



2013 CORPORATE RESPONSIBILITY REPORT – HIGHLIGHTS

Our corporate responsibility report isn't just a list of our accomplishments; it's also a roadmap for how we continually strive to improve – stretching our goals to achieve better efficiency and attain stronger results while responsibly managing our use of resources. That's the kind of organization we are – never letting up for a moment, especially when it counts the most.

We have a responsibility to our employees, our customers, and our investors to continue our company's journey back to growth, while maintaining our commitment to protect the environment. We approach our business with the same set of values we expect our employees to bring with them to work every day – respect, accountability, and never settling for second best. We've accomplished a lot together, and that's a strong foundation for success.

Our destination is sustainability – on every front. This means achieving results the right way and ensuring we are always looking forward.

Not only do we care about the result, we care about how we get there and all of the smaller steps along the way.

Karen Sheriff

President and chief executive officer

Destination sustainability





Customers

Our customers keep us moving forward. Our mission is to deliver new solutions that make people's lives easier and anticipate future demands.

- We continued to invest in our FTTH network across Atlantic Canada and Ontario, making FibreOP™ available to 806,000 homes and businesses by the end of 2013.
- We completed building a massive 2,040 kilometre fibre-optic network in a remote part of Northern Ontario, connecting more than 20 First Nations communities to critical technology infrastructure.
- We launched new products and services such as *Next Gen Home Security*™ and wireless TV for our residential customers as well as Unified Communications and FibreOP Static IP Service for our business customers.
- We boosted our FibreOP Internet speeds for both our residential and business customers.



Workplace

Our goal is a safe, secure workplace where employees feel valued and inspired to achieve their best.

- We implemented early referrals to rehabilitation services and more effective use of transitional work duties. These actions reduced by 30 per cent the amount of time employees were off the job following a Workers' Compensation Board claim.
- We implemented mental health training for leaders and provided greater support for a psychologically healthy workplace. Mental health awareness training was offered to 400 leaders across the organization, including 200 who received training on suicide awareness.

- In the Canada's Top Employers award program, we were named one of Atlantic Canada's Top Employers, Best Employer for New Canadians, Canada's Top Employer for Young People, and one of Nova Scotia's Top Employers.

Our build of a 2,040 kilometre fibre network in Northwestern Ontario involved difficult geography and environmentally sensitive terrain. We used innovative methods to address these challenges, including using amphibious vehicles and deploying fibre by helicopter.



Community

We are continuing to transform our community relations program and leverage our \$1.5 million corporate investment in our communities for greater impact. Additionally:

- Fundraising activities by employees and retirees raised \$1 million through community programs and initiatives.
- On Bell Let's Talk Day, more than 1,000 employees, family members, and community partners helped us set a new *Guinness World Records*™ title for the Most People Sending a Text Message Simultaneously.
- In 2013, we filled and distributed more than 10,000 backpacks – 40 per cent more than in 2012 – to ease the burden for struggling families and to help kids start the school year feeling confident and ready to learn.



Environment

Our commitment to protect the environment is based on a strong belief that we all have a responsibility to safeguard the world we live in.

- We saved 6.83 million kilowatt hours of electricity by implementing energy efficiency projects.
- In 2013, we diverted 787 tonnes of material from landfill and refurbished more than 215,000 TV and Internet devices.
- We increased the number of customers using paperless billing by 35 per cent, reaching 415,127 in 2013.



Economy

Staying competitive and always looking forward are important components of good corporate citizenship.

- We invested \$570 million in capital expenditures, a significant portion of which was to maintain and enhance our networks in order to provide immediate and longer-term benefits for our customers.
- We achieved all of our key financial performance metrics as provided in our 2013 financial guidance.

Our full-length corporate responsibility report is available at bellaliant.ca/sustainability.

If you have questions or comments, please email us at environment@bellaliant.ca.

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