

# Today just got better

- Total **Bell Let's Talk** commitment to mental health **\$62,043,289.30**
- **\$140 million** invested in 2012 to improve customer service systems
- Bell technicians arrive on time for service appointments more than **98%** of the time
- Same Day Next Day service completion rate of **94%**
- Customer satisfaction with technicians surpasses **92%**
- Bell share of service complaints to the Commissioner for Complaints for Telecommunications Services (CCTS) reduced by **21%**
- **\$3.51 billion** in BCE capital investment to expand next-generation fibre and mobile networks
- **73.5%** of waste diverted from landfill
- At the end of 2012, we had **38** buildings certified to BOMA BEST
- **77%** of team members say they are proud to work for Bell

# Sustainability at Bell

## Sustainability vision

Recognizing that sustainability is an issue of global importance, Bell operates with a comprehensive vision for sustainability, enabling responsible growth, connecting communities and safeguarding the environment.

## Principles

Since 2006, Bell has been a signatory of the United Nations Global Compact, a set of universal principles that address issues involving human rights, labour, the environment and anti-corruption.

Through its membership in forward-thinking groups composed of leaders of the global business community, Bell participates in the development and dissemination of innovative thinking that produces practical action and tangible results. Here are some of the groups in which we participate.



Please email us at [responsibility@bell.ca](mailto:responsibility@bell.ca) and tell us what you think of this report and corporate responsibility at Bell.

If you'd like more details about our corporate responsibility and environment activities, please visit our website at [bce.ca/responsibility](http://bce.ca/responsibility).



# Bell Canada 2012 Corporate Responsibility Report



## Awards and recognition

Bell is continuously recognized for its corporate responsibility best practices, from socially responsible investments to environmental management and philanthropy, from environmental and social responsibility to governance and workplace initiatives.

Here are some of the recognitions we received in 2012.



## Investing in communities

Bell contributed \$17 million to community investment in 2012, including the Bell Let's Talk mental health initiative, whose action pillars are anti-stigma, care and access, research, and workplace health. Bell also contributed to a wide range of community charities and the Employee Giving Program.

Through the Employee Giving Program, Bell team members and pensioners donated more than \$1.3 million in charitable gifts in 2012. In addition, they logged more than 246,000 hours of volunteer time to support sport and charitable organizations.

## Providing innovative solutions and delivering quality services

In 2012, Bell invested more than \$140 million to enhance the customer experience. These investments enabled us to make significant progress in serving customers better, measured both by our internal indicators and by third-party organizations.

### 2012 HIGHLIGHTS

- Mobile self-serve transactions increased by 284%
- Calls to Mobility centres dropped by more than 2 million
- We send a technician the same day or the day after customers call us more than 94% of the time
- Access to Canada's largest 4G LTE wireless network, making it available to more than 67% of the country's population
- 248,000 Fibe TV subscribers, up 187% from a year earlier

## A leading contributor to Canada's economy

For 133 years, BCE and Bell Canada have been connecting communities and supporting the economic productivity of the country. We recognize the important role that Bell plays in Canada's economic competitiveness and we are committed to continuing to deliver economic and social benefits to all Canadians.

### 2012 HIGHLIGHTS

- We inject approximately \$2.6 billion into the economy through employee wages and benefits
- We provide to businesses and government the largest network of datacenters in the country
- Bell spends close to \$9 billion a year to operate the business, buying goods and services from all sectors of the economy, about 87% of which goes to Canadian-based suppliers
- In 2012, \$2.9 billion of that was capital invested by Bell to build and maintain the communications infrastructure that is crucial to the competitiveness of Canadian businesses

## Best place to work

Bell is committed to a dynamic, inclusive, safe and healthy workplace for team members. Bell believes in the uniqueness of individuals, and in creating a diverse and inclusive workplace that reflects Canada's cultural mosaic. Our compensation policies reward achievement through a pay for performance culture and recognition programs for extraordinary effort.

### 2012 HIGHLIGHTS

- The Women at Bell program supports the development of women leaders and promotes their visibility at Bell and in the business community
- 77% of team members say they are proud to work for Bell
- \$16 million invested in training
- Bell tops all other telecommunications companies on the national ranking of Canada's Top Campus Employers for 2012 and is the only communications company in the top 50 for engineering students

## Commitment to environmental leadership

For more than 20 years, Bell has operated numerous programs to reduce the environmental impact of our operations. To demonstrate this commitment we have certified our environmental management system ISO 14001, the only Canadian telecommunications company to do so.

### 2012 HIGHLIGHTS

- GHG emissions were 293.9 kilotonnes of CO<sub>2</sub>, 8% below 2003 levels
- 73.5% of company waste diverted from landfill (14,673 metric tonnes)
- Recovered more than 1.2 million mobile phones and 110 tonnes of batteries and accessories since 2003
- Team members held more than 101,000 VideoZone conferences, 418,178 AudioZone calls, and a monthly average of 35,000 Live Meeting sessions, reducing thereby our emissions and our costs associated with business travel
- Decommissioned 760 servers, reducing energy usage by approximately 3.2 million kWh per year