we offer a Mobile Device Selector tool to help customers find devices with features such as screen magnification, TTY (teletypewriter) compatibility, external Braille support, and guided access mode. We also provide a dedicated team of agents, specially trained in the entire line of Bell products, services, and accessibility options. These agents are also trained to provide assistance for seniors, including those who may have dementia or require medical alert systems.

Bell offers numerous [accessible products and support services](#), including devices with screen readers and hearing aid compatibility, video conferencing, assisted messaging, and voice calling services, plus customized Mobility rate plans that reflect the particular needs of specific customers. Eligible customers can also qualify for 2 GB of additional wireless data at no extra charge.

The Mobile Accessibility app (available at no charge to Bell customers) integrates with the Android operating system to enable blind and low-vision customers to better navigate their devices. As of 2018, Bell offers accessibility phones that meet Wireless Public Alerting System requirements, enabling (for example) more widespread Amber alerts. We also offer T911 or text-to-911 service and support the new [Alert Ready](#) system being implemented across the country to inform Canadians of critical emergencies in their areas.



On our website, we offer a Mobile Device Selector tool to help customers find the devices suitable for their needs.

Bell also actively supports the introduction of Video Relay Service (VRS) in Canada, an initiative that will replace traditional TTY telephone calling for sign-language users. VRS enables users to connect by video link to a sign-language interpreter who can provide real-time interpretation of telephone conversations. Working with the CRTC and the [Canadian Association of the Deaf](#) (CAD), and as a member of a provisional Board of Directors for the central administrative body established by the [CRTC](#), Bell is committed to seeing VRS launch in Canada in a timely and efficient manner.





Through a partnership with the [Canadian Hearing Society](#), Bell stores also offer complementary sign language interpretation when requested by the customer and where resources permit. Bell also sponsors numerous events that help focus attention on accessibility issues. In 2018, these included the White Cane Week Expo in Toronto to raise awareness of challenges faced by Canadians with vision loss as well as the AMI Canadian Vision Impaired Curling Championship in Ottawa. We also work with key organizations representing Canadians with accessibility needs, including the [Canadian National Institute for the Blind](#), the [Neil Squire Society](#), the [Canadian Hard of Hearing Association](#) and the [Canadian Paralympic Committee](#).

Bell is a global leader in the accessible mobile telecom space and supports a broader industry focus on accessibility issues within Canada. Through our membership in the [Canadian Wireless Telecommunications Association](#) (CWTA), Bell actively participates on the Wireless Accessibility Committee to further address issues impacting customers with accessibility challenges.

For more information on accessibility at Bell, please visit our [Accessibility service centre](#).







Chris Johnson



Manon Charbonneau



Queena Lau



David K. Kenny



# Community, economy, and society

Ground-breaking work on mental health. Leadership in protecting the vulnerable in the digital age. Significant support for the cultural fabric of our nation. Unmatched R&D in telecommunications in Canada and leading networks that knit communities together and fuel the success of Canada's largest organizations. All critical facets of our commitment to contribute to Canada's growth.

## Creating value for Canadians for almost 140 years

Being an engaged corporate citizen has been central to our identity for almost 140 years. Bell contributes to the creation of shared value for the communities we serve, for the nation's economy, and for society through our participation in many supply chains. In our daily activities, we have an impact on almost all aspects of the lives of Canadians. Acting responsibly is central to achieving sustainable business success and essential to the pursuit of our corporate goal: To be recognized by customers as Canada's leading communications company.





# Community

Bell strengthens communities across the country, through both the Bell Let's Talk mental health initiative and a range of community projects, sponsorships, and the volunteer engagement of our team members. These initiatives not only support the communities involved, they also increase engagement because they reflect the deeply held values of Bell team members.

## Bell Let's Talk SDG 3.4

Since 2010, Bell Let's Talk has led the conversation about the impact of mental illness and the stigma that surrounds it while funding Canadian programs focused on our 4 mental health action pillars: anti-stigma, care and access, new research and workplace leadership. In 2015, Bell announced the extension of Bell Let's Talk for another five years and an increase in its total funding commitment for Canadian mental health to at least \$100 million by 2020.

2018 was another important year for Bell Let's Talk. In addition to major new funding to support further research and improve care and access, in 2018 the Bell Let's Talk Community Fund – which provides grants up to \$25,000 for grassroots mental health initiatives – doubled to \$2 million annually and supported 120 organizations in every region.

This was quickly followed, on January 30, 2019, by the most successful annual Bell Let's Talk Day ever. On Bell Let's Talk Day 2019, Canadians and people around the world joined the conversation about mental health, while also generating new funding for Canadian mental health programs. With 145,442,699 text messages, mobile calls and long distance calls by our customers, and Bell Let's Talk interactions on Twitter, Facebook, Instagram and Snapchat made that day, Bell's five-cent donation per text, call and interaction means that it has committed a further \$7,272,134.95 to support mental health programs across the country.

Adding this amount to the original Bell Let's Talk commitment of \$50 million in 2010, along with the results of the first eight Bell Let's Talk Days, Bell has now committed \$100,695,763.75 to improving Canadian mental health, surpassing the objective set in 2015. With Bell Let's Talk, we are making a tangible difference in the lives of many Canadians by focusing on our 4 key action pillars.





## Anti-Stigma

Each year on Bell Let's Talk Day, we invite Canadians and people worldwide to focus fully on mental health, fight the stigma that holds back those who struggle with mental illness, heighten awareness of the need for action, and drive Bell's funding for mental health programs that make a difference all year round.

The Bell Let's Talk Day 2019 awareness campaign featured the Friends of Bell Let's Talk, Canadians from around the country who share their stories of living with mental illness, as well as an outstanding group of leaders from the worlds of sports and entertainment who serve as our spokespeople and community ambassadors.

Communities around Canada demonstrated their engagement by raising Bell Let's Talk flags at city halls, military bases and hockey games. The Bell Let's Talk national campus campaign also grew to over 200 universities and colleges across Canada and almost 400 events and varsity games encouraging mental health conversations.

These activities and many more have helped change attitudes and fight the stigma. Overall, 86% of Canadians say they are more aware of mental health issues than they were a few years ago. Additionally, 83% think attitudes about mental illness have changed for the better and 74% believe the stigma around mental health has been reduced. The numbers are even more impressive among young people aged 18-24: 84% think attitudes are better and 79% believe stigma has been reduced.<sup>1</sup>

## Care and access

Bell Let's Talk supports a wide range of mental health programs each year, working with more than 900 partner organizations across the country since the initiative began, to help provide Canadians with support services when and where they need it.



Since 2010, these mental health programs have helped improve the lives of people living with mental illness within hundreds of Canadian communities.

### Here are some results since 2011:

- 3,405,103 individuals supported with access to mental health services
- 2,235,043 crisis and distress line users
- 1,474,258 children and youth reached
- 610,148 Canadians supported through technology-based mental health programs
- 1,451,375 trained staff and volunteers
- 15,846 military families helped through the Bell True Patriot Love fund.

<sup>1</sup> Telephone survey of 1,783 randomly selected Canadian adults conducted by Nielsen Consumer Insights, Jan 31 – Feb 7, 2019. Results are accurate to +/-2.3%, 19 times out of 20.



## New research

Our recent research contributions include \$500,000 to the Centre for Research and Intervention on Suicide, Ethical Issues and End-of-Life Practices ([CRISE](#)) at the Université du Québec à Montréal (UQAM) to develop a first of its kind project aimed at preventing suicide by making optimal use of today's digital communications tools. Bell Let's Talk has also donated \$500,000 to the Institut universitaire en santé mentale de Montréal Foundation ([IUSMM](#)) to support innovative projects at the institute's Research Centre, including the development of the Signature Center aimed at improving the lives of people living with mental health issues.

Other initiatives have included: \$2 million to date to support the Bell Canada Mental Health and Anti-Stigma Research Chair at Queen's University, the world's first and only mental health and anti-stigma chair; \$2 million to Canada's only brain bank, expanding the Douglas-Bell Canada Brain Bank in Montréal; and \$1 million to the Institut universitaire en santé mentale de Québec in support of ground-breaking research to detect early signs of mental illness in youth from families with a history of mental illness.

## Workplace leadership

As a leading employer, Bell has set an example as a funder and an early adopter of the voluntary [National Standard for Psychological Health and Safety in the Workplace](#). We have also developed best practices for workplace health, including an enhanced return-to-work program, easy access to information, resources for team members, and the creation of a culture of support. More than 11,000 Bell managers across Canada

have received training in mental health support and more than 1,100 internal workplace events have taken place since 2010 in support of ending the stigma of mental illness and building resiliency.

For more details on workplace health initiatives, please refer to [Mental health in the workplace](#) in this report.

## Bell Let's Talk funds several new mental health projects

Bell continued to invest in a broad selection of innovative programs aimed at improving care and access to care for those with mental health issues. Please see our major new commitments on our [website](#).

The Bell Let's Talk Community Fund has provided \$9 million to 534 organizations nationwide since 2011, enabling them to improve access to mental health care, supports and services. In 2018, Bell Let's Talk doubled the annual Community Fund to \$2 million to support even more local mental health programs in improving access to care in Canadian communities of all sizes. Please visit our [website](#) to learn about the 2018 grant recipients.

The Bell True Patriot Love Fund is a \$1 million, multiyear initiative that provides annual grants of \$5,000 to \$75,000 to community mental health programs for serving military members, Veterans and their families. Since its launch in 2013, the Fund has provided nearly 90 grants to organizations across the country that work to improve access to mental health care. In 2018, a total of \$250,000 in one-time grants was provided to 18 community organizations.

## Team member giving

Bell supports our team members in a wide range of interests that go beyond the corporate focus on mental health. Through our Employee Giving Program, Bell matches donations that team members make to [United Way/Centraide](#), the Canadian Mental Health Association and Canadian universities and colleges. Bell also provides grants to charities based on and in recognition of the volunteer time commitments of team members themselves.

Through the Employee Giving Program, Bell team members and pensioners donated \$2.6 million to charities in 2018. Collectively, our team devoted more than 210,000 hours of volunteer time to build stronger communities through their support of sport and charitable organizations. Throughout the year, Bell volunteers could be found building homes, putting care packages together, cleaning up community centres, fundraising, and collecting toys and school supplies for kids, to name just a few of their activities.



Collectively, our team devoted more than 210,000 hours of volunteer time to build stronger communities.



Bell team members and pensioners donated \$2.6 million to charities in 2018



## Children and youth

Today’s young people face challenges that simply did not exist for earlier generations. Bell partners with a wide range of youth-oriented organizations such as [Kids Help Phone](#), the [Canadian Centre for Child Protection](#), and [MediaSmarts](#), as well as programs like Backpacks for Kids, [RE\\*Generation](#), and Computers for Schools. Northwestel also creates lasting partnerships with youth initiatives in the North. These organizations and programs help Canadian children overcome difficulties, build self-esteem, play, learn and grow in new ways.

### Mental health support for kids

Bell is a founding partner of Kids Help Phone, supporting the mental health and well-being of young people. Bell’s partnership with Kids Help Phone enables innovative technology initiatives including online counselling through Live Chat, Resources Around Me, and Crisis Text Line. Team members also continue to help organize and participate in the annual fundraising event, Walk so Kids Can Talk. In 2018, more than 270 team members from Bell Canada, Bell Media, and The Source canvassed for pledges and participated in 29 local walks, raising \$306,547. Since the event began in 2002, Bell team members have raised more than \$10.9 million.

Bell Media was also proud to partner with Kids Help Phone on their Walk so Kids Can Talk across the country. Bell Media provided in-kind support through television and radio public service announcements, as well as digital ad support. Our local stations were engaged in their respective markets by providing celebrity hosts, interview opportunities, and coverage of the events to

assist in raising awareness and funds for the incredibly important work of Kids Help Phone.

**Kids Help Phone** 

Since the event began in 2002, Bell team members have raised more than \$10.9 million



Annual fundraising event, Walk so Kids Can Talk held in Montréal, and around the country.







## Protection of minors

Bell and BellMTS contribute \$400,000 annually in funding and services to support the operations of the Canadian Centre for Child Protection, including [Cybertip.ca](http://Cybertip.ca), a national tip line for Canadians to report their concerns about online sexual exploitation of children, and to raise awareness of the issue so that we can protect children better when they use the Internet.



Since its creation in 2002, Cybertip.ca has processed more than 1 million reports

related to child sexual exploitation, and in 2018 alone, processed more than 778,000 reports due to the operation of Project Arachnid, an automated web crawler and platform that helps reduce the online availability of child sexual abuse material around the world. Bell's support has also helped fund important prevention material such as the Canadian Centre's Self/Peer Exploitation guides, which were developed in response to

## Digital and Media Literacy

MediaSmarts is a Canadian, not-for-profit centre for digital and media literacy. Its vision is to ensure young people have the critical thinking skills to engage with media as active and informed digital citizens. Working closely with academics, broadcasters, telecommunications service providers and Internet-based organizations, MediaSmarts develops educational materials and programs such as online tutorials to assist parents with strategies for the digital generation, a web-awareness workshop series for teachers and librarians, and an annual media literacy week to build public awareness of the importance of digital consumers developing critical-thinking skills. Bell is a founding supporter of MediaSmarts. In 2018, Bell donated \$50,000 to help improve media and digital literacy for young people and their families and supported Media Literacy Week as a gold sponsor. Media Literacy Week activities resulted in over 1.4 million online impressions in 2018.

increased reports to the tipline regarding sexting incidents. Bell's renewed commitment to the development of these guides meant 11,641 copies were distributed in 2018 to families, schools, and law enforcement agencies across the country ensuring Canadians were armed with the knowledge on how to prevent and adequately respond to this issue.



Additionally, Bell also supports [needhelpnow.ca](http://needhelpnow.ca), an important

website for youth to help them stop the spread of sexual pictures/videos and receive support along the way.

Bell is also proud of its role as a founder of the Canadian Coalition Against Internet Child Exploitation and its [Cleanfeed Canada](http://CleanfeedCanada) initiative (operated by Cybertip.ca). This was developed to reduce Canadians' exposure to child abuse images and create a disincentive for those who access and distribute child pornography.

Bell and MediaSmarts developed 2 workshops to promote a positive online experience for teens and pre-teens using social media: 1) Respecting Yourself and Others Online and 2) The Parent Network: Social Media and Your Kids. The workshops have received almost 20,000 page views since launching. Using the content from the workshops, MediaSmarts also created a 4-part video series to further promote positive experiences online for young people. The videos, which are hosted on MediaSmarts' website, YouTube channel and Facebook page, have received widespread promotion through MediaSmarts partners and social media, resulting in over 250,000 views between the three platforms.

## Backpacks for Kids

Bell team members across Canada support the Backpacks for Kids program, collecting school supplies for kids in need to help them get ready for back to school. In 2018, team members responded enthusiastically once again, filling more than 3,600 backpacks that were distributed to schools and community groups across Canada.

## Virgin Mobile RE\*Generation

Virgin Mobile Members help at-risk and homeless youth change their lives for good through the [RE\\*Generation](#) initiative. Donations from Virgin Mobile Members and Canadians support job skills training programs for youth facing barriers to employment. For many youth, challenges like poverty, homelessness, foster care or mental health issues prevent them from gaining the education, work experience and professional networks to keep up with peers who have had more advantages.<sup>1</sup> More than 800,000 young Canadians are not in school or working according to Statistics Canada. The unemployment rate of youth living with mental health challenges can be as high as 30%, as compared to the national youth unemployment rate of 10%.<sup>2</sup>



In 2018, Virgin Mobile RE\*Generation supported more than 400 youth in gaining job skills, work experience, mentoring opportunities, and job search support through the charitable partners listed below:

- [Broadway Youth Resource Centre \(Vancouver\)](#)
- [Guelph Youth Farm/Everdale Environmental Learning Centre \(Guelph\)](#)
- [NPower Canada \(Toronto\)](#)
- [Threshold School of Building \(Hamilton\)](#)
- [Youth Employment Services \(Montréal\)](#)

RE\*Generation brought together more than 150 people for [Thrive](#), a national convention to help all youth facing barriers to employment in Canada. The attendees, including youth facing barriers themselves, along with youth service charities, funders, and policymakers shared best practices and ideas to strengthen how youth in their local communities are helped to overcome barriers to employment.

Virgin Mobile Canada staff also helped youth change their lives for good by participating in networking and mentoring events with youth, providing information and guidance on starting a career and building professional networks.

<sup>1</sup> To learn more about Youth in the labour market [click here](#)

<sup>2</sup> To learn more about Unemployment, Mental Health and Substance Use [click here](#).



### Supporting youth in the North

Northwestel is committed to supporting young people in the North. One area of focus is the Northwestel Summit Hockey School, in partnership with Yukon Indian Hockey Association (YIHA). It is an annual hockey camp held in Whitehorse for northern kids, aged 5-17. The week-long camp features on and off-ice training for kids, helping them to be better hockey players and better leaders in their own communities.



Northwestel Summit Hockey School in Yukon.



### Montreal Children’s Hospital Foundation Caring for Kids Radiothon

For the past 15 consecutive years, Astral/Bell Media Montréal has supported the annual Montreal Children’s Hospital Foundation Caring for Kids Radiothon and played a vital role in helping to raise over \$23 million dollars by providing free airtime on CJAD 800, Virgin 95.9 and CHOM 97.7. On that special day, Bell Media also rallies the community in support of children’s mental health by sponsoring “Bell’s mental health for the Children” capsules.



Left to right: Sandra Woo (MCHF), Lynn Martel (Vice-President, Dormez-Vous?), Sharon Hyland (CHOM 97.7), Rachel (patient), Aaron Rand (CJAD 800), Marc Bergman (95.9 Virgin Radio), Caramel, Renée Vézina (MCHF President), Susan Abramowitz (MCHF), David (patient).



## Computers for Schools

For the last 20 years, Bell has been actively involved in the Computers for Schools program ([CFS](#)) across Canada. CFS provides refurbished computers to primary and secondary schools as well as different non-profit organizations and pre-screened low-income individuals.

### This program encourages:

- Reuse of electronic equipment
- Social inclusion for young adults through integration into the workplace
- Eco-responsible recycling of obsolete equipment.

Diversity, equity and inclusion are also at the heart of the organization's values.

A Bell employee acts as director of Ordinateurs pour les écoles du Québec ([OPEQ](#)), which manages the CFS program for Québec. Under her leadership, the organization was certified to be ISO 14001: 2015-compliant and was selected as a Québec Electronic products Recycling Association (EPRA-Québec) reuser/refurbisher. In 2018, it received performance attestation Level 3-Gold status, the highest honour from Recyc-Québec's "ICI on recycle" program. Bell also provides space for a workshop and office space for the management team.



In 2018, Bell and its subsidiaries donated 8,740 used computers, 932 monitors and 151 printers for reuse or recycling to OPEQ. Since the beginning of our involvement with CFS in 1997, Bell donations totaled more than 106,000 computers, 18,200 monitors and 4,750 printers.

For more information about OPEQ's history and performance, please see the [OPEQ](#) information sheet in the Responsibility section of our website.



## Connecting Families

Launched in November 2018, this initiative is designed to connect low-income Canadian families to the Internet. Funded by participating Internet service providers, including Bell, the initiative is administered through Computers for Success Canada and offers \$10 per month Internet access to eligible families and is done in partnership with the Government of Canada's Computers for Schools program, which provides computers.

More information about the program and eligibility is available [here](#).



## Arts and culture

Bell is proud to continue a long tradition of supporting Canadian arts and culture, working with a variety of partners to enrich the communities we serve through the encouragement of creative expression. These initiatives range from a full roster of festivals in Northwest Territories to utility boxes being transformed into art.

### Celebrating northern culture

Every December the sun sets for the last time below the horizon, and after nearly 30 days of darkness the return of the sun is celebrated at the annual Inuvik Sunrise Festival. In 2019 Northwestel sponsored the Sunrise Ice Village, which saw over an estimated 3,000 people from across the Mackenzie Delta and beyond join in the array of activities for families that took place over the 3 days. The Northwestel Ice Village was located on the Twin Lakes featuring ice skating, snow carving, sliding, entertainment stage with music and performers, giant bonfire and spectacular fireworks show. The 2019 festival incorporated the theme of connecting communities for the reason that the Mackenzie River connects multiple communities together, Inuvik acts as the hub, connected by the ice road. Local food, dance, music and winter activities, including sunset yoga and sno-pitch, are all part of the festivities.



Sunset yoga at the Northwestel Ice Village.

### Transforming Bell boxes into works of art

Bell has an ongoing campaign to beautify the Greater Toronto Area by transforming utility boxes in its communities. The Bell Box Murals Project is an innovative collaboration between community arts organizations, local artists, residents associations and local governments. The project discourages graffiti with original works of art, enriching the streetscape of neighbourhoods and provides opportunities for artists in the community to express their talent. More than 300 Bell utility boxes across Toronto have been painted since 2009.



Bell Box Murals Project in the Greater Toronto area.







## Bell Media supports cultural events

Community is a cornerstone of Bell Media’s business. Our local properties highlight the rich cultural events within the communities we live and work in, while our national programming ties Canadian communities together.

Bell Media was pleased to come on board as a partners of the Thank You Canada Tour – a figure skating event featuring prominent Canadian skaters, including Tessa Virtue, Scott Moir, Elvis Stojko, Patrick Chan, and many more. They went on a

cross-country tour visiting smaller cities to thank their fans and supporters with incredible performances. We were able to assist with interviews, contesting opportunities, and editorial coverage to help sell tickets and spread the message of thanks to Canadians.

For more information on our support of cultural events, see [Supporting major festivals](#) in the Economy section of this report.

## Tangible benefits funding

As part of our acquisition of Astral, Bell has committed to pay \$263.0 million in tangible benefits to develop French- and English language TV, radio and film content, support emerging Canadian musical talent and enable new media training and consumer participation initiatives in the Canadian broadcasting industry. In 2018, our tangible benefits funding went to organizations such as:

**Festival international du court métrage au Saguenay** – This is a regional film festival promoting, airing, and developing short films from Canada and abroad. The festival awards prizes to the best shorts in 8 categories, hosts a market for professionals, and presents conferences, master classes and workshops.



**Kino’00** – Based in Montréal, this organization supports the development of short independent films from the region by assisting young talented filmmakers with their projects through courses, equipment and various events to showcase their films to the public. That support includes a film festival.



**Palmarès ADISQ** – Formerly known as Top Musique Québec App, this is a digital platform developed by l’Association québécoise de l’industrie du disque, du spectacle et de la vidéo (ADISQ), as a collective music marketing tool that showcases Québec-based artists. The site presents charts, lists of new songs, a calendar of shows to watch and playlists reflecting listening consumption.



**imagineNATIVE Film & Media Arts Festival** – Based in Toronto, this festival is the largest presenter of Indigenous screen content. Bell Media is pleased to partner with imagineNATIVE through the benefits portfolio to help them promote and celebrate Indigenous art and create a greater understanding of Indigenous Peoples, cultures, and artistic expressions.



**Femmes du cinéma, de la télévision et des médias numériques (FCTMN)** – This is an association for industry professionals to support their professional and creative development, provide networking opportunities and showcase their talents through conferences, mentoring, networking and special events.



## Economy

Bell is a driving force in Canada’s economy. With investments in advanced networks and services of approximately \$4 billion in 2018,<sup>1</sup> Bell is delivering world-class wireline and wireless connections to more Canadians in more cities, towns and smaller communities than ever. From our all-fibre network build and innovative Wireless Home Internet service to the expansion of our ultra-fast LTE-Advanced mobile network, Bell is driving the adoption of advanced services across industries and key economic sectors while at the same time creating new opportunities for Canadians to actively participate in the digital economy.

### Investing in a future for all Canadians

Canada’s ongoing prosperity depends on Canadians having access to advanced mobile and broadband networks. Today, Canada’s wireless industry alone contributes over \$27 billion to Canada’s Gross Domestic Product (GDP) and generates more than 150,000 jobs.<sup>2</sup> Looking ahead, the adoption of 5G technology is expected to further propel innovation and provide a \$40 billion incremental boost to Canada’s GDP by 2026, generating an additional 250,000 jobs along the way.<sup>3</sup>

Canada’s communications industry is also a key component of the critically important Information and Communications Technology (ICT) sector, which itself contributes more than \$80 billion to Canada’s GDP and supports hundreds of thousands of jobs across most industries.<sup>4</sup>

Bell’s all-fibre network builds also have measureable and significant economic benefits. In fact, our fibre investment in the City of Toronto has the potential to contribute \$3 billion in incremental output to Canada’s GDP while also creating 19,000 jobs, an impact that grows proportionally with each new fibre deployment.<sup>5</sup>

GRI 201-1



1 For information on Bell’s financial performance, please see our [Annual Report](#)  
 2 Nordicity, Benefits of the Wireless Telecommunications Industry to the Canadian Economy, 2017 (March 2019)  
 3 Accenture Strategy, Fuel for innovation: Canada’s Path in the Race to 5G (2018)  
 4 ISED, 2017 Canadian ICT Sector Profile (2018)  
 5 Hal Singer, Economic Impact of FTTH Deployment in Toronto (2015).





## Creating the jobs of the future

Delivering advanced networks and services demands 21st century skills, and Bell’s almost 53,000 team members – from engineers, software developers, artificial intelligence and network security experts to installers, technicians and customer support representatives – are leading the way.

Overall, Canada’s ICT sector employs more than 800,000 professionals, and job creation continues to grow steadily with an annual growth rate of 4.3% since 2007.<sup>1</sup> Added to this strong performance, new communications technologies such as 5G mobile connections and innovative IoT applications are poised to take digital services even further. In fact, Canada’s Information and Communications Technology Council (ICTC) predicts that the 5G value chain will create 22 million jobs globally by 2035 and generate \$3.5 trillion in economic output, more than the world’s entire mobile value chain today. The ICTC Outlook Forecast report also highlights Bell’s pioneering role in the development of 5G and how we are paving the way for Canadians to become early adopters of this next transformational network technology.<sup>2</sup>

## Research and development SDG 9.5

True to our roots as Canada’s telecom pioneer, Bell’s leadership in service innovation stems directly from our longstanding

commitment to research and develop new products and services each year. These investments enable us to continue providing our customers with products and services comparable to any in the world while at the same time making our own operations more productive.

Bell’s focus on next-generation network technologies is playing a key role in transforming Canada’s digital ecosystem, creating opportunities for innovative thinking and new applications across every industry, and fueling a positive cycle of innovation and growth amongst our many partners and suppliers.

Bell invests more than \$500 million in R&D each year (\$514 million in 2017),<sup>3</sup> more than any other communications service provider in Canada.<sup>4</sup> This investment enables Bell to develop major network enhancements and make more innovative services available to Canadian consumers and businesses. It also enables us to fund projects like the University of Manitoba launch of the IoT in Agriculture initiative, a program focused on finding ways of improving production of food resources through managing the location and performance of farm machinery, remote analysis of soil samples, field conditions, seeding rate and crop health, and monitoring of storage and processing operations.

SDG 2.3, 2.4

1 ICTC, Digital Economy Annual Review 2017  
 2 ICTC, The Next Talent Wave: Navigating the Digital Shift – Outlook 2021 (April 2017)  
 3 R&D research data traditionally lags the reporting period by one year  
 4 Research InfoSource, Top 100 Corporate R&D Spenders (2018).



### Fibre rollouts

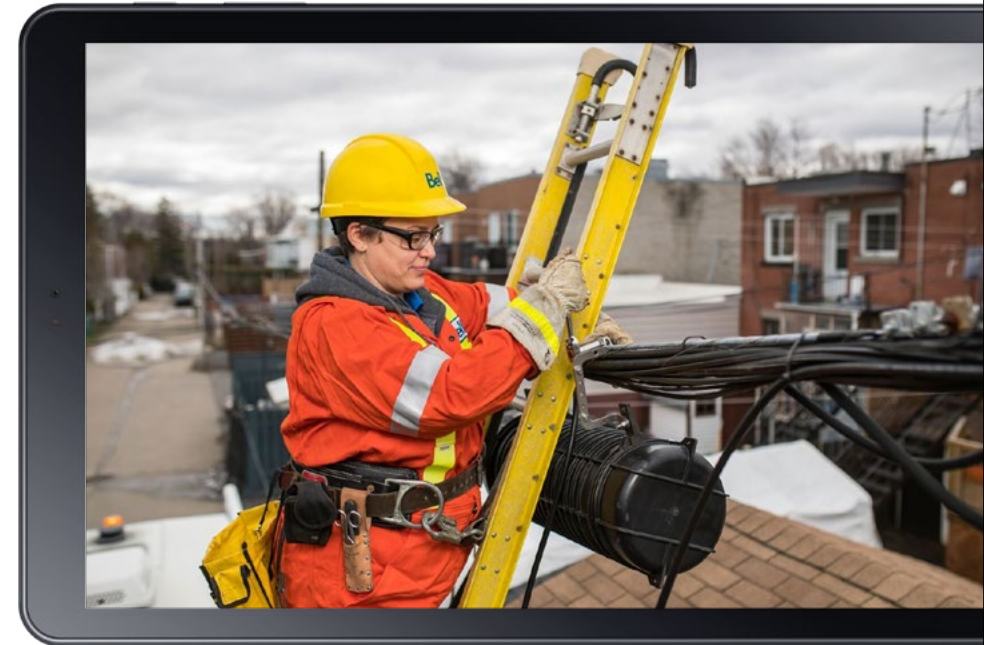
SDG 8.2

Fibre networks offer long-term benefits to the residents and businesses of communities, ensuring access to reliable high-speed broadband that can meet their future needs as demand continues to grow. These networks are a key part of Canada's 21st century infrastructure and a fundamental building block in the transition from a resource- and manufacturing-based economy to a world-leading digital and knowledge economy. Bell continues to lead the deployment of next-generation broadband networks and services, completing approximately 50% of our fibre optic network build by the end of 2018 and also upgrading available access speeds in some locations to 1.5 Gbps, the fastest Internet tier in Canada.

Overall we now offer all-fibre connections to approximately 4.6 million homes and businesses in Atlantic Canada, Québec, Ontario and Manitoba. In April 2018, we achieved an important milestone, reaching 1 million locations passed with all-fibre in the City of Toronto, and we continue to work towards connecting hundreds of thousands more homes and businesses in Montréal.

### Wireless to the Home SDG 17.7, 17.8

All-fibre networks are not feasible for every community. That's why Bell is delivering broadband speeds to smaller towns and rural locations with our innovative Wireless Home Internet fixed-wireless service. Based on 5G-capable Wireless to the Home (WTTH) technology in the 3.5 GHz spectrum band, Wireless Home Internet customers can enjoy high-speed Internet services with speeds 5 to 10 times faster than average speeds currently available in these areas. We successfully deployed the



In 2018, we took our investments beyond major urban centres to include broader metropolitan areas and other cities and smaller communities focused on encouraging growth, including Oshawa and other cities in the Greater Toronto Area (GTA) as well as Orillia and the Chatham-Kent region of Ontario.

In Manitoba, we expanded our all-fibre broadband network in Brandon, Niverville, Oakbank, Steinbach, Winkler, and within Winnipeg.

service to 28 Ontario and Québec rural communities in 2018 and we expect the service to reach about 200,000 households in 138 rural communities in 2019, eventually extending to 1.2 million households.

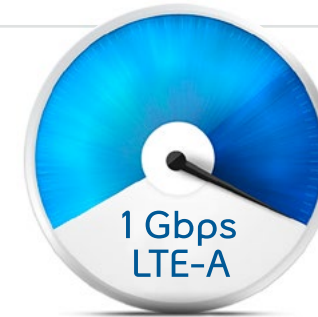
Bell's innovative WTTP service complements Bell's extensive fibre build and offers a viable alternative that connects rural and remote communities to the benefits of the digital economy.





### Mobile LTE

Bell also brought the fastest wireless technology to more Canadians with the expansion of LTE Advanced (LTE-A) network availability to 91% of the national population (overall LTE coverage surpassed 99% in 2018). More than 90% of Manitobans also now have access to LTE-A as part of the BellMTS investment plan, and we extended our wireless network reach into previously unserved areas, including the communities of Stuartburn, Woodridge, and Zhoda in southeastern Manitoba. By the end of 2019, we expect our LTE-A network will reach 94% of Canadians.



The speed of our wireless connections also continues to improve. In 2018, Bell became the first wireless provider in Canada to achieve 1 Gigabit per second (Gbps) mobile speeds.

### Connecting northern communities

SDG 17.7, 17.8

Bell seeks to tackle the unique challenges faced by communities in northern Canada, where difficult terrain, remote location, and low population density often result in lack of access to high-speed broadband networks. Homes and businesses in Iqaluit and other Nunavut communities now have access to a new satellite-based high-speed Internet service, the result of a joint broadband initiative by Bell, Northwestel, Telesat, the federal Connect to Innovate program and the Nunavut government.



We are also improving the provision of mobile wireless service in the North. Bell rolled out LTE wireless service to 11 Nunavut communities in 2018, and plans to complete the rollout to all 25 communities in the territory in 2019.

For more details on Bell’s innovative services—including developments in broadband, IoT and business connectivity—please see the [Our Customers](#) section.

### AI-Powered Supply Chains Supercluster (SCALEAI)

SDG 17.7, 17.8

The federal government has chosen a consortium including Bell, The Institute for Data Valorisation (IVADO), the University of Waterloo, and Québec companies Optel Group and Alimentation Couche-Tard to research and develop artificial intelligence (AI) applications to improve supply-chain processes in sectors such as retail, manufacturing and infrastructure. The consortium is one of 5 groups selected by Ottawa to receive funding from a \$950-million program to boost innovation and spur economic growth. As Canada’s top telecommunications R&D investor, Bell brings proven innovation leadership to the project.

We will contribute our expertise in network connectivity, business communications and IoT applications as well as our strength in managing an extensive supply chain and infrastructure across the country.

For more details, please read the [Globe and Mail article](#).

Through these and other R&D initiatives, Bell is playing a key role in the emerging network, device and application ecosystem, ensuring Canadians are able to take advantage of future digital technologies and the economic and social benefits they deliver.



## Supporting a made-in-Canada media industry

GRI 201-1, 203-2

Bell's role in generating economic opportunities for Canada's important media sector goes beyond providing access to advanced broadband networks and innovative television, radio, and online platforms like Bell Fibe TV, the all-new Crave, Alt TV, and the iHeart Radio app.



Bell Media continues to play an important role in producing vital Canadian content, including news and local/regional programming, documentaries, scripted content and sports. Bell invests approximately \$850 million annually in original English- and French-language Canadian content. This investment provides



work for Canadian actors, on-air personalities, technicians, showrunners, directors, artists, technicians, crafts personnel, and many other specialists and suppliers across the media industry. Bell Media is also generating important growth-through-export opportunities for in-house and independently produced Canadian content. High-quality homegrown hits like CTV's Cardinal, made-in-Canada Bell Media co-productions like Wynonna Earp and Killjoys and Crave's top rated Letterkenny are now finding audiences within Canada, and around the world.

In 2018, Bell Media's new music competition series The Launch enjoyed a successful debut and ongoing productions like The Amazing Race Canada—the most-watched summer series for 5 years in a row—and MasterChef Canada continued to attract huge audiences, as did daytime programs The Social and The Marilyn Denis Show. The award-winning documentary You Are Here: A Come From Away Story received both TV and theatrical release. And the Canadian production community received a further boost as a result of Bell Media joining forces with Groupe CH, ICM Partners and Howie Mandel to acquire Just For Laughs and with our acquisition of a majority interest in the Pinewood Toronto Studio production facility.

These successes are the direct result of Bell's commitment to ensuring Canada's media industry remains rooted in Canadian culture and communities. As one of the largest supporters of film, television, and music through development funding, and as an avenue to showcase home-grown talent, Bell Media supports partnerships and events that enhance the Canadian industry and provide opportunities for Canadian talent to achieve both artistic and commercial success.





## Supporting major festivals

Bell maintains a presence at major festivals across the country, recognizing that these not only build stronger communities, but also generate billions in consumer spending, and raise significant tax revenue for municipal, provincial and federal levels of government.

Bell is proud to partner with some of Canada’s premier entertainment events, helping generate indirect economic and social benefits for communities and individuals. For example, with the [Toronto International Film Festival](#) (TIFF), we support TIFF Learning, which provides students and teachers with innovative ways to engage with the cinematic arts beyond simply taking a class trip to the movies. The TIFF Bell Lightbox is the only facility of its kind in Canada, offering unique programs that are closely tied to the Ontario educational curriculum and designed for cross-course flexibility.

Similarly, the [Osheaga Music and Arts Festival](#) not only brings the community together to enjoy leading global musicians, it also generates economic spinoffs of more than \$19 million.<sup>1</sup> These spinoffs are the result of spending by more than 45,000 tourists attending the event each day for 3 days, 70% of which are from outside Québec.

Bell also partners with the [Festival d’été de Québec](#), a non-profit event that runs for 11 days, with music for everyone at 10 venues throughout Québec City. The event generates more than \$25 million in added value for the city. Our support also extends to Festival Montréal en Lumière, one of the largest winter festivals in the world, and the Francolies de Montréal, which is the biggest music festival in the French-speaking world.

Supporting such events means Bell is helping to generate indirect economic and social benefits for communities and individuals across Canada.



Photo credit: Frédéric Menard



Photo credit: Renaud Philippe

<sup>1</sup> Source: [Parc Jean-Drapeau could scale back Osheaga after 2020](#), Montreal Gazette, Sept 2018.



# Society

## Our commitment to improving society

For almost 140 years, Bell has been a partner in social initiatives wherever we operate. We are, for example, prepared to respond quickly in the event of disasters; diligent in speaking with affected communities when we want to build new network towers; thorough when enlisting our supply-chain partners' commitment to our high standards of ethical corporate conduct; and supportive of government, public safety and electrification of transport projects that benefit Canadian society as a whole.



## Responding to outages and emergencies

**Bell technicians are on the front lines when extreme weather disrupts communications services, working to keep our customers connected and safe.**

When extreme flooding affected numerous New Brunswick communities in May 2018, Bell teams in Field Services, Network and Emergency Management worked around the clock to restore and maintain services. At the same time, local Bell Media television and radio stations played a critical role in both keeping residents up-to-date as the flooding spread and in raising relief funds for the Canadian Red Cross.

As is often the case when emergencies strike, Bell made a direct corporate donation to the Canadian Red Cross and partnered with the [Mobile Giving Foundation](#) so that Canadians were able to donate by text message to support relief efforts, such as providing food and shelter for displaced families and assistance with cleanup and repairs.

Bell teams also worked around the clock to keep core network, voice and mobile services operating on back up power after tornadoes swept through the Ottawa-Gatineau region in September 2018. The tornadoes damaged hundreds of homes and caused widespread power outages but our contingency plans ensured we were able to continue serving approximately 900,000 Ontario and Québec customers impacted at the peak black out period.



Bell was also quick to respond when a powerful storm battered Atlantic Canada and Québec's Magdalen Islands in late November 2018. Bell teams in Atlantic Canada rolled out emergency preparations to minimize the impact of the power outages, setting up generators at central office facilities and wireless sites, and repaired damaged cables causing localized outages. The situation on the remote Magdalen Islands was dire as the storm damaged the publicly owned underwater fibre cables, causing a complete loss of Internet, wireless and landline services between the islands and the mainland. Bell and Télébec teams worked closely with authorities to support 911 calls on the islands and one of the fibre cables was brought back online shortly after the worst of the storm had passed. Bell requested the use of a Hercules military plane (commercial planes could not land in the storm) from the Canadian Armed Forces to transport backup satellite equipment for emergency communications to the islands. Hydro-Québec, Telesat, and Québec government teams also joined the flight to help repair infrastructure and support the community.







At Bell, we also understand that communication technologies for public safety agencies must perform flawlessly and seamlessly. For more than 20 years, we have successfully deployed some of the largest mission-critical [2-way radio service](#) communication networks in Canada. Providing public safety radio communications for more than 70,000 first responders and other users in Canada, including government and public safety organization employees, we have a unique mandate to serve the public when it matters most. In August 2018, the Government of Manitoba selected Bell to provide a next-generation digital mobile radio system to enhance communications among first responders and other emergency personnel across the province, a project that combines Bell Mobility's long experience in public safety with the BellMTS team's expertise in delivering the best communications services to Manitobans.



Helping to keep Canadians safe, Bell provides 911 service in Manitoba, Ontario, Québec, Nova Scotia, New Brunswick, Prince Edward Island, and Newfoundland. In 2018, Bell also helped launch the new [Alert Ready System](#) for television, radio and compatible LTE wireless devices. Developed in partnership with the federal, provincial and territorial governments, emergency management officials, Pelmorex,

Canada's broadcasting industry and wireless service providers, the system enables public authorities to send targeted alerts to notify Canadians about critical emergencies, including severe weather, criminal activity or other dangerous situations.

**EMERGENCY ALERTS  
SENT TO TV, RADIO  
AND COMPATIBLE  
WIRELESS DEVICES.**



## Wireless health and safety

Bell recognizes that some stakeholders may have concerns about the potential for long-term health effects from wireless communications networks and devices. Many studies have been performed or are ongoing to assess whether wireless phones, networks, and towers pose a potential health risk. While some studies suggest links to certain conditions, others conclude there is no established cause-and-effect between mobile phone usage and adverse health effects.

The federal Department of Innovation, Science and Economic Development ([ISED](#)) is responsible for approving radiofrequency equipment and performing compliance assessments. ISED has chosen [Health Canada's Safety Code 6](#), which sets the limits for safe exposure to radiofrequency emissions at home or at work, as its exposure standard. This Code outlines safety requirements for the installation and operation of devices that emit radiofrequency fields such as mobile phones, Wi-Fi technologies and base-station antennas. ISED has made compliance with Safety Code 6 mandatory for all proponents and operators of radio installations. Bell Mobility is also a member of the Canadian Wireless Telecommunications Association ([CWTA](#)), which monitors worldwide scientific research related to mobile technologies.

When selecting the location of new telecommunication sites as we continue to expand our networks to meet coverage or capacity requirements, Bell is sensitive to community concerns with respect to location and placement of facilities. Before selecting or acquiring property for any new telecommunication site, Bell first determines whether it is technically possible to place antennas on existing structures, such as tall buildings and pre-existing towers. Bell also complies fully with ISED's guidelines for public and municipal consultation as laid out in CPC-2-0-03, Issue 5, Radiocommunication and Broadcasting Antenna Systems.

GRI 413-1



First and Only Canadian designed pine tree in Milford Bay (Muskoka), Ontario. One week was required to complete the build. In this picture the rigging crews are making the final connections between the radios and the antennas.

In all cases, Bell works with community officials to identify local preferences and review established protocols. We engage in meaningful dialogue with municipalities, provincial as well as federal agencies and Indigenous communities to mitigate local concerns about tower placement, operation and design. We also undertake thorough public consultations for proposed wireless antenna sites with local residents and stakeholders and we routinely conduct open houses, public meetings and written consultations in communities across the country to provide information and understand local views on proposed tower sites.



## Managing the supply chain

Any purchase of goods and services can generate economic, social, or environmental impacts. We carefully monitor and manage supply chain issues to mitigate adverse impacts. This is especially important because we do not manufacture any of the physical devices required for the services we offer customers.

We work with a limited number of product manufacturers, some of which dominate the global market. Because of the proliferation of global sourcing and distribution, companies like Bell must be cognizant of potential issues related to labour and human rights, ethical standards, health and safety and environmental concerns along their supply chains.

Bell's centralized procurement organization controls the strategic sourcing of goods and services, enabling us to efficiently maintain strong and productive relationships with a variety of suppliers, including manufacturers, distributors, contractors and consultants.

However, supply chain disruption remains a risk for all companies that rely on suppliers to serve their customers. We have implemented a supplier risk management process to identify potential problems in key areas such as information security, business continuity, health and safety, the environment and corporate responsibility. The process includes provisions for corrective action and ongoing monitoring. We also consider sustainable criteria for our products and services, including energy consumption, recyclability, and environmental certifications as well as attributes related to human and labour rights, health and safety, and ethics.

### Supplier accountability GRI 205-1, 308-1, 412-3, 414-1

Bell policies (see our [Environmental policy](#), for example) require that we seek out suppliers who demonstrate a strong commitment to corporate responsibility through the adoption of rigorous principles regarding the environment, health, safety, labour, and ethics.

All new Bell contracts bind suppliers to standards consistent with Bell's [Supplier Code of Conduct](#) (implemented in 2007), clearly establishing the expectation that the supplier will take all reasonable measures to respect the requirements of the Code in its own operations and within its own supply chain.

Bell uses a detailed questionnaire to assess some suppliers during the selection process and to improve the policies of some existing suppliers.

For more information about supply chain management, please see our [Responsible procurement](#) information sheet in the Responsibility section of our website.

For information about our supplier diversity initiative, please see the [diversity section](#) of this report.





**Due diligence on products** GRI 308-1

Beyond the supplier approach to responsible business and risk management, we also address specific products through our expanding sustainable criteria program.

Since 2011, we have adhered to a set of sustainability criteria for equipment, including mobile phones, batteries, chargers and accessories as well as laptops, modems and television receivers. These address the use of toxic substances and conflict minerals,

the recyclability of materials, identification of plastics, energy efficiency, and the impact on our carbon footprint. Sustainable packaging criteria are required for all tangible goods contracts that we resell to customers or use internally.

Bell also participates in a voluntary energy efficiency program for set-top boxes called CEEVA (Canadian Energy Efficiency Voluntary Agreement), which refers to Energy Star standards.

**Conflict minerals** GRI 412-3

Many electronic devices contain small amounts of metals – such as tantalum, tin, tungsten and gold – that are derived from minerals known under U.S. laws as conflict minerals because in certain cases they are mined in exploitative circumstances. Bell shares the concerns of many companies in the electronics and telecommunications industries that the use of conflict minerals may directly or indirectly finance or benefit armed groups in the Democratic Republic of the Congo (DRC) or adjoining countries.

We consider as unacceptable the exploitation and trade of conflict minerals that fuel armed conflicts and lead to the abuse of human rights. Our policy and our practice are to make every appropriate effort in seeking to ensure our suppliers source conflict minerals responsibly.

Since 2005, Bell has been working with other telecommunications companies to develop an industry-wide approach to supply-chain issues, including conflict minerals, in conjunction with the Responsible Business Alliance ([RBA](#)) Implementation Group.

In 2011, we asked our major suppliers of electronic equipment to implement processes and control mechanisms to avoid the use of minerals that may directly or indirectly finance or benefit armed groups in the DRC or adjoining countries in the products they supply to Bell. Today, we continue to engage with suppliers on this issue.

We also continuously monitor developments related to conflict minerals through our membership in the RBA, which supports efforts to improve the transparency and traceability of minerals in the supply chain through the conflict-free smelter program. Specifically, we participate in the Responsible Minerals Initiative ([RMI](#), formerly the CFSI) of the RBA, which has grown into one of the most consulted and respected resources for companies addressing responsible mineral-sourcing issues in their supply chains. The [Responsible Minerals Assurance](#) offers Bell an independent, third-party audit that determines which smelters and refiners can be verified as having systems in place to responsibly source minerals in line with current global standards.

GRI 102-12



## Electrification of transport

Driving gas-powered vehicles to and for work contributes to Canada’s carbon footprint and has a negative impact on the environment in general. Moreover, evidence suggests that increasing the substitution of gasoline for electric power in fueling vehicles aligns with the Government of Canada’s commitment made at the United Nations climate-change conference in Poland (COP24) to support the transition to electric vehicles.<sup>1</sup>

In Canada, the transportation sector is the second largest source of GHG emissions and in 2017 accounted for 24% (174 Mt CO<sub>2</sub> equivalent) of total national emissions.<sup>2</sup> Bell is well positioned to be part of the solution given that we own a vehicle fleet to support our networks and services, and we have started investigating the potential electrification of transport. In 2017, we collaborated with the Institut du véhicule innovant (IVI) to test 5 electric vehicles in our corporate fleet for 3 weeks, with positive results. As a result, we now offer employees who are eligible for a corporate vehicle the option of choosing one that is all-electric.

As part of the “[Branché au travail](#)” program in Québec and the former Workplace Electric Vehicle Charging Incentive Program in Ontario, Bell added a number of charging stations to our buildings in 2018. We now have 89 electric vehicle (EV) charging stations installed in 23 sites across Québec, Ontario and Manitoba for use by our team members. Our two main campuses located in Montréal and Mississauga now feature 20 or more charging stations each. These charging stations use IoT technology from Bell Mobility, making Bell, AddEnergie, and the provinces of Québec and Ontario all partners in transforming transportation in those provinces.



Bell and Équiterre partnered for electric vehicle trials at the Montreal campus, as well as educational webinars for team members across the country on the latest advances in electric transportation.

We have 89 electric vehicle charging stations in 23 sites across Québec, Ontario and Manitoba

<sup>1</sup> To learn more about [Driving Change Together – Katowice Partnership for E-mobility](#)  
<sup>2</sup> To learn more about the [Canadian Environmental Sustainability Indicators](#).





# Environment

Bell's award-winning leadership on the environment starts with its wide range of innovative programs, from sustainable buildings to the use of renewable energy. But it extends far beyond the company itself, from the requirements we include in supplier contracts to services like video conferencing that help customers meet their own environmental objectives.



## Our environmental vision

Environmental protection is core to our corporate responsibility approach and to Bell's goal to be recognized by customers as Canada's leading communications company. It aligns with our [Strategic imperatives](#), and with our determination to minimize our carbon footprint and safeguard the environment in every aspect of our operations. Our [Environmental policy](#), first issued in 1993, reflects our team members' values, as well as the expectations of customers, investors, and society.

We have been implementing and maintaining programs to reduce the environmental impact of our operations for more than 25 years



## Environmental leadership

At Bell, we have been implementing and maintaining programs to reduce the environmental impact of our operations for more than 25 years. Our environmental management system (EMS) has been certified to be ISO 14001-compliant since 2009, making us the first Canadian telecommunications company to be so designated. Our diligent work to sustain this certification and our environmental protection performance in general, have been recognized by numerous external organizations.

Since 2015, for example, Bell has been listed on the Euronext Vigeo – World 120 stock index (the 120 most advanced companies in the European, North American and Asia Pacific regions), the Ethibel Sustainability Index (ESI) Excellence Global (which contains companies from Europe, North America and Asia Pacific that display the best performance in terms of corporate social responsibility), and Deutsche Boerse’s STOXX® Global ESG Leaders indices (a wide range of sustainability and corporate responsibility indices that investors can use as the basis for sustainable investment). In 2018, Bell was also named to the [CDP’s Climate Change A List](#) of the world’s leading businesses for environmental performance, the only Canadian telecommunications company to make the list.

These recognitions reflect our global environmental performance and the fact that many of our services and processes enable carbon abatement for us and our customers, from audio and video conferencing that substitute for business travel to [cloud computing, virtualization](#) and [sustainable real estate practices](#). The business service solutions industry, of which Bell is a leading member in Canada, truly has the potential to make a difference in the global pursuit of lower-carbon economies. Efficiencies derived from our business service solutions enable Bell to mitigate its own carbon footprint, and the services we sell enable customers and partners up and down our supply chain to successfully pursue their own carbon-reduction strategies. For more information about the carbon abatement potential of our technologies, please consult the [Environmental benefits of Bell’s products and services](#) section of this report.



SDG 8.5

Audio and video conferencing substituting for business travel enable carbon abatement for us and our customers





## Environmental challenges

Our most significant environmental issues are climate change and energy consumption, waste management, including electronic device recovery, and petroleum-product equipment management.

Of these topics, 2 (climate change and energy consumption, and electronic device recovery) are made more complex because we have much less control over the factors which most influence the outcomes. Not only do our operations consume energy, especially in data centres, but so does every device in a customer's hands that connects to our network. As smartphones and other devices get smarter, they consume more energy. In order to provide seamless access and faster service for these devices, we continue to expand our network coverage. This creates more waste as we replace outdated infrastructure with modern technology such as fibre optic cable. Similarly, customers are upgrading their devices more frequently today, creating a steady stream of e-waste. Since we sell this technology, we recognize that we also have a role in minimizing the number of discarded devices sent to landfill. Keeping track of these issues takes a dynamic and responsive management system.

We recognize that we have a role in minimizing the number of discarded devices sent to landfill

Bell's petroleum storage tanks are essential to meeting our day-to-day needs for heating facilities and for our back-up power generators. They are critical assets in emergencies such as ice storms, when areas are without power for extended periods. For information on petroleum-product equipment management, please see the [Petroleum-products equipment management](#) information sheet in the Responsibility section of our website.



Bell partners with Electrobac to help divert e-waste from landfill.



# Climate change GRI 201-2

There is international scientific consensus that greenhouse gas (GHG) emissions generated by human activities, especially carbon dioxide (CO<sub>2</sub>), are major contributors to climate change.<sup>1</sup> The global scientific evidence highlights companies' responsibility both to take action to help fight climate change, as well as to adapt to its consequences. As a responsible corporate citizen, Bell is taking action on both fronts.

## Our contribution to help fight climate change

Mitigating climate change is about reducing the release of GHG emissions that are warming our planet. There are many mitigation strategies, including implementing energy savings initiatives, such as retrofitting buildings to make them more

energy efficient; adopting renewable energy sources like solar and wind; and helping customers to reduce their own carbon footprint, for example through the use of technologies as a substitute for transportation.

### Energy savings SDG 8.4

Our endeavor to contribute to climate change mitigation starts with our own energy consumption. We strive to save energy and reduce GHG emissions, among other targets, by increasing energy efficiency at Bell facilities, reducing the fuel consumption of our vehicles and using alternatives to business travel. To ensure a rigorous governance of energy consumption and to support Bell's climate change strategy to meet our carbon-emission objectives, in 2008, we created the Energy Board, a management-level committee reporting to the [HSSEC](#) Committee. This committee's specific mandate is to identify and support the implementation of energy-reduction initiatives in 3 areas: our facilities (buildings, telecom network, and IT infrastructure), our vehicle fleet, and substituting technology for travel.

Bell's Energy Saving program overseen by the Energy Board is an important part of achieving our GHG emission reduction targets. It also enhances our cost competitiveness by offsetting rising energy costs. Indeed, our carbon-reduction efforts help us spend less on fuel and electricity, which supports one of our key corporate strategic imperatives: to achieve a more competitive cost structure.

The Bell team has made substantial progress in terms of energy savings since 2008, even as we expanded our overall operations through growth and acquisitions. By reducing electricity consumption at Bell facilities, improving fuel efficiency in company vehicles, and using phone, video and web conferencing tools to curtail business travel, we have prevented the release of nearly 65 kilotonnes of CO<sub>2</sub> equivalent emissions, saving an estimated \$81 million. The table on the next page illustrates the cumulative energy reduction.

<sup>1</sup> To learn more about the 2018 special report of the Intergovernmental Panel on Climate Change (IPCC), [click here](#).

## Energy consumption reduction since 2008 GRI 302-4

	ELECTRICITY	FUEL	TRAVEL
Energy	352.52 GWh	8.89 million litres	N/A
CO <sub>2</sub> equivalent	38.75 kilotonnes	20.89 kilotonnes	4.66 kilotonnes

This is the same as...



Electricity for  
**35,252 homes**  
for a year



Fuel for  
**161,603**  
tanks of gas  
in a mid-sized car



Fuel for  
**7,247**  
airplane trips  
across Canada

## Renewable energy SDG 8.4

At least 53%<sup>1</sup> of the 1,891,041 MWh of electricity we consumed in 2018<sup>2</sup> was from renewable sources, such as water, wind, tides and the sun. Of this, 88% was from hydro sources. The Bell network also generated approximately 170,000 kWh of renewable energy in 2018 from solar and wind power sources. Our 9 photovoltaic and diesel hybrid power systems in Canada's

northern territories generate 80,000 kWh of renewable energy every year. These systems saved 110,000 litres of diesel (and approximately \$200,000), the equivalent of 307 tonnes per year of CO<sub>2</sub>.

To learn more about our energy savings and renewable energy initiatives, please see the [Energy efficiency](#) information sheet in the Responsibility section of our website.

## Environmental benefits of Bell's products and services SDG 8.4

We have long understood that the use of telecommunication technologies (such as cloud services, virtualization, teleconferencing, etc.) helps fight climate change by reducing the carbon footprint of our customers and our own operations.<sup>3</sup> Indeed, our products and services help our customers reduce their energy needs, cut carbon emissions and enhance productivity in numerous ways. For example, Bell hosts our enterprise customers' servers in our highly energy-efficient data centres. And our IoT services can be used to optimize asset and fleet management as well as for Smart building, Smart city, Smart operations and Smart fieldwork applications.

Our objective is to continue developing business solutions such as cloud services and virtualization that reduce carbon footprints, both for our customers and for ourselves. One way we do this is by fostering innovation and entrepreneurship by engaging with cleantech clusters, such as [Écotech Québec](#), that are focused on accelerating the development of clean technology. Through such partnerships, Bell aims to support local innovation and to liaise with cleantech entrepreneurs to improve our environmental performance. With our Écotech Québec partnership, Bell also has access to leading cleantech clusters in 12 countries through the International Cleantech Network. SDG 17.17

<sup>1</sup> Calculation based on data for 2016 from [Electricity in Canada: Summary and Intensity Tables of the Canadian National Inventory Report \(1990-2017\)](#), published April 15, 2019.

<sup>2</sup> Based on energy consumption data from October 1, 2017 to September 30, 2018.

<sup>3</sup> As demonstrated by the Global eSustainability Initiative. See [www.gesi.org](http://www.gesi.org).

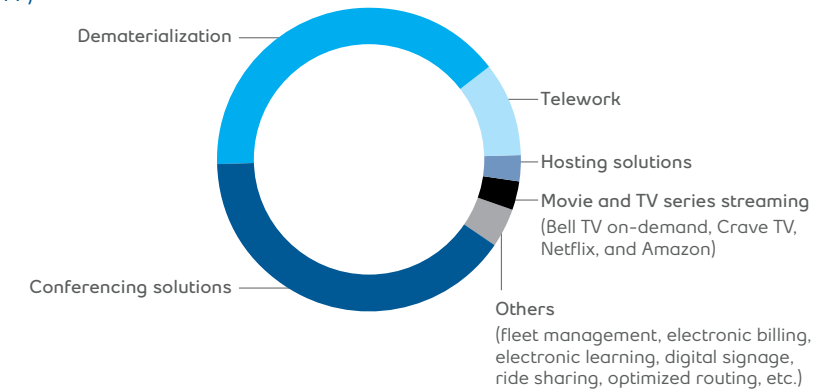
Bell leads by example, demonstrating in our own operations some of the many practical ways that business service solutions offer simple and smart ways to improve productivity while reducing energy costs and GHG emissions.

### Our initiatives include:

- **Virtualization and cloud computing** to encourage optimal use of space, power, and cooling resources by consolidating servers and storage<sup>1</sup>
- **Electronic controls coupled to the communication network** to reduce energy consumption in buildings
- **IoT applications** to improve monitoring and controls of industrial equipment and all manner of everyday appliances
- **Telemetry systems** to reduce idling and optimize the routes of commercial vehicles
- **Teleconferencing** to reduce travel needs<sup>2</sup>
- **Social networks** to facilitate carpooling and car sharing.

To understand our net impact on the planet's carbon load, we have developed a methodology in collaboration with Groupe AGÉCO to quantify the environmental benefits of our products and services. Our analysis concluded that, in 2017, Bell technologies enabled carbon abatement for our customers of more than 885 kilotonnes,<sup>3</sup> which is equivalent to more than 2.4 times our corporate carbon footprint. Overall, this is a net gain for the planet.

### Carbon abatement enabled by Bell technologies (2017)



This analysis is the second of its kind performed at Bell. The environmental benefits measured in 2017 are likely understated given the conservative assumptions selected and the complexity of the data acquisition process. Nevertheless, this analysis confirms that our products and services have a significant carbon abatement potential that we intend to continue to promote. Potential future benefits are also becoming clearer: for example, according to the Global eSustainability Initiative (GeSI) [SMARTer2030](#) report, widespread deployment of business service solutions could save up to 10 times the carbon emissions generated by the sector itself by 2030.

<sup>1</sup> To learn more about virtualization, please [click here](#)

<sup>2</sup> To learn more about teleconferencing, please [click here](#)

<sup>3</sup> Taking into account products and services for which Bell has developed the technology and plays a fundamental role in its delivery to clients, and products and services for which Bell has not developed the technology, but enables it by providing the network.



## Greenhouse gas (GHG) emissions performance

Bell takes its objective to control and reduce its GHG emissions where possible seriously (see [Bell's GHG emission reduction objective](#) in this report). As noted elsewhere (see [Impact of the business model](#) in this report), the level of our Scope 1 (direct) GHG emissions is affected by Bell's vertical integration, which

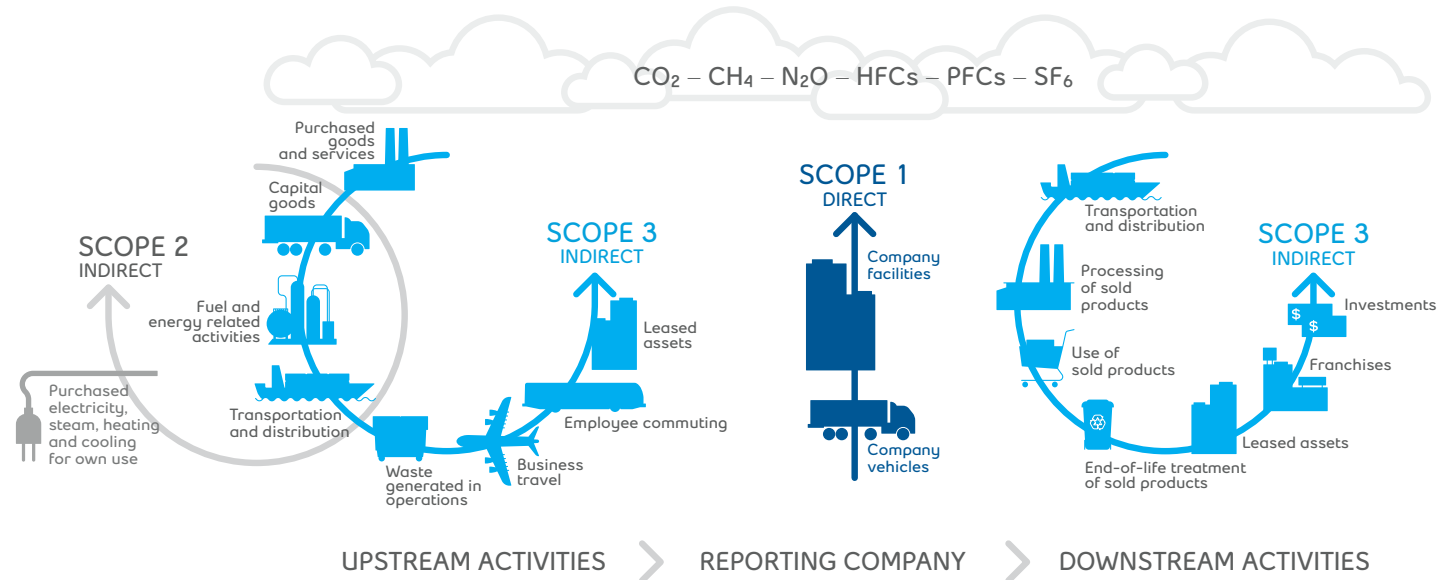
includes installation and construction often outsourced by other telecommunications companies. In addition, our diversification into broadcast and other lines of business to sustain the company's growth affects our Scope 2 (indirect) emissions. The table below illustrates Bell's corporate carbon footprint.

### GHG emissions

Kilotonnes of CO<sub>2</sub> equivalent, 2017, 2018<sup>1</sup>

SCOPE	SCOPE DESCRIPTION		2018 <sup>3</sup>	2017
Scope 1	Direct GHG emissions from sources that are owned or controlled by Bell	GRI 305-1	137.03	134.76
Scope 2	Indirect GHG emissions associated with the consumption of purchased electricity, heat, steam, and cooling	GRI 305-2	199.39	221.46
Scope 3	Other indirect GHG emissions related to Bell business travel activities <sup>2</sup>	GRI 305-3	9.30	9.30
<b>Total</b>			<b>345.72</b>	<b>365.52</b>
Total GHG emissions reduced in period			GRI 305-5	19.80

To learn more about our energy consumption, GHG emissions, and their year-over-year variations, please see the [Energy consumption and greenhouse gas emissions](#) information sheet in the Responsibility section of our website.



Based on the image from [GHG Protocol website](#). Verification of the data reported and assumptions made can be found in the [Greenhouse gas emissions report](#) in the Responsibility section of our website.

<sup>1</sup> PwC provided limited assurance over this indicator. Please see [PwC's assurance statement](#)

<sup>2</sup> Business travel activities include travel by air, rail, rented vehicles, and personal vehicles

<sup>3</sup> Based on energy consumption data from October 1st, 2017 to September 30th, 2018.

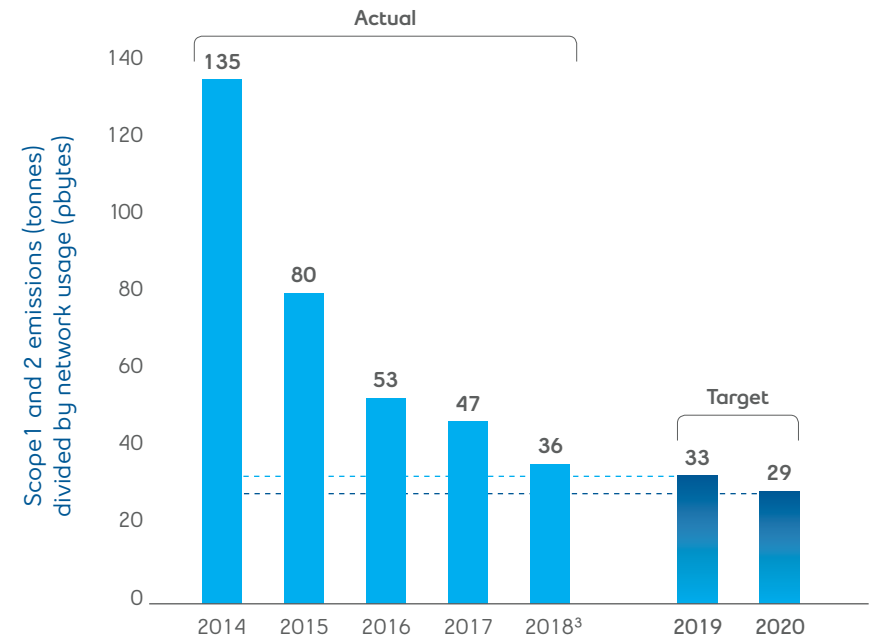
## Bell's GHG emission reduction objective

Bell has a near-term objective on GHG emissions reduction, and is working at the same time on defining a longer-term science based target (see section below). We will continue implementing mitigation measures that seek to reduce our energy and fuel consumption, and, as a result, our annual GHG emissions intensity. Our near-term objective is to reduce the ratio of our Scope 1 and 2 GHG emissions (tonnes of CO<sub>2</sub> equivalent) to our network usage (PBytes)<sup>1</sup> by 75% of our 2014 level by the end of 2020.

This intensity target expresses the footprint of our operations in a meaningful way, recognizing the carbon reduction-enabling capabilities of our products and services (see [Environmental benefits of Bell's products and services](#) in this report). Despite our numerous energy savings and renewable energy initiatives, our energy consumption has historically been going up given our significant business growth. On the other hand, Bell's network usage – which aims to quantify the use of our technologies – is growing much faster than our energy consumption, which shows significant network efficiency gains. Since 2014, our GHG emissions per network usage showed a 73% improvement.<sup>2</sup>

GRI 305-4

## Bell's GHG emissions reduction objective GRI 305-4



### Science-based target

As a recognized environmental leader, Bell is working on a new approach to setting emission-reduction objectives using a [science-based](#) methodology with the CDP – a global organization that helps companies improve their sustainability initiatives – and its various partners such as World Resources Institute ([WRI](#)) and Groupe AGÉCO. This methodology aims to help limit global temperature rise below 1.5°C compared to pre-industrial levels, in line with the 2015 Paris Agreement. We will use this as a base for determining how such objectives could be achievable in Bell's operations.

We expect to conclude this ambitious endeavor by 2025.

<sup>1</sup> Network usage includes residential and wholesale Internet, business Internet dedicated (BID), virtual private network (VPN), IPTV, Inter-Network Exchange (INX), prepaid and postpaid wireless services, wireless-to-the-home, Voice-over-LTE (VoLTE) traffic, IoT, and enterprise usage, both in Canada and on international roaming partners' network. As methodology for gathering the network usage differs from one carrier to another, and because a company's business model directly impacts the amount of GHG it generates and how those GHG are calculated and classified (as noted in [Impact of the business model](#)), the ratio itself cannot be used to directly compare carrier performance.

<sup>2</sup> From December 31, 2014 to September 30, 2018

<sup>3</sup> Based on energy consumption and network usage data from October 1, 2017 to September 30, 2018.

## Bell's adaptation to climate change impacts

Despite worldwide efforts to reduce global GHG emissions going forward, scientific evidence such as the 2018 IPCC Special Report<sup>1</sup> demonstrate that even current levels of global warming are likely to exacerbate the impacts and risks for people, economies and ecosystems, including the frequency and severity of weather events. According to the [World Economic Forum's Global Risks Report 2019](#), risks related to climate change are increasingly dominating the risk landscape, both in terms of likelihood and impact.

Bell takes those risks very seriously. Our critical infrastructure and facilities must provide a consistent, secure, and reliable environment in which to operate our network and IT infrastructure, and to house team members. Our operations depend on how well we protect our networks, as well as other infrastructure and facilities, against damage from natural disasters, including seismic and severe-weather events such as ice, snow and windstorms, flooding, and tornadoes. Accordingly, Bell is committed to implementing adaptation measures that ensure the resiliency of our operations and the security of our team members.

Our approach includes quantifying risks and opportunities stemming from climate-change issues with a view to leveraging Bell's products and services to enable carbon reduction. This entails identifying the potential impact of severe weather on our operations with our business continuity team as it assesses threats, vulnerabilities, and impacts on our business and develops risk-mitigation plans. We monitor the potential for current and future climate-related legislation, policy, and regulations that may affect our business, and report on these findings to our internal [HSSEC](#) committee twice a year.

At an asset level, our corporate real estate, risk management, and business continuity teams assess risks and opportunities for our buildings, networks, and fleet. Buildings and networks are prioritized by how essential they are to the continued delivery of key communication services. This leads to plans for mitigating risk and improving operations. Natural disasters and energy costs are the most significant issues for our risk and opportunity assessment.

## Climate-related disclosure

We address our climate change mitigation and adaptation efforts in this report and in our annual report to the [CDP](#). The CDP is an organization that helps investors assess climate change related risks and opportunities, and is supported by over 525 financial planners, advisors, wealth managers, and institutional investors managing a total of U.S. \$96 trillion in assets. Bell is the only Canadian telecommunications company to have earned a position on [CDP's 2018 Climate Change A List](#) (CDP's highest score), demonstrating our commitment to taking corporate action on climate change and leading by example.



In 2018, CDP's questionnaire was updated to integrate disclosures recommended by the Financial Stability Board's Task Force on Climate-related Financial Disclosures ([TCFD](#)). Bell endorses the 11 disclosures recommended by the TCFD, which address how organizations

manage climate-related risks and opportunities to help reduce investors' climate-related risks, maximize their financial rewards, and minimize market disruptions. To learn more about our reporting on TCFD recommended disclosures, please see the [Statement related to the Task Force on Climate-related Financial Disclosures](#) information sheet in the Responsibility section of our website.

<sup>1</sup> To learn more about the 2018 special report of the Intergovernmental Panel on Climate Change (IPCC), [click here](#).

# Managing waste SDG 11.6

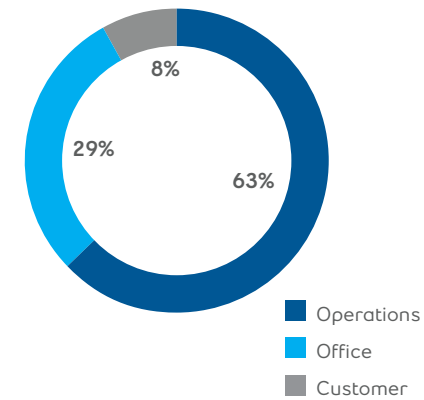
## Diverting waste from landfill

Bell has integrated much of its installation and construction functions. This makes us accountable for managing a large part of our network waste ourselves. Outsourcing such functions would allow us to reduce our waste-to-landfill results, but we would not be able to maintain direct control over functions that directly influence customer service and operations.

To minimize the amount of waste we send to landfill, Bell runs several programs to reduce, reuse, recycle or repurpose waste generated to operate our business.

100% of customer-facing and hazardous waste is diverted from landfill every year. In 2018, we diverted more than 64% of overall waste from landfill. Waste from operations represented 63% of this total, while offices represented 29%, and the amount associated with customer e-waste represented 8%. Of the operational waste generated, we diverted 61% from landfill. 65% generated in offices was diverted from landfill.

Overall waste  
2018 (in %)



64%:  
Overall waste  
diverted  
from landfill<sup>1</sup>

Recovered waste  
2018 (in tonnes)

	2018	% DIVERTED	CHANGE (PERCENTAGE POINTS)
Operations			
Fleet <sup>2</sup>	508	100	-
Hazardous Materials <sup>3</sup>	1,320	100	-
Packaging products <sup>4</sup>	1,406	80	-
Hardware <sup>5</sup>	17,199	56	+5
Office	9,419	65	-2
Customers <sup>6</sup>	2,479	100	-

1 PwC provided limited assurance over this indicator. Please see [PwC's assurance statement](#)  
 2 Tires, batteries, oil and oil filters and used engine antifreeze  
 3 Lead-acid batteries, alkaline batteries, fluorescent tubes, oily containers, contaminated rags and absorbents, aerosols and other pressurized containers, paints, solvents, and glues  
 4 For network equipment, such as wood pallets, cardboard boxes and plastic wrap  
 5 Telecom materials, such as cables, terminals, utility poles and cable reels  
 6 TV receivers, modems, phones and accessories.





## Two new waste indicators and objectives

Over the last 5 years, the year-over-year comparability of our waste management data has been diminished by several factors, the most important of which is major strategic business acquisitions (e.g., Q9 Networks, Astral, Bell Aliant, BellMTS, AlarmForce, Axia). Recent analysis of how we report our waste management data has resulted in the adoption of 2 new indicators. We decided to take a step back in order to analyze our waste management data and rethink how we report it. This effort has resulted in implementation of two new indicators. Compared to the diversion rate objective we previously reported, our new objective does not overshadow reduction efforts at the source. This is important because many of our environmental initiatives focus on reduction at the source, such as reduced consumption of paper for administrative purposes and packaging. Furthermore, the formulation of this new objective has the advantage of being tangible for team members. Without action on the part of every team member, reducing waste in our offices would not be possible. As a result, we are now reporting our progress on reaching and maintaining 55kg of waste sent to landfill per employee per year in Bell-owned or -leased administrative buildings by 2024.

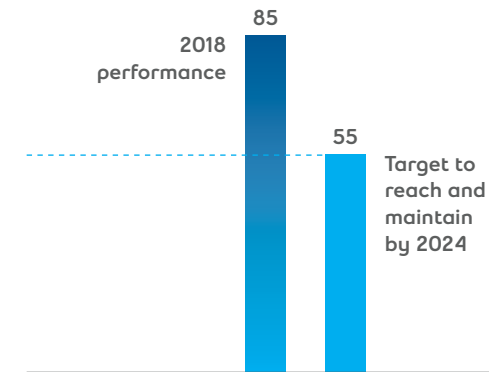
In 2018, we sent an average of 85kg of waste to landfill per employee from administrative buildings.<sup>1</sup>

In addition to our administrative waste objective, we will begin reporting our progress toward our new objective of recovering and diverting to certified recyclers 100% of generated hazardous waste by 2024. Currently, we are diverting 100% of the hazardous materials we recover, including all of our network batteries and residual material from our fleet services. However, we have collection gaps in Atlantic Canada and Manitoba for aerosols, fluorescent tubes and paint. This difference is due to the recent integration of activities in these provinces. Even if certain items are not designated as hazardous waste in some of these provinces, we still aim to apply the high standard of our residual hazardous materials management program all across the country.

<sup>1</sup> PwC provided limited assurance over this indicator. Please see [PwC's assurance statement](#).

## Waste from administrative buildings sent to landfill

2018 (in kg per employee)



Although these categories of hazardous waste represent less than 3% of our total waste, we believe they should be recovered and diverted to certified recyclers. We aim to have collection services in all provinces by 2024.



Our new indicator illustrates the gap between generated and recovered hazardous waste.

In 2018, we were able to recover and divert to certified recyclers approximately 99% of all generated hazardous materials.<sup>1</sup>

Please see [Waste management](#) in the Responsibility section of our website for more details.

## Environmental stewardship for customer-facing electronic devices

Bell provides customers with programs to help them protect the environment by making it easier to recycle their products, including mobile phones, Bell Internet modems and Bell TV receivers. In 2018, thanks to our customers' participation in our recovery programs, Bell diverted more than 2,478 tonnes of electronics from landfill.

### Customer-facing electronic waste collected

2018 (in tonnes)

ITEM	TONNES
TV receivers	1753
Modems	689
Mobile devices	34
Mobile phone batteries	1.5
Mobile phone accessories	1
<b>Total</b>	<b>2,478.5</b>

Bell recovers mobile phones through two complementary programs: the Bell Trade-in program and the [Bell Blue Box](#) program. Launched in 2003 and available at all Bell stores, Virgin Mobile stores and participating The Source locations, the Bell Blue Box program was the first cross-Canada collection program established by any company for re-using and recycling mobile phones. Bell donates the net proceeds from the Bell Blue Box program to a partner in the Bell Let's Talk mental health initiative.

In addition, Bell participates in provincial recycling programs for other electronic products, such as tablets, headsets, TVs, computers, and batteries. For more details on these programs, visit [Bell.ca/recycling](#).

Recovery is difficult to predict and control, as it depends on the rate at which customers upgrade to newer devices. Often, recovery relates to economic activity: during economic downturns, people upgrade their devices and sign up for new plans less frequently. It is also dependent on customer behaviour. A 2017 CWTA/Recycle My Cell [study](#) reports that 62% of Canadians say they have cell phones in their possession that they are not using and are being stored. This has made it difficult for us to predict how many phones we would be able to collect and therefore difficult to set an objective.

### Bell's customer-facing device recovery objective

We believe that we have an important role to play in the recovery of used electronic devices from customers given our close relationship with them. Last year, we began reporting on our progress toward our objective of recovering 10 million used TV receivers, modems, and mobile phones between January 1, 2016 and the end of 2020.

We have recovered 7,348,684 units since January 2016, and on target to meeting our 2020 objective.

The following table details the breakdown of how many of each type of device we have collected since January 2016.

### Customer-facing electronic devices recovery

2016–2018 (amount of units collected)

	2018	2017	2016
TV receivers	1,151,635	1,268,793	1,103,220
Modems	1,052,726	1,051,270	945,715
Mobile phones	356,281	200,536	218,508
<b>Total</b>	<b>2,560,642<sup>1</sup></b>	<b>2,520,599</b>	<b>2,267,443</b>

Please see the [Waste management](#) information sheet in the Responsibility section of our website for more details.

<sup>1</sup> PwC provided limited assurance over this indicator. Please see [PwC's assurance statement](#).



## Other environmental programs

In addition to the priority environmental initiatives detailed in this section, Bell operates many more programs through our certified ISO 14001-compliant environmental management system (EMS).

Please see the [Responsibility section](#) of our website for information on [environmental incidents](#), [environmental site assessments](#), [sustainable buildings](#), [environmental training](#), [sustainable events](#), [electronic billing](#), [biodiversity and integration into the physical environment](#), [vehicles](#), [halocarbons](#) and [water consumption](#).

These programs are integrated throughout Bell's business units and subsidiaries and are governed by local environmental coordinators. Each environmental coordinator reports to the Corporate Responsibility and Environment team on action plans and results throughout the year. These programs form the foundation of our company-wide EMS. Thanks to our continued diligence in constantly improving our environmental management system and processes, we have been certified as ISO 14001-compliant for 10 consecutive years.

For more information on our EMS, [click here](#). For more information on the governance of corporate responsibility topics at Bell, please see [Management of corporate responsibility at Bell](#) in this report.



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GRI 102-53

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