

# Community, economy and society

This is an extract from our [2019 Corporate Responsibility Report](#)



# Creating value for Canadians for 140 years

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**WHY IT MATTERS** GRI 103

Being an engaged corporate citizen has been central to our identity for 140 years. Bell contributes to the creation of shared value for the communities we serve, for the nation's economy, and for society as a whole through our participation in many supply chains. Acting responsibly is central to achieving sustainable business success and essential to the pursuit of our corporate goal: Advancing how Canadians connect with each other and the world. We also have an opportunity and a responsibility to work with governments and regulators to ensure that Canadians benefit from the positive impact of our networks and services.

**WHAT WE ARE DOING**

Bell is contributing to ground-breaking work on mental health, and leading by example by adopting the voluntary Standard for Psychological Health and Safety in the Workplace. We also help protect the vulnerable in this digital age, support the cultural fabric of our nation, and invest unmatched R&D in telecommunications in Canada and leading networks that knit communities together and fuel the success of Canada's largest organizations.



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# Community

Bell strengthens communities across the country, through both the Bell Let’s Talk mental health initiative and a range of community projects, sponsorships, and the volunteer engagement of our team members. These initiatives not only support the communities involved, they also increase engagement because they reflect the deeply held values of Bell team members. Our overall community investment was \$29.5 million in 2019.

## Bell Let’s Talk



In September 2010, Bell Let’s Talk began a new conversation about Canada’s mental health. At that time, most people were not talking about mental illness. But the numbers spoke volumes about the urgent need for action. Millions of Canadians, including leading personalities, engaged in an open discussion about mental illness, offering new ideas and hope for those who struggle, with numbers growing every year.



As a result, institutions and organizations large and small in every region received new funding for access, care and research from Bell Let’s Talk and from governments and corporations that have joined the cause.

Building on ten years of increased awareness and acceptance around mental illness, Bell Let’s Talk is focused on engaging Canadians to take action to create positive change in mental health. SDG 3.4

The 10th anniversary Bell Let’s Talk Day on January 29, 2020, resulted in a record 154,387,425 eligible interactions and, with a Bell donation of 5 cents per message, a further \$7,719,371.25 in Bell funding. This brought Bell’s total commitment since 2010 to \$108,415,135, exceeding the \$100 million target set in 2015.

In March 2020, Bell announced the extension of the Bell Let’s Talk mental health initiative for a further 5 years and an increase in Bell’s total funding commitment for Canadian mental health to at least \$150 million. Our emergency COVID-19 funding added a further \$5 million to our commitment.

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## The 4 key pillars

Bell Let's Talk promotes awareness and action with a strategy built on 4 key pillars: Fighting the stigma, improving access to care, supporting world-class research and leading by example in workplace mental health.

### Anti-Stigma

One of the biggest hurdles for anyone struggling with mental illness is overcoming the stigma attached to it. The annual Bell Let's Talk awareness campaign and Day is driving the national conversation to help reduce this stigma and promote awareness and understanding, and talking is an important first step towards lasting change.

In January 2020, communities and organizations all around Canada and the world showed their support for mental health by raising the Bell Let's Talk flag at city and town halls, military bases and sporting events. Students at more than 230 Canadian universities and colleges also engaged in campus initiatives to promote student mental health, reaching more than 1.7 million students on campuses across the country.

These activities and many more have helped change attitudes and fight the stigma. Today, 83% of Canadians think attitudes about mental illness have changed for the better. Behaviours have also changed dramatically: In 2011, 42% of Canadians felt comfortable talking to a colleague, schoolmate or acquaintance about a mental health diagnosis; in 2019, 84% of Canadians were more comfortable speaking to others about mental health, and 88% were more likely to seek help.<sup>1</sup>

### Care and access

Bell supports a variety of organizations, including grassroots agencies, local hospitals and post-secondary institutions, to help provide Canadians with support services when and where they need them. Through the Bell Let's Talk Community Fund and various major gifts, Bell has supported organizations in every province and territory in Canada, enabling them to improve access to mental health supports and services in communities nationwide. Building on this important progress, Bell Let's Talk announced in March 2020 that it is also partnering with Montréal-based [Graham Boeckh Foundation](#) on a \$10 million national project to accelerate the delivery of mental health services for young people through Integrated Youth Services (IYS) hubs. The partnership will work to accelerate the launch of new provincial and territorial IYS projects, help develop, evaluate and roll out evidence-based innovations in treatment and care to fill existing gaps, and support collaboration across provincial and territorial projects to build capacity and knowledge sharing.

#### HERE ARE SOME RESULTS SINCE 2011

- 3,806,409 Canadians supported with access to mental health services
- 2,312,193 crisis and distress line users helped
- 1,739,136 children and youth reached
- 792,363 Canadians supported through technology-based mental health programs
- 1,455,078 trained staff and volunteers
- 19,376 military families helped through the Bell True Patriot Love Fund.

1. Telephone survey of 1,775 randomly selected Canadian adults conducted by Nielsen Consumer Insights, Jan 30 – Feb 16, 2020. Results are accurate to +/-2.3%, 19 times out of 20.

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## New research

Research holds the greatest promise to better understand treatments and solutions. Bell is investing in best-in-class research programs with the potential to have a transformative impact on the mental health and well-being of Canadians.

Bell Let's Talk has funded research projects across the country, including \$2 million to fund the world's first university chair in mental health and anti-stigma research at [Queen's University](#) and \$1 million to fund Canada's first biobank of biological, social and psychological data at l'Institut universitaire en santé mentale de Montréal. Bell Let's Talk has also funded the world's first voluntary standard on workplace mental health and the first university-certified workplace mental health training program.

Other initiatives have included: \$500,000 to the Centre for Research and Intervention on Suicide, Ethical Issues and End-of-Life Practices ([CRISE](#)) at the Université du Québec à Montréal ([UQAM](#)) to develop a first of its kind project aimed at preventing suicide by making optimal use of today's digital communications tools; \$500,000 to the Institut universitaire en santé mentale de Montréal Foundation ([IUSMM](#)) to support innovative projects at the institute's Research Centre, including the development of the Signature Center aimed at improving the lives of people living with mental health issues; and \$1 million to the Institut universitaire en santé mentale de Québec ([IUSMQ](#)) in support of ground-breaking research to detect early signs of mental illness in youth from families with a history of mental illness.

## Workplace leadership

One in three workplace disability claims in Canada are related to mental illnesses.<sup>1</sup> Bell is committed to leading by example in our own workplace by adopting the voluntary Standard for Psychological Health and Safety in the Workplace and is encouraging greater corporate engagement across Canada.

For more details on workplace health initiatives, refer to Mental health in the workplace in this report.

## Bell Let's Talk funds several new mental health projects

Bell continued to invest in a broad selection of innovative programs aimed at improving care and access to care for those with mental health issues. See our major new commitments on our [website](#).

The Bell Let's Talk Community Fund has provided over \$11 million to 657 organizations nationwide since 2011, enabling them to improve access to mental health care, supports and services. In 2018, Bell Let's Talk doubled the annual Community Fund to \$2 million to support even more local mental health programs in improving access to care in Canadian communities of all sizes. Visit our [website](#) to learn about the 2019 grant recipients.

The Bell True Patriot Love Fund is a \$1 million, multiyear initiative that provides annual grants of up to \$75,000 to community mental health programs for serving military members, Veterans and their families. Since its launch in 2013, the Fund has provided 100 grants to organizations across the country that work to improve access to mental health care, including 11 programs selected in 2019 that are making a meaningful difference in the military and Veteran community.

<sup>1</sup> Sources: Mental Health Commission of Canada. Backgrounder: Case study research project – final report. Mood Disorders Society of Canada: Mental Health and Addictions in Canada, 2019.

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## Team member giving

Bell supports our team members in a wide range of interests that go beyond the corporate focus on mental health. Through our Employee Giving Program, Bell matches donations that team members make to [United Way/Centraide](#), the [Canadian Mental Health Association](#) and Canadian universities and colleges. Bell also provides grants to charities based on and in recognition of the volunteer time commitments of team members themselves.

Through the Employee Giving Program, Bell team members and pensioners donated more than \$2.5 million to charities in 2019. Collectively, our team devoted more than 100,000 hours of volunteer time to build stronger communities through their support of sport and charitable organizations. Throughout the year, Bell volunteers could be found building homes, putting care packages together, cleaning up community centres, fundraising, and collecting toys and school supplies for kids, to name just a few of their activities.



## Children and youth

Today's young people face challenges that simply did not exist for earlier generations. Bell partners with a wide range of youth-oriented organizations such as [Kids Help Phone](#), the [Canadian Centre for Child Protection](#) (including [Cybertip.ca](#)), and [MediaSmarts](#), as well as programs like Backpacks for Kids, [RE\\*Generation](#), and Computers for Schools. Northwestel also creates lasting partnerships with youth initiatives in the North. These organizations and programs help Canadian children overcome difficulties, build self-esteem, play, learn and grow in new ways.

For information on these partnerships, including [needhelpnow.ca](#) and [Cleanfeed Canada initiative](#) and others, see the [Helping and protecting children and youth](#) information sheet on our website.



Kids Help Phone

CANADIAN CENTRE for CHILD PROTECTION™  
Helping families. Protecting children.

cybertip!ca®

Media Smarts  
CANADA'S CENTRE FOR DIGITAL AND MEDIA LITERACY

RE\*GENERATION

## Arts and culture

Bell is proud to continue a long tradition of supporting Canadian arts and culture, working with a variety of partners to enrich the communities we serve through the encouragement of creative expression. These initiatives range from a full roster of festivals in Northwest Territories to utility boxes being transformed into art.

For information on supporting accessible arts and culture in Québec, celebrating the North, transforming Bell boxes into works of art, Bell Media's support for cultural events, and tangible benefits funding projects, see the [Supporting arts and culture](#) information sheet on our website.

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## Economy

A driving force in Canada's economy, Bell investments of approximately \$4 billion in 2019 in advanced networks and services<sup>1</sup> are continuing to deliver world-class broadband connections to more Canadians in more cities, towns and smaller communities than ever. From our all-fibre network builds and innovative WHI service deployments to expansion of our LTE-Advanced mobile network, Bell is advancing how Canadians connect with each other and the world and creating new opportunities for consumers, businesses and public service organizations to participate and succeed in the digital economy. GRI 203-2

## Investing in a strong future for Canadians

Canada's ongoing prosperity depends on Canadians having access to advanced mobile and broadband networks. Taking into account direct, indirect and induced impacts, Canada's wireless industry today contributes over \$48 billion to Canada's Gross Domestic Product (GDP) and generates the equivalent of more than 320,000 full-time jobs.<sup>2</sup> Looking ahead, the adoption of 5G technology is expected to further propel innovation and provide a \$40 billion incremental boost to Canada's GDP by 2026, generating an additional 250,000 jobs along the way.<sup>3</sup>

Canada's communications industry is also a key component of the critically important Information and Communications Technology (ICT) sector, which itself contributes more than \$86 billion to Canada's GDP and supports hundreds of thousands of jobs across most industries.<sup>4</sup>

Bell's all-fibre network builds also have measureable and significant economic benefits. In fact, our fibre investment in the City of Toronto has the potential to contribute \$3 billion in incremental output to Canada's GDP while also creating 19,000 jobs, an impact that grows proportionally with each new fibre deployment.<sup>5</sup> GRI 201-1



1. For information on Bell's financial performance, see our [Annual Report](#)
2. Nordicity, Benefits of the Wireless Telecommunications Industry to the Canadian Economy (December 2019)
3. Accenture Strategy, Fuel for innovation: Canada's Path in the Race to 5G (2018)
4. ISED, 2018 Canadian ICT Sector Profile (2019)
5. Hal Singer, Economic Impact of FTTH Deployment in Toronto (2015).

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## Creating the jobs of the future

GRI 203-2

Delivering advanced networks and services demands 21st century skills, and Bell's more than 52,000 team members – including engineers, software developers, artificial intelligence and network security experts, installers, technicians and customer support representatives – are leading the way.

Overall, Canada's digital economy employs approximately 1.7 million ICT workers both in ICT directly and in all other sectors, and

ICT job creation continues to grow throughout the Canadian economy.<sup>1</sup> Added to this strong performance, new communications technologies such as 5G mobile connections and innovative IoT applications are poised to take digital services even further. In fact, Canada's Information and Communications Technology Council (ICTC) has predicted that the 5G value chain will create 22 million jobs globally by 2035 and generate \$3.5 trillion in economic output, more than the world's entire mobile value chain today. The ICTC has also highlighted Bell's pioneering role in the development of 5G and how we are paving forward for this transformational and critically-important new network technology.<sup>2</sup>

## Research and development

A true pioneer and innovator in Canada's communications industry, Bell's leadership in the deployment of new and innovative networks and services is a direct result of our strong commitment to research and development. Our investments in R&D enable us to continue providing our customers with products and services that are among the most advanced in the world while simultaneously adopting new technologies that better support our own operations and meet the needs of our customers. SDG 9.5

Bell's focus on next-generation network technologies is playing a key role in transforming Canada's digital ecosystem, creating opportunities for innovative thinking and new applications across every industry, and fueling a positive cycle of innovation and growth amongst our many partners and suppliers.

Bell invests more than \$500 million in R&D each year (\$537 million in 2018),<sup>3</sup> more than any other communications service provider in Canada.<sup>4</sup> This investment enables Bell to deploy major network improvements and make more innovative services available to Canadian consumers and businesses, from better Wi-Fi connectivity and video streaming innovations like Day Pass subscriptions for TSN and RDS Direct to large-scale IoT innovations for asset tracking, fleet management, smart sensors, Smart City applications, agri-food and infrastructure management. SDG 2.3, 2.4

1. ICTC, Monthly Snapshot (January 2020)
2. ICTC, The Next Talent Wave: Navigating the Digital Shift – Outlook 2021 (April 2017)
3. R&D research data traditionally lags the reporting period by one year
4. Research InfoSource, Top 100 Corporate R&D Spenders (2018).

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## Artificial intelligence supply chains supercluster (Scale AI)

In 2019, a consortium that includes Bell, the Institute for Data Valorisation (IVADO), the University of Waterloo, and Québec companies Optel Group and Alimentation Couche-Tard began developing artificial intelligence (AI) applications to improve supply-chain processes in sectors such as retail, manufacturing and infrastructure. The consortium is one of 5 groups selected by the federal government in 2018 to receive funding from a \$950-million program to boost innovation and spur economic growth. GRI 203-1, SDG 17.7, 17.8

As Canada’s top telecommunications R&D investor, Bell is contributing our expertise in network connectivity, business communications and IoT applications to the consortium, as well as our strength in managing an

extensive supply chain and infrastructure across the country. For example, Bell is leading one of the first Scale AI projects, working with Ivado Labs to develop a system that uses Field Services, Network and Customer Operations data to analyze the complexity of tasks and increase the efficiency of technician dispatch.

For more about projects launched by the Montréal-based AI supercluster in 2019, read the Scale AI [news release](#).

Through these and other R&D initiatives, Bell is playing a key role in the emerging network, device and application ecosystem, ensuring Canadians are able to take advantage of future digital technologies and the economic and social benefits they deliver.

## Fibre rollouts

Fibre networks offer long-term benefits to consumers and businesses, ensuring access to reliable high-speed broadband that can meet their future needs as demand continues to grow. These networks are a key part of Canada’s 21st century infrastructure and a fundamental building block in the transition from a resource- and manufacturing-based economy to a world-leading digital and knowledge economy. GRI 203-1, SDG 8.2

Bell increased our all-fibre footprint by 530,000 homes and businesses in 2019, completing approximately 53% of our fibre optic network build by the end of the year and also upgrading available access speeds in more locations to up to 1.5 Gbps, noted by PCMag as Canada’s fastest home Internet connection.

Overall we now offer all-fibre connections to approximately 5.1 million home and business locations in Atlantic Canada, Québec, Ontario and Manitoba. We continue to focus on expanding our all-fibre footprint in Montréal and the Greater Toronto Area/905 geographic areas and in early 2020 announced new investments to provide direct fibre connections to 200,000 homes and businesses throughout the City of Hamilton and approximately 275,000 homes and businesses in the City of Winnipeg.



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## Wireless Home Internet (WHI)

All-fibre networks are not feasible for every community. That’s why Bell is delivering broadband speeds to smaller towns and rural locations with our innovative WHI fixed-wireless service. Based on 5G-capable technology in the 3.5 GHz spectrum band, WHI customers can enjoy high-speed Internet services with speeds 5 to 10 times faster than average speeds

currently available in these areas. We successfully deployed the service to approximately 250,000 customer locations in 226 rural communities by the end of 2019 and we expect to ultimately reach 1 million rural households throughout Ontario, Québec, Atlantic Canada and Manitoba. SDG 17.7, 17.8

## World-leading wireless services

Bell is also delivering wireless technology that is among the most advanced in the world to more Canadians with the expansion of LTE Advanced (LTE-A) network availability to 94% of the national population in 2019 (overall LTE coverage surpassed 99% in 2018). Ongoing investments as part of our Bell MTS investment plan in Manitoba have also resulted in a huge improvement in the quality of wireless services in the province, and 90% of Manitobans now have access to LTE-A connections.

The speed of our wireless connections also continues to improve. An independent report released in September 2019 noted that Canadians in major cities “are now seeing average LTE speeds that exceed what we’re seeing on Sprint’s new 5G network in the U.S.”<sup>1</sup> and another report found that “rural Canadian users on average see faster 4G download speeds than our users in Sweden, New Zealand, France and 73 of the other countries we reported on.”<sup>2</sup>

The first carrier to launch a 5G-ready LTE-M network in Canada, Bell is also leading the way in the fast-growing IoT sector and in 2019 we entered into a partnership with AT&T to provide our business customers with access to the carrier’s extensive LTE-M network throughout the U.S.



As we continued to enhance our 4G wireless network in 2019, we have also laid the foundation for the 5G revolution. As we prepare to roll out our 5G network, Bell has the expertise, the fibre-connected infrastructure and world-class partners to make it happen. With the right conditions in place to encourage the investment required, Canada has the opportunity to be a world leader in the deployment of this exciting and truly transformational communications technology.

1 PCMag, Fastest Mobile Networks Canada 2019 (September 2019)  
 2 Open Signal, The state of rural Canada’s Mobile network Experience (September 2019).

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## Connecting northern communities

Bell continues to address the unique challenges faced by communities in northern Canada, where difficult terrain, remote location, and low population density have resulted in a lack of access to high-speed broadband networks. In 2019, and as the result of a joint initiative involving Bell, Northwestel, Telesat, the federal Connect to Innovate program and the Nunavut government, we made mobile LTE wireless broadband service available to all 25 communities in Nunavut, Canada’s northernmost territory. In addition to



delivering mobile data speeds up to 100 Mbps to residents and businesses across the territory, fixed wireless Internet access is also now available in 21 Nunavut communities.

For more details on Bell’s innovative services – including developments in broadband, IoT and business connectivity – see the Customers section. SDG 17.7, 17.8

## Supporting a made-in-Canada media industry

Bell’s role in generating economic opportunities for Canada’s important media sector goes beyond providing access to advanced broadband networks and innovative television, radio, and online platforms like Bell Fibe TV, the now-bilingual Crave, Alt TV, and the iHeart Radio app.



Bell Media continues to play an important role in producing high-quality Canadian content, including top-rated news and local/regional programming, documentaries, scripted content and sports. For the 2018 – 2019 broadcast year, Bell Media invested \$841 million in original English- and French-language



Canadian content, providing work for Canadian actors, on-air personalities, technicians, showrunners, directors, artists, technicians, crafts personnel, and many other specialists and suppliers across the media industry.

Bell Media is also generating important growth-through-export opportunities for in-house and independently produced Canadian content. High-quality homegrown hits like CTV’s Cardinal and Crave’s Letterkenny are finding audiences within Canada and around the world. In addition to starting construction to support expanded facilities, our Pinewood Toronto Studios also partnered with Netflix in 2019 on the leasing of soundstages to support the global streaming service provider’s dedicated production hub in Canada. GRI 201-1, 203-2

In 2019, Bell Media’s new comedy series Jann enjoyed a successful debut and ongoing productions like The Amazing Race Canada – the most-watched summer series for 6 years in a row – and MasterChef Canada

continued to attract huge audiences, as did daytime programs The Social and The Marilyn Denis Show. Continued investment in premium international content – including HBO, HBO Max, Showtime and Starz – enabled us to deliver national and international content popular with Canadians. Similarly, our investments in sports broadcasting rights – including the NHL, NFL, CFL, IIHF World Junior Championship and the Toronto Raptors historic NBA championship win – continue to support sports franchises that are important contributors to our communities, both socially and economically. Canada’s French-language production community also benefits as a result of Bell’s acquisition of Québec-based conventional TV network V and its related digital assets and our decision to evolve Crave into a bilingual TV and streaming service currently offering more than 6,000 hours of exclusive French-language content.

These successes are the direct result of Bell’s focus on ensuring Canada’s media industry remains rooted in Canadian culture and communities. As one of the largest supporters of film, television, and music through development funding, and as an avenue to showcase home-grown talent, Bell Media supports partnerships and events that enhance the Canadian industry and provide opportunities for Canadian talent to achieve both artistic and commercial success.

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## Supporting major festivals

Bell maintains a presence at major festivals across the country, recognizing that these events build stronger communities, generate billions in consumer spending, and raise significant tax revenue for municipal, provincial and federal levels of government.

Bell is proud to partner with some of Canada’s premier entertainment events, helping generate indirect economic and social benefits for communities and individuals. For example, with the [Toronto International Film Festival \(TIFF\)](#), we support TIFF Learning, which provides students and teachers with innovative ways to engage with the cinematic arts beyond simply taking a class trip to the movies. The TIFF Bell Lightbox is the only facility of its kind in Canada, offering unique programs that are closely tied to the Ontario educational curriculum and designed for cross-course flexibility.

Similarly, the [Osheaga Music and Arts Festival](#) not only brings the community together to enjoy leading global musicians, it historically generated economic spinoffs due to the influx of tourists with as many as 45,000 arriving from outside Québec for the festival.

Bell also partners with the [Festival d’été de Québec](#), a non-profit event that usually runs for 11 days, with music for everyone at multiple venues throughout Québec City. The event has generated more than \$25 million annually in added value for the city over the years. Our support also has extended to Festival Montréal en Lumière, one of the largest winter festivals in the world, and the Francofolies de Montréal, which has historically been the biggest music festival in the French-speaking world.

Supporting such events means Bell is helping to generate indirect economic and social benefits for communities and individuals across Canada.



## Society

### Our commitment to improving society

For 140 years, Bell has been a partner in social initiatives wherever we operate. We are, for example, prepared to respond quickly in the event of disasters; diligent in speaking with affected communities when we want to build new network towers; thorough when enlisting our supply-chain partners' commitment to our high standards of ethical corporate conduct; and supportive of government, public safety and electrification of transport projects that benefit Canadian society as a whole.

### Responding to outages and emergencies

**Bell team members are on the front lines when extreme weather disrupts communications services, working to keep our customers connected and safe.**

When flooding reached critical levels in Ontario, Québec and New Brunswick communities in April and May 2019, Bell teams in Field Services, Network, Real Estate, Mobility and Emergency Management worked around the clock to help customers, maintain operations and protect Bell assets, sandbagging vulnerable areas and installing generators where needed and, in some cases, upgrading wireless and Internet capacity for emergency personnel and community members. At the same time, local Bell Media television and radio stations played a critical role in both keeping residents up-to-date as the flooding spread and in raising relief funds for the Canadian Red Cross. We also welcomed Red Cross responders to our Nuns' Island campus in Montréal, providing additional call centre capacity to help coordinate flood relief efforts.

As is often the case when emergencies strike, Bell made a direct corporate donation to the Canadian Red Cross and partnered with the [Mobile Giving Foundation](#) so that Canadians were able to donate by text message to support relief efforts, from providing food and shelter for displaced families to assistance with cleanup and repairs.

Bell teams also worked around the clock in September 2019 when Hurricane Dorian rolled into Atlantic Canada and eastern Québec and caused power outages for hundreds of thousands of residents. Having prepared in advance, our Field, Network and Wireless Operations teams worked to keep



our network and other assets operational throughout the storm. Bell Media and the CTV News Atlantic team also provided critical storm updates and support for the clean up and recovery.

Bell MTS crews also jumped into action when an unprecedented snowstorm in October 2019 snapped trees, closed roads and knocked down power lines in Winnipeg and across southern Manitoba. As teams worked to restore services in the hardest hit areas, CTV News Winnipeg continued to provide the latest on developments and restoration.

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Responsibility Report](#)



At Bell, we also understand that communication technologies for public safety agencies must perform flawlessly and seamlessly. For more than 20 years, we have successfully deployed some of the largest mission-critical [2-way radio service](#) communication networks in Canada. Providing public safety radio communications for more than 70,000 first responders and other users in Canada, including government and public safety organization employees, we have a unique mandate to serve the public when it matters most.



The first Canadian carrier to offer designated Mobile Broadband Service for First Responders on a 4G LTE network, Bell is Canada's largest provider of public safety land mobile radio (LMR) services, with contracts from Atlantic Canada to Manitoba. Awarded a public safety communications contract by the Government of Manitoba in 2018, Bell

has since been selected to upgrade the public safety land radio system for Québec City and, in October 2019, was awarded a contract by the Government of Ontario to rebuild the province's public safety LMR network. Helping to keep Canadians safe, Bell provides 9-1-1 service in Manitoba, Ontario, Québec, Nova Scotia, New Brunswick, Prince Edward Island, and Newfoundland. In November 2019, basic 9-1-1 was also launched in the Northwest Territories. Building on the 2018 launch of the new [Alert Ready System](#) for television, radio and compatible LTE wireless devices developed in partnership with the federal, provincial and territorial governments, emergency management officials, Pelmorex, Canada's broadcasting industry and wireless service providers, Bell participated in ongoing tests and notifications designed to ensure Canadians are aware of critical emergencies – including severe weather, criminal activity or other dangerous situations – that may affect them.

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## Engaging with communities while deploying our network

GRI 416-1

**Bell recognizes that we need to engage with the communities where we deploy our network.**

Bell engages in meaningful dialogue with municipalities, provincial as well as federal agencies and Indigenous communities to mitigate local concerns about our network. For example, our Network infrastructure environmental evaluation program is embedded directly into our environmental management and review system in order to minimize the negative impacts of network projects on the environment. This evaluation process is mainly aimed at the project managers responsible for deployment, and it applies to every stage of projects, including planning, design, construction, maintenance, and decommissioning of installations. To learn more about this, see the [Network infrastructure](#) information sheet on our website. For information about the health and safety of wireless networks, see the [Wireless health and safety](#) information sheet on our website.

**When The Bell Telephone Company of Canada was incorporated on April 29, 1880, our workforce of 150 was poised to change how Canadians communicate. By the spring of 1881, they had already built a long-distance connection between Toronto and Hamilton, a first step in connecting our 2,100 customers and eventually all of Canada.**

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Responsibility Report](#)

Bell also collaborates with cities, businesses, and community organizations. For example, our high-capacity wireless and fibre networks support Smart City and IoT projects across the country, including a major Smart City Accelerator Research Program in partnership with IBM for the city of Markham to improve the efficiency of municipal operations and enhance services for residents. For more information about Bell's Smart City platform in Markham, visit [Bell.ca/Markham](https://Bell.ca/Markham). Another example is the

partnership between Bell's Fleet Services and Natural Resources Canada that is testing Battery Electric Vehicle (BEV) technology developed by Toronto company [Havelaar](#). This new technology is expected to lower the cost of operating battery-powered fleet trucks and charging infrastructure. To learn more about this project, see the [Natural Resources Canada website](#). To learn about the [Electrification of transport](#) at Bell, see the information sheet on our website.

## Managing the supply chain GRI 102-9, 414-1

Any purchase of goods and services can generate economic, social, or environmental impacts. We carefully monitor and manage supply chain issues to mitigate adverse impacts. This is especially important because we do not manufacture any of the physical devices required for the services we offer customers.

We work with multinational product manufacturers, some of which dominate the global market. Because of the proliferation of global sourcing and distribution, companies like Bell must be cognizant of potential issues related to labour and human rights, ethical standards, health and safety and environmental concerns along their supply chains.

Bell's centralized procurement organization controls the strategic sourcing of goods and services, enabling us to efficiently maintain strong and productive relationships with a variety of suppliers, including manufacturers, distributors, contractors and consultants.

However, supply chain disruption remains a risk for all companies that rely on suppliers to serve their customers. We have implemented a supplier risk management process to systematically identify, assess, and mitigate risks in Bell's supply chain at the earliest stages. We establish best practices to reduce vulnerability and seek to ensure business continuity. Each supplier is onboarded separately and assessed for different key risk domains, such as information security, financial stability, business continuity, health and safety, environment, and corporate responsibility. The process includes provisions for corrective action and ongoing monitoring. We also consider sustainable criteria for our products and services, including energy consumption, recyclability, and environmental certifications, as well as attributes related to human and labour rights, health and safety, and ethics.

For more information about supply chain management, including supplier accountability, due diligence on products, and conflict minerals, see our [Responsible procurement](#) information sheet on our website.

For information about our supplier diversity initiative, see the diversity section of this report.