

WORKPLACE

Towards a fair and fulfilling workplace

- Bell's overall score for employee engagement was 66%, up four percentage points from 2009
- On-duty accidents and occupational disease costs accounted for just 0.38% of payroll
- \$14.7 million invested in training and development for Bell team members
- Northwestel was honoured as one of Canada's best diversity employers in early 2011, recognizing the excellence of its workplace diversity and inclusiveness programs

10/10

For the 8th consecutive year, BCE earned a perfect 10 from rating agency GovernanceMetrics International in its global corporate governance study. BCE is one of only 43 companies (top 1%) to achieve this score



SUSTAINABILITY

Contributing to the well-being of society

- Bell has been named one of the most sustainable corporations in the world by Corporate Knights, the magazine for clean capitalism. Bell is one of just eight Canadian companies – and the only Canadian communications company – to be included on the Global 100 list for 2011
- BCE has been named in the 2010 Maclean's/ Jantzi-Sustainalytics list of the Top 50 Socially Responsible Corporations in Canada
- BCE earned recognition from several leading global sustainability organizations, including FTSE4Good Global Index and the Jantzi Social Index
- Oekom Research has rated BCE as 'Prime', qualifying BCE's bonds and shares for ecologically and socially based investment
- Bell supports the United Nations' Global Compact, a set of universal principles addressing human rights, labour, environmental and anti-corruption issues

Bell Canada's full 2010 Corporate Responsibility report is available at:

www.bell.ca/responsibility

Contact us: 1 888 932-6666
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Bell today
just got
better

Let's Talk about Sustainability

Bell Canada 2010 Corporate Responsibility Report Highlights



Clara Hughes,
6 Time Olympic Medallist:
Cycling and Speed Skating

COMMUNITY

Focusing on mental health

- We announced a five-year, \$50-million program to support mental health, one of Canada's most pressing health concerns, the largest program ever undertaken by a Canadian corporation in support of mental health
- Since the launch of the Bell Mental Health Initiative, Bell has announced funding support for many initiatives including: \$1 million for the Royal Ottawa Mental Health Centre, \$1 million for the Louis-H. Lafontaine Hospital and over \$11 million for the Centre for Addiction and Mental Health
- Bell contributed \$15.8 million in community investment in 2010 in mental health, including workplace mental health programs, and other initiatives
- Bell employees and pensioners contributed over \$1.2 million in charitable gifts and logged over 256,000 hours in volunteer time

\$3.3 million

On February 9, 2011 – Bell Let's Talk Day – Bell contributed 5¢ for each of its customers' 66 million text messages and long distance calls, raising an additional \$3.3 million for mental health programs



ENVIRONMENT

Reducing our footprint

- Bell has reduced its greenhouse gas emissions by 22% since 2003, on track to reach our challenging objective: to reduce our GHG emissions by 152 kilotonnes (50% less than 2003) by the end of 2020
- Bell collected 7,568 tonnes of material from network operations in 2010, of which 6,799 tonnes (89,8%) were recycled or used as a fossil fuel substitute
- 21.4% of all Bell bills were electronic, saving approximately 33,000 trees
- Teleconferencing, videoconferencing and on-line collaboration tools helped Bell employees reduce travel costs by 16% in 2010

ISO 14001

Bell is the first and only telecommunications company in Canada to be ISO 14001 certified for its environmental management system

Photograph courtesy of Gilbert de Tilly, winner of the Bell team's 2011 Earth Day Photo Contest



CUSTOMERS

Improving customer service is our #1 strategic imperative

- Bell maintained its IP VPN core network service availability at more than 99.999% – for the 4th straight year
- At the end of 2010, our 4G HSPA+ network covered 96% of the Canadian population, a three-percentage point increase over 2009
- Our newly launched IP Relay service enables the deaf, hard of hearing and people who are unable to speak to connect via chat sessions to specially trained operators who will call the hearing party to relay the conversation
- Bell's mobile phone take-back program recovered 127,500 phones in 2010, for a total of more than 879,000 phones since 2003
- In 2010, Bell acted on more than 140,000 trace requests from 9-1-1 agencies for calls from wireless customers to 9-1-1 that were cut short

>90%

Bell's field technicians maintained a success rate of more than 90% for our Same Day Next Day Service for Bell Home Phone, Bell TV and Bell Internet

