

# Building Better Experiences



# BCE at a glance

 TEAM MEMBERS

## Canada's Top

Named one of Canada's Top Family-Friendly Employers by Mediacorp

## Special Award

Recipient of the Special Award for Social Responsibility in Recruiting from TalentEgg for the 2nd year in a row

**9,300**

Hired over 9,300 new team members

**78%**

Nearly eight out of every 10 team members reported that they are proud to work for Bell

 CUSTOMERS

**22M**

More than 22 million total subscriber connections across our full range of services

**\$4B**

Approximately \$4 billion of capital investment, including in communications infrastructure and new network builds

**19.5M**

19.5 million transactions through our self-serve channels

**Highest ranking**

4th time in 5 years Virgin Mobile Canada earned the highest ranking in overall customer care satisfaction in the J.D. Power 2019 Canada Wireless Customer Care Study

 ENVIRONMENT

**Greenest**

Bell named one of Canada's Greenest Employers by Mediacorp

**67 kilotonnes**

Prevented the release of more than 67 kilotonnes of CO<sub>2</sub>e<sup>2</sup>

**10M**

Recovered almost 10 million used TV receivers, modems, and mobile phones since 2016

**93**

Bell team members have access to a network of 93 electric vehicle charging stations in Bell buildings

 COMMUNITY, ECONOMY, AND SOCIETY

**\$108,415,135**

Bell Let's Talk commitment to Canadian mental health has reached \$108,415,135<sup>1</sup>

**\$500M**

Bell invests more than \$500 million in R&D each year

**250,000**

Expanded our Wireless Home Internet (WHI) service to approximately 250,000 locations in 226 rural communities

**94%**

LTE Advanced network is available to 94% of the Canadian population

1. Following Bell Let's Talk Day, January 29, 2020  
2. CO<sub>2</sub>e = carbon dioxide equivalent.

# At the forefront of Canadian communications since 1880, Bell consistently achieves outstanding levels of corporate responsibility that make our customers, investors, communities and team members proud.

We continue to drive Canadian investment and innovation forward by aligning our environmental, social and governance (ESG) standards to support the Bell team’s clear goal – Advancing how Canadians connect with each other and the world – and the 6 Strategic Imperatives that guide our business decisions:

- Build the best networks
- Drive growth with innovative services
- Deliver the most compelling content
- Champion customer experience
- Operate with agility and cost efficiency
- Engage and invest in our people

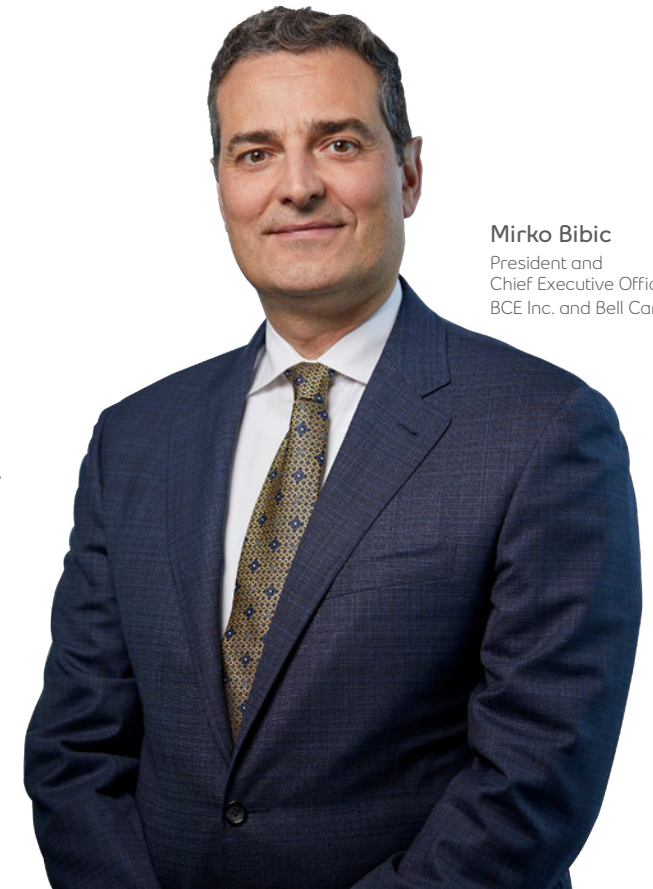
By conducting our business in ways that are responsible, ethical and forward looking, we are helping Canada achieve a healthy and sustainable future, generating meaningful careers for tens of thousands of Canadians, and making significant social and economic contributions to communities across the country.

Bell delivers Internet, wireless, media and other communications services that are among the most advanced in the world to Canadian consumers, businesses and governments, while adhering to clear policies and guidelines that define, measure and build on our actions as a leading corporate citizen in Canada’s critically important communications industry.

## Our response to COVID-19

As the COVID-19 crisis emerged in 2020, Bell’s networks and services have played an instrumental role in enabling millions of Canadians to work and study from home, stay informed and entertained, and remain connected with their family, friends, colleagues and communities.

Guided by 3 key operating principles during the COVID-19 crisis – Keep Canadians connected and informed; Prioritize the health and safety of the public, our customers and team; and Support our customers and communities – Bell has kept businesses and governments up and running, while helping to ensure essential services, including hospitals and health care providers, have the communications support they need to weather the crisis.



**Mirko Bibic**  
President and  
Chief Executive Officer  
BCE Inc. and Bell Canada

We accelerated investments in network capacity, reliability and redundancy to meet the surge in demand, waived home Internet overage and roaming fees, and provided free news, family and entertainment TV to customers across Canada.

We've also enabled thousands more Bell team members to work from home while launching innovative programs to help keep our customers and team safe, such as Assisted Self-installation and Repair, that enables our technicians to support customers with self-installations and repairs through voice and video links.

Throughout the crisis we've supported our communities with \$5 million in emergency Bell Let's Talk funding for frontline responders, youth and families, including donations to Kids Help Phone and the Canadian Red Cross; delivered thousands of complimentary Bell Mobility smartphones and other services to hospitals, shelters and others on the front lines; and leveraged Bell Media platforms to raise funds for important causes such as Food Banks Canada.

### Strengthening the Canadian community

The Bell Let's Talk mental health initiative continues to bring meaningful change to the lives of countless Canadians in hundreds of communities across the country.

On January 29, 2020, our annual Bell Let's Talk Day featured the theme Mental Health: Every Action Counts and encouraged Canadians and others around the world to consider new ways to contribute to positive change. Having already surpassed our original commitment of \$100 million in funding for mental health

initiatives on Bell Let's Talk Day 2019, we followed this year's successful event with renewed support for another 5 years and an enhanced total funding commitment of \$150 million. Our emergency COVID-19 funding added a further \$5 million to our commitment.

Including mental health and other initiatives, Bell contributed more than \$29.5 million in community investment in 2019 while our team members and pensioners donated more than \$2.5 million in charitable gifts and contributed over 109,000 hours of their time as volunteers for a full range of community activities.

At the same time we continued to deploy our industry-leading all-fibre broadband connections in major urban centres, reaching 53% of homes and businesses in total, and increased the availability of our innovative WHI to 250,000 homes in smaller towns and rural communities (reaching a further 137,000 rural households by the end of April 2020 as we accelerated our WHI rollout in response to COVID-19).

We also expanded our leading LTE-Advanced wireless network in 2019 so that we now reach 94% of the national population. And we delivered Canada's leading national and local news services and continued to develop and produce popular Canadian content and provide digital platforms like Crave and iHeart Radio, informing and enriching the lives of Canadians everywhere.

### Protecting the environment

Environmental protection is an integral and longstanding element of our business that we manage diligently as we meet or exceed

environmental legislation and promote continuous improvements that our customers, team members and shareholders expect.

In 2019, Bell was named one of Canada's Greenest Employers by Canada's Top 100 Employers program for the third consecutive year. The award recognizes our focus on minimizing our environmental impact, our leadership in implementing an environmental management and review system that is certified ISO 14001:2015 and the success of our ongoing initiatives to reduce waste and save energy. Importantly, we have maintained our compliance with the ISO 14001 standard since we became the first Canadian communications company to receive the designation in 2009. This year, we plan to have our Energy Management System audited for ISO 50001 certification, which would make Bell the first communications company in Canada to achieve this standard.

In addition to obtaining outstanding sustainability grades for many of our buildings – including LEED and BOMA BEST certifications – we achieved important energy savings and reduced associated greenhouse gas (GHG) emissions by increasing efficiencies at Bell facilities, reducing our fuel consumption and using alternatives to business travel, including video conferencing.

Our energy conservation efforts at Bell buildings and improved efficiencies of our networks drove significant savings in 2019, with electricity consumption reduced by more than 20,000 megawatt hours. And through ongoing fleet modernization, including hybrid and electric vehicles, fuel consumption across our service fleet decreased by more than 300,000 litres.



The environmental benefits of our products and services also include significant carbon abatement by our customers. For example, the latest available analysis measuring the impact of our technologies on emissions shows that our customers reduced their collective carbon footprint by at least 885 kilotonnes over one year, equivalent to 12 months of electricity used by 250,000 homes.

Our strong performance on sustainable indices, including Ethibel and FTSE4Good, reflects the effectiveness of our environmental management system, energy-saving measures and waste reduction initiatives.

#### Building a stronger Bell team

Mental health leadership is a cornerstone of Bell's Strategic Imperative to engage and invest in our team members. So is sustaining and celebrating an inclusive and high-performance culture. In all cases, we are laser-focused on supporting a safe and healthy workplace where team members feel valued and respected, where diversity is highly valued and where skills and talent are fostered and developed through ongoing learning and career opportunities.

As a direct result of providing a working environment that is inclusive, equitable and accessible, we are very proud that in 2019 Bell was named one of Canada's Best Diversity Employers by Mediacorp and continued to be recognized as a Top Employer both across Canada and in Montréal, home to our headquarters since 1880. Our support for gender equity in the workplace was also recognized with Gold Parity Certification for the 2nd year in a row by Women in Governance.

Reflecting the communities we serve, Bell's diversity initiatives within the company include our senior management Diversity Leadership Council as well as employee-led resource groups such as Women at Bell, our Bell LGBT Network and Black Professionals at Bell (BPB). All of these groups provide greater networking, mentoring and professional development support. We are also a proud member of the 30% Club and signatory to the Catalyst Accord 2022, which aims to increase the percentage of women on Canadian corporate boards to 30% or greater by 2022.

In 2019, Bell was pleased to enhance maternity and parental leave options, making it easier for our team members to balance work and family. Early in 2020, we also introduced a new Flexible Work Policy to help team members better balance life commitments and, additionally, a new online virtual health care program that gives team members better access to free and confidential professional health care.

Adopting best practices across our business is driven by our unrelenting focus on corporate governance leadership and ethical business conduct. Our adherence to international standards – among them the United Nations Global Compact (UNGC), a set of universal principles addressing labour, human rights, environment and anti-corruption – and corporate governance principles are cornerstones of our success.

These accomplishments all reflect a proud legacy of corporate responsibility at Bell. We have a long history of being there for our customers, our shareholders, our team and our communities in good times and bad. We continue to encourage meaningful environmental change, support stronger communities and greater social inclusion, diversity and mental health, and maintain our strategic focus backed by disciplined accountability and a desire to drive growth for our business and the Canadian economy as a whole.

As we work towards achieving our goal of advancing how Canadians connect with each other and the world, Bell proudly continues our long tradition of adhering to the highest standards of corporate responsibility each day.



**Mirko Bibic**  
President and Chief Executive Officer  
BCE Inc. and Bell Canada

## About this report

BCE publishes a corporate responsibility report annually. This report marks our 27th year of annual reporting on the environmental, social, and governance (ESG) topics that are most significant to our stakeholders and to our business. This report contains an overview of our sustainability strategy, including a summary of progress towards achieving our short-, medium-, and longer-term goals in the areas of team members, customers, environment, and society. This document, together with the information and documents available in the Responsibility section of [BCE's website](#), serves as a comprehensive view of our corporate responsibility (CR) performance and programs. GRI 102-54

This report has been prepared in accordance with the Global Reporting Initiative (GRI) Standards-Core option, with the addition of select Sustainability Accounting Standards Board (SASB) indicators and Sustainable Development Goals (SDGs). As a signatory to the United Nations Global Compact (UNGC) since 2006, we are expected to report our progress on human rights, labour, environment and anti-corruption, therefore this report describes actions we have taken to implement the UNGC guidelines and principles, and serves as our Communication on Progress (COP). We also support the Task Force on Climate-related Financial Disclosure's (TCFD) recommendations, as detailed [here](#).



## Caution concerning forward-looking statements

Certain statements made in this report are forward-looking statements. These statements include, but are not limited to, statements relating to our business outlook, objectives, plans and strategic priorities, including, in particular, our corporate responsibility objectives (which include, without limitation, our objectives concerning diversity, energy savings, reductions in waste sent to landfill, e-waste recovery, community investment, remaining a leader in corporate governance and ethical business conduct, and reductions in the level of our greenhouse gas emissions), our network deployment and capital investment plans and their anticipated benefits, and other statements that are not historical facts. Forward-looking statements are typically identified by the words *assumption*, *goal*, *guidance*, *objective*, *outlook*, *project*, *strategy*, *target*, and other similar expressions or future or conditional verbs, such as *aim*, *anticipate*, *believe*, *could*, *expect*, *intend*, *may*, *plan*, *seek*, *should*, *strive* and *will*. All such forward-looking statements

are made pursuant to the 'safe harbour' provisions of applicable Canadian securities laws and of the United States *Private Securities Litigation Reform Act of 1995*.

Forward-looking statements, by their very nature, are subject to inherent risks and uncertainties and are based on several assumptions, both general and specific, which give rise to the possibility that actual results or events could differ materially from our expectations expressed in, or implied by, such forward-looking statements and that our business outlook, objectives, plans and strategic priorities may not be achieved. These statements are not guarantees of future performance or events, and we caution you against relying on any of these forward-looking statements. Refer to BCE's 2020 First Quarter MD&A dated May 6, 2020, filed by BCE with the Canadian provincial securities regulatory authorities (available at Sedar.com) and with the U.S. Securities and Exchange Commission (available at SEC.gov), for a

description of certain risks and assumptions that could cause actual results or events to differ materially from our expectations expressed in, or implied by, forward-looking statements contained in this report. This document is also available on [BCE.ca](https://www.bce.ca).

The forward-looking statements contained in this report describe our expectations as of June 5, 2020 and, accordingly, are subject to change after such date. Except as may be required by applicable securities laws, we do not undertake any obligation to update or revise any forward-looking statements contained in this report, whether as a result of new information, future events or otherwise. Except as otherwise indicated by BCE, forward-looking statements do not reflect the potential impact of any special items or of any dispositions, monetizations, mergers, acquisitions, other business combinations, or other transactions that may be announced or that may occur after June 5, 2020. The financial impact of these transactions and special items can be complex and depends on the facts particular to each of them. We therefore cannot describe the expected impact in a meaningful way or in the same way we present known risks affecting our business.

Forward-looking statements are presented in this report for the purpose of assisting readers in understanding, in particular, certain key elements of our corporate responsibility objectives, and in obtaining a better understanding of our anticipated operating environment. Readers are cautioned that such information may not be appropriate for other purposes.

## Target audiences

Our target audiences for this report are our team members, our customers, community members, investors, rating agencies, governments, non-governmental organizations, civil society, suppliers and others as described in the [Reporting what is relevant](#) information sheet in the Responsibility section of our website. This report provides information relevant to these stakeholders and the information is presented in chapters directed at each audience.

## Format

As part of our objective to reduce our carbon footprint, since 2007, our annual Corporate responsibility report has been available online only, in English and French.

The PDF is accessible and easily read on a standard computer screen and most screen readers used by the visually impaired. The document is also mobile friendly.

We strive to make all of the relevant information for our target audiences accessible by hyperlinking in this report additional documents available on our [website](#). As such, this report serves as a hub for our ESG information.

## Reporting period and organizational boundaries

GRI 102-2, 102-50

Unless otherwise specified, this report covers the period from January 1 to December 31, 2019 and data are valid as at December 31, 2019. This report contains data about the BCE group of companies, referred to collectively in this report as “BCE”, “Bell”, “Bell Canada”, “we”, “us”, “our” or “company”. The companies of the BCE group are those over which we have strong financial and managerial control. This report does not include data from Quantrics Enterprises Inc. (Quantrics), unless otherwise stated.

On July 24, 2019, Bell Media announced that it had entered into an agreement with the shareholders of Groupe V Média to acquire conventional TV network V along with related digital assets, including the ad-supported video-on-demand (VOD) service Noovo.ca. The transaction closed in May 2020. This report does not include data from TV network V, nor the Noovo.ca service or other digital assets.

## Major changes since last report

GRI 102-10, 102-48, 102-49, 102-53

As appropriate to maintain or improve the accuracy or comparability of data and performance trends between years, and/or where any variance in prior years' data has been identified, we restate such data in this report.

We periodically acquire, sell, and launch businesses in line with our corporate strategy. This affects, in many cases, the comparability of data over time. Where this is the case, we note the reason(s) in this report.

Some of the more significant changes since we last reported:

### New goal and Strategic Imperatives and executive promotions

As new President and CEO, Mirko Bibic unveiled in January 2020 BCE's updated Strategic Imperatives that support our new goal of advancing how Canadians connect with each other and the world. These Strategic Imperatives frame Bell's longstanding strengths in networks, service innovation and content creation, and position the company for continued growth and innovation leadership in a fast-changing communications marketplace.

1. Build the best networks
2. Drive growth with innovative services
3. Deliver the most compelling content
4. Champion customer experience
5. Operate with agility and cost efficiency
6. Engage and invest in our people

### ESG pay link column in Key performance indicators (KPI) table

We have added the ESG pay link in the KPI table to help readers quickly identify priority issues linked to executive pay. For more information on the ESG pay link, please see the [Governance and risk management section](#) in this report.

### Restated data for ewaste

Numbers of mobile phones collected for 2016, 2017, and 2018 are restated to adjust for double-counting in previous methods. The impact of the error is an overall decrease of 2% from 2016 to 2018.

### New greenhouse gas (GHG) emissions target

We are pleased to announce that, as of the end of 2019, we surpassed our 2020 GHG target by four percentage points, with our GHG emissions per network usage showing a 79% improvement since 2014. As a result, we have set a new near-term objective for the end of 2021.

### Climate strategy

We have expanded our explanation of our [climate strategy](#).

### Summary data table

Finally, this year we have added a summary data document that includes our comparable data from our last 5 Corporate responsibility reports. This document is accessible from our [website](#).

## Content, data collection, and verification

We review how and what we report every year, with an effort to continuously improve our reporting processes and procedures for corporate responsibility reporting.

This report focuses on the corporate responsibility issues that are of greatest importance to our stakeholders and could have an important impact on our business. Please see [Reporting what is relevant](#), in the Responsibility section of our website, for details on stakeholder engagement and determining report content. GRI 102-46, 102-47

Select KPIs were independently assured by PricewaterhouseCoopers LLP (PwC). PwC performed a limited assurance engagement for a select number of Bell's KPIs. The results of PwC's limited assurance engagement are documented in an [assurance statement](#) available in the Responsibility section of our website. GRI 102-56

As mentioned above, this year we have added a summary data document that includes our comparable data from our last 5 reports. This document can be accessed from our [website](#).

The [Responsibility section](#) of our website is an essential component of this report and presents additional information on related programs, provides access to specific policies and includes links to complementary information.

We round all figures to the closest full integer in our reporting, unless otherwise specified, and all data are in international units. Unless otherwise indicated, all reported dollar amounts are in Canadian dollars.

The content of this report has been reviewed and approved by the Corporate responsibility advisory committee, made up of directors, vice presidents, and the Chief Human Resources Officer (CHRO) and Executive Vice President (EVP) Corporate Services.

## Provide feedback

We are always seeking ways to improve our Corporate responsibility report and welcome your feedback and suggestions.

Please send any questions or comments to [responsibility@bell.ca](mailto:responsibility@bell.ca). GRI 102-53



## Who we are

Founded in Montréal in 1880, Bell is Canada’s largest communications company, delivering a wide range of service innovations to consumers, businesses and government customers across Canada including LTE Advanced, Fibe Internet and TV, WHI, cloud and data hosting, IP voice and collaboration, Connected Cars, Smart Cities and Internet of Things. BCE’s shares are publicly traded on the Toronto Stock Exchange and on the New York Stock Exchange (TSX, NYSE: BCE). GRI 102-1, 102-2, 102-3, 102-4, 102-5, 102-6, 102-7

Our results are reported in 3 segments: Bell Wireless, Bell Wireline and Bell Media.

Bell Wireless provides wireless voice and data communications products and services to our residential, small and medium-sized business and large enterprise customers across Canada.

Bell Wireline provides data, including Internet access and Internet protocol television (IPTV), local and long distance telephone, as well as other communications services and products to our residential, small and medium-sized business, and large enterprise customers, primarily in Ontario, Québec, the Atlantic provinces, and Manitoba, while satellite television (Satellite TV) service and connectivity for business customers are available across Canada. In addition, this segment includes our wholesale business, which buys and sells local and long distance telephone, data, and other services from or to resellers and other carriers.

Bell Media provides conventional TV, specialty TV, pay TV, streaming services, digital media services, radio broadcasting services, and out-of-home (OOH) advertising services to customers nationally across Canada.



With our extensive network of Bell, Virgin Mobile, Lucky Mobile and The Source locations, BCE is also one of Canada’s biggest retailers.

We also hold investments in a number of other assets, including:

- a 28% indirect equity interest in Maple Leaf Sports & Entertainment Ltd. (MLSE)
- a 50% indirect equity interest in Glentel Inc. (Glentel)

- an 18.4% indirect equity interest in entities that operate the Montreal Canadiens Hockey Club, evenko and the Bell Centre in Montréal, Québec, as well as Place Bell in Laval, Québec.

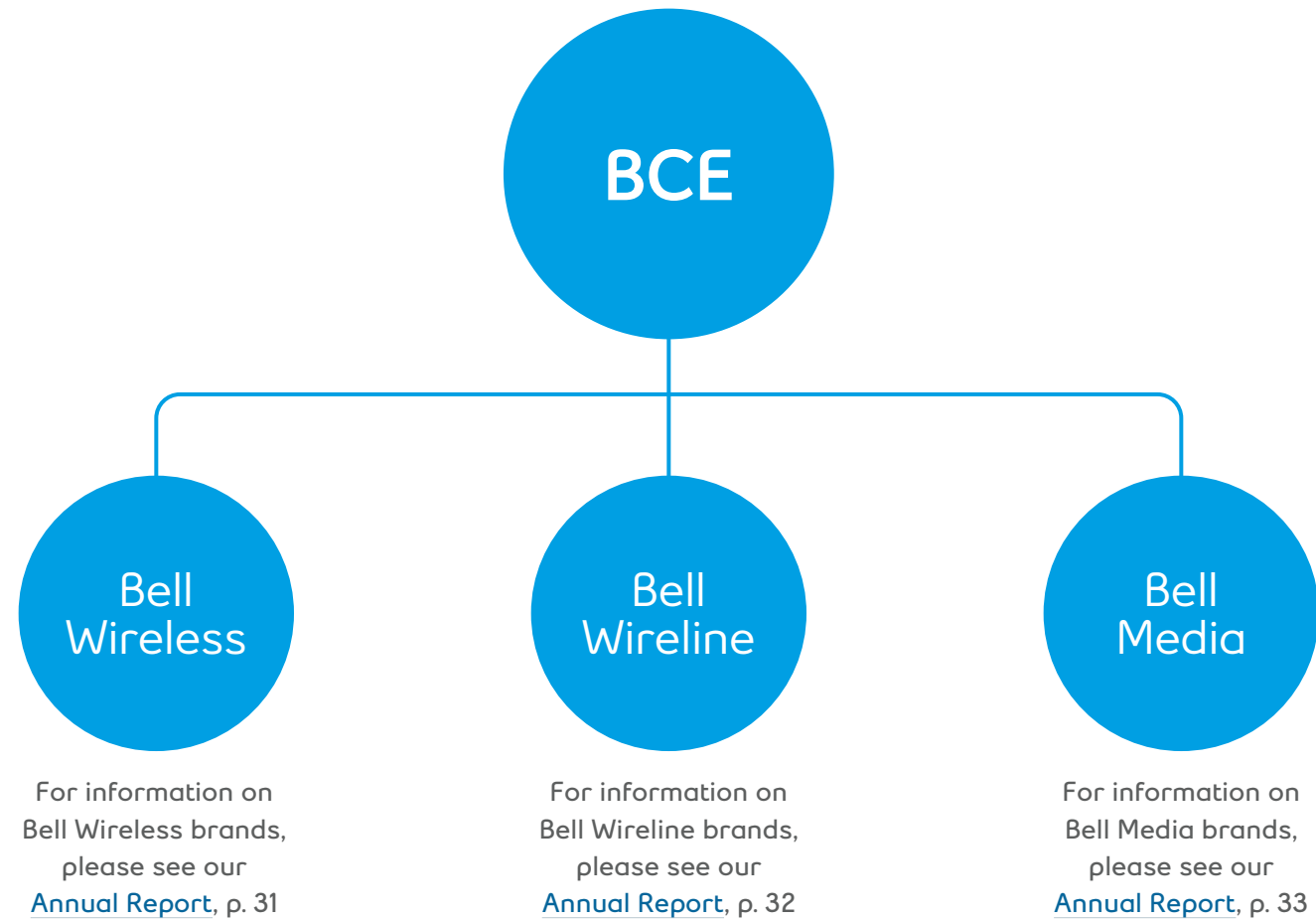
We are headquartered in Montréal, Québec, Canada.

Learn [more](#).



# Our business segments as at December 31, 2019

GRI 102-2



For information on certain other investments, please see our [Annual Report](#), p. 34.

# Management of corporate responsibility at Bell

## Our approach to corporate responsibility

Our approach to corporate responsibility begins with our goal of balancing economic growth, social responsibility, and environmental performance as we pursue our ongoing success as a company and seek to ensure our continued ability to contribute to the Canadian economy. GRI 102-15

Since our founding in 1880, Bell has been the Canadian leader in telecommunications, enabling Canadians to connect with each other and the world around them.

We take very seriously our responsibility to manage the company in ways that enable us to sustain our record of serving the personal and business communications needs of millions of customers, seek to create value for shareholders, provide meaningful careers for tens of thousands of people, and make a significant contribution to the broader Canadian community and economy.



# Our goal is to advance how Canadians connect with each other and the world

Our corporate strategy is centred on our disciplined focus and execution of 6 Strategic Imperatives.

1 Build the best networks



2 Drive growth with innovative services



3 Deliver the most compelling content



4 Champion customer experience



5 Operate with agility and cost efficiency



6 Engage and invest in our people



## Corporate responsibility underpins our 6 Strategic Imperatives

Corporate responsibility is a fundamental element of each of the 6 Strategic Imperatives that inform Bell’s policies, decisions, and actions. We insist on this approach not just because it is the right thing to do, but also because it supports our goal of advancing how Canadians connect with each other and the world. For example, while waste management and energy reduction initiatives address important environmental concerns of society, they also create a chain of benefits

for Bell. They enable us to operate more efficiently as part of our imperative to operate with agility and cost efficiency (#5). They also align with the values of our team members, driving satisfaction and engagement, evidencing our work toward imperative #6: engage and invest in our people. In addition, they free up funds for a variety of purposes, from extending our networks in support of the productivity of Canadian businesses (#1), to investing in the communities we serve.

Engaged team members also drive customer satisfaction, a key aspect of our imperative to champion customer experience (#4). Moreover, engaged team members in turn drive growth with innovative services, and help us to deliver the most compelling content (#2, 3).

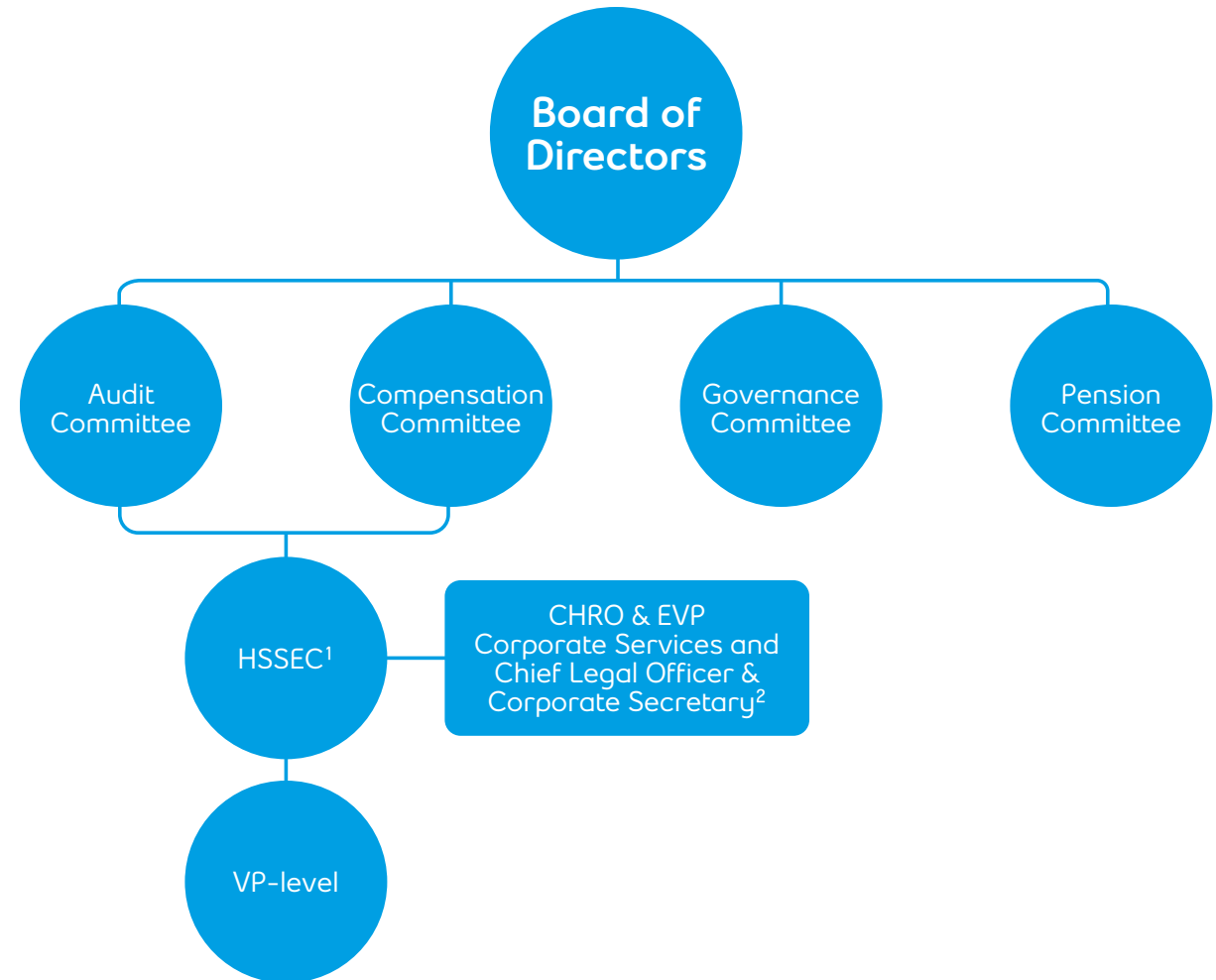
# Governance and risk management

We seek to remain a leader in corporate governance and ethical business conduct by maintaining best practices, transparency, and accountability to our stakeholders. This includes adhering to the highest standards of corporate governance as BCE’s Board of Directors and management believe that good corporate governance practices contribute to the creation and maintenance of shareholder value. GRI 102-18

The Board of Directors has established clear lines of authority and oversight over our corporate responsibility programs, with primary accountability at the committee level.

The Health, Safety, Security, Environment, and Compliance (HSSEC) oversight committee is co-chaired by the CHRO & EVP Corporate Services and the Chief Legal Officer & Corporate Secretary. Its mandate is to make every effort to seek to ensure our CR strategy is well integrated throughout the business in order to minimize risk (such as financial and reputational) and optimize business opportunities. Among its duties, the HSSEC committee periodically reviews the company’s health, safety, security, environmental and compliance policies, and operational programs that are then shared with the Board of Directors.

The CHRO & EVP Corporate Services and the Chief Legal Officer and Corporate Secretary have 30% of their variable pay tied to personal objectives that cover a variety of ESG topics. These include corporate governance and ethics, as well as key performance indicators such as community investment, greenhouse gas emissions reduction, ISO recertification, team member engagement, time lost accident frequency rate, and waste management. These indicators can be found on page 19 of this report.



1. Health, Safety, Security, Environment and Compliance Oversight Committee  
 2. The highest level executives responsible for corporate responsibility at Bell are the CHRO & EVP Corporate Services and the Chief Legal Officer & Corporate Secretary.

The CHRO & EVP Corporate Services also has direct oversight of the Corporate responsibility and Environment team, which is accountable for corporate responsibility initiatives. This team's managers also have part of the variable portion of their compensation tied to social and environmental goals.

In addition, the Management Resources and Compensation Committee ([MRCC](#)) has introduced a metric to track corporate performance against our ESG targets, certain of which are disclosed in this report. This was announced on page 46 of the [Notice of 2020 annual general shareholder meeting and management proxy circular](#).

For a description of each board committee and to learn more about our corporate governance practices, visit the [Governance section](#) of our website.

For more on the HSSEC committee, see the [Corporate responsibility approach and management](#) information sheet on our website.

We also rigorously apply a global strategic approach to managing corporate responsibility and have a highly effective, practical environmental management and review system ([EMRS](#)). In 2009, we became the first Canadian telecommunications company to have such a system certified ISO 14001.

Through the application of this EMRS, more than 50 individuals have direct responsibility for corporate responsibility issues related to our business imperatives across the company and in all business units. Everyone in business units captured in the EMRS, from the business unit VP to the Environmental coordinator, is responsible for the performance of our corporate responsibility portfolios.

For more information on risk management, please see our [Notice of 2020 annual general shareholder meeting and management proxy circular](#) starting on p. 22, our [Annual Report](#), starting on p. 38, and the [Corporate responsibility approach and management](#) information sheet on our website.



## Corporate responsibility issues and our business

The telecommunications industry is the foundation of societal and economic information sharing and commerce. As the Canadian leader in this ever more important, growing, and evolving industry, Bell is an important provider of the infrastructure essential to enable world-class quality and accessible services for all Canadians. As such, we believe we have a responsibility to manage key corporate responsibility issues strategically.

### Corporate responsibility topics across our value chain GRI 102-13, SDG 17.17

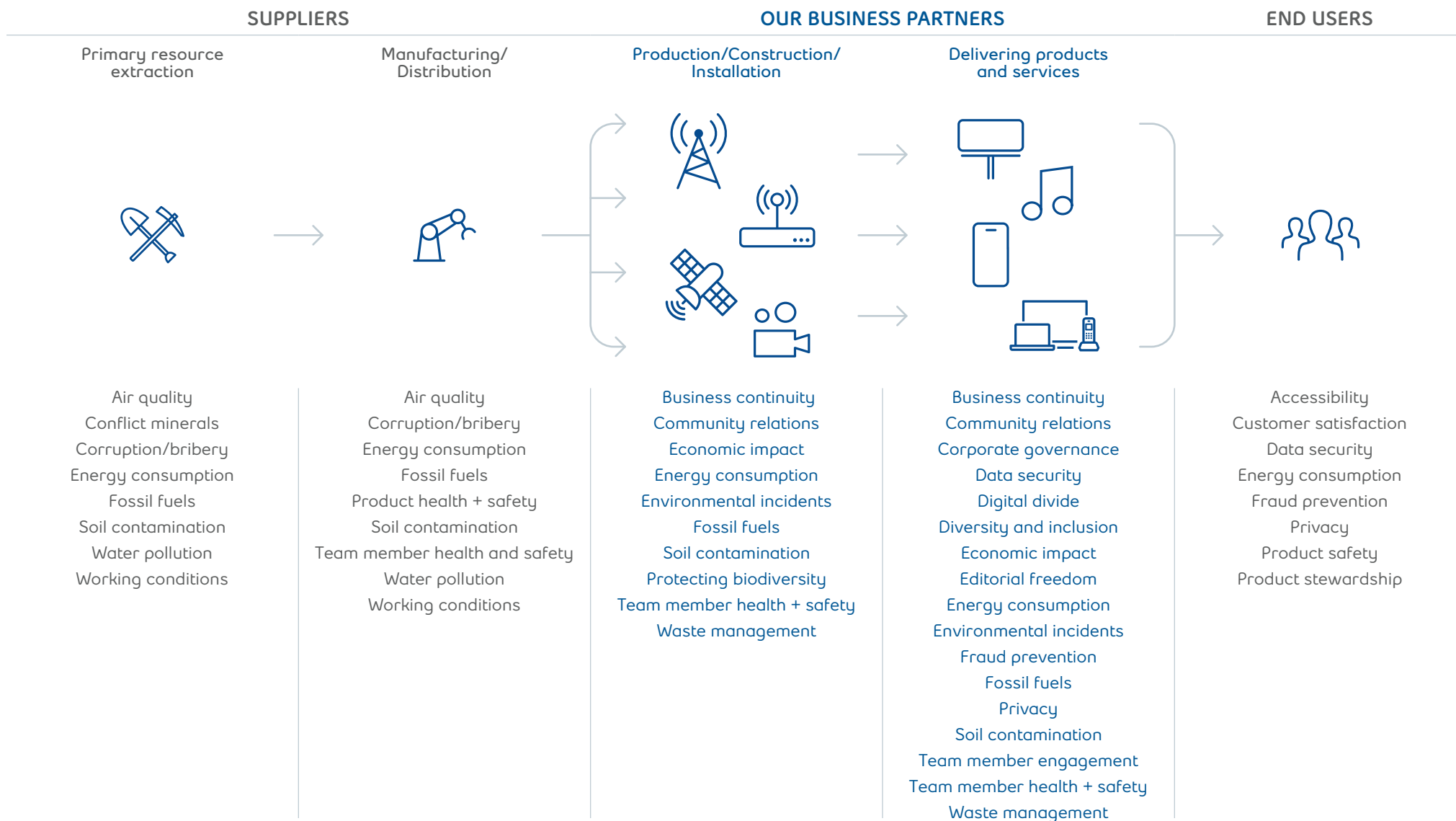
A clear view of the company's entire value chain is increasingly important in responsible business practice. Climate-related regulations, the cost and availability of materials and team members are all examples of value chain risks. At Bell, we make many efforts to continually expand and simultaneously deepen our view of actors and issues in our value chain. While our operations and influence are Canadian-based, we participate in global working groups (such as the Responsible Business Alliance ([RBA](#)), the Global Enabling Sustainability Initiative ([GeSI](#)), and the [UN Global Compact](#) (UNGC)) with industry peers and across industries to amplify our voice.



## Bell's value chain

The value chain diagram below depicts our presence in various industry segments. Related corporate responsibility topics are listed directly below the different parts of the value chain. GRI 102-13

We address many of these topics in this report. For a full description of how we determine which topics to include in our report, please see the [Reporting what is relevant](#) information sheet in the Responsibility section of our website. GRI 102-46, 102-47



## What we report

We report on the topics at the intersection of value chain impacts, industry sustainability megatrends, stakeholder interest, and external research on emerging trends. These are the issues that are of greatest importance to our stakeholders and could have an important impact on our business.

For a complete description of our stakeholder engagement process, please see [Reporting what is relevant](#) in the Responsibility section of our website. GRI 102-46, 102-47

The most relevant responsibility issues discussed in this report are included in the following table. GRI 102-40

THEMATIC AREA	ESG TOPIC	STAKEHOLDERS	RELATED DISCLOSURE	STRATEGIC IMPERATIVE					
Environmental	Biodiversity	Customers/NGOs/Civil society/Investors	<a href="#">Environment</a>						
	Energy consumption	Customers/Investors/Government	<a href="#">Environment</a>						
	Greenhouse gases	Team members/Customers/Investors/Government	<a href="#">Environment</a>						
	Waste	Team members/Customers/Investors/Government	<a href="#">Environment</a>						
Social/Economic	Community investment	Customers/NGOs/Civil society/Government	<a href="#">Community</a>						
	Customer satisfaction	Customers/Investors	<a href="#">Customers</a>						
	Direct and indirect impacts	Government	<a href="#">Economy and society</a>						
	Diversity and inclusion	Team members/Investors	<a href="#">Team members</a>						
	Employee engagement	Team members/Investors	<a href="#">Team members</a>						
	Online safety, customer privacy	Customers/NGOs/Civil society/Investors/Government	<a href="#">Customers</a>						
	Training and career development	Team members	<a href="#">Team members</a>						
	Governance	Cybersecurity	Customers/NGOs/Civil society/Government/Investors	<a href="#">Customers</a>					
Editorial freedom		Customers/NGOs/Civil society/Government	<a href="#">Team members</a>						
Regulatory compliance		Customers/Government	<a href="#">Annual Report</a>						
Supplier screening		Customers/NGOs/Civil society/Investors	<a href="#">Economy and society</a>						

- 1 Build the best networks
- 2 Drive growth with innovative services
- 3 Deliver the most compelling content
- 4 Champion customer experience
- 5 Operate with agility and cost efficiency
- 6 Engage and invest in our people

# Key performance indicators and results

In the wide range of ESG topics we cover in this report, we have identified several priority areas for key performance indicators. Here is a summary of our progress against objectives in 2019. Indices for [GRI](#), [SASB](#), and the [SDGs](#) are available in the [Responsibility section](#) of BCE's website. GRI 102-15, 102-47

	INDICATOR	OBJECTIVE	VERIFICATION	2019 PERFORMANCE	YOY VARIATION	TREND	GRI INDICATOR	SDG	GLOBAL COMPACT PRINCIPLE	SASB INDICATOR	ESG PAY LINK <sup>1</sup>
TEAM MEMBERS	Team member engagement	Reach an overall team member engagement score of 75%	PwC <sup>2</sup>	73% <sup>3</sup>	-1 percentage point (p.p.); 2p.p. from our goal	●	401-1	4 5 8	3, 6	TC0301-08	✓
		Maintain engagement above Canadian norm	—	✓	Goal maintained	●	—	4 5 8	3, 6	—	✓
	Women in senior management	At least 35% women in executive positions (vice-president level and above) by the end of 2021	—	32%	+3p.p.; 3p.p. from our goal	●	102-8 405-1	4 5 8	6	—	✓
	Time lost accident frequency rate <sup>4</sup>	Report annually	PwC	1.29	+0.16	●	2018 : 403-9	3 8	1, 2	—	✓
CUSTOMERS	LTE advanced network coverage <sup>5</sup>	Reach 96% of Canadians by the end of 2020	PwC	94%	2019 goal (94%) achieved	★	—	9	—	—	
ENVIRONMENT	Greenhouse gas (GHG) emissions reduction <sup>6</sup>	Reduce the ratio of our Scope 1 & 2 GHG emissions (tonnes of CO <sub>2</sub> equivalent) to our network usage (PBytes) by 75% of 2014 level by end of 2020 <sup>7</sup>	PwC	-79%	Goal surpassed	★	305-4	7 8	7, 8, 9	TC0301-08	✓
	Administrative waste	55 kg of waste sent to landfill annually per employee in Bell-owned or -leased administrative buildings by 2024	PwC	74 kg	-11 kg	●	306-2	3 5 12	7, 8, 9	TC0301-08	✓

● Declining ● Stable ● Improving ★ Achieved

	INDICATOR	OBJECTIVE	VERIFICATION	2019 PERFORMANCE	YOY VARIATION	TREND	GRI INDICATOR	SDG	GLOBAL COMPACT PRINCIPLE	SASB INDICATOR	ESG PAY LINK <sup>1</sup>
ENVIRONMENT	<a href="#">Hazardous waste</a>	Divert 100% of generated hazardous waste to certified recyclers by 2024	PwC	99%	On track	●	306-4	3 5 12	7, 8, 9	TC0301-08	✓
	<a href="#">e-waste</a>	Recover 10 million used TV receivers, modems, and mobile phones between January 1, 2016 and the end of 2020	PwC	2,502,226	+49,672; 3.5% from our goal	●	301-3 306-2	3 5 12	7, 8, 9	TC0301-08	✓
COMMUNITY	<a href="#">Community investment<sup>8</sup></a>	Make a meaningful contribution to improving mental health in Canadian communities through 4 key action pillars: anti-stigma, care and access, research, and workplace health	PwC	\$29.5 million	+12.2 million	● <sup>9</sup>	201-1	3	—	—	✓
GOVERNANCE	<a href="#">Women on the Board of Directors<sup>10</sup></a>	30% by the end of 2021	—	31%	Goal achieved in 2017 <sup>11</sup>	★	405-1	4 5 8	6	—	
	<a href="#">ISO 14001 certification<sup>12</sup></a>	Maintain certification	Intertek	11th year in a row	Goal achieved	★	102-56	—	7, 8, 9	—	✓

● Declining ● Stable ● Improving ★ Achieved

1. This indicates ESG factors linked to an executive's variable pay as an incentive for driving environmental, social, and governance performance that protects and creates long-term company value
2. PricewaterhouseCoopers LLP has provided limited assurance over indicators marked PwC. Please see [PwC's assurance statement](#)
3. We conduct our annual Team Survey early in the year and scored 76% (3 p.p. increase) on our Engagement score in 2020. This data point has not been verified by PwC
4. Time Lost Accident Frequency Rate = number of time-lost accident cases ÷ number of worked hours × 200,000
5. Data valid as at December 31, 2019. The percent of population covered depends upon the plans of our partners, which are not yet fully known, and which could influence the result. Population data is based on the 2016 census conducted by Statistics Canada
6. Excludes Bell MTS. Network usage includes residential and wholesale Internet, business Internet dedicated (BID), virtual private network (VPN), IPTV, Inter-Network Exchange (INX), prepaid and postpaid wireless services, wireless-to-the-home, Voice-over-LTE (VoLTE) traffic, IoT, and enterprise usage, both in Canada and on international roaming partners' network. As methodology for gathering the network usage differs from one carrier to another, and because a company's business model directly impacts the amount of GHG it emits and how those GHG emissions are calculated and classified (as noted in Impact of the business model section of [Reporting what is relevant](#) information sheet on our website), the ratio itself cannot be used to directly compare carrier performance. For information relevant to the TCFD recommendations, see the [Statement related to the Task Force on Climate-related Financial Disclosures](#) on our website
7. 2019 performance is based on energy consumption and network usage data from October 1, 2018 to September 30, 2019, while 2014 performance is based on energy consumption and network usage data from January 1 to December 31, 2014
8. This includes cash donations, in kind donations, and management costs
9. Multiyear funding commitment for mental health on track
10. Non-executive directors. Data valid as on December 31, 2019
11. Following the BCE 2020 annual shareholder meeting, the representation of women has temporarily decreased to 29%. This temporary decrease is the result of the nomination of one male director to facilitate a seamless transition and ensure Board renewal with the appropriate mix of skills, expertise and experience in anticipation of the retirement of three male directors at the 2021 annual shareholder meeting. BCE's Board of Directors remains committed to its target that each gender represent at least 30% of non-executive directors by the end of 2021
12. The scope includes all Bell Canada business sectors, including wireline, wireless, television and Internet services, broadband, data hosting, and cloud computing services, radio broadcasting services and digital media services, in addition to related general administrative functions (excluding Bell MTS Inc., Bell Smart Home, BCE Holding Corporation, BCE Nexxix International Inc., Northwestel Inc. (Northwestel), Quantrics Enterprise Inc., and The Source (Bell) Electronics Inc. (The Source), which are part of the environmental management system (EMS), but not within the scope of certification.



# Team members



# Engaged expertise

To execute on our **Strategic Imperatives**, we rely on the engagement and expertise of our team members. We focus on attracting, developing, and retaining the best talent, as well as creating a positive team member experience that drives effectiveness, high performance, and agility in our evolving business environment. Through workplace wellness initiatives – including innovative mental health programs – and by celebrating diversity in the workplace, we reinforce our goal of creating a safe and inclusive atmosphere for all team members.

**WHY IT MATTERS** GRI 103

We truly believe that everyone deserves a respectful, positive, professional, and rewarding work environment. In addition, in Canada, the telecommunications industry’s activities are highly regulated by the federal government, including labour relations and other human rights, and privacy. Engage and invest in our people is a Strategic Imperative because it makes good business sense. The Bell team is critical to our company’s success, enabling our goal of advancing how Canadians connect with each other and the world, while also making a difference in communities across the country. Our more than 52,000 team members are a key competitive differentiator for Bell in a dynamic and fast-changing marketplace.

**WHAT WE ARE DOING**

We are dedicated to building a workforce that reflects the diversity of the communities we serve, and to ensuring that every team member has the opportunity to reach their full potential. We have mature team member engagement programs, with built-in diversity and mental health initiatives from coast, to coast, to coast.

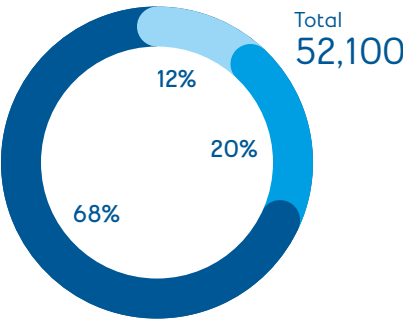
With our broad range of operations across the country, Bell creates multiple opportunities for team members to build rewarding careers in a variety of disciplines. Dedicated to sustaining a high-performance culture, the company strongly supports diversity in its workforce, continuous learning, innovative workplace mental health initiatives, and award-winning programs for team member engagement.

**Our team** GRI 102-7

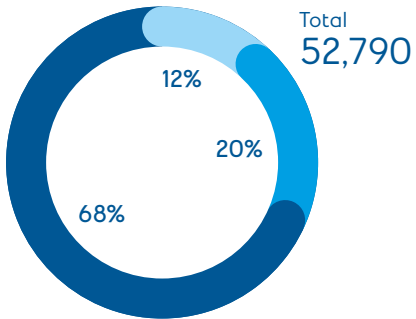
At the end of 2019, our team comprised 52,100 employees, a decrease of 690 employees compared to the end of 2018, due primarily to natural attrition, retirements and workforce reductions, partly offset by call centre hiring.<sup>1</sup>

Approximately 42% of total BCE employees were represented by labour unions at December 31, 2019.

BCE 2019 employees



BCE 2018 employees



● Bell Wireline ● Bell Wireless ● Bell Media

1. Voluntary turnover and retirement for 2019 was 11.8%, excluding all temporary employees.



# Workplace, human rights, and privacy

## Canadian employment standards context

Substantially all of our operations and assets are located in Canada and we make every effort to maintain an inclusive work environment where all team members, wherever they are located, are valued for their contributions and have the freedom and protection to be who they are, free of discrimination, harassment and violence.

Our focus on high workplace standards and our desire to provide team members with a fair, equitable and respectful place to work are grounded in our [Code of Business Conduct](#) and reinforced daily through many programs, initiatives, processes, and policies that touch all team members. In addition, all CTV News properties, news directors, producers, editors, and journalists follow our internal CTV News Policy Handbook, which specifies strict adherence to the Radio Television Digital News Association [Code of Journalistic Ethics](#) and the [Canadian Association of Broadcasters' \(CAB\) Code of Ethics](#), which mutually govern impartiality in the newsgathering process. GRI 102-16, 205-2

Bell operates in a highly regulated labour market in which workers are protected by federal and/or provincial employment standards legislation that covers areas such as hours of work, minimum wage, pay, vacation time and vacation pay, public holidays, breaks, birth and adoption leave, personal emergency leave, family medical leave, termination notice, and termination pay. In many cases, Bell's policies and programs exceed minimum legal requirements.

## Human rights

Bell provides team members with information on roles, accommodation process, resolution options, and other tools specifically designed to support our commitment to human rights. These include a formal process and informal options available to all team members to resolve accommodation issues for which the Human Resources workplace practices team is accountable. Furthermore, the process is formally integrated in the collective agreement of our unionized team members, where it is referred to as the "3-step resolution process." Cases that are more complex are taken to an accommodation committee. Team members can now also request medical workplace accommodations through an online intake tool, which enhances user experience.



## Bell's focus on respect in the workplace

Everyone deserves a respectful, positive, and professional environment. [Bell's Violence and harassment prevention policy](#) describes the company's zero tolerance approach to workplace violence and harassment. It underlines our commitment to promoting a safe, healthy and respectful workplace, prevention awareness, and processes for resolving incidents when they do occur. It also holds all team members accountable to the principles of [Bell's Code of Business Conduct](#). GRI 102-16, 205-2, 415-1

Continuing to build on recent improvements, in September 2018, Bell launched an enhanced online training program: *Respect in the Workplace – Prevention of Harassment and Violence in the Workplace*. This training equips team members with the appropriate skills to de-escalate situations of incivility. This company-wide mandatory training promotes appropriate policies and resources to prevent harassment and violence which, in turn, supports a healthy and safe work environment. Since its launch, this training was completed by more than 45,000 team members.

Additionally, Bell launched a customized leadership training program to provide leaders with practical tools to facilitate conflict resolution and identify higher risk situations where they need to refer to subject matter experts. The program includes a 3-hour face-to-face workshop. In 2019, approximately 2,400 leaders were successfully trained.

**In 2019, approximately 2,400 leaders were successfully trained in a new leadership training program.**

Team members and leaders are also better equipped than ever to support prevention and are using Bell's tools, including a Respectful workplace ethics intranet site, which has been viewed over 12,000 times since its launch. As of the end of 2019, over 3,700 team members have downloaded the "Civility guide" and approximately 2,400 leaders have consulted the "Leader's guide to managing conflict". To learn more about this, see the [Respectful workplace ethics](#) information sheet on our website.

## Internal complaint resolution

Bell offers team members multiple avenues for reporting incidents of potential workplace incivility, conflict or violence, including an anonymous whistle-blowing channel where they can anonymously report any incidents they believe may contravene our policies or ethical standards.

An independent administrator continually monitors this channel and responds to complaints. Where possible and appropriate, team members are also offered structured support to resolve conflicts or complaints through an internal mediation process.

## Privacy SASB

Bell and its affiliated companies have long been focused on maintaining the accuracy, confidentiality, security, and privacy of personal information for customers and team members. In 2019, Bell continued to make significant investments in people, processes, and technology in order to protect confidential information from evolving cyber security threats. We provide our team members with appropriate information regarding privacy and we have centralized our privacy policy and resources on the internal Bell Privacy website. This provides clear instructions to team members about

their responsibilities for safeguarding personal information. We also updated information on our intranet that clearly defines roles, processes, training support, and more. Team members can also address questions and obtain support through the privacy mailbox, which is monitored and promptly answered by the privacy coordinator. For more information about customer privacy, consult the [Customers](#) and the [Community, economy, and society](#) sections of this report.

## Diversity and inclusion

At Bell, we do not just accept difference – we celebrate it. 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. We are dedicated to building a workforce that reflects the diversity of the communities we serve, with a commitment to ensuring every team member has the opportunity to reach their full potential.

### WHY IT MATTERS GRI 103

Organizations that have integrated diversity and inclusion programs foster team member innovation and creativity, widen the talent pool, and increase team member satisfaction. This can lead to increased profitability and reduced costs, all while increasing the engagement of our team members.

### WHAT WE ARE DOING

We have diversity and inclusion programs across the country.  
We have set objectives and made public commitments.  
We monitor and report performance.

The Diversity Leadership Council (DLC) champions diversity and inclusion across the organization, defining Bell's diversity and inclusion strategy and developing company-wide implementation plans for specific actions. The DLC is comprised of 14 diverse senior leaders, with representation from all business groups and geographies. Under their leadership, we work to ensure our business strategy and human resources policies align with our diversity and inclusion goals.

## Diversity and inclusion objectives

In step with our overarching corporate commitment to improve gender diversity, we are strategically focused on increasing the diversity of our senior leadership.

Bell is a signatory of the [Catalyst Accord 2022](#) and member of the [30% Club](#). We have established a goal of at least 35% women in executive positions (vice-president level and above) by the end of 2021.

We also continue advocating for more women to take on roles in science, technology, engineering, and mathematics (STEM), and are expanding efforts to increase the representation of other under-represented groups, such as visible minorities, Indigenous peoples, and persons with disabilities. In 2019, we implemented standardized business unit dashboards to empower senior leaders with self-serve capabilities and allow them to monitor

representation of targeted groups as outlined above. Additionally, we have equipped our talent acquisition team with recruitment dashboards providing a monthly view on diverse talent hires.

As part of our efforts to develop our future employment equity initiatives, we are continuing consultations with members of under-represented groups to understand their experiences at work. We have facilitated both in-person and audio inclusion consultations, encouraging discussions around workplace experience and inclusion at Bell. In conjunction with our Bell Team survey results, we analyzed the insights coming out of the consultations in order to continuously improve strategic direction and tactics. We also seek out and adopt best practices on workplace accessibility and inclusion.

Looking ahead, we plan to continue building momentum for our diversity and inclusion strategy based on concrete objective setting and the integration of inclusive leadership practices across Bell processes.

## Performance in 2019

Our diversity and inclusion strategy, coupled with high self-disclosure rate of 81%, has significantly increased the share of visible minorities, persons with disabilities, and Indigenous peoples 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 best-in-class development programs for high-potential leaders, including from under-represented groups.

### Workforce Diversity GRI 405-1

(in%)

Diversity group	WORKFORCE					SENIOR MANAGEMENT <sup>1</sup>				
	2018 LMA <sup>2</sup>	2019 <sup>4</sup>	2018	2017	2016	2018 LMA <sup>2</sup>	2019 <sup>4</sup>	2018	2017	2016
Women	38	<b>33</b>	32	33	34	28	<b>32</b>	29	30	29
Visible minorities <sup>3</sup>	24	<b>21</b>	19	19	20	12	<b>10</b>	8	9	9
Persons with disabilities <sup>3</sup>	10	<b>4</b>	4	4	4	5	<b>2</b>	2	1	2
Indigenous <sup>3</sup>	3	<b>3</b>	2	2	2	3	<b>1</b>	1	1	1

1. Vice Presidents and above
2. Occupational labour market availability indicates the percentage of persons in each designated group in the Canadian workforce that may have the skills necessary to fill occupational roles at Bell based on December 2018 headcount. The data are provided to Bell by the Canadian government, and are based on data from the 2016 National Household Survey and 2017 Canadian Survey on Disability. This is the most current information available
3. Data for these categories depend upon full-time and part-time employee self-identification in Bell's diversity questionnaire
4. Starting in 2019, an update to the representation calculation was made in order to increase accuracy. Also, to be consistent with the BCE Notice of 2020 Annual General Shareholder Meeting and Management Proxy Circular, the reporting date has been changed to January 31, 2020.

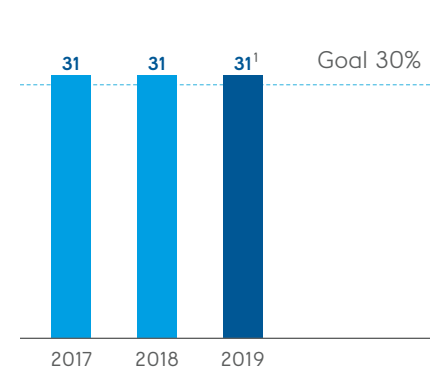
In 2018, we launched an inclusive leadership development program focused on mitigating unconscious bias and supporting leaders in developing and advancing our diverse talent pipeline. At the end of 2019, 98% of the senior leadership team completed the program, with an ongoing sustainment plan for new leaders. Building on the success of the senior leadership training, we developed training for our middle management leaders, which we will deploy in 2020. The training aims to raise awareness and equip leaders with ways to combat unconscious bias to create an inclusive and accessible workplace where everyone feels valued, respected, and supported.

We further support the diversity and inclusion of our workforce through numerous initiatives that foster inclusion and by empowering our Employee Resource Groups (ERG), including Women at Bell, the LGBT Network, and the newly established Black Professionals at Bell Network, with an emphasis on learning and networking initiatives. We continue to strive to increase company-wide awareness and build inclusion for our under-represented team members. We have developed an Inclusion Calendar to highlight more than 100 important dates across cultures and inclusive celebrations and formally acknowledge important awareness initiatives, including Black History Month, International Women's Day, International Day Against Homophobia, Biphobia, Intersexism and Transphobia (IDAHOBIT), National Indigenous peoples Day and International Day of Persons with Disabilities.

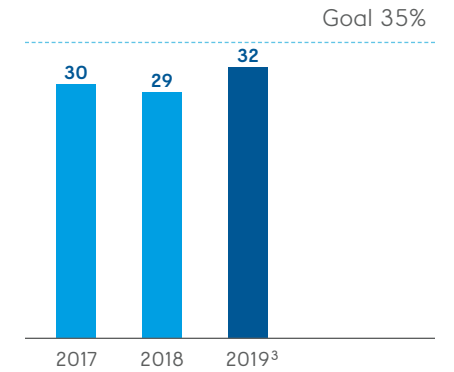
In 2019, in order to mark our commitment to inclusion, we created and shared a corporate video with the participation of 60 team members across Canada. Powerful testimonials from team members have reinforced the importance of creating a workplace where members can be themselves at work.

The impact of our sustained efforts are apparent in the results of our annual team member survey: in 2019, 85% of team members responded favourably to the statement “People of all backgrounds (cultural, gender, age, religion, disability, etc.) can succeed in my company.”

**Women non-executive directors on the BCE board**  
(in%)



**Women in senior management<sup>2</sup>**  
(in%)



1. Following the BCE 2020 annual shareholder meeting, the representation of women has temporarily decreased to 29%. This temporary decrease is the result of the nomination of one male director to facilitate a seamless transition and ensure Board renewal with the appropriate mix of skills, expertise and experience in anticipation of the retirement of three male directors at the 2021 annual shareholder meeting. BCE's Board of Directors remains committed to its target that each gender represent at least 30% of non-executive directors by the end of 2021
2. Vice Presidents and above
3. Updated calculation method to improve accuracy in 2019. Reporting date changed to January 31, 2020 to be consistent with BCE Management Proxy Circular. No restatements for 2017 or 2018.

## Diversity awards and recognitions

Bell is an active member of a number of prominent organizations that support the advancement of women in the workplace, including Catalyst, 30% Club, Women's Business Enterprises (WBE), and Women in Communication and Technology (WCT).

Additionally, in 2019, Women's Executive Network (WXN) named two Bell team members to their Top 100 list.

- Bell Media's Melissa Grelo, Co-host, *The Social*, was recognized with the Art, Sports and Entertainment Award, underscoring her vision, leadership, versatility and commitment to Canadians and the media industry
- Mary Deacon, Chair of the Bell Let's Talk mental health initiative, was recognized with the Trailblazers and Trendsetters Award. Mary's ground-breaking vision of starting the conversation and overcoming the stigma attached to mental illness has made a remarkable and truly tangible difference in the lives of countless Canadians.



**Melissa Grelo**  
Co-host, *The Social*  
Art, Sports and Entertainment Award



**Mary Deacon**  
Chair of Bell Let's Talk  
Trailblazers and Trendsetters Award and Order of Canada in 2019





**Beverly Thomson**  
CTV News Channel  
Anchor  
Order of Canada  
in 2019



**Mary Ellen Carlyle**  
Senior VP and GM of  
Dome Productions  
Sports Broadcasting  
Hall of Fame



**Anna Silgado**  
Executive assistant in  
our Network team  
Mississauga Arts  
Council



**Anuja Sheth**  
VP, Business Networks  
& Bell TV  
Women in  
Communications  
and Technology

Mary Deacon and CTV News Channel Anchor Beverly Thomson were also named to the Order of Canada in 2019, the country's highest honour, for their exceptional career accomplishments and contributions to the community. Also in 2019, Mary Ellen Carlyle, Senior Vice President and General Manager of Dome Productions, was named to the Sports Broadcasting Hall of Fame. Mary Ellen is the first Canadian ever inducted into the Hall and the only woman recognized in 2019.

Anna Silgado, an executive assistant in our Network team, received an award in 2019 from the Mississauga Arts Council for her work in establishing [Artists in Momentum](#), an organization that promotes creative self-expression as a way of enhancing mental wellness.

In September 2019, Bell's commitment to gender equity in the workplace was recognized by Women in Governance, an organization supporting women in leadership development, career advancement and board governance. Bell received the [Parity certification](#) following an assessment of our progress on gender parity and the effectiveness of systemic enablers including governance, data analysis, talent development and leadership.

Our programs made it possible for Bell to be named one of Canada's Best Diversity Employers in 2019, an award that recognizes employers who lead the way in creating an inclusive environment where individuals from a wide variety of backgrounds are valued.

Anuja Sheth, VP, Business Networks & Bell TV, was recognized as a Trailblazer by [Women in Communications and Technology](#) as part of the organization's 2019 Leadership Excellence Awards. Part of the Women at Bell network, Anuja was recognized for her mentorship of women at all levels and is also active in the community, encouraging girls to pursue careers in STEM disciplines.

Building on our recognition as one of Canada's Top 100 Employers and a Top Montréal Employer, Mediacorp has again named Bell a Top Employer for Young People based on our award-winning recruitment and career development programs, and one of Canada's Top Family-Friendly Employers.

Bell was also the proud recipient of two 2019 TalentEgg National Campus Recruitment Excellence Awards. We received the Special Award for Social Responsibility in Recruiting, for the 2nd year in a row, which recognizes our inclusive hiring and onboarding programs, as well as the Campus Recruiting Program of the Year, which highlights the success of our campus recruiting strategy. Bell was also a finalist in Best Campus Career Website, Best Grad Program, Best Internship/Co-op Program, Best On-campus Student Engagement Strategy, Best Recruitment Marketing and Outreach, and Best Social Media Presence awards programs.

To learn more about Mediacorp, Canada's Top 100 Employers, Top Montréal Employer, and Top Employer for Young People awards [click here](#).





## Supplier diversity GRI 102-9

At Bell, we also promote diversity among our suppliers. In 2014, Bell launched a supplier diversity program aimed at promoting active inclusion of companies owned and managed by women, Indigenous peoples, LGBT, and other minorities in our supply chain. This has since expanded to include companies that are owned and managed by Veterans and/or Persons with Disabilities.

In 2015, our Procurement team incorporated supplier diversity into our corporate diversity and inclusion strategy, with the executive support of the Diversity Leadership Council. Bell's Procurement team participates in at least 6 supplier diversity industry networking events annually, maintains a certified diverse supplier database accessible to all Bell team members, advocates and builds awareness on behalf of a wide range of certified suppliers, and promotes inviting a broad mix of suppliers to more sourcing activities.

We also maintain memberships with key Canadian councils that certify companies as diverse (51% ownership and managed), including the Women's Business Enterprise (WBE), the Canadian Aboriginal and Minority Supplier Council (CAMSC), and the Canadian Gay & Lesbian Chamber of Commerce (CGLCC). More recently, Bell became a corporate member of the Inclusive Workplace & Supply Council of Canada (IWSCC), which certifies companies that are 51% Veterans and/or Persons with Disabilities owned and managed.

For more on how we manage our supply chain, see the [Community, economy and society](#) section of this report.



## Mental health in the workplace

At Bell, we believe taking care of the mental health of our team members is essential to their personal success and to our organization's ongoing progress. Accordingly, we continue to develop and implement world leading mental health practices in the workplace and broaden our approach to emphasize total health support. We educate team members through our best-in-class training programs, support them through the Employee and Family Assistance Program (EFAP), and create awareness through communication and engagement activities. Our commitment is stated in our [mental health policy](#) and reinforced in our [Code of Business Conduct](#), reviewed annually by all team members. We also continue to reinforce the importance of mental health through initiatives that impact our day-to-day work. GRI 103, 205-2

### Awareness and communication

The [Bell Let's Talk](#) website and our dedicated intranet for mental and wellness provide easily accessible, centralized tools and resources for team members to learn, participate, and stay informed. In 2019, team members accessed our mental health and wellness intranet more than 26,000 times, taking advantage of our comprehensive mental health resources, including articles, videos and training, and a wide variety of other resources addressing total health.

Bell provides team members and their families with expert insights and advice on a wide range of health and wellness related topics through our video library. This library offers content from internationally acclaimed experts, authors, professors, and medical professionals.

Since 2010, each year, we hold multiple mental health promotion campaigns. In 2019 alone, there were over 9,800 participants (team members and others) in our internal mental health campaign activities.

### Mental health training

We continue to expand our mental health training with targeted efforts to reach all team leaders and team members, including union representatives and Health and Safety committee members.

**In 2019, Bell team members accessed 15,170 Health and Wellness educational videos resources.**

### Team member training

In 2019, we promoted our online [Building Blocks for Positive Mental Health](#) training offered to all team members. This program includes strategies for building resiliency and improving overall mental health.

It also includes practical tips for enhancing self-awareness and boosting emotional intelligence, as well as caring for others who are facing mental health challenges.

### Leadership training

Our leadership team is the cornerstone of culture change and support. Accordingly, our focus in 2019 was to encourage all leaders to complete the first two mandatory [Workplace Mental Health Leadership](#) modules. We placed additional emphasis on completing the voluntary module 3, which provides leaders with a deeper understanding of the National Standard for Psychological Health and Safety in the Workplace.

#### TRAINING COURSES AND COMPLETION SUCCESSES

- Building Blocks for Positive Mental Health training – voluntary: 16,600 team members
- Workplace Mental Health Leadership Module 1 – mandatory: 12,000 leaders
- Workplace Mental Health Leadership Module 2 – mandatory: 7,000 leaders
- Workplace Mental Health Leadership Module 3 – voluntary: 1,700 leaders.

### Mental Health training beyond Bell

In our efforts to promote supportive mental health practices across Canada, we worked with our EFAP provider and Queen’s University to develop our Workplace Mental Health Leadership™ program, the world’s first university-certified workplace mental health training program. Available to

any Canadian company or organization, the program has seen significant adoption nationwide; since its inception, more than 681 companies across Canada have participated in this program leading to a certificate from Queen’s University.

### Employee and family assistance program (EFAP)

Our EFAP is a critically important tool for the management of team members’ total health needs, including prevention of illness. Since 2010, Bell has seen a sustained increase in EFAP’s overall usage. In 2019, overall usage reached 36%, which is more than double the industry and national norms and represents a 191% increase compared to 2010. This is a good story for Bell as it shows people are reaching out to receive the mental health support they need. A decrease in the number of short-term claims related to mental health also demonstrates how greater initial support can benefit everyone involved.

**In 2019, overall EFAP usage reached 36% – more than double the industry and national norms, and representing a 191% increase compared to 2010.**



## Additional support services

Our health benefits plan offers up to \$3,000 per year for psychological care coverage for Bell team members and their dependents. Additionally, we continue to enhance support services on an ongoing basis with additional programs such as the examples below.

### Coverage for online mental health support

In an effort to further increase psychological support, Bell team members as well as their spouses and dependents now have access to Internet-based Cognitive Behavioural Therapy (ICBT). Cognitive behavioral therapy is intended for those dealing with overwhelming stress, worrisome thinking, anxiety, depression, post-traumatic stress and most other frequent mental health problems. This affordable, easy-to-access and flexible service

(no traveling or appointment) is particularly helpful for employees and family members who are comfortable with technology, based in remote locations, have limited availability and/or prefer digital interaction rather than in person. According to our 2019 performance report, over 75% of ICBT participants experienced a reduction in symptoms severity after completing the program.

### Suicide prevention and response guides

According to Statistic Canada, suicide is the second leading cause of death among youth and young adults (15–34 years) and the third for adults aged 35 to 44. Furthermore, 11.8% of Canadians report thoughts of suicide in their lifetime.

Bell team members and leaders expressed a need to be better equipped on how to react with colleagues or team members expressing suicidal intentions. In 2019, in partnership with subject matter experts from Suicide Action Montréal, the Toronto Distress Center and our EFAP provider,

we created suicide-prevention protocols providing practical advice on how to respond to a few crisis scenarios. Leaders and HR consultants are now better equipped with practical guides on how to manage suicidal intentions, suicide attempts as well as suicidal losses. We also designed a process flow map for Bell team members in order to guide them on what to do if a work colleague expresses suicidal intentions. The feedback received on these protocols has been very positive and users feel they provide all the critical components one needs to know in these challenging situations.

## Physical health

Over the past few years, we have embedded physical health promotion in our workplace mental health campaigns as an important prevention component with the understanding that regular physical activity can have a significant positive impact on mental health, energy levels, and happiness. In May 2019, we organized a corporate Walk for Wellness Challenge in which over 2,800 team members participated, and collectively logged over 568 million steps, exceeding by 13% our 500 million step corporate target. This challenge generated personal motivation, friendly competition, and social connections with colleagues with a satisfaction rate of over 95%.

Additionally, in 2019, we reviewed our gym discounts offering for Bell team members. A range of gym partners were selected (traditional, family, and boot camp) to ensure a wider geographic coverage. Amongst others, Bell continues to promote our partnership with GoodLife Fitness centres across Canada. Close to 5,000 employees and their family members are taking advantage of our corporate discount. Team members can also benefit from onsite fitness facilities and extended services at numerous Bell locations.

## Return-to-work program

Our return-to-work program has been widely recognized for excellence and continues to yield promising results related to reducing rates of relapse and recurrence of disability leave. Mental health related relapses (within 1 month) and recurrences (within 1 year) are down respectively by 50% and 25% since 2010.

## National Standard for Psychological Health and Safety

Bell continues to support and promote the adoption of the [National Standard for Psychological Health and Safety in the Workplace](#) across corporate Canada. Since the inception of the standard, we have shared best practices across hundreds of organizations in Canada to provide encouragement and guidance for others to implement healthier frameworks in their own workplaces.

You can find more information on the [13 psychological factors](#) that are impacting organizational health and the well-being of team members in the [Mental health in the workplace](#) information sheet on our website.



## Learning and development

We offer a wide range of training for all team members, including enterprise-wide and role-based onboarding, and self-directed learning for personal and professional development. This includes targeted pathways and recommendations to help team members fully develop and build skills to stay abreast of the changing industry so that they can reach their leadership potential and career aspirations. GRI 404-2

Enabling our team members to continuously learn and develop is a powerful driver in supporting our Strategic Imperative to engage and invest in our people. In 2019, we invested over \$22 million in learning solutions, partnerships, and training sessions that are relevant, current, innovative, and forward focused in an effort to further contribute to the success of the organization and the development and achievement of employee-driven goals.



### Mandatory Training

Through our learning management system, we offer enterprise-wide mandatory courses to align with business policies and to demonstrate expected workplace practices. In 2019, we updated all of our mandatory training courses to be more accessible and optimized for all screens, including mobile and tablet. This makes it easier for team members to complete the essential modules that inform them about our business policies and our organizational values, such as respect and ethical behaviour. We updated and evolved content within our Be Safe and Respect in the Workplace training modules to further support the well-being of our employees by focusing on preventative measures and the proper course of action in the event an incident occurs.

To learn more about mandatory training courses for our team members, see the [Learning and development](#) information sheet on our website.

### Self-directed training

In 2019, our content catalogue increased from 13,000 to 15,000 business, creative, and technology courses, taught by industry-leading experts to help team members build on new and existing skills. Over 35 new courses were added each week. Since 2018, our French catalogue has doubled. We had a 115% increase in active users, and course viewership for various business, soft skills, and technical trainings increased 490%. Learners are able to access courses online or via mobile, and have the ability to download and view content while on the go and at their own convenience, even offline.

Our learning platform continues to evolve, becoming more accessible and easy to use. Recent changes to the interface include visual icons to identify different content, custom filters for personalized learning recommendations, and pop-up messages to let team members know about our latest offerings. In addition, team members can join customized learning groups within our Collaboration community, to socialize and interact with others, better connecting our organization.



## Role-based training

In 2019, we had over 12,000 learners in our front-line sales and support workforce answer 8 million learning questions, in over 550,000 learning sessions. This produced an overall average knowledge growth of 15% across all learning topics within the platform. In our retail division, 95% of sales associates logged in 15 times per month on average, truly creating a proactive learning culture.

## Education assistance and certifications

Bell provides a wide range of certifications, including Microsoft technical certifications, and certifications for product and project management, business analyst, and business unit-specific functions. In addition, team members are leveraging our Education Assistance Program to pursue continuing education at external institutions.

## Learning and development

At Bell, we support learning and development by providing training, tools, and resources to help strengthen team members' skills, behaviours, and performance.

## Executive leadership development

For our executive leaders, we invest in company-driven development tailored to individual needs and job requirements. In 2019, Bell was a global sponsor of IWF World Leadership Conference in Toronto, Ontario.

To know more about the topics on this page, see the [Learning and development](#) information sheet on our website.



## Achieving through performance GRI 404-3

We believe it is important to position our team members for success by providing them with clear targets based on a combination of personal objectives, business needs, and corporate strategy.

In our performance management process, team members participate in setting objectives that include demonstrating key leadership behaviours that are essential to succeed at Bell. Our process helps develop all of our team members, and connects individual objectives with our 6 Strategic Imperatives and our company goal. It emphasizes that setting objectives, having a mid-year dialogue and a year-end review, with continuous meaningful conversations between leaders and team members throughout the year, are key to achieving individual results and support growth and development.

In our annual team member survey, we measure ‘alignment’ as a key index, placing importance on connecting individual objectives to those of leaders so that team members can see how their work contributes to overall success. This helps drive personal engagement and contributes to company performance.

We have defined our career development model with team members owning and driving their own career growth. The leader ensures career conversations are taking place by examining their own performance, proper planning, taking on new responsibilities, and defining specific and measurable objectives and applying them to their personal career plan.

We encourage leaders to have ongoing and focused performance and development conversations with their team members. These conversations include tracking progress against objectives, identifying development opportunities, and enhancing skills. Twice per year, one-on-one discussions take place between team members and leaders to assess team members’ performance, which is measured against established objectives and Bell’s leadership success profile.

We also encourage our team members to build a personal growth plan to help them identify a strength to enhance or a skill to develop in alignment with their career goals. The personal growth plan helps them to define what experiences they need to gain to meet their career aspirations.

## Succession planning

Our succession planning initiatives work: in 2019, 100% of internal promotions at the vice president and director levels came from our high-potential leadership pipeline. This is our 2nd year achieving 100% of internal promotions from this pipeline.

In 2019, we launched Lean In Circles for high-potential women directors and senior managers in support of their development. A Lean In Circle is a group of women who meet every 4–6 weeks to support each other to achieve their goals and expand their network. The format of these circles is peer learning on various topics such as leading with impact, resilience, and fulfillment.

In 2019, for the first time, we identified high-potential leaders at the manager level. We designed and implemented a development program focused on next-level experiences to practice and develop leadership capability, and grow self-awareness and leadership presence, all while building networks and increasing knowledge and understanding of different areas of the organization.

To learn more about the range of development initiatives for our team members, see the [Learning and development](#) information sheet on our website.

## Team member engagement

### Team survey

Bell's ongoing commitment towards team members includes listening to them and increasing their engagement. One of the tools we use to this end is our annual team survey, which is designed to be completed quickly and easily in the official language of the team member's choice, and is accessible on both desktop and mobile devices. Capturing both quantitative and qualitative data, the survey focuses on understanding how engaged, agile, and aligned team members are, asking them to rate their leaders in key areas specific to engagement, including communication, recognition, trust, and respect.

In 2019, we continued our partnership with a vendor to gain insights into key engagement indicators. This approach helps us implement focused actions to make positive changes. In addition, our survey tool enables us to conduct multi-variant analyses, such as by geography, tenure, demographics, team, role, and level, among others, and to drill further into areas of opportunity for improvement.

In 2019, 83% of team members participated in the survey. The overall engagement score was 73%, with 78% of team members reporting that they are proud to work for Bell and pleased to see how their individual work contributes to the company's success.

### Recognition – Celebrating work successes

Through a variety of initiatives, Bell publicly honours the work of team members. Our formal programs recognize contributions at 3 levels – local team, business unit, and corporate – with success celebrated informally and formally. The Bravo Award is the most prestigious award at Bell, recognizing outstanding performances by individuals and teams. We also celebrate service anniversary milestones, and we honour our retirees with the traditional President's Wallet to recognize and thank them for their contributions.

To learn more about recognition programs, see the [Employee recognition](#) information sheet on our website.



## Total compensation

Bell provides team members with total compensation packages that are competitive with the market in order to attract, engage, and retain talent. To maintain market competitiveness, we also review compensation levels at least once a year. We recognize our employees for their performance aligned with our 6 Strategic Imperatives to create value for our stakeholders. Bell's compensation package includes a competitive base salary, strong performance incentives, a range of benefits, including long-term and short-term disability leaves, and retirement plans. We offer added savings and wealth-building opportunities, including a share purchase plan (with company matching), group tax-free savings account (group TFSA), and a group retirement savings plan (group RSP). Moreover, we offer generous team member discounts on Bell services and purchases at The Source.

Our incentive plans reflect both the company's success and individual achievements. The Achievement Incentive Plan (AIP) covers more than 23,000 team members and over the last few years eligible team members have benefited from payouts that consistently paid very close to or above targets.

Each year, team members receive a comprehensive total compensation statement providing a complete picture that goes beyond salary and performance-based bonus payments to include the value of the benefits, pension plan, and team member savings. Delivered as a personalized statement, the document also serves to alert team members to other programs so that they may make the most of every benefit Bell offers.

## Benefits GRI 401-2, 401-3

The health of our team members and their family members is a priority at Bell. We believe it is paramount that we invest in programs to provide team members and their dependents with coverage and options that fit their personal situations. Our family-friendly programs, such as our recently enhanced maternity and parental benefits, are among the most generous on the market. More importantly, they provide team members and their dependants with choices that help them achieve an optimal, healthy lifestyle, with initiatives that address physical, mental, and financial health. For more information, see the [Benefits, retirement, and savings](#) information sheet on our website.

Company-paid benefits are offered to most of our regular team members and a variety of optional benefits is available to them for purchase at attractive group rates.

To help address an important gap and a great source of stress for many team members related to access to primary care medical services

across Canada, we now provide free and confidential access to doctors and other health care professionals through our new online virtual health care program.

The program offers confidential 24/7 access to a doctor or a nurse through secure online video consultations using a smartphone, tablet or laptop.

Services include:

- Consultation on common medical concerns such as cold and flu as well as pediatric care, mental health issues, prescription renewals, and nutrition counseling
- Specialist referrals including pediatricians, psychologists, dermatologists, and orthopedists
- E-prescriptions and e-lab requisitions
- Referrals to local clinics for further treatment.

This new program is already proving to be a tremendous support to our team members and their families.



## Retirement and savings GRI 201-3

Financial security is important to our team members and we are committed to making it easy for them to invest for both the short and long term. Most Bell team members benefit from a defined contribution (DC) pension plan, as well as other savings plans, such as a group RSP, a group TFSA, and a share-purchase plan (the Employees' Savings Plan, or ESP, in which more than 28,000 team members participated in 2019).

To better support our team members as they transition to retirement, on April 1, 2019, the new Retirement Income Option was introduced, allowing retiring DC pension plan members aged 55 and over to start drawing an income directly from the DC arrangement by converting their DC account into a Retirement Income Account. The investments are maintained in the same professionally managed investment funds they enjoyed as team members without the need to transfer to a new financial institution or pay commissions for reinvesting the money elsewhere, while benefiting from very low administration and investment management fees.



In 2019, we contributed more than \$285 million to our various well-funded pension plans, which cover more than 85,000 members across the country, including over 50,000 pensioners and beneficiaries who are receiving monthly pensions. Through Morneau Shepell, Bell offers team members an option for purchasing benefits coverage to support their health and well-being after their career at Bell. Through the MyFuture Marketplace, team members can buy medical, travel, dental, and life insurance plans designed specifically for retirees and provided by some of Canada's leading insurance companies.

For more information on retirement and savings plans, see our [Annual Report](#) (p. 124 and note 24 starting on p. 142) and the [Benefits, retirement, and savings](#) information sheet on our website.



# Health and Safety Management System

Our Corporate Safety Action Plans are at the forefront of our maturing safety management system. Our management system aligns with recognized standards such as ISO 45001 and OHSAS 18001, ensuring that health and safety issues are managed in a systematic and diligent manner, that resources and responsibilities are clearly identified, and that our progress is monitored and reviewed quarterly. Health and Safety programs are integrated into Bell's business units and subsidiaries that have designated health and safety coordinators. This structure seeks to ensure compliance with operational requirements and continuous reporting to the Health and Safety governance team. We value the engagement and experience of our team members to look out for one another. GRI:2018 403-1

We leverage our team members to support 202 local health and safety committees across Canada, as well as 8 corporate health and safety committees which partner with the unions. As required by regulations, these committees represent operational and clerical functions, and meet and perform workplace inspections. Collectively, these committees have completed more than 7,100 workplace inspections in 2019, identifying and resolving issues, which, left unaddressed, could have contributed to incidents. The Health and Safety governance team collaborates with these committees for the development and implementation of prevention programs. GRI:2018 403-4

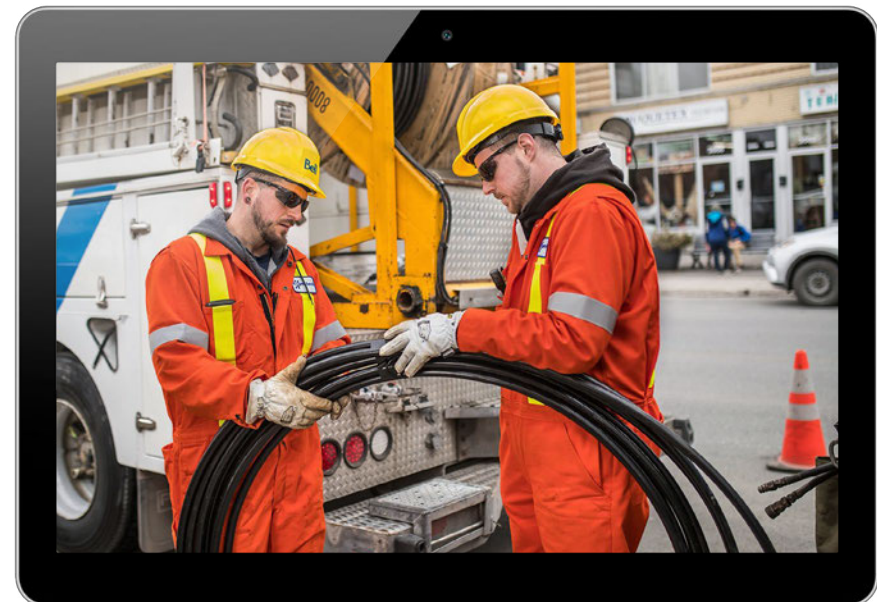
Each year, Bell's Internal Audit group incorporates health and safety programs into their internal audit plans. This helps the Health and Safety governance team to identify opportunities for improvement on an ongoing basis. This team monitors corrective actions and reports to the Audit Committee of the Board of Directors. In addition, quarterly performance review meetings with the CHRO & EVP Corporate Services and bi-annual performance review meetings with the HSSEC oversight committee are held. Finally, we review our performance annually with the [MRCC](#) of the Board of Directors.

## WHY IT MATTERS GRI 103

Health and Safety is important because it protects the well-being of team members and customers. Looking after health and safety makes good business sense. Workplaces that neglect health and safety may lose team members, risk prosecution, and may increase costs and reduce profitability.

## WHAT WE ARE DOING

Bell seeks to provide a safe and healthy workplace where team members come to work knowing they are part of a team where we all embrace safety as the way we work, not just as an add-on. Dedication and leadership are bringing safety to the top of everyone's mind at Bell as we continue to develop programs to address the hazards and mitigate the risks present in our workplaces.





## Prevention

We maintain a focus on prevention by continuously improving hazard identification procedures and assessing targeted high-risk functions. We create synergies and align practices across all lines of Bell's business, as well as evolve our health and safety programs as we acquire new businesses. GRI:2018 403-2

In 2019, we improved our process for workplace hazard resolution. Key performance indicators were identified, and scorecards were developed. As a result, resolution delays were reduced by 36%. At the same time, we developed guidelines for incident reporting and conducting investigations. We also provided training on how to conduct an investigation to operations managers to increase the quality of investigations. GRI:2018 403-5, 403-7

In addition, we rolled-out a new directive for purchasing and handling hazardous materials. This directive introduces a new approval process combining environmental and safety evaluations for hazardous materials, eliminating duplication and possible conflict of instructions from environmental and health and safety governance teams.

In 2019, we trained almost 400 local and corporate safety committee members and safety coordinators on workplace hazard identification and risk assessment. In addition, 17 assessments of high-risk functions were completed or are in progress, with the participation of 9 corporate business units and subsidiaries. The corporate team continues to support the planning and completion of the risk assessments, which is expected to be completed in 2021.

Despite efforts to reduce workplace accidents, our overall time lost accident frequency rate<sup>1</sup> for 2019 is 1.29, trending up by 14% (1.13) over 2018. GRI:2018 403-9

An earlier and more severe winter contributed to this increase. Successive frost-thaw cycles created icy conditions on many surfaces where our team members work, leading to more slips and falls, while higher snow accumulations led to more ergonomic issues and body stress. In 2019, we equipped a greater number of technicians with anti-slip footwear and implemented additional mitigation measures, such as training, which we expect will help address the higher accident rate associated with difficult and rapidly changing winter weather patterns.

We participate in industry groups to share best practices. We collaborate with associations such as the Environmental, Health & Safety Communications Panel ([EHSCP](#)) and the Federally Regulated Employers – Transportation and Communications ([FETCO](#)) association, and we collaborate on an ad hoc basis with peers on specific programs.

For detailed information about our health and safety programs, see the [Health and Safety](#) information sheet on our website.

<sup>1</sup> Time Lost Accident Frequency Rate = number of time-lost accident cases ÷ number of worked hours × 200,000.

## Recruitment and new talent

Attracting the best talent is important for Bell's evolving business environment as we continue to lead in a highly competitive marketplace. To secure access to top new recruits, we drive a variety of initiatives that build a community of job seekers through our Career Site and social media, with a focus on attracting and hiring a diverse candidate base that reflects our customers and the communities we serve.

In 2019, we hired more than 9,300 new team members, thanks in large part to our focus on expanded social media recruiting initiatives, which have generated more than 180,000 LinkedIn and 66,000 Twitter followers, as well as more than 1 million Talent Community subscribers. GRI 401-1

We continue to expand early-career and student hiring. On campuses, we sponsor student development initiatives and participate in over 50 student events, such as mock interviews, case competitions, hackathons, and networking sessions throughout the school year to promote career development and relationship building. In total, we visited 25 universities in Ontario, Québec, and Atlantic Canada to promote our opportunities with new graduates, with an emphasis on attracting candidates to Bell's award winning Graduate Leadership Program, one of the largest initiatives in Canada dedicated to helping new grads become the next generation of leaders. The Graduate Leadership Program resulted in the promotion of 34 Bell leaders in 2019, totalling 189 since its inception. Because of these efforts, Bell Canada was named one of Canada's Top Employers for Young People.

Bell actively works to help Canadian veterans, reservists, and their spouses find career opportunities within our company. Bell gives qualified Canadian veterans priority in hiring across all Bell operations, building on our long and proud tradition of supporting Canada's military men and women, and partners with the Military Spousal Employment Network (MSEN) to find opportunities at Bell. We also provide training to our recruiters to understand how veterans' skills are transferable, the benefits of hiring a veteran, and how to support veterans and reservists throughout the recruitment process. Since the program's inception in 2013, Bell has hired more than 440 veterans and veterans' spouses. We are also proud to start our partnership with With You, With Me which helps former Canadian military members re-train in Cyber Defense and find new employment. We continue our corporate

support of True Patriot Love, as well as being the Presenting Sponsor of the annual True Patriot Love Toronto Tribute Dinner, the largest fundraising event in support of Canada's military.

To increase the hiring of under-represented groups, in 2019, Bell advertised job opportunities and sponsored Career Fairs with organizations that connected us with high-potential diverse candidates including Lime Connect, Spectrum Works, Women in Communications and Technology, and a number of diversity-focused, on-campus student groups. On the international scale, Bell is a founding partner of Career Edge, enabling us to source talented, internationally trained professionals and persons with disabilities. We are also proud to partner with Move the Dial, a community of professional women empowering each other to build purposeful and fulfilling careers whilst promoting gender equality in the workplace. As part of our diversity and inclusion strategy, we ask job seekers to self-identify so we can short-list qualified candidates and ensure diverse representation. Our recruiters, hiring managers, and leaders now have access to a newly developed dashboard that highlights diversity breakdowns at every step of the recruitment stages (attraction, review, interview, offer, hiring). Through all of these initiatives and additional detailed insights, we have attracted 2% more women to apply to our jobs, and hired 1% more women in 2019 than 2018. In 2019, 30% of Bell's hires self-identified as Visible Minorities, 35% as Female and 2% as Persons with Disabilities.

Once team members are hired, their onboarding experience is critical to optimize their productivity and their sense of belonging as quickly as possible. Our Welcome to Bell program is designed to help new team members feel connected to the organization and have the resources they need for quick success by providing information on Bell's strategy, key contacts, customers, culture, processes, and various diversity committees employees can join.

# Customers





## Serving customers faster and more efficiently

Focused on deploying advanced technologies and making it easier to do business with Bell, we continued to launch a range of customer service enhancements in 2019 that improve online service, sales and support tools, and the resources our service teams need to champion the customer experience.

### WHY IT MATTERS GRI 103

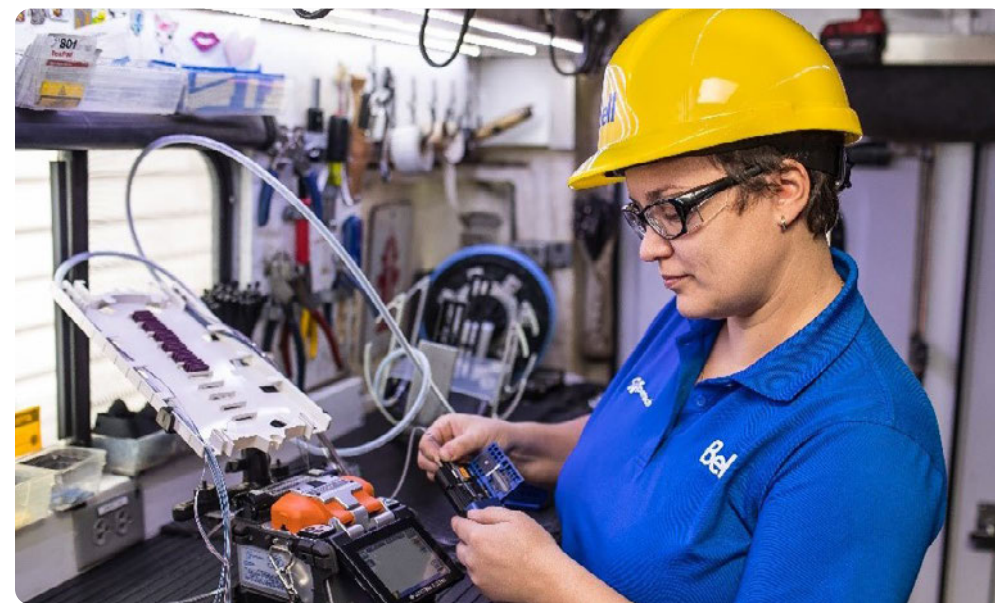
The customer experience is important because happy customers create a strong base upon which we can build our business. Happy customers recommend us to their friends and families, and they come back to buy a wider selection of our products and services over time. That is why championing customer experience is a Strategic Imperative for Bell. Delivering top customer experiences reduces the cost of doing business – another of our Strategic Imperatives: Operate with agility and cost efficiency – and enables us to retain and grow the number of customers we serve. Delivering the best possible customer experiences not only helps our bottom line, it also boosts morale for the Bell team and aligns with our focus on engagement and investment in our people (our 6th Strategic Imperative).

### WHAT WE ARE DOING

Bell is focused on bringing the best digital connections and next-generation services to Canadians, and the customer experience is at the centre of everything we do. Bell seeks to make it easier for customers to do business with us at every level, from sales to installation to ongoing support. We have improved online service, sales and support tools, and the resources our service teams employ, to deliver faster and more efficient customer experience. GRI 102-2, 203-1

By introducing new customer service tools and continuing to invest in our leading broadband connections and the latest wireline, wireless, TV, content and business services innovations, Bell continues to attract a growing number of customers. At the end of 2019, Bell had more than 22 million total consumer, business, and wholesale customer connections across our full range of services, including approximately 10 million wireless subscribers, 3.6 million retail high-speed Internet subscribers, and 2.8 million retail TV subscribers. SASB

For information on the environmental benefits of using Bell's technologies, see [Environmental benefits of Bell's products and services](#) in this report.



## Building the best networks GRI 203-1

With capital expenditures of approximately \$4 billion in 2019, Bell invests more than any competitor in Canada's communications infrastructure and new network builds, delivering unmatched broadband speeds to more consumers and businesses in more communities than ever. We increased our all-fibre footprint by 530,000 homes and businesses in 2019, and by the end of the year, our all-fibre network build was approximately 53% complete, offering direct fibre connectivity – and Canada's fastest Internet speeds – to more than 5.1 million homes and businesses in Atlantic Canada, Québec, Ontario, and Manitoba. We continued to focus on expanding our all-fibre footprint in Montréal and the Greater Toronto Area/905 geographic areas and throughout Manitoba. Major new investments, fully funded by Bell, were announced in early 2020 to provide direct fibre connections to 200,000 homes and businesses in the City of Hamilton and approximately 275,000 homes and businesses in the City of Winnipeg. SDG 9.5

Bell continues to invest in expanding the reach of our wireless networks. Our LTE network reached 99% of Canadians in 2018 and by the end of

2019, our LTE *Advanced* network reached 94% of all Canadians. Focusing on investments that strengthen our overall infrastructure, we continued to connect the majority of our cell towers to the fibre backhaul network and deploy small cell technology, improving network quality and reliability, increasing spectrum efficiency and preparing for deployments of 5th generation (5G) mobile technology.

Bell also continued deployments of our innovative WHI fixed-wireless service, deploying the service to approximately 250,000 customer locations in 226 Ontario and Québec rural communities by the end of 2019 (we expect the service to ultimately reach 1 million rural households throughout Ontario, Québec, Atlantic Canada, and Manitoba).

In addition to fully-funding new network builds in major urban centres, Bell also continues to work with all levels of government and other partners to deploy better broadband to smaller towns and rural locations. In 2019, we completed a challenging network build that benefits all 25 communities across the northern territory of Nunavut.

## Customer service keeps getting better

At Bell we are continuing to focus on making it easier than ever for customers to do business with us by improving online services, and sales and support tools, as well as enhancing the resources our teams need. In addition, by investing in top-end self-serve tools, we are making it easier for customers to serve themselves and gain more control over their own experiences.

In 2019, we continued to make significant investments to enhance [MyBell.ca](#) and our award-winning MyBell app, enabling customers to better manage their services, add or switch features, and efficiently resolve issues. In 2019, customers completed 19.5 million transactions through our self-serve channels, up 9% over the previous year.

Our popular Manage Your Appointment web service for visits by our Field Services technicians also continued to improve. Launched in 2016 to provide customers with information about upcoming service visits, such as the expected arrival time for a technician, we continued to introduce upgrades to the service so that customers can better manage appointments online and

provide feedback by rating their experience. In 2019, customers sent approximately 240,000 messages to our technicians, rescheduled 15,000 appointments themselves and provided feedback 195,000 times, and overall satisfaction with our field technicians was an impressive 96%. Cited for outstanding service – including store, phone, and online support options – Virgin Mobile Canada ranked #1 in overall customer care satisfaction in the J.D. Power 2019 Canada Wireless Customer Care Study, the 4th time in 5 years that Virgin Mobile Canada has taken top honours.

**From the start, Bell operators did so much more than connect subscribers. They were often the best sources for news or even the latest sports scores. Before the advent of innovations like 9-1-1 services and public safety radios, they also played important roles in tracking down local doctors or nurses and volunteer firefighters. They were even providing the earliest form of “tech support,” advising customers on how to maintain their phones.**



## Improving industry standards

As we seek to champion the customer experience, Bell views all interactions with customers as key building blocks that make it easier to do business with us at every level, from sales to installation to ongoing support. This focus also aligns with new industry standards adopted by the Canadian Radio-television and Telecommunications Commission (CRTC), including codes of conduct that promote stronger relationships between industry players and Canadian consumers.

Prioritizing investment in customer service and advanced online tools is improving results as measured by the federal Commission for Complaints for Telecom-television Services (CCTS). In fact, the latest CCTS mid-year report, covering the August 1, 2019 to January 31, 2020 period, shows the number of complaints from Bell customers to the CCTS dropped by 26.3% compared to the year before, the best performance among national carriers. This follows results included in the CCTS annual report showing that despite having the most customers of all service providers Bell's proportion of overall complaints declined for the 4th year in a row and more than any other service provider. GRI 417-2

In July 2019, the CRTC announced a new Internet Code for Canada's leading Internet service providers. The new Code sets out a number of best practices with respect to the clarity of information provided to customers. The Internet Code came into effect on January 31, 2020 and is in addition to CRTC codes of conduct already in place for mobile wireless, TV, and home phone services. GRI 417-2



# We bring next-generation products and services to market

Bell is at the forefront of innovation, investing more in research and development than any other Canadian communications company and working with multiple technology partners on the introduction of new and advanced products and services.

## IoT and mobile innovation

SDG 17.7, 17.8, 17.17

In addition to ongoing development of new capabilities for the MyBell app, Bell continued to focus on the development of innovative firsts in 2019, and is leading the way in the fast-growing Internet of Things (IoT) sector, supporting large-scale innovations in home automation, remote monitoring, asset tracking, fleet management, and Smart City applications. SDG 9.5

Bell was the first Canadian carrier to launch a 5G-ready LTE-M network in Canada, providing enhanced coverage, longer battery life and lower costs for IoT devices connecting to our national network. In 2019, we extended the reach of innovative IoT connections for Canadian businesses, entering into a partnership with AT&T to provide access to AT&T's LTE-M network throughout the U.S.

We also partnered with the City of Markham to launch the Smart City Accelerator Research Program, using our [Smart City platform](#) – itself supported by Bell's high-capacity wireless and fibre networks – to improve the efficiency of municipal operations and enhance services for residents.



## Connected homes and businesses



In 2019, Bell continued to make broadband even better for many of our residential and small business customers as we expanded the availability of Canada's fastest, all-fibre connections and continued deployments of our WHI service in smaller towns and rural communities.

We also launched the next generation of our [Whole Home Wi-Fi](#) pods in 2019, doubling the speeds available from the previous model, enabling more devices to run simultaneously and providing a larger indoor and outdoor radius. Bell's Whole Home Wi-Fi solution also automatically adjusts to household usage patterns to ensure all devices being used at a given time receive the strongest signal and fastest speed available. We also continued development and deployment of home security, monitoring, and automation services from Bell Smart Home. In 2019, our Bell Smart Home brand launched in Manitoba, bringing all of Bell's connected home and security services previously offered under the AAA Security, Bell Aliant NextGen and AlarmForce banners under our national Bell Smart Home brand.

## Leading-edge TV

Canada's leading provider of innovative TV Services, Bell further enhanced our award-winning Fibe TV app, adding live pause and rewind to the exclusive list of Fibe features that includes Download & Go, Restart, and Wireless TV.

Fibe TV and Bell's innovative live TV streaming service Alt TV continue enabling customers to watch TV on the screen of their choice with Google Chromecast joining other Android devices, Amazon Fire TV and Apple TV as Fibe TV and Alt TV platforms.

## Retail services and new mobile devices

Over and above ongoing investments that increase access to our advanced broadband and wireless networks and services and strengthen our online customer service capabilities, Bell provides Canadians with access to leading products and services across Canada. Bell's services are available at retail locations across the country, including Bell and The Source stores, Wireless Wave, Tbooth, Wireless etc. locations and other retail partners, as well as through online sales across our brands.

Increasing the availability of our low-cost wireless services, in 2019, we partnered with Dollarama to make Lucky Mobile and Virgin Mobile pre-paid services available at the value retailer's 1,200 locations across Canada. SDG 5.8

Bell also continued to offer the most in-demand smartphones, tablets and industrial mobile devices across the Canadian communications industry's largest national distribution network, expanding Canada's leading device lineup with the addition of 43 new LTE and LTE-A devices in 2019.

## Delivering compelling content

Bell is at the forefront of engaging and informing Canadian audiences. In 2019, [CTV](#) remained Canada's most-watched conventional TV network for the 18th consecutive year and continued to lead with top-rated national and local newscasts, popular programming like *The Amazing Race Canada*, and the #1 new Canadian comedy program, [Jann](#).

[TSN](#) remained Canada's sports leader and most-watched specialty channel and [RDS](#) remained the top French language sports network. Both TSN and RDS extended their long-term broadcasting partnerships with major Canadian sports organizations in 2019, including the CFL, Hockey Canada, and Curling Canada.

Our [Crave](#) streaming service also continued to deliver premium entertainment content across Canada, growing to 2.6 million subscribers in 2019 (up 14% over 2018). We also made content from [STARZ](#) available across Canada in 2019 and reached a long-term agreement with Warner Bros. International Distribution to bring original programming from HBO Max to Canadians beginning in 2020.

Leveraging the strength of the CTV name, in 2019 Bell Media successfully rebranded specialty channels *The Comedy Network*, *Space*, *Bravo*, and *Gusto* as CTV Comedy Channel, CTV Sci-Fi Channel, CTV Drama Channel, and CTV Life Channel, respectively.

Working with approximately 60 production companies across Canada during the 2019-20 broadcast year, Bell Media continues to create hundreds of hours of original content in both English and French.

Further building on our strengths in both content and wireless innovation, in early 2020 Bell Media became the exclusive Canadian news and sports content provider for new mobile-first video platform [Quibi](#). GRI 102-10

With 109 radio stations across Canada and the [iHeartRadio Canada](#) brand, Bell Media remained Canada's top radio broadcaster in 2019, reaching on average 16.8 million listeners per week across the country. For more information on Canadian content investment, see [Supporting a made-in-Canada media industry](#) in this report.

## Canadian businesses run on Bell

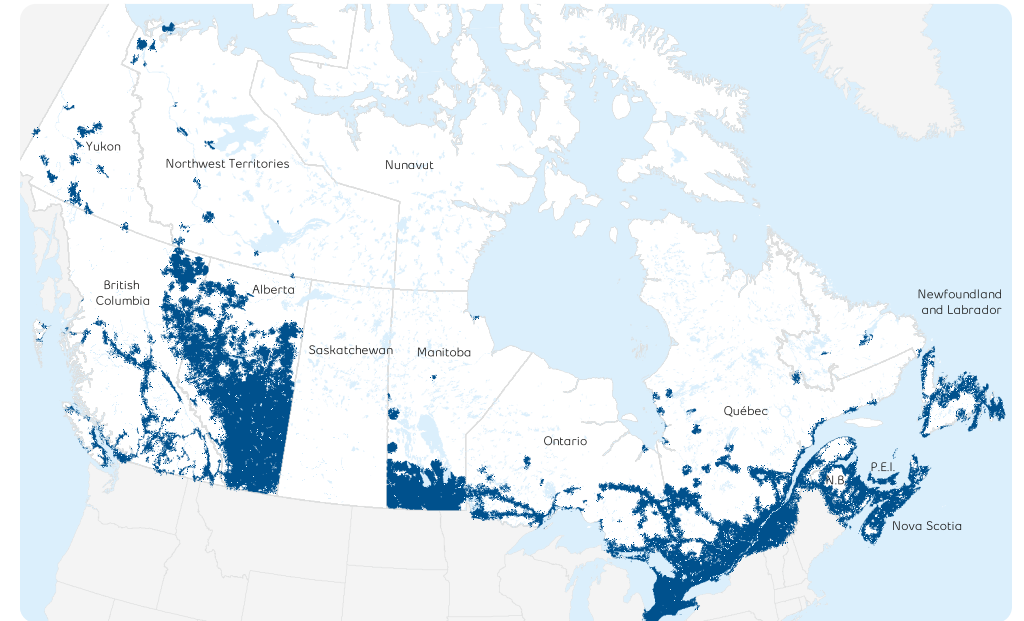
Bell is a top choice for Canadian businesses, governments, and public institutions seeking superior broadband technology, world-class data products, and leading-edge service solutions.

With our leading broadband networks, more Canadian businesses than ever have access to services that offer better reliability, faster speeds, and secure connections. SASB

We also continue to enhance our cloud solutions. In addition to offering secure and reliable access to solutions from Amazon, Google, and IBM, we added managed database, application monitoring, and security scanning to our portfolio of Bell Cloud Managed Services for Microsoft Azure in 2019.

We also introduced Bell Total Connect with Cisco Webex in 2019, providing businesses with a new unified platform for meetings and to support more collaborative approaches. Our advanced fibre and wireless networks are also critical to the emergence of innovative IoT technologies, including our managed IoT security service and ongoing initiatives to expand the range of business IoT solutions for Canadian businesses, including asset tracking, fleet management, and pilot Smart City programs.

### Bell LTE-M Coverage map – Canada



● LTE-M: a subset of LTE network that supports network-connected smart devices

Coverage area as of March 31, 2020. Coverage shown is approximate and actual coverage may vary. To see all coverage types, see [bell.ca/coverage](http://bell.ca/coverage)



# Customer privacy

Our privacy policy clearly explains how and when we collect as well as use and disclose personal information, including how we share information within the Bell group of companies. We also explain what is and what is not considered as personal information. SASB

Every year, all Bell team members must individually review and sign the [Bell Code of Business Conduct](#) to reinforce the importance of safeguarding customer information and using it only in step with our privacy policy.

Bell will not disclose a customer’s confidential information to government agencies unless specifically compelled to do so by a legal authority or in the case of an emergency where the life, health, or security of an individual is threatened.

More information on our privacy policy, including answers to frequently asked questions, is available on our website at [Privacy at Bell](#).



### WHY IT MATTERS

As electronic devices related to telecommunication services use customer location, browsing, and demographic data to improve their services, customers are paying increased attention to privacy issues surrounding cell phone, Internet, and email services. In addition, there has been increased regulatory scrutiny over the use, collection, and sale of consumer data in Canada. Maintaining top performance in this area aligns with our Strategic Imperatives to champion customer experience as well as operate with agility and cost efficiency.

### WHAT WE ARE DOING

We are committed to maintaining the privacy of the personal information entrusted to us by our customers, an approach that we explicitly lay out in the Bell privacy policy. We are transparent about providing customer data when the government requests customer information. Our privacy policy clearly explains how and when we collect as well as use and disclose personal information, including how we share information within the Bell group of companies. We also explain what is and what is not considered as personal information.



## Customer security

In 2019, International Data Corporation (IDC) recognized Bell as a leader in security services for the 4th consecutive year<sup>1</sup> due to our range of advanced threat detection, mitigation, and prevention services, as well as our cloud security capabilities, broad range of professional services, and large Canadian footprint. GRI 418-1, SASB

Consistent with Bell's position as a longstanding leader in providing security services for Canadian businesses and organizations, our Managed IoT Security service provides an advanced layer of comprehensive security services that help keep our customers' IT infrastructure and systems safe and secure as they adopt IoT technologies.

Our full suite of security services is monitored by Bell's Security Operations Centre, a team of more than 400 accredited security professionals providing incident management, policy management, and reporting on all security-related incidents 24/7.

Bell is also dedicated to protecting its networks, systems, applications, data centres, records, and the personal information they contain against all threats, including cyber attacks, unauthorized access or entry, damage from fire, natural, and other events. Given that the vast majority of Canada's top 100 largest companies use Bell services, we understand and make every effort to protect the competitiveness of Canadian businesses by seeking to maintain network security and stability. That entails continuous investment to upgrade performance so that the network can be available 99.99% of the time. We also deploy defensive layers and controls complimented by rigorous monitoring and regular security testing.

As a representative for Canada in the not-for-profit, member-driven Information Security Forum, Bell helps lead the establishment and evolution of security and risk management practices. We also adhere to a number of international security standards and frameworks, including the Information Security Forum Standard of Good Practice. Bell is also a founding member of the Canadian Cyber Threat Exchange ([CCTX.ca](http://CCTX.ca)), which aims to help public and private organizations collaborate and share cyber threat information across different industries and sectors in Canada.

Bell continues to work together with government, law enforcement agencies, and the technology industry to combat the growth of hacking and other cyber crimes.

To learn more about how to protect your personal information, visit Bell's security and fraud prevention resources on [Bell.ca](http://Bell.ca).

### WHY IT MATTERS GRI 103

**Our industry is particularly vulnerable to cybersecurity threats, giving rise to new and emerging standards and regulations. We need to be able to identify and address data security risks in a timely manner to be in a better position to protect our market share and reputation, and these efforts align with our Strategic Imperative to champion customer experience, while at the same time reducing exposure to cyber attacks. Avoiding data breaches can also limit increased expenses associated with remediation efforts and legal exposures, aligning with our Strategic Imperative to operate with agility and cost efficiency.**

### WHAT WE ARE DOING

**We are focused on maintaining the security of our customers' data. To do this, we implement prevention, detection, and remediation programs related to security threats. In addition, we are helping to define industry security and risk management practices, and we train our team members on data protection.**

1. IDC MarketScope: Canadian Security Services 2019 Vendor Assessment.

## Accessibility for everyone

Bell believes the benefits of advanced communications technology should be easily accessible by everyone. An estimated 1 in 5 Canadians lives with a disability and through initiatives like our [Accessibility Services Centre](#), which offers adaptive products and services for customers with mobility, cognitive, hearing, vision, and speech disabilities, Bell is helping to break down barriers that limit access. SDG 8.5

Our Accessibility Services Centre website on [Bell.ca](#) meets the international benchmark [Web Content Accessibility Guidelines](#) AA rating, demonstrating our commitment to ensure customers with disabilities can access important information online. On the website we offer a Mobile Device Selector tool to help customers find devices with features such as screen magnification, TTY (teletypewriter) compatibility, external Braille support, and guided access mode. We also provide a dedicated team of agents, specially trained in the entire line of Bell products, services, and accessibility options. These agents are also trained to provide assistance for seniors, including those who may have dementia or require medical alert systems.

Bell offers numerous [accessible products and support services](#), including devices with screen readers and hearing aid compatibility, video conferencing, assisted messaging, and voice calling services, plus customized Mobility rate plans that reflect the particular needs of specific customers. Eligible customers can also qualify for 2 GB of additional wireless data at no extra charge.

The Mobile Accessibility app (available at no charge to Bell customers) integrates with the Android operating system to enable blind and low-vision customers to better navigate their devices. As of 2018, Bell offers accessibility phones that meet Wireless Public Alerting System requirements, enabling (for example) more widespread Amber alerts. We also offer T9-1-1 or Text with 9-1-1 service and support the [Alert Ready](#) system used to inform Canadians across the country of critical emergencies in their areas.



In October 2019, Bell achieved a key milestone in the development of Next Generation 9-1-1 (NG9-1-1), completing the first call over our Emergency Services IP Network (ESInet). The CRTC has mandated that all carriers must be able to support NG9-1-1, which is expected to be in service in 2021. NG9-1-1 will assist all 9-1-1 callers including those with accessibility needs by enabling Real-Time Text based NG9-1-1 (RTT-based NG9-1-1) starting in 2022, when RTT-based NG9-1-1 is expected to be launched. In the future, NG9-1-1 will eventually support videos, images, and other multimedia.

Bell also actively supports the use of Video Relay Service (VRS) in Canada, one of the initiative that will replace traditional TTY telephone calling for sign-language users. VRS enables users to connect by video link to a sign-language interpreter who can provide real-time interpretation of telephone conversations. Working with the CRTC and the [Canadian Association of the Deaf](#) (CAD), and as a member of a provisional Board of Directors of the Canadian Administrator of Video Relay Service established by the [CRTC](#), Bell is focused on VRS being made available in a timely and efficient manner.

Through a partnership with the [Canadian Hearing Services](#), Bell stores also offer complementary sign language interpretation when requested by the customer and where resources permit.

Bell Mobility and Virgin Mobile also offer GPS navigation applications for people who are blind or have low vision. In 2019, we added Blind Square Pomo, a GPS app supported by Apple iOS 9.1 or later devices that suggests detailed points of interest and intersections using voice commands for safe and reliable travel, as well as Nearby Explorer Online, a GPS app supported by Apple iOS 9.0 and Android 4.1 or later devices that audibly describes the user's location and provides information about surrounding stores.

Bell also sponsors numerous events that help focus attention on accessibility issues. In 2019, these included the White Cane Week Expo in Toronto to raise awareness of challenges faced by Canadians with vision loss as well as the AMI Canadian Vision Impaired Curling Championship in Ottawa. We also work with key organizations representing Canadians with accessibility needs, including the [Canadian National Institute for the Blind](#), the [Neil Squire Society](#), the [Canadian Hard of Hearing Association](#), and the [Canadian Paralympic Committee](#).

Bell supports a broader industry focus on accessibility issues within Canada. Through our membership in the [Canadian Wireless Telecommunications Association](#) (CWTA), Bell actively participates on the Wireless Accessibility Committee to further address issues impacting customers with accessibility challenges.

For more information on accessibility at Bell, visit our [Accessibility service centre](#).



# Environment



## Our environmental vision

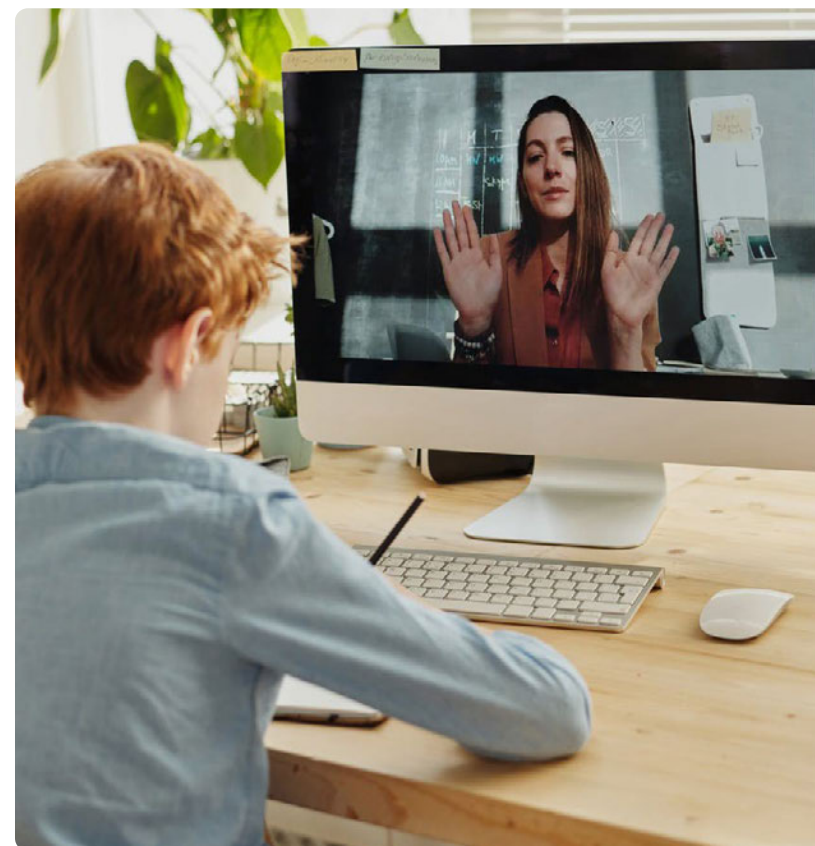
Environmental protection is core to Bell's corporate responsibility approach and to our goal of advancing how Canadians connect with each other and the world. This approach aligns with our [Strategic Imperatives](#), and with our determination to minimize our carbon footprint and safeguard the environment in every aspect of our operations. Our [Environmental policy](#), first issued in 1993, reflects our team members' values, as well as the expectations of customers, investors, and society.

### WHY IT MATTERS GRI 103

Almost all human activities have impacts on the environment. We believe that it is our responsibility to minimize the negative environmental impacts of our operations, and to create positive impacts where possible. We also know that our team members, our customers, and our investors expect this, and rightly so. Taking care of the environment makes good business sense. If we fail to take action to reduce our negative impacts on the environment, we risk losing our valuable team members and customers to competitors, we risk increased costs from fines or restoration, and we will likely lose investors, all of which would reduce our ability to generate revenues.

### WHAT WE ARE DOING

Bell's environmental leadership starts with our wide range of performance measures, innovative programs designed to meet regulatory requirements, protect the environment, and contribute to a better world. And it extends far beyond the company itself, from the requirements we include in supplier contracts to services like video conferencing that help customers meet their own environmental objectives. We have been increasing management of our activities as they relate to the environment for over 25 years, and in 2009, our management system was certified ISO 14001, making Bell the 1st telecommunications company in Canada to be recognized in this way. We continuously challenge ourselves to set new targets and improve our performance.





## Environmental leadership

At Bell, we have been implementing and maintaining programs to reduce the environmental impact of our operations for more than 25 years. Our environmental management and review system (EMRS) has been certified ISO 14001 since 2009, making us the first Canadian telecommunications company to be so designated. Our diligent work to sustain this certification, and our environmental protection performance in general, are recognized by numerous external organizations.

BCE is recognized around the world for the effectiveness of our corporate responsibility and environmental, social, and governance (ESG) programs, as reflected in our inclusion in various sustainable indices and our receipt of sustainability awards. In 2019, BCE continued to be listed on socially responsible investment indices, such as the FTSE4Good Index, the Jantzi Social Index, the United Nations Global Compact 100 (GC 100) and the Euronext Vigeo World 120 index. The latter index includes the 120 most advanced companies in the European, North American and Asia Pacific regions, and distinguishes companies achieving the best ESG performances. BCE was also identified as a Prime Responsible Social and Environmental investment by oekom research, was selected for inclusion in the Ethibel EXCELLENCE Investment Register and is a component of the STOXX Global ESG Leaders indices, an innovative series of ESG equity indices.

These recognitions reflect our global environmental performance and the fact that many of our services and processes enable carbon abatement for us and our customers, from audio and video conferencing that substitute for business travel to [cloud computing and virtualization](#). The business service solutions industry truly has the potential to make a difference in the global pursuit of lower-carbon economies and efficiencies driven by our business service solutions enable Bell to mitigate our own carbon footprint, while also enabling our customers and partners up and down our supply chain to successfully pursue their own carbon-reduction strategies.

For more information about the carbon abatement potential of our technologies, consult the [Using Bell's products and services helps fight climate change](#) section of this report.



## Environmental challenges

Our most significant environmental issues are climate change and energy consumption, waste management, including electronic device recovery, and petroleum-product equipment management.

Of these topics, climate change and energy consumption, and electronic device recovery, are made more complex because we have much less control over the factors which most influence the outcomes. Not only do our operations consume energy, especially in data centres, but so does every device in a customer's hands that connects to our network. As smartphones and other devices get smarter, they often consume more energy. In order to provide seamless access and faster service for these devices, we continue to expand our network coverage. This creates more waste as we replace outdated infrastructure with modern technology such as fibre optic cable. Similarly, customers are upgrading their devices more frequently today, creating a steady stream of e-waste. Since we sell this technology, we also recognize that we have an important role to play in minimizing the number of discarded devices sent to landfills. Keeping track of these issues takes a dynamic and responsive management system.

Bell's petroleum storage tanks are essential to meeting our day-to-day needs for heating facilities and for our back-up power generators. They are critical assets in emergencies, such as ice storms, when areas are without power for extended periods.

For more information on petroleum-product equipment management, see the [Petroleum products equipment management](#) information sheet on our website.



# Climate change

## Our contribution to help fight climate change

Fighting climate change is about reducing the release of GHG emissions that are warming our planet. There are many mitigation strategies, including 1) implementing electricity savings initiatives, such as retrofitting buildings; 2) cutting fuel consumption, for example by adopting renewable energy sources; and 3) substituting technology for travel. In addition, the use of our products and services helps in curtailing GHG emitted by our clients and our own operations. To ensure a rigorous governance of our carbon footprint, we closely monitor and report on our GHG emission performance, and we have set a target on GHG emissions reduction. GRI 201-2

### WHY IT MATTERS GRI 103

There is international scientific consensus that greenhouse gas (GHG) emissions, especially carbon dioxide (CO<sub>2</sub>), are major contributors to climate change.<sup>1</sup> Global scientific evidence also highlights how companies have responsibilities to help fight climate change and adapt to its consequences. A changing climate can lead to increased risks for any business—including financial, operational, and reputational. Moreover, public health and supply chains could suffer major negative impacts. We believe that Bell has an important role to play in providing our customers with technologies that help them address climate change and adapt to related impacts on their businesses.

### WHAT WE ARE DOING

As a responsible corporate citizen, Bell is taking action both to help fight climate change and adapt to its consequences. On the first front, we are focused on reducing our energy consumption while also helping customers reduce theirs. In addition, we believe that reporting regularly on our energy performance and associated GHG emissions demonstrates to our stakeholders that we take these initiatives seriously. On the adaptation side, we are taking action to maintain our resiliency in the face of climate change, and are helping our customers do the same.

## Energy savings

Our endeavor to contribute to climate change mitigation starts with our own energy consumption. We strive to save energy and reduce associated GHG emissions, among other targets, by increasing electricity efficiency at Bell facilities, reducing the fuel consumption of our vehicles and using alternatives to business travel. To continually improve our energy performance, in 2008 we created the Energy Board, a management-level committee reporting to the [HSSEC Committee](#). This committee's specific mandate is to identify and support the implementation of energy-saving initiatives in 3 areas: our facilities (buildings, telecom network, and IT infrastructure), our vehicle fleet, and substituting technology for travel. To learn about the [Electrification of transport](#) at Bell, see the information sheet on our website. SDG 8.4

1. Learn more about the 2018 special report of the Intergovernmental Panel on Climate Change (IPCC), [click here](#).




Bell's energy saving program overseen by the Energy Board is an important part of achieving our GHG emission reduction targets. It also enhances our cost competitiveness by offsetting rising energy costs. Our carbon-reduction efforts help us spend less on fuel, electricity and travel, which supports one of our Strategic Imperatives: to operate with agility and cost efficiency.

The Bell team has made substantial progress in terms of energy savings since 2008, even as we expanded our overall operations through growth and acquisitions. By reducing electricity consumption at Bell facilities, improving fuel efficiency in company vehicles, and using audio, video and web conferencing tools to curtail business travel, we have prevented the release of more than 67 kilotonnes of CO<sub>2</sub> equivalent emissions, saving over \$90 million.

### Energy consumption reduction since 2008

	ELECTRICITY	FUEL	TRAVEL
Energy	377.48 GWh	9.19 million litres	N/A
CO <sub>2</sub> equivalent	41.21 kilotonnes	21.60 kilotonnes	4.66 kilotonnes

<p>THIS IS THE SAME AS...</p>	 <p><b>ELECTRICITY FOR 37,748 HOMES FOR A YEAR</b></p>	 <p><b>FUEL FOR 167,056 TANKS OF GAS IN A MID-SIZED CAR</b></p>	 <p><b>FUEL FOR 7,247 AIRPLANE TRIPS ACROSS CANADA</b></p>
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GRI 302-4, SASB

### Renewable energy SDG 8.4, SASB

At least 56%<sup>1</sup> of the 1,987,728 MWh of electricity we consumed in 2019<sup>2</sup> was from renewable sources, such as water, wind, tides and the sun. Of this, 89% was from hydro sources. The Bell network also generated approximately 170,000 kWh of renewable energy in 2019 from solar and wind power sources. Our 9 photovoltaic and diesel hybrid power systems in Canada's northern territories generate 80,000 kWh of renewable energy every year. These systems saved 110,000 litres of diesel, the equivalent of 307 tonnes per year of CO<sub>2</sub>. In 2019, we added an additional 60,000 kWh photovoltaic power system in Whitehorse and a 7,000 kWh reducing free cooling system in Fort Nelson.

To learn more about our renewable energy initiatives, see the [Renewable energy](#) information sheet on our website.

### Using Bell's products and services helps fight climate change GRI 201-2, SDG 8.4

We have long understood that using telecommunications technologies (including cloud services, virtualization, teleconferencing, and videoconferencing) can help fight climate change by reducing the carbon footprint of our customers and our own operations.<sup>3</sup> Indeed, our products and services help our customers reduce their energy needs, cut carbon emissions and enhance their productivity in numerous ways. For example, our IoT services can be used to optimize asset and fleet management, as well as for smart buildings, smart cities, smart operations, and smart fieldwork applications.

Our objective is to continue developing business solutions such as cloud services and virtualization that reduce carbon footprints, both for our customers and for ourselves. One way we do this is by fostering innovation and entrepreneurship by engaging with cleantech clusters, such as [Écotech Québec](#), that are focused on accelerating the development of clean technology. Through such partnerships, Bell aims to support local innovation and to liaise with cleantech entrepreneurs to improve our environmental performance. With our Écotech Québec partnership, Bell also has access to 12 leading cleantech clusters from around the world through the Cleantech Network International. SDG 17.17

Bell leads by example, demonstrating in our own operations some of the many practical ways that business service solutions offer simple and smart ways to improve productivity while reducing energy costs and GHG emissions.

1. Calculation based on data for 2016 from Electricity in Canada: Summary and Intensity Tables of the [Canadian National Inventory Report \(1990–2017\)](#), published April 15, 2019  
 2. Based on energy consumption data from October 1, 2018 to September 30, 2019  
 3. As demonstrated by the [Global Enabling Sustainability Initiative](#).

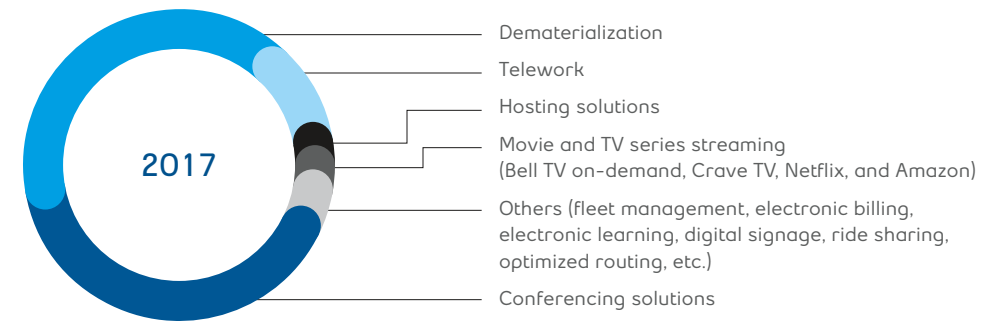
**OUR INITIATIVES INCLUDE**

- **Virtualization and cloud computing to encourage optimal use of space, power, and cooling resources by consolidating servers and storage<sup>1</sup>**
- **Electronic controls coupled to our communications networks to reduce energy consumption in buildings**
- **IoT applications to improve monitoring and controls of industrial equipment and all manner of everyday appliances**
- **Telemetry systems to reduce idling and optimize the routes of commercial vehicles**
- **Teleconferencing and videoconferencing to reduce travel needs<sup>2</sup>**
- **Social networks to facilitate carpooling and car sharing.**

To understand our net impact on the planet’s carbon load, we have developed a methodology in collaboration with Groupe AGÉCO to quantify the environmental benefits of our products and services. Our analysis concluded that, in 2017, Bell technologies enabled carbon abatement for our customers of more than 885 kilotonnes,<sup>3</sup> which is equivalent to more than 2.4 times our corporate carbon footprint. Overall, this is a net gain for the planet.

This analysis is the 2nd of its kind performed at Bell. The environmental benefits measured in 2017 are likely understated given the conservative assumptions selected and the complexity of the data acquisition process.

**Carbon abatement enabled by Bell technologies**



Nevertheless, this analysis confirms that our products and services have a significant carbon abatement potential that we intend to continue to promote. Potential future benefits are also becoming clearer: for example, according to the Global Enabling Sustainability Initiative (GeSI) [SMARTer2030](#) report, widespread deployment of business service solutions could save up to 10 times the carbon emissions generated by the sector itself by 2030.

1. To learn more about virtualization, [click here](#)
2. To learn more about teleconferencing, [click here](#)
3. Taking into account products and services for which Bell has developed the technology and plays a fundamental role in its delivery to clients, and products and services for which Bell has not developed the technology, but enables it by providing the network.



## Greenhouse gas (GHG) emissions performance

Bell takes its objective to control and reduce its GHG emissions seriously (see [Bell's GHG emissions reduction objectives](#)). The level of our Scope 1 (direct) GHG emissions is affected by Bell's vertical integration, which includes installation and construction often outsourced to other suppliers. Our growth in broadcasting and media also affects our Scope 2 (indirect) emissions.

The table below illustrates Bell's corporate carbon footprint.

### GHG emissions

Kilotonnes of CO<sub>2</sub> equivalent, 2018, 2019<sup>1</sup>

SCOPE	SCOPE DESCRIPTION	2019 <sup>3</sup>	2018 <sup>4</sup>	CHANGE
Scope 1	Direct GHG emissions from sources that are owned or controlled by Bell <span style="background-color: #e0e0e0; padding: 2px;">GRI 305-1</span>	148.89	137.03	+11.86
Scope 2	Indirect GHG emissions associated with the consumption of purchased electricity, heat, steam, and cooling <span style="background-color: #e0e0e0; padding: 2px;">GRI 305-2</span>	196.40	199.39	-2.99
Scope 3	Other indirect GHG emissions related to Bell business travel activities <sup>2</sup> <span style="background-color: #e0e0e0; padding: 2px;">GRI 305-3</span>	9.41	9.30	+0.11
<b>Total</b>		<b>354.70</b>	<b>345.72</b>	<b>+8.98</b>

To learn more about our energy consumption, GHG emissions, and their year-over-year variations, see the [Energy consumption and greenhouse gas emissions](#) information sheet on our website.

Verification of the data reported and assumptions made can be found in the [PwC assurance statement](#) on our website.

1. PwC provided limited assurance over this indicator. See [PwC's assurance statement](#)
2. Business travel activities include travel by air, rail, rented vehicles, and personal vehicles
3. Based on energy consumption data from October 1st, 2018 to September 30th, 2019
4. Based on energy consumption data from October 1st, 2017 to September 30th, 2018.

## Bell's GHG emissions reduction objectives

Bell has near-term objectives on GHG emissions reduction, and is working at the same time on defining a more ambitious longer-term reduction target.

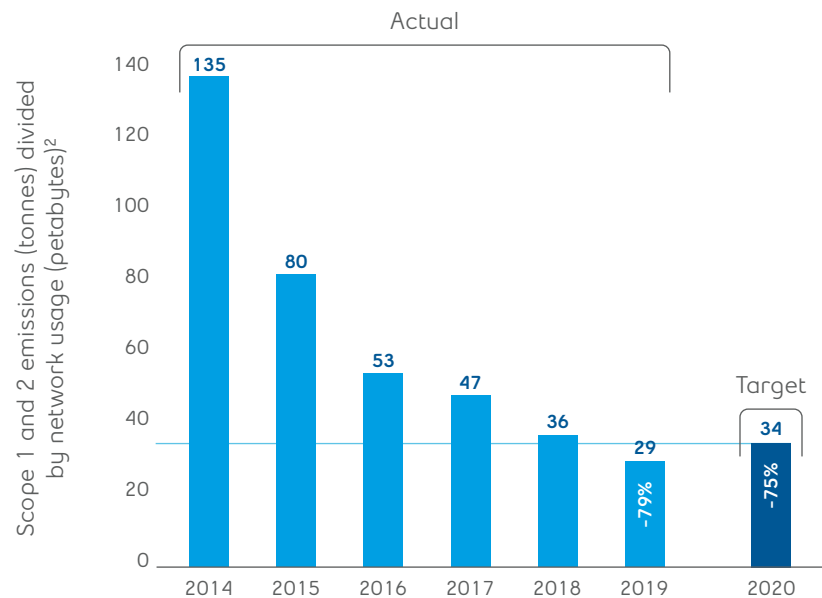
### Near-term objectives<sup>1</sup>

Our objective is to reduce the ratio of our Scope 1 and 2 GHG emissions (tonnes of CO<sub>2</sub> equivalent) to our network usage (petabytes)<sup>2</sup> by 75% of our 2014 level by the end of 2020.<sup>3</sup> We are pleased to announce that, as of the end of 2019, we surpassed this target by four percentage points, with our GHG emissions per network usage showing a 79% improvement since 2014.<sup>3</sup> As a result, we have set a new near-term objective to reduce the ratio of our Scope 1 and 2 GHG emissions (tonnes of CO<sub>2</sub> equivalent) to our network usage (petabytes)<sup>2</sup> by 40% of our 2019 level by the end of 2021. GRI 305-4

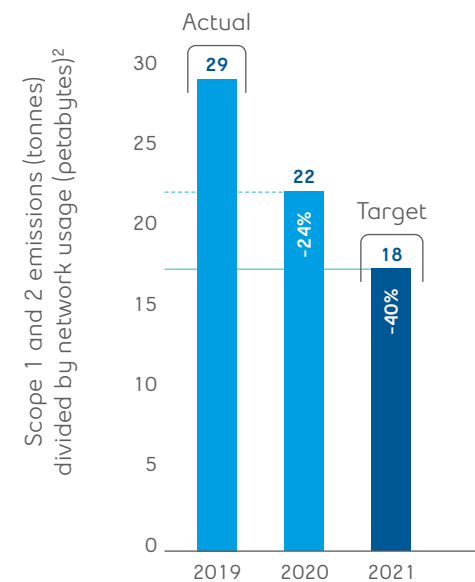
These intensity metrics illustrate the footprint of our operations in a meaningful way, recognizing the carbon reduction-enabling capabilities of our products and services (see the [Using Bell's products and services helps fight climate change](#) section in this report).

We will continue implementing mitigation measures that seek to reduce our electricity and fuel consumption, and, as a result, our annual GHG emissions intensity. In spite of these numerous energy savings initiatives, our energy consumption has historically been going up given our business growth. On the other hand, Bell's network usage – which aims to quantify the use of our technologies – is growing much faster than our energy consumption, which shows significant network efficiency gains.

### Bell's 2014–2020 GHG emissions reduction objective<sup>3</sup> GRI 305-4



### Bell's new 2020–2021 GHG emissions reduction objective GRI 305-4



- From 2018 onward, figures are based on energy consumption and network usage data from October 1 of previous year to September 30 of reporting year
- Network usage includes residential and wholesale Internet, business Internet dedicated (BID), virtual private network (VPN), IPTV, Inter-Network Exchange (INX), prepaid and postpaid wireless services, wireless-to-the-home, Voice-over-LTE (VoLTE) traffic, IoT, and enterprise usage, both in Canada and on international roaming partners' network. As methodology for gathering network usage differs from one carrier to another, and because a company's business model directly impacts the amount of GHG it emits and how those GHG emissions are calculated and classified (as noted in the Impact of the business model section of [Reporting what is relevant](#) on our website), the ratio itself cannot be used to directly compare carrier performance
- Excludes Bell MTS.

### Longer-term objective

As a recognized environmental leader, Bell is working on a new approach to setting a more ambitious GHG emissions reduction objective. To this end, we are weighing the merits of two options: achieving carbon neutrality or setting a [science-based](#) target. We are collaborating with partners, such as the Global Enabling Sustainability Initiative ([GeSI](#)), to explore the best option in the context of Bell's operations.

We expect to present a new objective by 2022.

## Bell's adaptation to climate change impacts GRI 201-2

Despite worldwide efforts to reduce global GHG emissions, scientific evidence such as the 2018 IPCC Special Report<sup>1</sup> demonstrate that even current levels of global warming are likely to exacerbate the impacts and risks for people, economies and ecosystems, including the frequency and severity of weather events. According to the [World Economic Forum's Global Risks Report 2020](#), risks related to climate change are increasingly dominating the risk landscape, both in terms of likelihood and impact.

Bell takes those risks very seriously, and is focused on implementing adaptation measures to maintain resiliency in the face of climate change. In addition, the use of Bell's products and services help our customers and our own operations adapt to climate change impacts.

### Adaptation measures

Our critical infrastructure and facilities must provide a consistent, secure, and reliable environment in which to operate our network and IT infrastructure, and to support our team members. Our operations depend on how well we protect our networks, as well as other infrastructure and facilities, against damage from natural disasters, including seismic and severe-weather events such as ice, snow and windstorms, flooding, and tornadoes. Accordingly, Bell is focused on implementing adaptation measures to maintain the resiliency of our operations and the security of our team members.

Our approach includes quantifying risks and opportunities stemming from climate-change issues with a view to leveraging Bell's products and services to enable carbon reduction. This entails identifying the potential impact of severe weather on our operations with our business continuity team as it assesses threats, vulnerabilities, and impacts on our business and develops risk-mitigation plans. We monitor the potential for current and future climate-related legislation, policy, and regulations that may affect our business, and report on these findings to our internal [HSSEC Committee](#) twice a year.

At an asset level, our corporate real estate, risk management, and business continuity teams assess risks and opportunities for our buildings, networks, and fleet. Buildings and networks are prioritized by how essential they are to the continued delivery of key communication services. This leads to plans for mitigating risk and improving operations. Natural disasters and energy costs are the most significant issues for our risk and opportunity assessment.

1. To learn more about the 2018 special report of the Intergovernmental Panel on Climate Change (IPCC), [click here](#).

## Using Bell’s products and services helps adapt to climate change impacts

The use of telecommunication technologies (such as cloud services, virtualization, teleconferencing, etc.) helps our customers and our own operations adapt to climate change impacts. Our products and services help improve business continuity, increase traffic fluidity, and maintain access to services and communication channels in case of extreme climate events. SDG 8.4



### FOR EXAMPLE

- **Virtualization and cloud computing assist business continuity efforts thanks to the redundancy in our network<sup>1</sup>**
- **Electronic controls coupled to our communications networks help to adapt to rising mean temperatures and extended heat waves**
- **Teleconferencing and teleworking improve business continuity<sup>2</sup>**
- **Social networks provide alternative travel solutions in case of extreme climate events limiting transportation options**
- **Dematerialization substitutes technology (ex: online banking) for travel.**

## Climate-related disclosure

We address our climate change mitigation and adaptation efforts in this report and in our annual report to the [CDP](#) (formerly known as the Carbon Disclosure Project). The CDP is an organization that helps investors assess climate change related risks and opportunities, and is supported by 515 investors managing a total of U.S. \$106 trillion in assets. In 2019, BCE attained CDP Leadership status, recognizing our work on climate action, our alignment with current best practices and the transparency of our climate disclosures.

**TCFD** | TASK FORCE ON CLIMATE-RELATED FINANCIAL DISCLOSURES

In 2019, BCE confirmed its support of the Financial Stability Board’s Task

Force on Climate-related Financial Disclosures ([TCFD](#)), which aims to develop voluntary and consistent climate-related risk disclosures. The 11 disclosures recommended by the TCFD address how organizations manage climate-related risks and opportunities to help reduce investors’ risks, maximize their financial rewards, and minimize market disruptions related to climate change. To learn more about our reporting on TCFD recommended disclosures, see the [TCFD index](#) and the [Statement related to the Task Force on Climate-related Financial Disclosures](#) information sheet on our website.

1. To learn more about virtualization, [click here](#)  
 2. To learn more about teleconferencing, [click here](#) and to learn more about teleworking, [click here](#).

# Managing waste

## Diverting waste from landfill

SDG 11.6, SASB

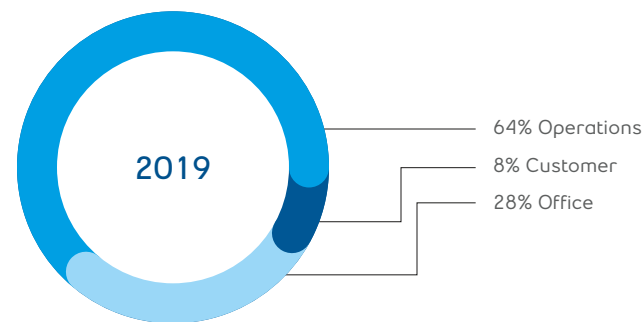
Bell has integrated much of its installation and construction functions. This makes us accountable for managing a large part of our network waste ourselves. Outsourcing such functions would allow us to reduce our waste-to-landfill results, however, we would not be able to maintain direct control over functions that directly influence customer service and operations.

To minimize the amount of waste we send to landfill, Bell runs several programs to reduce, reuse, recycle or repurpose waste generated to operate our business.

100% of customer-facing and hazardous waste is diverted from landfill every year. In 2019, we diverted 63%<sup>1</sup> of overall waste from landfill. Waste from operations represented 64% of this total, while offices represented 28%, and the amount associated with customer e-waste represented 8%. Of the operational waste generated, we diverted 54% from landfill. 75% generated in offices was diverted from landfill. GRI 306-2

### Overall waste diverted from landfill

(in%)



#### WHY IT MATTERS GRI 103

We generate waste in all aspects of our business operations. Waste reduction is essential because it is part of our engagement to improving on our operational efficiency and it aligns with the values and expectations of our team members.

#### WHAT WE ARE DOING

We have been running waste sorting, reduction, and recovery programs for over 25 years at Bell. We have established objectives, monitoring processes, and reporting on our waste generating activities.

#### Recovered waste GRI 301-3, 306-2, SASB

2019 (in tonnes)

	2019	% DIVERTED 2019	TREND	2018	% DIVERTED 2018	CHANGE IN DIVERSION RATE (% POINTS)
Operations						
Fleet <sup>2</sup>	461	100	➡	508	100	➡
Hazardous Materials <sup>3</sup>	1,481	100	➡	1,320	100	➡
Packaging products <sup>4</sup>	1,667	70	⬇	1,406	80	⬇ -10
Hardware <sup>5</sup>	18,089	47	⬇	17,199	56	⬇ -9
Office	9,696	75	⬆	9,419	65	⬆ +11
Customers <sup>6</sup>	2,709	100	➡	2,479	100	➡
<b>Totals</b>	<b>34,103</b>			<b>32,331</b>		

1. PwC provided limited assurance over this indicator. See [PwC's assurance statement](#)  
 2. Tires, batteries, oil and oil filters and used engine antifreeze  
 3. Lead-acid batteries, alkaline batteries, fluorescent tubes, oily containers, contaminated rags and absorbents, aerosols and other pressurized containers, paints, solvents, and glues  
 4. For network equipment, such as wood pallets, cardboard boxes and plastic wrap  
 5. Telecom materials, such as cables, terminals, utility poles and cable reels  
 6. TV receivers, modems, phones and accessories.



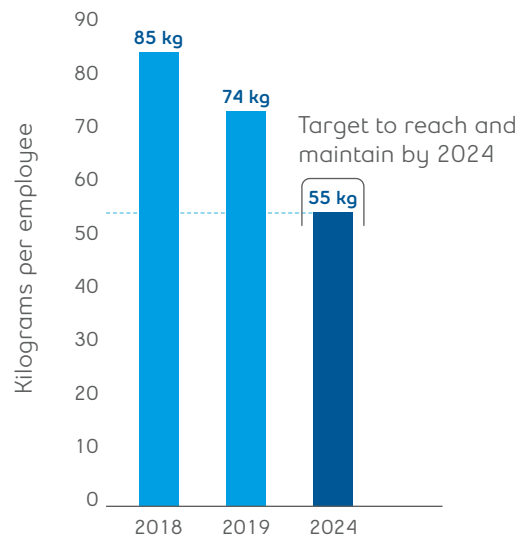
## Administrative waste

Our waste initiatives focus on reduction at the source, such as reduced consumption of paper for administrative purposes and packaging. Furthermore, the formulation of our administrative waste objective has the advantage of being tangible for team members. Without action on the part of every team member, reducing waste in our offices would not be possible.

We report our progress on reaching and maintaining 55 kg of waste sent to landfill per employee per year in Bell-owned or -leased administrative buildings by 2024.

In 2019, we sent an average of 74 kg of waste to landfill per employee from administrative buildings.<sup>1</sup> This represents a 11 kg decrease per person in our first year (almost 13% less than 2018, and 19 kg from our goal).

### Waste from administrative buildings sent to landfill GRI 306-2



1. PwC provided limited assurance over this indicator. See [PwC's assurance statement](#).

## Hazardous waste GRI 306-4

In addition to our administrative waste objective, we report our progress toward our objective of recovering and diverting to certified recyclers 100% of generated hazardous waste by 2024. Currently, we are diverting 100% of the hazardous materials we recover, including all of our network batteries and residual material from our fleet services. Our indicator illustrates the gap between generated and recovered hazardous waste.

Last year, we reported having collection gaps in Atlantic Canada and Manitoba for aerosols, fluorescent tubes and paint. In 2019, we closed the gap in Atlantic Canada and we are working on implementing an improved collection program in Manitoba for aerosols, fluorescent tubes, and paint. We aim to have such collection services fully operational by 2024.

In 2019, we were able to recover and divert to certified recyclers approximately 99% of all generated hazardous materials.<sup>1</sup>

See the [Waste management](#) information sheet on our website for more details.

## Environmental stewardship for customer-facing electronic devices

Recovery of mobile devices is difficult to predict and control, as it depends on the rate at which customers upgrade to newer devices. Often, recovery depends upon economic activity: during economic downturns, people upgrade their devices and sign up for new plans less frequently. It is also dependent on customer behaviour. A 2017 CWTA/Recycle My Cell [study](#) reports that 62% of Canadians say they have cell phones in their possession that they are not using and are being stored. This has made it difficult for us to predict how many phones we would be able to collect and therefore difficult to set an objective.

Bell recovers mobile phones through two complementary programs: the Bell Trade-in program and the [Bell Blue Box](#) program. Launched in 2003 and available at all Bell stores, Virgin Mobile stores and participating The Source locations, the Bell Blue Box program was the first cross-Canada collection program established by any company for re-using and recycling mobile phones. Bell donates the net proceeds from the Bell Blue Box program to a partner in the Bell Let's Talk mental health initiative.

In addition, Bell participates in provincial recycling programs for other electronic products, such as tablets, headsets, TVs, computers, and batteries. For more details on these programs, visit [Bell.ca/recycling](#).

In 2019, thanks to our customers' participation in our recovery programs, Bell diverted more than 2,709 tonnes of electronics from landfill. This represents an increase of 231 tonnes since last year.

### WHY IT MATTERS GRI 103

Due to the rapid obsolescence of communications devices, particularly mobile phones, they represent an increasing proportion of electronic waste (e-waste). E-waste disposal is a global issue with global attention with respect to the health of those who end up sorting the components.

Our relationship with customers provides an opportunity for effective management of product recycling, reuse, and disposal. Telecommunications companies like Bell, therefore, face increasing regulatory compliance requirements related to this issue. Multiple jurisdictions across Canada have implemented separate and sometimes conflicting e-waste collection and recycling regulations, requiring companies to finance the collection, treatment, recycling, or proper disposal of devices. Our relationship with customers also creates a risk to our reputation if we do not properly address the e-waste issue.

### WHAT WE ARE DOING

We have implemented an effective program for managing e-waste recycling, reuse, and disposal, including national take-back programs, drop boxes, and mail-in instructions.

### Customer-facing electronic waste collected GRI 306-2, SASB

(in tonnes)

ITEM	2019	TREND	CHANGE	2018
TV receivers	1919	↑	166	1753
Modems	770.7	↑	81.7	689
Mobile devices	18.4	↓	-15.6	34
Mobile phone batteries	1	↓	-0.5	1.5
Mobile phone accessories	0.4	↓	-0.6	1
<b>Total</b>	<b>2,709.5</b>	<b>↑</b>	<b>231</b>	<b>2,478.5</b>

## Bell's customer-facing device recovery objective

We believe that we have an important role to play in the recovery of used electronic devices from customers given our close relationship with them. In 2017, we began reporting on our progress toward our objective of recovering 10 million used TV receivers, modems, and mobile phones between January 1, 2016 and the end of 2020.

In 2019, we recovered 2,502,226 units.<sup>1</sup> We have now recovered 9,850,910 units since January 2016 and we are on target to achieve our 2020 objective.

1. PwC provided limited assurance over this indicator. See [PwC's assurance statement](#)

2. Numbers of mobile phones collected for 2016, 2017, and 2018 are restated to adjust for double-counting in previous methods. The cumulative yearly totals have been adjusted accordingly. The impact of the error is an overall decrease of 2% from 2016 to 2018.

## Computers for Schools

For the last 21 years, Bell has been actively involved in the Computers for Schools program (CFS) across Canada. The program has evolved and is now called Computers for Schools Plus (CFS+). CFS+ provides a wider range of IT equipment to a growing number of beneficiaries. CFS+ provides refurbished computers and other electronic equipment to elementary and high schools, various non-profit organizations, and eligible low-income Canadians.

A Bell employee, within the Corporate responsibility and Environment group, serves as Executive director of Ordinateurs pour les écoles du Québec (OPEQ), which manages the CFS+ program for Québec. Under their leadership, the organization obtained ISO 14001:2015 certification and was designated as a re-use organization by the Association for the Recycling of Electronic Products in Quebec (ARPE-Quebec). In 2019, all OPEQ sites received an Elite performance



certificate, the highest level of recognition from Recyc-Quebec's "ICI on recycle +" program.

Bell provides space for workshops and office space for the OPEQ management team.

In 2019, Bell and its subsidiaries donated 8,465 used computers, 1,127 monitors and 82 printers for reuse or recycling to OPEQ. Since the beginning of our involvement with CFS in 1997, Bell donations totaled more than 114,000 computers, 19,200 monitors and 4,830 printers.

## Customer-facing electronic devices recovery

GRI 306-2

2016–2019 (number of units collected)

	2019	2018	2017	2016
TV receivers	1,199,381	1,151,635	1,268,793	1,103,220
Modems	1,133,372	1,052,726	1,051,270	945,715
Mobile phones <sup>2</sup>	169,473	248,193	176,981	143,945
Total	2,502,226	2,452,554	2,497,044	2,192,880
Cumulative yearly total	9,644,704	7,142,478	4,689,924	2,192,880

See the [Waste management](#) information sheet on our website for more details.

## Donations of used equipment for reuse or recycling by Bell and its subsidiaries

GRI 306-2

(number of units collected)

	COMPUTERS	MONITORS	PRINTERS
2017	7,692	833	106
2018	8,802	1,022	152
2019	8,465	1,127	82
Cumulative total (since 1997)	114,000	19,200	4,830

### THIS PROGRAM ENCOURAGES

- Reuse of electronic equipment
- Social inclusion for young adults through integration into the workplace
- Developing digital skills with graduates in technology
- Eco-responsible recycling of obsolete equipment
- Diversity, equity and inclusion are also at the heart of the organization's values.

## Connecting Families

Launched in November 2018, this initiative is designed to connect low-income Canadian families to the Internet. Funded by participating Internet service providers, including Bell, the initiative is administered through Computers for Success Canada and offers \$10 per month Internet access to eligible families and is done in partnership with the Government of Canada's Computers for Schools program, which provides computers. In Quebec, this program is managed by the OPEQ team. In 2019, OPEQ delivered 9,062 computers to eligible families in Quebec.

More information about the program and eligibility is available [here](#).

For more information about OPEQ's history and performance, see the [OPEQ](#) information sheet on our website.



## Other environmental programs

In addition to the priority environmental initiatives detailed in this section, Bell operates many more programs through our certified ISO 14001:2015 environmental management and review system (EMRS).

Please see the [Responsibility section](#) of our website for information on [environmental incidents](#), [environmental site assessments](#), [sustainable buildings](#), [environmental training](#), [sustainable events](#), [electronic billing](#), [protecting biodiversity](#), [halocarbons](#) and [water consumption](#).

These programs are integrated throughout Bell's business units and subsidiaries and are governed by local environmental coordinators. Each environmental coordinator reports to the Corporate responsibility and Environment team on action plans and results throughout the year. These programs form the foundation of our company-wide EMS. Thanks to our continued diligence in constantly improving our environmental management system and processes, we have been certified ISO 14001 for 11 consecutive years.

For more information on our EMRS, [click here](#). For more information on the governance of corporate responsibility topics at Bell, see [Management of corporate responsibility at Bell](#) in this report.



# Community, economy and society



# Creating value for Canadians for 140 years

**WHY IT MATTERS** GRI 103

Being an engaged corporate citizen has been central to our identity for 140 years. Bell contributes to the creation of shared value for the communities we serve, for the nation's economy, and for society as a whole through our participation in many supply chains. Acting responsibly is central to achieving sustainable business success and essential to the pursuit of our corporate goal: Advancing how Canadians connect with each other and the world. We also have an opportunity and a responsibility to work with governments and regulators to ensure that Canadians benefit from the positive impact of our networks and services.

**WHAT WE ARE DOING**

Bell is contributing to ground-breaking work on mental health, and leading by example by adopting the voluntary Standard for Psychological Health and Safety in the Workplace. We also help protect the vulnerable in this digital age, support the cultural fabric of our nation, and invest unmatched R&D in telecommunications in Canada and leading networks that knit communities together and fuel the success of Canada's largest organizations.



## Community

Bell strengthens communities across the country, through both the Bell Let's Talk mental health initiative and a range of community projects, sponsorships, and the volunteer engagement of our team members. These initiatives not only support the communities involved, they also increase engagement because they reflect the deeply held values of Bell team members. Our overall community investment was \$29.5 million in 2019.

### Bell Let's Talk



In September 2010, Bell Let's Talk began a new conversation about Canada's mental health. At that time, most people were not talking about mental illness. But the numbers spoke volumes about the urgent need for action. Millions of Canadians, including leading personalities, engaged in an open discussion about mental illness, offering new ideas and hope for those who struggle, with numbers growing every year.



As a result, institutions and organizations large and small in every region received new funding for access, care and research from Bell Let's Talk and from governments and corporations that have joined the cause.

Building on ten years of increased awareness and acceptance around mental illness, Bell Let's Talk is focused on engaging Canadians to take action to create positive change in mental health. SDG 3.4

The 10th anniversary Bell Let's Talk Day on January 29, 2020, resulted in a record 154,387,425 eligible interactions and, with a Bell donation of 5 cents per message, a further \$7,719,371.25 in Bell funding. This brought Bell's total commitment since 2010 to \$108,415,135, exceeding the \$100 million target set in 2015.

In March 2020, Bell announced the extension of the Bell Let's Talk mental health initiative for a further 5 years and an increase in Bell's total funding commitment for Canadian mental health to at least \$150 million. Our emergency COVID-19 funding added a further \$5 million to our commitment.



## The 4 key pillars

Bell Let's Talk promotes awareness and action with a strategy built on 4 key pillars: Fighting the stigma, improving access to care, supporting world-class research and leading by example in workplace mental health.

### Anti-Stigma

One of the biggest hurdles for anyone struggling with mental illness is overcoming the stigma attached to it. The annual Bell Let's Talk awareness campaign and Day is driving the national conversation to help reduce this stigma and promote awareness and understanding, and talking is an important first step towards lasting change.

In January 2020, communities and organizations all around Canada and the world showed their support for mental health by raising the Bell Let's Talk flag at city and town halls, military bases and sporting events. Students at more than 230 Canadian universities and colleges also engaged in campus initiatives to promote student mental health, reaching more than 1.7 million students on campuses across the country.

These activities and many more have helped change attitudes and fight the stigma. Today, 83% of Canadians think attitudes about mental illness have changed for the better. Behaviours have also changed dramatically: In 2011, 42% of Canadians felt comfortable talking to a colleague, schoolmate or acquaintance about a mental health diagnosis; in 2019, 84% of Canadians were more comfortable speaking to others about mental health, and 88% were more likely to seek help.<sup>1</sup>

### Care and access

Bell supports a variety of organizations, including grassroots agencies, local hospitals and post-secondary institutions, to help provide Canadians with support services when and where they need them. Through the Bell Let's Talk Community Fund and various major gifts, Bell has supported organizations in every province and territory in Canada, enabling them to improve access to mental health supports and services in communities nationwide. Building on this important progress, Bell Let's Talk announced in March 2020 that it is also partnering with Montréal-based [Graham Boeckh Foundation](#) on a \$10 million national project to accelerate the delivery of mental health services for young people through Integrated Youth Services (IYS) hubs. The partnership will work to accelerate the launch of new provincial and territorial IYS projects, help develop, evaluate and roll out evidence-based innovations in treatment and care to fill existing gaps, and support collaboration across provincial and territorial projects to build capacity and knowledge sharing.

#### HERE ARE SOME RESULTS SINCE 2011

- 3,806,409 Canadians supported with access to mental health services
- 2,312,193 crisis and distress line users helped
- 1,739,136 children and youth reached
- 792,363 Canadians supported through technology-based mental health programs
- 1,455,078 trained staff and volunteers
- 19,376 military families helped through the Bell True Patriot Love Fund.

1. Telephone survey of 1,775 randomly selected Canadian adults conducted by Nielsen Consumer Insights, Jan 30 – Feb 16, 2020. Results are accurate to +/-2.3%, 19 times out of 20.

## New research

Research holds the greatest promise to better understand treatments and solutions. Bell is investing in best-in-class research programs with the potential to have a transformative impact on the mental health and well-being of Canadians.

Bell Let's Talk has funded research projects across the country, including \$2 million to fund the world's first university chair in mental health and anti-stigma research at [Queen's University](#) and \$1 million to fund Canada's first biobank of biological, social and psychological data at l'Institut universitaire en santé mentale de Montréal. Bell Let's Talk has also funded the world's first voluntary standard on workplace mental health and the first university-certified workplace mental health training program.

Other initiatives have included: \$500,000 to the Centre for Research and Intervention on Suicide, Ethical Issues and End-of-Life Practices ([CRISE](#)) at the Université du Québec à Montréal ([UQAM](#)) to develop a first of its kind project aimed at preventing suicide by making optimal use of today's digital communications tools; \$500,000 to the Institut universitaire en santé mentale de Montréal Foundation ([IUSMM](#)) to support innovative projects at the institute's Research Centre, including the development of the Signature Center aimed at improving the lives of people living with mental health issues; and \$1 million to the Institut universitaire en santé mentale de Québec ([IUSMQ](#)) in support of ground-breaking research to detect early signs of mental illness in youth from families with a history of mental illness.

## Workplace leadership

One in three workplace disability claims in Canada are related to mental illnesses.<sup>1</sup> Bell is committed to leading by example in our own workplace by adopting the voluntary Standard for Psychological Health and Safety in the Workplace and is encouraging greater corporate engagement across Canada.

For more details on workplace health initiatives, refer to [Mental health in the workplace](#) in this report.

## Bell Let's Talk funds several new mental health projects

Bell continued to invest in a broad selection of innovative programs aimed at improving care and access to care for those with mental health issues. See our major new commitments on our [website](#).

The Bell Let's Talk Community Fund has provided over \$11 million to 657 organizations nationwide since 2011, enabling them to improve access to mental health care, supports and services. In 2018, Bell Let's Talk doubled the annual Community Fund to \$2 million to support even more local mental health programs in improving access to care in Canadian communities of all sizes. Visit our [website](#) to learn about the 2019 grant recipients.

The Bell True Patriot Love Fund is a \$1 million, multiyear initiative that provides annual grants of up to \$75,000 to community mental health programs for serving military members, Veterans and their families. Since its launch in 2013, the Fund has provided 100 grants to organizations across the country that work to improve access to mental health care, including 11 programs selected in 2019 that are making a meaningful difference in the military and Veteran community.

<sup>1</sup> Sources: Mental Health Commission of Canada. Backgrounder: Case study research project – final report. Mood Disorders Society of Canada: Mental Health and Addictions in Canada, 2019.



## Team member giving

Bell supports our team members in a wide range of interests that go beyond the corporate focus on mental health. Through our Employee Giving Program, Bell matches donations that team members make to [United Way/Centraide](#), the [Canadian Mental Health Association](#) and Canadian universities and colleges. Bell also provides grants to charities based on and in recognition of the volunteer time commitments of team members themselves.

Through the Employee Giving Program, Bell team members and pensioners donated more than \$2.5 million to charities in 2019. Collectively, our team devoted more than 100,000 hours of volunteer time to build stronger communities through their support of sport and charitable organizations. Throughout the year, Bell volunteers could be found building homes, putting care packages together, cleaning up community centres, fundraising, and collecting toys and school supplies for kids, to name just a few of their activities.



## Children and youth

Today's young people face challenges that simply did not exist for earlier generations. Bell partners with a wide range of youth-oriented organizations such as [Kids Help Phone](#), the [Canadian Centre for Child Protection](#) (including [Cybertip.ca](#)), and [MediaSmarts](#), as well as programs like Backpacks for Kids, [RE\\*Generation](#), and Computers for Schools. Northwestel also creates lasting partnerships with youth initiatives in the North. These organizations and programs help Canadian children overcome difficulties, build self-esteem, play, learn and grow in new ways.

For information on these partnerships, including [needhelpnow.ca](#) and [Cleanfeed Canada initiative](#) and others, see the [Helping and protecting children and youth](#) information sheet on our website.



Kids Help Phone 

 CANADIAN CENTRE for CHILD PROTECTION™  
Helping families. Protecting children.

 cybertip.ca®

 Media Smarts  
CANADA'S CENTRE FOR DIGITAL AND MEDIA LITERACY

 RE\*GENERATION

## Arts and culture

Bell is proud to continue a long tradition of supporting Canadian arts and culture, working with a variety of partners to enrich the communities we serve through the encouragement of creative expression. These initiatives range from a full roster of festivals in Northwest Territories to utility boxes being transformed into art.

For information on supporting accessible arts and culture in Québec, celebrating the North, transforming Bell boxes into works of art, Bell Media's support for cultural events, and tangible benefits funding projects, see the [Supporting arts and culture](#) information sheet on our website.





## Economy

A driving force in Canada's economy, Bell investments of approximately \$4 billion in 2019 in advanced networks and services<sup>1</sup> are continuing to deliver world-class broadband connections to more Canadians in more cities, towns and smaller communities than ever. From our all-fibre network builds and innovative WHI service deployments to expansion of our LTE-Advanced mobile network, Bell is advancing how Canadians connect with each other and the world and creating new opportunities for consumers, businesses and public service organizations to participate and succeed in the digital economy. GRI 203-2

## Investing in a strong future for Canadians

Canada's ongoing prosperity depends on Canadians having access to advanced mobile and broadband networks. Taking into account direct, indirect and induced impacts, Canada's wireless industry today contributes over \$48 billion to Canada's Gross Domestic Product (GDP) and generates the equivalent of more than 320,000 full-time jobs.<sup>2</sup> Looking ahead, the adoption of 5G technology is expected to further propel innovation and provide a \$40 billion incremental boost to Canada's GDP by 2026, generating an additional 250,000 jobs along the way.<sup>3</sup>

Canada's communications industry is also a key component of the critically important Information and Communications Technology (ICT) sector, which itself contributes more than \$86 billion to Canada's GDP and supports hundreds of thousands of jobs across most industries.<sup>4</sup>

Bell's all-fibre network builds also have measureable and significant economic benefits. In fact, our fibre investment in the City of Toronto has the potential to contribute \$3 billion in incremental output to Canada's GDP while also creating 19,000 jobs, an impact that grows proportionally with each new fibre deployment.<sup>5</sup> GRI 201-1



1. For information on Bell's financial performance, see our [Annual Report](#)
2. Nordicity, Benefits of the Wireless Telecommunications Industry to the Canadian Economy (December 2019)
3. Accenture Strategy, Fuel for innovation: Canada's Path in the Race to 5G (2018)
4. ISED, 2018 Canadian ICT Sector Profile (2019)
5. Hal Singer, Economic Impact of FTTH Deployment in Toronto (2015).



## Creating the jobs of the future GRI 203-2

Delivering advanced networks and services demands 21st century skills, and Bell's more than 52,000 team members – including engineers, software developers, artificial intelligence and network security experts, installers, technicians and customer support representatives – are leading the way.

Overall, Canada's digital economy employs approximately 1.7 million ICT workers both in ICT directly and in all other sectors, and

ICT job creation continues to grow throughout the Canadian economy.<sup>1</sup> Added to this strong performance, new communications technologies such as 5G mobile connections and innovative IoT applications are poised to take digital services even further. In fact, Canada's Information and Communications Technology Council (ICTC) has predicted that the 5G value chain will create 22 million jobs globally by 2035 and generate \$3.5 trillion in economic output, more than the world's entire mobile value chain today. The ICTC has also highlighted Bell's pioneering role in the development of 5G and how we are paving forward for this transformational and critically-important new network technology.<sup>2</sup>

## Research and development

A true pioneer and innovator in Canada's communications industry, Bell's leadership in the deployment of new and innovative networks and services is a direct result of our strong commitment to research and development. Our investments in R&D enable us to continue providing our customers with products and services that are among the most advanced in the world while simultaneously adopting new technologies that better support our own operations and meet the needs of our customers. SDG 9.5

Bell's focus on next-generation network technologies is playing a key role in transforming Canada's digital ecosystem, creating opportunities for innovative thinking and new applications across every industry, and fueling a positive cycle of innovation and growth amongst our many partners and suppliers.

Bell invests more than \$500 million in R&D each year (\$537 million in 2018),<sup>3</sup> more than any other communications service provider in Canada.<sup>4</sup> This investment enables Bell to deploy major network improvements and make more innovative services available to Canadian consumers and businesses, from better Wi-Fi connectivity and video streaming innovations like Day Pass subscriptions for TSN and RDS Direct to large-scale IoT innovations for asset tracking, fleet management, smart sensors, Smart City applications, agri-food and infrastructure management. SDG 2.3, 2.4

1. ICTC, Monthly Snapshot (January 2020)  
 2. ICTC, The Next Talent Wave: Navigating the Digital Shift – Outlook 2021 (April 2017)  
 3. R&D research data traditionally lags the reporting period by one year  
 4. Research InfoSource, Top 100 Corporate R&D Spenders (2018).

## Artificial intelligence supply chains supercluster (Scale AI)

In 2019, a consortium that includes Bell, the Institute for Data Valorisation (IVADO), the University of Waterloo, and Québec companies Optel Group and Alimentation Couche-Tard began developing artificial intelligence (AI) applications to improve supply-chain processes in sectors such as retail, manufacturing and infrastructure. The consortium is one of 5 groups selected by the federal government in 2018 to receive funding from a \$950-million program to boost innovation and spur economic growth. GRI 203-1, SDG 17.7, 17.8

As Canada’s top telecommunications R&D investor, Bell is contributing our expertise in network connectivity, business communications and IoT applications to the consortium, as well as our strength in managing an

extensive supply chain and infrastructure across the country. For example, Bell is leading one of the first Scale AI projects, working with Ivado Labs to develop a system that uses Field Services, Network and Customer Operations data to analyze the complexity of tasks and increase the efficiency of technician dispatch.

For more about projects launched by the Montréal-based AI supercluster in 2019, read the Scale AI [news release](#).

Through these and other R&D initiatives, Bell is playing a key role in the emerging network, device and application ecosystem, ensuring Canadians are able to take advantage of future digital technologies and the economic and social benefits they deliver.

## Fibre rollouts

Fibre networks offer long-term benefits to consumers and businesses, ensuring access to reliable high-speed broadband that can meet their future needs as demand continues to grow. These networks are a key part of Canada’s 21st century infrastructure and a fundamental building block in the transition from a resource- and manufacturing-based economy to a world-leading digital and knowledge economy. GRI 203-1, SDG 8.2

Bell increased our all-fibre footprint by 530,000 homes and businesses in 2019, completing approximately 53% of our fibre optic network build by the end of the year and also upgrading available access speeds in more locations to up to 1.5 Gbps, noted by PCMag as Canada’s fastest home Internet connection.

Overall we now offer all-fibre connections to approximately 5.1 million home and business locations in Atlantic Canada, Québec, Ontario and Manitoba. We continue to focus on expanding our all-fibre footprint in Montréal and the Greater Toronto Area/905 geographic areas and in early 2020 announced new investments to provide direct fibre connections to 200,000 homes and businesses throughout the City of Hamilton and approximately 275,000 homes and businesses in the City of Winnipeg.





## Wireless Home Internet (WHI)

All-fibre networks are not feasible for every community. That's why Bell is delivering broadband speeds to smaller towns and rural locations with our innovative WHI fixed-wireless service. Based on 5G-capable technology in the 3.5 GHz spectrum band, WHI customers can enjoy high-speed Internet services with speeds 5 to 10 times faster than average speeds

currently available in these areas. We successfully deployed the service to approximately 250,000 customer locations in 226 rural communities by the end of 2019 and we expect to ultimately reach 1 million rural households throughout Ontario, Québec, Atlantic Canada and Manitoba. SDG 17.7, 17.8

## World-leading wireless services

Bell is also delivering wireless technology that is among the most advanced in the world to more Canadians with the expansion of LTE Advanced (LTE-A) network availability to 94% of the national population in 2019 (overall LTE coverage surpassed 99% in 2018). Ongoing investments as part of our Bell MTS investment plan in Manitoba have also resulted in a huge improvement in the quality of wireless services in the province, and 90% of Manitobans now have access to LTE-A connections.

The speed of our wireless connections also continues to improve.

An independent report released in September 2019 noted that Canadians in major cities “are now seeing average LTE speeds that exceed what we’re seeing on Sprint’s new 5G network in the U.S.”<sup>1</sup> and another report found that “rural Canadian users on average see faster 4G download speeds than our users in Sweden, New Zealand, France and 73 of the other countries we reported on.”<sup>2</sup>

The first carrier to launch a 5G-ready LTE-M network in Canada, Bell is also leading the way in the fast-growing IoT sector and in 2019 we entered into a partnership with AT&T to provide our business customers with access to the carrier’s extensive LTE-M network throughout the U.S.



As we continued to enhance our 4G wireless network in 2019, we have also laid the foundation for the 5G revolution. As we prepare to roll out our 5G network, Bell has the expertise, the fibre-connected infrastructure and world-class partners to make it happen. With the right conditions in place to encourage the investment required, Canada has the opportunity to be a world leader in the deployment of this exciting and truly transformational communications technology.

1 PCMag, Fastest Mobile Networks Canada 2019 (September 2019)

2 Open Signal, The state of rural Canada's Mobile network Experience (September 2019).

## Connecting northern communities

Bell continues to address the unique challenges faced by communities in northern Canada, where difficult terrain, remote location, and low population density have resulted in a lack of access to high-speed broadband networks. In 2019, and as the result of a joint initiative involving Bell, Northwestel, Telesat, the federal Connect to Innovate program and the Nunavut government, we made mobile LTE wireless broadband service available to all 25 communities in Nunavut, Canada’s northernmost territory. In addition to



delivering mobile data speeds up to 100 Mbps to residents and businesses across the territory, fixed wireless Internet access is also now available in 21 Nunavut communities.

For more details on Bell’s innovative services – including developments in broadband, IoT and business connectivity – see the [Customers](#) section. SDG 17.7, 17.8

## Supporting a made-in-Canada media industry

Bell’s role in generating economic opportunities for Canada’s important media sector goes beyond providing access to advanced broadband networks and innovative television, radio, and online platforms like Bell Fibe TV, the now-bilingual Crave, Alt TV, and the iHeart Radio app.



Bell Media continues to play an important role in producing high-quality Canadian content, including top-rated news and local/regional programming, documentaries, scripted content and sports. For the 2018 – 2019 broadcast year, Bell Media invested \$841 million in original English- and French-language



Canadian content, providing work for Canadian actors, on-air personalities, technicians, showrunners, directors, artists, technicians, crafts personnel, and many other specialists and suppliers across the media industry.

Bell Media is also generating important growth-through-export opportunities for in-house and independently produced Canadian content. High-quality homegrown hits like CTV’s Cardinal and Crave’s Letterkenny are finding audiences within Canada and around the world. In addition to starting construction to support expanded facilities, our Pinewood Toronto Studios also partnered with Netflix in 2019 on the leasing of soundstages to support the global streaming service provider’s dedicated production hub in Canada. GRI 201-1, 203-2

In 2019, Bell Media’s new comedy series Jann enjoyed a successful debut and ongoing productions like The Amazing Race Canada – the most-watched summer series for 6 years in a row – and MasterChef Canada

continued to attract huge audiences, as did daytime programs The Social and The Marilyn Denis Show. Continued investment in premium international content – including HBO, HBO Max, Showtime and Starz – enabled us to deliver national and international content popular with Canadians. Similarly, our investments in sports broadcasting rights – including the NHL, NFL, CFL, IIHF World Junior Championship and the Toronto Raptors historic NBA championship win – continue to support sports franchises that are important contributors to our communities, both socially and economically. Canada’s French-language production community also benefits as a result of Bell’s acquisition of Québec-based conventional TV network V and its related digital assets and our decision to evolve Crave into a bilingual TV and streaming service currently offering more than 6,000 hours of exclusive French-language content.

These successes are the direct result of Bell’s focus on ensuring Canada’s media industry remains rooted in Canadian culture and communities. As one of the largest supporters of film, television, and music through development funding, and as an avenue to showcase home-grown talent, Bell Media supports partnerships and events that enhance the Canadian industry and provide opportunities for Canadian talent to achieve both artistic and commercial success.

## Supporting major festivals

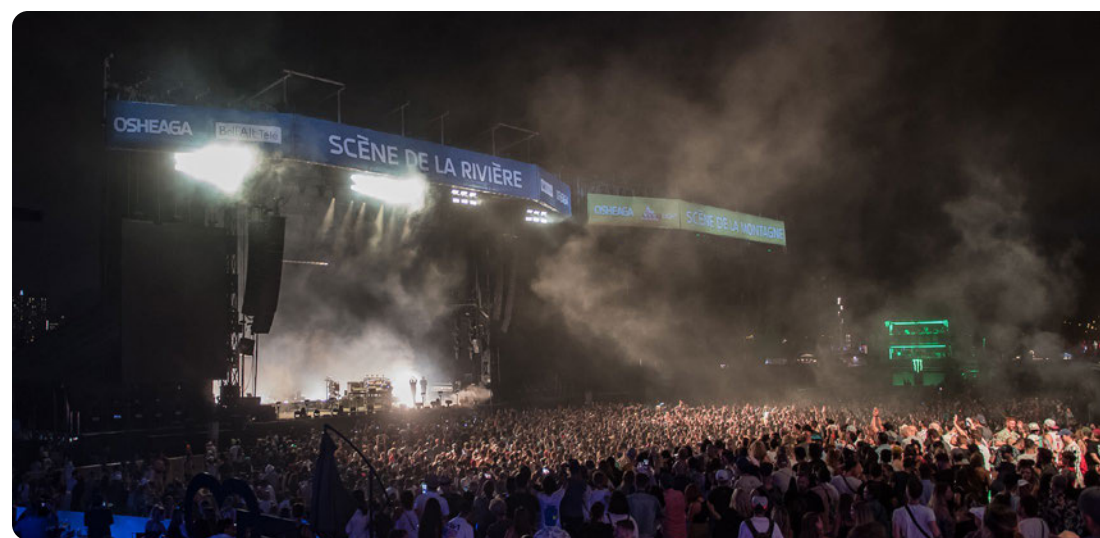
Bell maintains a presence at major festivals across the country, recognizing that these events build stronger communities, generate billions in consumer spending, and raise significant tax revenue for municipal, provincial and federal levels of government.

Bell is proud to partner with some of Canada's premier entertainment events, helping generate indirect economic and social benefits for communities and individuals. For example, with the [Toronto International Film Festival \(TIFF\)](#), we support TIFF Learning, which provides students and teachers with innovative ways to engage with the cinematic arts beyond simply taking a class trip to the movies. The TIFF Bell Lightbox is the only facility of its kind in Canada, offering unique programs that are closely tied to the Ontario educational curriculum and designed for cross-course flexibility.

Similarly, the [Osheaga Music and Arts Festival](#) not only brings the community together to enjoy leading global musicians, it historically generated economic spinoffs due to the influx of tourists with as many as 45,000 arriving from outside Québec for the festival.

Bell also partners with the [Festival d'été de Québec](#), a non-profit event that usually runs for 11 days, with music for everyone at multiple venues throughout Québec City. The event has generated more than \$25 million annually in added value for the city over the years. Our support also has extended to Festival Montréal en Lumière, one of the largest winter festivals in the world, and the Francofolies de Montréal, which has historically been the biggest music festival in the French-speaking world.

Supporting such events means Bell is helping to generate indirect economic and social benefits for communities and individuals across Canada.





## Society

### Our commitment to improving society

For 140 years, Bell has been a partner in social initiatives wherever we operate. We are, for example, prepared to respond quickly in the event of disasters; diligent in speaking with affected communities when we want to build new network towers; thorough when enlisting our supply-chain partners' commitment to our high standards of ethical corporate conduct; and supportive of government, public safety and electrification of transport projects that benefit Canadian society as a whole.

### Responding to outages and emergencies

**Bell team members are on the front lines when extreme weather disrupts communications services, working to keep our customers connected and safe.**

When flooding reached critical levels in Ontario, Québec and New Brunswick communities in April and May 2019, Bell teams in Field Services, Network, Real Estate, Mobility and Emergency Management worked around the clock to help customers, maintain operations and protect Bell assets, sandbagging vulnerable areas and installing generators where needed and, in some cases, upgrading wireless and Internet capacity for emergency personnel and community members. At the same time, local Bell Media television and radio stations played a critical role in both keeping residents up-to-date as the flooding spread and in raising relief funds for the Canadian Red Cross. We also welcomed Red Cross responders to our Nuns' Island campus in Montréal, providing additional call centre capacity to help coordinate flood relief efforts.

As is often the case when emergencies strike, Bell made a direct corporate donation to the Canadian Red Cross and partnered with the [Mobile Giving Foundation](#) so that Canadians were able to donate by text message to support relief efforts, from providing food and shelter for displaced families to assistance with cleanup and repairs.

Bell teams also worked around the clock in September 2019 when Hurricane Dorian rolled into Atlantic Canada and eastern Québec and caused power outages for hundreds of thousands of residents. Having prepared in advance, our Field, Network and Wireless Operations teams worked to keep



our network and other assets operational throughout the storm. Bell Media and the CTV News Atlantic team also provided critical storm updates and support for the clean up and recovery.

Bell MTS crews also jumped into action when an unprecedented snowstorm in October 2019 snapped trees, closed roads and knocked down power lines in Winnipeg and across southern Manitoba. As teams worked to restore services in the hardest hit areas, CTV News Winnipeg continued to provide the latest on developments and restoration.





At Bell, we also understand that communication technologies for public safety agencies must perform flawlessly and seamlessly. For more than 20 years, we have successfully deployed some of the largest mission-critical [2-way radio service](#) communication networks in Canada. Providing public safety radio communications for more than 70,000 first responders and other users in Canada,

including government and public safety organization employees, we have a unique mandate to serve the public when it matters most.



The first Canadian carrier to offer designated Mobile Broadband Service for First Responders on a 4G LTE network, Bell is Canada's largest provider of public safety land mobile radio (LMR) services, with contracts from Atlantic Canada to Manitoba. Awarded a public safety communications contract by the Government of Manitoba in 2018, Bell

has since been selected to upgrade the public safety land radio system for Québec City and, in October 2019, was awarded a contract by the Government of Ontario to rebuild the province's public safety LMR network. Helping to keep Canadians safe, Bell provides 9-1-1 service in Manitoba, Ontario, Québec, Nova Scotia, New Brunswick, Prince Edward Island, and Newfoundland. In November 2019, basic 9-1-1 was also launched in the Northwest Territories. Building on the 2018 launch of the new [Alert Ready System](#) for television, radio and compatible LTE wireless devices developed in partnership with the federal, provincial and territorial governments, emergency management officials, Pelmorex, Canada's broadcasting industry and wireless service providers, Bell participated in ongoing tests and notifications designed to ensure Canadians are aware of critical emergencies – including severe weather, criminal activity or other dangerous situations – that may affect them.

## Engaging with communities while deploying our network

GRI 416-1

**Bell recognizes that we need to engage with the communities where we deploy our network.**

Bell engages in meaningful dialogue with municipalities, provincial as well as federal agencies and Indigenous communities to mitigate local concerns about our network. For example, our Network infrastructure environmental evaluation program is embedded directly into our environmental management and review system in order to minimize the negative impacts of network projects on the environment. This evaluation process is mainly aimed at the project managers responsible for deployment, and it applies to every stage of projects, including planning, design, construction, maintenance, and decommissioning of installations. To learn more about this, see the [Network infrastructure](#) information sheet on our website. For information about the health and safety of wireless networks, see the [Wireless health and safety](#) information sheet on our website.

**When The Bell Telephone Company of Canada was incorporated on April 29, 1880, our workforce of 150 was poised to change how Canadians communicate. By the spring of 1881, they had already built a long-distance connection between Toronto and Hamilton, a first step in connecting our 2,100 customers and eventually all of Canada.**

Bell also collaborates with cities, businesses, and community organizations. For example, our high-capacity wireless and fibre networks support Smart City and IoT projects across the country, including a major Smart City Accelerator Research Program in partnership with IBM for the city of Markham to improve the efficiency of municipal operations and enhance services for residents. For more information about Bell's Smart City platform in Markham, visit [Bell.ca/Markham](https://Bell.ca/Markham). Another example is the

partnership between Bell's Fleet Services and Natural Resources Canada that is testing Battery Electric Vehicle (BEV) technology developed by Toronto company [Havelaar](#). This new technology is expected to lower the cost of operating battery-powered fleet trucks and charging infrastructure. To learn more about this project, see the [Natural Resources Canada website](#). To learn about the [Electrification of transport](#) at Bell, see the information sheet on our website.

## Managing the supply chain GRI 102-9, 414-1

Any purchase of goods and services can generate economic, social, or environmental impacts. We carefully monitor and manage supply chain issues to mitigate adverse impacts. This is especially important because we do not manufacture any of the physical devices required for the services we offer customers.

We work with multinational product manufacturers, some of which dominate the global market. Because of the proliferation of global sourcing and distribution, companies like Bell must be cognizant of potential issues related to labour and human rights, ethical standards, health and safety and environmental concerns along their supply chains.

Bell's centralized procurement organization controls the strategic sourcing of goods and services, enabling us to efficiently maintain strong and productive relationships with a variety of suppliers, including manufacturers, distributors, contractors and consultants.

However, supply chain disruption remains a risk for all companies that rely on suppliers to serve their customers. We have implemented a supplier risk management process to systematically identify, assess, and mitigate risks in Bell's supply chain at the earliest stages. We establish best practices to reduce vulnerability and seek to ensure business continuity. Each supplier is onboarded separately and assessed for different key risk domains, such as information security, financial stability, business continuity, health and safety, environment, and corporate responsibility. The process includes provisions for corrective action and ongoing monitoring. We also consider sustainable criteria for our products and services, including energy consumption, recyclability, and environmental certifications, as well as attributes related to human and labour rights, health and safety, and ethics.

For more information about supply chain management, including supplier accountability, due diligence on products, and conflict minerals, see our [Responsible procurement](#) information sheet on our website.

For information about our supplier diversity initiative, see the [diversity section](#) of this report.

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