

Putting  
the spotlight



corporate  
responsibility

# Who we are

BCE is Canada's largest communications company, providing the most comprehensive and innovative suite of communication services to residential and business customers in Canada. Operating under the Bell, Bell Aliant and Northwestel brands, the company offers telephone, wireless communications, high-speed Internet, digital television, Internet Protocol (IP) broadband and information and communications technology (ICT) services.



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## CAUTION REGARDING FORWARD-LOOKING STATEMENTS

Certain statements made in this report including, but not limited to, statements relating to our 2010 objectives, and other statements that are not historical facts, are forward-looking statements. Several assumptions were made by BCE in preparing these forward-looking statements and there are risks that actual results will differ materially from those contemplated by our forward-looking statements. As a result, we cannot guarantee that any forward-looking statement will materialize and you are cautioned not to place undue reliance on these forward-looking statements. For additional information on such assumptions and risks, please consult BCE's 2009 annual management's discussion and analysis (MD&A) dated March 11, 2010, as updated in BCE's 2010 first quarter MD&A dated May 5, 2010, and BCE's press release dated May 6, 2010 announcing its financial results for the first quarter of 2010, all filed with the Canadian securities commissions and with the U.S. Securities and Exchange Commission (SEC) and which are also available on BCE's website.

Forward-looking statements made in this report represent BCE's expectations as of May 31, 2010, and accordingly are subject to change after such date. Except as may be required by Canadian securities laws, we do not undertake any obligation to update any forward-looking statement, whether as a result of new information, future events or otherwise.

# Corporate responsibility: key to our past...and our future

GEORGE A. COPE

Corporate responsibility has been a central element of Bell's operations since our company's founding 130 years ago, and it remains a primary commitment of every member of the Bell Canada Enterprises team today.

The Bell team works to ensure that we adhere to the highest ethical and professional standards as we continue to transform our business into a highly efficient, customer-focused competitor.

This BCE Corporate Responsibility Report offers a detailed analysis of our efforts on multiple fronts, including customer engagement and support, broadband network and service innovation, corporate governance, community investment and environmental sustainability.

BCE continues to be recognized globally for our rigorous standards of governance and ethical business conduct, including our support for the UN Global Compact principles. For the seventh year in a row, we received a perfect score in corporate governance from GovernanceMetrics International, reflecting our transparency and accountability to all of our stakeholders.

Bell team members continue to roll up their sleeves when communities need help, whether in those places where we live and work – with our enthusiastic support of Kids Help Phone and children's hospitals across the country for example – or in distant locations in urgent need, such as Haiti after its devastating earthquake.

A critical part of our commitment to corporate responsibility is our ongoing leadership in delivering world-leading technologies in order to enhance Canadians' access to the digital economy, increase our nation's productivity and build stronger communities overall.

We moved Canada to the forefront of the global wireless industry with a new wireless network that offers 93% of Canadians in thousands of small towns, remote communities and urban centres access to the largest and fastest mobile network in the country. To enable faster Internet access and competitive IPTV services, we have accelerated our rollout of broadband fibre, including Canada's first deployments of ultra high speed fibre-to-the-home in Québec City and multiple cities across Atlantic Canada.

Bell technology also played a pivotal role in the success of the Vancouver 2010 Olympic and Paralympic Winter Games. Bell flawlessly delivered the most-watched Games in history to the world by managing all voice, data and broadcast services, highlighting Canadian communications innovation at its best and providing a legacy of enhanced broadband connectivity to British Columbia for generations to come.

With technological innovations such as new solar-powered wireless cell sites, multiple environmental impact studies and extensive consultations with First Nations communities, Bell's contributions to the Games were perfectly in line with our acknowledged leadership in environmental sustainability.

Bell is the first Canadian telecommunications company to obtain international ISO 14001 certification for our company-wide environmental management system. This latest honour reflects our commitment to the environment at every level, including providing the powerful communications tools – video and teleconferencing, online collaboration products, telematics – that make our customers' and our own green initiatives easier.

This year, Bell is proud to announce a new climate protection objective: to reduce our greenhouse gas (GHG) emissions by the end of 2020 to half the level of our emissions in 2003, a GHG reduction of 198 kilotonnes.

Bell has a clear goal that governs all of our activities: to be recognized by customers as Canada's leading communications company. We have put in place the strategy of service improvement, broadband network investment and competitive cost efficiency required to achieve our goal in an increasingly competitive communications marketplace.

As it has throughout our 130-year history, our commitment to corporate responsibility – industry-leading governance, technological advancement, community investment and environmental sustainability – remains fundamental to Bell's move forward.

**George A. Cope**

President and Chief Executive Officer  
BCE Inc. and Bell Canada

# Key objectives and results

Each section of this report contains our key performance indicators, encompassing all sectors of sustainability. Here is a summary:

KEY CR ISSUE	2009 RESULTS	2010 OBJECTIVES
<b>GOVERNANCE</b>		
<b>Corporate governance and business ethics</b>	▲ 10/10 score from GovernanceMetrics International, the seventh year in a row we have achieved a perfect rating	Remain a leader in corporate governance and ethical business conduct by maintaining best practices, transparency and accountability to our stakeholders
<b>Management systems</b>	▲ First telecom company in Canada to obtain ISO 14001 certification for its environmental management system	Maintain ISO 14001 certification for our environmental management system
<b>CUSTOMERS</b>		
<b>Service access</b>	■ 93% of the Canadian population is covered by our new HSPA/HSPA+ network, 90% by our EVDO network, and 98% by our CDMA network	Continue to expand coverage of our HSPA+ network
<b>Service reliability</b>	■ The Bell multi-protocol label switching (MPLS) and IP core network was available more than 99.999% of the time for the third year in a row in 2009	Maintain the Bell MPLS and IP core network service availability rate at over 99.999%
<b>Responsible procurement</b>	■ Since February 2009, all new contracts entered into by Bell include a standard clause indicating that the supplier shall conform to Bell's Supplier Code of Conduct	Pursue the development of policies and internal processes that favour the selection of responsible suppliers and products
<b>E-billing</b>	■ 16.4% of all bills produced by Bell in 2009 were electronic. This represents an increase of 3.6 percentage points over 2008.	Increase e-billing to 18.7% of all bills produced by Bell
<b>Product take-back</b>	■ BCE recovered 126,534 mobile devices in 2009, and more than 751,000 mobile devices since 2003.	Recover a total of one million mobile devices by the end of 2011
<b>ENVIRONMENT</b>		
<b>Climate change</b>	■ BCE greenhouse gas (GHG) emissions in 2009: 357 kilotonnes of CO <sub>2</sub> equivalent. This represents an increase of 2.3% over 2008, but a reduction of 10.0% from 2003.	Reduce GHG emissions by 198 kilotonnes (to 50% of 2003 GHG emissions) by the end of 2020
<b>Recycling</b>	■ Bell collected 7,469 tonnes of material from network operations in 2009. From this amount, 6,513 tonnes (87.2%) was recycled or used as a fossil fuel substitute.	Maintain recycling rate of Bell network residual material at more than 87% for 2010

- ▲ Recognition provided by external and independent firms: governance – GovernanceMetrics International; environmental management system – BSI Management Systems America, Inc.  
 ■ Indicators that have been reviewed by Golder Associates. [Read the Review Statement.](#)



KEY CR ISSUE	2009 RESULTS	2010 OBJECTIVES
<b>EMPLOYEES</b>		
<b>Health and safety</b>	<ul style="list-style-type: none"> <li>On-duty accident and occupational disease costs: 0.34% of payroll at Bell and 0.36% of payroll at Bell Aliant</li> </ul>	Maintain on-duty accident and occupational disease costs below 0.4% of payroll
<b>Diversity</b>	<ul style="list-style-type: none"> <li>BCE workforce composition:               <ul style="list-style-type: none"> <li>women: 43.4%, a decrease of 0.7 percentage points from 2008</li> <li>visible minorities: 13.4%, an increase of 0.8 percentage points over 2008</li> <li>aboriginal peoples: 1.1%, same as in 2008</li> <li>persons with disabilities: 1.9%, same as in 2008</li> </ul> </li> </ul>	Maintain diversity in our workforce while increasing awareness and sensitivity to diversity issues
<b>COMMUNITY</b>		
<b>Community investment</b>	<ul style="list-style-type: none"> <li>In 2009, BCE contributed more than \$13 million in donations. Employees and pensioners gave more than \$2.1 million in charitable gifts and logged nearly 430,000 hours of volunteer time.</li> </ul>	Contribute to the well-being of society through our community investment programs

■ Indicators that have been reviewed by Golder Associates. [Read the Review Statement.](#)

## GLOBAL RECOGNITION

BCE is included in several leading global sustainability indices including the Dow Jones Sustainability Index, the FTSE4Good Global Index and the Jantzi Social Index.

Bell was recognized for the third year in a row in 2009 as a Climate Disclosure Leader by the Carbon Disclosure Project and the Conference Board of Canada.

Oekom Research has rated BCE as Prime, qualifying our bonds and shares for ecologically and socially based investment.





# CUSTOMERS

- > Customer satisfaction
- > Customer engagement
- > Customer protection
- > Service access
- > Service reliability
- > Solutions for society and the environment
- > Responsible procurement
- > Product take-back

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# Customer satisfaction



In its goal to be recognized by customers as Canada's leading communications company, Bell is focused on improving customer service. The company made significant strides in that regard in 2009, including the following:

## CALL CENTRES / CLIENT CARE

- We introduced pay for performance in our external call centres based on customer satisfaction rather than on the number of calls and time to respond.
- Recognizing that complex customer issues, such as those related to high-speed Internet service, are better handled closer to home, we also began to make changes to our outsourcing approach in 2009. That included returning onshore approximately one million customer service calls previously handled at call centres overseas.
- Client Care continues to offer the option of an automatic call back, which was used by almost half a million customers. Under this option, we called back 85% of customers within 10 minutes, instead of keeping them on hold waiting for a representative. This call-back service is offered in 39 languages.

## FIELD TECHNICIANS

- Bell provided mobile phones and laptop computers to all our technicians to help them get the support and information they need to quickly solve customer problems. We also created a resolution team that can immediately assist technicians in resolving problems on-site.
- We are using telematics in our vehicles to quickly locate and efficiently dispatch technicians who are closest to the customer.
- We are responding faster to our customers' needs – Same Day Next Day service was at 90% in 2009, up from 78% in 2008.

## STORES

- Bell launched more than 500 Product Assistance Centres in corporate and dealer stores. On-site product experts provided customized assistance, while new point-of-sale (POS) systems and mobile POS devices reduced customer service times by 15%.

## BILLING

- Our Call Centre teams now provide customers with billing transaction summaries by e-mail. In addition, our invoices are easier to read and we've revamped our self-serve web page, making it easier for our customers to help themselves.



# Customer engagement

In January 2010 we had an independent research firm conduct a national online survey of 1,000 customers to learn which issues are of greatest importance to them and therefore to our business success.

Our business and residential customers clearly indicated that our most important responsibility is to ensure their satisfaction by providing them with quality products and services. They also let us know their expectations on various responsibility issues, which we address in this report.

## RESPONSIBILITY ISSUES OF GREATEST IMPORTANCE TO OUR CUSTOMERS

- 1 Privacy and data security
- 2 Responsible marketing practices such as clarity of pricing and billing
- 3 Protection of minors in cyberspace
- 4 Accessibility of products and services
- 5 Environmental and human impact of telecom networks
- 6 Product take-back
- 7 Energy consumption and emission of greenhouse gases
- 8 Responsible suppliers



# Customer protection

## PRIVACY

Customers justifiably trust Bell Canada to ensure their personal information and privacy are protected.

Every year, each of our team members reviews and signs a code of business conduct that requires, among other things, the safeguarding and proper use of customer information. Our representatives undergo privacy training to better understand their obligations to protect customer information, and to ensure they are aware of and respect customer rights at all times. We also place strict controls on the protection and use of personal information within our systems and websites.

In order to meet demands for greater clarity and transparency with respect to privacy, we've set out key elements of our privacy code in a simpler, easier-to-read privacy statement. Bell's privacy policies and other frequently asked questions are available on the [Bell.ca/privacy](http://Bell.ca/privacy) website.

## PROTECTION OF MINORS

Bell is committed to protecting children and youth through a variety of programs:

- as a founder of the Canadian Coalition Against Internet Child Exploitation, Bell worked to develop [Cleanfeed Canada](#). This initiative aims to reduce accidental access to child sexual abuse images as well as to discourage those trying to access or distribute child pornography.
- the company is a lead partner in Cybertip.ca, Canada's tipline for reporting online exploitation of children. Since Cybertip.ca was launched in 2002, 48 people have been arrested and numerous children have been removed from abusive environments as a result of tips provided by the public.
- Bell is a founding partner of Kids Help Phone. Now in its 21st year, Kids Help Phone is Canada's only toll-free, national, bilingual phone and web counselling service for children and youth. Trained professional counsellors provide immediate, anonymous and confidential support 24 hours a day, 365 days a year.



## RESPONSIBLE MARKETING AND CLARITY OF PRICING

Bell is committed to communicating pricing, product and service information clearly. Specifically, the company strives to provide clients with:

- a clear description of rates, charges and key terms and conditions for Bell services
- information about available service plans, the length of contract terms and key restrictions and conditions that may apply, including the types of fees that can be increased during a contract term
- notice of important changes relating to the services to which a customer subscribes such as changes to rates, charges and key terms and conditions for those services.

On September 1, 2009, the Canadian Wireless Telecommunications Association (CWTA) announced a new Code of Conduct for the wireless industry. Applicable to established carriers like Bell as well as to new wireless entrants, the code sets out industry-wide guidelines to help ensure Canadian consumers and small business customers receive the highest standards of service and support. It also ensures customer rights are safeguarded and concerns addressed.

Bell supports the Code of Conduct and was pleased to have participated in its development. The company's wireless business practices are in compliance with the code.

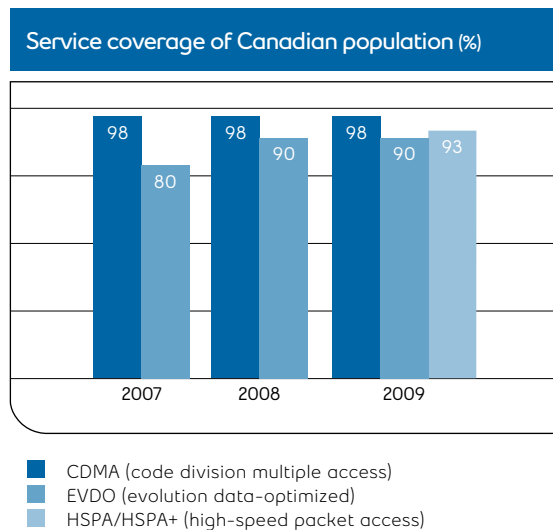
[Read the full Wireless Code of Conduct.](#)

# Service access

**93% of the Canadian population\* is covered by our new HSPA/HSPA+ network, 90% by our EVDO network, and 98% by our CDMA network.**

## 2010 Objective

**Continue to expand our HSPA/HSPA+ network coverage.**



As the country's leading communications company, Bell has a responsibility to make its services accessible to all members of society and we provide a number of ways for customers with disabilities or living in remote areas to benefit from communications technology.

## SERVICE COVERAGE

In November 2009, Bell launched the fastest and largest high-speed packet access (HSPA)/HSPA+ network in Canada.

The new network covers not just urban centres but also rural and remote locations right across Canada. From the day it was launched, about 93% of Canada's population has had access to the network, which covers more than one million square kilometres from coast to coast, and Bell continues to expand its coverage weekly. In addition, we upgraded our new network to all HSPA+ in 2010.

We also substantially advanced the build-out of our fibre-to-the-node (FTTN) network that puts broadband Internet access within reach of millions of homes and businesses. At the end of 2009, 2.9 million homes were within our FTTN footprint, up from 2.5 million at the end of 2008.

In July 2009, Bell Aliant announced it would be the first in Canada to launch fibre-to-the-home (FTTH) to an entire city – Fredericton. Bell Aliant's FibreOP service is now available to all of Fredericton and portions of Saint John. In May 2010, Bell Aliant announced a \$350 million investment in FTTH that will accelerate deployment to more than 600,000 homes and businesses by the end of 2012.

In 2010, Bell also began a three-year program to deploy FTTH to homes and businesses in Québec City, the largest such installation in the country, delivering access speeds of at least 100 Mbps.

## CUSTOMERS WITH DISABILITIES

Through focus groups and other means, we consult directly with persons with disabilities to better understand the barriers they have and to offer a full range of telecommunications services. These include:

- Bell Relay Service, which allows the deaf, the hard of hearing or those with speech disabilities to talk on the phone using a trained operator as an intermediary
- A constantly upgraded selection of accessible Bell Home phone terminal sets and mobile phones
- Descriptive Video Service, which enables visually impaired customers to hear verbal descriptions of the ongoing action on TV shows. Bell offers this service on 62 channels; Bell Aliant offers it on 53 channels.
- Voice Dialing, first offered by Bell in 2010, which enables subscribers to call their contacts without having to dial their phone numbers. Subscribers simply say the name of the person they want to call.

In 2009, we also installed textnet software that enables agents to more effectively handle calls from customers with special needs.

\* Note: Coverage includes Bell's roaming service. Population size is based on the latest Canadian census of 2006.

# Service reliability

For the third straight year, Bell maintained its MPLS and IP core network service availability at more than 99.999%.

## 2010 Objective

Maintain MPLS and IP core network service availability rate at more than 99.999%.

Our customers can rely on Bell's MPLS core network, which transmits data and voice between main communication points across the country.

During the past two years, we reduced the number of outages in customer networks by 32%, putting in place a proactive team dedicated to thoroughly analyzing the sources of such problems as cable, modem, router and power equipment failures.



# Solutions for society and the environment

The entire Bell team takes great pride in offering products, services and solutions that help customers live more productively and more prosperously. Here are some examples.

## E-BILLING

In 2009, we upgraded our e-billing systems in several important ways to make sure customers have a positive experience. We configured our system to send a printed letter when e-mail notifications cannot be delivered and to automatically call the customer if a payment is missed. We also added the option for customers to be notified about their bills by text message.

E-billing helped save more than 26,000 trees in 2009.

**16.4% of all bills produced by Bell in 2009 were electronic. This represents an increase of 3.6 percentage points over 2008.**

## 2010 Objective

**Increase e-billing to 18.7% of all bills produced by Bell.**

## TELEWORKING

Bell solutions enable customers and employees to work from home, cottage or a remote office. About 20,000 Bell team members telework at least some of the time, with almost 1,100 operating away from the office completely.

Bell also recognizes other benefits of teleworking for the individual, the employer and society. Among other things, teleworking individuals can establish a better work/life balance while being more productive. They can also reduce stress by saving time and commuting costs. Employers can cut spending on real estate, reduce absenteeism and be more flexible for special needs colleagues.

**Working from home helps Bell employees save about 110 million kilometres a year in commuting and up to 20,000 tonnes of GHG emissions.**



## E-HEALTH

Bell recently announced the implementation of a mobile teleassistance system enabling health-care workers at the Réseau universitaire intégré de santé (RUIS) de l'Université de Sherbrooke to obtain real-time assistance from expert nurses for wound management throughout its large territory.

The wireless teleassistance system allows an on-site healthcare professional to treat patients with both hands during a teleconsultation. During the transmission, an expert nurse in a different location can see the wound by controlling the camera's zoom, while speaking with the on-site healthcare professional to determine the best treatment.

Bell Aliant's xwave division, a leading Canadian health systems integrator, is implementing one of Ontario's web-based electronic medical record solutions to coordinate patient information. This system is used by University of Toronto family medicine residents at the five-site Summerville Family Health Team and Trillium Health Centre to easily access their patients' charts.



## TELECONFERENCES

By using Bell Conferencing Solutions for meetings in various locations, business customers save time, money and the environment. Travel costs are reduced and downtime en route is eliminated, as is the emission of greenhouse gases.

In 2009, our customers and employees used our services to hold 3.5 million teleconferences, including 15,000 web conferences, an increase of 8% over 2008. We also began to offer VideoZone to our employees, an internal videoconferencing service through which 39,000 video conferences were held.

Our conferencing solutions enabled the reduction of 744,000 tonnes of CO<sub>2</sub> equivalent, comparable to what would be eliminated by taking 174,000 mid-sized cars off the road for a year.



## VIRTUALIZATION

Bell's Professional Services team deploys industry-leading solutions for customers looking to virtualize and consolidate their information and communications technology footprint, reduce energy costs and optimize their existing virtualized environments.

The Bell team's demonstrated excellence in using virtualization technologies to reduce cost and complexity in a customer's organization earned the company a number of honours, including the 2009 VMware Canadian Partner of the Year, six-time Citrix Partner of the Year and Citrix ANG (Application Network Group) Partner of the Year awards.

The application of virtualization principles and consolidation strategies within Bell allowed us to shut down 14 server farm sites (about 650 servers) in 2009.

This significantly reduced capital requirements and will contribute to annualized reductions of 1.75 million kilowatt hours (kWh) and 385 tonnes of GHG emissions.

## TELEMATICS

Bell accelerated its deployment of telematics in its work vehicles to help customers get better on-time service, reduce Bell's carbon footprint and provide a safer work environment for our technicians. By the end of 2009, we had equipped more than 4,500 vehicles with telematics, with another 1,800 scheduled to be updated in 2010.

Telematics technology provides GPS location and vital engine information, which Bell can use to optimize routes and vehicle maintenance. This helps the company cut fuel consumption and reduce its greenhouse gas emissions.

In 2009, telematics helped Bell save 344,000 litres of fuel, which saved 825 tonnes of GHG emissions.



# Responsible procurement

Since February 2009, all new contracts entered into by Bell include a standard clause indicating that the supplier shall conform to Bell's Supplier Code of Conduct.

## 2010 Objective

Pursue the development of policies and internal processes that favour the selection of responsible suppliers and products.

## CHOOSING RESPONSIBLE SUPPLIERS

In 2009, Bell and Bell Aliant spent approximately \$9 billion on goods and services.

In accordance with our procurement policy, we seek out suppliers that demonstrate a strong commitment to sustainable development through the adoption of rigorous principles regarding the environment, health and safety, labour and ethics.

Bell also makes it clear that its suppliers must take all reasonable measures to ensure that the Supplier Code of Conduct is respected not only in their business operations but also within their own supply chains.

## CHOOSING THE RIGHT PRODUCTS AND USING MINIMUM MATERIALS

When making choices about which products or services to buy, we are taking steps to consider ecological criteria ranging from energy consumption and recyclability to durability and the presence of hazardous or recycled materials.

For example:

- since 2008, paper purchased for all administrative operations, billing and marketing is Forest Stewardship Council (FSC) certified or it contains a minimum of 25% post-consumer recycled fibres
- in 2009 we introduced a new eco-packaging standard for products sold to our customers that aims to minimize the amount of packaging, ensure that it is safe and uses materials that are recyclable under municipal recycling programs

We took more than 428 tonnes of cardboard and polystyrene out of the packaging of our all TV satellite dishes by shipping them in bulk to our warehouses for installation by our technicians

We used 443,000 fewer bags by putting handles on large boxes.



We used 443,000 fewer bags by putting handles on large boxes.



# Product take-back

**BCE recovered 126,534 mobile devices\* in 2009 and more than 751,000 mobile devices\* since 2003.**

## 2010 Objective

**Collect a total of one million mobile devices by the end of 2011.**

Bell was the first company to establish a pan-Canadian collection program for reusing and recycling mobile phones.

Customers can simply bring their old mobile devices, batteries and accessories to any of our authorized retailers or participating Caisse Desjardins, or ship them via Canada Post free of charge.

Specialized recyclers process the equipment to either resell mobile phones when in good operating condition, recycle metals or use plastics and rubber as a substitute for fossil fuel. All personal data is deleted from returned equipment.

Bell ensures that its recycling suppliers comply with all regulatory requirements for disposal of electronic equipment and follow industry standards. Like all Bell suppliers, recyclers must abide by our Supplier Code of Conduct.

For each phone collected from customers, Bell donates the net proceeds to WWF-Canada to support that organization's ongoing climate change and conservation work. During the past three years, Bell has contributed more than \$165,000 to WWF-Canada in support of its climate change and conservation work.



\* Includes used mobile phones collected from customers and from our surplus inventory

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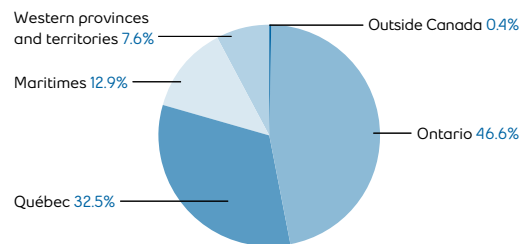
# WORKPLACE

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# Our workforce

Workforce – geographic breakdown 2009



Workforce

	2009	2008	2007
Number of employees at December 31 (in thousands)	50.7	49.5	52.8
Percentage of unionized employees	45%	47%	45%

## MORE COMPETITIVE, CUSTOMER-FOCUSED STRUCTURE

Our organizational structure has been refocused since July 2008 on improving the customer experience and service delivery. We eliminated a significant number of management and executive positions by consolidating departments, expanding executive span of control and eliminating functions that did not support our customer focus. At the same time, we bolstered the ranks of customer-facing employees and in July 2009, we added employees through our acquisitions of The Source and Virgin Mobile Canada.

In 2009 and early 2010, Bell signed new collective agreements covering more than 7,900 clerical and associated employees, 2,800 craft and services employees and 190 operators.

## WOMEN AT BELL

The Women at Bell program, established in 2007, is a broad-based collaborative initiative that supports the development of our women leaders and promotes their visibility within Bell and throughout the business community. Networking and development opportunities are enhanced through memberships in leading organizations such as Canadian Women in Communications (CWC), the Women's Executive Network and The Judy Project, a leadership forum aimed at advancing more women into senior positions.

## AWARD-WINNING WOMEN

Two Bell executives were named in the list of Canada's Top 100 Most Powerful Women presented by the Women's Executive Network. Mary Ann Turcke, Executive Vice-President, Field Services, and Karyn Brooks, Senior Vice-President and Controller for Bell and BCE, were recognized for their accomplishments in management, vision and leadership, corporate performance and community service.

As well, the CWC honoured Karen Lawson, Associate Director, Business Development, Bell Business Markets, with its Excellence in Leadership award in the category Champion of Women's Advancement.

### Senior management positions – BCE

GROUP	2009	2008	2007
Women	22.1%	22.1%	21.8%
Men	77.8%	77.9%	78.2%
Aboriginal people	–	–	1.5%
People with disabilities	1.2%	1.2%	1.5%
Visible minorities	3.0%	3.5%	4.5%

## DIVERSITY

Our team members work every day to build an open and inclusive culture. We comply with employment equity requirements aimed at removing employment-related barriers in recruiting, retaining and promoting members of the four federally designated groups: women, visible minorities, aboriginals and people with disabilities. But we also rigorously adhere to and promote employment equity as an important aspect of our diversity strategy.

Bell Aliant was recognized as one of Canada's Best Diversity Employers in 2009, thanks in large part to a leadership team that keeps diversity goals front and centre.

The Best Diversity Employers program recognizes employers across Canada that have excellent workplace diversity and inclusiveness programs. Bell Aliant received this recognition as part of the Canada's Top 100 Employers project – an annual ranking that determines the best employers to work for in Canada. In addition to ranking in the top 35 for diversity, Bell Aliant was recognized as one of the best employers supporting new Canadians in the workplace and was also recognized as one of the top 10 best employers in Nova Scotia.

### Workforce composition – BCE

GROUP	2009	2008	2007
Women	43.4%	44.1%	44.8%
Men	56.6%	55.9%	55.2%
Aboriginal people	1.1%	1.1%	0.9%
People with disabilities	1.9%	1.9%	1.6%
Visible minorities	13.4%	12.6%	11.9%

Note: Results come from permanent employees (both full time and part time) who completed the voluntary employee equity survey. Response rate: 83% for Bell Canada, Bell Mobility and Bell TV, and 80% for Bell Aliant.



**Canada's Best  
Diversity  
Employers 2009**

PRESENTED BY **BMO**  **Financial Group**

#### On-duty accidents and occupational disease costs

(% of payroll)	2009	2008	2007
Bell Canada	0.34	0.34	0.27
Bell Aliant	0.36	0.20	N/A

\* Payroll costs include base salary, bonuses and taxable benefits for Bell Canada and only base salary for Bell Aliant.

#### Short-term disability costs

(% of payroll)	2009	2008	2007
Bell Canada	2.4	2.5	2.0
Bell Aliant	1.8	1.6	1.6

#### Long-term disability costs

(% of payroll)	2009	2008	2007
Bell Canada	1.1	1.0	1.1
Bell Aliant	0.7	1.0	N/A

## HEALTH AND SAFETY

Bell is committed to ensuring the health and safety of our employees with a progressive health and safety policy and training program. We track health and safety data in addition to on-duty accidents and occupational diseases.

In terms of short-term and long-term disabilities, our costs as a percentage of payroll remained stable in 2009.

## TRAINING AND DEVELOPMENT

BCE invests heavily in the development of its team members, including more than \$18 million in training in 2009. Bell's Career Development Centre offers about 4,500 courses on everything from job-specific technical subjects to broader career-building skills such as leadership. Almost 90% of training is delivered online, making the most efficient use of team members' time and reducing the impact on the environment associated with travelling to classes.

In 2009, employees registered for more than 27,000 online course sessions.

Bell's initiatives include extensive training in responsible management of the company's impact on the environment. More than 8,700 employees received such training in 2009, totalling more than 15,800 hours, or 10% more than in 2008.

Bell also offers an extensive number of Health and Safety courses, mostly online, through the Career Development Centre. These include: managing health and safety; accident prevention; defensive driving; transportation regulations; risks related to alcohol, drugs and medication; and mental health at work.

In 2009, Bell provided more than 15,000 hours of training on security to more than 11,000 employees. The online courses cover such issues as protection of company assets, protection of data and information, physical access to company premises and emergency measures. We also introduced new modules to cover specific issues such as theft of laptop computers, identity theft and malware (virus, Trojan horse, worm, etc.).



# Governance and ethics

For the seventh consecutive year, BCE received a perfect 10/10 rating from GovernanceMetrics International in its 2009 global corporate governance study.



## 2010 Objective

Remain a leader in corporate governance and ethical business conduct by maintaining best practices, transparency and accountability to our stakeholders.

The BCE Code of Business Conduct sets out principles, rules and guidelines covering a wide range of issues: conflict of interest, the use and protection of company assets, confidentiality, dealing with business partners and competitors, diversity in the workplace, protecting the environment and more.

All employees must review the code and complete an online training course to ensure they understand its contents. In addition, to ensure ongoing adherence to the code, all employees must review and sign the code every year as part of the performance review process. We also require all directors, officers and vice-presidents to certify annually that they comply with the code and support the standards that promote ethical conduct and discourage wrongdoing.

We support the United Nations Global Compact principles, which address issues related to human rights, labour, the environment and corruption.





# COMMUNITY

- > 2010 Winter Games
- > Donations and employee commitment



# 2010 Winter Games



Howe Sound and Anvil Island solar-powered cell site



Norm Silins, General Manager of Bell Olympic Services, stands with Bell's first solar-powered cell site in Western Canada on Anvil Island

## BUILDING SUSTAINABILITY INTO VANCOUVER 2010

As a Premier National Partner and Exclusive Telecommunications Partner of the 2010 Winter Games, Bell built the groundbreaking all-IP technology solution to handle all voice, data and broadcast services for fans, media, athletes and officials from around the world. And we delivered flawlessly, as promised.

Much of that build – including vastly improved wireless coverage in the Sea to Sky corridor between Vancouver and Whistler – will provide benefits to British Columbians for generations to come.

For instance, for the first time in Western Canada, Bell installed a solar-powered cell site as part of its Olympic-grade wireless network. This site will continue to provide cellular service to thousands of residents in Porteau Cove, a growing community north of Vancouver.

For each of the 42 new cell sites we built, we consulted with local governments and First Nations groups, conducting environmental impact studies that included frog mating and migratory bird studies, as well as locating First Nations burial grounds.

One of the advantages of an IP network is that it doesn't need as much cabling and other infrastructure as older technologies do. As a result, we reduced the amount of material we used. We also committed to recycle as many components of the network build as possible so that nothing was left on the ground after a site was built, including transmission cables, copper and electrical equipment.

What we did need, we bought from vendors who could show that they too employed sustainability practices in their own processes and up and down their supply chains. We also hired more than 100 local workers from the Sea to Sky corridor.

To offset the impact of carbon emissions generated by Bell's Vancouver 2010-related activities – from the use of our fleet to the travel of employees working and volunteering at the Games – Bell purchased carbon offsets from The Offsetters, the official carbon offset supplier for the Olympics. Offsets to neutralize direct emissions will come mainly from clean technology projects in North America, with the remainder of the projects in the developing world.

# Donations and employee commitment

**In 2009, Bell Canada and Bell Aliant together contributed more than \$13 million in charitable donations\*. Employees and pensioners committed more than \$2.1 million in charitable gifts and logged nearly 430,000 hours of volunteer time.**

## 2010 Objective

**Contribute to the well-being of society through our community investment programs.**

BCE makes a significant investment in the local communities where our team members work and live.

## WALK FOR KIDS HELP PHONE

Through the annual Walk for Kids Help Phone, we have helped raise more than \$18 million in eight years, providing critical funding for Canada's only toll-free, 24-hour bilingual phone and web counselling, referral and information service for young people. Kids Help Phone answers millions of calls each year from young people in need of assistance or advice.

In May 2009, more than 2,200 Bell and Bell Aliant team members across Canada took part in the Walk, which raised \$3 million. More than \$900,000 of the total amount collected came from the Bell team's pledges and creative fundraising efforts.



## SUPPORT FOR HAITI

Nothing showed Bell's spirit of community involvement more than our response to the earthquake that devastated Port-au-Prince, Haiti early in 2010. Within a day of the quake, Bell and Bell Aliant had pledged \$160,000 to the relief and reconstruction fund through the Canadian Red Cross. In the days and weeks that followed, Bell team members, as well as digging deep into their own pockets, signed up by the hundreds to volunteer their time at events such as the Ensemble pour Haiti telethon, which raised \$6.65 million.

We also worked closely with the Mobile Giving Foundation to enable customers to make \$5 donations by text messaging from their Bell Mobility, Virgin Mobile and Solo Mobile phones. That initiative raised \$140,000 in less than two weeks.

## BACKPACKS FOR KIDS

In 2009, team members and retirees across Canada responded enthusiastically once again to the annual Backpacks for Kids program. The program collects school supplies for kids in need to get them ready for back to school. Bell and Bell Aliant provide the backpacks while employees and retirees donate the supplies that fill them. Through our combined effort, we filled more than 4,000 backpacks, which we then distributed to schools and community groups in eight provinces. Since 2004, Backpacks for Kids has contributed more than 17,000 backpacks full of school supplies.

\* As per Canada Revenue Agency guideline. It excludes sponsorships for local community initiatives and events.



## TAKING CONCRETE ACTION FOR A SUSTAINABLE FUTURE

Bell provided \$250,000 for the construction of the Centre for Sustainable Development in downtown Montréal. The centre – designed to Leadership in Energy and Environmental Design (LEED) Platinum standards – will house the offices of several sustainability-focused non-government organizations, including the Regional Council on the Environment in Montréal, Environnement Jeunesse, Option consommateurs, Équiterre and the National Network of Regional Councils, as well as serving as a focal point for research and awareness. Bell also supports the centre's five-year \$5 million fundraising campaign by featuring the centre on its Sympatico online portal.

## MAKING CHILDREN'S HEALTHCARE BETTER

Bell supports advanced solutions at numerous children's hospitals across the country – solutions aimed at helping caregivers provide better patient support and improving the experience for children and their families.

Among the key initiatives are:

- At the Centre hospitalier de l'Université de Montréal and the Montréal Children's Hospital Foundation, which is associated with the McGill University Health Centre, Bell is

contributing \$10 million for a Youth Virtual Health Centre. This will include a vast array of telehealth and telementoring programs enabling specialists to share their expertise with healthcare providers across the province. As a result, those in smaller communities will have better access to specialized healthcare.

- In August, we celebrated the completion of the phase 2 construction for the Hospital for Sick Children Emergency Department. Through Bell's \$10 million commitment, the Hospital for Sick Children can offer a revitalized patient- and family-friendly environment focused on healing and providing the highest standards in infection control.
- In Atlantic Canada, Bell Aliant supports both the IWK Health Centre in Halifax and the Janeway Children's Health and Rehabilitation Centre in St. John's with an annual contribution of \$70,000 of long distance calling cards. These cards are distributed to families who have to travel for medical treatment. In 2009, Bell Aliant also provided the IWK with a \$200,000 in-kind contribution to support Internet and wireless connectivity for Child Life Interactive Computes for Kids (CLICK), including a virtual classroom where patients can interact with their teachers and classmates in real time using a laptop and web camera. CLICK is a partnership of Bell Aliant, Microsoft and the Children's Miracle Network.





# ENVIRONMENT

- > Environmental management system
- > GHG emissions and energy consumption
- > Reuse and recycling
- > Telecom network and buildings

CONTENTS

# Environmental management system



Bell is the first telecom company in Canada to obtain ISO 14001 certification for its environmental management system. The certification covers all of Bell's businesses, including landline, wireless, television and Internet services, in addition to related administrative functions.

Bell's environmental management system provides a systematic framework allowing the company to identify the environmental impact of its activities, products and services. It also establishes commitments and targets, and monitors results so that the company can continuously improve its performance.

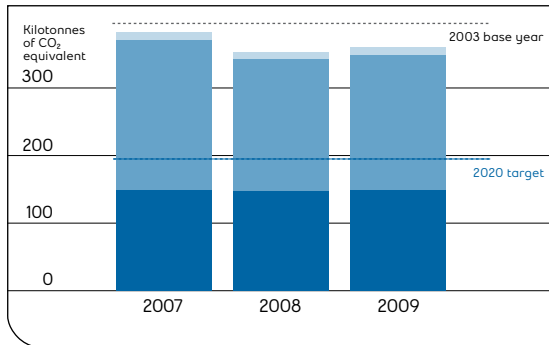
Bell has been a leader in environmental management since 1993 when it began to develop a systematic approach to address environmental issues and opportunities. This was three years before the inception of the ISO 14001 international standard. Our certification by a third party proves that we are committed to environmental protection and to meeting customers' growing expectations in that regard. This business differentiator reinforces our position as an industry leader.



ISO 14001:2004  
EMS 545955

# GHG emissions and energy consumption

## BCE greenhouse gas emissions



- Scope 1: Direct emissions from fleet, generators, cooling systems, and fuel and gas for buildings
- Scope 2: Indirect emissions from electricity used for buildings and network equipment
- Scope 3: Indirect emissions from employee travel

Scopes 1, 2 and 3 are the three main categories describing direct and indirect emissions of greenhouse gases, as defined in *The Greenhouse Gas Protocol, A Corporate Accounting and Reporting Standard* (revised edition), produced by the World Resource Institute and the World Business Council for Sustainable Development).

Note: BCE 2009 GHG Inventory has been completed in accordance with the ISO 14064 standard and further verified by Golder Associates.

Our GHG emissions are a result of the energy used directly and indirectly for our operations.

In 2009, BCE GHG emissions totalled 357 kilotonnes of CO<sub>2</sub> equivalent. That represents an increase of 2.3% over 2008, but a reduction of 10.0% from 2003.

The overall increase in 2009 is due mainly to the increase in the amount of electricity used (Scope 2) to operate our telecommunications network and buildings. Fortunately, our electricity consumption was minimized due to the following key initiatives:

- using automatic lighting and heating controls in our buildings as well as efficient cooling and humidification systems
- installing more efficient fluorescent lighting fixtures
- installing new and more efficient rectifiers in our telecommunications network
- using virtualization to improve efficiency and optimize server installations and energy consumption growth
- implementing innovative energy solutions such as wind turbines, solar panels and deep-water cooling.

We also limited the increase of our direct emissions (Scope 1) by:

- acquiring more energy-efficient vehicles for our fleet
- adopting eco-driving behaviours and using telematics to optimize routes and vehicle maintenance and to lower fuel consumption in the company fleet.

We were successful in reducing by 24% (3,400 tonnes) the indirect emissions from employee travel (Scope 3) through our collective effort to reduce business travel costs and increasing the use of teleconferencing, videoconferencing and online collaboration tools.

More information is provided in our detailed [2009 GHG emissions report](#).

**In 2010, we are raising the bar to another level by setting a new and challenging objective:**

**To reduce our GHG emissions by 198 kilotonnes (to 50% less than they were in 2003) by the end of 2020.**

# Reuse and recycling

Bell collected 7,469 tonnes of material from its telecom network operations in 2009. From this amount, 6,513 tonnes (87.2%) was recycled or used as a fossil fuel substitute.

## 2010 Objective

Maintain recycling rate of Bell network residual material at more than 87%.

## NETWORK MATERIALS

Every year, we strive to keep valuable materials away from landfill.

The increase in our recycling rate is partly attributable to the introduction, two years ago, of a process to reuse old telephone poles that are less than eight feet long. These shorter poles are shredded into fine particles, which are used as a source of energy in cement kilns. This new process reduces both overall waste and demand for primary sources of non-renewable energy. Longer poles are reused as lumber for guardrails.

## COMPUTERS

BCE companies support programs to give used computers to schools for the benefit of Canadian elementary and secondary students, as well as various non-for-profit organizations. In 2009, Bell and Bell Aliant donated 11,145 used computers, 350 printers and 230 monitors.

All usable donated equipment is tested and refurbished before delivery. Parts of non-usable equipment are used to repair other systems or are sent to metal and plastic recyclers.

Telecom network residual materials collected\*

(tonnes)	2009	2008	2007
Waste to landfill	956	990	1,035
Recycled†			
Cables, terminals and equipment	4,113	3,404	3,687
Poles	1,032	723	582
Batteries and other hazardous residual materials	1,367	2,029	1,959
Recycled total†	6,513	6,156	6,229
Collected total	7,469	7,146	7,264
Recycling rate† (%)	87.2%	86.1%	85.8%



BCE's active participation in the Computers for Schools in Ontario, Québec and the Maritimes has provided 59,200 used computers, more than 13,200 monitors and more than 3,850 printers since the beginning of these programs.

\* Excludes Northwestel and Bell Aliant in the Atlantic provinces

† Includes materials that are either recycled or used as fossil fuel substitute

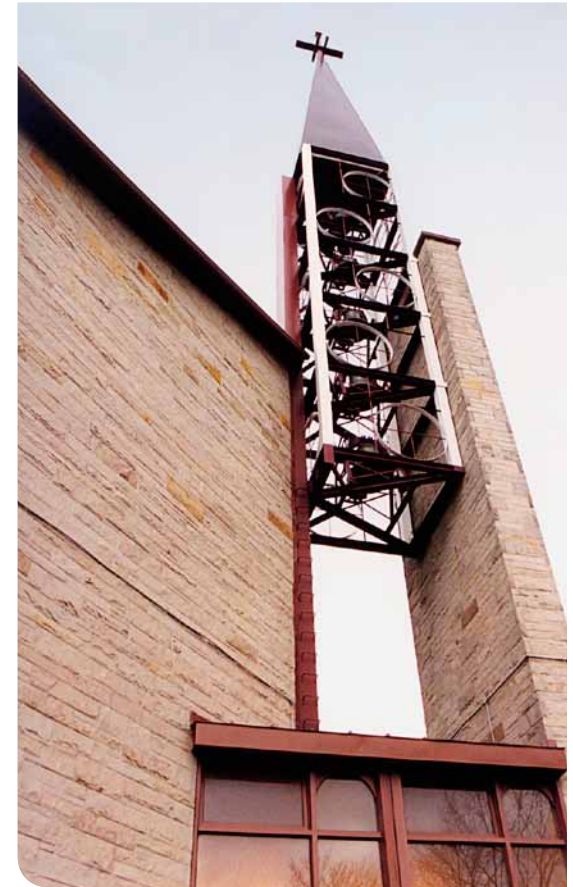


# Telecom network and buildings

## KEY ENVIRONMENTAL PROGRAMS

For more than 30 years, we've implemented numerous successful programs to prevent and reduce the environmental impact related to our operations.

ASPECTS	ENVIRONMENTAL PROGRAMS
Visual appearance	<ul style="list-style-type: none"><li>• Working with utility companies to share infrastructure and minimize visual obstructions</li><li>• Painting terminals, antennas and towers, or camouflaging them on buildings</li></ul>
Noise	<ul style="list-style-type: none"><li>• Installing equipment that meets or is below the maximum noise level at property limits, meeting our guidelines and municipal requirements</li><li>• Finding ways to reduce noise levels on existing equipment, when required</li></ul>
Soil and water	<ul style="list-style-type: none"><li>• Preventing water contamination from our equipment or street runoff by: installing sealed manhole covers to limit the infiltration of water and sediment; using non-metallic ladders and cable supports in manholes to prevent or reduce the release of metals into the water; adopting a pumping procedure that prevents pumping of sediments at the bottom of manholes</li><li>• Minimizing the number of pole storage yards, avoiding the use of treated wooden poles in environmentally sensitive areas and minimizing the number of poles sent to landfill</li><li>• Maintaining the integrity of our petroleum storage tanks through the modernization or upgrade of our equipment and through rigid preventive inspection routines</li><li>• Performing environmental site assessments when we buy, lease or sell properties, or when contamination is suspected</li><li>• Conducting remediation projects where necessary to minimize soil and groundwater contamination</li><li>• Recycling residual materials to prevent them from going to landfill (see page 26)</li></ul>
Air	<ul style="list-style-type: none"><li>• Upgrading and monitoring our refrigeration and fire suppression systems to reduce the possible release of ozone-depleting substances</li><li>• Reducing our GHG emissions through various energy reduction initiatives (see page 25)</li></ul>
Biodiversity	<ul style="list-style-type: none"><li>• Stopped using pesticides for aesthetic reasons on our properties in 2002, ahead of legislation</li></ul>



Wireless antenna built within a church bell tower



Montréal



Calgary

## NEW CAMPUSES

The recent construction of our three new campuses in Montréal, Mississauga and Calgary is another good example of how Bell integrates environmental concerns into its decision process. Designed to meet the LEED standards for green buildings, the campuses include numerous innovative eco-features such as green roofs, heat-reflecting roofing materials, carpets made of recycled fibres, water-saving low-flow faucets and toilets, exterior lighting systems that reduce light pollution, landscape irrigation that does not use drinking water and electric vehicles to patrol the campuses.



Mississauga

## MITIGATING ENVIRONMENTAL INCIDENTS

Although we do everything we can to prevent environmental incidents, when such events happen we act quickly to control and remediate the situation to limit potential damage to the natural environment and to both public and company property.

Our 24/7 process provides support for the control, remediation and reporting of all environmental incidents, including third-party concerns and governmental inquiries. The company ensures that response kits and instructions for the handling of incidents are available at all work centres, central offices and in vehicles equipped with hydraulic systems.

In 2009, we had nine notices of environmental infraction (all administrative in nature), 409 spills and releases (87% were related to leaks of ozone-depleting substances from refrigeration equipment) and 17 concerns reported by a third party. Of the 409 spills and releases, 246 were below governmental reporting thresholds. There was no material environmental incident or prosecution.

# Report profile

## FORMAT

To support our efforts to reduce our carbon footprint, this report is available in PDF format only and is designed to be easily read on a standard computer screen. A single-page highlight document is also available in PDF format. The Responsibility section of our website covers general information pertaining to our sustainability programs and provides access to specific policies.

## SCOPE

The activities discussed in this report cover the period from January 1, 2009 to December 31, 2009. Unless otherwise stated, data is valid as of December 31, 2009.

This report contains BCE data unless specified otherwise. The information generally covers our wireline and wireless communications services, Internet access, data services and television services to residential and business customers.

## CONTENT

This report focuses mainly on the corporate responsibility issues that are of greatest importance to our stakeholders and that have a major influence on our business success. To encourage readership, we have made every effort to produce a concise and engaging document.

A Global Reporting Initiative (GRI) content index is available on our website to help readers access report content using the GRI G-3 structure. The index also reflects the United Nations' Global Compact principles.

## DATA COLLECTION AND VALIDATION

Information in this report was supplied by various subject matter experts (SMEs) within the company, while collection and validation of all report data were coordinated by our Corporate Responsibility and Environment group. SMEs were asked to supply and verify data, as well as to document their sources of information and how results were obtained.

Specific key performance results were assessed by Golder Associates, an independent review agency. [Read the Review Statement.](#)

As indicated in the text, we differentiate between exact figures and approximations or estimates in our reporting. All data provided is in international units.

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## ADDITIONAL INFORMATION

Visit [bce.ca/responsibility](http://bce.ca/responsibility) for:

- [GRI and Global Compact index](#)
- [highlights of this report](#)
- [financial performance](#)
- [general sustainability information](#)
- [past reports](#)

Cette publication est également disponible en français.

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