

# Corporate Responsibility 2007 Highlights



## Customers

- Improved service by reducing the average wait time to reach a Bell residential service representative by 42%.
- Bell Business Internet Unplugged service provides portable, wireless access to a high speed Internet connection in locations across Canada. No WiFi, hot spots, phone or cable connections required.
- 95% of messages containing SPAM, phishing, or viruses are blocked by Bell Sympatico™ every day.
- Bell 9-1-1 service is always reliable, with a database integrity rate of 99.22%, compared to the North American standard of 98%.

## Most trusted company for privacy in Canada\*



**2 million**

Number of Bell high speed customers in 2007, a 16.5% increase over 2005.

\*Ranking by Carlson Marketing and Ponemon Institute

## Workplace

- \$27 million invested in employee training and development.
- Accident and occupational disease costs in 2007 were 0.3% of payroll, well below the general industry benchmark of 1.3%.
- Two Bell executives were named to the list of Canada's Most Powerful Women, and a third to the Women's Executive Network's new Hall of Fame.
- Bell spent \$4.4 billion on goods and services, and had 3,654 active suppliers. A new Supplier Code of Conduct addresses corporate responsibility issues in Bell's supply chain.

## Creating a fair and satisfying workplace



**10/10** Bell's score for the 5th consecutive year from GovernanceMetrics International in its global corporate governance study.

## Community

- The Bell Walk for Kids Help Phone has raised over \$12 million since 2002, helping kids in thousands of communities in every part of the country.
- \$1.8 million donated by Bell employees and retirees to United Way/Centraide and other charities. Over 300,000 volunteer hours contributed by employees and retirees.
- Bell received the Canadian Association of Paediatric Health Centres Corporate Citizen Award for our support and commitment to improving health service delivery for all Canadian children and youth.

## Mobilizing ourselves and others to give



**\$23.2 million**

Amount BCE invested in 2007 to help build strong and vibrant communities.

## Environment

- 2.89 million teleconferences held through Bell Conferencing, saving greenhouse gas emissions equivalent to those from 403,000 mid-size cars annually.
- 17.3 million sheets of paper eliminated last year thanks to e-billing, saving 538 metric tons of greenhouse gas emissions and enough energy to heat 1,200 Canadian homes.
- Between 2005 and 2007, Bell employees saved more than 12,000 trees by reducing administrative paper consumption by 36%.
- Building Leadership in Energy and Environmental Design (LEED) certified campuses for our employees that meet higher environmental performance standards.

## Providing innovative solutions



**494,000** mobile phones diverted from landfill since 2004, through our Mobile Take-Back program.

## Sustainability

- Our sustainability performance is recognized by a number of organizations including the Dow Jones Sustainability Index (DJSI), FTSE4Good Global Index, the Jantzi Social Index and the Carbon Disclosure Project.
- Bell subscribes to the United Nations' Global Compact, a set of universal principles addressing human rights, labour, environmental and anti-corruption issues.
- Every year, we survey 120,000 customers and then act on their input to better meet their needs.

## Promoting people, the economy, and our planet



Our full Corporate Responsibility report is available at:  
[www.bell.ca/responsibility](http://www.bell.ca/responsibility)

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