



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?

E-solutions fight climate change

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

Many workers and their employers are also embracing telework. This e-solution minimizes the costs and impact of commuting, reduces gridlock, provides a better work-life balance and results in less use of dwindling fuel resources.

We care about communities

Our community investments are focused on initiatives that support the development of healthy children and youth so they can reach their full potential. Backed by company giving and volunteering programs, our employees and retirees donated \$1.67 million and more than 300,000 hours of volunteer work valued at over \$5 million.

Taking responsibility for e-waste

Customers can return used mobile phones to any Bell store across Canada. 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 donates \$1.00 to World Wildlife Fund-Canada to help fight climate change.

Protecting subscribers from online threats

Sympatico was the first ISP to launch Anti-Virus, personal firewall, spam filtering and Fraud Protection for its customers. In 2006, we blocked more than 100 million unwanted SPAM messages a day and another 800,000 per month that contained viruses. We continue to work with organizations across Canada to fight SPAM and on-line fraud.

Safeguarding customer privacy

We place strict controls on the protection and use of personal customer information in accordance with the Bell Code of Fair Information Practices and Customer Privacy Policy, and Canada's private sector privacy law. Our employees are trained to respect customer privacy at all times and each year, sign a Code of Business Conduct that requires the safeguarding of personal customer information.

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

Fact: More than 20,000 Bell employees are equipped to telework, which can boost productivity and help 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.

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

Fact: Bell supports Cybertip.ca, a tip-line for reporting online child exploitation, that has resulted in 27 arrests and 2,100 web sites shut down.

Fact: In 2006, Nymity Inc. ranked Bell among the top Canadian companies with the best privacy policies in the country.

The Carlson Marketing Group of Canada and the Ponemon Institute also ranked Bell first among 10 Canadian companies as the most trusted for privacy.



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