

Sustainable events



The large-scale events Bell supports across Canada are likely to have an environmental impact. For instance, Bell kiosks and promotional materials require raw materials and consume energy. In 2014, the Sponsorship Team for national events in Québec began exploring ways to mitigate the impact. Accordingly, we made the mobile Bell Pavilion with recycled containers and designed it to use LED lighting to reduce its overall energy consumption.

In a 2015 pilot project, we introduced a tool to determine whether events sponsored by Bell reach the minimum threshold of sustainability, as defined by the company's Corporate Responsibility and Environment team. The goal of the pilot project was to identify the sustainable measures already in place, to support the improvement of practices, where applicable, and to explore new best practices. Since 2016, most of the major events sponsored by Bell had sustainable measures in place.

In 2021, Bell implemented a directive to eliminate supplying unnecessary single-use plastic in the workplace and at sponsored events. Consequently, Bell-sponsored events will be required to implement alternatives to supplying bottled water.

A sustainable events guideline is available to employees hosting internal events in Bell buildings. The guide covers such topics as food and drink, transportation, products, equipment and location.

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