



## Fast facts about Corporate Responsibility at Bell

### Our sustainability vision

To contribute to the well-being of society by enabling responsible economic growth, connecting communities and safeguarding the natural environment.

### What is Bell doing to promote sustainability?

#### E-solutions fight climate change

Telecommunications enable businesses to boost productivity while contributing to the battle against climate change. For instance, many companies, including Bell, encourage employees to use the web and teleconferences rather than traveling to meetings.

Another e-solution is telework. At Bell, more than 20,000 employees are equipped to telework, minimizing the costs and impact of commuting, this is putting less pressure on governments to build more roads, resulting in less waste of dwindling fuel resources.

Bell customers are flocking to electronic billing. By the end of 2006, 879,000 clients had signed up for e-billing, almost four times more than a year earlier. They have an easier time managing their accounts.

#### We care about communities

In 2006, we focused our community investments on initiatives that support healthy children and youth. Backed by company giving and volunteering programs, our employees donated \$1.6 million and more than 300,000 hours of work valued at \$5 million plus.

#### An established and recognized leader

Good corporate citizenship has been a hallmark of our company for more than 125 years. In the recent past, our commitment to sustainability has been recognized by a number of rating organizations and indices.

#### Taking responsibility for e-waste

Customers can return used mobile phones to any Bell World location across the country. We accept old mobile phones from any manufacturer, as well as pagers, wireline phones, accessories and batteries. Bell ensures all items are reused or recycled responsibly.

For each mobile phone collected, Bell will donate \$1.00 to World Wildlife Fund-Canada to help fight climate change.

Fact: Our customers and employees held 2.53 million teleconferences in 2006, saving greenhouse gas emissions equivalent to those of 344,000 mid-size cars in a year.

Fact: Through telework, Bell employees can save up to 11,000 metric tons of greenhouse gas emissions annually.

Fact: With e-billing enrollments, we eliminated 16.6 million pieces of paper, which saved 468 metric tons of greenhouse gas emissions and enough energy to heat 1,018 households.

Fact: We invested over \$20 million in donations and community sponsorships in 2006.

Fact: Bell is listed on the Dow Jones Sustainability Index, FTSE4Good Global Index, and the Jantzi Social Index.

Fact: In four years, more than 232,000 mobile phones have been diverted from landfill.



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