

Empowering voices and fostering a space for all

March 2023



BCE

Empowering voices and fostering a space for all

Bell is moving diversity, equity, inclusion, belonging, and well-being forward for various stakeholders within our workforce and within society at large. We live in a diverse nation, we serve a diverse customer base, and we employ a diverse group of people. We foster a more inclusive, equitable, and accessible society where our team members, our customers, suppliers, and communities feel valued, respected and supported.

We achieve this by connecting isolated communities and giving them access to the digital society and the digital economy. We foster diversity among our suppliers, partners and workforce. We drive belonging through engagement initiatives around diversity, equity, and inclusion and through our various external efforts and internal cultural values. Bell is investing in our people and creating a sustainable future by striving to provide a positive work environment for our team members. We aim to give them the necessary resources to help them take care of themselves and their families. We also address and actively engage with topics around reconciliation with Indigenous people and their communities. We are honoured to have received recognition for our efforts. More details on the recognition we have received are found in section 7 [Diversity awards and recognitions](#) of this document.

In all these ways, we are helping to better reflect and celebrate our society's rich diversity. This is how we build a more equitable and prosperous future for all.



1. Supporting reconciliation with Indigenous peoples and communities

Bell strives to foster positive and mutually respectful relationships with Indigenous peoples and communities, including Bell team members, clients, and those who live in the communities we serve. We are committed to building an inclusive workplace for all First Nations, Inuit, and Métis team members and we seek to ensure that everyone has equitable access to career development opportunities.

Bell supports the principles of the United Nations Declaration on the Rights of Indigenous Peoples and the recommendations of the Truth and Reconciliation Commission of Canada. All team members are encouraged to learn more about contributing to reconciliation at work and in their personal lives. The goal is to help them appreciate the systemic inequalities and discrimination that Indigenous peoples experience. We encourage our team members to join with Bell as we commit to doing better wherever, whenever we can.

At company events (including BCE's 2022 Annual Meeting of Shareholders) we respectfully honour Canada's Indigenous peoples by acknowledging their profound connection to the land on which our workplaces are located. Land acknowledgements are formal statements about the unique and enduring relationship between Indigenous peoples and their traditional territories. These acknowledgements serve as a respectful way to recognize the First Nations, Métis, and Inuit populations of Canada and to honour their presence, dating back more than 10,000 years, on the lands we now inhabit. Land acknowledgements reflect the spirit of respect and reciprocity called for by the Truth and Reconciliation Commission. All Bell team members are encouraged to make land acknowledgements at meetings and on other occasions to show their personal commitment to Indigenous inclusion.

At Bell, we recognize the injustices of the past. We take steps to improve the inclusion and engagement of Indigenous peoples in economic development projects and through their representation at Bell. We also provide improved access to mental health support, skills development, and job opportunities. In addition, we focus on educating our team members about Indigenous issues through expanded training and engagement.

1.1 Supporting truth and reconciliation in the workplace

Bell strives to offer a workplace where First Nations, Inuit, and Métis team members feel supported, respected and connected. Through our diversity and inclusion strategy, and our commitment to employment equity, we actively strive to remove the barriers that Indigenous team members may face in the workplace.

In 2022, Bell signed on to the Progressive Aboriginal Relations (PAR) program which was established by the Canadian Council for Aboriginal Business (CCAB). PAR is a program that supports progressive improvement in Indigenous relations with a certification program that confirms corporate performance and commitment. PAR evaluates companies on four drivers (leadership, employment, business development and community relationships) which provide a foundation for the PAR program and which represent the core components of achieving successful, positive business relations with Indigenous communities.

An Indigenous team member with an extensive background in Indigenous issues has been appointed by Bell to engage and consult with Indigenous communities across Ontario. She assists in developing, analyzing, and managing plans for special and subsidized projects. She also acts as an advocate for First Nation communities by helping them navigate the BCE companies, minimizing obstacles, and maximizing the customer experience.

In 2022, as part of Bell's commitment to Indigenous reconciliation, we renewed our partnership with the First Nations University of Canada and Reconciliation Education to offer the 4 Seasons of Reconciliation Indigenous awareness training. This bilingual course promotes a renewed relationship between Indigenous peoples and non-Indigenous Canadians and provides foundational awareness and learning of truth and reconciliation. This training has been very well received with an overall feedback score of 100%. This training supports building a more inclusive workplace that acts upon the Truth and Reconciliation Commission's 94 Calls to Action.

Bell continues to advance the conversation around land acknowledgement guidelines in collaboration with Indigenous Works, Indigenous team members, and other stakeholders. A land acknowledgement involves making a statement prior to meetings and gatherings that recognizes the traditional territory of Indigenous peoples where the meeting is taking place.

To read more about those collaborations, see section 6: [Embracing and increasing diversity, equity and inclusion within our teams](#) of this information sheet.

We provide resources, training, and informative events to educate our team members about Indigenous issues and the contributions and culture of Indigenous peoples:

- In 2022, Bell continued to recognize September as a new inclusion month to further the path toward Truth and Reconciliation and honour the lost children and survivors of residential schools, their families, and communities.
- At Bell, we spotlight team member stories, notably through blog posts, that feature Indigenous team members who share their experiences and perspectives on National Indigenous Peoples Day. We continue to spotlight team members and community initiatives through Bell's internal Diversity, Equity and Inclusion Collaboration Community.
- We work to engage Indigenous community members and conduct a series of educational sessions for National Indigenous Peoples Day.
- We offer interactive and educational programs that teach the history of Indigenous peoples in Canada. We partnered with the Woodland Cultural Center to host virtual tours of the former Mohawk residential school. These tours presented the history of the school from its opening in 1831 to its closing in 1970.
- As part of our effort to advance our diversity and inclusion strategy, we annually consult with members of underrepresented groups to understand their experiences at work. This includes meeting with and gathering feedback from Indigenous team members.

2. Connecting remote and Indigenous communities to our network

Expanding our networks to remote and Indigenous communities in Canada is key to the success of these communities – and to ours. Such network connectivity creates economic growth that enables prosperity. Connectivity also breaks down social barriers by reducing isolation. This paves the way for the exploration of new opportunities and resources that enrich the lives of those living in such rural areas. By expanding our networks we seek to create an equality of access for all Canadians.

Bell has a long history of working with Indigenous communities, including through partnerships between our subsidiary Northwestel and Indigenous-led groups (including businesses). Northwestel serves 96 communities in Canada's North – all on traditional Indigenous territories. Indigenous groups have been important contributors to building strong northern networks for more than 40 years. As standard practice, Northwestel consults appropriate Indigenous communities on infrastructure builds and major service improvements. Northwestel believes that stronger connections build stronger communities. That common belief propelled 14 Yukon First Nation development corporations and Northwestel toward a groundbreaking partnership that brings the best available network technology to communities in the Yukon. For the first time in Canada, the community fibre assets that connect thousands of homes and businesses across the territory are Indigenous-owned, with guaranteed benefits to Yukon's First Nations for the next two decades.

To learn more about Northwestel's Shared Pathways network, visit this [link](#).

Since 2020, Bell has been working directly with Indigenous communities – including over 30 in Ontario and Labrador – to bring high-speed fibre Internet connections to homes and businesses under the federal government's Universal Broadband Fund (UBF). Broadband applications to subsidy programs specifically designed to expand access are often administered by Indigenous communities, with Bell acting as technical expert. For example, Bell is partnering with Grand Council Treaty #3, the traditional government of the Anishinaabe Nation in Treaty #3, on their recently approved \$51 million Treaty #3 Territorial Internet Connectivity Project. This project will provide broadband fibre Internet access in up to 21 First Nations communities throughout Northwestern Ontario. In 2021, the CRTC Broadband Fund and the UBF also awarded funding to support Bell fibre builds in the Magnetawan First Nations, Moose Deer Point First Nations, and Sagamok Anishnawbek First Nations communities in Ontario. Bell is also partnering with the Nunatsiavut Government as part of the Northern Labrador Broadband Project to deliver enhanced high-speed Internet connectivity to a number of communities. Additional proposals have been submitted for other broadband network deployment projects in partnership with Indigenous communities.

At Bell, we engage in meaningful dialogue with Indigenous communities to mitigate local concerns about our network. For example, our network infrastructure environmental evaluation program is embedded directly in our environmental management and review system. This arrangement seeks to minimize the negative impacts of network projects on the environment.

Northwestel's Path Forward with Indigenous Communities

Over the last 40 plus years, Northwestel has worked closely with northern Indigenous communities they serve. Northwestel's purpose is to help ignite the power of these First Nation, Inuit, and Métis communities through the very best communications technology and services. Northwestel is committed to doing so in true partnership and consultation with Indigenous governments and other northern Indigenous partners in a way that creates shared benefits for people in the north. Northwestel has published a Reconciliation Plan, Our Path Forward, as a first step to further consultations with Indigenous governments and communities on how to make it better.

3. Supporting the mental health and well-being of Canada's Black, Indigenous and Persons of Colour (BIPOC) communities

We believe we have a responsibility to help communities thrive. The mental health of many Canadians is being affected by the lingering effects of the COVID pandemic and by other recent events. Bell is taking a leading role in helping address this situation with the Bell Let's Talk mental health initiative. The program encourages Canadians to take action and achieve positive change in their mental health.

The Bell Let's Talk Diversity Fund provides grants for organizations working to increase access to culturally informed mental health and well-being support for BIPOC communities across Canada. Since its launch in 2020, the fund has committed \$4.45 million in donations to organizations from around the country, including 11 new recipients in 2023. New Partners include: Woodstock First Nation in New Brunswick, Foxe Basin North Kivalliq Sapujijit/Guardians of the Sea Society in Nunavut, Vibe Arts in Ontario, The Refugee Centre in Québec, Mount Carmel Clinic in Manitoba, and Kehewin Native Dance Theatre in Alberta, to name a few. Read more [here](#).

To learn more about the partners and projects we are supporting through the fund, visit the Bell Let's Talk [website](#).

In 2021, Bell Let's Talk, McGill University, The Neuro (Montreal Neurological Institute-Hospital), and the Lady Davis Institute at the Jewish General Hospital launched the [Multicultural Mental Health Resource Centre \(MMHRC\)](#). The online resource seeks to improve the quality and availability of mental health services for people from diverse cultural and ethnic backgrounds. This includes new Canadians, refugees and members of established ethnic and cultural communities. The MMHRC has developed information and tools for several different groups, including patients and their families, health care professionals, community organizations, and policy makers, planners, and administrators.

Bell Let's Talk also produced the mental health podcast series [From Where We Stand: Conversations on Race and Mental Health](#). The podcast explores mental health issues affecting BIPOC communities throughout Canada and features mental health experts and guests from these communities. Topics explored include intergenerational trauma, Islamophobia, LGBTQ2S+ issues, and more.

We also highlight diverse perspectives and experiences related to mental health through features on the [Bell Blog](#) and in campaigns like Bell for Better.



3.1 Support for Indigenous mental health

Bell Let's Talk has long-partnered with Indigenous groups to support mental health initiatives in communities around the country.

Through the Bell Let's Talk Diversity and Community Funds, we proudly partner with organizations supporting the mental health of Indigenous communities. The Diversity Fund launched with an inaugural donation of \$250,000 to the [National Association of Friendship Centres](#). Since the launch, the Diversity Fund has supported partners such [Ka Ni Kanichihk Inc.](#), [Crow Shield Lodge](#), and [Wabanaki Two-Spirit Alliance](#). In January 2023, Bell Let's Talk announced new Diversity Fund partnerships with [Woodstock First Nation Health Centre](#), [Kivalliq Inuit Association](#), [lonkwahronkha'ohnátie'](#), [Ndinawemaaganag Endaawaad Inc](#), and [Kehewin Native Dance Theatre \(KNDT\)](#). Some of the new Bell Let's Talk Community Fund partners include [Ma'mo'weh Wii'soo'ka'tiwini](#), [Minwaashin Lodge-Aboriginal Women's Support Centre](#), [Prairie Valley School Division No. 208](#), and [Resource Assistance for Youth](#).

In addition, Bell Let's Talk launched funds for Indigenous mental health initiatives in Canada's northern territories and in Manitoba, providing grants to established organizations such as the [Embrace Life Council](#), the [Ma Mawi Wi Chi Itata Centre](#), [Ogijiita Pimatiswin Kinamatwin](#), the [Bear Clan Patrol](#), the [Behavioural Health Foundation](#), and the [Peguis Foundation](#).

Ka Ni Kanichihk, a recipient of the Bell Let's Talk Diversity Fund in 2022, is an Indigenous-led Centre in Winnipeg's core, with a mandate to provide Indigenous-identified programs and services. These programs and services focus on wholeness and wellness and build on the strengths and resilience of Indigenous peoples. Through their Cultural Wellness and Elder Care project – supported by the Bell Let's Talk Diversity Fund – the organization has been able to connect participants with support from elders. The project also helped them learn new cultural skills to improve their mental health, including traditional medicines such as smudging and cedar baths. Ka Ni Kanichihk's focus on traditionally-based cultural mental wellness has allowed them to create a space in which participants can walk in balance with Indigenous knowledge, build a sense of belonging, and carry on important cultural teachings that can be shared with their communities.



4. Cultivating diverse arts and culture

To enable the synergies of diversity, inclusion, equity, and belonging to happen, we drive and invest in external initiatives by promoting arts and culture during community events and in our media productions. Within the company, we support initiatives that provide the room to grow and discover what each culture has to provide.

4.1 Cultivating diverse arts and culture through media

Through our media assets, we create and deliver original and meaningful content to Canadians across the country. This content is integral to fostering a culture that represents all Canadians. Bell Media also continues to enhance the Canadian industry and provide opportunities for Canadian talent to achieve both artistic and commercial success both behind and in front of the camera.

In 2022, Bell Media continued its support of major arts and culture festivals, and furthered its commitment to supporting francophone productions. We partnered with key industry events, including the 2022 imagineNATIVE Film & Media Arts Festival, the 26th Annual Toronto Reel Asian International Film Festival, Rendez-vous Québec Cinéma, Cinemania Festival, Abitibi-Témiscamingue International Film Festival, and Montréal International Documentary Festival (RIDM).

We are also a lead sponsor of the Toronto International Film Festival (TIFF) and partner with organizations that deliver the Banff World Media Festival, the Hot Docs Canadian International Documentary Festival and the Inside Out Film Festival (showcasing works by the LGBTQ2S+ community). These are all important events that also showcase Canadian and international productions and talent.

As the world's largest presenter of Indigenous screen content, imagineNATIVE returned to an in-person event in 2022 after the COVID-19 pandemic required the festival to pivot to online programming. The festival has become an essential platform to highlight and promote the work of Indigenous directors, producers, and screenwriters. As a proud sponsor, Bell Media continues to support the festival in its celebration of Indigenous art, paving the way for a culturally rich Canadian media landscape. As a sponsor brand, Bell Media's Crave also highlighted Indigenous storytelling by creating "The Indigenous Stories" collection on the streaming platform.



The Toronto Reel Asian International Film Festival, which showcases unique, contemporary Asian cinema and work from the Asian diaspora, kicked off its 26th edition of the festival in November. As a Premier Sponsor, Crave supported the festival in its aim to advocate for BIPOC representation and attract new and diverse audiences to Pan-Asian cinema from across the world. In addition to featuring the Reel Asian Pick collection on Crave, CTV's Etalk Senior Correspondent and co-host of CTV's The Social, Lainey Lui, returned to host the festival's awards ceremony.



2022 Reelworld Producer Program participants Bell Media and [Reelworld Film Festival and Screen Institute](#) creating the Reelworld Producers Program for Black, Indigenous and Persons of Colour (BIPOC) candidates.

Developing new voices

In 2022, Bell Media partnered with BIPOC TV & Film to develop The Unscripted Producers Lab. This is a professional development initiative for emerging producers and aspiring showrunners working in unscripted, factual, and reality series production. The goal of the lab is to help identify and develop creators from underrepresented communities and bring their perspectives to the media landscape, both in front and behind the camera.

Our focus on supporting the development of Canadian talent extends to initiatives like the Canadian Film Centre’s Bell Media Primetime Writer’s Program, the Academy of Canadian Cinema and Television’s Executive Residency Program, the Women in Film & Television’s Media Business Essentials Program, the Canadian Journalism Foundation’s CTV News Black Journalism Fellowship, Reel Canada’s Reel Opportunities Program, and the National Screen Institute’s Series incubator. We also support organizations like RTDNA Canada, Content Canada, POV Film, and The Black Academy, all of which help celebrate and nurture Canadian voices in journalism, media and popular culture.

Bell Media’s strong presence in Québec is also reinforced by our commitment to supporting francophone productions and developing talent for the benefit of French-language audiences everywhere.



The Rendez-vous Québec Cinéma is the only film festival entirely dedicated to Québec cinema. Operating for more than 40 years, the festival offers the widest range of cinematographic genres and approaches. It brings together the works of both emerging and established filmmakers.



Cinemania is a francophone film festival in Montréal. Since 1995, the festival has been an active participant in the dynamism and cultural influence of Québec. The films come from Québec, France, Luxembourg, Senegal, Belgium, Algeria, Morocco, Ivory Coast, Switzerland, and Central Africa.



The Abitibi-Témiscamingue International Film Festival presents more than 100 productions from over 30 countries. Short, medium and feature length films, documentaries, animation, and fiction films are screened.



The Montreal International Documentary Festival (RIDM) is one of the most important documentary film festivals in North America. Each year, the RIDM presents more than 150 Canadian and international documentaries.



Bell Media recognizes the importance of women's inclusion and participation. Bell Media's role as the year-round lead partner of the *Alliance des femmes des industries créatives (Allia)* reflects our commitment to the inclusion and contribution of women working in the field. Allia promotes the talent, creativity and innovation of women and emerging artists in the industry.



Bell Media supports and encourages the next generation of filmmakers. For many years, we have been an annual supporter of Kino. This organization supervises and supports the creation of short films. It also supports the community of short film creators, helping to accelerate the development of individual artists, and to promote them and their work.

4.2 Supporting arts and culture in our communities

Bell proudly continues its long tradition of supporting Canadian arts and culture. We work with a variety of partners to enrich the communities we serve, and to encourage creative expression. These initiatives range from a full roster of activities and festivals around the country, to discreet, individual projects such as transforming Bell utility boxes into art.

Partnering with culture across Québec

Bell supports several major festivals in Québec's urban and rural regions. Bell supports the Festival d'été de Québec, Les Francos de Montréal, the FestiVoix de Trois-Rivières, Le Festif! de Baie-St-Paul, the Fête du Lac des Nations in Sherbrooke, Les Grands Feux du Lac-Leamy, and many others. In all, we supported 17 major events in 10 regions, attracting millions of Québécois and visitors.



The year 2022 marked the return of full-capacity festivals and the public showed up in force. These sponsorships position Bell as an actively involved community partner. Bell Media's strong presence in Québec also helped to promote these festivals, particularly on the Rouge and Énergie radio stations, as well as on [noovo.ca](https://www.noovo.ca)

Transforming Bell utility boxes into works of art

The Bell Box Art Murals Project is an innovative collaboration between community arts organizations, local artists, resident associations, and local governments. The project helps to reduce vandalism and replace graffiti with original works of art. This enriches the streetscape of neighbourhoods and provides opportunities for artists in the community to express their talent. The Bell Box Murals project has supported the creation of hundreds of murals in multiple Southern Ontario and Québec communities, transforming our public infrastructure into neighbourhood cultural assets.



Supporting Indigenous Culture in the North

This year, in recognition of Orange Shirt Day, Northwestel approached Kailen Gingell, a Kwanlin Dün First Nations citizen of Southern Tutchone, Tlingit, and Eastern European heritage to design an Orange Shirt. Kailen created a two ovoid design that delivers a powerful message symbolizing the successes to date, and the work still to be done on the North's path to reconciliation. In Kailen's words "My design shows two ovoids not in perfect balance, but slightly displaced. It is up to the viewer to decide if they are moving further away or closer together to be balanced." September 30th has been declared Orange Shirt Day annually, in honor of the lost children and the survivors of residential schools, their families, and communities. Northwestel marked the day through art but also through action, recommitting to walking the path of reconciliation together with Indigenous partners, communities and customers.



Northwestel has a longstanding partnership with the Kwanlin Dün First Nation Solstice Feast and the North Slave Métis Alliance to recognize and celebrate the rich, diverse cultures and heritage of the North's Indigenous peoples. Northwestel team members volunteer to serve traditional feasts of stew, local whitefish, bannock and all the fixings to our community as a way of saying thank you. Northwestel celebrated [National Indigenous Peoples Day](#) with the Kwanlin Dün First Nation Solstice Feast and the North Slave Métis Alliance Fish Fry.



The Alianait Arts Festival once again took place under their signature big top tent in Iqaluit, showcasing Nunavut artists and their northern stories, experiences, and culture. Since 2005, the Festival has been a world-class talent showcase for Inuit and other circumpolar artists. As a festival partner for more than a decade, Northwestel is proud to continue its longstanding support of the arts that to bring us together.



Northwestel partners with the Adäka Cultural Festival to celebrate the culture of Indigenous people across the Yukon and in other parts of Canada. Northwestel believes strong connections build stronger communities. The annual Adäka theme “Northern Connections” event is especially important to the company. Adäka provides Indigenous artists with exceptional opportunities for artistic development and mentorship, while shining a light on their creativity for local, national and international audiences.



In celebration of Nunavut Day and the ingeniousness of Nunavummiut, Northwestel hosted its second annual Nunavut Day DIY contest in July 2022. In four languages, community members were asked to post a photo of their DIY creations online for a chance to win a new smart phone. Any do-it-yourself IN-NU-vation – upcycle, craft, cook, carve, construct, or sew – could be entered to win. Nunavut communities embraced the contest with nearly 100 entries.

5. Fostering diversity in our value chain

Having diversity throughout our value chain is important. Supporting diverse groups fosters their sense of belonging and fosters the unique richness that diversity provides. Through our suppliers and our workforce, we seek to provide opportunities for everyone. This in return creates stronger relations and synergies for all stakeholders.

5.1 Promoting and choosing diverse suppliers GRI 102-9

Bell recognizes that a supplier base should reflect the diverse communities we connect. Suppliers are key in delivering best-in-class products and services to our customers, and they give us a competitive advantage. Bell's supplier diversity program encourages the active inclusion of businesses which are majority owned and managed by Indigenous peoples, visible minorities, women, LGBTQ2S+ individuals, veterans, and persons with disabilities.

Extending the values of diversity, equity, inclusion, and belonging to Bell's supplier relationships is an essential component of our social responsibility commitment. We aim to promote equal sourcing opportunities for capable, diverse suppliers. We continue to grow our network and database of certified diverse-owned suppliers. Bell team members can identify sourcing opportunities through our corporate partnerships with the following Canadian supplier-diversity certifying organizations. These organizations offer certification to diverse-owned businesses. This helps create meaningful connections with corporations and governments for procurement opportunities, through advocacy, development and promotion.



In 2022, Bell:

- Sponsored and participated in multiple supplier diversity industry events and roundtables;
- Met numerous certified diverse suppliers and promoted them to internal buyers;
- Facilitated education and awareness sessions for Bell employees on supplier diversity;
- Supported Women-owned businesses in Québec, through our new partnership with the Réseau des Femmes d'affaires du Québec (RFAQ);
- Continued to expand on Bell's tier 2 supplier diversity reporting program, bringing the conversation of inclusive supply chains to corporations across North America;
- Tracked supplier diversity efforts. Reported results quarterly to Bell's Procurement team and (semi-annually) to the Diversity Leadership Council (DLC). This increases executive visibility and support.

In 2022, BCE spent \$104M with certified diverse suppliers⁽¹⁾. In 2023, we will continue to advocate for supply chain diversity. We seek to increase year-over-year spend with diverse suppliers by 3% to 5%, and to increase the number of active certified diverse suppliers by 5%.

(1) We define certified diverse supplier as a business that is officially certified by a formal third-party certifying organization. Bell's diverse spend is underrepresented, and limited to our current visibility of certified diverse suppliers. Year over year volatility can be a result of many factors, including but not limited to, supplier acquisitions, de-certification and/or a result of fair and equitable competition.

Our performance trends	2022	2021	2020
Certified diverse suppliers spend (\$ million)	\$104	\$129	\$85
Number of certified diverse suppliers	73	68	70

In 2022, BCE was recognized for its commitment to supplier diversity. We were nominated for the Canadian Aboriginal & Minority Supplier Council's (CAMSC) Corporation of the Year Award (Finalist)⁽¹⁾. We were also nominated for the Top Supplier Diversity Leader Award (Finalist) by the Women Business Enterprises Canada (WBE Canada)⁽²⁾.

For more information on Bell's supplier diversity program, visit our webpage: bce.ca/suppliers

5.2 Supporting Indigenous-owned businesses

Bell's Procurement Supplier Diversity Program promotes inclusive, equitable and accessible sourcing opportunities to capable diverse suppliers which are majority owned and managed by diverse groups, including Indigenous peoples.

As part of our Supplier Diversity Program, we are corporate members of the [Canadian Council for Aboriginal Business](#) (CCAB) and the Canadian Aboriginal and Minority Supplier Council (CAMSC). These organizations foster economic opportunities between Indigenous and non-Indigenous businesses and communities. To further strengthen our commitment, Bell has signed the Progressive Aboriginal Relations (PAR) program in partnership with the Canadian Council for Aboriginal Business (CCAB). The PAR program helps build a robust framework and evolves our indigenous relations at a company-wide level. As part of our PAR participation, we will provide the program with our target for dollars spent on goods and services from Aboriginal-owned businesses, among other things.

Bell sponsors and participates in numerous networking events hosted annually by these organizations. We proactively introduce and promote diverse suppliers to internal buyers. We further maintain accessibility to a certified diverse-supplier database to build awareness within the company. Our supplier diversity team also promotes self-proclaimed Indigenous businesses registered with the Government of Canada Indigenous Business Directory.

On another level, Bell encourages suppliers to implement programs that promote, identify and increase representation of Indigenous people among their own teams and suppliers. The supplier diversity section of our Supplier Code of Conduct is included in every procurement contract and is available [here](#).

In 2022, a shareholder proposal was submitted by the Shareholder Association for Research and Education (SHARE) on behalf of the Mississaugas of the New Credit First Nation Community Trust for inclusion in our proxy circular. The shareholder proposal was withdrawn following discussions between SHARE and Bell. These discussions focussed on Bell's commitment to fostering positive and mutually respectful relationships with Indigenous peoples and communities, including colleagues, clients and community members. They also covered the steps Bell has taken and will continue to take in 2023 and beyond to improve the inclusion and engagement of Indigenous peoples in economic development projects, in their representation at Bell, in expanding training, skills development, and job opportunities, and in educating our team members about Indigenous issues.

(1) The Canadian Aboriginal & Minority Council, a not-for-profit that facilitates the growth of Indigenous and BIPOC-owned businesses, selected Bell as a 2022 Corporation of the Year Award finalist in recognition of Bell's commitment and contribution to supplier diversity.

(2) Women Business Enterprises Canada, a non-profit dedicated to facilitating access for Canadian women-owned businesses to national and global supply chains, selected Bell as a finalist for the Top Supplier Diversity Leader Award, for Bell's significant program improvements and consistent support for women-owned businesses.

6. Embracing and increasing diversity, equity and inclusion within our teams

Bell serves a rich and diverse demographic in this country and we are proud of our 143-year reputation as a pioneering Canadian company. We value and aim to foster and grow our diverse workforce who collectively advance how Canadians connect with each other and the world. Diversity creates value for all our stakeholders.

Bell's employee value proposition describes what makes Bell unique and what team members value most about working at Bell. We aim to provide a more inclusive, equitable and accessible society where our team members, our customers, suppliers and communities feel valued, respected and supported.

Every day team members are encouraged to do great work, develop their careers, and feel a sense of belonging to our diverse and inclusive team. We drive belonging through engagement initiatives around diversity, equity and inclusion by our various external efforts and internal cultural values. Bell is investing in its people and creating a sustainable future by providing a positive work environment and the resources to help team members take care of themselves and their families.

French has always been central to Bell's culture. French is the first language of more than a third of our team members, and a second language for many others. This fluency enables us to serve our customers throughout Canada in their choice of French or English – Canada's two official languages. Bell is proud to have held a francization certificate since 1981. We were one of the first companies to obtain this important designation that verifies our use of French complies with the laws and regulations of the Government of Québec. Our team's French-language capability is an important strategic asset that enables us to do business in Québec and makes our company uniquely well suited to work on large-scale, national and international projects.

At Bell, we have an incredible team with a diversity of experiences, backgrounds, and perspectives, representing Canada's society. This enriches our work and leads to better outcomes for the company and its stakeholders. Based on a self-disclosure rate of 77% among Bell team members, our diversity and inclusion strategy is significantly increasing representation of visible minorities, Indigenous peoples and persons with disabilities. We have a strategic focus on making our senior leadership team more representative of our overall employee population. As part of this, we have focused talent management strategies and development programs for high-potential leaders, including those from underrepresented groups. In our [2022 ESG data summary](#), we disclose our workforce representation by four designated groups: female, visible minorities, persons with disabilities and Indigenous people. Workforce diversity (in percentage terms) is shown for these four groups in our overall workforce as well as in executive positions (vice president level and above).

- Bell has established new standards through commitments launched in 2020 to address the impacts of systemic racism on team members who self identify as Black, Indigenous and Persons of Colour (BIPOC) at our company and in our communities. These standards include a target for BIPOC representation in our senior management team (director level and above, including executives) of at least 25% by 2025, and a target of 40% BIPOC representation in our graduate and intern hiring programs to help develop our leaders of tomorrow.
- Bell partners with [Indigenous Works](#) to improve the inclusion and engagement of Indigenous peoples in the Canadian economy by promoting relationship building and strengthening partnerships between Indigenous-owned companies and other Canadian corporations. This partnership supports greater representation of Indigenous peoples at Bell and expands training, skill development and job opportunities for team members. Bell team members also have access to e-learning, events, virtual learning and other resources.
- Bell works with a number of recruitment partners, including [Indigenous Careers](#), [Indigenous Link](#), and [Indigenous Works](#), to attract talent and assist Indigenous job seekers as they search for and take advantage of opportunities to develop their careers.

- Through the HireBIPOC partnership, BIPOC TV & Film and Bell Media have developed a web portal that connects Black, Indigenous and Persons of Colour with jobs and career opportunities in Canada's media industry. [HireBIPOC.com](https://www.hirebiopoc.com) connects candidates with a wide range of opportunities in Canadian media and serves as a database of talented individuals for developers, producers, and broadcasters. Bell Media also supports the portal with public service announcements on TV, radio and social media, through use of the Astral out-of-home advertising platform.
- [The Johnny Gayle-West Memorial Internship Program](#) was created in partnership with Toronto Metropolitan University. Named after a late The Sports Network (TSN) team member, the paid internships provide opportunities for Black, Indigenous and Persons of Colour (BIPOC) students to work in media production both in roles behind the scenes and on camera.
- Bell has a partnership with [Ascend Canada](#) to enhance the presence, visibility and influence of current and future Pan-Asian business leaders through educational programs and events, networking and mentoring.
- CTV News supported the launch of the [Black Journalism Fellowship](#), a program that offers mentorship and skills training to journalists in the early phases of their careers.

6.1 Engagement initiatives within our workplace

At Bell we are proud of our commitment to foster an inclusive, equitable, and accessible workplace where all team members and customers feel valued, respected, and supported. In this section you will find additional details on engagement initiatives and actions taken to support an inclusive workplace.

In 2018, we launched an inclusive leadership development program for executives that focused on disrupting unconscious bias and supporting leaders in developing and advancing our diverse talent pipeline. Notably, 89% of executives and senior leaders have already completed this training. In 2020, we extended the offering, launching unconscious bias training to middle management leaders. We have now trained almost 2,000 leaders. The training aims to raise awareness and equip leaders with practical tools to disrupt unconscious bias and to create an inclusive and accessible workplace, where everyone feels valued, respected and supported.

A new employee resource group, Diversability at Bell was launched in 2022. The resource group is part of Bell's commitment to providing an accessible work environment where people of different abilities (including those which are physical and cognitive in nature) can succeed. Diversability at Bell helps advance our inclusive culture where team members can learn, develop, and influence change and promote accessibility.

To support the flexibility and diversity of our workforce, we introduced a new holiday policy in 2022. Our new flexible holiday policy allows team members to forego taking a national or provincially recognized holiday and 'bank' the day off to be taken at their discretion. This accommodates religious and family obligations, as well as personal choice.

Bell team members can now also update and share their preferred name and pronouns in their employee profile via the launch of new gender inclusive system updates. These new options give team members the opportunity to better express their identity and let colleagues know how they prefer to be addressed. This is part of an ongoing effort to better support the employee experience and create a culture of belonging.

6.2 Fostering mental health and well-being in the workplace

At Bell, we believe that taking care of the mental health of our team members is essential to their personal success and to our organization's ongoing progress. Accordingly, we continue to develop, implement, and share robust workplace mental health practices to support psychological health and safety, resilience, and the management of mental health conditions.

In 2022, Bell was awarded the Excellence Canada: Order of Excellence for Mental Health at Work by the Canada Awards for Excellence program. The Canada Awards for Excellence program celebrates organizational excellence based on rigorous integrated standards that demonstrate a positive improvement trend for at least three years in different frameworks. This award is based on Excellence Canada's Mental Health at Work® framework. This framework was developed by Excellence Canada in association with mental health and work safety professionals from across Canada. The framework's requirements incorporate principles and practices as outlined in the National Standard of Canada for Psychological Health and Safety in the Workplace.

In 2022, we launched updated training and virtual well-being tools, while evolving our program.

Providing mental health training to team members and leaders supports mental health and is essential to Bell's commitment to a culture of psychological health and safety.

- In 2022, with the support of LifeWorks (Bell's Employee and Family Assistance Program provider) and Queen's University, Bell undertook the first major update of its Workplace Mental Health Leadership certificate program since its nation-wide launch in 2016. In this mandatory eight-part training, Bell leaders participate in classroom training with role plays, case studies, and interactive self-paced online courses. They review the leadership skills and practices that promote psychological health and safety, and support prevention, early intervention, and recovery. Leaders who successfully complete the program receive a certificate from Queen's University.
- Mental health training is also available to team members. Union representatives and health and safety committee members are strongly encouraged to attend an in-class mental health training session that provides an understanding of workplace mental health and how to support team members who are struggling. All team members are encouraged to participate in the interactive six-module online training, Building Blocks for Positive Mental Health. This training includes strategies to build resiliency, improve overall mental health, enhance self-awareness, boost emotional intelligence, and tips on how to care for others experiencing mental health challenges. Bell has developed a variety of tools to support continuous education around mental health in the workplace. These tools have been developed in partnership with subject matter experts. The tools help team members manage their own mental health and support each other. The training includes the guides "Talking to a colleague about their mental health" and "Helping a colleague who mentions suicide", which help team members manage their own mental health and support each other.

Virtual well-being tools and resources help team members find the support and resources they need, when they need them, and to discover tools that support prevention and resilience.

- The new LifeWorks well-being platform was launched in 2022 to team members and their families. This modern and easy to use digital platform provides the professional, confidential support of Bell's Employee and Family Assistance Program (EFAP) alongside personalized tools that support resiliency and mental health management. Team members can access up-to-date support articles, podcasts, videos, online self-assessments, customized support plans, and self-paced online programs. These programs are on topics such as stress management, dealing with separation/divorce, and tobacco/nicotine cessation.

Evolving and strengthening our workplace mental health programs is essential to ensuring we continue to meet the changing mental health needs of our team members.

- In 2022, we strengthened our existing suicide prevention and intervention program. Using weekly corporate newsletter communications, we shared information to help address the stigma surrounding suicide and how to connect team members who are experiencing thoughts of suicide with available support resources. Information sessions and three-hour training classes were provided to Human Resources and Labour Relations team members who often support leaders in workplace mental health distress situations. These sessions shared information about myths and facts around suicide, and resources and protocols for supporting suicide prevention or intervention situations. In 2023, Bell will direct additional efforts to aid leaders and provide postvention support to anyone involved in suicide prevention or intervention.
- In 2023, Bell will continue to increase its focus on prevention to proactively improve mental health. We will continue to work to ensure psychological health and safety is integrated throughout the fabric of our business culture. We re-evaluate programs in light of the post-pandemic, hybrid work environment.

Bell works diligently to seek to ensure its mental health programs are meeting the needs of our team members. We maintain a strong governance practice and continuously monitor, assess, and adapt program outcomes to meet the evolving needs of team members and to match industry standards. Since 2010, we have conducted quarterly assessment of the mental health of our team members. We track more than 90 key performance indicators (KPIs) and evaluate trends and insights. These data include short-term and long-term disability, use of mental health benefits, support programs, and training. Collecting both qualitative and quantitative data is critical in ensuring we have the right focus and guides us if any adjustments are required to our mental health programs.

Bell continues to support and promote the adoption of the National Standard for Psychological Health and Safety in the Workplace and other workplace mental health and well-being best practices across corporate Canada. We have shared our own best practices across hundreds of organizations in Canada. We achieve this through tailored presentations, conferences, benchmark exercises, and various advisory committees. We believe this provides both encouragement and guidance to others as they adopt healthier frameworks in their own workplaces.



6.3 Attracting diverse talent

Attracting diverse talent is important in Bell's evolving business environment as we maintain our aim to lead in a highly competitive marketplace. We pursue a variety of initiatives which build a diverse talent community, with a focus on attracting and hiring candidates who reflect the customers and communities we serve.

In 2022, we received over 366,000 applications and hired more than 11,000 new team members, a hiring increase of over 3,000 from 2021. Internally, we also saw over 3,400 employees successfully move into new roles within the company.

To support these hiring volumes and the evolving resource requirements of our business, our teams deploy a talent attraction strategy that includes:

- A digital and social presence that is engaging, insightful, and personalized.
- Direct connection with prospective candidates via networking events, both virtually and in-person.
- A commitment to equipping our team with the knowledge and tools needed to effectively source talent.
- Partnerships with organizations that connect us with high-potential talent from diverse communities including Black, Indigenous and Persons of Colour (BIPOC), persons with disabilities, LGBTQ2S+ individuals, military reservists and veterans, refugees and newcomers to Canada, women, and Indigenous peoples.
- A focus on authentically communicating our Employee Value Proposition.

In 2022, Bell continued to prioritize hiring more people from underrepresented groups by advertising job opportunities and partnering on career-focused events with organizations such as:

- A Premier Partnership with the [Onyx Initiative](#), which focuses on driving corporate Canada's recruitment of Black college and university students.
- Partnering with the [Black Professionals in Tech Network](#) (BPTN) – Canada's largest organization dedicated to bridging the network gap between Black talent and career opportunities. BPTN provides members with access to a strong peer network, mentorship, education, and skills resources. It aims to engage and recruit talent in technology and communications. In 2022, Bell participated in the Champions Table initiative and committed to creating opportunities for Black tech and business talent to access the labour market equitably.

For early career and student hiring, our Campus Recruitment team once again connected with students in-person. The team continued to offer opportunities to connect virtually as well, which ensured our efforts were inclusive, wide-reaching, and mutually rewarding for both the company and potential team members.

Our continued efforts to bring diverse talent into the organization contribute to a more engaged and inclusive workforce where different perspectives are welcome and our teams are enabled to unlock new possibilities. In 2022, we saw an increase in our percentage of hires who identified as Black, Indigenous and Persons of Colour (BIPOC) and persons with disabilities compared to 2021.

Newcomers and refugees

We also worked with new partners who connected us with refugees and newcomers to Canada. We developed internal processes to help find opportunities for these individuals and to support expedited hiring.

Our field operations unit is a great entry point for newcomers to Canada. In 2022, 42% of Bell Technical Solutions hires were foreign workers. Personalized support and resources were offered to the 915 new team members, such as paid language training, letters for health insurance and permanent residence applications. Employees without medical coverage were also provided with referrals to local community health centres.

To learn more about how we welcome newcomers, see our [Bell for Better](#) video.

Women in technical roles

Our efforts to embrace diversity also aim to inspire women to build meaningful careers through technical expertise. In 2022, our residential field operations unit, Bell Technical Solutions, hired 64 women in frontline field roles. Our increased focus on outreach to women, in addition to the implementation of a specialized tool for easier ladder manipulation, facilitated integration and contributed to an increase of women hires (94%) year over year.

Bell continues to advocate for more women and other underrepresented groups to take on roles in science, technology, engineering and mathematics (STEM). We collaborate with organizations such as Women in Communications and Technology (WCT), the WIT Network, WomenHack, and others, to promote STEM-related roles within Bell and advance opportunities for women in this field. This year Bell hosted our own virtual recruitment event focused on careers in technology and digital. This allowed our team to connect directly with a diverse pool of potential candidates and encourage them to pursue high-tech careers within Bell. Through this outreach, we promote STEM-related roles at Bell for individuals in our field. Bell hosted its own recruitment event in 2022, highlighting careers in technology and the digital realm. The event allowed our team to connect directly with a diverse pool of potential employment candidates and encourage them to pursue technology careers with Bell.

7. Diversity awards and recognitions

In 2022, Bell was recognized as one of [Canada's Best Diversity Employers](#) for the sixth consecutive year⁽¹⁾. This award acknowledges our successful diversity initiatives in a variety of areas. This includes programs for team members from the following groups: women; BIPOC individuals; visible minorities; persons with disabilities; and the LGBTQ2S+ community.

Bell's commitment to gender equity in the workplace has been repeatedly recognized by [Women in Governance](#), an organization supporting women in leadership development, career advancement, and board governance. Bell received the highest level of certification – Platinum Parity Certification. This achievement follows an assessment of our progress on gender parity and the effectiveness of systemic enablers – including governance, data analysis, talent development, and leadership.

Bell Canada has also been recognized as one of Canada's Top Employers for Young People (2022)⁽²⁾, Montréal's Top Employers (2022)⁽³⁾, and Canada's Top Family-Friendly Employers (2022)⁽⁴⁾. This underscores BCE's commitment to fostering an inclusive workplace for all employees.

In 2022, Bell was awarded the Canada Order of Excellence certification in Mental Health at Work by the Canada Awards for [Excellence program](#). The Canada Awards for Excellence program celebrates organizational excellence based on rigorous integrated standards that demonstrate a positive improvement trend for at least three years in different frameworks⁽⁵⁾.

Also, in 2021, Bell's supplier diversity program was named the most improved by Women Business Enterprise Canada, reflecting our commitment to promoting women-owned suppliers as we continue to build a more inclusive, equitable and accessible workplace. Bell's supplier diversity program promotes the active inclusion of diverse businesses owned and managed by women, visible minorities, Indigenous peoples, the LGBTQ2S+ community, veterans, and persons with disabilities.

In 2021, Bell was named corporation of the year by the Canadian Aboriginal and Minority Supplier Council (CAMSC) for our support of supplier diversity and promotion of Indigenous and visible minority-owned suppliers. CAMSC enables a wide range of programs and services to assist Black, Indigenous and Persons of Colour (BIPOC) suppliers in better accessing business opportunities at major companies.

To read more about the criteria used to assess these nominations, please read our [2022 Integrated annual report](#).



- (1) Bell was recognized as one of "Canada's Best Diversity Employers" in the years 2017 to 2022 by Canada's Top 100 Employers. Winners are selected based on successful diversity initiatives in a variety of areas, when compared to other employers in the same field.
- (2) Bell was recognized as one of "Canada's Top Employers for Young People" in the years 2018 to 2022 by Canada's Top 100 Employers. Winners are evaluated and selected based on the programs offered to attract and retain young employees, when compared to other employers in the same field.
- (3) Bell was recognized as one of "Montréal's Top Employers" in the years 2013 to 2022 by Canada's Top 100 Employers. Winners are evaluated and selected based on progressive and forward-thinking programs offered in a variety of areas, when compared to other organizations in the same field.
- (4) Bell was recognized as one of "Canada's Top Family-Friendly Employers" in the years 2020 to 2022 by Canada's Top 100 Employers. Winners are evaluated and selected based on the programs and initiatives offered to help employees balance work and family commitments, when compared to other employers in the same field.
- (5) Excellence Canada, an independent, not-for-profit corporation dedicated to advancing organizational performance across Canada. Excellence Canada was founded by Industry Canada as the National Quality Institute (NQI). For more information, see: <https://excellence.ca/bell-canada-2022/>



Claire Gillies, Bell's EVP Marketing and President Consumer, has been recognized by The Globe and Mail as 1 of 50 top Canadian leaders in its Report on Business Best Executive Awards. This award celebrates Claire's work in leading key teams, managing crucial initiatives, setting and executing core strategies, and contributing to Canada's economic prosperity. Claire's strategic leadership has also been key in the delivery of many transformational initiatives, including the launch of Bell's award winning 5G network, the national launch of Lucky Mobile and revitalizing The Source through strategic brand repositioning, partnerships and the expansion of key product offerings.



Hadeer Hassaan, Vice President, Shared Services, received the Trailblazer Award from Women in Communications and Technology (WCT) as part of the organization's annual Leadership Excellence Awards. Hadeer is a role model in empowering women from all backgrounds and she helps build an inclusive environment where women can explore opportunities to reach their full potential. She is the Executive Sponsor of Black Professionals at Bell (BPB) employee resource group and a member of Bell's Diversity Leadership Council (DLC). She works with other leaders to advance Bell's diversity and inclusion strategy. She also leads the Field Services Graduate Leadership Program to help support the next generation of Bell leaders.



Angie Harrop, Director of Talent and Engagement on Bell's Human Resources team, has been named Mentor of the Year by Ascend Canada. The designation recognizes an individual whose dedication, guidance, and leadership has made a significant contribution to the quality of life and professional development of individuals within the Pan-Asian community. Angie is recognized for being a role model and encouraging others to be vulnerable and truthful about their challenges and successes. Angie has been active in coaching and mentoring with a particular focus on the intersection of Asian-Canadian culture and women in leadership.



Catherine Goyer, Director, Corporate Responsibility and Environment, has been named one of Canada's Clean50 leaders for 2023. This ranks her among the Canadians who have done the most to move the country toward a sustainable economy over the last two years. The recognition celebrates Catherine's leadership of Bell's Corporate Responsibility and Environment team in helping deliver sustainability solutions. Clean50 points out that "Catherine's vision of digital technology enabling the decarbonization of the country's economy and society has helped guide Bell through successive cycles of increasingly ambitious GHG reduction targets."



Mary Deacon

Board of Governors' Special Recognition of Achievement Award for Mary Deacon

Bell Let's Talk Chair Mary Deacon's outstanding work as a passionate advocate for mental health was recognized at the 38th annual Performance Excellence Summit & Canada Awards for Excellence. Mary and the Bell Let's Talk team are key players in the promotion of mental health initiatives in communities across Canada that support improved access to care, workplace best practices, research, and anti-stigma programs.

Order of Canada – the Governor General of Canada

Mary Deacon's vision and leadership have fundamentally helped shift the way Canadians understand their mental health and wellness. Her role as chair of Bell Let's Talk has provided her with a platform to design the country's largest corporate commitment and awareness campaign dedicated to a cause that is dear to her heart. She has striven to move mental health out of the shadows by popularizing and normalizing dialogue on the subject. Her efforts are connecting communities across Canada and inspiring conversations about this critical issue worldwide.



To the extent this information sheet contains forward-looking statements including, without limitation, outlooks, plans, objectives, goals, targets, strategic priorities, commitments, undertakings and other statements that do not refer to historical facts. These statements are not guarantees of future performance or events, and we caution you against relying on any of these forward-looking statements. Forward-looking statements are subject to inherent risks and uncertainties and are based on assumptions that give rise to the possibility that actual results or events could differ materially from our expectations expressed in, or implied by, such forward-looking statements. Refer to BCE Inc.'s most recent annual management's discussion and analysis (MD&A), as updated in BCE Inc.'s subsequent quarterly MD&As, for further information on such risks, uncertainties and assumptions. BCE Inc.'s MD&As are available on its website at BCE.ca, on SEDAR at sedar.com and on EDGAR at sec.gov.