Bell

Sustainability Approach and Management

Vision

Our sustainability vision is to contribute to the well-being of society by providing high quality jobs, enabling responsible economic growth, connecting communities and safeguarding the natural environment.

Our strategy is supported by our sustainability framework and a set of guiding principles. Policies applied throughout the organization ensure that our guiding principles are followed. Through stakeholder engagement and our own internal processes, we monitor issues and opportunities, and set objectives.

Vision → Framework → Principles → Policies → Issues & Opportunities → Objectives

Framework

Through a solid governance structure, we actively manage environmental, social and economic performance, as illustrated in our sustainability framework (adjacent).

The framework represents the delicate balance that must be maintained between economic growth, social requirements and environmental performance in order to ensure our future well-being. In the absence of only one of these three key elements, sustainability cannot be supported.

The component central to the framework, governance, provides corporate direction and sets company principles and values that guide our business practices. The fifth element, communication, is represented by the arrows and is essential to ensure sustainable decision-making.

people

governance

environment

economy

Principles

The following principles support our business strategy and serve as a guide for employees in our quest to achieve our sustainability vision.

- Deliver strong and sustained economic performance that benefits all stakeholders.
- Maintain solid governance principles and oversight systems to monitor compliance, while managing our business with transparency and integrity.
- Act responsibly and engage with stakeholders to identify opportunities beyond compliance to create benefits for both society and the company.
- Develop leading-edge telecommunication services that contribute to sustainability and demonstrate leadership by successfully applying them.

Moreover, Bell supports the ten universally accepted principles stated by the U.N. Global Compact:

HUMAN RIGHTS
1. Businesses should support and respect the protection of internationally proclaimed human rights; and
2. Make sure that they are not complicit in human rights abuses.

LABOUR STANDARDS
3. Businesses should uphold the freedom of association and the effective recognition of the right to collective bargaining;
4. The elimination of all forms of forced and compulsory labour;
5. The effective abolition of child labour; and
6. The elimination of discrimination in respect of employment and occupation.

ENVIRONMENT
7. Businesses should support a precautionary approach to environmental challenges;
8. Undertake initiatives to promote greater environmental responsibility; and
9. Encourage the development and diffusion of environmentally friendly technologies.

ANTI-CORRUPTION
10. Businesses should work against corruption in all its forms, including extortion and bribery.

Policies

The realization of our sustainability vision depends largely on the actions of our directors, officers and employees. Their conduct is governed by an overarching Code of Business Conduct, and a host of policies that support our sustainability principles. Our policies cover subjects such as disclosure of information, auditor independence, fair information practices, customer privacy, environmental protection, procurement, and others.

Reporting

Armed with solid principles, feedback from our stakeholders, and a clear understanding of our current issues and opportunities, we have identified the issues and opportunities that are of greatest importance to our stakeholders and to our business success through a variety of formal and informal means including trend analysis, benchmark studies, monitoring of CR performance, and stakeholder feedback.

We've also established Bell's Corporate Responsibility (CR) Key Performance indicators based on our materiality assessment. These Key Performance Indicators provide a quantitative or qualitative measure of how we are doing in the strategic areas of governance as well as economic, environmental and social responsibility.

We further ensure that we report on our performance or initiatives put in place to address those issues and opportunities within our annual Corporate Responsibility report. Our reporting is based on the Global Reporting Initiative (GRI) Guidelines. This is a multi-stakeholder initiative, which, we believe, provides the most comprehensive and independent insight into the interests and concerns of our stakeholders.

See BCE.ca/responsibility

Affiliations

We also represent the interests of our stakeholders through active participation in industry and business associations

Global e-Sustainability Initiative (GESI)

We are a member of GeSI, an international organization created by Information and Communications Technology (ICT) service providers and suppliersto further sustainable development in the ICT sector. It informs the public of its members' voluntary actions to improve their sustainability performance and promotes technologies that foster sustainable development. Bell is an active member within the climate change, e-waste and supply chain working groups.

Écotech Québec

In 2009, we joined Écotech Québec, which unites key Québec decision makers in the clean technology (cleantech) sector. The aim of this group is to unite and mobilize the cleantech industry around common goals and actions, participate in the "greening" of the Québec economy through sustainable development, and support entrepreneurs in accelerating the design, development, adoption, commercialization and export of clean technologies.

Canadian Wireless Telecommunications Association (CWTA)

We are a member of the CWTA, an industry association representing a variety of wireless service providers. The CWTA leads the national Recycle My Cell initiative and has also implemented a nation-wide wireless AMBER Alerts Program providing the public with immediate and up-to-date information about a child's abduction.

### Conseil patronal de l'environnement du Québec (CPEQ)

Bell is a member of the CPEQ, a non-profit organization that groups together Québec's key industry and business representatives, including sectoral business associations, whose activities may have environmental impacts and who are therefore concerned with environmental and sustainable development issues.

Information Technology Association of Canada (ITAC)

We are a member of ITAC, whose mission is to identify and lead on issues that affect the ICT industry and to advocate initiatives which will enable its continued growth and development.

Management structure

In an overall sense, every leader within Bell has an explicit accountability for advancing our corporate responsibility agenda. That individual accountability is reinforced by a clear management structure to ensure we identify and properly address corporate responsibility issues and initiatives throughout the company.
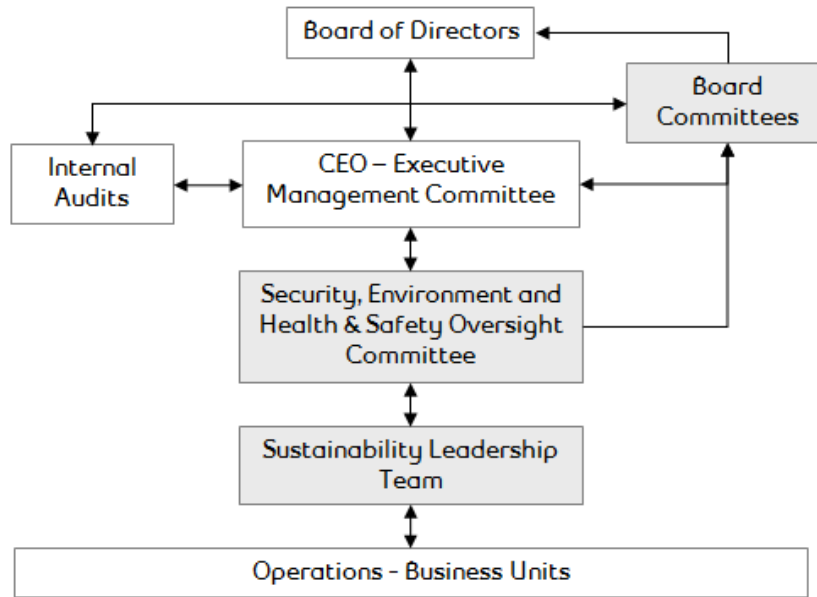
Specifically, the company's corporate responsibility strategy is overseen by the Security, Environment and Health & Safety Oversight Committee, an officer-level committee chaired by the EVP Corporate Services. The committee's role is to ensure that the company's corporate responsibility strategy is well integrated and aligned across all parts of our business, with the intent of minimizing financial and reputational risks and maximizing business opportunities.

At the Board level, responsibility for overseeing economic, environmental and social risks is divided among the Audit Committee, the Management Resources and Compensation Committee and the Corporate Governance Committee. Read more.

Within our operations, corporate responsibility issues and opportunities are managed by experts in various areas of the business. The efforts to address, measure, improve and communicate policies and programs are coordinated by the Bell Sustainability Leadership Team. This director-level committee also has the mandate to evaluate our stakeholders' expectations and ensure that their highest priority corporate responsibility issues and opportunities are properly addressed.