



Sustainable events

Every year, Bell supports large-scale events across Canada that are likely to have an environmental impact. For instance, Bell kiosks and promotional materials require raw materials and consume energy. In 2014, the Sponsorship Team for national events in Québec began exploring ways to mitigate the impact. Accordingly, we made sure the Bell Pavilion was made with recycled containers and designed with LED lights, to reduce its overall energy consumption. Among other initiatives, we use native species for ornamental vegetation to reduce the need for watering, and pale roofs to reduce the urban heat island effect by providing reflective surfaces.

In 2015, as a pilot project, we introduced a tool to determine whether the events sponsored by Bell reach the minimum threshold of sustainability, as defined by the Corporate Responsibility and Environment team. The goal of the pilot project was to identify the sustainable measures already in place, to support the improvement of practices, where applicable, and to explore new best practices. In 2016, most of the major sponsored events by Bell had some sustainable measures in place.

A sustainable events guideline is available to employees hosting internal events in Bell buildings, on the corporate intranet. The guide covers such topics as food and drink, transportation, products, equipment and location.