



This is an
extract from our
[2018 Corporate
Responsibility Report](#)



Chris Johnson



Manon Charbonneau



Queena Lau



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Community, economy, and society

Ground-breaking work on mental health. Leadership in protecting the vulnerable in the digital age. Significant support for the cultural fabric of our nation. Unmatched R&D in telecommunications in Canada and leading networks that knit communities together and fuel the success of Canada's largest organizations. All critical facets of our commitment to contribute to Canada's growth.



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Creating value for Canadians for almost 140 years

Being an engaged corporate citizen has been central to our identity for almost 140 years. Bell contributes to the creation of shared value for the communities we serve, for the nation's economy, and for society through our participation in many supply chains. In our daily activities, we have an impact on almost all aspects of the lives of Canadians. Acting responsibly is central to achieving sustainable business success and essential to the pursuit of our corporate goal: To be recognized by customers as Canada's leading communications company.





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Community

Bell strengthens communities across the country, through both the Bell Let's Talk mental health initiative and a range of community projects, sponsorships, and the volunteer engagement of our team members. These initiatives not only support the communities involved, they also increase engagement because they reflect the deeply held values of Bell team members.

Bell Let's Talk SDG 3.4

Since 2010, Bell Let's Talk has led the conversation about the impact of mental illness and the stigma that surrounds it while funding Canadian programs focused on our 4 mental health action pillars: anti-stigma, care and access, new research and workplace leadership. In 2015, Bell announced the extension of Bell Let's Talk for another five years and an increase in its total funding commitment for Canadian mental health to at least \$100 million by 2020.

2018 was another important year for Bell Let's Talk. In addition to major new funding to support further research and improve care and access, in 2018 the Bell Let's Talk Community Fund – which provides grants up to \$25,000 for grassroots mental health initiatives – doubled to \$2 million annually and supported 120 organizations in every region.

This was quickly followed, on January 30, 2019, by the most successful annual Bell Let's Talk Day ever. On Bell Let's Talk Day 2019, Canadians and people around the world joined the conversation about mental health, while also generating new funding for Canadian mental health programs. With 145,442,699 text messages, mobile calls and long distance calls by our customers, and Bell Let's Talk interactions on Twitter, Facebook, Instagram and Snapchat made that day, Bell's five-cent donation per text, call and interaction means that it has committed a further \$7,272,134.95 to support mental health programs across the country.

Adding this amount to the original Bell Let's Talk commitment of \$50 million in 2010, along with the results of the first eight Bell Let's Talk Days, Bell has now committed \$100,695,763.75 to improving Canadian mental health, surpassing the objective set in 2015. With Bell Let's Talk, we are making a tangible difference in the lives of many Canadians by focusing on our 4 key action pillars.





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Anti-Stigma

Each year on Bell Let's Talk Day, we invite Canadians and people worldwide to focus fully on mental health, fight the stigma that holds back those who struggle with mental illness, heighten awareness of the need for action, and drive Bell's funding for mental health programs that make a difference all year round.

The Bell Let's Talk Day 2019 awareness campaign featured the Friends of Bell Let's Talk, Canadians from around the country who share their stories of living with mental illness, as well as an outstanding group of leaders from the worlds of sports and entertainment who serve as our spokespeople and community ambassadors.

Communities around Canada demonstrated their engagement by raising Bell Let's Talk flags at city halls, military bases and hockey games. The Bell Let's Talk national campus campaign also grew to over 200 universities and colleges across Canada and almost 400 events and varsity games encouraging mental health conversations.

These activities and many more have helped change attitudes and fight the stigma. Overall, 86% of Canadians say they are more aware of mental health issues than they were a few years ago. Additionally, 83% think attitudes about mental illness have changed for the better and 74% believe the stigma around mental health has been reduced. The numbers are even more impressive among young people aged 18-24: 84% think attitudes are better and 79% believe stigma has been reduced.¹

Care and access

Bell Let's Talk supports a wide range of mental health programs each year, working with more than 900 partner organizations across the country since the initiative began, to help provide Canadians with support services when and where they need it.



Since 2010, these mental health programs have helped improve the lives of people living with mental illness within hundreds of Canadian communities.

Here are some results since 2011:

- 3,405,103 individuals supported with access to mental health services
- 2,235,043 crisis and distress line users
- 1,474,258 children and youth reached
- 610,148 Canadians supported through technology-based mental health programs
- 1,451,375 trained staff and volunteers
- 15,846 military families helped through the Bell True Patriot Love fund.

¹ Telephone survey of 1,783 randomly selected Canadian adults conducted by Nielsen Consumer Insights, Jan 31 – Feb 7, 2019. Results are accurate to +/-2.3%, 19 times out of 20.



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New research

Our recent research contributions include \$500,000 to the Centre for Research and Intervention on Suicide, Ethical Issues and End-of-Life Practices ([CRISE](#)) at the Université du Québec à Montréal (UQAM) to develop a first of its kind project aimed at preventing suicide by making optimal use of today's digital communications tools. Bell Let's Talk has also donated \$500,000 to the Institut universitaire en santé mentale de Montréal Foundation ([IUSMM](#)) to support innovative projects at the institute's Research Centre, including the development of the Signature Center aimed at improving the lives of people living with mental health issues.

Other initiatives have included: \$2 million to date to support the Bell Canada Mental Health and Anti-Stigma Research Chair at Queen's University, the world's first and only mental health and anti-stigma chair; \$2 million to Canada's only brain bank, expanding the Douglas-Bell Canada Brain Bank in Montréal; and \$1 million to the Institut universitaire en santé mentale de Québec in support of ground-breaking research to detect early signs of mental illness in youth from families with a history of mental illness.

Workplace leadership

As a leading employer, Bell has set an example as a funder and an early adopter of the voluntary [National Standard for Psychological Health and Safety in the Workplace](#). We have also developed best practices for workplace health, including an enhanced return-to-work program, easy access to information, resources for team members, and the creation of a culture of support. More than 11,000 Bell managers across Canada

have received training in mental health support and more than 1,100 internal workplace events have taken place since 2010 in support of ending the stigma of mental illness and building resiliency.

For more details on workplace health initiatives, please see Mental health in the workplace in the complete version of our Corporate responsibility report.

Bell Let's Talk funds several new mental health projects

Bell continued to invest in a broad selection of innovative programs aimed at improving care and access to care for those with mental health issues. Please see our major new commitments on our [website](#).

The Bell Let's Talk Community Fund has provided \$9 million to 534 organizations nationwide since 2011, enabling them to improve access to mental health care, supports and services. In 2018, Bell Let's Talk doubled the annual Community Fund to \$2 million to support even more local mental health programs in improving access to care in Canadian communities of all sizes. Please visit our [website](#) to learn about the 2018 grant recipients.

The Bell True Patriot Love Fund is a \$1 million, multiyear initiative that provides annual grants of \$5,000 to \$75,000 to community mental health programs for serving military members, Veterans and their families. Since its launch in 2013, the Fund has provided nearly 90 grants to organizations across the country that work to improve access to mental health care. In 2018, a total of \$250,000 in one-time grants was provided to 18 community organizations.



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Team member giving

Bell supports our team members in a wide range of interests that go beyond the corporate focus on mental health. Through our Employee Giving Program, Bell matches donations that team members make to [United Way/Centraide](#), the Canadian Mental Health Association and Canadian universities and colleges. Bell also provides grants to charities based on and in recognition of the volunteer time commitments of team members themselves.

Through the Employee Giving Program, Bell team members and pensioners donated \$2.6 million to charities in 2018. Collectively, our team devoted more than 210,000 hours of volunteer time to build stronger communities through their support of sport and charitable organizations. Throughout the year, Bell volunteers could be found building homes, putting care packages together, cleaning up community centres, fundraising, and collecting toys and school supplies for kids, to name just a few of their activities.



Collectively, our team devoted more than 210,000 hours of volunteer time to build stronger communities.



Bell team members and pensioners donated \$2.6 million to charities in 2018



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Children and youth

Today's young people face challenges that simply did not exist for earlier generations. Bell partners with a wide range of youth-oriented organizations such as [Kids Help Phone](#), the [Canadian Centre for Child Protection](#), and [MediaSmarts](#), as well as programs like Backpacks for Kids, [RE*Generation](#), and Computers for Schools. Northwestel also creates lasting partnerships with youth initiatives in the North. These organizations and programs help Canadian children overcome difficulties, build self-esteem, play, learn and grow in new ways.

Mental health support for kids

Bell is a founding partner of Kids Help Phone, supporting the mental health and well-being of young people. Bell's partnership with Kids Help Phone enables innovative technology initiatives including online counselling through Live Chat, Resources Around Me, and Crisis Text Line. Team members also continue to help organize and participate in the annual fundraising event, Walk so Kids Can Talk. In 2018, more than 270 team members from Bell Canada, Bell Media, and The Source canvassed for pledges and participated in 29 local walks, raising \$306,547. Since the event began in 2002, Bell team members have raised more than \$10.9 million.

Bell Media was also proud to partner with Kids Help Phone on their Walk so Kids Can Talk across the country. Bell Media provided in-kind support through television and radio public service announcements, as well as digital ad support. Our local stations were engaged in their respective markets by providing celebrity hosts, interview opportunities, and coverage of the events to

Kids Help Phone

assist in raising awareness and funds for the incredibly important work of Kids Help Phone.

Since the event began in 2002, Bell team members have raised more than \$10.9 million



Annual fundraising event, Walk so Kids Can Talk held in Montréal, and around the country.



This is an extract from our [2018 Corporate Responsibility Report](#)

Protection of minors

Bell and BellMTS contribute \$400,000 annually in funding and services to support the operations of the Canadian Centre for Child Protection, including [Cybertip.ca](#), a national tip line for Canadians to report their concerns about online sexual exploitation of children, and to raise awareness of the issue so that we can protect children better when they use the Internet.



Since its creation in 2002, Cybertip.ca has processed more than 1 million reports related to child sexual exploitation, and in 2018 alone, processed more than 778,000 reports due to the operation of Project Arachnid, an automated web crawler and platform that helps reduce the online availability of child sexual abuse material around the world. Bell's support has also helped fund important prevention material such as the Canadian Centre's Self/Peer Exploitation guides, which were developed in response to

increased reports to the tipline regarding sexting incidents. Bell's renewed commitment to the development of these guides meant 11,641 copies were distributed in 2018 to families, schools, and law enforcement agencies across the country ensuring Canadians were armed with the knowledge on how to prevent and adequately respond to this issue.

NeedHelpNow.ca™ Additionally, Bell also supports [needhelpnow.ca](#), an important website for youth to help them stop the spread of sexual pictures/videos and receive support along the way.

Bell is also proud of its role as a founder of the Canadian Coalition Against Internet Child Exploitation and its [Cleanfeed Canada](#) initiative (operated by Cybertip.ca). This was developed to reduce Canadians' exposure to child abuse images and create a disincentive for those who access and distribute child pornography.

Digital and Media Literacy

MediaSmarts is a Canadian, not-for-profit centre for digital and media literacy. Its vision is to ensure young people have the critical thinking skills to engage with media as active and informed digital citizens. Working closely with academics, broadcasters, telecommunications service providers and Internet-based organizations, MediaSmarts develops educational materials and programs such as online tutorials to assist parents with strategies for the digital generation, a web-awareness workshop series for teachers and librarians, and an annual media literacy week to build public awareness of the importance of digital consumers developing critical-thinking skills. Bell is a founding supporter of MediaSmarts. In 2018, Bell donated \$50,000 to help improve media and digital literacy for young people and their families and supported Media Literacy Week as a gold sponsor. Media Literacy Week activities resulted in over 1.4 million online impressions in 2018.

Bell and MediaSmarts developed 2 workshops to promote a positive online experience for teens and pre-teens using social media: 1) Respecting Yourself and Others Online and 2) The Parent Network: Social Media and Your Kids. The workshops have received almost 20,000 page views since launching. Using the content from the workshops, MediaSmarts also created a 4-part video series to further promote positive experiences online for young people. The videos, which are hosted on MediaSmarts' website, YouTube channel and Facebook page, have received widespread promotion through MediaSmarts partners and social media, resulting in over 250,000 views between the three platforms.



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Backpacks for Kids

Bell team members across Canada support the Backpacks for Kids program, collecting school supplies for kids in need to help them get ready for back to school. In 2018, team members responded enthusiastically once again, filling more than 3,600 backpacks that were distributed to schools and community groups across Canada.

Virgin Mobile RE*Generation

Virgin Mobile Members help at-risk and homeless youth change their lives for good through the [RE*Generation](#) initiative. Donations from Virgin Mobile Members and Canadians support job skills training programs for youth facing barriers to employment. For many youth, challenges like poverty, homelessness, foster care or mental health issues prevent them from gaining the education, work experience and professional networks to keep up with peers who have had more advantages.¹ More than 800,000 young Canadians are not in school or working according to Statistics Canada. The unemployment rate of youth living with mental health challenges can be as high as 30%, as compared to the national youth unemployment rate of 10%.²



In 2018, Virgin Mobile RE*Generation supported more than 400 youth in gaining job skills, work experience, mentoring opportunities, and job search support through the charitable partners listed below:

- [Broadway Youth Resource Centre \(Vancouver\)](#)
- [Guelph Youth Farm/Everdale Environmental Learning Centre \(Guelph\)](#)
- [NPower Canada \(Toronto\)](#)
- [Threshold School of Building \(Hamilton\)](#)
- [Youth Employment Services \(Montréal\)](#)

RE*Generation brought together more than 150 people for [Thrive](#), a national convention to help all youth facing barriers to employment in Canada. The attendees, including youth facing barriers themselves, along with youth service charities, funders, and policymakers shared best practices and ideas to strengthen how youth in their local communities are helped to overcome barriers to employment.

Virgin Mobile Canada staff also helped youth change their lives for good by participating in networking and mentoring events with youth, providing information and guidance on starting a career and building professional networks.

¹ To learn more about Youth in the labour market [click here](#)

² To learn more about Unemployment, Mental Health and Substance Use [click here](#).



This is an extract from our [2018 Corporate Responsibility Report](#)

Supporting youth in the North

Northwestel is committed to supporting young people in the North. One area of focus is the Northwestel Summit Hockey School, in partnership with Yukon Indian Hockey Association (YIHA). It is an annual hockey camp held in Whitehorse for northern kids, aged 5-17. The week-long camp features on and off-ice training for kids, helping them to be better hockey players and better leaders in their own communities.



Northwestel Summit Hockey School in Yukon.

Montreal Children’s Hospital Foundation Caring for Kids Radiothon

For the past 15 consecutive years, Astral/Bell Media Montréal has supported the annual Montreal Children’s Hospital Foundation Caring for Kids Radiothon and played a vital role in helping to raise over \$23 million dollars by providing free airtime on CJAD 800, Virgin 95.9 and CHOM 97.7. On that special day, Bell Media also rallies the community in support of children’s mental health by sponsoring “Bell’s mental health for the Children” capsules.



Left to right: Sandra Woo (MCHF), Lynn Martel (Vice-President, Dormez-Vous?), Sharon Hyland (CHOM 97.7), Rachel (patient), Aaron Rand (CJAD 800), Marc Bergman (95.9 Virgin Radio), Caramel, Renée Vézina (MCHF President), Susan Abramowitz (MCHF), David (patient).



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Computers for Schools

For the last 20 years, Bell has been actively involved in the Computers for Schools program ([CFS](#)) across Canada. CFS provides refurbished computers to primary and secondary schools as well as different non-profit organizations and pre-screened low-income individuals.

This program encourages:

- Reuse of electronic equipment
- Social inclusion for young adults through integration into the workplace
- Eco-responsible recycling of obsolete equipment.

Diversity, equity and inclusion are also at the heart of the organization's values.

A Bell employee acts as director of Ordinateurs pour les écoles du Québec ([OPEQ](#)), which manages the CFS program for Québec. Under her leadership, the organization was certified to be ISO 14001: 2015-compliant and was selected as a Québec Electronic products Recycling Association (EPRA-Québec) reuser/refurbisher. In 2018, it received performance attestation Level 3-Gold status, the highest honour from Recyc-Québec's "ICI on recycle" program. Bell also provides space for a workshop and office space for the management team.



In 2018, Bell and its subsidiaries donated 8,740 used computers, 932 monitors and 151 printers for reuse or recycling to OPEQ. Since the beginning of our involvement with CFS in 1997, Bell donations totaled more than 106,000 computers, 18,200 monitors and 4,750 printers.

For more information about OPEQ's history and performance, please see the [OPEQ](#) information sheet on the Corporate responsibility overview page of our website.



Connecting Families

Launched in November 2018, this initiative is designed to connect low-income Canadian families to the Internet. Funded by participating Internet service providers, including Bell, the initiative is administered through Computers for Success Canada and offers \$10 per month Internet access to eligible families and is done in partnership with the Government of Canada's Computers for Schools program, which provides computers.

More information about the program and eligibility is available [here](#).



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Arts and culture

Bell is proud to continue a long tradition of supporting Canadian arts and culture, working with a variety of partners to enrich the communities we serve through the encouragement of creative expression. These initiatives range from a full roster of festivals in Northwest Territories to utility boxes being transformed into art.

Celebrating northern culture

Every December the sun sets for the last time below the horizon, and after nearly 30 days of darkness the return of the sun is celebrated at the annual Inuvik Sunrise Festival. In 2019 Northwestel sponsored the Sunrise Ice Village, which saw over an estimated 3,000 people from across the Mackenzie Delta and beyond join in the array of activities for families that took place over the 3 days. The Northwestel Ice Village was located on the Twin Lakes featuring ice skating, snow carving, sliding, entertainment stage with music and performers, giant bonfire and spectacular fireworks show. The 2019 festival incorporated the theme of connecting communities for the reason that the Mackenzie River connects multiple communities together, Inuvik acts as the hub, connected by the ice road. Local food, dance, music and winter activities, including sunset yoga and sno-pitch, are all part of the festivities.



Sunset yoga at the Northwestel Ice Village.

Transforming Bell boxes into works of art

Bell has an ongoing campaign to beautify the Greater Toronto Area by transforming utility boxes in its communities. The Bell Box Murals Project is an innovative collaboration between community arts organizations, local artists, residents associations and local governments. The project discourages graffiti with original works of art, enriching the streetscape of neighbourhoods and provides opportunities for artists in the community to express their talent. More than 300 Bell utility boxes across Toronto have been painted since 2009.



Bell Box Murals Project in the Greater Toronto area.



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Bell Media supports cultural events

Community is a cornerstone of Bell Media’s business. Our local properties highlight the rich cultural events within the communities we live and work in, while our national programming ties Canadian communities together.

Bell Media was pleased to come on board as a partners of the Thank You Canada Tour – a figure skating event featuring prominent Canadian skaters, including Tessa Virtue, Scott Moir, Elvis Stojko, Patrick Chan, and many more. They went on a

cross-country tour visiting smaller cities to thank their fans and supporters with incredible performances. We were able to assist with interviews, contesting opportunities, and editorial coverage to help sell tickets and spread the message of thanks to Canadians.

For more information on our support of cultural events, see [Supporting major festivals](#) in the Economy section of this report.

Tangible benefits funding

As part of our acquisition of Astral, Bell has committed to pay \$263.0 million in tangible benefits to develop French- and English language TV, radio and film content, support emerging Canadian musical talent and enable new media training and consumer participation initiatives in the Canadian broadcasting industry. In 2018, our tangible benefits funding went to organizations such as:

Festival international du court métrage au Saguenay – This is a regional film festival promoting, airing, and developing short films from Canada and abroad. The festival awards prizes to the best shorts in 8 categories, hosts a market for professionals, and presents conferences, master classes and workshops.



Kino’00 – Based in Montréal, this organization supports the development of short independent films from the region by assisting young talented filmmakers with their projects through courses, equipment and various events to showcase their films to the public. That support includes a film festival.



Palmarès ADISQ – Formerly known as Top Musique Québec App, this is a digital platform developed by l’Association québécoise de l’industrie du disque, du spectacle et de la vidéo (ADISQ), as a collective music marketing tool that showcases Québec-based artists. The site presents charts, lists of new songs, a calendar of shows to watch and playlists reflecting listening consumption.



imagineNATIVE Film & Media Arts Festival – Based in Toronto, this festival is the largest presenter of Indigenous screen content. Bell Media is pleased to partner with imagineNATIVE through the benefits portfolio to help them promote and celebrate Indigenous art and create a greater understanding of Indigenous Peoples, cultures, and artistic expressions.



Femmes du cinéma, de la télévision et des médias numériques (FCTMN) – This is an association for industry professionals to support their professional and creative development, provide networking opportunities and showcase their talents through conferences, mentoring, networking and special events.





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Economy

Bell is a driving force in Canada’s economy. With investments in advanced networks and services of approximately \$4 billion in 2018,¹ Bell is delivering world-class wireline and wireless connections to more Canadians in more cities, towns and smaller communities than ever. From our all-fibre network build and innovative Wireless Home Internet service to the expansion of our ultra-fast LTE-Advanced mobile network, Bell is driving the adoption of advanced services across industries and key economic sectors while at the same time creating new opportunities for Canadians to actively participate in the digital economy.

Investing in a future for all Canadians

Canada’s ongoing prosperity depends on Canadians having access to advanced mobile and broadband networks. Today, Canada’s wireless industry alone contributes over \$27 billion to Canada’s Gross Domestic Product (GDP) and generates more than 150,000 jobs.² Looking ahead, the adoption of 5G technology is expected to further propel innovation and provide a \$40 billion incremental boost to Canada’s GDP by 2026, generating an additional 250,000 jobs along the way.³

Canada’s communications industry is also a key component of the critically important Information and Communications Technology (ICT) sector, which itself contributes more than \$80 billion to Canada’s GDP and supports hundreds of thousands of jobs across most industries.⁴

Bell’s all-fibre network builds also have measureable and significant economic benefits. In fact, our fibre investment in the City of Toronto has the potential to contribute \$3 billion in incremental output to Canada’s GDP while also creating 19,000 jobs, an impact that grows proportionally with each new fibre deployment.⁵

GRI 201-1



1 For information on Bell’s financial performance, please see our [Annual Report](#)
 2 Nordicity, Benefits of the Wireless Telecommunications Industry to the Canadian Economy, 2017 (March 2019)
 3 Accenture Strategy, Fuel for innovation: Canada’s Path in the Race to 5G (2018)
 4 ISED, 2017 Canadian ICT Sector Profile (2018)
 5 Hal Singer, Economic Impact of FTTH Deployment in Toronto (2015).



This is an extract from our [2018 Corporate Responsibility Report](#)



Creating the jobs of the future

Delivering advanced networks and services demands 21st century skills, and Bell's almost 53,000 team members – from engineers, software developers, artificial intelligence and network security experts to installers, technicians and customer support representatives – are leading the way.

Overall, Canada's ICT sector employs more than 800,000 professionals, and job creation continues to grow steadily with an annual growth rate of 4.3% since 2007.¹ Added to this strong performance, new communications technologies such as 5G mobile connections and innovative IoT applications are poised to take digital services even further. In fact, Canada's Information and Communications Technology Council (ICTC) predicts that the 5G value chain will create 22 million jobs globally by 2035 and generate \$3.5 trillion in economic output, more than the world's entire mobile value chain today. The ICTC Outlook Forecast report also highlights Bell's pioneering role in the development of 5G and how we are paving the way for Canadians to become early adopters of this next transformational network technology.²

Research and development

SDG 9.5

True to our roots as Canada's telecom pioneer, Bell's leadership in service innovation stems directly from our longstanding

commitment to research and develop new products and services each year. These investments enable us to continue providing our customers with products and services comparable to any in the world while at the same time making our own operations more productive.

Bell's focus on next-generation network technologies is playing a key role in transforming Canada's digital ecosystem, creating opportunities for innovative thinking and new applications across every industry, and fueling a positive cycle of innovation and growth amongst our many partners and suppliers.

Bell invests more than \$500 million in R&D each year (\$514 million in 2017),³ more than any other communications service provider in Canada.⁴ This investment enables Bell to develop major network enhancements and make more innovative services available to Canadian consumers and businesses. It also enables us to fund projects like the University of Manitoba launch of the IoT in Agriculture initiative, a program focused on finding ways of improving production of food resources through managing the location and performance of farm machinery, remote analysis of soil samples, field conditions, seeding rate and crop health, and monitoring of storage and processing operations.

SDG 2.3, 2.4

¹ ICTC, Digital Economy Annual Review 2017

² ICTC, The Next Talent Wave: Navigating the Digital Shift – Outlook 2021 (April 2017)

³ R&D research data traditionally lags the reporting period by one year

⁴ Research InfoSource, Top 100 Corporate R&D Spenders (2018).



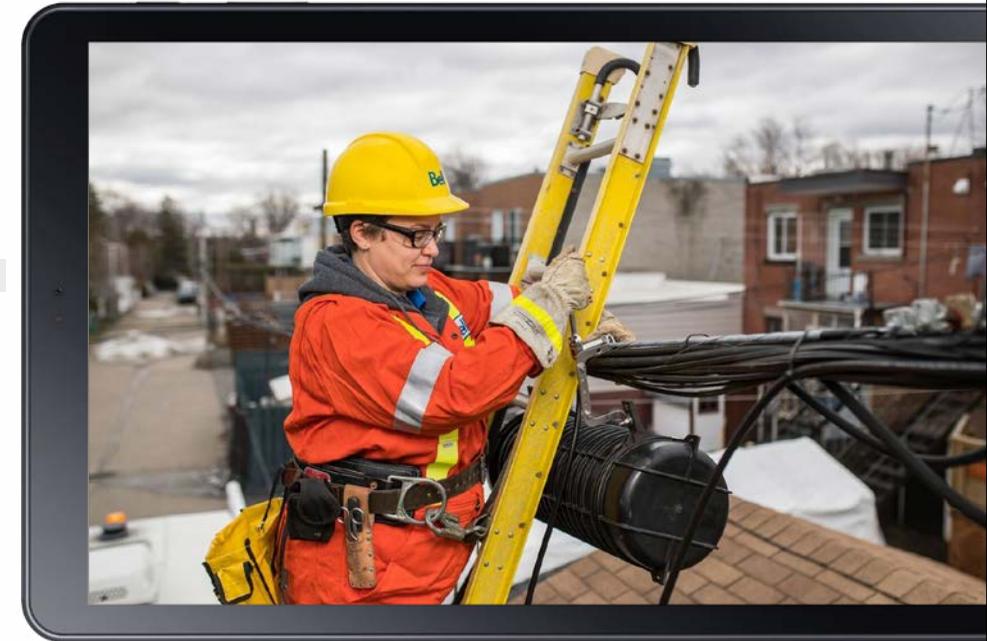
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Fibre rollouts

Fibre networks offer long-term benefits to the residents and businesses of communities, ensuring access to reliable high-speed broadband that can meet their future needs as demand continues to grow. These networks are a key part of Canada's 21st century infrastructure and a fundamental building block in the transition from a resource- and manufacturing-based economy to a world-leading digital and knowledge economy. SDG 8.2

Bell continues to lead the deployment of next-generation broadband networks and services, completing approximately 50% of our fibre optic network build by the end of 2018 and also upgrading available access speeds in some locations to 1.5 Gbps, the fastest Internet tier in Canada.

Overall we now offer all-fibre connections to approximately 4.6 million homes and businesses in Atlantic Canada, Québec, Ontario and Manitoba. In April 2018, we achieved an important milestone, reaching 1 million locations passed with all-fibre in the City of Toronto, and we continue to work towards connecting hundreds of thousands more homes and businesses in Montréal.



In 2018, we took our investments beyond major urban centres to include broader metropolitan areas and other cities and smaller communities focused on encouraging growth, including Oshawa and other cities in the Greater Toronto Area (GTA) as well as Orillia and the Chatham-Kent region of Ontario.

In Manitoba, we expanded our all-fibre broadband network in Brandon, Niverville, Oakbank, Steinbach, Winkler, and within Winnipeg.

Wireless to the Home SDG 17.7, 17.8

All-fibre networks are not feasible for every community. That's why Bell is delivering broadband speeds to smaller towns and rural locations with our innovative Wireless Home Internet fixed-wireless service. Based on 5G-capable Wireless to the Home (WTTH) technology in the 3.5 GHz spectrum band, Wireless Home Internet customers can enjoy high-speed Internet services with speeds 5 to 10 times faster than average speeds currently available in these areas. We successfully deployed the

service to 28 Ontario and Québec rural communities in 2018 and we expect the service to reach about 200,000 households in 138 rural communities in 2019, eventually extending to 1.2 million households.

Bell's innovative WTTH service complements Bell's extensive fibre build and offers a viable alternative that connects rural and remote communities to the benefits of the digital economy.



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Mobile LTE

Bell also brought the fastest wireless technology to more Canadians with the expansion of LTE Advanced (LTE-A) network availability to 91% of the national population (overall LTE coverage surpassed 99% in 2018). More than 90% of Manitobans also now have access to LTE-A as part of the BellMTS investment plan, and we extended our wireless network reach into previously unserved areas, including the communities of Stuartburn, Woodridge, and Zhoda in southeastern Manitoba. By the end of 2019, we expect our LTE-A network will reach 94% of Canadians.



The speed of our wireless connections also continues to improve. In 2018, Bell became the first wireless provider in Canada to achieve 1 Gigabit per second (Gbps) mobile speeds.

Connecting northern communities

SDG 17.7, 17.8

Bell seeks to tackle the unique challenges faced by communities in northern Canada, where difficult terrain, remote location, and low population density often result in lack of access to high-speed broadband networks. Homes and businesses in Iqaluit and other Nunavut communities now have access to a new satellite-based high-speed Internet service, the result of a joint broadband initiative by Bell, Northwestel, Telesat, the federal Connect to Innovate program and the Nunavut government.



We are also improving the provision of mobile wireless service in the North. Bell rolled out LTE wireless service to 11 Nunavut communities in 2018, and plans to complete the rollout to all 25 communities in the territory in 2019.

For more details on Bell's innovative services – including developments in broadband, IoT and business connectivity – please see the Our Customers section in the complete version of our Corporate responsibility report.

AI-Powered Supply Chains Supercluster (SCALEAI)

SDG 17.7, 17.8

The federal government has chosen a consortium including Bell, The Institute for Data Valorisation (IVADO), the University of Waterloo, and Québec companies Optel Group and Alimentation Couche-Tard to research and develop artificial intelligence (AI) applications to improve supply-chain processes in sectors such as retail, manufacturing and infrastructure. The consortium is one of 5 groups selected by Ottawa to receive funding from a \$950-million program to boost innovation and spur economic growth. As Canada's top telecommunications R&D investor, Bell brings proven innovation leadership to the project.

We will contribute our expertise in network connectivity, business communications and IoT applications as well as our strength in managing an extensive supply chain and infrastructure across the country.

For more details, please read the [Globe and Mail article](#).

Through these and other R&D initiatives, Bell is playing a key role in the emerging network, device and application ecosystem, ensuring Canadians are able to take advantage of future digital technologies and the economic and social benefits they deliver.



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Supporting a made-in-Canada media industry

GRI 201-1, 203-2

Bell's role in generating economic opportunities for Canada's important media sector goes beyond providing access to advanced broadband networks and innovative television, radio, and online platforms like Bell Fibe TV, the all-new Crave, Alt TV, and the iHeart Radio app.



Bell Media continues to play an important role in producing vital Canadian content, including news and local/regional programming, documentaries, scripted content and sports. Bell invests approximately \$850 million annually in original English- and French-language Canadian content. This investment provides



work for Canadian actors, on-air personalities, technicians, showrunners, directors, artists, technicians, crafts personnel, and many other specialists and suppliers across the media industry. Bell Media is also generating important growth-through-export opportunities for in-house and independently produced Canadian content. High-quality homegrown hits like CTV's Cardinal, made-in-Canada Bell Media co-productions like Wynonna Earp and Killjoys and Crave's top rated Letterkenny are now finding audiences within Canada, and around the world.

In 2018, Bell Media's new music competition series The Launch enjoyed a successful debut and ongoing productions like The Amazing Race Canada—the most-watched summer series for 5 years in a row—and MasterChef Canada continued to attract huge audiences, as did daytime programs The Social and The Marilyn Denis Show. The award-winning documentary You Are Here: A Come From Away Story received both TV and theatrical release. And the Canadian production community received a further boost as a result of Bell Media joining forces with Groupe CH, ICM Partners and Howie Mandel to acquire Just For Laughs and with our acquisition of a majority interest in the Pinewood Toronto Studio production facility.

These successes are the direct result of Bell's commitment to ensuring Canada's media industry remains rooted in Canadian culture and communities. As one of the largest supporters of film, television, and music through development funding, and as an avenue to showcase home-grown talent, Bell Media supports partnerships and events that enhance the Canadian industry and provide opportunities for Canadian talent to achieve both artistic and commercial success.





This is an extract from our [2018 Corporate Responsibility Report](#)

Supporting major festivals

Bell maintains a presence at major festivals across the country, recognizing that these not only build stronger communities, but also generate billions in consumer spending, and raise significant tax revenue for municipal, provincial and federal levels of government.

Bell is proud to partner with some of Canada's premier entertainment events, helping generate indirect economic and social benefits for communities and individuals. For example, with the [Toronto International Film Festival \(TIFF\)](#), we support TIFF Learning, which provides students and teachers with innovative ways to engage with the cinematic arts beyond simply taking a class trip to the movies. The TIFF Bell Lightbox is the only facility of its kind in Canada, offering unique programs that are closely tied to the Ontario educational curriculum and designed for cross-course flexibility.

Similarly, the [Osheaga Music and Arts Festival](#) not only brings the community together to enjoy leading global musicians, it also generates economic spinoffs of more than \$19 million.¹ These spinoffs are the result of spending by more than 45,000 tourists attending the event each day for 3 days, 70% of which are from outside Québec.

Bell also partners with the [Festival d'été de Québec](#), a non-profit event that runs for 11 days, with music for everyone at 10 venues throughout Québec City. The event generates more than \$25 million in added value for the city. Our support also extends to Festival Montréal en Lumière, one of the largest winter festivals in the world, and the Francolies de Montréal, which is the biggest music festival in the French-speaking world.

Supporting such events means Bell is helping to generate indirect economic and social benefits for communities and individuals across Canada.



Photo credit: Frédéric Menard

Photo credit: Renaud Philippe

¹ Source: [Parc Jean-Drapeau could scale back Osheaga after 2020](#), Montreal Gazette, Sept 2018.



This is an
extract from our
[2018 Corporate
Responsibility Report](#)

Society

Our commitment to improving society

For almost 140 years, Bell has been a partner in social initiatives wherever we operate. We are, for example, prepared to respond quickly in the event of disasters; diligent in speaking with affected communities when we want to build new network towers; thorough when enlisting our supply-chain partners' commitment to our high standards of ethical corporate conduct; and supportive of government, public safety and electrification of transport projects that benefit Canadian society as a whole.





This is an extract from our [2018 Corporate Responsibility Report](#)

Responding to outages and emergencies

Bell technicians are on the front lines when extreme weather disrupts communications services, working to keep our customers connected and safe.

When extreme flooding affected numerous New Brunswick communities in May 2018, Bell teams in Field Services, Network and Emergency Management worked around the clock to restore and maintain services. At the same time, local Bell Media television and radio stations played a critical role in both keeping residents up-to-date as the flooding spread and in raising relief funds for the Canadian Red Cross.

As is often the case when emergencies strike, Bell made a direct corporate donation to the Canadian Red Cross and partnered with the [Mobile Giving Foundation](#) so that Canadians were able to donate by text message to support relief efforts, such as providing food and shelter for displaced families and assistance with cleanup and repairs.

Bell teams also worked around the clock to keep core network, voice and mobile services operating on back up power after tornadoes swept through the Ottawa-Gatineau region in September 2018. The tornadoes damaged hundreds of homes and caused widespread power outages but our contingency plans ensured we were able to continue serving approximately 900,000 Ontario and Québec customers impacted at the peak black out period.



Bell was also quick to respond when a powerful storm battered Atlantic Canada and Québec's Magdalen Islands in late November 2018. Bell teams in Atlantic Canada rolled out emergency preparations to minimize the impact of the power outages, setting up generators at central office facilities and wireless sites, and repaired damaged cables causing localized outages. The situation on the remote Magdalen Islands was dire as the storm damaged the publicly owned underwater fibre cables, causing a complete loss of Internet, wireless and landline services between the islands and the mainland. Bell and Télébec teams worked closely with authorities to support 911 calls on the islands and one of the fibre cables was brought back online shortly after the worst of the storm had passed. Bell requested the use of a Hercules military plane (commercial planes could not land in the storm) from the Canadian Armed Forces to transport backup satellite equipment for emergency communications to the islands. Hydro-Québec, Telesat, and Québec government teams also joined the flight to help repair infrastructure and support the community.



This is an extract from our [2018 Corporate Responsibility Report](#)

At Bell, we also understand that communication technologies for public safety agencies must perform flawlessly and seamlessly. For more than 20 years, we have successfully deployed some of the largest mission-critical [2-way radio service](#) communication networks in Canada. Providing public safety radio communications for more than 70,000 first responders and other users in Canada, including government and public safety organization employees, we have a unique mandate to serve the public when it matters most. In August 2018, the Government of Manitoba selected Bell to provide a next-generation digital mobile radio system to enhance communications among first responders and other emergency personnel across the province, a project that combines Bell Mobility's long experience in public safety with the BellMTS team's expertise in delivering the best communications services to Manitobans.



Helping to keep Canadians safe, Bell provides 911 service in Manitoba, Ontario, Québec, Nova Scotia, New Brunswick, Prince Edward Island, and Newfoundland. In 2018, Bell also helped launch the new [Alert Ready System](#) for television, radio and compatible LTE wireless devices. Developed in partnership with the federal, provincial and territorial governments, emergency management officials, Pelmorex,

Canada's broadcasting industry and wireless service providers, the system enables public authorities to send targeted alerts to notify Canadians about critical emergencies, including severe weather, criminal activity or other dangerous situations.

**EMERGENCY ALERTS
SENT TO TV, RADIO
AND COMPATIBLE
WIRELESS DEVICES.**





This is an extract from our [2018 Corporate Responsibility Report](#)

Wireless health and safety

Bell recognizes that some stakeholders may have concerns about the potential for long-term health effects from wireless communications networks and devices. Many studies have been performed or are ongoing to assess whether wireless phones, networks, and towers pose a potential health risk. While some studies suggest links to certain conditions, others conclude there is no established cause-and-effect between mobile phone usage and adverse health effects.

The federal Department of Innovation, Science and Economic Development ([ISED](#)) is responsible for approving radiofrequency equipment and performing compliance assessments. ISED has chosen [Health Canada's Safety Code 6](#), which sets the limits for safe exposure to radiofrequency emissions at home or at work, as its exposure standard. This Code outlines safety requirements for the installation and operation of devices that emit radiofrequency fields such as mobile phones, Wi-Fi technologies and base-station antennas. ISED has made compliance with Safety Code 6 mandatory for all proponents and operators of radio installations. Bell Mobility is also a member of the Canadian Wireless Telecommunications Association ([CWTA](#)), which monitors worldwide scientific research related to mobile technologies.

When selecting the location of new telecommunication sites as we continue to expand our networks to meet coverage or capacity requirements, Bell is sensitive to community concerns with respect to location and placement of facilities. Before selecting or acquiring property for any new telecommunication site, Bell first determines whether it is technically possible to place antennas on existing structures, such as tall buildings and pre-existing towers. Bell also complies fully with ISED's guidelines for public and municipal consultation as laid out in CPC-2-0-03, Issue 5, Radiocommunication and Broadcasting Antenna Systems.

GRI 413-1



First and Only Canadian designed pine tree in Milford Bay (Muskoka), Ontario. One week was required to complete the build. In this picture the rigging crews are making the final connections between the radios and the antennas.

In all cases, Bell works with community officials to identify local preferences and review established protocols. We engage in meaningful dialogue with municipalities, provincial as well as federal agencies and Indigenous communities to mitigate local concerns about tower placement, operation and design. We also undertake thorough public consultations for proposed wireless antenna sites with local residents and stakeholders and we routinely conduct open houses, public meetings and written consultations in communities across the country to provide information and understand local views on proposed tower sites.



This is an extract from our [2018 Corporate Responsibility Report](#)

Managing the supply chain

Any purchase of goods and services can generate economic, social, or environmental impacts. We carefully monitor and manage supply chain issues to mitigate adverse impacts. This is especially important because we do not manufacture any of the physical devices required for the services we offer customers.

We work with a limited number of product manufacturers, some of which dominate the global market. Because of the proliferation of global sourcing and distribution, companies like Bell must be cognizant of potential issues related to labour and human rights, ethical standards, health and safety and environmental concerns along their supply chains.

Bell's centralized procurement organization controls the strategic sourcing of goods and services, enabling us to efficiently maintain strong and productive relationships with a variety of suppliers, including manufacturers, distributors, contractors and consultants.

However, supply chain disruption remains a risk for all companies that rely on suppliers to serve their customers. We have implemented a supplier risk management process to identify potential problems in key areas such as information security, business continuity, health and safety, the environment and corporate responsibility. The process includes provisions for corrective action and ongoing monitoring. We also consider sustainable criteria for our products and services, including energy consumption, recyclability, and environmental certifications as well as attributes related to human and labour rights, health and safety, and ethics.

Supplier accountability GRI 205-1, 308-1, 412-3, 414-1

Bell policies (see our [Environmental policy](#), for example) require that we seek out suppliers who demonstrate a strong commitment to corporate responsibility through the adoption of rigorous principles regarding the environment, health, safety, labour, and ethics.

All new Bell contracts bind suppliers to standards consistent with Bell's [Supplier Code of Conduct](#) (implemented in 2007), clearly establishing the expectation that the supplier will take all reasonable measures to respect the requirements of the Code in its own operations and within its own supply chain.

Bell uses a detailed questionnaire to assess some suppliers during the selection process and to improve the policies of some existing suppliers.

For more information about supply chain management, please see our [Responsible procurement](#) information sheet on the Corporate responsibility overview page of our website.

For information about our supplier diversity initiative, please see the diversity section in the complete version of our Corporate responsibility report.



This is an extract from our [2018 Corporate Responsibility Report](#)

Due diligence on products GRI 308-1

Beyond the supplier approach to responsible business and risk management, we also address specific products through our expanding sustainable criteria program.

Since 2011, we have adhered to a set of sustainability criteria for equipment, including mobile phones, batteries, chargers and accessories as well as laptops, modems and television receivers. These address the use of toxic substances and conflict minerals,

the recyclability of materials, identification of plastics, energy efficiency, and the impact on our carbon footprint. Sustainable packaging criteria are required for all tangible goods contracts that we resell to customers or use internally.

Bell also participates in a voluntary energy efficiency program for set-top boxes called CEEVA (Canadian Energy Efficiency Voluntary Agreement), which refers to Energy Star standards.

Conflict minerals GRI 412-3

Many electronic devices contain small amounts of metals – such as tantalum, tin, tungsten and gold – that are derived from minerals known under U.S. laws as conflict minerals because in certain cases they are mined in exploitative circumstances. Bell shares the concerns of many companies in the electronics and telecommunications industries that the use of conflict minerals may directly or indirectly finance or benefit armed groups in the Democratic Republic of the Congo (DRC) or adjoining countries.

We consider as unacceptable the exploitation and trade of conflict minerals that fuel armed conflicts and lead to the abuse of human rights. Our policy and our practice are to make every appropriate effort in seeking to ensure our suppliers source conflict minerals responsibly.

Since 2005, Bell has been working with other telecommunications companies to develop an industry-wide approach to supply-chain issues, including conflict minerals, in conjunction with the Responsible Business Alliance ([RBA](#)) Implementation Group.

In 2011, we asked our major suppliers of electronic equipment to implement processes and control mechanisms to avoid the use of minerals that may directly or indirectly finance or benefit armed groups in the DRC or adjoining countries in the products they supply to Bell. Today, we continue to engage with suppliers on this issue.

We also continuously monitor developments related to conflict minerals through our membership in the RBA, which supports efforts to improve the transparency and traceability of minerals in the supply chain through the conflict-free smelter program. Specifically, we participate in the Responsible Minerals Initiative ([RMI](#), formerly the CFSI) of the RBA, which has grown into one of the most consulted and respected resources for companies addressing responsible mineral-sourcing issues in their supply chains. The [Responsible Minerals Assurance](#) offers Bell an independent, third-party audit that determines which smelters and refiners can be verified as having systems in place to responsibly source minerals in line with current global standards.

GRI 102-12



This is an extract from our [2018 Corporate Responsibility Report](#)

Electrification of transport

Driving gas-powered vehicles to and for work contributes to Canada’s carbon footprint and has a negative impact on the environment in general. Moreover, evidence suggests that increasing the substitution of gasoline for electric power in fueling vehicles aligns with the Government of Canada’s commitment made at the United Nations climate-change conference in Poland (COP24) to support the transition to electric vehicles.¹

In Canada, the transportation sector is the second largest source of GHG emissions and in 2017 accounted for 24% (174 Mt CO₂ equivalent) of total national emissions.² Bell is well positioned to be part of the solution given that we own a vehicle fleet to support our networks and services, and we have started investigating the potential electrification of transport. In 2017, we collaborated with the Institut du véhicule innovant (IVI) to test 5 electric vehicles in our corporate fleet for 3 weeks, with positive results. As a result, we now offer employees who are eligible for a corporate vehicle the option of choosing one that is all-electric.

As part of the “[Branché au travail](#)” program in Québec and the former Workplace Electric Vehicle Charging Incentive Program in Ontario, Bell added a number of charging stations to our buildings in 2018. We now have 89 electric vehicle (EV) charging stations installed in 23 sites across Québec, Ontario and Manitoba for use by our team members. Our two main campuses located in Montréal and Mississauga now feature 20 or more charging stations each. These charging stations use IoT technology from Bell Mobility, making Bell, AddEnergie, and the provinces of Québec and Ontario all partners in transforming transportation in those provinces.



Bell and Équiterre partnered for electric vehicle trials at the Montreal campus, as well as educational webinars for team members across the country on the latest advances in electric transportation.

We have 89 electric vehicle charging stations in 23 sites across Québec, Ontario and Manitoba

¹ To learn more about [Driving Change Together – Katowice Partnership for E-mobility](#)

² To learn more about the [Canadian Environmental Sustainability Indicators](#).