



# 2014 Corporate Responsibility Report Highlights



## Integrating Corporate Responsibility at Bell

Bell's corporate goal is to be recognized by customers as Canada's leading communications company. Our sustainability vision is to contribute to the well-being of society by providing high quality jobs, enabling responsible economic growth, connecting communities and safeguarding the environment. By balancing economic, environmental and social objectives, we generate significant collective gains that go far beyond financial and commercial growth as Bell enables people to better communicate, build skills and contribute to economic and social advances.

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 such forward-thinking groups, which are composed of leaders of the global business community, Bell participates in the development and sharing of innovative thinking that produces practical action and tangible results. Here are some of the groups in which we are involved:



Our approach to corporate responsibility begins with a commitment to governance discipline. Through a solid governance structure and rigorous practice, we actively balance economic growth, social requirements and environmental performance in order to ensure our ongoing success.

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

## BCE at a Glance

- 82%** 82% of team members said they are proud to work for Bell
- 100 Gbit/s** First Canadian network operator to deliver transmission speeds of 100 Gigabits per second
- No. 1** Ranked number 1 by Netflix for fibre optic Internet provider speeds
- \$73M** Bell Let's Talk commitment to mental health increased to \$73 million
- 43.5 kt** Prevented the release of nearly 43.5 kilotonnes of CO<sub>2</sub> equivalent since 2008
- 194%** Total shareholder return of 194% since the end of 2008
- \$20B** Investing \$20 billion through the end of 2020 to propel Canada's digital economy
- \$3.5B** Over \$3.5 billion invested to deploy broadband networks
- 99%** 99 of the top 100 companies in the country use Bell services
- 3rd time** For the third year in a row, one of Montréal's Top employers by Mediacorp Canada
- 6M** Fibe TV footprint reached more than 6M households
- Top 50** Included on the 2014 Maclean's/L'actualité/ Sustainability list of the Top 50 Socially Responsible Corporations in Canada



## Investing in communities

The major innovation in our anti-stigma campaign for 2014 was Clara's Big Ride, a 110-day bike ride to every province and territory during which Olympic hero Clara Hughes covered more than 11,000 km and met with thousands of Canadians. She attended 235 community and school events and collected thousands of signatures to support working together to create a stigma-free Canada, including the Governor General, the Prime Minister and 160 other elected officials and leaders.

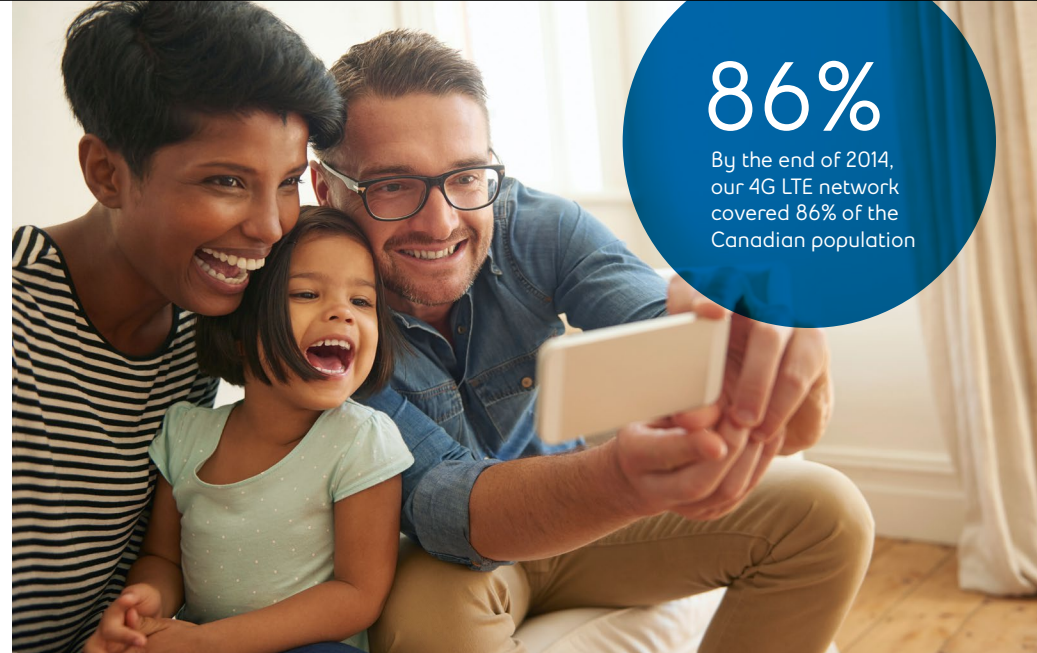
### Support for better care and access

In 2014, Bell continued to invest in a broader selection of innovative programs aimed at improving care and access to care for those with mental health issues.

We contributed another \$1 million in one-time grants of up to \$50,000 to 58 additional community organizations that are involved in mental health care at the local level in every region of the country through the Bell Let's Talk Community Fund.

#### 2014 highlights

- \$1 million for a joint project with the Government of Alberta to improve access for children and youth throughout the province, especially in rural and remote areas, with a single online access point to information and care
- \$1 million over 5 years to support community mental health and anti-stigma programs in Nunavut, the Northwest Territories and Yukon with a focus on helping Inuit and First Nations youth at the community level
- \$500,000 to the CHU Sainte-Justine to create Québec's first integrated Mother-Child Centre for Eating Disorders to meet demand that has grown 44% in the last 4 years alone
- \$225,000 to Université Laval for mental health training for frontline staff and specialized services through the Student Assistance Centre.



# 86%

By the end of 2014, our 4G LTE network covered 86% of the Canadian population

## Customers and suppliers

We aim to be recognized by customers as Canada's leading communications company. We work closely with thousands of suppliers to ensure our company lives up to Canadians' expectations of us, not only as a business but also as a presence in their communities.

#### 2014 highlights

- In early 2014, Bell became the first Canadian carrier to launch 4G LTE network service with new 700 MHz spectrum. This enables us to take world-leading 4G LTE technology to Canadians in small towns, rural locations and the North
- By the end of 2014, our 4G LTE network covered 86% of the population and we plan to reach more than 98% by the end of 2015
- We also continued to increase HSPA+ coverage to more communities in the Northwest Territories and Nunavut
- At year end, we had 700,533 Bell Fibe TV subscribers, a year-over-year increase of 46%. We added another 60,863 net subscribers in the first quarter of 2015
- At the end of March 2015, and including newly integrated Bell Aliant's FibreOp TV subscribers, Bell served 990,325 IPTV subscribers, up almost 37% from the same date last year. We passed the 1 million mark in mid-April 2015
- Bell has also assembled the largest national network of data centres in the industry, providing Bell Business Markets customers with secure ways to protect critical business applications and increase their own productivity through co-location, data management, infrastructure as a service (IaaS) and cloud computing
- In 2014, we grew our wireline broadband fibre footprint to approximately six million locations with the continued deployment of fibre to more neighbourhoods throughout Québec and Ontario.



78%

Since 2008, we have increased the dividend on our common shares 11 times, which represents overall dividend growth of 78%

## Helping the economy grow

For 135 years now, and since Canada's telecommunications industry was founded, Bell has been connecting Canadians with each other, and with the information they need to enrich their lives and pursue their aspirations. We are – and are committed to remaining – one of the country's leading companies in terms of generating wealth and contributing to the strength of the economy as a whole.

### 2014 highlights

- We invest heavily in extending the reach of our world-leading 4G LTE mobile networks, quickly and aggressively deploying new blocks of spectrum we obtained in the past 15 months at two federal auctions, to deliver service to rural and more remote areas of our vast country
- We have made a \$40 million investment to extend our broadband fibre network to support IPTV and Internet service in Kingston, Ontario by mid-2015
- Since 2008, we have increased the dividend on our common shares 11 times, which represents overall dividend growth of 78%. Last year alone, total shareholder return grew almost 22%, ahead of industry peers here and in the U.S., and better than the S&P/TSX Composite Index. Since the end of 2008, total shareholder return has grown 194%.

## Team members

A company's success is rooted in the skill, dedication and persistence of its employees. With more employees than any other communications company in Canada, Bell provides a fulfilling work environment, attuned to the many and diverse needs and aspirations of its team members. We deepened our commitment to attract, develop and retain diverse and engaged employees in 2014, making significant enhancements to advance diversity and inclusion and provide tools and training to enable employees to manage their careers and develop their full leadership potential. We also initiated ways to better measure and improve engagement as well as enhance mental health in our work places.

In 2014, Bell's progressive workplace and recruitment programs were honoured with numerous awards. These included:

- Named one of Montréal's Top Employers for the 3rd consecutive year in annual awards organized by the editors of Canada's Top 100 Employers, a Mediacorp Canada publication
- Named one of Achievers Top 50 Most Engaged Workplaces in North America
- Mérites du français award, from the Office québécois de la langue française
- Bell Aliant named one of Canada's Top Employers for Young People 2014
- The Excellence in Innovation: Leadership Development award
- Excellence Canada's 2014 Gold Award for Mental Health at Work
- 2014 Canadian HR Award for the Best Learning & Development Strategy
- Universum Top 100 Ideal Employer Rankings.

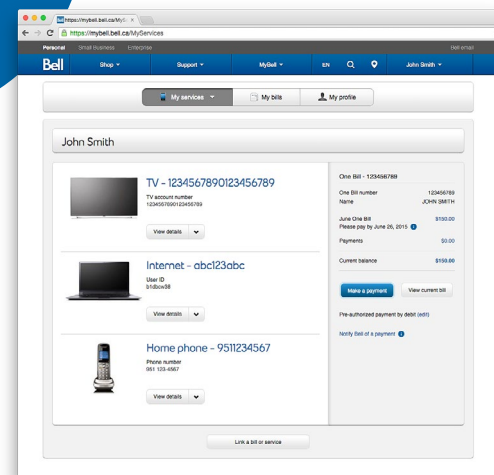
Please see our [2014 Corporate responsibility report](#) to discover several more awards we received this year.





46%

of all bills produced by Bell (excluding Bell Aliant) were electronic



Example of an electronic bill

## Commitment to environmental leadership

We make every effort to be environmentally responsible when deploying and maintaining networks, building our offices and consuming energy and other resources. For more than 20 years, Bell has implemented and maintained numerous programs to reduce the environmental impact of our operations. Bell has achieved ISO 14001 certification for our environmental management system, the first and only Canadian telecommunications company to be so certified. We also receive many commendations every year for our environmental performance.

- We support the findings of the Global eSustainability Initiative (GeSI, of which Bell is an active member), SMARTer 2030 report, released in June 2015
- Bell is also working with the CDP and its various partners such as World Resources Institute (WRI), World Wildlife Federation (WWF)
- Bell is fostering innovation and entrepreneurship by engaging with cleantech clusters, such as Écotech Québec, focused on accelerating the development of clean technology
- Bell has deployed 1,273 dedicated VideoZone endpoints throughout the company, from Vancouver to St. John's. Bell team members held 151,906 VideoZone conference calls, up 17% from just a year ago and team members also held 929,047 AudioZone calls last year, an increase of 7% over 2013
- In 2014, we continued to leverage technology to reduce our impact on the environment. For example, 46% of all bills produced by Bell (excluding Bell Aliant and Northwestel) were electronic. This is an increase of 7 percentage points over 2013
- In 2014, waste from operations represented 70% of all waste produced at Bell. We diverted 70% of this from landfill. Our administrative buildings produced 22% of the total waste in 2014. Of this, 54% was diverted from landfill
- In 2014, thanks to our customers' participation in our recovery programs, Bell diverted more than 2,100 tonnes of electronics from landfill.