



## 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 contribute to the development of a more sustainable society?

#### Connecting Canadians

Bell investments in people, research and technology help Canadians connect and compete globally.

In 2006, Bell invested \$1.39 billion in research and development. Bell has invested \$2.5 billion in its broadband and high-speed wireless networks since 2004.

Bell strives to make services accessible to all members of society. Our Service Improvement Plan (SIP) aims to provide basic phone service to customers who live and work in unserved localities.

#### Fighting climate change with e-solutions

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

Many employers, including governments departments, are embracing telework. This e-solution minimizes the costs and impact of commuting, helps increase productivity, reduces gridlock, and results in less use of dwindling fuel resources.

#### Caring about Canadian communities

Our community investments are focused on initiatives that support the development of healthy children and youth so they can reach their full potential.

#### Demonstrating leadership

Good corporate citizenship has been a Bell hallmark for more than 127 years. In the recent past, our commitment to sustainability has been recognized by a number of international rating organizations and indices.

#### Taking responsibility for e-waste

Bell customers can return their used mobile phone, pager, wireline phone, accessory or battery to any Bell store in Canada. Bell ensures that all items are reused or recycled responsibly. For each mobile phone collected, Bell donates \$1.00 to WWF-Canada to help fight climate change.

Fact: In 2006, we employed more than 54,400 people and invested more than \$32 million in training and development.

Fact: We serve over 2.5 million high-speed Internet customers.

Fact: We have invested \$123.5 million in our SIP since 2003, in addition to investments in broadband services for many rural and northern communities.

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

Fact: More than 20,000 Bell employees are equipped to telework, which can boost productivity and save up to 11,000 metric tons of greenhouse gas emissions annually.

Fact: We invested \$20.3 million in donations and community sponsorships in 2006. Moreover, our employees and retirees donated \$1.67 million and more than 300,000 hours of volunteer work valued at more than \$5 million.

Fact: Bell is listed on the Dow Jones Sustainability Index, FTSE4Good Global Index, and the Jantzi Social Index. Bell is the only North American Telecommunications company to support the United Nations Global Compact, 10 universally-accepted principles in the areas of human rights, labour standards, protection of the environment, and anti-corruption.

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



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