

WORKPLACE

UPHOLDING THE HIGHEST STANDARDS – THE BEST PLACE TO WORK!



Working for Bell means joining a dynamic company focused on achieving one goal: To be recognized by customers as Canada's leading communications company. We're cultivating a high-performance culture where team members are passionate about what they do.

QUICK FACTS

- \$17 million has been invested in the training and development of Bell team members
- Northwestel was honoured as one of Canada's Best Diversity Employers in 2011 and 2012, in recognition of the excellence of its workplace diversity and inclusiveness programs. Northwestel was singled out for its efforts to recruit and retain aboriginal employees across its operating territory.

10/10

For the ninth consecutive year in 2011, BCE received a perfect 10/10 rating from GovernanceMetrics International in its global corporate governance study. BCE is one of only 43 companies (top 1%) to achieve a perfect score.

SUSTAINABILITY

OUR SUSTAINABILITY VISION

To contribute to the well-being of society by enabling responsible economic growth, connecting communities and safeguarding the environment.

QUICK FACTS

- In 2011, Bell obtained BOMA BEST certification for seven of its largest Québec-based buildings and BOMA Building of the Year for its LEED certified campus in Montréal. Bell will also seek LEED Gold certification for its data centre currently under construction.
- BCE earned recognition from several leading global sustainability organizations, including the FTSE4Good Global Index and the Jantzi Social Index
- Bell supports the United Nations Global Compact, a set of universal principles addressing human rights, labour, the environment and anti-corruption issues
- Since 2004, Bell has responded to the Carbon Disclosure Project (CDP) annual Investor Information Request for corporate climate change information; Bell was also included in the top 2011 CDP Canada 200 – Carbon Disclosure Leadership Index (CDLI)
- Oekom Research has rated BCE as Prime, qualifying our bonds and shares for ecologically and socially based investment
- BCE has been reconfirmed as a member of the Ethibel EXCELLENCE Investment Register.

Bell

Bell Canada's full 2011 Corporate Responsibility report is available at:

www.bell.ca/responsibility.

Contact us at 1 888 932-6666 or bcecomms@bce.ca.

Bell

BELL CANADA 2011 CORPORATE RESPONSIBILITY REPORT HIGHLIGHTS



COMMUNITY

BELL'S COMMITMENT TO SUPPORT MENTAL HEALTH WILL HAVE A STRONG AND LASTING IMPACT



Bell is investing \$50 million to support mental health across Canada with the Bell Let's Talk mental health initiative, an unprecedented multi-year program that addresses the most pervasive yet underfunded health issue facing Canadians today.

QUICK FACTS

- \$1 million given to the Royal Ottawa Hospital, to expand its telepsychiatry program and extend services to rural, northern and remote communities
- \$1 million given to the University of British Columbia, to establish the Bell Youth Mental Health Impact Project, which will allow UBC researchers to conduct mental health outreach to youth in need throughout B.C.
- \$10 million given to the Centre for Addiction and Mental Health (CAMH), to take the world-leading institution past its landmark \$100 million fundraising goal
- \$300,000 given to the Fondation Hôpital Charles-Lemoyne for its adolescent psychiatric unit
- \$250,000 given to the Streethome Foundation, to provide support to homeless or at-risk youth living with mental health and addiction issues in B.C.

Bell contributed \$16 million to community investment in 2011, including the Bell Let's Talk mental health initiative, whose action pillars are anti-stigma, care and access, research, and workplace health; Bell also contributed to a wide range of community charities and the Employee Giving Program.

More than \$3.9 million

On February 8, 2012, on Bell Let's Talk Day, Canadians responded with 78,520,284 texts, long-distance calls and retweets. With Bell donating 5 cents for each text, long-distance call and retweet, Bell Let's Talk Day 2012 raised \$3,926,014.20 for Canadian mental health programs.

CUSTOMERS

PROVIDING INNOVATIVE SOLUTIONS AND DELIVERING QUALITY SERVICES

As the country's largest communications company, Bell has a responsibility to make its services accessible to all members of society. Through our strategic imperative to invest in broadband networks and services, Bell is the builder of Canada's communications infrastructure, growing broadband connectivity faster and extending it farther than any other company.

QUICK FACTS

- At the end of 2011, our 4G HSPA+ network covered 97.5% of the Canadian population, a 1.5 percentage point increase over 2010
- We launched the Long Term Evolution (LTE) 4G wireless network in the main Canadian markets
- Through virtualization, we decommissioned 664 of our servers, reducing capital requirements and saving approximately 2.8 million kWh per year—enough energy to heat 280 households for a year.

98%

Our technicians are arriving on time for service appointments more than 98% of the time.



ENVIRONMENT

MINIMIZING OUR ENVIRONMENTAL IMPACT IN EVERYTHING WE DO

Bell plays a leadership role in the communications industry by taking environmental protection into account in all aspects of its operations, including the deployment and maintenance of its networks and the efficient use of energy and resources.



QUICK FACTS

- In 2011, Bell's GHG emissions totalled 220 kilotonnes of CO₂ equivalent. This is an increase of 2% over 2010, but a global reduction of 31% from 2003.
- We have equipped more than 22,000 team members to work away from the office either part or full time. This eliminates up to 20,000 tonnes of GHG emissions, as an estimated 110 million kilometres is saved every year in commuting.
- Team members conducted more than 1.1 million teleconferences in 2011 and also substituted Web and video conferences for travel. That eliminated the emission of an estimated 2,300 tonnes of greenhouse gases during the year.
- Bell collected 8,543 tonnes of material from network operations in 2011. From this amount, 7,778 tonnes (91.0%) were either sold, refurbished, recycled or used as a fossil fuel substitute. This is a 0.9 percentage point increase over 2010.
- Bell has diverted 1,065,304 mobile phones from landfills since 2003.

ISO 14001

Bell is the first and only telecommunications company in Canada to obtain ISO 14001 certification for its environmental management system.