

We're in it  
together.

Building a better nation  
starts with building  
stronger communities,  
more responsible  
organizations and  
protecting our environment.

Every day, across all our divisions, as both employees and individuals,  
the people of Bell embody our commitment to Corporate Responsibility.

**Bell** today  
just got  
better



GEORGE A. COPE

## Living up to high expectations

Bell Canada Enterprises and our family of companies have been an integral part of Canadians' personal and professional lives, and of our nation's critical infrastructure, for almost 130 years. Canadians expect a great deal from Bell and our team is eager to meet and exceed these expectations.

We are not only providing the innovative communications products and services that enable millions of customers to connect with each other and our world as never before, we are doing so with a commitment to the highest standards of ethical, responsible and community-minded behaviour.

We adhere to strict ethical practices. The BCE Code of Conduct requires the express commitment of every team member each year. We have also now introduced a code of conduct for our suppliers, ensuring that anyone who sells to Bell adheres to sound environmental, ethical, health and safety, and labour practices.

We are rigorous and transparent in how we manage our business affairs, and I am proud to say that Bell continues to be recognized worldwide for the soundness of our governance structure.

We remain committed to the highest standards of corporate responsibility, including support of the United Nations' Global Compact principles. Our investments in communities in which we live and work are focused on helping young Canadians reach their full potential by leveraging the communications tools we provide, including major commitments to children's hospitals to put new technology into the hands of caregivers. It also encompasses Bell's role as a founding sponsor of Kids Help Phone and [Cybertip.ca](http://Cybertip.ca).

We have introduced tools that fulfill our customers' expectation that we will safeguard their privacy at all times in an interconnected world, working with third-party experts and law enforcement agencies to ensure our privacy and security practices are at the leading edge.

Our customers also expect us to be ecologically responsible across our own operations. This year, Bell became the first Canadian communications company to obtain the ISO 14001 environmental certification, thanks to our leading environmental management practices. In 2008, we opened three corporate campuses that reinforce employee collaboration and productivity and follow the performance standards for environmental responsibility, healthy living and energy efficiency contained in the Leadership in Energy and Environmental Design (LEED) standard.

We continue to increase the number of customers on electronic billing, greatly reducing paper use and saving thousands of trees each year. We support millions of virtual meetings every year and enable teleworking for our own team and those of our customers, reducing greenhouse gas emissions by thousands of tons a year.

In 2008, Bell introduced a clear goal – to be recognized by customers as Canada's leading communications company – and the customer-focused strategy required to achieve it.

Combined with the service and network investment initiatives Bell is undertaking in order to deliver a better customer experience at every level, the corporate social responsibility practices and initiatives we support are crucial elements in our journey to achieving that goal.

George A. Cope  
President and Chief Executive Officer  
BCE Inc. and Bell Canada

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## HELPING OUR SOCIETY GET BETTER

### Sustainability vision

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



**We support the United Nations' Global Compact principles addressing issues related to human rights, labour, environmental and anti-corruption issues.**

### Our vision

At its root, sustainability is everyone's business.

Taking this simple truth to heart, we are committed to be a leading contributor to sustainability, working to realize a clear sustainability vision not only through the services we provide but also in the way we operate.

Our strategy involves the development of a continuously renewed stream of services that Canadians need to connect with each other, helping them engage in productive work and the exchange of information and ideas essential to the ongoing improvement of our society.

In delivering these services, we make every effort to minimize our impact on the environment. Beyond that, our services themselves enable Canadians to reduce their own carbon footprint. For example, our services reduce the need for paper and for travel, which has a meaningful positive impact on energy consumption and greenhouse gas emissions.

### Our performance

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

Sectors	Key 2008 results
Service access	98% of the population covered with our digital wireless network.
Online safety	Bell cleans over 98% of malicious traffic from the Internet before it ever reaches customers.
Responsible procurement	Bell introduced a Supplier Code of Conduct that is now an integral part of all new commercial agreements.
Stewardship	78,000 used mobile phones recovered from our customers. Since our recycling program began in 2003 we have recovered 625,000 used mobile phones.
Governance	10/10 score from GovernanceMetrics International, the sixth year in a row we have achieved a perfect score.
Health & Safety	On-duty accident and occupational disease costs: 0.3% of payroll at Bell and 0.2% at Bell Aliant, well below the industry benchmark of 1.3% of payroll.
Community	BCE contributed more than \$20.5 million to charitable initiatives in 2008. Employees and retirees donated \$2.1 million to charities, and volunteered 441,500 hours to more than 800 non-profit organizations across Canada.
Management system	Bell is the first telecom company in Canada to obtain ISO 14001 certification for its environmental management system.
Climate change	BCE greenhouse gas emissions in 2008 were 2.9% less than in 2007 and 11.7% less than the base year of 2003.
Waste diversion	Bell diverted 86.2% of residual materials from network operations from landfill – an increase over the last three years.

## RECOGNIZED FOR OUR WORK

Over the years, our efforts have been recognized by numerous organizations, including Oekom Research, which recently rated BCE as Prime, qualifying our bonds and shares for ecologically and socially based investment.

Bell was also recognized as a Climate Disclosure Leader in 2008 by the Carbon Disclosure Project and The Conference Board of Canada.

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





- > CREATING A BETTER CUSTOMER EXPERIENCE
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- > ENSURING SERVICE
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## CREATING A BETTER CUSTOMER EXPERIENCE

### Improving customer service

In 2008, Bell took numerous steps to directly improve customer service. Bell opened new stores and redesigned existing locations to improve the in-store experience. Bell has introduced SPA – Service and Product Assistance – locations in two dozen store locations, providing full warranty service and repair in-store.

Bell strengthened its wireless network, particularly in high-use urban areas. As a result, customers experienced fewer dropped calls, even in heavily congested urban centres such as the Greater Toronto Area.

With the Nimiq 4 satellite, Bell took a major step to make the Bell TV experience better. Dedicated to Bell TV, the state-of-the-art satellite increases signal strength and ensures Bell's position as Canada's leading supplier of High Definition TV channels.

The most dramatic service changes came in September 2008 with the introduction of new services for Bell's residential customers:

- With Express Assistance, if a residential service needs repair, Bell technicians will fix it the same day or the very next – at no charge. This service covers Bell TV, Bell Internet and Bell Home phone.
- Express Install offers customers next-day installation of Bell TV, Bell Internet and Bell Home phone for a single fee, whether customers get one, two or all three services installed.

And more recently:

- Internet Full Install for Bell Internet customers ensures that a technician will set up a customer's home Internet service, including hardware and software.

Bell was recognized for its service capability by two prestigious industry research firms.

A Yankee Group survey found Bell to be the company best positioned to provide large Canadian organizations with managed information and communication technology (ICT) services. 43% of respondents ranked Bell at the top of their list of providers. (Source: Yankee Group, Anywhere Enterprise-Large: 2008 Canadian IT and Managed Services Survey, January 2009).

And Bell was named a Leader in "The Forrester Wave: Domestic North American Managed MPLS Services, Q4 2008 report", giving Bell the highest overall score among all North American service providers.

MPLS (Managed Multiprotocol Label Switching) is at the core of our network, the foundation for all our next-generation services and applications such as collaboration, unified communication, managed security, network management and IP VPN.

**A Yankee Group survey found Bell to be the company best positioned to provide large Canadian organizations with managed information and communication technology. 43% of respondents ranked Bell at the top of their list of providers.**

## SOLUTIONS FOR SOCIETY AND THE ENVIRONMENT

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

### E-billing

Every year more customers understand the benefits of electronic billing, not only to manage their accounts but also to contribute to a healthy future for the planet. Bell and Bell Aliant send more than one million paperless bills every month, 11% of all bills.

By reducing the number of bills we print and mail, in 2008 we saved 14,500 trees and thousands of tons of greenhouse gases related to paper production, printing and mailing.

### Telemetrics

Bell is implementing TelePod™, a fleet management system across its vehicle fleet. TelePod uses telematic technology to achieve better customer service with less fuel and lower emissions. It provides round-the-clock vehicle positioning, remote maintenance diagnostics and helps technicians be more productive. For instance, we can be more efficient at dispatching our technicians, thus reducing distance driven, and therefore, fuel consumption. With over 160,000 customer visits and 200 million kilometres driven every year, Bell views this initiative as key to its overall strategy to reduce greenhouse gas emissions. In 2008, Bell had 500 active TelePods, with plans for more than 5,000 active at the end of 2009.

In 2008, our customers and employees used our services to hold approximately

# 3.3 million

teleconferences, an increase of 13% over the previous year.



Bell is implementing TelePod – a solution aimed at reducing fuel consumption and emissions – across its vehicle fleet.

### Teleconferences

By using Bell conferencing solutions for meetings among colleagues in various locations, business customers save time, money and the environment. Travel costs fall and downtime en route is eliminated, as is the emission of greenhouse gases.

Bell has developed the [Green Meeting Calculator](#) to help customers assess the positive impact hosting a virtual meeting with Bell Conferencing services can have. We also began to offer our employees an innovative option for virtual meetings with VideoZone, an internal video-conferencing service available through personal video phone or video conference rooms.

In 2008, our customers and employees used our services to hold approximately 3.3 million teleconferences, an increase of 13% over the previous year. This includes more than 13,700 Web conferences and 25,000 video conferences. These enabled greenhouse gas emission savings equal to taking more than 180,000 mid-sized cars off the road for a year.

### Teleworking

Acting on the belief that work is an activity, not a place, Bell solutions enable customers and employees to work from home, cottage or remote office. 20,000 Bell team members telework at least some of the time, with almost 1,100 operating away from the office full-time. That translates into saving about 110 million kilometres a year in commuting and up to 20,000 tonnes of greenhouse gas emissions.

Bell also recognizes other benefits of teleworking for the individual, the employer and society. Among other things, teleworking individuals can find a better work-life balance while being more productive. They can also reduce stress by saving time and commuting costs. Employers need to spend less on real estate, can reduce absenteeism and have the opportunity to be more flexible for special needs team members.

### **E-Learning**

With Québec's Ministry of Immigration and Cultural Communities, Bell is helping immigrants to Québec prepare for life in their new home. Bell technology supports a customized distance-learning application that enables potential new Québec residents to feel at home and be more productive members of the workforce, faster. The application includes everything from French language lessons to information on the culture and values that prevail.

In Alberta, Bell opened the Bell e-Learning Centre at the Community Learning Campus on the grounds of Olds College. Through a combination of distance and on-site programs, the centre provides new connectivity and e-learning opportunities for all Albertans, including improved rural access to broadband technologies such as video conferencing, Webcasts, technology courses, video editing, and new business applications through the province's SuperNet, built by Bell.

### **Virtualization**

When a company's technology resources are stretched to the limit, Bell's virtualization services can enable them to maximize their ICT infrastructure and lower energy costs.

Our Professional Services team enable the deployment of industry-leading access, server and storage solutions. We also help customers implement the latest software to manage their virtualized data centres.

Server virtualization paired with modern servers uses considerably less energy than regular PCs, emits less greenhouse gas into the atmosphere and results in less e-waste.

### **E-Health**

When someone has a heart attack, the quicker the intervention, the better the chance of a good outcome.

In a pilot project with the Centre de santé et services sociaux Pierre-Boucher in Longueuil, QC, Bell has developed a wireless solution that lets emergency responders transmit the patient's electrocardiogram on-site before the race to the hospital, enabling the ER team to prepare staff and the emergency room to be ready to deliver life saving treatment when the patient arrives. As a result, time to treatment has been reduced to about half the recommended time, making Pierre-Boucher a leader in North America.



**“... the ICT sector is poised to not only help us greatly reduce our greenhouse gas emissions, but also to**

**create profitable enterprises in the process.”**

WWF-Canada

### **WWF-Canada**

In collaboration with WWF-Canada, Bell promotes using technology to create a low-carbon Canada. In WWF-Canada's recent report, [“Innovating toward a low-carbon Canada: Using technology to transform tomorrow”](#), WWF-Canada says “the ICT sector is poised to not only help us greatly reduce our greenhouse gas emissions, but also to create profitable enterprises in the process.”

WWF-Canada identifies six strategies to effect this change, all of which Bell supports and practices: build a teleworking culture; institute ride-sharing; drive smarter; use more teleconferencing and distance training; emphasize electronic commerce; and use technology to manage energy use in buildings.

# CONNECTING EVERYONE

## High-speed wireless network

We continue to invest heavily to ensure our networks are robust and accessible by more Canadians.

Our CDMA (Code Division Multiple Access) network covers more than 98% of the population while we extended the reach of our third-generation (3G) EvDO network to 90% of the population in 2008, making Bell's network the largest 3G network available in Canada.

In mid-2008, Bell announced it would roll out a new national 3G network called HSPA. When combined with our existing EvDO network, Bell will be able to offer our customers maximum choice in 3G wireless services. HSPA also sets the stage for Bell's move to the global Fourth Generation (4G) wireless standard in coming years.

## More high-speed Internet connections

During the year we continued to expand our broadband Internet networks with high-speed FTTN (fibre to the node), which will enable online video, gaming, networking and other rich high-speed Internet services. We have invested more than a billion dollars to bring fibre to within a kilometre of 2.4 million homes throughout the Québec to Windsor corridor and are on track to cover 5 million homes by 2012 – a year sooner than our original plan.

With our new Fibre to the MDU (multi-dwelling unit) program, we've also begun to install high-speed fibre directly into new condo and apartment developments throughout the Windsor-Québec corridor. As many as 25% of customers live in MDUs in our major markets.

## Mobile service launched in Rankin Inlet – Nunavut

Latitude Wireless – solely owned by our subsidiary Northwestel in Nunavut – extended its mobile voice and Internet service to Rankin Inlet in 2008, giving residents access to service that is comparable in quality and price to all other wireless service providers in Canada. The offering includes a wide range of features, including picture and video messaging, and a mobile browser service that allows customers access to screensavers, games and downloading of ring tones. Latitude also offers remote Web and email access for a wide range of handsets including the popular BlackBerry® smartphones.

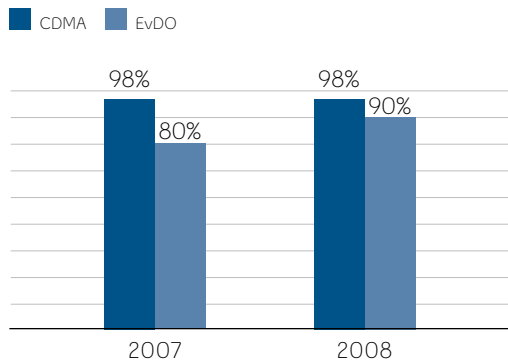
## Meeting special needs

We offer a wide variety of telecommunications services for customers with hearing, speech, visual and other physical disabilities. Bell's Special Needs Centre provides information on products and services, discounts and no-charge services for customers with disabilities. The information and toll-free number are accessible through [bell.ca/specialneeds](http://bell.ca/specialneeds). In 2008, Special Needs Centre operators handled almost 30,000 calls from customers.

## Language choices

Because the composition of our front-line sales teams reflects the communities in which we operate, service is available in languages other than English and French in major centres across the country. In addition, we offer Mandarin and Cantonese language service, through Bell Mobility's call centres.

Service coverage of Canadian population



## ENSURING SERVICE

– designed to be up and running  
99.9999%  
of the time.

Bell customers count on its networks to be available and secure. Bell takes great care to ensure network security and resiliency.

We strive to ensure confidentiality, integrity and availability of service. This begins with Bell's design and build which aims for "Five 9s availability" – up and running 99.9999% of the time.

Bell understands its role in the nation's critical infrastructure and is ready to face any natural disaster. For example, after severe windstorms knocked out power – and 252 cell sites – in many parts of central Ontario in December

2008, Bell's Wireless Network Operations Centre quickly assembled response teams from Field Operations, Switch Operations and Construction. Team members showed their determination and execution skills as they overcame the many obstacles – such as roads closed with heavy snow – to reach the various remote sites. They installed and operated emergency generators at affected sites and quickly restored service to some 150,000 customers with the least downtime and impact possible.





**Bell is a founding partner of Kids Help Phone.**

**Now into its 20<sup>th</sup> year, Kids Help Phone is Canada's only toll-free, national, bilingual, phone and Web counselling service for children and youth.**

## PROTECTING YOU AND YOUR FAMILY

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

In fact, Bell's high security standards are one of the reasons we were chosen by the federal government to develop and operate the Secure Channel, the only mandated and certified Internet access and inter-government network in Canada.

### Protecting the customer

Canada runs on Bell – the largest, fastest and most trustworthy network in North America. Bell's wireline and wireless networks are by far the most secure and the only certified\* carrier networks in Canada.

No other Internet Service Provider in Canada does more to protect customers' online safety. Bell's unmatched security offerings include exclusive services such as Anti-Fraud Protection, Personal Vault back-up and Security Concierge. Bell cleans more than 98% of malicious Internet traffic before it ever reaches a customer.

In the last 12 months, Bell has added new tools to its offering to safeguard customers' personal information and reduce the impact of phishing attacks. Bell.ca also offers timely tips on thwarting scam artists who constantly find new ways to break into office networks or personal computers.

### Protecting kids

Bell is especially committed to protecting children and youths through a variety of programs.

The company is also a lead partner in Cybertip.ca, Canada's tipline for reporting online exploitation of children. Since its launch in 2002, 44 people have been arrested and numerous children have been removed from abusive environments as a result of tips provided by the public.

As a founder of the Canadian Coalition Against Internet Child Exploitation, Bell worked to develop Project Cleanfeed Canada to protect customers from inadvertently visiting foreign Websites that contain images of children being abused.

By developing tools such as Freedom, Bell enables parents to filter computer content.

Bell TV customers can restrict access to channels they consider unsuitable for children, using the password-protected parental locks feature. Similar parental controls are available for the mobile phones we offer.

Bell is a founding partner of Kids Help Phone. Now into its 20th 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 – 2.2 million times in 2008.

\*Certified by the Government of Canada for the communication of protected information.

## RESPONSIBLE PROCUREMENT

In 2008, we spent more than \$8.2 billion on goods and services with  
**18,243**  
suppliers.

### Choosing responsible suppliers

Customers rightly expect BCE, and all the businesses with which it deals, to operate ethically. In accordance with our procurement policy, we seek out suppliers who are leaders in their industries and who are willing to commit to continuous improvement and to the introduction of innovative products, services or processes. In addition, they must demonstrate a strong commitment to sustainable development through the adoption of strict principles on environment, health and safety, labour and ethics. In 2008, Bell took the next step and put these requirements at the heart of a Supplier Code of Conduct, which is now an integral part of all new contracts.



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

In accordance with the code, Bell has introduced a mandatory corporate responsibility assessment questionnaire for selected suppliers, based on risk criteria. It is used mainly in the supplier selection process as Bell works with suppliers to improve their policies and programs. Further, Bell conducts audits and risk evaluations to validate survey responses.

As a member of the Global e-Sustainability Initiative (GeSI), Bell supports research and the development of long-term solutions for environmental and social issues in the ICT industry.

### Choosing responsible products

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

For example, beginning in 2008 and in line with Bell's paper procurement policy, paper purchased for all administrative operations, billing and marketing is FSC-certified or contains a minimum of 25% post-consumer recycled fibers.

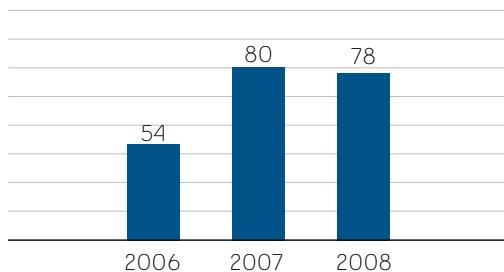
## STEWARDSHIP



**In 2008, the Bell Blue Box program received the Phénix award in the Corporate**

**Achievement category from the Québec Ministère du développement durable, de l'environnement et des parcs.**

Total number of used mobile phones recovered from our customers across Canada (in thousands):



It's a fact of life – consumer goods produce garbage.

It's also a fact of life that society expects companies like Bell to limit that waste, including having a plan for products after their useful life has ended.

That's why Bell launched the Bell Blue Box program in 2003: to make it easier for customers to divert their used mobile phones, pagers, accessories and batteries from landfill. Consumers can return these items to any Bell store across the country, to a participating Caisse Desjardins, or by mailing them to Bell at no charge.

About one-third of the returned phones still have a useful life. Bell ensures they are refurbished for further use in secondary markets. The rest are recycled using state-of-the-art technology.

Now incorporated into a new national mobile phone recycling program run by the Canadian Wireless Telecommunications Association, Bell's program has produced significant results that are improving every year. Since its inception in 2003, the Bell program has recovered 625,000 units from customers and from our inventory, including 78,000 units in 2008.

For each phone or PDA collected from customers, Bell donates a dollar to WWF-Canada to support that organization's ongoing climate change and conservation work.

In 2006, the Bell Blue Box program was awarded the prestigious Retail Corporate Social Responsibility Initiative Award by the Retail Council of Canada.

In 2008, the program also received the Phénix award in the Corporate Achievement category from the Québec Ministère du développement durable, de l'environnement et des parcs.





# WORKPLACE

- > OUR WORKFORCE
- > TRAINING AND DEVELOPMENT
- > GOVERNANCE AND ETHICS
- > HEALTH AND SAFETY

# OUR WORKFORCE

## More competitive, customer-focused structure

During the year, Bell introduced a new organizational structure to focus more sharply on improving the customer experience and service delivery. We reduced the number of reporting levels within the company from 11 to 8 and the number of senior executives by 30%.

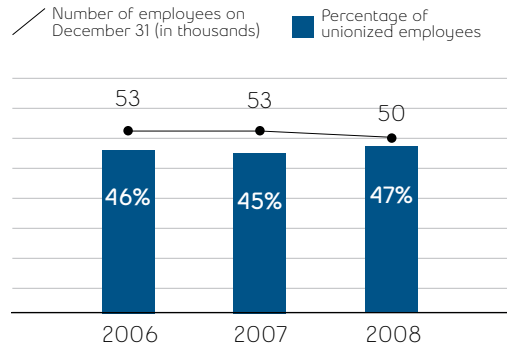
This restructuring led to the reduction of approximately 2,500 management positions, or about 6% of the total Bell workforce, and was the result of carefully planned departmental consolidations, expanded and more efficient spans of control, and the elimination of certain functions that did not support our customer-focused goal or strategy.

In early 2009, Bell Aliant also introduced a new organizational structure to improve customer service and to be more cost-effective. Bell Aliant eliminated about 500 management positions, representing about 5% of its overall workforce, and reduced executive positions by one-third.

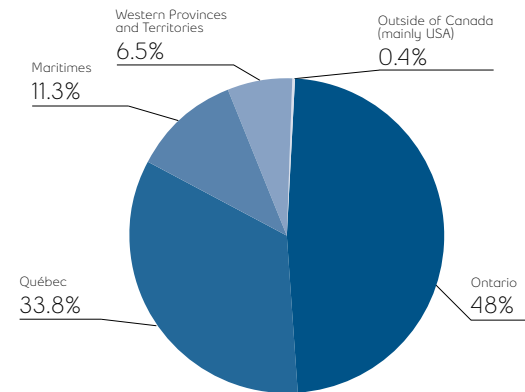
## Diversity

Our team members work every day to build an open and inclusive culture. We rigorously adhere to and promote Employment Equity as an important aspect of our diversity strategy. 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, Aboriginal people and people with disabilities.

## Workforce



## Geographical breakdown 2008



## Senior management positions

GROUP	2006	2007	2008
Women	21.1%	21.8%	22.1%
Men	78.9%	78.2%	77.9%
Aboriginal people	1.1%	1.5%	0.0%
People with disabilities	1.1%	1.5%	1.2%
Visible minorities	2.9%	4.5%	3.5%

## Workforce composition

GROUP	2006	2007	2008
Women	45.8%	44.8%	44.1%
Men	54.2%	55.2%	55.9%
Aboriginal people	0.8%	0.9%	1.1%
People with disabilities	1.7%	1.6%	1.9%
Visible minorities	10.5%	11.9%	12.6%

## Women leaders show the way

We are privileged to have a significant number of women in senior leadership positions, who are recognized outside the company as role models for other Canadian women.



Valérie Beaudin, Assistant General Counsel, Litigation, was recently honoured when she was named one of the Top 40 lawyers under 40 in Canada.



Mary-Ann Bell, Senior Vice-President, Ontario and Québec, Bell Aliant, received the Woman of Achievement award from the Business and Professional Women's Club of Montréal in 2009.



Maarika Paul, Senior Vice-President – Corporate Services, was named to the prestigious Women's Executive Network's (WXN) list of Canada's Top 100 Most Powerful Women in 2008.



Karen Sheriff, President and CEO, Bell Aliant, has been recognized as one of Canada's Top 100 Most Powerful Women three times, and in 2007, she was named to the WXN Hall of Fame.



Martine Turcotte, Executive Vice-President and Chief Legal and Regulatory Officer was inducted into the WXN Hall of Fame in 2008 having been named to the list of Canada's Top 100 Most Powerful Women every year since 2005.

## Northwestel's Horizons team enhances Aboriginal relationships

Through its Horizons team, Northwestel is focused on enhancing relationships with Aboriginal people and encouraging diversity within the organization.

In 2008, Aboriginal employment increased by almost 40% over 2007. By the end of the

year, 80% of Northwestel's 600 employees had participated in the Aboriginal Awareness Training Programs.

Northwestel also helped build opportunity through Aboriginal business partnerships, for example, through the creation of Tundra Communications Inc. to provide top-tier communications services to natural

resource companies operating in the Inuvialuit Settlement Region. As well, Tahltan River Communications Inc. was created in partnership with the Tahltan First Nations Development Corp., to provide similar services for companies operating anywhere along the Stikine River in northern B.C.



More than  
8,000  
employees  
received over  
11,000 hours  
of environment related training.

## TRAINING AND DEVELOPMENT

### A dynamic learning environment

Bell invests in the development of its team members. Bell's Career Development Centre (CDC) offers about 3,000 courses on everything from job-specific technical subjects to broader career-building skills such as communications. 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.

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

Bell's initiatives also include extensive training in responsible management of the company's impact on the environment. More than 8,000 employees received such training in 2008, totalling over 11,000 hours, representing a 49% increase compared to 2007. Because most of this training is online, team members can easily take refresher courses every year to remain up to date on current best practices.



## GOVERNANCE AND ETHICS

For the sixth consecutive year, BCE received a perfect 10/10 score from GovernanceMetrics International in its 2008 global corporate governance study. The company was one of only 43 in the world to receive the highest possible score.

### **Our Code of Conduct**

The BCE Code of Conduct sets out principles, rules and guidelines covering a wide range of issues: conflicts 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 on-line training course to ensure they understand its contents. In addition, to ensure ongoing adherence to the code, all team members must review and sign the code every year as part of the performance review process.

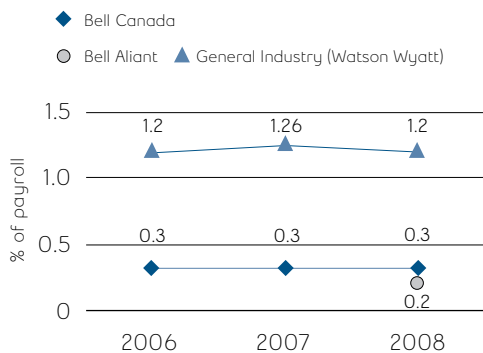
We require all directors, officers and vice-presidents to certify annually that they comply with the code and support the standards that promote ethical conduct and discourage wrongdoing.

BCE received a  
**10/10 score**  
from GovernanceMetrics  
International for the 6th  
consecutive year.

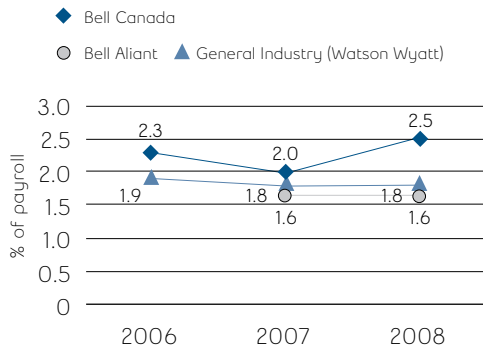


## HEALTH AND SAFETY

### On-duty accident and occupational disease costs



### Short-term disability



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.

For 2008, Bell focused on the implementation of the new federal regulation on violence prevention in the workplace. Bell also continued working on its contractor safety management program.

### Bell implements extensive action plan for subcontractors

Bell has modified its Health and Safety Policy to cover contractors, sub-contractors and third parties as a result of the death of two sub-contractor employees in a Bell manhole in Oakville in 2007. In addition, Bell adopted corrective measures for work carried out in

manholes through the implementation of an action plan submitted to Human Resources and Skills Development Canada (HRSDC) to ensure that such accidents do not re-occur.

HRSDC determined that Bell's Health and Safety Program for Bell employees complied with the legislation. However, the agency recommended improvements in Bell's Contractor Safety Management Program for manholes. HRSDC required Bell to make sure all contractors, sub-contractors and third parties accessing Bell manholes receive training on health and safety matters pertaining to their job, use the proper equipment and follow the proper procedures.

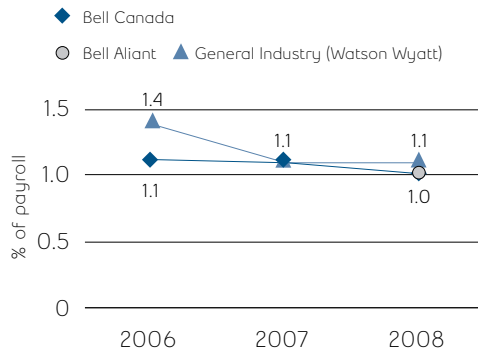
Bell fully implemented all these corrective measures and significantly increased the number of site inspections to ensure those accessing manholes follow all requirements.

### Employee committees

Through a system of Health and Safety Committees, both local and corporate, we identify and resolve concerns whether they are isolated in one area or have implications across the company. Local committee members inspect our workplaces regularly, record deficiencies, if any, and track resolutions.

Our non-management workforce is represented through corporate committees and numerous local health and safety committees across Bell and Bell Aliant territories.

### Long-term disability





# COMMUNITY

- > BEING THERE FOR THE COMMUNITY
- > BEING THERE FOR THE OLYMPIC GAMES

## BEING THERE FOR THE COMMUNITY

BCE donations:

\$20.5 M

Volunteer work by  
employees and retirees:

441,500  
hours

In 2008, we directly contributed more than \$20.5 million to charitable initiatives, including matching employee donations to United Way/Centraide and grants to a range of charities in which employees are volunteers.

Here are a few ways that community service in Canada improved thanks to Bell.

### **Walk for Kids Help Phone**

Bell is a founding sponsor of Kids Help Phone and continues to be a major supporter through fundraisers like the Walk for Kids Help Phone, the charity's premier fundraising vehicle.

Kids Help Phone is Canada's only toll-free, bilingual, confidential and anonymous phone and Web counselling, referral and information service for children and youth. Last year, it touched the lives of children and youth in need; from almost 3,000 Canadian communities, more than 2 million times through its phone and online services.

In 2008, thousands of walkers in 55 communities across the country raised more than \$3 million to support Kids Help Phone in the 7th annual Walk, accounting for almost one-third of the service's annual operating budget.

### **Bell Employee Giving Programs**

The Bell Employee Giving Program offers employees and retirees the opportunity to support their favourite charities by giving of their time, money and expertise.

In 2008, our employees and retirees donated \$2.1 million to charities across Canada. Of that amount, more than \$985,000 went to

chapters of the United Way in communities identified by the employees. The remainder went to support other Canadian charities that also provide much-needed services, from food and shelter programs, to career and crisis counselling, health care and much more.

Employees and retirees also volunteered 441,500 hours to more than 800 non-profit organizations, from amateur sports to the arts and community-building initiatives. That is the equivalent of a full year's work by about 250 people.





### **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 the children and their families.

Among the key initiatives:

- At the Centre hospitalier de l'Université de Montréal (CHUM), and the Montreal Children's Hospital Foundation which is associated with the McGill University Health Centre (MUHC), Bell is contributing \$10 million for a Child-Youth Virtual Health Centre. This will be 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 health care.
- Bell has committed \$1 million over 7 years to Ste-Justine Hospital, a leading paediatric hospital, for its remote homecare program. This initiative is intended to improve medical follow-up and the quality of life of patients and their families by enabling them to have continual contact with the hospital's health care teams regardless of where they live in Québec.
- With a \$10 million commitment, Bell is working with the Hospital for Sick Children Foundation in Toronto to build the organization's new emergency centre.

- In partnership with the Ottawa Senators, Bell raises money for Ottawa's Children's Hospital of Eastern Ontario to develop a sophisticated, computer-based system that helps healthcare workers diagnose and treat patients in the infant and toddler unit.
- In Edmonton, Bell is working with the Stollery Children's Hospital Foundation to develop a telehealth solution for the leading-edge Fetal and Pediatric Echocardiography Outreach program – ultimately providing 24/7 service for Western Canada, including the Western Arctic.

### **Celebrating our Aboriginal heritage**

Northwestel celebrated its 30th anniversary in 2008 by stepping up its support for communities, including a focus on the contributions of the region's Aboriginal residents.

Northwestel devotes almost one-third of its community investment budget to Aboriginal sponsorships including the National Aboriginal Achievement Foundation career fair, the Alianait Arts Festival in Iqaluit and the First Nations Art Festival in Whitehorse. The company also sponsors the Sunchild e-learning Initiative in Paulatuk to provide high quality, culturally appropriate distance learning.

In 2008, the company added to the long list of community events it sponsors with its support for the 2008 Arctic Winter Games in Yellowknife, at which about 50 team members volunteered.



A painting from artist Justin Smith, Whitehorse, was chosen as the work of art to grace the 2008 Northwestel Directory. The painting is entitled "Guardian of the Games"

## BEING THERE FOR THE OLYMPIC GAMES

The Vancouver 2010 Olympic and Paralympic Winter Games are less than a year away and Bell is already set to help deliver the Games to Canadians and around the world.

Bell's fibre optic network will provide all voice, data and broadcast services for fans, media, athletes and officials from around the world, including 400,000 private radio calls, more than 10,000 hours of dedicated broadcast TV coverage to more than three billion viewers and scoring results in the blink of an eye.

### Commitment to a responsible build

Bell's commitment as Premier National Partner to the Vancouver 2010 Olympic and Paralympic Winter Games goes well beyond the technology infrastructure. Building in sustainability – social, economic and environmental – is a priority in Bell's everyday business and our 2010 Winter Games partnership.

We committed to build our technology solution – the first ever all IP solution – in the most efficient and environmentally responsible way possible.

For any material we bought, we adhered to purchasing guidelines that include third-party environmental assessments and the re-use of existing infrastructure.

We sought out vendors who embrace sustainability. We hired contractors who work to leave as small a footprint as possible,

ensure sustainable practices and use local resources. Where possible, we dealt with area businesses to help drive the economy in the nearby communities.

We also coordinated construction schedules to reduce environmental impact and construction waste.

To minimize waste, we have been rigorous in recycling conduits, ducts, construction materials, telecom infrastructure and wet and dry office waste. We co-located equipment where possible to minimize environmental disruption as we built a new wireless network from Vancouver to Whistler. Where we couldn't avoid disturbing vegetation, we replaced it. And we emphasized the use of online technologies to reduce paper consumption and travelling.

### Securing an Olympic Games grade network

International events such as the Vancouver 2010 Winter Games require tight security to protect the Games' information technology networks from outside attacks, equipment malfunctions and human error. That's why Bell's Professional Services team has spent the last four years working with VANOC to make Bell's 2010 Winter Games network as secure as possible.

A team of highly skilled security experts from both VANOC and Bell will be working 24/7 across Canada during the Games to continue to ensure the system's resiliency.



Justin Webb, Vice-President of Olympic Services for Bell; Olympian, Charmaine Crooks; and the Bell Technology Team install the final metres in the fibre optic cable network that will deliver the 2010 Winter Games to the world.

### **Bell Athlete and Executive Mentoring**

Bell is committed to supporting Canadian athletes in their drive for personal success both on and off the field with the Bell Athlete and Executive Mentoring Program. This initiative helps elite athletes successfully transition from careers in sport to careers in business by giving them access to Bell's extensive development resources.

They also get the chance to learn about career options and opportunities in the business world directly from executives who have excelled in these fields at Bell. Seasoned executives with sales, finance, marketing, operations and technology backgrounds are matched with athletes based on their areas of professional interest.

### **Supporting accessibility**

Through its support of the Rick Hansen School Program, part of the renowned athlete's Foundation, Bell has helped to address issues of accessibility and inclusivity with youth in over 300 schools in British Columbia and 60 schools in Alberta. Rick Hansen also worked with Bell to support our commitment to the Vancouver 2010 Olympic and Paralympic Winter Games community engagement initiatives.

### **Helping a community get better**

As part of its 2010 Winter Games commitment, Bell has contributed funding to help stimulate economic development in Vancouver's Downtown Eastside. Some of that investment has gone to organizations such as

Building Opportunities for Business which fosters local business development. Bell has also facilitated industry workshops to connect eastside vendors with companies in the construction and tourism industries and has funded a social purchasing portal to connect eastside businesses, such as caterers, couriers and office supply companies, with regional procurement opportunities online.

### **Squamish Lil'wat Cultural Centre**

Bell is proud to be a supporter of the Squamish Lil'wat Cultural Centre, contributing funds and telecommunications services to this project. The centre will have access to the same fibre optic network that will connect the world to the Vancouver 2010 Olympic and Paralympic Winter Games.



Loring Phinney, Vice-President of Corporate and Olympic Marketing, mentors World Freestyle Ski Champion and 2010 Winter Games medal hopeful Steve Omischl as part of the Bell Athlete and Executive Mentoring Program



# ENVIRONMENT

- > FIRST TO OBTAIN ISO 14001 CERTIFICATION
- > ENERGY EFFICIENCY & GHG EMISSIONS
- > RECYCLING
- > ECO BUILDINGS
- > A THOUGHTFUL NEIGHBOUR



## FIRST TO OBTAIN ISO 14001 CERTIFICATION



**Bell is the first  
telecom company in  
Canada to obtain ISO  
14001 certification  
for its 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 for 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 is a business differentiator that positions us as an industry leader.



In 2008,  
GHG emissions were  
**11.7% less**  
than the base year of 2003.

## ENERGY EFFICIENCY & GHG EMISSIONS

Using less energy allows us to reduce both our environmental footprint and our costs.

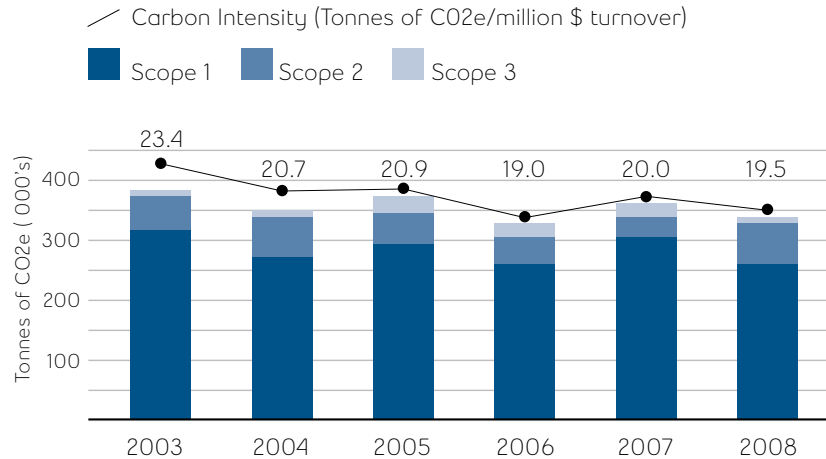
We install automatic light and heat controls in our buildings as well as efficient cooling and humidification systems. We use innovative energy solutions such as wind turbines, solar panels and deep-water cooling. We buy more energy-efficient vehicles – including hybrid vehicles – for our fleet and adopt eco-driving behaviours.

In 2008, employees from across Bell formed an Energy Board to find new ways to save energy in the company's day-to-day operations. Their work is focused on reducing fuel consumption by Bell vehicles, using

innovative communication services to cut business travel, using efficient systems and equipment, and adopting energy-efficient work habits.

Collectively, we are having significant success. Although the amount of network equipment in use continues to increase – as does the number of services we offer customers – we continued to reduce our output of greenhouse gases. In 2008, GHG emissions were 2.9% less than in 2007 and 11.7% less than the base year of 2003. This is attributable mainly to the reduction in refrigerant leaks from cooling systems and lower fuel consumption in the company fleet.

### Greenhouse gas emissions



**Note:** Bell Aliant began to report its GHG emissions in 2006. Consequently, the BCE figures are adjusted for 2003, 2004 and 2005 by using the 2006 to 2008 trend results for Bell Aliant.

**Scope 1:** Direct emissions from fleet, generators, cooling systems, and fuel & gas for buildings

**Scope 2:** Indirect emissions from electricity used for buildings and network equipment

**Scope 3:** Indirect emissions from employee travel

# RECYCLING

## Recycling network materials

Every year, we make important efforts to reduce waste sent to landfill, save costs and decrease our consumption of valuable resources.

Through our successful recycling programs, we diverted from landfill 6,160 metric tons – or 616 truckloads – of residual materials from Bell's network operations. Under these programs, Bell recovered 2,033 metric tons of hazardous residual materials, such as batteries and fluorescent tubes, from all sites in 2008, and managed them in a responsible manner.

Working with its supplier of telephone poles and other partners, Bell introduced a process to recover short pole pieces. These are then recycled into lumber for guardrails or shredded into fine particles which are used as a source of energy in cement kilns. In 2008, the program produced 322 metric tons of recovered material. This new process opens the door to other companies to follow, an example of a leading-edge waste management practice that reduces both overall waste and demand for primary sources of non-renewable energy.

## Recycling today's essential tools

In today's world, a computer is an essential tool, especially for children and young people if they are to reach their full potential.

With that in mind, BCE companies support programs to put used computers into schools for the benefit of Canadian elementary and secondary students. Bell's active participation in the Computers for Schools Ontario and the Ordinateurs pour les écoles du Québec has provided 36,000 used computers, more than 13,000 monitors and more than 3,500 printers. Bell Aliant also donated 6,322 computers in 2008, up from 5,699 the previous year.

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.

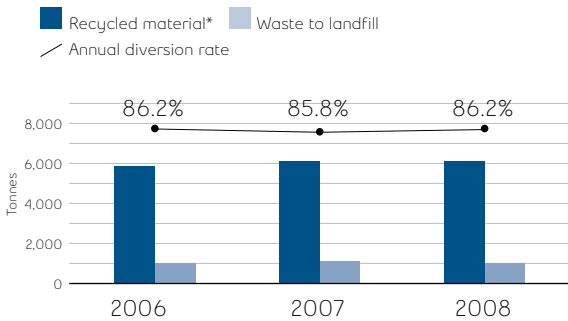
## Award-winning directory recycling program

Northwestel earned a City of Yellowknife Recycling award (large enterprises) for its directory recycling program.

Under the program, which entered its eighth year in 2009, the company invites schools to collect outdated phone directories for recycling to qualify for cash awards to support school programs. Starting in Yellowknife, the program now covers five communities.

In 2008, 11 schools in the Northwest Territories collected 4,560 outdated directories and Northwestel donated more than \$6,000 to them in return.

Bell network residual materials



\* Includes network cables and equipment, central office batteries, poles and hazardous residual products, and excludes residual materials from fleet maintenance.

## ECO BUILDINGS

### Building for the future

As part of its efforts to reach new levels of efficiency, creativity and competitiveness, Bell adopted a campus-style approach to where and how we work. This involves grouping together employees, developing a work environment that promotes product and service innovation, and implementing a platform that enables teams to collaborate closely, sharing ideas and information.

After two years of planning, in 2008, Bell opened three campuses, one each in Montréal – our corporate headquarters – Toronto and Calgary.

As with any activity Bell undertakes, the company's responsibility to the environment was built into the planning for each new campus from the start. The new facilities are designed to comply with LEED (Leadership in Energy and Environmental Design) classification standards for ecological buildings.

These standards aim to achieve environmental objectives in diverse areas, among them the

conservation of water and energy, reduced greenhouse gas emissions, ecologically responsible materials and resources, and the quality of indoor environments.

Each new campus is equipped with the latest state-of-the-art Bell telecommunications tools, such as a wireless network and high-tech video conferencing services, including Bell VideoZone and telepresence rooms, to facilitate collaboration among employees located in other campuses and Bell locations. This significantly contributes to our efforts to reduce our greenhouse gas emissions related to business travel.

### Building Engineering Services honoured for environmental leadership

The Building Owners and Managers Association of Canada (BOMA) awarded Bell Aliant its Building Environmental Standards (BES<sup>t</sup>) Level 1 certification for environmental excellence for its Allandale Road central office in St. John's, NL last year.

That made Bell Aliant the only information, communication and technology services provider recognized by BOMA BES<sup>t</sup>.

The BOMA BES<sup>t</sup> program is an industry best-practices model that evaluates the environmental performance and management of existing commercial buildings. The certification recognizes Bell Aliant's work to develop and implement policies and procedures to responsibly manage resource use and ensure the regular maintenance of equipment. These include fuel storage, recycling and hazardous materials management programs. As well, by measuring energy and water consumption regularly, Bell Aliant identifies opportunities for further improvements.





# A THOUGHTFUL NEIGHBOUR

## Environmental incidents

INCIDENT	2006	2007	2008
Notices of environmental infraction	3	4	2
Spills and releases*	415	403	403
Concerns reported by a third party	11	9	8

**Note:** For the last three years, there was no material environmental incident or prosecution.

\* Most reported incidents are related to leaks of ozone depleting substances from refrigeration equipment



### Minimizing the impact of networks

We recognize how essential it is to minimize the impact of our networks on natural and human environments. Every facet of our operations with the potential to affect the environment is controlled under strict guidelines. From the management of effluents to the deployment of network in urban or naturally sensitive areas, we continuously strive to integrate and operate our installations in the most environmentally respectful manner.

Further, we have prevention programs aimed at preventing and reducing our releases into the environment. For example, we have programs to continuously:

- maintain the integrity of our petroleum storage tanks
- upgrade our refrigeration and fire suppression systems to reduce the possible release of ozone depleting substances
- implement best practices for the responsible management of treated wood poles throughout their life cycle

### Planting community roots

Bell Aliant employees from the Midland, ON, office pitched in to help the community’s Burke Street Naturalization Project. Dave Evans, Manager of Field Services, led the team that rushed to plant 400 shrubs and other flora native to the area before the snow fell.

The area is being maintained as a “no-mow” buffer zone adjacent to Penetang Bay. Native shrubs, grasses and wildflowers are being planted

to naturalize the shoreline and provide habitat for birds, butterflies, dragonflies, frogs and toads.

### Project hopes to give whales the right of way

Experts from Bell Aliant, Bell Mobility and researchers in the Oceanography Department at Dalhousie University in Halifax have partnered in an innovative whale research initiative called VACATE – Vessel Avoidance & Conservation Area Transit Experiment.

Bell Aliant has installed specialized equipment at cell towers in Nova Scotia and will do so soon in New Brunswick. This equipment enables the researchers to collect shipping-traffic statistics along the coast and in critical habitats of the North Atlantic right whale. The data will be used to identify efficient routing options for ships to minimize the risk of colliding with whales.

### Mitigating environmental incidents

Although we do everything we can to prevent environmental incidents from occurring, 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 Incident Management program thoroughly trains team members on their roles and responsibilities in case of an incident. The 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 have been distributed to all work centres, central offices and vehicles equipped with hydraulic systems.

# REPORT PROFILE

## Format

To support our efforts to reduce our carbon footprint, this report is available in PDF format only, designed to be easily read on a standard computer screen. A single-page highlight document is also available in PDF. 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, 2008 to December 31, 2008. Unless otherwise stated, data is valid as of December 31, 2008.

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

One major change over the 2007 reporting period is the systematic integration of Bell Aliant and Northwestel into the report.

## 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 GRI content index is available on our Website to help readers access report content using the GRI G-3 structure. The index also references 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, provide sources of information, as well as back-up for how information was derived. Control and validation processes used by SMEs who provided data for performance indicators have been documented and tracked. Senior managers were asked to sign off on accuracy and completeness.

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

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## Additional information

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

- GRI and Global Compact Index
- Highlights of this report
- Financial performance
- General sustainability information
- Past reports
- Policies
- Subject-specific reports

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