

Corporate Responsibility 2007 Highlights



Customers

- Improved service by reducing the average wait time to reach a Bell residential service representative by 42%.
- Bell Business Internet Unplugged service provides portable, wireless access to a high speed Internet connection in locations across Canada. No WiFi, hot spots, phone or cable connections required.
- 95% of messages containing SPAM, phishing, or viruses are blocked by Bell Sympatico™ every day.
- Bell 9-1-1 service is always reliable, with a database integrity rate of 99.22%, compared to the North American standard of 98%.

Most trusted company for privacy in Canada*



2 million

Number of Bell high speed customers in 2007, a 16.5% increase over 2005.

*Ranking by Carlson Marketing and Ponemon Institute

Workplace

- \$27 million invested in employee training and development.
- Accident and occupational disease costs in 2007 were 0.3% of payroll, well below the general industry benchmark of 1.3%.
- Two Bell executives were named to the list of Canada's Most Powerful Women, and a third to the Women's Executive Network's new Hall of Fame.
- Bell spent \$4.4 billion on goods and services, and had 3,654 active suppliers. A new Supplier Code of Conduct addresses corporate responsibility issues in Bell's supply chain.

Creating a fair and satisfying workplace



10/10 Bell's score for the 5th consecutive year from GovernanceMetrics International in its global corporate governance study.

Community

- The Bell Walk for Kids Help Phone has raised over \$12 million since 2002, helping kids in thousands of communities in every part of the country.
- \$1.8 million donated by Bell employees and retirees to United Way/Centraide and other charities. Over 300,000 volunteer hours contributed by employees and retirees.
- Bell received the Canadian Association of Paediatric Health Centres Corporate Citizen Award for our support and commitment to improving health service delivery for all Canadian children and youth.

Mobilizing ourselves and others to give



\$23.2 million

Amount BCE invested in 2007 to help build strong and vibrant communities.

Environment

- 2.89 million teleconferences held through Bell Conferencing, saving greenhouse gas emissions equivalent to those from 403,000 mid-size cars annually.
- 17.3 million sheets of paper eliminated last year thanks to e-billing, saving 538 metric tons of greenhouse gas emissions and enough energy to heat 1,200 Canadian homes.
- Between 2005 and 2007, Bell employees saved more than 12,000 trees by reducing administrative paper consumption by 36%.
- Building Leadership in Energy and Environmental Design (LEED) certified campuses for our employees that meet higher environmental performance standards.

Providing innovative solutions



494,000 mobile phones diverted from landfill since 2004, through our Mobile Take-Back program.

Sustainability

- Our sustainability performance is recognized by a number of organizations including the Dow Jones Sustainability Index (DJSI), FTSE4Good Global Index, the Jantzi Social Index and the Carbon Disclosure Project.
- Bell subscribes to the United Nations' Global Compact, a set of universal principles addressing human rights, labour, environmental and anti-corruption issues.
- Every year, we survey 120,000 customers and then act on their input to better meet their needs.

Promoting people, the economy, and our planet



Our full Corporate Responsibility report is available at:
www.bell.ca/responsibility

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Mixed Sources
Product group from well-managed forests and recycled wood or fiber
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