



GRI Index and United Nations Global Compact Principles

Addendum to the Bell Canada 2012 Corporate Responsibility Report

The Bell Canada 2012 Corporate Responsibility Report addresses the United Nations Global Compact principles and was prepared in reference to the Global Reporting Initiative (GRI) G3.1 guidelines. Key performance indicators were externally validated by Golder Associates.

GRI Indicators

Strategy and Analysis

Organizational Profile

Report Parameters

Governance, Commitments, and Engagement

Management Approach and Performance Indicators:

- **Economic**
- **Environmental**
- **Social**

Telecommunications Sector Specific Indicators



GRI #	UN Global Compact Principle	GRI Indicator Description	Bell's Response
1. Strategy and Analysis			
1.1	-	Statement from the most senior decision maker of the organization (e.g., CEO, chair, or equivalent senior position) about the relevance of sustainability to the organization and its strategy.	Bell Canada 2012 Corporate Responsibility Report – Message from our CEO, page 6
1.2	-	Description of key impacts, risks, and opportunities.	Bell Canada 2012 Corporate Responsibility Report – Pages 8-10 Sustainability Approach and Management
2. Organizational Profile			
2.1	-	Name of the Organization.	Bell Canada
2.2	-	Primary brands, products, and/or services.	Bell Canada 2012 Corporate Responsibility Report – Who we are, page 5
2.3	-	Operational structure of the organization, including main divisions, operating companies, subsidiaries, and joint ventures.	BCE Inc. 2012 Annual Report – Pages 23-27
2.4	-	Location of organization's headquarters.	1, Carrefour Alexander Graham Bell Building A, 6th Floor Verdun (Quebec) H3E 3B3 BCE Inc. 2012 Annual Report – Page 88
2.5	-	Number of countries where the organization operates, and names of countries with either major operations or that are specifically relevant to the sustainability issues covered in the report	Number of countries: 2 Major operations: Canada BCE Inc. 2012 Annual Report – Page 88
2.6	-	Nature of ownership and legal form	BCE Inc. 2012 Annual Report – Page 88
2.7	-	Markets served (including geographic breakdown, sectors served, and types of customers/beneficiaries)	BCE Inc. 2012 Annual Report – Pages 23-27

2.8	-	Scale of the reporting organization	BCE Inc. 2012 Annual Report – Pages 27, 36-37
2.9	-	Significant changes during the reporting period regarding size, structure, or ownership.	Bell Canada 2012 Corporate Responsibility Report – Page 31
2.10	-	Awards received in the reporting period.	Bell Canada 2012 Corporate Responsibility Report – Awards and recognition, page 15
3. Report Parameters			
Report Profile			
3.1	-	Reporting period (e.g., fiscal/ information provided.	Bell Canada 2012 Corporate Responsibility Report – Report Profile, page 4
3.2	-	Date of most recent previous report (if any).	2011, 2010, 2009, 2008, 2007, 2006, 2005, 2004, and 2003 Bell Archived CR Reports
3.3	-	Reporting cycle (annual, biennial, etc.)	Annually
3.4	-	Contact point for questions regarding the report or its contents	Bell Canada 2012 Corporate Responsibility Report – Page 50
Report Scope and Boundary			
3.5	-	Process for defining report content	Bell Canada 2012 Corporate Responsibility Report – Report Profile, page 4
3.6	-	Boundary of the report	Bell Canada 2012 Corporate Responsibility Report – Report Profile, page 4
3.7	-	State any specific limitations on the scope or boundary of the report.	Bell Canada 2012 Corporate Responsibility Report – Report Profile, page 4
3.8	-	Basis for reporting on joint ventures, subsidiaries, leased facilities, outsourced operations, and other entities that can significantly affect comparability from period to period and/or between organizations.	Bell Canada 2012 Corporate Responsibility Report – Report Profile, page 4
3.9	-	Data measurement techniques and the bases of calculations, including assumptions and techniques underlying estimations applied to the compilation of the Indicators and other information in the report.	Bell Canada 2012 Corporate Responsibility Report – Report Profile, page 4
3.10	-	Explanation of the effect of any re-statements of information provided in earlier reports, and the reasons for such re-statement (e.g., mergers/acquisitions, change of base years/periods, nature of business, measurement methods).	Bell Canada 2012 Corporate Responsibility Report – Page 31

3.11	-	Significant changes from previous reporting periods in the scope, boundary, or measurement methods applied in the report.	Bell Canada 2012 Corporate Responsibility Report – Page 31
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GRI Content index			
3.12	-	Table identifying the location of the Standard Disclosures in the report.	<ul style="list-style-type: none"> • Strategy and Analysis Bell Canada 2012 Corporate Responsibility Report Sustainability Approach and Management • Organizational Profile: Bell Canada 2012 Corporate Responsibility Report BCE Inc. 2012 Annual Report • Report Parameters: Bell Canada 2012 Corporate Responsibility Report • Governance: Board members and committees Shareholder-Info Corporate Governance Practices Mandates - Board of Directors Audit Committee Charter Code of Business Conduct Bell Canada 2012 Corporate Responsibility Report Sustainability Approach and Management • Vision and strategy: Bell Canada 2012 Corporate Responsibility Report Sustainability Approach and Management • Core Performance Indicators: Bell Canada 2012 Corporate Responsibility Report – Pages 11,12

3.13	-	Policy and current practice with regard to seeking external assurance for the report.	Bell Canada 2012 Corporate Responsibility Report – Report Profile, page 4
4. Governance, Commitments, and Engagement			
Governance			
4.1	1 to 10	Governance structure of the organization, including committees under the highest governance body responsible for specific tasks, such as setting strategy or organizational oversight.	Board members and committees
4.2	1 to 10	Indicate whether the Chair of the highest governance body is also an executive officer (and, if so, their function within the organization’s management and the reasons for this arrangement).	No. See Board members & committees
4.3	1 to 10	For organizations that have a unitary board structure, state the number of members of the highest governance body that are independent and/or non-executive members.	Board members and committees
4.4	1 to 10	Mechanisms for shareholders and employees to provide recommendations or direction to the highest governance body.	Shareholders: email to investor.relations@bce.ca http://www.bce.ca/investors/shareholder-info/manageyourshares/ Employees: internal email address
4.5	1 to 10	Linkage between compensation for members of the highest governance body, senior managers, and executives (including departure arrangements), and the organization’s performance (including social and environmental performance).	Bell Canada 2012 Corporate Responsibility Report – Page 10
4.6	1 to 10	Processes in place for the highest governance body to ensure conflicts of interest are avoided.	Corporate Governance Practices
4.7	1 to 10	Process for determining the qualifications and expertise of the members of the highest governance body for guiding the organization’s strategy on economic, environmental, and social topics.	Corporate Governance Practices – Page 26 Mandates - Board of Directors
4.8	1 to 10	Internally developed statements of mission or values, codes of conduct, and principles relevant to economic, environmental, and social performance and the status of their implementation.	Sustainability Vision and Values Bell Canada 2012 Corporate Responsibility Report – Our Code of Business Conduct, page 46 See Code of Business Conduct

4.9	1 to 10	Procedures of the highest governance body for overseeing the organization's identification and management of economic, environmental, and social performance, including relevant risks and opportunities, and adherence or compliance with internationally agreed standards, codes of conduct, and principles.	Audit Committee Charter Code of Business Conduct Sustainability Approach and Management
4.10	1 to 10	Processes for evaluating the highest governance body's own performance, particularly with respect to economic, environmental, and social performance.	Corporate Governance Practices – Page 27
Commitments to External Initiatives			
4.11	7	Explanation of whether and how the precautionary approach or principle is addressed by the organization.	The precautionary approach, part of the Global Compact principles, is endorsed by Bell since 2006. We use this approach in our energy strategy, where we make efforts to reduce consumption of fossil fuel-based energy and build our data centres based on LEED principles.
4.12	1 to 10	Externally developed economic, environmental, and social charters, principles, or other initiatives to which the organization subscribes or endorses.	UN Global Compact principles LEED BOMA BEST Sustainability Approach and Management
4.13	1 to 10	Memberships in associations (such as industry associations) and/or national/international advocacy organizations in which the organization: <ul style="list-style-type: none"> • Has positions in governance bodies; • Participates in projects or committees; • Provides substantive funding beyond routine membership dues; or • Views membership as strategic. 	Sustainability Approach and Management
Stakeholder Engagement			
4.14	-	List of stakeholder groups engaged by the organization.	Sustainability Approach and Management
4.15	-	Basis for identification and selection of stakeholders with whom to engage.	Sustainability Approach and Management
4.16	-	Approaches to stakeholder engagement, including frequency of engagement by type and by stakeholder group.	Sustainability Approach and Management
4.17	-	Key topics and concerns that have been raised through stakeholder engagement, and how the organization has responded to those key topics and concerns, including through its reporting.	Sustainability Approach and Management

5. Management Approach and Performance Indicators			
Economic Performance Indicators			
Aspect : Economic performance			
EC1	-	Direct economic value generated and distributed, including revenues, operating costs, employee compensation, donations and other community investments, retained earnings, and payments to capital providers and governments.	Bell Canada 2012 Corporate Responsibility Report – Community Investment, pages 11, 20; Economy, page 49 BCE Inc. 2012 Annual Report
EC2	7	Financial implications and other risks and opportunities for the organization's activities due to climate change.	Publicly reported to the Carbon Disclosure Project (CDP)
EC3	-	Coverage of the organization's defined benefit plan obligations.	BCE Inc. 2012 Annual Report
EC4	-	Significant financial assistance received from government.	Bell Canada 2012 Corporate Responsibility Report – Research & development, page 49
Aspect: Market Presence			
EC5	1	Range of ratios of standard entry level wage compared to local minimum wage at significant locations of operation.	This Indicator is not relevant for Bell, as there is no substantial portion of our workforce that is compensated in a manner or scale that is closely linked to laws or regulations on minimum wage.
EC6	-	Policy, practices, and proportion of spending on locally-based suppliers at significant locations of operation.	<p>Our procurement policy states: “Bell will award a first opportunity to conclude a procurement agreement to the supplier(s) who demonstrate(s) the most potential to fulfill the requirements. If more than one proposal demonstrates comparable potential, then simultaneous discussions may take place leading to a final agreement with one or more supplier(s). When all other things are equal, suppliers contributing to the Canadian economy and society through Research and Development and/or manufacturing will be given preference.”</p>

EC7	6	Procedures for local hiring and proportion of senior management hired from the local community at locations of significant operation.	This Indicator is not relevant for Bell, and consequently do not have specific procedure for local hiring. Bell has many workplaces across Canada, and staff and senior managers originates from these communities. Main cities include Toronto, Montréal, Ottawa, Calgary and Vancouver.
Aspect : Indirect Economic Impacts			
EC8	-	Development and impact of infrastructure investments and services provided primarily for public benefit through commercial, in-kind, or pro bono engagement.	Bell Canada 2012 Corporate Responsibility Report – Community Investment, pages 17-22
EC9	-	Understanding and describing significant indirect economic impacts, including the extent of impacts.	Bell Canada 2012 Corporate Responsibility Report – Community Investment, pages 17-22; Economy, page 47-49
Environmental Performance Indicators			
Aspect : Materials			
EN1	8	Materials used by weight or volume.	We require thousands of different products for our operations, and therefore quantifying the amount or volume of material used is not feasible or useful. However, we report material reductions for some initiatives to reduce packaging and paper bill. Bell Canada 2012 Corporate Responsibility Report – Billing, pages 12, 33; Choosing responsible suppliers, page 29
EN2	8 and 9	Percentage of materials used that are recycled input materials.	As per Bell's policy, we purchase paper that is FSC certified or that contains a minimum of 25% recycled fibres. We do not systematically quantify the quantity of recycled materials contained in all products we purchase.
Aspect : Energy			
EN3	8	Direct energy consumption by primary energy source.	Bell 2012 Energy Consumption and GHG Report
EN4	8	Indirect energy consumption by primary source.	Bell 2012 Energy Consumption and GHG Report
EN5	8 and 9	Energy saved due to conservation and efficiency improvements.	Bell Canada 2012 Corporate Responsibility Report – Pages 31-33

EN6	8 and 9	Initiatives to provide energy-efficient or renewable energy based products and services, and reductions in energy requirements as a result of these initiatives.	Bell Canada 2012 Corporate Responsibility Report – Pages 31-33
EN7	8 and 9	Initiatives to reduce indirect energy consumption and reductions achieved.	Bell Canada 2012 Corporate Responsibility Report – Pages 31-33
Aspect : Water			
EN8	8	Total water withdrawal by source.	<p>We aim to put in place mechanisms that will allow us to quantify our consumption and further develop reduction strategies. Water is used by team members for drinking and sanitary purposes, for landscaping and, at some locations, to wash company vehicles and cool the air in our buildings. We recognize the importance of responsible water usage and have implemented water-saving initiatives at our campus locations. These include water-saving faucets and toilets and landscaping that does not require irrigation</p> <p>In 2011, we conducted an in-depth analysis of our water consumption throughout 1,533 buildings occupied by Bell. The analysis allowed us to estimate the overall water consumption to be approximately 1.2 million litres per year and identify specific buildings for improvement.</p> <p>In 2013 we will launch some pilot reduction initiatives in 5 locations and will begin to define a policy on water management.</p>
EN9	8	Water sources significantly affected by withdrawal of water.	Water used at each location is not significant.
EN10	8 and 9	Percentage and total volume of water recycled and reused.	This may be only applicable to water that is being used and reused within a closed loop cooling tower. Total volume of reused water is not known.

Aspect : Biodiversity			
EN11	8	Location and size of land owned, leased, managed in, or adjacent to, protected areas and areas of high biodiversity value outside protected areas.	<p>When deploying our telecommunications network, we conduct environmental assessments of network projects to minimize any potential impact on wildlife habitats and flora, and to obtain required regulatory approvals. Protected areas and areas of high biodiversity are identified during the network impact assessments, and we ensure that we meet all applicable environmental legislation.</p> <p>Bell Canada 2012 Corporate Responsibility Report – Wireless Health, Safety and Consultation, page 28; Biodiversity, page 36</p>
EN12	8	Description of significant impacts of activities, products, and services on biodiversity in protected areas and areas of high biodiversity value outside protected areas.	<p>Because of the nature of Bell's activities, we do not have significant impacts in protected areas or areas of high biodiversity.</p>
EN13	8	Habitats protected or restored.	<p>When deploying our telecommunications network, we conduct environmental assessments of network projects to minimize any potential impact on wildlife habitats and flora, and have processes in place to protect and restore natural areas.</p> <p>Bell Canada 2012 Corporate Responsibility Report – Wireless Health, Safety and Consultation, page 28; Biodiversity, page 36</p>
EN14	8	Strategies, current actions, and future plans for managing impacts on biodiversity.	<p>It is part of Bell's on-going activities to prevent or reduce the environmental impacts related to the development of its telecom network.</p> <p>Bell Canada 2012 Corporate Responsibility Report – Biodiversity, page 36</p>
EN15	8	Number of IUCN Red List species and national conservation list species with habitats in areas affected by operations, by level of extinction risk.	<p>Our environmental assessments of network projects include the identification of species and habitats listed in the IUCN Red list and national conservation lists.</p>

Aspect : Emissions, Effluents, and Waste			
EN16	8	Total direct and indirect greenhouse gas emissions by weight.	Bell Canada 2012 Corporate Responsibility Report – Page 31
EN17	8	Other relevant indirect greenhouse gas emissions by weight.	Bell 2012 Energy Consumption and GHG Report
EN18	7, 8 and 9	Initiatives to reduce greenhouse gas emissions and reductions achieved.	Bell Canada 2012 Corporate Responsibility Report – Commitment to environmental leadership, pages 31-33
EN19	8	Emissions of ozone-depleting substances by weight.	Bell 2012 Energy Consumption and GHG Report
EN20	8	NO, SO, and other significant air emissions by type and weight.	Bell 2012 Energy Consumption and GHG Report
EN21	8	Total water discharge by quality and destination.	Water is only used by employees for drinking and sanitary purposes and, at some locations, to wash company vehicles and cool the air in our buildings. Water discharges are not measured.
EN22	8	Total weight of waste by type and disposal method.	Bell Canada 2012 Corporate Responsibility Report – Overall recovery, page 34
EN23	8	Total number and volume of significant spills.	Bell Canada 2012 Corporate Responsibility Report – Environmental Incidents, page 37
EN24	8	Weight of transported, imported, exported, or treated waste deemed hazardous under the terms of the Basel Convention Annex I, II, III, and VIII, and percentage of transported waste shipped internationally.	Bell managed and transported 1.1 tonnes of hazardous materials for recycling (mostly batteries). Bell Canada 2012 Corporate Responsibility Report – Overall recovery, page 34 Bell does not export any hazardous residual materials.
EN25	8	Identity, size, protected status, and biodiversity value of water bodies and related habitats significantly affected by the reporting organization's discharges of water and runoff.	Bell does not have water bodies and related habitats that are significantly affected by discharges of water and runoff.

Aspect : Products and Services			
EN26	7, 8 and 9	Initiatives to mitigate environmental impacts of products and services, and extent of impact mitigation.	Bell Canada 2012 Corporate Responsibility Report – Pages 36-37; Choosing responsible suppliers, page 29
EN27	8 and 9	Percentage of products sold and their packaging materials that are reclaimed by category.	We report on the total number of mobile phones, modems and receivers that have been collected by customers at the end of life. Bell Canada 2012 Corporate Responsibility Report – Product Stewardship, page 35
Aspect : Compliance			
EN28	8	Monetary value of significant fines and total number of non-monetary sanctions for non-compliance with environmental laws and regulations.	There were no material environmental incidents or infractions. Bell Canada 2012 Corporate Responsibility Report – Environmental Incidents, page 37
Aspect : Transport			
EN29	8	Significant environmental impacts of transporting products and other goods and materials used for the organization's operations, and transporting members of the workforce.	Bell Canada 2012 Corporate Responsibility Report – Pages 36-37
Aspect : Overall			
EN30	7, 8 and 9	Total environmental protection expenditures and investments by type.	Not reported.
Social Performance Indicators			
Labour Practices and Decent Work Performance Indicators			
Aspect : Employment			
LA1	6	Total workforce by employment type, employment contract, and region.	Not reported
LA2	6	Total number and rate of employee turnover by age group, gender, and region.	Bell Canada 2012 Corporate Responsibility Report – Our workforce, page 39
LA3	6	Benefits provided to full-time employees that are not provided to temporary or part-time employees, by major operations.	Not reported
LA15	6	Return to work and retention rates after parental leave, by gender.	Not reported

Aspect : Labour/Management Relations			
LA4	1 and 3	Percentage of employees covered by collective bargaining agreements.	Bell Canada 2012 Corporate Responsibility Report – Our workforce, page 39
LA5	3	Minimum notice period(s) regarding operational changes, including whether it is specified in collective agreements.	Notice periods are proportional to the magnitude of changes.
Aspect : Occupational Health and Safety			
LA6	1	Percentage of total workforce represented in formal joint management–worker health and safety committees that help monitor and advise on occupational health and safety programs.	All employees covered by collective agreements of workforce are represented in formal joint management–worker health and safety committees. This is in line with regulation.
LA7	1	Rates of injury, occupational diseases, lost days, and absenteeism, and number of work-related fatalities by region.	We report on costs related to accidents, occupational diseases, short and long term absences. Bell Canada 2012 Corporate Responsibility Report – Key Objectives, page 12; Occupational Health & Safety, page 46
LA8	1	Education, training, counseling, prevention, and risk-control programs in place to assist workforce members, their families, or community members regarding serious diseases	Bell Canada 2012 Corporate Responsibility Report – Occupational Health & Safety, page 46
LA9	1	Health and safety topics covered in formal agreements with trade unions.	Bell has formal agreements with unions cover health and safety. Agreements address: <ul style="list-style-type: none"> • Personal protective equipment; • Joint management-employee health and safety committees; <ul style="list-style-type: none"> • Participation of worker representatives in health and safety inspections, audits, and accident investigations; • Training and education; • Complaints mechanism; • Right to refuse unsafe work; and • Periodic inspections. • Process for resolving problems.

Aspect : Training and Education			
LA10	-	Average hours of training per year per employee by employee category.	Bell Canada 2012 Corporate Responsibility Report – Learning & development Page 44
LA11	-	Programs for skills management and lifelong learning that support the continued employability of employees and assist them in managing career endings.	Bell Canada 2012 Corporate Responsibility Report – Learning & development Page 44
LA12	-	Percentage of employees receiving regular performance and career development reviews.	All employees
Aspect: Diversity and Equal Opportunity			
LA13	1 and 6	Composition of governance bodies and breakdown of employees per category according to gender, age group, minority group membership, and other indicators of diversity.	Global workforce and Senior management positions are reported: Bell Canada 2012 Corporate Responsibility Report – Page 40
LA14	1 and 6	Ratio of basic salary of men to women by employee category.	Not reported.
Human Rights Performance Indicators			
HR1	1 to 6	Percentage and total number of significant investment agreements that include human rights clauses or that have undergone human rights screening.	Bell Canada 2012 Corporate Responsibility Report – Choosing responsible suppliers, page 29; Human Rights, employment equity and diversity, page 39
HR2	1 to 6	Percentage of significant suppliers and contractors that have undergone screening on human rights and actions taken.	Bell Canada 2012 Corporate Responsibility Report – Choosing responsible suppliers, page 29; Human Rights, employment equity and diversity, page 39
HR3	1 to 6	Total hours of employee training on policies and procedures concerning aspects of human rights that are relevant to operations, including the percentage of employees trained.	Bell Canada 2012 Corporate Responsibility Report – Our Code of Business Conduct, Page 46 Human rights is an issue that is addressed in our Code of Business Conduct .
Aspect: Non-Discrimination			
HR4	1, 2 and 6	Total number of incidents of discrimination and actions taken.	Incidents, if any, are handled by an independent organisation -- ClearView Connects. Results are kept confidential, and consequently not reported

Aspect: Freedom of Association and Collective Bargaining			
HR5	1, 2 and 3	Operations identified in which the right to exercise freedom of association and collective bargaining may be at significant risk, and actions taken to support these rights.	BCE Inc. 2012 Annual Report – Page 68
Aspect: Child Labour			
HR6	1, 2 and 5	Operations identified as having significant risk for incidents of child labour, and measures taken to contribute to the elimination of child labour.	Risks are more prevalent within our supply chain where products and services may be provided from other countries. Bell Canada 2012 Corporate Responsibility Report – Choosing responsible suppliers, page 29
Aspect: Forced and Compulsory Labour			
HR7	1, 2 and 4	Operations identified as having significant risk for incidents of forced or compulsory labour, and measures taken to contribute to the elimination of forced or compulsory labour.	Risks are more prevalent within our supply chain where products and services may be provided from other countries. Bell Canada 2012 Corporate Responsibility Report – Choosing responsible suppliers, page 29
Aspect: Security Practices			
HR8	1 and 2	Percentage of security personnel trained in the organization’s policies or procedures concerning aspects of human rights that are relevant to operations.	Bell Canada 2012 Corporate Responsibility Report – Our Code of Business Conduct, and Security, page 46; Human Rights, employment equity and diversity, page 39 Human rights is an issue that is addressed in our Code of Business Conduct .
Aspect: Indigenous Rights			
HR9	1 and 2	Total number of incidents of violations involving rights of indigenous people and actions taken.	Incidents, if any, are handled by an independent organisation -- ClearView Connects. Results are kept confidential, and consequently not reported.

Aspect: Assessment			
HR 10	1 and 2	Percentage and total number of operations that have been subject to human rights reviews and/or impact assessments.	<p>Incidents, if any, are handled by an independent organisation -- ClearView Connects. Results are kept confidential, and consequently not reported.</p> <p>Also see Bell Canada 2012 Corporate Responsibility Report – Human Rights, employment equity and diversity, page 39</p>
HR 11	1 and 2	Number of grievances related to human rights filed, addressed and resolved through formal grievance mechanisms.	<p>Incidents, if any, are handled by an independent organisation -- ClearView Connects. Results are kept confidential, and consequently not reported.</p> <p>Also see Bell Canada 2012 Corporate Responsibility Report – Human Rights, employment equity and diversity, page 39</p>
Society Performance Indicators			
Aspect: Community			
SO 1	1,2, and 6	Nature, scope, and effectiveness of any programs and practices that assess and manage the impacts of operations on communities, including entering, operating, and exiting.	Bell Canada 2012 Corporate Responsibility Report – Wireless Health, Safety and Consultation, page 28
SO 9	1,2, and 6	Operations with significant potential or actual negative impacts on local communities.	Bell Canada 2012 Corporate Responsibility Report – Wireless Health, Safety and Consultation, page 28
SO 10	1,2, and 6	Prevention and mitigation measures implemented in operations with significant potential or actual negative impacts on local communities.	Bell Canada 2012 Corporate Responsibility Report – Wireless Health, Safety and Consultation, page 28

Aspect: Corruption			
SO 2	10	Percentage and total number of business units analyzed for risks related to corruption.	<p>Bell Canada 2012 Corporate Responsibility Report – Our Code of Business Conduct, page 46</p> <p>Corruption is an issue that is addressed in our Code of Business Conduct.</p> <p>All business units are analysed for risks related to fraud or corruption.</p>
SO3	10	Percentage of employees trained in organization’s anti-corruption policies and procedures.	<p>Bell Canada 2012 Corporate Responsibility Report – Our Code of Business Conduct, Page 46</p> <p>Each Bell team member signs the Code of Business Conduct annually.</p>
SO 4	10	Actions taken in response to incidents of corruption.	<p>Incidents, if any, can be reported anonymously via an independent organisation -- ClearView Connects. They can also be reported via our National Incident center (24/7) or our Investigation Service. Actions taken include employee layoff, as well as civil or criminal pursuits.</p>
Aspect: Public Policy			
SO 5	1 to 10	Public policy positions and participation in public policy development and lobbying.	<p>Bell actively participates in industry and business associations.</p> <p>Bell Canada 2012 Corporate Responsibility Report – Principles, page 8</p> <p>Sustainability Approach and Management</p>
SO 6	10	Total value of financial and in-kind contributions to political parties, politicians, and related institutions by country.	<p>Consistent with federal and provincial regulations, we do not make contributions to federal parties or provincial parties in Quebec or Manitoba. Where permitted by provincial legislation, political contributions may be made within legal limits to support both governing and opposition parties.</p>

Aspect: Anti-Competitive Behaviour			
SO 7	-	Total number of legal actions for anticompetitive behavior, anti-trust, and monopoly practices and their outcomes.	BCE Inc. 2012 Annual Report – Litigation, page 55 BCE Inc. 2012 AIF – Legal proceedings, pages 34-36
Aspect: Compliance			
SO 8	-	Monetary value of significant fines and total number of non-monetary sanctions for non-compliance with laws and regulations.	Bell Canada 2012 Corporate Responsibility Report – Environmental incidents, page 37
Product Responsibility Performance Indicators			
Aspect: Customer Health and Safety			
PR 1	1	Life cycle stages in which health and safety impacts of products and services are assessed for improvement, and percentage of significant products and services categories subject to such procedures.	Bell does not manufacture products. We include clauses in our contracts to ensure that products provided to our customers are safe. Bell also has programs in place to protect its customers. See: Bell Canada 2012 Corporate Responsibility Report – Protecting customers, page 27
PR 2	1	Total number of incidents of non-compliance with regulations and voluntary codes concerning health and safety impacts of products and services during their life cycle, by type of outcomes.	Not reported
Aspect: Product and Service Labeling			
PR 3	8	Type of product and service information required by procedures and percentage of significant products and services subject to such information requirements.	Sustainability impact of products is provided by some producers of products that we sell to our customers. We provide the environmental benefits of our services within our CR report. Bell Canada 2012 Corporate Responsibility Report – Environment, page 30
PR 4	8	Total number of incidents of non-compliance with regulations and voluntary codes concerning product and service information and labeling, by type of outcomes.	Not reported

PR 5	-	Practices related to customer satisfaction, including results of surveys measuring customer satisfaction.	Bell Canada 2012 Corporate Responsibility Report – Enhancing customer experience, page 24; Growing our service technician force, page 25
Aspect: Marketing Communications			
PR 6	-	Programs for adherence to laws, standards, and voluntary codes related to marketing communications, including advertising, promotion, and sponsorship	See Sponsorship and events
PR 7	-	Total number of incidents of non-compliance with regulations and voluntary codes concerning marketing communications, including advertising, promotion, and sponsorship by type of outcomes.	Not reported
Aspect: Customer Privacy			
PR 8	1	Total number of substantiated complaints regarding breaches of customer privacy and losses of customer data.	Number of complaints not reported. However, Our long-standing commitment to safeguarding right to privacy has led to our reputation as a leader in the protection of customer privacy. See The Bell Commitment to Privacy
Aspect: Compliance			
PR 9	-	Monetary value of significant fines for non-compliance with laws and regulations concerning the provision and use of products and services	Bell Canada 2012 Corporate Responsibility Report Responsible marketing – Page 5

Telecommunications Sector Specific Indicators – Pilot version 2003			
GRI #	UN Global Compact Principle	GRI Indicator Description	Bell's Response
Internal Operations			
Investment			
IO 1	N/A	Capital investment in telecommunication network infrastructure broken down by country/region.	Bell Canada 2012 Corporate Responsibility Report – Economy, page 48
IO 2	N/A	Net costs for service providers under the Universal Service Obligation when extending service to geographic locations and low-income groups, which are not profitable. Describes relevant legislative and regulatory mechanisms.	Not reported

Health and Safety			
IO 3	N/A	Practices to ensure health and safety of field personnel involved in the installation, operation and maintenance of masts, base stations, laying cables and other outside plant. Related health and safety issues include working at heights, electric shock, exposure to EMF and radio frequency (RF) fields, and exposure to hazardous chemicals.	Bell Canada 2012 Corporate Responsibility Report – Occupational Health & Safety, page 46
IO 4	N/A	Compliance with ICNIRP (International Commission on Non-Ionizing Radiation Protection) standards on exposure to RF emissions from handsets.	Bell Canada 2012 Corporate Responsibility Report – Wireless Health, Safety and Consultation, page 28
IO 5	N/A	Compliance with ICNIRP guidelines on exposure to RF emissions from base stations.	Bell Canada 2012 Corporate Responsibility Report – Wireless Health, Safety and Consultation, page 28
IO 6	N/A	Policies and practices with respect to Specific Absorption Rate (SAR) of handsets.	Bell Canada 2012 Corporate Responsibility Report – Wireless Health, Safety and Consultation, page 28
Infrastructure			
IO 7	N/A	Policies and practices on the siting of masts and transmission sites including stakeholder consultation, site sharing, and initiatives to reduce visual impacts. Describe approach to evaluate consultations and quantify where possible.	Bell Canada 2012 Corporate Responsibility Report – Wireless Health, Safety and Consultation, page 28
IO 8	N/A	Number and percentage of stand-alone sites, shared sites, and sites on existing structures.	Not reported
Providing Access			
Access to Telecommunication Products and Services: Bridging the Digital Divide			
PA 1	N/A	Policies and practices to enable the deployment of telecommunications infrastructure and access to telecommunications products and services in remote and low population density areas.	Northwestel's Modernization Plan for Canada's North
PA 2	N/A	Policies and practices to overcome barriers for access and use of telecommunication products and services, including: language, culture, illiteracy and lack of education, low income, disabilities and age. Include an explanation of business models applied.	Bell Canada 2012 Corporate Responsibility Report – Customers with disabilities, page 26
PA 3	N/A	Policies and practices to ensure availability and reliability of telecommunications products and services and quantify, where possible, for specified time periods and locations of down time.	Bell Canada 2012 Corporate Responsibility Report – Growing our service technician force, page 25

PA 4	N/A	Quantify the level of availability of telecommunications products and services in areas where the organization operates.	Bell Canada 2012 Corporate Responsibility Report – Service access, page 12; Service coverage, page 25
PA 5	N/A	Number and types of telecommunication products and services provided to and used by low- and no-income sectors of the population.	Not reported
PA 6	N/A	Programs to provide and maintain telecommunications products and services in emergency situations and for disaster relief.	Bell Canada 2012 Corporate Responsibility Report – 9-1-1 Service, page 28; Business continuity, page 27
Access to Content			
PA 7	N/A	Policies and practices to manage human rights issues relating to access and use of telecommunications products and services.	Bell Canada 2012 Corporate Responsibility Report – Protecting customers, page 27
Customer Relations			
PA 8	N/A	Policies and practices to publicly communicate on EMF related issues.	Bell Canada 2012 Corporate Responsibility Report – Wireless Health, Safety and Consultation, page 28
PA 9	N/A	Total amount invested in programs and activities in electromagnetic field research.	Not reported
PA 10	N/A	Initiatives to ensure clarity of charges and tariffs.	Bell Canada 2012 Corporate Responsibility Report – Clarity of pricing, page 29
PA 11	N/A	Initiatives to inform customers about product features and applications that will promote responsible, efficient, cost effective, and environmentally preferable use.	Mobile take-back E-billing Safe driving
Technology Applications			
Resource Efficiency			
TA 1	N/A	Provide examples of the resource efficiency of telecommunication products and services delivered.	Bell 2012 Energy Consumption and GHG Report
TA 2	N/A	Provide examples of telecommunication products, services and applications that have the potential to replace physical objects.	Bell Canada 2012 Corporate Responsibility Report – Environment, page 30
TA 3	N/A	Disclose any measures of transport and/or resource changes of customer use of the telecommunication products and services listed above.	Bell Canada 2012 Corporate Responsibility Report – E-billing, page 33