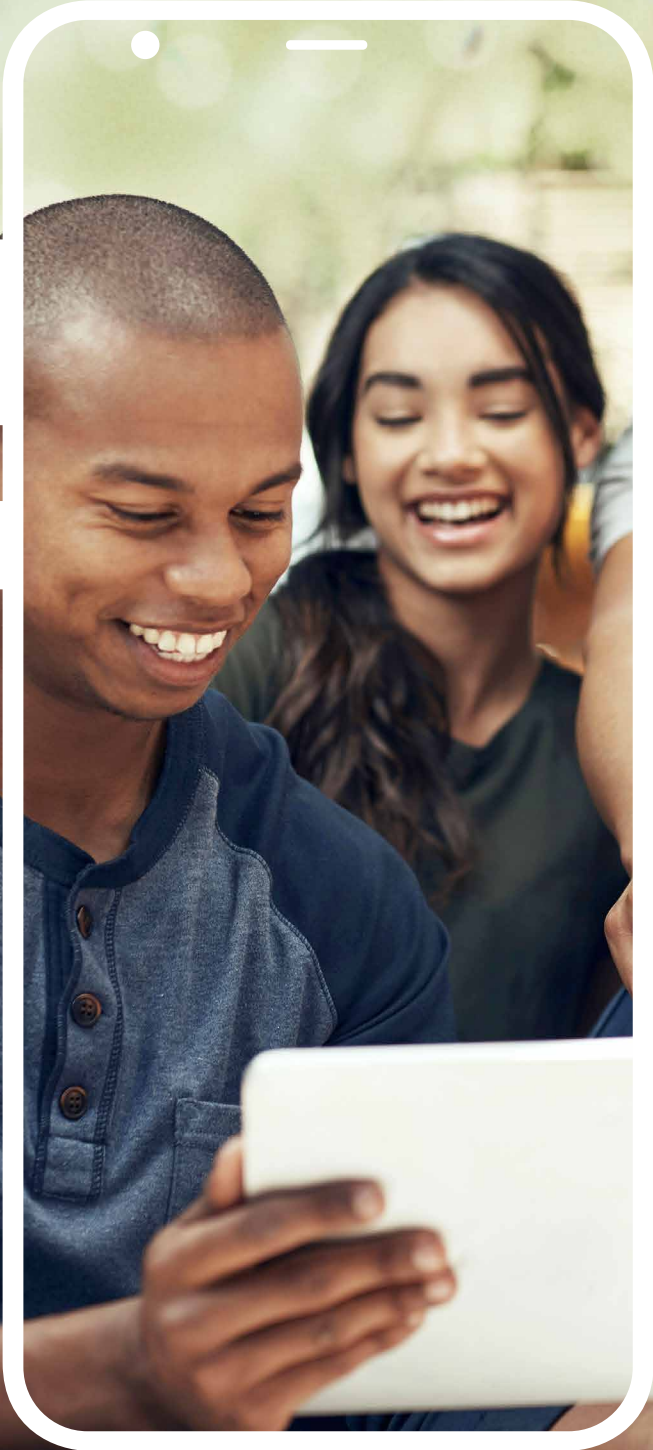


# SUPPORTING DIVERSITY, EQUITY AND INCLUSION IN OUR COMMUNITIES

MARCH 2022



**BCE**

## SUPPORTING DIVERSITY, EQUITY AND INCLUSION IN OUR COMMUNITIES

### WHY IT MATTERS

In line with our values and commitment to corporate responsibility, Bell is moving diversity, equity and inclusion forward in our workplace, within our communities and among our suppliers.

### WHAT ARE WE DOING

We are achieving this by fostering a more inclusive, equitable and accessible society where our team members – and our audiences – feel valued, respected and supported, by helping organizations working to increase access to culturally informed mental health and well-being resources, and by promoting equal sourcing opportunities to diverse suppliers. In all of these ways, we are helping to better reflect and celebrate our society's rich diversity and build a more equitable and prosperous future for all.



## Supporting the mental health and well-being of Canada's Black, Indigenous and People of Colour (BIPOC) communities

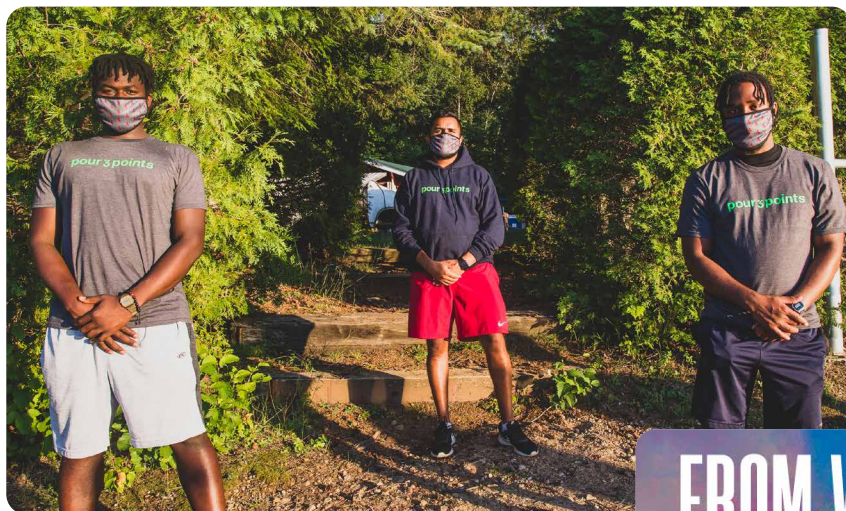
Launched in 2020, the \$5 million Bell Let's Talk Diversity Fund is focused on supporting initiatives that increase access to culturally informed mental health services for BIPOC Canadians. Through the fund, we have now disbursed \$2.25 million in donations to organizations from around the country, announcing 6 new recipients in 2021. Partners include: the Black Youth Helpline, a volunteer-driven initiative that supports Black youth and their families across Canada, with a focus on education, health and community development; the Mosaic Newcomer Family Resource Network in Manitoba; the North End Community Health Association in Nova Scotia; and Pour 3 Points in Québec, to name a few. New partners in 2022 include: Black Youth Success, Healthy Start Healthy Future, L'Hybridé, Kitikmeot Heritage Society, Nisa Foundation and Wolf Lake First Nation. A further group of partners will be announced this spring.

To learn more about the partners and projects we are supporting through the fund, visit the [Bell Let's Talk website](#).

In January 2021, Bell Let's Talk partnered with Queen's University, McGill University and Montréal's Jewish General Hospital to host webinars on mental health in diverse communities and engage in a discussion on resiliency and mental well-being. The webinars highlighted conversations between community leaders, people with lived experience, and experts in the field of mental health in BIPOC communities about the current state of mental health in BIPOC populations.

As part of the Diversity Fund, Bell Let's Talk is highlighting BIPOC voices in the conversation about mental health. In October 2021, we launched a new mental health podcast series: [From Where We Stand: Conversations on Race and Mental Health](#). The series explores mental health issues affecting BIPOC communities throughout Canada and features mental health experts and guests from these communities. Topics explored include intergenerational trauma, Islamophobia, LGBTQ2S+ issues and more.

We also highlight diverse perspectives and experiences related to mental health through features on the [Bell Blog](#) and in campaigns like Bell for Better.



Pour 3 Points.



## Fostering diversity, equity and inclusion talent through media

In 2021, Bell Media continued moving forward with new approaches to developing and producing content that aims to reflect Canada's diversity, with talent appearing on screen as well as talent working in writing rooms, studios, and off-camera roles. As we work toward amplifying diverse voices across our content platforms, we strive to ensure that diverse perspectives and voices are considered at every stage, from development through production. Supporting a more representative business and industry with respect to equity, inclusion and accessibility, Bell Media continues to work with BIPOC TV & FILM on HireBIPOC, an online database designed to increase the hiring of Black, Indigenous and People of Colour, and to work with production partners to ensure the mentoring and training of underrepresented groups on independent productions. Bell Media has partnered with the Reelworld Screen Institute on a program aimed at identifying and nurturing emerging Canadian producers who are BIPOC. CTV News is also a founding partner of the Canadian Journalism Foundation's Black Journalism Fellowship Program. Additionally, Bell Media has a Diversity and Inclusion Content Advisory Committee that acts as an internal sounding board for content and programming teams on diversity and inclusion on-air, in our reporting and in our external promotion and marketing, helping ensure consistency across all content and platforms.

Bell Media offers inclusive programming across multiple media platforms to celebrate Indigenous culture and history, including on its video streaming service Crave. We also support Canadian film festivals that highlight the work and stories of Indigenous communities and racially diverse people, including the ImagineNATIVE Film Festival, the Reel World Film Festival and the Toronto Reel Asian International Film Festival.



Top: Reelworld of participants of the Producers Program.



Left: Toronto Reel Asian International Film Festival.

## Promoting diversity among our suppliers

GRI 102-9

Bell's support for diversity and inclusion extends to our supplier relationships. Our program encourages the active inclusion of businesses that are majority owned and managed by Indigenous peoples, visible minorities, women, LGBTQ2S+, veterans and persons with disabilities.

Bell's supplier diversity program aims to provide equal access to sourcing opportunities for capable diverse suppliers, allowing us to better reflect the diverse customers and communities we connect. Increasing diverse suppliers' visibility throughout Bell enables us to access more innovative concepts, which creates better products and services for our customers.

In 2021, Bell:

- Sponsored and participated in multiple supplier diversity industry events and roundtables;
- Met numerous certified suppliers and promoted them to internal buyers;
- Tracked supplier diversity efforts, reporting results quarterly to Bell's Procurement team and semi-annually to the Diversity Leadership Council (DLC), increasing executive visibility and support; and
- Launched Bell's tier 2 supplier diversity reporting program.

Through Bell's corporate memberships in the following five Canadian supplier diversity certifying organizations, we continued to grow our network and database of certified diverse owned suppliers that Bell employees can leverage for sourcing opportunities.



In 2022, Bell will continue to advocate and seek to increase year-over-year spend with diverse suppliers by 3% to 5% and on increasing the number of active certified diverse suppliers by 5% to 10%.

In 2021, BCE was recognized for its commitment to diversifying its supplier base, through the following awards:

- Canadian Aboriginal & Minority Supplier Council's (CAMSC) [Corporation of the Year Award](#)
- Women Business Enterprises Canada's (WBE) [Most Improved Supplier Diversity Program Award](#)

For more information on Bell's supplier diversity program, visit our webpage: [bce.ca/suppliers](https://bce.ca/suppliers)



## Supporting reconciliation and strengthening relationships with Indigenous peoples and communities

Bell is committed to fostering positive and mutually respectful relationships with Indigenous peoples and communities, including colleagues, clients and community members. We are committed to building an inclusive workplace for all First Nations, Inuit and Métis team members and ensuring that everyone has equitable access to career development opportunities. Bell supports the principles of the United Nations Declaration on the Rights of Indigenous Peoples and the recommendations of the Truth and Reconciliation Commission of Canada. All team members are encouraged to learn more about contributing to reconciliation at work and in their personal lives, recognizing the systemic inequalities and discrimination that Indigenous peoples experience, and committing to doing better wherever they can.

At company events, such as BCE's 2021 Annual Meeting of Shareholders, we honour Canada's Indigenous peoples by acknowledging their profound connection to the land on which our workplaces are located. Land acknowledgements are formal statements about the unique and enduring relationship between Indigenous peoples and their traditional territories, serving as a respectful way to recognize the First Nations, Métis and Inuit populations of Canada and honour their presence, dating back more than 10,000 years on the lands we now inhabit. Land acknowledgements reflect the spirit of respect and reciprocity called for by the Truth and Reconciliation Commission, and all Bell team members are welcome to make land acknowledgements at meetings and on other occasions to show their personal commitment to Indigenous inclusion.

As part of the [Bell Box Murals project](#), Toronto Indigenous artist [Philip Cote](#) unveiled a mural in 2021 entitled "Sacred Teachings of the Seven Grandfathers", located at 189 Booth Avenue in Toronto.

Read more about these partnerships and the Bell Box Murals project in the Supporting arts and culture section information sheet on our website. To learn more about Diversity, Equity and Inclusion at Bell, see the Team Members section of our [Corporate responsibility report](#).

At Bell, we recognize the injustices of the past and we are taking steps to improve the inclusion and engagement of Indigenous peoples in economic development projects and through their representation at Bell by expanding training, support in mental health, skills development and job opportunities, and in educating our team members about Indigenous issues.



Bell Box Murals project, Toronto.



Indigenous artist Philip Cote.

## Support for Indigenous mental health

Bell Let's Talk has long-partnered with Indigenous groups to support mental health initiatives in communities around the country. In addition to the broad national Bell Let's Talk Community Fund, which has been supporting a diverse range of grassroots mental health initiatives in every province and territory since 2011, Bell Let's Talk has launched funds for Indigenous mental health initiatives in Canada's northern territories and in Manitoba, providing grants to leading organizations such as the [Embrace Life Council](#), the [Ma Mawi Wi Chi Itata Centre](#), [Ogjiita Pimatiswin Kinamatwin](#), the [Bear Clan Patrol](#), the [Behavioural Health Foundation](#), and the [Peguis Foundation](#).

Through the Diversity Fund, we are proud to partner with organizations supporting the mental health of Indigenous communities. The fund was launched with an inaugural donation of \$250,000 of Friendship Centres, and subsequent grants in 2021 have gone to [Hillside Elementary School at Kettle and Stony Point First Nation](#), [ᓄᓐᓐᓐᓐᓐ I Nurrait I Jeunes Karibus](#), [Wabano Centre for Aboriginal Health](#) and [Yukon University](#). In 2022, partnerships with new partners include [Kitikmeot Heritage Society](#) and [Wolf Lake First Nation](#) with further partners to be announced this spring.

Through their Diversity Fund project, ᓄᓐᓐᓐᓐᓐ I Nurrait I Jeunes Karibus is working to support the mental health and wellness of Indigenous youth. Their Ikaartuit Cabin Project helps young people aged 14 to 19 and in situations of psychosocial vulnerability build strategies to cope with their mental health. In 2021, ten young people worked together over three weeks to build a cabin near Barrel Beach in Kuujjuaq, Québec. Youth are also engaged in traditional activities, including fishing and mussel picking, with local knowledge-holders and attend workshops on communication and team spirit.



Jeunes Karibus Ikaartuit Cabin Project.

## Broadband network investment in Indigenous communities

Bell has a long history of working with Indigenous communities, including through partnerships between our subsidiary Northwestel and Indigenous-led groups (including businesses). Northwestel serves 96 communities in Canada's North, all on traditional Indigenous territories, and Indigenous groups have been important contributors to building strong northern networks over the past 40+ years. As standard practice, Northwestel consults appropriate Indigenous communities on infrastructure builds or major service improvements. In 2020, Northwestel adopted further measures, including the establishment of a new governance structure to ensure that Indigenous voices and leadership from each of the three northern territories are heard at the highest levels, thereby informing the development of our strategic priorities and providing input on issues and concerns that may be emerging within communities.

Since 2020 Bell has also been working directly with Indigenous communities, including over 30 in Ontario and Labrador, to bring high-speed fibre Internet connections to homes and businesses as part of the federal government's Universal Broadband Fund (UBF). Broadband applications to subsidy programs specifically designed to expand access are often administered by Indigenous communities, with Bell acting as technical expert. For example, Bell is partnering with Grand Council Treaty #3, the traditional government of the Anishinaabe Nation in Treaty #3, on their recently approved \$51 million Treaty #3 Territorial Internet Connectivity Project. This project will provide broadband fibre Internet access in up to 21 First Nations communities throughout Northwestern Ontario. In 2021, the CRTC Broadband Fund and the UBF also awarded funding to support Bell fibre builds in the Magnetawan First Nations, Moose Deer Point First Nations and Sagamok Anishnawbek First Nations communities in Ontario. Additional proposals have been submitted for other broadband network deployment projects in partnership with Indigenous communities.

At Bell, we also engage in meaningful dialogue with Indigenous communities to mitigate local concerns about our network. For example, our network infrastructure environmental evaluation program is embedded directly in our environmental management and review system in order to minimize the negative impacts of network projects on the environment.



Northwestel Solstice Feast.



## Support for Indigenous-owned businesses

Bell's Procurement Supplier Diversity Program promotes inclusive, equitable and accessible sourcing opportunities to capable diverse suppliers that are majority owned and managed by diverse groups, including Indigenous peoples.

As part of our Supplier Diversity Program, we are corporate members of the [Canadian Council for Aboriginal Business](#) (CCAB) and the Canadian Aboriginal and Minority Supplier Council (CAMSC), organizations that foster economic opportunities between indigenous and non-indigenous businesses and communities. In addition, Bell plans to become a Progressive Aboriginal Relations (PAR) program committed participant. As part of our PAR committed participation, we will be providing PAR with, among other things, our target for dollars spent on goods/services from Aboriginal owned businesses.

Bell sponsors and participates in numerous networking events hosted annually by these organizations, proactively promotes and introduces diverse suppliers to internal buyers, and maintains accessibility to a certified diverse supplier database to build awareness of a variety of certified suppliers for our company. Our supplier diversity team also promotes self-proclaimed Indigenous businesses registered with the Government of Canada Indigenous Business Directory.

Additionally, Bell encourages suppliers to implement programs that promote, identify and increase representation of Indigenous people among their own teams and suppliers. The supplier diversity section of our Supplier Code of Conduct is included in every procurement contract and is available [here](#).



Northwestel is committed to fulfilling Truth and Reconciliation Calls to Action for Canadian businesses.

In 2022, a shareholder proposal was submitted by the Shareholder Association for Research & Education (SHARE) on behalf of the Mississaugas of the New Credit First Nation Community Trust for inclusion in our proxy circular. The shareholder proposal was withdrawn following discussions between SHARE and Bell about Bell's commitment to fostering positive and mutually respectful relationships with Indigenous peoples and communities, including colleagues, clients and community members; and the steps Bell has taken and will continue to take in 2022 and beyond to improve the inclusion and engagement of Indigenous peoples in economic development projects, in their representation at Bell, in expanding training, skills development and job opportunities, as well as in educating our team members about Indigenous issues.

## Representation of Indigenous people at Bell

Bell is committed to a workplace where First Nations, Inuit and Métis colleagues feel supported, respected and connected. Through our diversity and inclusion strategy, as well as commitment to employment equity, we actively strive to remove the barriers that Indigenous team members may face in the workplace.

- Based on a high self-disclosure rate of 83% among Bell team members, our diversity and inclusion strategy is significantly increasing representation of visible minorities, Indigenous peoples and persons with disabilities 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 development programs for high-potential leaders, including those from underrepresented groups. In our [Corporate responsibility report](#), we disclose our workforce representation by four designated groups: women, visible minorities, persons with disabilities and Indigenous people. Workforce diversity (in percentage terms) is shown for these four groups in our overall workforce as well as in executive positions (vice president level and above).
- Bell has also established new standards through commitments launched in 2020 to take meaningful action to address the impacts of systemic racism on Black, Indigenous and People of Colour (BIPOC) team members at our company and in our communities. These include a target for BIPOC representation in our executive positions team of at least 25% by 2025 (director level and above and including executive officers), and a target of 40% BIPOC representation in our graduate and student hiring programs to help develop our leaders of tomorrow.
- Bell also partners with Indigenous Works to improve the inclusion and engagement of Indigenous peoples in the Canadian economy by promoting relationship building and strengthening partnerships between Indigenous-owned companies and other Canadian corporations. This partnership supports greater representation of Indigenous peoples at Bell and expands training, skill development and job opportunities for team members. Bell employees also have access to e-learning, events, virtual learning and other resources.
- Bell also works with a number of recruitment partners, including Indigenous Careers, Indigenous Link, and Indigenous Works, to attract talent and assist Indigenous job seekers as they search for and take advantage of opportunities to develop their careers.
- HireBIPOC partnership: BIPOC TV & Film and Bell Media have developed a web portal that connects Black, Indigenous and People of Colour with jobs and career opportunities in Canada's media industry. [HireBIPOC.com](https://www.hirebiopoc.com) connects candidates with a wide range of opportunities in Canadian media and serves as a database of talented individuals for developers, producers, and broadcasters. Bell Media also supports the portal with public service announcements on TV, radio and social media and using the Astral out-of-home advertising platform.
- The Johnny Gayle-West Memorial Internship Program was created in partnership with Ryerson University. Named after a late TSN colleague, the paid internships provide opportunities for BIPOC students to work behind the scenes and on camera.

## Educating team members about Indigenous issues

In 2021, as part of Bell's commitment to Indigenous reconciliation, we partnered with the First Nations University of Canada and Reconciliation Education to offer the 4 Seasons of Reconciliation Indigenous awareness training. With over 900 learners enrolled to date, this bilingual course promotes a renewed relationship between Indigenous peoples and Canadians and provides foundational awareness and learning of truth and reconciliation. This training has been very well received, with an overall feedback score of 100%, and offers a concrete tool for building a more inclusive workplace that actively meets and responds to the Truth and Reconciliation Commission's 94 Calls to Action.

Throughout the year, Bell provided 11 interactive and educational virtual events, to over 1,000 participants teaching the history of Indigenous peoples in Canada. These included a series of KAIROS Blanket exercises, delivered by a team of Indigenous facilitators that explored the historic and contemporary relationship between Indigenous and non-Indigenous peoples in the land we now know as Canada.

In 2021, Bell also launched new land acknowledgement guidelines in collaboration with Indigenous Works, Indigenous team members and other stakeholders. A land acknowledgement involves making a statement prior to meetings and gatherings, recognizing the traditional territory of Indigenous peoples where the meeting is taking place.

We provide resources, training and events to educate our team members about Indigenous issues as well as the contributions and culture of Indigenous peoples:

- Bell recognizes a variety of observances throughout the year related to Indigenous history, recognition and inclusion. These include:
  - *June*: Indigenous History Month.
  - *June 21*: National Indigenous Peoples Day. A time to recognize and celebrate the unique heritage, diverse cultures and outstanding contributions of First Nations, Inuit and Métis peoples.
  - September 30: The newly recognized National Day for Truth and Reconciliation offers everyone an opportunity to learn about, and reflect on, the lasting impacts of residential schools and to honour Indigenous survivors, families and communities. September 30 is also Orange Shirt Day, when people from sea-to-sea-to-sea wear orange shirts to raise awareness of the tragic legacy of residential schools for Indigenous children and honour survivors.
- At Bell, we spotlight team member stories, including blog posts, that feature Indigenous team members who share their experiences and perspectives on National Indigenous Peoples Day. We continue to spotlight team members and community initiatives through our online Diversity, Equity and Inclusion Collaboration Community.
- We also work to engage Indigenous community members, and in 2021, featured a series of educational sessions for National Indigenous Peoples Day in 2021. Teacher and Indigenous cultural advisor Ray John Jr. hosted three sessions, including speaking with members of Bell's Diversity Leadership Council.
- We continue to offer interactive and educational programs that teach the history of Indigenous peoples in Canada. We provided a series of KAIROS Blanket exercises. They were delivered by a team of Indigenous facilitators and explored the historic and contemporary relationship between Indigenous and non-Indigenous peoples in the land we now know as Canada.
- As part of our effort to continuously improve our diversity and inclusion strategy, we consult annually with members of underrepresented groups to understand their experiences at work. This includes meeting with and gathering feedback from Indigenous team members.
- Land acknowledgements: Bell has launched guidelines for land acknowledgements in collaboration with Indigenous Works, Indigenous team members and other stakeholders. A land acknowledgement involves making a statement, prior to meetings and gatherings, recognizing the traditional territory of Indigenous peoples where the meeting is taking place.

## Embracing diversity, equity and inclusion within our teams

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. Here you will find additional details on engagement initiatives and actions taken to support an inclusive workplace.

### ENGAGEMENT INITIATIVES

In 2018, we launched an inclusive leadership development program for executives, focused on disrupting unconscious bias and supporting leaders in developing and advancing our diverse talent pipeline. Over 81% of executives have already completed this training. In 2020, we extended the offering, launching unconscious bias training to middle management leaders, and have since trained over 2,900 leaders. The training aims to raise awareness and equip leaders with practical tools to disrupt unconscious bias and create an inclusive and accessible workplace, where everyone feels valued, respected and supported.

We further support the Diversity, Equity and Inclusion (DEI) of our workforce through numerous initiatives that foster inclusion, and by empowering our Employee Resource Groups – including the Black Professionals at Bell, Pride at Bell and Women at Bell network – with an emphasis on continuous learning, networking and spotlighting key Employee Resource Group (ERG) members and their career journey. With over 4,500 members in our ERGs to date, we continue to strive to increase company-wide awareness and build inclusion for equity-deserving groups.

In 2021, over 3,600 team members have engaged in the DEI collaboration community, offering an inclusive digital space for team members across the company to connect, share experiences, resources and get involved in DEI initiatives.

We developed an Inclusion Calendar highlighting more than 100 dates across cultures and inclusive celebrations. We also formally acknowledge important awareness initiatives, including Black History Month, International Women's Day, International Day Against Homophobia, Biphobia, and Transphobia (IDAHOBIT), National Indigenous Peoples Day and International Day of Persons with Disabilities.

## ADDRESSING RACISM AND DISCRIMINATION

As part of Bell's commitment to addressing racism and discrimination while building a diverse and inclusive workplace, and in addition to the targets for BIPOC representation that we have set, Bell has also stepped up by developing partnerships with leading BIPOC organizations, holding events and providing resources to support a diverse and inclusive workplace.

Some of these initiatives include:

- Announcing 6 new recipients of the Bell Let's Talk Diversity Fund in January 2022. This \$5 million commitment launched in July 2020 to support the mental health and well-being of Black, Indigenous and People of Colour (BIPOC) communities across Canada. To learn more about this initiative see the Supporting diversity, equity and inclusion in the community section of our [Corporate responsibility report](#).
- A Premier Partnership with the [Onyx Initiative](#), which focuses on driving corporate Canada's recruitment of Black college and university students. In its first year, the initiative organized 55 events connecting job seekers with leaders at some of Canada's largest companies, helping them secure full-time roles, internships and other professional development opportunities.
- A new partnership with [Ascend Canada](#) to enhance the presence, visibility and influence of current and future Pan-Asian business leaders through educational programs and events, networking and mentoring.
- A new partnership with [Indigenous Works](#) to improve the inclusion and engagement of Indigenous people in the Canadian economy by promoting relationship building and strengthening partnerships between Indigenous-owned companies and other Canadian corporations.
- Partnering with the [Black Professionals in Tech Network](#) (BPTN) – Canada's largest organization dedicated to the advancement of Black leaders in technology and communications. BPTN provides members with access to a strong peer network, mentorship, educational and skills resources, and aims to engage and recruit talent in technology and communications. In 2021, Bell participated in the champions table initiative and committed to creating opportunities for Black tech and business talent to access the labour market equitably.
- Promoting greater diversity in Canadian media by partnering with the [HireBIPOC](#) web portal, and through Bell Media's creation of a Content Diversity Task Force in partnership with BIPOC TV & Film.
- Bell Media and [Reelworld Film Festival and Screen Institute](#) creating the Reelworld Producers Program for BIPOC candidates.
- The [IDEA competition on Inclusivity, Diversity and Equity](#), which challenges companies and marketing agencies to submit creative campaigns that demonstrate a clear message of diversity and inclusion.
- Partnering with Ryerson University and TSN, to launch the [Jonathan Gayle-West Memorial Internship Program](#), which provides BIPOC students with the opportunity to work both behind the scenes and in front of the camera alongside broadcasters, to get hands-on experience in the creation of a high-profile sports program.
- The launch of the [Black Journalism Fellowship](#), a program supported by CTV News that offers mentorship and skills training to journalists in the early phases of their careers.
- In 2021, Bell advanced on our commitment to Truth and Reconciliation. For more information see the Supporting diversity, equity and inclusion in our communities section of our [Corporate responsibility report](#).

## ATTRACTING DIVERSE TALENT

For early career and student hiring, our innovative Campus Recruitment team went virtual for the second year in a row. We hosted four virtual “New Grad and Student Recruitment Experiences” in 2021, a series of online recruitment events which took place from September, through October. This virtual experience enabled us to reach 166 schools across Canada and we received over 18,000 applications for recent graduate and internship positions.

These online recruitment events included virtual presentations, where we conducted close to 400 live ‘speed interviews’, giving prospective graduates and interns the opportunity to interview for jobs on the spot. We sponsored student development initiatives on virtual campuses across the country and participated in over 70 student events such as information sessions, mock interviews, case competitions, hackathons, and networking sessions. For Bell’s award-winning Graduate Leadership Program – one of the largest initiatives in Canada dedicated to helping recent graduates become the next generation of leaders – we virtually visited 20+ universities in Ontario, Québec, and Atlantic Canada to promote our opportunities with recent graduates and attract candidates. This spring, we also virtually welcomed our 2021 class of 239 new graduates and 463 student interns. Since its inception, the Graduate Leadership Program has resulted in the promotion of over 320 Bell leaders. Because of these and other efforts, Bell was again named one of Canada’s Top Employers for Young People.

When new team members start their careers with Bell, their onboarding experience is critical to optimizing their productivity and their sense of belonging as quickly as possible. With many teams continuing to work remotely throughout 2021, thousands of new employees were welcomed to the company via a virtual onboarding experience. Our Welcome to #TeamBell program is designed to help new team members feel connected to the organization and access the resources they need for quick success, supported by collaboration channels, buddy systems, virtual training, and a bilingual and inclusive Welcome session for our new graduates and summer interns. We provide information on Bell’s strategic imperatives, key contacts, company culture, corporate processes, and the various diversity committees team members can join. By fostering an inclusive environment from day one, we enable the development of our diverse pool of people and their various talents.

## DIVERSITY AWARDS AND RECOGNITIONS

In 2021, Bell was recognized as one of [Canada’s Best Diversity Employers](#) for the fifth consecutive year. This award acknowledges our successful diversity initiatives in a variety of areas, including programs for employees from the following groups: women; Black, Indigenous and People of Colour (BIPOC); visible minorities; persons with disabilities; and the LGBTQ+ community.

Also, Bell’s supplier diversity program was named the most improved by Women Business Enterprise Canada, reflecting our commitment to promoting women-owned suppliers as we continue to build a more inclusive, equitable and accessible workplace. Bell’s supplier diversity program promotes the active inclusion of diverse businesses owned and managed by women, visible minorities, Indigenous peoples, the LGBTQ2S+ community, veterans and persons with disabilities.

In 2021, Bell was named corporation of the year by the Canadian Aboriginal and Minority Supplier Council (CAMSC) for our support of supplier diversity and promotion of Indigenous and visible minority owned suppliers. CAMSC enables a wide range of programs and services to assist BIPOC suppliers in better accessing business opportunities at major companies.



Bell Canada has also been recognized as one of [Canada's Top 100 Employers](#) (2021), Canada's Top Employers for Young People (2021), Montréal's Top Employers (2021), Canada's Top Family-Friendly Employers (2021), and received [TalentEgg's Special Award for Social Responsibility in Recruiting](#) (2021), underscoring BCE's commitment to fostering an inclusive workplace for all employees.



Borika Vucinic, VP, Bell Media Network, was recognized with the Women of the Year award by Rise, an advocacy membership group to support women from all backgrounds working in the broadcast technology sector. Borika, an innovator and team builder, is recognised as a pioneer and a voice for women in communications and technology.



Women of Influence named Kayla Grey, TSN reporter, to their Top 25 list. As the anchor of TSN's SportsCentre, Kayla became the first Black woman to host a flagship sports-highlight show in Canada. Kayla used her platform to shine a light on systemic anti-Black racism, and her criticism of the use of racial slurs in sports media opened up a conversation on racism that had a ripple effect within the industry.



The Globe and Mail's Report on Business Magazine recognized Bell team member Axel Ntakaburimvo-Ndayiragije as a 2021 Changemaker in its annual list of 50 outstanding entrepreneurs, academics and executives. Axel, a Senior Manager based in Montréal, was recognized for his engagement in Bell's diversity initiatives, including as the project management lead for Black Professionals at Bell. Axel was also applauded for his role as a board member of Les offices jeunesse internationaux du Québec, enabling youth entrepreneurship.



Bell's Melanie McKague, Senior Legal Counsel, recently received a 2021 Lexpert Rising Stars Award. Selected by a panel of distinguished law experts and leaders, the winners were announced during the virtual Young Lawyers Summit in November and represent a wide range of lawyers chosen from independent firms, in-house departments, government and academia.

Bell's commitment to gender equity in the workplace is continuously recognized by [Women in Governance](#), an organization supporting women in leadership development, career advancement and board governance. Bell received the highest level of certification, Platinum Parity Certification. This achievement follows an assessment of our progress on gender parity and the effectiveness of systemic enablers including governance, data analysis, talent development and leadership.

In 2021, in an effort to accelerate gender equality as well as workplace inclusion, Bell joined the innovation by participating in the United [Nations Global Compact's Target Gender Equality program](#) and prosperity project.

The United Nations Global Compact Target Gender Equality program is a gender equality accelerator program for participating companies of the UN Global Compact. Engaging in facilitated performance analysis, capacity building workshops, peer-to-peer learning and multi-stakeholder dialogue at the country-level, Target Gender Equality supports setting and reaching ambitious corporate targets for women's representation and leadership, starting with the Board and Executive Management levels. Through Bell's participation, we have deepened the implementation of the Women's Empowerment Principles and strengthened our contribution to Sustainable Development Goal 5, target 5.5, which calls for equal women representation, participation and leadership in business globally.

Bell also participated in the [Prosperity project benchmarking](#) initiative by providing intersectional data on women's representation at the leadership level and completing a 35-question survey based on this data.



TARGET  
GENDER  
EQUALITY

