



## GRI INDEX AND UNITED NATIONS' GLOBAL COMPACT

### Bell Canada 2011 Corporate Responsibility report

Bell Canada 2011 Corporate Responsibility Report addresses the United Nations' Global Compact principles and was prepared in reference to the new Global Reporting Initiative (GRI) G3 guidelines.

Key performance indicators were externally validated by Golder Associates.

Global Compact reference numbers are in the left-hand column of this index. In compliance with the GRI, this index also identifies the location of each GRI element within our report.

### GRI Indicators

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GRI #	Global Compact Principle <sup>1</sup>	GRI Indicator Description	Bell's Response
<b>1. Strategy and Analysis</b>			
1.1	-	Statement from the most senior decision maker of the organization (e.g., CEO, chair, or equivalent senior position) about the relevance of sustainability to the organization and its strategy.	<a href="#">Bell Canada Corporate Responsibility 2011 CR Report</a> Message from our CEO - Page 3
1.2	-	Description of key impacts, risks, and opportunities	<a href="#">Bell Canada Corporate Responsibility 2011 CR Report - Page 5</a> <a href="#">Sustainability Approach and Management</a>
<b>2. Organizational Profile</b>			
2.1	-	Name of the Organization	Bell Canada
2.2	-	Primary brands, products, and/or services	<a href="#">Bell Canada Corporate Responsibility 2011 CR Report - Who we are - Page 2</a>
2.3	-	Operational structure of the organization, including main divisions, operating companies, subsidiaries, and joint ventures.	<a href="#">BCE Annual Report 2011</a>
2.4	-	Location of organization's headquarters.	1, Carrefour Alexander Graham Bell Building A, 6th Floor Verdun (Quebec) H3E 3B3
2.5	-	Number of countries where the organization operates, and names of countries with either major operations or that are specifically relevant to the sustainability issues covered in the report	<a href="#">BCE Annual Report 2011</a>
2.6	-	Nature of ownership and legal form	<a href="#">BCE Annual Report 2011</a>
2.7	-	Markets served (including geographic breakdown, sectors served, and types of customers/beneficiaries)	<a href="#">BCE Annual Report 2011</a>
2.8	-	Scale of the reporting organization	<a href="#">BCE Annual Report 2011</a>
2.9	-	Significant changes during the reporting period regarding size, structure, or ownership.	<a href="#">BCE Annual Report 2011</a>
2.10	-	Awards received in the reporting period.	<a href="#">Bell Canada Corporate Responsibility 2011 CR Report - Global recognitions - Page 9</a>

<sup>1</sup> Corresponding Global Compact Principle with GRI G3 Guidelines are based on the document "Making the Connection" published by the United Nations Global Compact Office.

3. Report Parameters			
Report Profile			
3.1	-	Reporting period (e.g., fiscal/ information provided).	<a href="#">Bell Canada Corporate Responsibility 2011 CR Report – Report Profile - Page 46</a>
3.2	-	Date of most recent previous report (if any).	2010, 2009, 2008, 2007, 2006, 2005, 2004 and 2003 <a href="#">Bell Archived CR Reports</a>
3.3	-	Reporting cycle (annual, biennial, etc.)	Annually
3.4	-	Contact point for questions regarding the report or its contents	<a href="#">Bell Canada Corporate Responsibility 2011 CR Report Page 47</a>
Report Scope and Boundary			
3.5	-	Process for defining report content	<a href="#">Bell Canada Corporate Responsibility 2011 CR Report – Report Profile - Page 46</a>
3.6	-	Boundary of the report	<a href="#">Bell Canada Corporate Responsibility 2011 CR Report – Report Profile - Page 46</a>
3.7	-	State any specific limitations on the scope or boundary of the report.	<a href="#">Bell Canada Corporate Responsibility 2011 CR Report – Report Profile - Page 46</a>
3.8	-	Basis for reporting on joint ventures, subsidiaries, leased facilities, outsourced operations, and other entities that can significantly affect comparability from period to period and/or between organizations.	<a href="#">Bell Canada Corporate Responsibility 2011 CR Report – Report Profile - Page 46</a>
3.9	-	Data measurement techniques and the bases of calculations, including assumptions and techniques underlying estimations applied to the compilation of the Indicators and other information in the report.	<a href="#">Bell Canada Corporate Responsibility 2011 CR Report – Report Profile - Page 46</a>
3.10	-	Explanation of the effect of any re-statements of information provided in earlier reports, and the reasons for such re-statement (e.g., mergers/acquisitions, change of base years/periods, nature of business, measurement methods).	Addressed in the CR report when required
3.11	-	Significant changes from previous reporting periods in the scope, boundary, or measurement methods applied in the report.	<a href="#">Bell Canada Corporate Responsibility 2011 CR Report – Report Profile - Page 46</a>
GRI Content index			

3.12	-	Table identifying the location of the Standard Disclosures in the report.	<ul style="list-style-type: none"> <li>• Organizational Profile: <a href="#">BCE Annual Report 2011</a></li> <li>• Report Parameters: <a href="#">Bell Canada Corporate Responsibility 2011 CR Report</a> – Report Profile - Page 46</li> <li>• Governance: <a href="#">Sustainability Approach and Management</a></li> <li>• Vision and strategy: <a href="#">Sustainability Approach and Management</a></li> <li>• Key Performance indicators: <a href="#">Bell Canada Corporate Responsibility 2011 CR Report</a> Key Objectives &amp; results - Pages 7-8</li> </ul>
3.13	-	Policy and current practice with regard to seeking external assurance for the report.	<a href="#">Bell Canada Corporate Responsibility 2011 CR Report</a> – Report Profile - Page 46
<b>4. Governance, Commitments, and Engagement</b>			
<b>Governance</b>			
4.1	1 to 10	Governance structure of the organization, including committees under the highest governance body responsible for specific tasks, such as setting strategy or organizational oversight.	<a href="#">BCE Corporate Governance</a>  Governance: <a href="#">Sustainability Approach and Management</a>
4.2	1 to 10	Indicate whether the Chair of the highest governance body is also an executive officer (and, if so, their function within the organization's management and the reasons for this arrangement).	<a href="#">BCE investors</a>
4.3	1 to 10	For organizations that have a unitary board structure, state the number of members of the highest governance body that are independent and/or non-executive members.	<a href="#">BCE investors</a>
4.4	1 to 10	Mechanisms for shareholders and employees to provide recommendations or direction to the highest governance body.	<a href="#">BCE investors and events</a>
4.5	1 to 10	Linkage between compensation for members of the highest governance body, senior managers, and executives (including departure arrangements), and the organization's performance (including social and environmental performance).	<a href="#">BCE investors</a>
4.6	1 to 10	Processes in place for the highest governance body to ensure conflicts of interest are avoided.	<a href="#">BCE investors</a>
4.7	1 to 10	Process for determining the qualifications and expertise of the members of the highest governance body for guiding the organization's strategy on economic, environmental, and social topics.	<a href="#">BCE investors</a>

4.8	1 to 10	Internally developed statements of mission or values, codes of conduct, and principles relevant to economic, environmental, and social performance and the status of their implementation.	<a href="#">Code of Conduct</a>
4.9	1 to 10	Procedures of the highest governance body for overseeing the organization's identification and management of economic, environmental, and social performance, including relevant risks and opportunities, and adherence or compliance with internationally agreed standards, codes of conduct, and principles.	<a href="#">Sustainability Approach and Management</a>
4.10	1 to 10	Processes for evaluating the highest governance body's own performance, particularly with respect to economic, environmental, and social performance.	<a href="#">BCE investors</a>
<b>Commitments to External Initiatives</b>			
4.11	7	Explanation of whether and how the precautionary approach or principle is addressed by the organization.	The precautionary approach is part of the Global Compact principles that are endorsed by Bell.
4.12	1 to 10	Externally developed economic, environmental, and social charters, principles, or other initiatives to which the organization subscribes or endorses.	Global Compact principles <a href="#">Sustainability Approach and Management</a>
4.13	1 to 10	Memberships in associations (such as industry associations) and/or national/international advocacy organizations in which the organization: <ul style="list-style-type: none"> <li>• Has positions in governance bodies;</li> <li>• Participates in projects or committees;</li> <li>• Provides substantive funding beyond routine membership dues; or</li> <li>• Views membership as strategic.</li> </ul>	<a href="#">Sustainability Approach and Management</a>
<b>Stakeholder Engagement</b>			
4.14	-	List of stakeholder groups engaged by the organization.	<a href="#">Sustainability Approach and Management</a>
4.15	-	Basis for identification and selection of stakeholders with whom to engage.	<a href="#">Sustainability Approach and Management</a>
4.16	-	Approaches to stakeholder engagement, including frequency of engagement by type and by stakeholder group.	<a href="#">Sustainability Approach and Management</a>
4.17	-	Key topics and concerns that have been raised through stakeholder engagement, and how the organization has responded to those key topics and concerns, including through its reporting.	<a href="#">Sustainability Approach and Management</a>
<b>5. Management Approach and Performance Indicators</b>			
<b>Economic Performance Indicators</b>			
<b>Aspect : Economic performance</b>			

EC1	-	Direct economic value generated and distributed, including revenues, operating costs, employee compensation, donations and other community investments, retained earnings, and payments to capital providers and governments.	<a href="#">Bell Canada Corporate Responsibility 2011 CR Report Community Investment - Page 7, 14 Economy – Page 45</a>  <a href="#">BCE Annual Report 2011</a>
EC2	7	Financial implications and other risks and opportunities for the organization's activities due to climate change.	<a href="#">BCE Annual Report 2011</a>  Also publicly reported to the <a href="#">Carbon Disclosure Project (CDP)</a>
EC3	-	Coverage of the organization's defined benefit plan obligations.	<a href="#">BCE Annual Report 2011</a>
EC4	-	Significant financial assistance received from government.	<a href="#">Bell Canada Corporate Responsibility 2011 CR Report Research &amp; development - Page 45</a>
<b>Aspect: Market Presence</b>			
EC5	1	Range of ratios of standard entry level wage compared to local minimum wage at significant locations of operation.	This Indicator is not relevant for Bell, as there is no substantial portion of our workforce that is compensated in a manner or scale that is closely linked to laws or regulations on minimum wage.
EC6	-	Policy, practices, and proportion of spending on locally-based suppliers at significant locations of operation.	Our procurement policy states: "Bell will award a first opportunity to conclude a procurement agreement to the supplier(s) who demonstrate(s) the most potential to fulfill the requirements. If more than one proposal demonstrates comparable potential, then simultaneous discussions may take place leading to a final agreement with one or more supplier(s). When all other things are equal, suppliers contributing to the Canadian economy and society through Research and Development and/or manufacturing will be given preference."
EC7	6	Procedures for local hiring and proportion of senior management hired from the local community at locations of significant operation.	This Indicator is not relevant for Bell, and consequently do not have specific procedure for local hiring. Bell has many workplaces across Canada, and staff and senior managers originates from these communities. Main cities include Toronto, Montréal, Ottawa, Calgary and Vancouver.
<b>Aspect : Indirect Economic Impacts</b>			
EC8	-	Development and impact of infrastructure investments and services provided primarily for public benefit through commercial, in-kind, or pro bono engagement.	<a href="#">Bell Canada Corporate Responsibility 2011 CR Report</a> – Community Investment - Page 7 & 14

EC9	-	Understanding and describing significant indirect economic impacts, including the extent of impacts.	<a href="#">Bell Canada Corporate Responsibility 2011 CR Report</a> Community Investment - Page 7, 14 Economy – Page 45
<b>Environmental Performance Indicators</b>			
<b>Aspect : Materials</b>			
EN1	8	Materials used by weight or volume.	We require thousands of different products for our operations, and therefore quantifying the amount or volume of material used is not feasible or useful. However, we report material reductions for some initiatives to reduce packaging and paper bill.  <a href="#">Bell Canada Corporate Responsibility 2011 CR Report</a> Billing - Page 8, 29 Packaging – Page 23
EN2	8 and 9	Percentage of materials used that are recycled input materials.	As per Bell's policy, we purchase paper that is FSC certified or that contains a minimum of 25% recycled fibres. We do not systematically quantify the quantity of recycled materials contained in all products we purchase.
<b>Aspect : Energy</b>			
EN3	8	Direct energy consumption by primary energy source.	<a href="#">Bell 2011 GHG report</a>
EN4	8	Indirect energy consumption by primary source.	<a href="#">Bell 2011 GHG report</a>
EN5	8 and 9	Energy saved due to conservation and efficiency improvements.	<a href="#">Bell 2011 GHG report</a>
EN6	8 and 9	Initiatives to provide energy-efficient or renewable energy based products and services, and reductions in energy requirements as a result of these initiatives.	<a href="#">Bell Canada Corporate Responsibility 2011 CR Report</a> Reducing our footprint - Page 26
EN7	8 and 9	Initiatives to reduce indirect energy consumption and reductions achieved.	<a href="#">Bell Canada Corporate Responsibility 2011 CR Report</a> Reducing our footprint - Page 26
<b>Aspect : Water</b>			

EN8	8	Total water withdrawal by source.	<p>We aim to put in place mechanisms that will allow us to quantify our consumption and further develop reduction strategies. Water is used by team members for drinking and sanitary purposes, for landscaping and, at some locations, to wash company vehicles and cool the air in our buildings. We recognize the importance of responsible water usage and have implemented water-saving initiatives at our campus locations. These include water-saving faucets and toilets and landscaping that does not require irrigation</p> <p>In 2011, we conducted an in-depth analysis of our water consumption throughout 1,533 buildings occupied by Bell. The analysis allowed us to estimate the overall water consumption to be approximately 1.2 million litres per year and identify specific buildings for improvement.</p>
EN9	8	Water sources significantly affected by withdrawal of water.	Water used at each location is not significant.
EN10	8 and 9	Percentage and total volume of water recycled and reused.	This may be only applicable to water that is being used and reused within a closed loop cooling tower. Total volume of reused water is not known.
Aspect : Biodiversity			
EN11	8	Location and size of land owned, leased, managed in, or adjacent to, protected areas and areas of high biodiversity value outside protected areas.	<p>When deploying our telecommunications network, we conduct environmental assessments of network projects to minimize any potential impact on wildlife habitats and flora, and to obtain required regulatory approvals. Protected areas and areas of high biodiversity are identified during the network impact assessments, and we ensure that we meet all applicable environmental legislation.</p> <p><a href="#">Bell Canada Corporate Responsibility 2011 CR Report Telecom networks and buildings - Page 26</a></p>
EN12	8	Description of significant impacts of activities, products, and services on biodiversity in protected areas and areas of high biodiversity value outside protected areas.	Because of the nature of Bell's activities, we do not have significant impacts in protected areas or areas of high biodiversity.



EN13	8	Habitats protected or restored.	When deploying our telecommunications network, we conduct environmental assessments of network projects to minimize any potential impact on wildlife habitats and flora, and have processes in place to protect and restore natural areas. <a href="#">Bell Canada Corporate Responsibility 2011 CR Report</a> Telecom networks and buildings - Page 26
EN14	8	Strategies, current actions, and future plans for managing impacts on biodiversity.	It is part of Bell's on-going activities to prevent or reduce the environmental impacts related to the development of its telecom network. <a href="#">Bell Canada Corporate Responsibility 2011 CR Report</a> Soil, water and biodiversity - Page 35
EN15	8	Number of IUCN Red List species and national conservation list species with habitats in areas affected by operations, by level of extinction risk.	Our environmental assessments of network projects include the identification of species and habitats listed in the IUCN Red list and national conservation lists.
<b>Aspect : Emissions, Effluents, and Waste</b>			
EN16	8	Total direct and indirect greenhouse gas emissions by weight.	<a href="#">Bell 2011 GHG report</a>
EN17	8	Other relevant indirect greenhouse gas emissions by weight.	<a href="#">Bell 2011 GHG report</a>
EN18	7, 8 and 9	Initiatives to reduce greenhouse gas emissions and reductions achieved.	<a href="#">Bell Canada Corporate Responsibility 2011 CR Report</a> Reducing our footprint - Page 26
EN19	8	Emissions of ozone-depleting substances by weight.	<a href="#">Bell 2011 GHG report</a>
EN20	8	NO, SO, and other significant air emissions by type and weight.	<a href="#">Bell 2011 GHG report</a>
EN21	8	Total water discharge by quality and destination.	Water is only used by employees for drinking and sanitary purposes and, at some locations, to wash company vehicles and cool the air in our buildings. Water discharges are not measured.
EN22	8	Total weight of waste by type and disposal method.	<a href="#">Bell Canada Corporate Responsibility 2011 CR Report</a> Reuse and recycling - Page 30
EN23	8	Total number and volume of significant spills.	<a href="#">Bell Canada Corporate Responsibility 2011 CR Report</a> Environmental Incidents - Page 35
EN24	8	Weight of transported, imported, exported, or treated waste deemed hazardous under the terms of the Basel Convention Annex I, II, III, and VIII, and percentage of transported waste shipped internationally.	Bell managed and transported 8.6 tonnes of hazardous materials for recycling (mostly batteries). <a href="#">Bell Canada Corporate Responsibility 2011 CR Report</a> Customer Products - Page 33 Bell does not export any hazardous residual materials.

EN25	8	Identity, size, protected status, and biodiversity value of water bodies and related habitats significantly affected by the reporting organization's discharges of water and runoff.	Bell does not have water bodies and related habitats that are significantly affected by discharges of water and runoff.
<b>Aspect : Products and Services</b>			
EN26	7, 8 and 9	Initiatives to mitigate environmental impacts of products and services, and extent of impact mitigation.	<a href="#">Bell Canada Corporate Responsibility 2011 CR Report</a> Responsible products and services - Page 23
EN27	8 and 9	Percentage of products sold and their packaging materials that are reclaimed by category.	We report on the total number of mobile phones, modems and receivers that have been collected by customers at the end of life. <a href="#">Bell Canada Corporate Responsibility 2011 CR Report</a> Customer Products - Page 33
<b>Aspect : Compliance</b>			
EN28	8	Monetary value of significant fines and total number of non-monetary sanctions for non-compliance with environmental laws and regulations.	There were no material environmental incidents or infractions <a href="#">Bell Canada Corporate Responsibility 2011 CR Report</a> Environmental Incidents - Page 35
<b>Aspect : Transport</b>			
EN29	8	Significant environmental impacts of transporting products and other goods and materials used for the organization's operations, and transporting members of the workforce.	<a href="#">Bell 2011 GHG report</a>
<b>Aspect : Overall</b>			
EN30	7, 8 and 9	Total environmental protection expenditures and investments by type.	<a href="#">BCE Annual Report 2011</a> Page 15
<b>Social Performance Indicators</b>			
<b>Labour Practices and Decent Work Performance Indicators</b>			
<b>Aspect : Employment</b>			
LA1	-	Total workforce by employment type, employment contract, and region.	Workforce is reported by region: <a href="#">Bell Canada Corporate Responsibility 2011 CR Report</a> Our workforce - Page 37
LA2	9	Total number and rate of employee turnover by age group, gender, and region.	<a href="#">Bell Canada Corporate Responsibility 2011 CR Report</a> Our workforce - Page 37
LA3	-	Benefits provided to full-time employees that are not provided to temporary or part-time employees, by major operations.	Not reported
<b>Aspect : Labor/Management Relations</b>			
LA4	1 and 3	Percentage of employees covered by collective bargaining agreements.	<a href="#">Bell Canada Corporate Responsibility 2011 CR Report</a> Our workforce - Page 37
LA5	3	Minimum notice period(s) regarding operational changes, including whether it is specified in collective agreements.	Notice periods are proportional to the magnitude of changes.

<b>Aspect : Occupational Health and Safety</b>			
LA6	1	Percentage of total workforce represented in formal joint management-worker health and safety committees that help monitor and advise on occupational health and safety programs.	All employees covered by collective agreements of workforce are represented in formal joint management-worker health and safety committees. This is in line with regulation.
LA7	1	Rates of injury, occupational diseases, lost days, and absenteeism, and number of work-related fatalities by region.	We report on costs related to accidents, occupational diseases, short and long term absences. <a href="#">Bell Canada Corporate Responsibility 2011 CR Report</a> Health, safety and wellness - Page 31
LA8	1	Education, training, counseling, prevention, and risk-control programs in place to assist workforce members, their families, or community members regarding serious diseases	<a href="#">Bell Canada Corporate Responsibility 2011 CR Report</a> Health, safety and wellness - Page 40
LA9	1	Health and safety topics covered in formal agreements with trade unions.	Bell has formal agreements with formal agreements with unions cover health and safety. Agreements address: <ul style="list-style-type: none"> <li>• Personal protective equipment;</li> <li>• Joint management-employee health and safety committees; <ul style="list-style-type: none"> <li>• Participation of worker representatives in health and safety inspections, audits, and accident investigations;</li> <li>• Training and education;</li> <li>• Complaints mechanism;</li> <li>• Right to refuse unsafe work; and</li> <li>• Periodic inspections.</li> <li>• Process for resolving problems.</li> </ul> </li> </ul>
<b>Aspect : Training and Education</b>			
LA10	-	Average hours of training per year per employee by employee category.	<a href="#">Bell Canada Corporate Responsibility 2011 CR Report</a> Training & Development - Page 43
LA11	-	Programs for skills management and lifelong learning that support the continued employability of employees and assist them in managing career endings.	<a href="#">Bell Canada Corporate Responsibility 2011 CR Report</a> Health, safety and wellness - Page 40 Training & development – Page 43
LA12	-	Percentage of employees receiving regular performance and career development reviews.	All employees
<b>Aspect: Diversity and Equal Opportunity</b>			
LA13	1 and 6	Composition of governance bodies and breakdown of employees per category according to gender, age group, minority group membership, and other indicators of diversity.	Global workforce and Senior management positions are reported: <a href="#">Bell Canada Corporate Responsibility 2011 CR Report</a> Diversity - Page 37
LA14	1 and 6	Ratio of basic salary of men to women by employee category.	Salaries at Bell are based on job descriptions and expertise. There should not be any difference based on gender.
<b>Human Rights Performance Indicators</b>			

HR1	1 to 6	Percentage and total number of significant investment agreements that include human rights clauses or that have undergone human rights screening.	<a href="#">Bell Canada Corporate Responsibility 2011 CR Report</a> Choosing responsible suppliers - Page 23
HR2	1 to 6	Percentage of significant suppliers and contractors that have undergone screening on human rights and actions taken.	<a href="#">Bell Canada Corporate Responsibility 2011 CR Report</a> Choosing responsible suppliers - Page 23
HR3	1 to 6	Total hours of employee training on policies and procedures concerning aspects of human rights that are relevant to operations, including the percentage of employees trained.	All employees must review the Bell Canada code of business conduct every year and complete an online training course every two years. <a href="#">Bell Canada Corporate Responsibility 2011 CR Report</a> Values - Page6
<b>Aspect: Non-Discrimination</b>			
HR4	1, 2 and 6	Total number of incidents of discrimination and actions taken.	Incidents, if any, are handled by an independent organisation -- ClearView Connects. Results are kept confidential, and consequently not reported
<b>Aspect: Freedom of Association and Collective Bargaining</b>			
HR5	1, 2 and 3	Operations identified in which the right to exercise freedom of association and collective bargaining may be at significant risk, and actions taken to support these rights.	<a href="#">BCE Annual Report 2011</a> Page 12
<b>Aspect: Child Labor</b>			
HR6	1, 2 and 5	Operations identified as having significant risk for incidents of child labor, and measures taken to contribute to the elimination of child labor.	Risks are more prevalent within our supply chain where products and services may be provided from other countries. <a href="#">Bell Canada Corporate Responsibility 2011 CR Report</a> Choosing responsible suppliers - Page 23
<b>Aspect: Forced and Compulsory Labor</b>			
HR7	1, 2 and 4	Operations identified as having significant risk for incidents of forced or compulsory labor, and measures to contribute to the elimination of forced or compulsory labor.	Risks are more prevalent within our supply chain where products and services may be provided from other countries. <a href="#">Bell Canada Corporate Responsibility 2011 CR Report</a> Choosing responsible suppliers - Page 23
<b>Aspect: Security Practices</b>			
HR8	1 and 2	Percentage of security personnel trained in the organization's policies or procedures concerning aspects of human rights that are relevant to operations.	<a href="#">Bell Canada Corporate Responsibility 2011 CR Report</a> Training & Development - Page 43
<b>Aspect: Indigenous Rights</b>			
HR9	1 and 2	Total number of incidents of violations involving rights of indigenous people and actions taken.	Incidents, if any, are handled by an independent organisation -- ClearView Connects. Results are kept confidential, and consequently not reported
<b>Society Performance Indicators</b>			
<b>Aspect: Community</b>			

SO1	-	Nature, scope, and effectiveness of any programs and practices that assess and manage the impacts of operations on communities, including entering, operating, and exiting.	<a href="#">Bell Canada Corporate Responsibility 2011 CR Report</a> Community – Page 10 Environment - Page 25
<b>Aspect: Corruption</b>			
SO2	10	Percentage and total number of business units analyzed for risks related to corruption.	Corruption is an issue that is being addressed in our Employee Code of Conduct  <a href="#">Bell Canada Corporate Responsibility 2011 CR Report</a> Page 9 (Bell Code of Conduct) and our <a href="#">Bell Supplier Code of Conduct.pdf</a>  All business units are analysed for risks related to fraud or corruption.
SO3	10	Percentage of employees trained in organization's anti-corruption policies and procedures.	<a href="#">Bell Canada Corporate Responsibility 2011 CR Report</a> Ethics – Page 23
SO4	10	Actions taken in response to incidents of corruption.	Incidents, if any, can be reported anonymously via an independent organisation -- ClearView Connects. They can also be reported via our National Incident center (24/7) or our Investigation Service. Actions taken include employee layoff, as well as civil or criminal pursuits.
<b>Aspect: Public Policy</b>			
SO5	1 to 10	Public policy positions and participation in public policy development and lobbying.	Bell actively participates in industry and business associations.  <a href="#">Sustainability Approach and Management</a>
SO6	10	Total value of financial and in-kind contributions to political parties, politicians, and related institutions by country.	Consistent with federal and provincial regulations, we do not make contributions to federal parties or provincial parties in Quebec or Manitoba. Where permitted by provincial legislation, political contributions may be made within legal limits to support both governing and opposition parties.
<b>Aspect: Anti-Competitive Behaviour</b>			
SO7	-	Total number of legal actions for anticompetitive behavior, anti-trust, and monopoly practices and their outcomes.	<a href="#">BCE Annual Report 2011</a>  Legal proceedings
<b>Aspect: Compliance</b>			
SO8	-	Monetary value of significant fines and total number of non-monetary sanctions for non-compliance with laws and regulations.	<a href="#">Bell Canada Corporate Responsibility 2011 CR Report</a> Responsible Marketing – Page 5
<b>Product Responsibility Performance Indicators</b>			
<b>Aspect: Customer Health and Safety</b>			

PR1	1	Life cycle stages in which health and safety impacts of products and services are assessed for improvement, and percentage of significant products and services categories subject to such procedures.	Bell does not manufacture products. We include clauses in our contracts to ensure that products provided to our customers are safe. Bell also has programs in place to protect its customers. See: <a href="#">Bell Canada Corporate Responsibility 2011 CR Report Protecting customers – Page 21</a>
PR2	1	Total number of incidents of non-compliance with regulations and voluntary codes concerning health and safety impacts of products and services during their life cycle, by type of outcomes.	Not reported
<b>Aspect: Product and Service Labeling</b>			
PR3	8	Type of product and service information required by procedures and percentage of significant products and services subject to such information requirements.	Sustainability impact of products is provided by some producers of products that we sell to our customers. We provide the environmental benefits of our services within our CR report. <a href="#">Bell Canada Corporate Responsibility 2011 CR Report Environment – Page 25</a>
PR4	8	Total number of incidents of non-compliance with regulations and voluntary codes concerning product and service information and labeling, by type of outcomes.	Not reported
PR5	-	Practices related to customer satisfaction, including results of surveys measuring customer satisfaction.	<a href="#">Bell Canada Corporate Responsibility 2011 CR Report Delivering quality services – Page 17</a>
<b>Aspect: Marketing Communications</b>			
PR6	-	Programs for adherence to laws, standards, and voluntary codes related to marketing communications, including advertising, promotion, and sponsorship	<a href="#">Bell Canada Corporate Responsibility 2011 CR Report Responsible marketing – Page 5</a>
PR7	-	Total number of incidents of non-compliance with regulations and voluntary codes concerning marketing communications, including advertising, promotion, and sponsorship by type of outcomes.	Not reported
<b>Aspect: Customer Privacy</b>			
PR8	1	Total number of substantiated complaints regarding breaches of customer privacy and losses of customer data.	Number of complaints not reported. However, Our long-standing commitment to safeguarding right to privacy has led to our reputation as a leader in the protection of customer privacy.  See <a href="#">The Bell Commitment to Privacy</a>
<b>Aspect: Compliance</b>			
PR9	-	Monetary value of significant fines for non-compliance with laws and regulations concerning the provision and use of products and services	<a href="#">Bell Canada Corporate Responsibility 2011 CR Report Responsible marketing – Page 5</a>

Telecommunications Sector Specific Indicators - Pilot version 2003			
GRI #	Global Compact Principle	GRI Indicator Description	Bell's Response
<b>Internal Operations</b>			
<b>Investment</b>			
IO1	N/A	Capital investment in telecommunication network infrastructure broken down by country/region.	<a href="#">Bell Canada Corporate Responsibility 2011 CR Report</a> Economy – Page 45
IO2	N/A	Net costs for service providers under the Universal Service Obligation when extending service to geographic locations and low-income groups, which are not profitable. Describes relevant legislative and regulatory mechanisms.	Not reported
<b>Health and Safety</b>			
IO3	N/A	Practices to ensure health and safety of field personnel involved in the installation, operation and maintenance of masts, base stations, laying cables and other outside plant. Related health and safety issues include working at heights, electric shock, exposure to EMF and radio frequency (RF) fields, and exposure to hazardous chemicals.	<a href="#">Bell Canada Corporate Responsibility 2011 CR Report</a> Wireless Health and Safety – Page 22
IO4	N/A	Compliance with ICNIRP (International Commission on Non-Ionizing Radiation Protection) standards on exposure to RF emissions from handsets.	<a href="#">Bell Canada Corporate Responsibility 2011 CR Report</a> Wireless Health and Safety – Page 22
IO5	N/A	Compliance with ICNIRP guidelines on exposure to RF emissions from base stations.	<a href="#">Bell Canada Corporate Responsibility 2011 CR Report</a> Wireless Health and Safety – Page 22
IO6	N/A	Policies and practices with respect to Specific Absorption Rate (SAR) of handsets.	<a href="#">Bell Canada Corporate Responsibility 2011 CR Report</a> Wireless Health and Safety – Page 22
<b>Infrastructure</b>			
IO7	N/A	Policies and practices on the siting of masts and transmission sites including stakeholder consultation, site sharing, and initiatives to reduce visual impacts. Describe approach to evaluate consultations and quantify where possible.	<a href="#">Bell Canada Corporate Responsibility 2011 CR Report</a> Wireless Health and Safety – Page 22
IO8	N/A	Number and percentage of stand-alone sites, shared sites, and sites on existing structures.	Not reported
<b>Providing Access</b>			

<b>Access to Telecommunication Products and Services: Bridging the Digital Divide</b>			
PA1	N/A	Policies and practices to enable the deployment of telecommunications infrastructure and access to telecommunications products and services in remote and low population density areas.	<a href="#">Bell Canada Corporate Responsibility 2011 CR Report</a> Providing access – Page18
PA2	N/A	Policies and practices to overcome barriers for access and use of telecommunication products and services, including: language, culture, illiteracy and lack of education, low income, disabilities and age. Include an explanation of business models applied.	<a href="#">Bell Canada Corporate Responsibility 2011 CR Report</a> Providing access – Page18
PA3	N/A	Policies and practices to ensure availability and reliability of telecommunications products and services and quantify, where possible, for specified time periods and locations of down time.	<a href="#">Bell Canada Corporate Responsibility 2011 CR Report</a> Ensuring service – Page 20
PA4	N/A	Quantify the level of availability of telecommunications products and services in areas where the organization operates.	<a href="#">Bell Canada Corporate Responsibility 2011 CR Report</a> Providing access – Page 18
PA5	N/A	Number and types of telecommunication products and services provided to and used by low- and no-income sectors of the population.	Not reported
PA6	N/A	Programs to provide and maintain telecommunications products and services in emergency situations and for disaster relief.	<a href="#">Bell Canada Corporate Responsibility 2011 CR Report</a> 9-1-1 Service – Page 22 Business continuity – Page 20
<b>Access to Content</b>			
PA7	N/A	Policies and practices to manage human rights issues relating to access and use of telecommunications products and services.	<a href="#">Bell Canada Corporate Responsibility 2011 CR Report</a> Protecting customers – Page 21
<b>Customer Relations</b>			
PA8	N/A	Policies and practices to publicly communicate on EMF related issues.	<a href="#">Bell Canada Corporate Responsibility 2011 CR Report</a> Wireless Health and Safety – Page 22
PA9	N/A	Total amount invested in programs and activities in electromagnetic field research.	Not reported
PA10	N/A	Initiatives to ensure clarity of charges and tariffs.	<a href="#">Bell Canada Corporate Responsibility 2011 CR Report</a> Clarity of pricing – Page 23
PA11	N/A	Initiatives to inform customers about product features and applications that will promote responsible, efficient, cost effective, and environmentally preferable use.	<a href="#">Mobile take-back</a> <a href="#">E-billing</a> <a href="#">Safe driving</a>
<b>Technology Applications</b>			



Resource Efficiency			
TA1	N/A	Provide examples of the resource efficiency of telecommunication products and services delivered.	<a href="#">Bell 2011 GHG report</a>
TA2	N/A	Provide examples of telecommunication products, services and applications that have the potential to replace physical objects.	<a href="#">Bell Canada Corporate Responsibility 2011 CR Report</a> Environment – Page 25
TA3	N/A	Disclose any measures of transport and/or resource changes of customer use of the telecommunication products and services listed above.	<a href="#">Bell Canada Corporate Responsibility 2011 CR Report</a> E-billing – Page 29
TA4	N/A	Disclose any estimates of the rebound effect (indirect consequences) of customer use of the products and services listed above, and lessons learned for future development.	Not reported
TA5	N/A	Description of practices relating to intellectual property rights and open source technologies.	Not reported