

Our values



“Bell’s purpose to advance how Canadians connect with each other and the world is rooted in our commitment to being a leader in corporate responsibility through Bell for Better. By investing to improve our world, our communities and our workplace, and guided by adherence to the highest environmental, social and governance (ESG) standards, we are delivering on that purpose and enabling a sustainable future for all Canadians.”

Mirko Bibic
President and
Chief Executive Officer
BCE Inc. and Bell Canada

Environmental



Bell is engaging in environmental initiatives to create a sustainable future:



Aiming to achieve carbon neutral operations by 2025.



Committing to science-based, absolute greenhouse gas emission reductions to help limit global temperature rise to 1.5°C.



Installing electric vehicle (EV) charging stations for team members and fleet EVs, with over 200 available to date.



Recovering customer electronic devices, including over 2.4 million diverted from landfill in 2021.



Partnering with the World Wildlife Fund (WWF) Canada to donate our e-waste recovery proceeds in support of their Regenerate Canada project to protect ecosystems and reduce CO₂ emissions.

Third-party recognition:



Recognized as one of Canada's Greenest Employers 6 years in a row.

Social



Bell is committed to building on shared social values and investing in its people:



Bell has now committed more than \$129M to improving Canadian mental health through Bell Let's Talk. Our overall community investment in 2021 was \$21.7M.



As of 2022, Bell is providing unlimited mental health coverage to team members and their families.



Bell knows diversity is a strength and is increasing representation of BIPOC team members.



We surpassed our target of 35% gender diverse representation on our board of directors.



Our reliable networks continue to connect communities and support remote work.

Third-party recognition:



We have been recognized as one of Canada's Top Family-Friendly Employers by Mediacorp.



Governance



Bell is committed to the highest environmental and data governance standards:



We are the first Canadian telecommunications company to issue a sustainability bond, a \$500M offering.



We implemented mandatory data governance training for all employees in 2021.



Our Be Cyber Savvy information security training program teaches best practices to protect data.



We have launched an internal Corporate Responsibility Board composed of 50 Bell leaders committed to monitoring and improving our ESG strategy.

International certification:



We are certified with ISO 14001 for our environmental management system and ISO 50001 for our energy management system. Bell is the first communications company in North America to achieve these designations.



Resources

To access our Corporate Responsibility report and this Summary document,

[click here](#)

To access our key documents related to the report,

[click here](#)

Quick links:

Environmental:

[Energy and greenhouse gases](#)

[Sustainable real estate](#)

[Vehicle fleet management](#)

[Circular Economy](#)

Social:

[Bell Let's Talk](#)

[Mental health in the workplace](#)

[Supporting arts and culture](#)

[Supporting diversity, equity and inclusion in our communities](#)

Governance:

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