

Corporate  
Responsibility  
2007 Report





**Michael Sabia**

Chief Executive Officer  
Bell Canada

## For future generations

Bell's innovative products and services are transformative tools.

They enable millions of customers to work together in new ways. To bring fresh solutions to old problems. To be more productive and prosperous.

They foster stronger bonds, within and between our communities. And provide unique opportunities to safeguard our planet for coming generations.

This is what corporate responsibility is all about, as we see it. As we practice it.

It begins with our people. Energetic. Inventive. Committed. Their rigorous ethical standards – and community-minded values – are the foundation of how we operate. Within Bell. And in every community we serve.

When we invest in communities, our clear focus is to help young Canadians reach their full potential. So, we work with hospitals across the country to develop pioneering technology to improve paediatric health care for patients. And their families.

We also support healthy kids from playground to podium. Thanks to the Bell Community Sport Fund, children have better local facilities to stay active. *Own the Podium* enables elite athletes to achieve their best.

And we are there when kids are most vulnerable, supporting *Kids Help Phone* so they can be there for kids 24/7, 365 days a year. And by funding *Cybertip.ca*, Canada's leader dedicated to the reduction of online child sexual exploitation, which has led to the closure of 2,800 Websites and 30 arrests.

Bell is committed to an environmentally sustainable future. To start, we continue to reduce our own environmental footprint. Buying eco-responsible paper, for instance. And using less of it, thanks in part to initiatives such as electronic billing. Our commitment extends to building state-of-the-art, ecologically friendly and thereby LEED-certified campus environments to enable more employee collaboration and innovation.

Just as important, our technologies help customers wage their own war on climate change. Conferencing and teleworking solutions reduce travel and carbon emissions by millions of tons a year. Web-based energy conservation solutions give clients better control over power use in their homes and offices.

We are working closely with World Wildlife Fund Canada. The goal: improve our internal efforts to reduce electricity and fuel consumption and convince more people that communications solutions can offer significant reductions in greenhouse gas emissions.

I am proud to say that we continue to support the United Nations' Global Compact principles and to be recognized globally for our leadership in a number of areas. Corporate governance. Our commitment to provide a fair and satisfying workplace. Energy conservation. And for protecting our customers' rights to privacy and safety in this interconnected world.

That recognition reflects the determination of Bell's people to help build more sustainable communities.

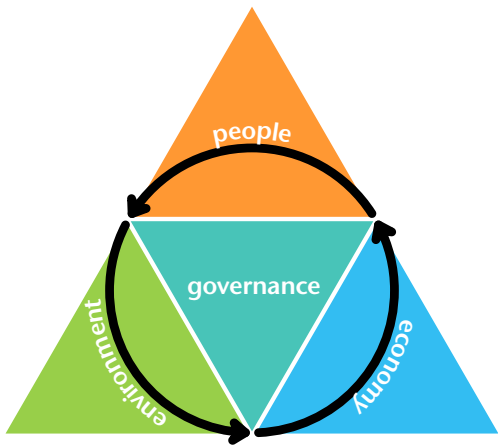
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# Table of contents

- 1** **CEO's Message** ..... 2
- 1** **Sustainability**
  - Vision and strategy ..... 4
  - Stakeholder engagement ..... 5
- 2** **Customers**
  - Innovative solutions ..... 6
  - Reliability ..... 7
  - Privacy..... 8
  - Protection..... 9
  - Service..... 10
- 3** **Workplace**
  - Governance and ethics .....11
  - Employees ..... 12
  - Procurement..... 14
- 4** **Community**
  - Being there for kids ..... 15
  - Cybersafety ..... 16
  - Employee giving.....17
  - A lasting legacy ..... 18
- 5** **Environment**
  - Our footprint..... 19
  - Climate protection ..... 21
  - Stewardship..... 23
- 6** **Performance data**
  - Objectives and key performance indicators.... 24
  - Additional data..... 26
- Report Profile** ..... 28

# Vision and strategy

## Promoting people, the economy, and our planet



### Striking the right balance

We believe that people, the economy and our planet are inextricably linked: that by balancing profitability and environmental and social objectives, we minimize risks, seize new opportunities and in many instances, realize collective gains.

As a communications leader, Bell makes an important contribution to sustainability. Our services connect people who share ideas, conduct business and stay engaged. They contribute to economic expansion and social improvements with little impact on our natural environment. Better still, they can replace material products like paper, and reduce the need to travel, which in turn means less energy consumption and fewer greenhouse gas emissions.

### Sustainability vision

To contribute to the well-being of society by enabling responsible economic growth, connecting communities and safeguarding the natural environment.

Our sustainability vision starts with our framework and our guiding principles. These are applied through our Code of Business Conduct and related corporate policies. We also engage our stakeholders and regularly examine our business to monitor issues, uncover opportunities, and set new objectives.

### Guiding principles

Aligned with our business strategy, these principles serve as a guide for employees.

- 1 Develop leading-edge communications services that contribute to sustainability and demonstrate leadership by their successful application.
- 2 Deliver strong and sustained economic performance that benefits all stakeholders.
- 3 Act responsibly by maintaining solid governance principles and oversight systems to monitor compliance, while managing our business with transparency and integrity.
- 4 Identify opportunities beyond compliance to create benefits for both society and the company, by engaging with stakeholders.

Bell subscribes to the United Nations' Global Compact, a set of universal principles addressing human rights, labour, environmental and anti-corruption issues.



### How are we doing?

Our leading sustainability performance has been recognized by a number of organizations including the Dow Jones Sustainability Index (DJSI), FTSE4Good Global Index, the Jantzi Social Index and the Carbon Disclosure Project.

# Stakeholder engagement

## Staying ahead of the issues



### Determining what matters most

Our guiding principles and annual plans provide focus, but because our world is constantly changing and evolving, we must also engage our stakeholders so we can learn from them and adjust our priorities as needed.

In 2007, we set about identifying the issues that are of greatest importance to our stakeholders and to our business success. We leveraged our participation in the Global eSustainability Initiative (GeSI) on materiality which helped us define more than 40 social and environmental issues that are specific to the telecom industry. These issues served as a basis for our own stakeholder consultation.

We consulted Bell employees from various operational groups, as well as large business customers and government representatives. We engaged Canadian Business for Social Responsibility (CBSR) to assist. Mapping the results helped to determine this list of top corporate responsibility issues:

### Our stakeholders' top corporate responsibility issues:

- 1 Network reliability and resiliency
- 2 Protection of minors in cyberspace
- 3 Consumer privacy and information security
- 4 Responsible marketing practices such as clarity of pricing and billing
- 5 Online security (ie, SPAM and e-commerce fraud)
- 6 Responsible procurement
- 7 Development of ICT solutions that help fight climate change

### Our feedback loop

Regular and honest stakeholder communications are key to continuous improvement. We make use of various tools that engage our stakeholders. For instance:

- We survey 120,000 customers every year in order to better meet their needs;
- We conduct research on issues that matter to our business and often engage our employees to find solutions to the issues that impact our reputation;
- All Bell employees have the opportunity to voice their opinions in a company-wide survey. We hold regular, open forums with employees and participate in joint management and union committees;
- We gauge the opinions of governments and community members through formal research and informal feedback.

### Working together

The Bell Sustainability Leadership Team is a management hub created to address corporate responsibility issues and take action. Experts in each field, representing various parts of the organization, make commitments that are captured in our annual plan. They also make recommendations to senior management regarding the ongoing management of the Sustainability plan.

Policies, key objectives and our strategic plan are approved at the senior executive level by the Corporate Responsibility Oversight Committee.



# Innovative solutions

## Enabling growth and prosperity



Providing customers with access to safe, reliable and innovative services while safeguarding their right to privacy is what we stand for at Bell. We also believe that our products and services must serve the public good.

### Responding to the issues of today

Communications technologies can be a powerful tool in addressing some of the most challenging issues of our day, including climate change. By accelerating the use of broadband and reducing the need to travel, telecommunications services help reduce energy consumption and greenhouse gas emissions.

New broadband services also have a positive economic impact on the people and communities they connect.

Our e-learning solutions address other challenges, helping businesses develop their workforces to their full potential through online learning and development.

Our e-health solutions provide health care professionals with the applications and tools to manage vital medical information quickly and securely. And, we have developed Internet Protocol (IP) networks so reliable that a doctor in one Canadian city can now perform surgery on a patient in another city using a remote-controlled robot.

### We are all connected

Communication brings people together. We are committed to service access, providing ways for special needs and remote area customers to link with the larger world.

We offer telecommunications services for customers with hearing, speech, visual and other physical disabilities. Bell works closely with many organizations to ensure we understand the challenges faced by persons with disabilities.

Since 1987, Bell has been providing Bell Relay Service (BRS) to enable deaf, hard of hearing and speech impaired people to place or receive calls. In 2007, operators handled nearly one and a quarter million relay calls.

In 2007, we completed a Service Improvement Plan that provides basic local telephone service to customers in remote areas of Ontario and Québec. Bell invested \$135 million to make service available, offering basic phone service, or fixed wireless services to almost 20,000 customers in approximately 2,500 communities.

At the end of 2007, Bell had over 2 million high speed Internet customers, an increase of 16.5% since 2005.

# Reliability

There for you,  
no matter what



## Security and resiliency

Bell customers count on our network to be available and secure. We take great care to ensure network security and resiliency, by protecting all of our networks – local, national, wireline, wireless – as well as our services. We strive to ensure confidentiality, integrity and availability of service. To meet these commitments, we constantly review our security policies and procedures, ensuring they reflect security trends and international technology standards.

Our communication network is monitored by our state-of-the-art Bell Security Solution Centre. A dedicated team of technicians and security specialists monitor critical IP networks and services 24/7, 365 days a year for breaches of security. They work to prevent malicious intrusions from impacting our customers.

## Beyond business continuity

Building on our extensive experience in technology reliability and security, Bell has developed a series of products and services to enable businesses to mitigate their technology risks. Our Enterprise Resiliency portfolio offers businesses an end-to-end suite of capabilities aimed at reducing corporate risk exposures and protecting business customers at all levels. The products and services in this portfolio help businesses deliver a viable, cost-effective and efficient enterprise-wide solution for managing risk.

## Just in case

If an earthquake measuring 6.8 on the Richter scale were to hit a major centre like Québec City, it would be critical for people to be able to communicate. Last fall, Bell took part in a large-scale exercise simulating that scenario. Our goal was to test our emergency operations and measures for restoring service in the area.

This was one of many such simulations to ensure we are prepared to provide on-going service during natural or man made disasters of any scope. When outages happen, we work to restore customer service as quickly as possible. Our priority is to ensure that critical emergency and public safety services can continue.

Our emergency preparedness was put to the test several times in 2007; severe weather caused power losses and we responded by deploying people and equipment quickly to manage logistics and repairs. As a result, emergency assistance crews operated effectively and people in affected communities were able to stay in touch.

## Count on 9-1-1 every time

There when you need it, 9-1-1 service is available throughout the vast majority of Bell's territory. Extensive planning, investment and monitoring ensure that this essential service is there on a daily basis.

Bell 9-1-1 service is always reliable, with a database integrity rate of 99.22%, compared to the North American standard of 98%.

# Privacy

## Protecting your personal information



### Respect for privacy

Bell customers have our commitment to protect their right to privacy in accordance with the Bell Code of Fair Information Practices and Customer Privacy Policy and Canada's private sector privacy policy.

Our employees are trained to respect customer privacy at all times. Each year, they sign our Code of Business Conduct that requires the safeguarding and proper use of personal customer information. We also place strict privacy controls within our systems and on our Websites.

We are proactive with regard to privacy protection. We review our policies on the retention of information, and work to improve the accuracy of the customer information we collect, as well as the safeguards we use to ensure confidentiality.

In 2007, the Carlson Marketing Group of Canada and the Ponemon Institute ranked Bell as the most trusted company for privacy in Canada.

### Telemarketing

We uphold the strictest standards in regard to our customer contact activities. Our call centres, Residential, Small and Medium Business and Enterprise marketing groups, as well as external call centre contractors, follow restrictions imposed on telemarketers by the Canadian Radio-television and Telecommunications Commission (CRTC).

We maintain our own company-wide Do Not Call (DNC) list to ensure customer privacy. In fact, Bell has adopted new Do Not Call telemarketing legislation ahead of its effective date in 2008.

Bell's telemarketing activities adhere to the Canadian Marketing Association (CMA) industry standards and codes which include respecting restricted calling hours, limiting the number of times we contact a consumer, and call monitoring or observation in accordance with applicable federal and/or provincial regulations.

### Responsible marketing

Bell is a member of Advertising Standards Canada and follows the Canadian Code of Advertising Standards.

The rates, charges and conditions for our tariffed services and equipment are regulated by the CRTC. Bell's tariffs are published on our Website. We also have a tariff desk to respond to customer questions.



# Protection

## Enhancing your experience



### SPAM

Unsolicited or unwanted commercial electronic messages (SPAM) affect the productivity of millions of Canadians. SPAM is the primary vehicle for spreading viruses, spyware and phishing, which all harm the network.

For many years, Bell has been working hard to eliminate SPAM through a number of effective measures:

- Since 2004, Bell has been an active member of the Canadian Task Force on SPAM, a joint government, private sector and consumer task force that is working to solve the problem;
- Bell Sympatico™ was amongst the first Internet service providers to launch anti-virus, personal firewall, SPAM filtering and fraud protection for its customers and is a founding member of the Messaging Anti-Abuse Working Group (MAAWG);
- Bell supports *Stop SPAM Here*, a Website that offers consumers practical tips for fighting SPAM and staying safe online.

95% of messages containing SPAM, phishing, or viruses are blocked by Bell Sympatico every day.

### Managing content

Along with all the benefits technology offers, there are also challenges. We help parents block unsuitable Web and satellite TV content in their homes with a number of options.

For the Internet, we provide online help, reviews of parental control software, education on Internet use, and password management to limit access to the Internet from a member's account. Tools such as the *Content Advisor* and *Freedom* allow parents to filter computer content.

Bell ExpressVu™ customers can customize their family viewing by restricting access to channels that they consider unsuitable for children, using the password protected *Parental Locks* feature.

### Cybersafety

Since 2000, we have committed \$3,275,000 in support of Cybersafety programs and research.

Protecting children from sexual exploitation on the Internet and bringing those who victimize children to justice also requires a collaborative approach by law enforcement, industry and non-governmental organizations. Bell has forged alliances with organizations dedicated to fighting this activity and cooperates closely with public authorities to bring perpetrators to justice. Please see page 16 for additional details.

Winner of the 2007 Online Safety Leadership Award\* recognizing our continuing leadership in making the Internet a safer place.

\*Awarded by the Authentication and Online Trust Alliance.

# Service

## Making it easy



### Resolving consumer issues

When Bell residential customers have a service issue, they want it resolved fast and right the first time. Improving our customers' experience is one of three core pillars that guide our business. We made some significant gains in 2007. For instance, we launched initiatives aimed directly at improving speed of answer and quick resolution. As a result, we reduced the average wait time for customers to reach a Bell representative by 42%. At Bell ExpressVu, we improved by 50% over 2006.

Another key customer measure is our ability to resolve their issue on the first call. We improved 5% over 2006, which means we received approximately 1.3 million fewer calls from customers because their questions were resolved the first time.

In 2007, we also improved our ability to accurately process the orders we take from customers. Order quality improved by 20% in our 310-BELL call centres, where we receive the vast majority of customer orders.

Improved service in 2007 by reducing the average wait time to reach a Bell residential service representative by 42%.

### Enterprise Service Desk:

#### One-stop shop for business clients

Not too long ago, our large Enterprise customers told us they wanted to simplify their contact with us. They didn't want to deal with various groups within Bell for different requests. That feedback started our push to provide end-to-end service to Enterprise customers.

Our solution, the Enterprise Service Desk, is a simple, one-stop service shop for customers. Establishing it within Bell required a significant transformation. Senior-level customer service representatives were assigned to specific clients in Ontario and Québec. We centralized billing and then integrated other functions into the service desk including off-hours service and support for customers in Western Canada.

In addition to improving our service, perhaps the best outcome was the closer collaboration fostered within Bell by focusing support behind a single point of contact for the customer.

After more than a year in operation, the Enterprise Service Desk is clearly having an impact. Our customer service index has steadily improved over the last two years.

# Governance and ethics

## Earning your trust



People are at the heart of our sustainability efforts. Through principled conduct and leading corporate governance practices, we manage our business ethically and responsibly. We support the well-being and success of thousands of Bell employees by fostering a fair, satisfying and dynamic workplace. We also require high standards of conduct across our supply chain.

### Our code of conduct

Ethical behaviour governs everything we do at Bell. Our stakeholders hold us to a high standard and we ask the same of our employees.

Our code of conduct sets out our principles, rules and guidelines for ethical behaviour. It addresses conflicts of interest, use and protection of company assets, confidentiality, dealing with business partners and competitors, diversity in the workplace, protecting the environment and more.

Each year, all Bell employees must review and sign the Code. Periodically, they must also take an online training course to ensure they understand it. In addition, all new employees must review the Code and complete the training within two weeks of joining Bell.

We require all directors, officers and vice-presidents to certify annually that they comply with the Code and support the standards that promote ethical conduct and discourage wrongdoing.

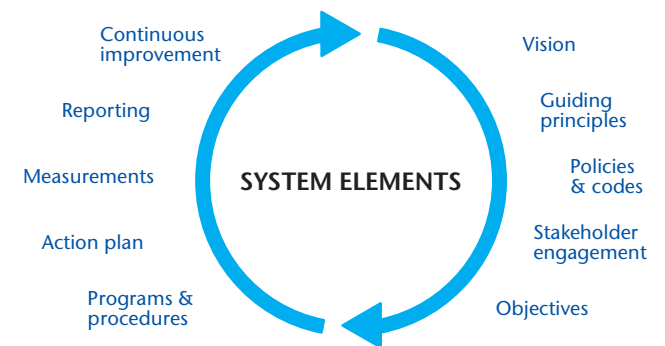
For the 5<sup>th</sup> consecutive year, Bell received a 10/10 score from GovernanceMetrics International in its global corporate governance study.

### Corporate responsibility in our daily business

We have a Corporate Responsibility Management System (CRMS) which provides a macroscopic and integrated approach to corporate risks and opportunities.

In 2007, we created a senior management committee to oversee Bell's Corporate Responsibility strategy.

### CRMS model



# Employees

## Creating a fair and satisfying workplace



### Pride

Employees who feel good about their jobs and take pride in their work are typically more productive and deliver better business results.

In 2005, the PRIDE initiative was created to link interested employees, now called Pride Builders, across the organization in order to share best practices and to motivate others. They encourage the people around them to care deeply about our customers, our company and our future. Since then, the Pride Community of Practice has grown to over 2,500 members and 25 active chapters.

### Exceptional Bell women recognized among 'Top 100'

Bell Chief Legal Officer Martine Turcotte and Lynn Loewen, VP Finance, were named to the 2007 list of Canada's Most Powerful Women: Top 100™, which recognizes Canada's most exceptional and influential women. The Women's Executive Network's (WXN) Top 100 Awards represents a unique array of proven achievers from many walks of life. The winners were selected by an independent advisory board.

In addition, Karen Sheriff, President Small and Medium Business had the distinction of being one of the first women named to the WXN's new Hall of Fame.

In 2007, we launched the Women@Bell Network to over 2,700 women leaders to support and develop women as they move into executive positions inside the company. Webcast events have included topics to support women's interest in community involvement, increase networking opportunities, and open lines of communication with executives.

### Diversity

Ours is an open, honest, respectful workplace. We value the contributions of all employees in making Bell a good place to work.

Our belief is that having a diverse workforce simply makes good business sense. We gain better insight into our customers and make it easier for them to do business with us.

Education is a fundamental component of Bell's employee diversity efforts. We have a dedicated intranet site that is the primary source of information for employees on diversity, employment equity and aspects of human rights at Bell. We raise employee awareness regarding diversity issues through ongoing communication and training. In 2007, the Bell Diversity team released and promoted a new online course designed to familiarize employees with the need for and benefits of supporting diversity in the workplace.

Employment Equity (EE) is an important aspect of our diversity strategy. Bell complies with EE requirements aimed at removing employment-related barriers in recruiting, retaining and promoting members of the four federally-designated groups: women, visible minorities, aboriginals and people with disabilities.

## Training and development

Our award-winning training and development programs are supported by Bell's own advanced e-learning solutions.

We promote continuous learning through a series of leading-edge tools and Websites and more than 3,000 online courses. Supporting our belief that strong leaders make a strong company, our Virtual Leadership Centre portal provides Bell employees with best in class leadership practices, tools and resources. In 2007, a total of 5,388 employees in Bell operations groups completed 5,750 hours of specialized environmental training.

Bell invested \$27 million in training and development in 2007.

## Putting Bell people first

When competitive pressures make restructuring unavoidable, our *Bell People First* program ensures we fill vacancies with qualified internal candidates first. In 2007, there were 211 employees redeployed within the company. Bell also recruits through our external Jobs at Bell Website. We welcomed 11,750 new employees last year.

In 2007, we launched a corporate wide program that provides rotational assignments to new college and university graduate hires to broaden their career opportunities at Bell. Bell also signed a partnership agreement with the Advancing Canadian Entrepreneurship (ACE) Association to further support the leadership development of youth in our communities.

## Union dialogue

Ongoing and open communications help both employees and their representatives understand our business and its challenges.

Business forums with union leaders and joint management and union committees, some of which are recognized in the collective agreements, ensure unions are kept up-to-date on Bell's strategic direction and of any planned employment change.

Approximately 45% of Bell employees are unionized.

At the end of 2007, Bell had 44,292 employees.

## Health, safety and wellness

We are committed to ensuring the health, safety and wellness of our employees. We promote healthy living by providing a broad health and wellness program for the workplace.

Our on-duty accident and occupational disease costs in 2007 were 0.3% of payroll, well below the general industry benchmark of 1.3%.

Bell has a progressive health, safety and wellness policy and training program. We track health and wellness data in addition to on-duty accidents and occupational diseases. See our Key Performance Indicators on page 24.

Bell employees and their families have access to an *Employee and Family Assistance Program*, a free, confidential, voluntary short-term counselling service available 24/7. 12% of our employees used this program in 2007.

## Keeping employees in good health

Our employees have access to two confidential online educational tools to help them assess and monitor their well-being:

- A stress management tool enables employees to determine their level of stress and offers helpful hints and resources to reduce it;
- The *Wellness Checkpoint* application is a user-friendly and interactive tool designed to help employees assess their overall health and wellness, set healthy lifestyle goals and measure their progress.



# Procurement

## Promoting responsible practices down the line



### Responsible procurement

Bell seeks mutually beneficial and ethical relationships with suppliers who operate responsibly, respect the environment and demonstrate integrity in the marketplace.

Our Procurement Policy guides us in dealing with suppliers who are leaders in their industries, willing to commit to continuous improvement and introduce innovative products, services or processes. In addition, they must demonstrate a strong commitment to sustainable development and adopt strict principles on the environment, health and safety, labour and ethics.

In 2007, Bell spent \$4.4 billion on goods and services, and had 3,654 active suppliers.

### Industry collaboration

Environmental and social issues that have the potential to arise from supply chain operations are shared industry concerns. Through our membership in the Global e-Sustainability Initiative (GeSI), Bell supports research into these issues and the development of long-term solutions.

GeSI is an international organization created by Information and Communications Technology (ICT) service providers and suppliers. It informs the public of its members' voluntary actions to improve their sustainability performance, and highlights technologies that foster sustainable development.

In conjunction with GeSI and the Electronic Industry Citizenship Coalition (EICC), Bell helped develop a supplier self-assessment questionnaire to assess corporate responsibility risks, and a common auditing methodology for the ICT industry.

### Choosing suppliers

We've been active in identifying green-friendly suppliers for many years through our environmental questionnaire. All new suppliers are asked to complete the questionnaire prior to contract negotiations. We conduct on-site audits and risk evaluations to validate survey responses.

We are expanding our assessment of suppliers to encompass broader corporate responsibility issues and have developed a supplier Code of Conduct.

### Sustainability Purchasing Network inspires better buying decisions

The Sustainability Purchasing Network, based in British Columbia, is comprised of socially responsible buyers and purchasing experts. This forum provides organizations with information to help them better understand the social, environmental and ethical implications of their buying decisions.

Bell is a founding board member and supporter of the Sustainability Purchasing Network.

# Being there for kids

## Helping them reach their potential



In 2007, we invested **\$23.2** million to help build strong and vibrant communities.

### Bell Walk for Kids Help Phone

Childhood should be an enjoyable, carefree time. But many kids encounter problems that cause stress, and some may feel they have no one to turn to for help. Enter *Kids Help Phone*, Canada's only toll-free, 24-hour, bilingual and anonymous phone and Web counselling, referral and information service for children and youth.

Since 1989, *Kids Help Phone* has been there, providing help and hope to troubled kids dealing with issues such as relationships, bullying, addiction and abuse. For many Canadian children, the service has been a lifeline – stopping abuse, restoring hope and saving lives.

Last year, *Kids Help Phone* helped Canadian kids over 2 million times in almost 3,000 communities, through phone and online counselling services.

Bell is a founding sponsor of *Kids Help Phone*. In 2002, we deepened our commitment by becoming the title sponsor of the *Bell Walk for Kids Help Phone*. Each year, more than 20,000 Canadians from coast to coast lace up their walking shoes for the annual event. As of 2007 over \$12 million has been raised.

In 2007, the Canadian Association of Paediatric Health Centres recognized Bell with its *Corporate Citizen Award* for our support and commitment to improving health service delivery for all children and youth.

### Investing in healthcare innovation

Bell is helping children and youth get a healthy start by supporting innovative healthcare projects. For instance, the wireless clinical decision support system in development at the infant and toddler medical unit of the Children's Hospital of Eastern Ontario will provide patient information to care providers sent from bedside monitors and received on handheld devices, providing instant access to critical information.

The *Fetal and Paediatric Echocardiography Telehealth Outreach* program at Edmonton's Stollery Children's Hospital is another example. Access via the Alberta SuperNet will enable doctors in two locations to send and receive in real time echocardiographs to assist with patient assessment and reduce the need to travel long distances.

### Pathways to Education

*Pathways to Education™* is a made-in-Canada model for breaking the cycle of poverty by keeping kids in school. Core pillars including after school tutoring, mentorship and dedicated support workers make the difference.

First launched in Regent Park, a Toronto community-housing district, Pathways has now expanded to five more locations in Canada. Regent Park saw a 46% reduction in the dropout rate, 90% are now graduating high school, and 80% are going on to post-secondary education.

Bell has committed \$1.5 million over three years to support the replication of this award-winning program in partnership with community based organizations, including *Toujours ensemble* in Verdun, Québec.

# Cybersafety

Be connected  
and protected



## Stay safe online

Bell provides a safe and reliable Internet experience. With these helpful tips, parents and children can practice online safety together:

- Never share your password with friends;
- Turn your computer and Webcam off when you aren't using them;
- Avoid posting any information that might reveal who you are (e.g. your school, or personal photos);
- Never meet anyone in person that you've only met online;
- Give a parent an envelope with your user names and password in case of emergency, or if you forget your password;
- Tell an adult if you feel uncomfortable or threatened about an online situation.

Learn more about online safety at [websafety.sympatico.msn.ca](http://websafety.sympatico.msn.ca)

## Cyber research: stepping stone to solutions

Bell is funding research at the University of Toronto Faculty of Social Work and the findings show that cyber bullying is not anonymous. In fact, almost 70% of cyber bullying incidents involve someone known to the victim. The Cyber Abuse research initiative examines the nature and scope of online abuse and helps find solutions. Bell and the University are committed to helping children and adults understand and deal with risks they face in the cyber world.

## Canadian Centre for Child Protection

In Canada, almost 67,000 children were reported missing in 2005. An alarming 21% of children report having met someone in person they first met online, and children as young as eight years old are being exposed to sexually explicit material on the Internet.

Yet research shows that most Canadian parents are using outdated and ineffective information to teach their children about personal safety. The recently launched Canadian Centre for Child Protection (CCCP) is dedicated to solving this problem.

Bell is a founding partner of the CCCP and our renewed contribution over three years will support the essential services provided by [Cybertip.ca](http://Cybertip.ca), increase public awareness and prevention through national campaigns, and help continue the development of innovative initiatives.

As Canada's leader in child safety and protection programs, education and advocacy, the centre advises and raises awareness on best practices and preventative strategies to reduce online sexual exploitation of children and improve their safety. The centre delivers two national programs, *Cybertip.ca*, a national tipline for reporting the online sexual exploitation of children, and the interactive safety program called *Kids in the Know*.

### Cybertip.ca stats since 2002:

- 800+ reports of online sexual exploitation of children per month
- 5 children rescued
- 30 arrests
- 2,800 Websites shut down



# Employee giving

## Mobilizing ourselves and others



### Common purpose strengthens Bell team and community spirit

When corporate and community commitment join forces, everyone wins. That's what Bell manager Jennifer Taylor found out when she organized a volunteer event for her team through United Way Toronto.

Jennifer and the 65 members of Bell's Business Management Operations and Controls team gave generously of their time last summer to five different United Way member agencies including FoodShare Toronto, two local YMCA Childcare Centres and two Toronto Kiwanis Boys & Girls Clubs.

FoodShare Toronto volunteers worked with youth in the food prep kitchen and filled baskets and boxes with fresh local produce. At the Toronto Kiwanis Boys & Girls Clubs, volunteers prepared for the upcoming Caribana festival by making themed costumes and snacks. Volunteers at the YMCA became kids again for a day, connecting with local children through play.

The payback? Worthy causes benefited from the volunteer time and the Bell team grew closer together from their shared experience.

In 2006, Bell became a founding member of Volunteer Canada's Corporate Council on

#### \$1.8 million

Bell employee personal giving for 2007 to United Way/Centraide and other charities.

#### Over 300,000

Number of hours Bell employees and retirees volunteered in 2007.

Volunteering, a group that promotes employer-supported voluntarism in Canada in hopes of inspiring business leaders to become agents of change.

### A proud history of involvement

Bell employees and retirees are committed to their communities. Every year, they share their time, knowledge and money to make a real difference. Bell salutes their efforts and supports them by making grants to organizations where they volunteer. Personal giving is encouraged through payroll deduction or by credit card.

Our employees also get involved through corporate events. For instance, in 2007, more than 3,500 Bell employees took part in the annual *Bell Walk for Kids Help Phone*, raising \$3 million. Through the *Bell Ambassador Volunteer Program*, Bell employees share experiences, leadership and expertise in planning and working at corporate sponsored events.

### Just one person

Bell executive Sal Iacono's singular efforts are making a real difference for Ottawa's children and families. That's why in 2007 he received the *Just One Person* award, created by the Sens Foundation and the Max Keeping Foundation in conjunction with the *Just One Person* scholarship program for youth-in-care.

Over the years, Sal has successfully applied his leadership skills to community causes like United Way, Bell/Sens Skate for Kids, Easter Seals and more. Sal, who felt that receiving the award was "humbling and very gratifying," was further recognized by two anonymous donors who set up a scholarship in his name at Algonquin College.

# A lasting legacy

of hope,  
dreams,  
inspiration  
and victory



Clara Hughes

## Going for gold: our Olympic partnership

The Olympic Games and elite Canadian athletes deserve the best resources to help them succeed. As Premier National Partner and the exclusive Telecommunications Partner for the Vancouver 2010™ Olympic and Paralympic Winter Games, Bell will help bring the Games to all Canadians and spread the Olympic spirit to an estimated audience of three billion people in more than 160 countries around the globe.

Our commitment goes beyond technology solutions. Bell is also leveraging our marketing expertise to promote and support the Games, athletes and the events in the lead up to 2010.

Bell's winning spirit will continue after the 2010 Vancouver games. Our Olympic commitment includes:

- Providing mentoring programs to disadvantaged youth;
- Working with first Nations and rural communities to maximize ongoing use of broadband access;
- Helping revitalize Vancouver's Downtown Eastside;
- Enabling community level economic development funding to seed locally led projects;
- Developing an expanded technology network to increase connectivity in local communities;
- Pursuing marketing and community outreach initiatives to ensure that we help connect every Canadian to the Olympic and Paralympic experience.

## Partnering with Rick Hansen for a more inclusive 2010 Games

Bell is working with Canadian hero Rick Hansen to support the 2010 Olympic and Paralympic Winter Games. As an ambassador of our Olympic and Paralympic program, Rick provides advice on 2010 organizational strategies, community engagement initiatives and Paralympic plans.

Bell believes in the Rick Hansen Foundation's strategy to engage more youth in British Columbia and Alberta by creating more accessible and inclusive communities. That's why we also support the Rick Hansen School program which encourages and recognizes youth who make a difference in their communities.

## Own the Podium

In Olympic competition, a fraction of a second or the angle of a blade can make the difference between gold and going home. The *Own the Podium 2010* program builds on the talent and drive of Canadian athletes to help them compete with the best in the world. Bell committed \$15 million to the program which is used for research, sport science and the development of innovative technologies used in training techniques and equipment. These advances are expected to offer Canadian athletes a competitive advantage heading into the 2010 Winter Games.



# Our footprint

## Every little action counts



In connecting Canadians from coast to coast we know our environmental footprint is unavoidable. Year after year, however, we are committed to treading ever more lightly.

We have a long and proud history of environmental programs designed to minimize the effects of our operations on our surroundings.

### Energy efficiency & GHG emissions

We are committed to helping achieve Canada's reduction of greenhouse gas emissions (GHG) by optimizing the energy we consume.

When compared to our 2003 baseline, we reduced the intensity of our GHG emissions by 16.1% in 2007.

In addition, we successfully reduced 6,916 metric tons of GHGs last year by implementing some important energy-saving initiatives in the company, including:

- Automatic control of building lights as well as efficient cooling and humidification systems;
- Use of alternative energy such as wind turbines, solar panels and hydrogen fuel cells for back-up generators;
- Conferencing services for employees;
- Purchase of more energy-efficient vehicles, such as hybrid vehicles. We have improved the average fleet consumption (litres / km) by 8.2% since 2005.

### Eco-responsible paper

In 2007, we adopted a Fine Paper policy. Paper used

for billing, publicity and administration activities now has a certification from the Forest Stewardship Council (FSC) or contains a minimum of 25% post-consumer recycled fibres.

We are committed not only to using eco-friendly paper but to using less of it.

### Recognition

- Office of Energy Efficiency – Special Recognition for ongoing energy-saving initiatives.
- Building Owners and Managers Association of Canada (BOMA) - Go Green Certification for five Bell buildings in Québec.

### Leaving a smaller paper trail

In 2006, Bell challenged employees to reduce administrative paper consumption by 20% by 2008. Employees in every part of the company embraced the “Think More, Use Less Paper” campaign, emailing their ideas on how to meet the target. By year-end 2006, we had already achieved an 11.3% reduction, and in 2007, we surpassed our goal to reach an overall reduction of 36%.

The introduction of new multi-functional devices (MFDs) throughout the company also made it easier to go paper-less. MFDs offer integrated fax, photocopy and scan to email as well as automatic two-sided printing. Now, when an employee needs a “copy”, they simply key the MFD to send one electronically to the employee's email address.

Between 2005 and 2007, Bell employees saved more than 12,000 trees by reducing administrative paper consumption by 36%.

## Recycling

Every year, we make important efforts to reduce waste to landfill, save costs and reduce our consumption of valuable resources.

We collect hazardous materials from our operations and manage them in a responsible manner. A total of 1,965 metric tons of hazardous residual materials, such as batteries and fluorescent tubes, were recovered from all sites in 2007.

In 2007, 6,235 metric tons – or 623 truckloads – of residual materials from our network operations were diverted from landfill through successful recycling programs.

Bell's active participation in the Computers for Schools Ontario (CFS-O) and the Ordinateurs pour les écoles du Québec (OPEQ) has netted some 30,000 used computers, more than 10,000 monitors and more than 3,200 printers for Canadian elementary and secondary schools. Bell also provides staff, office space and a sorting centre.

Our partnership with the Centre de formation en entreprise et récupération (CFER) provides useful manual skills for mainstream employment to the students who sort our recyclable materials.

The program also favours local recycling of many materials such as cardboard, while helping us to reduce the costs of shipping telecommunications products to specialized recyclers.

## Efficient buildings

With the need to consolidate sizeable corporate office space, we created an opportunity to build a better, more sustainable workplace.

Our LEED (Leadership in Energy and Environmental Design) certified campus environments in Toronto, Montréal and Calgary will enable more employee collaboration and innovation and will serve as a working model for the future.

LEED demonstrates a commitment to sustainability by meeting higher performance standards in environmental responsibility, healthy living and energy efficiency. Key issues contributing to campus planning include environmental considerations, transportation, technology and amenities to improve employee work-life balance.

The “intelligent” LEED buildings will be supported by a range of ICT applications such as a wireless

network and high-tech video conferencing services, including Bell VideoZone and Telepresence rooms that offer rich, high-definition communications tools and reduce the need for business travel. Employee

workstations will be equipped with energy-efficient equipment, such as LCD computer screens.

## Network impact

We are sensitive to the importance of minimizing our network impact. Every facet of our operations that has the potential to touch the environment is controlled under strict guidelines, from the management of effluents to network projects in sensitive natural areas.

Our commitment to reducing our footprint extends to finding innovative ways to integrate Bell's physical network with its surroundings. For example, we supported an award-winning project to paint over 40 of Bell's interconnect boxes in Toronto with artwork applied by local graffiti artists. Some of our cellular antennas and towers have been designed and painted so they blend with their environment.

We have prevention programs aimed at reducing our releases into the natural environment. For example, we have committed to:

- maintain the integrity of our petroleum storage tanks;
- upgrade our refrigeration and fire suppression systems to reduce the possible release of ozone depleting substances;
- implement best practices for the responsible management of treated wood poles throughout their life cycle.



Bell Calgary Campus

# Climate protection

## Providing innovative solutions

We actively search for innovative ways to safeguard the natural environment. Within our operations, through our products and services and in our relationships with suppliers, we look for long-term solutions to environmental challenges. As a telecommunications provider and responsible company, we have the dual role of minimizing our own environmental footprint as well as enabling our customers to reduce theirs.

### Energy conservation solutions

Bell's Energy Conservation Solution Pilot Project is putting the power back in the hands of homeowners in Milton.

The solution, developed in partnership with local energy companies, features a Web-based interface and specialized equipment. The equipment helps customers track and control the electricity consumption of a variety of home appliances, such as electric hot water heaters and air conditioners. Consumers can shift their usage patterns by using less energy during peak energy periods, report their energy usage in real-time to their utility company and control appliances remotely.

Using the Bell solution allows homeowners to reduce their energy consumption, lower their electricity bills, and shrink their environmental footprint.



### Conferencing solutions

Bell business customers save time, money and the environment when they plan a business meeting using any number of our conferencing solutions.

Audio conferencing, Web conferencing, Webcasting and video conferencing are all cost effective ways to help us communicate, avoid stressful trips, reduce travel costs and greenhouse gases that contribute to global warming. Web and audio conferences are the options of choice for Bell employees who conduct over 370,000 such conferences a year.

In 2007, Bell launched two new tools to help business customers reduce their environmental footprint. The *Smart Meeting Guide* shows how virtual meetings through Bell Conferencing Solutions can reduce greenhouse gas emissions and cut travel costs. Its companion tool, the online *Green Meeting Calculator*, allows customers to measure just how much greenhouse gas emissions can be cut through virtual meetings.

The results are persuasive: a business can reduce carbon emissions by about 150 kilograms using a two-hour Web conference instead of a plane flight between Toronto and Montréal for one person. That's equal to the emissions produced by lighting and heating an average Canadian household for eight days.

2.89 million Bell customer teleconferences held in 2007, saving an estimated 1.9 million tons of greenhouse gas emissions. That's equivalent to the annual emissions of 403,000 mid-size cars.

Actual Telepresence room



## E-billing

E-billing is fast, simple and saves paper and energy. Just ask the 361,000 Bell customers who have already signed up for the service. E-billing is providing them quick, convenient and secure access to their Bell accounts, to pay their bills or manage their products and services. And, by switching to e-billing, they are cutting down on greenhouse gas emissions while helping to preserve forests.

Thanks to e-billing enrollments, we eliminated 17.3 million sheets of paper last year, which saved 538 metric tons of greenhouse gas emissions (GHG) and enough energy to heat 1,200 Canadian homes.

Paper bills, for Bell customers who wish to receive them, are now printed on paper that has a certification from the Forest Stewardship Council (FSC).

## Teleworking

Bell helps customers and employees connect to the office from a remote location by providing the technology and equipment to work from their home, a satellite office or elsewhere.

Bell believes that telework means balance for employees and results for business. More than 20,000 Bell employees are equipped to telework.

By eliminating their work commutes, our employees reduce their travel by about 110 million km/year, saving up to 20,000 metric tons of GHG emissions annually.

In addition to its environmental benefits, telework increases employee well-being and productivity by providing a healthier work-life balance. Bell teleworkers report an increase in quality family time and less stress from reduced travel.

Lesser known benefits of telework include reduced absenteeism, service continuity in the event of a disruption in the main office, and the opportunity to provide reasonable accommodation to workers with disabilities or reduced mobility.

## Virtualization

Companies who find their existing technology resources and capacity stretched to the limit can turn to Bell's Virtualization services to maximize their ICT infrastructure and lower energy costs. Bell helps enterprises with virtual access, applications, systems, servers and storage. Server virtualization, when paired with modern servers, uses 90% less energy than regular PCs, emits considerably less GHGs into the atmosphere and results in fewer tons of e-waste after their use.

## Employee awareness

Experts agree that concerted action will stem climate change. For the last few years, Bell has been active in encouraging employees to do their part to fight global warming.

In 2007, we encouraged employees to join *The Good Life* and *Défi Climat*, two online communities that show concerned Canadians how to start taking personal action to reduce their GHG emissions and their footprint on the planet.

Participants are able to see the reduction in their GHG emissions and watch them add up over time.



# Stewardship

For all the  
right reasons



## Mobile Take-Back

Since launching the first mobile phone recovery program in Canada in 2003 we have been actively pursuing opportunities to expand and improve our award-winning *Mobile Take-Back* program. Customers are encouraged to divert their used phones, pagers, accessories and batteries from landfill by returning them to any Bell location across the country or by mailing the items to Bell free of charge. Phones that are still functional - approximately 33% of all phones collected - are refurbished for secondary markets and those that cannot be reused are recycled using state-of-the-art technology.

Since 2003, over 494,000 phones and 80 metric tons of batteries and accessories have been diverted from landfill.

## Partnerships for sustainable development

- In 2007, Bell and the World Wildlife Fund-Canada (WWF-Canada) forged a partnership to fight climate change. WWF-Canada shares its technical expertise on climate change to help Bell strengthen its emissions reduction strategy. In addition, WWF-Canada assists Bell to better document and communicate the benefits of ICT solutions to help fight climate change. For its part, Bell donates \$1.00 to WWF-Canada for every mobile phone or PDA collected through its convenient *Mobile Take-Back* program. The funds support WWF-Canada's ongoing climate change and conservation work.
- In 2007, Bell and Desjardins Group announced the placement of recovery bins for used mobile phones in more than 480 Desjardins branches,

business centres and other Desjardins Group locations in Québec and Ontario. The arrangement provides yet another way for consumers to divert e-waste from landfill.

- Bell is the only Canadian service provider to be a member of the United Nations Environment Programme (UNEP) Mobile Phone Partnership Initiative (MPPI), a program for the environmentally sound management of end-of-life mobile phones. Issues addressed include the refurbishment of used mobile phones, collection and transboundary movement, material recovery, recycling phones and better design considerations for phones.

## Local Girl Guides put out the call

When Québec Girl Guides Rita Champagne and Aryana Napoleon were searching for an environmental project last November that reflected the values of the Girl Guides, they found the perfect fit in Bell's innovative partnership with WWF-Canada. Support of the initiative would allow them to be "responsible citizens and to protect the environment."






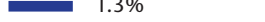
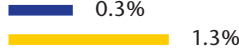
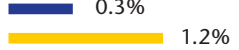










Armed with promotional materials donated by Bell and a can-do attitude, Rita, Aryana, and their 1st Valois Girl Guide troop kicked off an intensive 4-week collection of used mobile phones at their schools and from surrounding Girl Guide districts.



Their successful campaign netted 150 mobile phones. Our thanks to Rita, Aryana and their troop for showing how local efforts can help address larger global issues.

















In early 2008, Bell was awarded the *Prix Phénix de l'environnement* in recognition of the excellence of its *Mobile Take-Back* program.



# 6 Objectives and Key Performance Indicators

Key Indicators	2007 Objectives	2007 Results	Comments on results
<b>Customers</b>			
Service access	No specific objective was established.	High-speed Internet customers: 2007:  2,004,000 2006:  1,878,000 2005:  1,720,000	↑ Increased by 16.5% since 2005.
Electronic billing	Increase the number of residential customers on paperless online billing to 8.7% of our customer base in 2007.	Percentage of residential customers, who receive One Bill for all their services and subscribe to paperless online billing: 2007:  6.6% 2006:  6.1% 2005:  1.3%	↑ Increased by 0.5% over 2006. Promotional activities did not have the expected results.
<b>Workplace</b>			
On-duty accidents and occupational disease	Maintain on-duty accident and occupational disease costs below general industry and telecommunications industry benchmarks in 2007.	On-duty accident and occupational disease costs: (% of payroll) 2007:  2006:  2005: 	☑ Target met.
Non-occupational absences • Short term disability • Long term disability	Maintain or render non-occupational absence costs below general industry benchmarks in 2007.	Short-term disability: (% of payroll) 2007:  2006:  2005:   Long-term disability: (% of payroll) 2007:  2006:  2005: 	↑ Improved by 0.3% over 2006.  ☑ Target met.
Employee Value Index (EVI)	Improve our Employee Value Index in 2007.	EVI results: 2007:  62% 2006:  65% 2005:  67%	↓ Our EVI decreased by 3.0% mainly due to numerous corporate changes and uncertainties related to privatization.

 Bell  General Industry (Watson Wyatt)

Key Indicators	2007 Objectives	2007 Results	Comments on results
<b>Workplace</b>			
<b>Governance</b>	Remain a leader in corporate governance and ethical business conduct by maintaining best practices, transparency and accountability to our stakeholders.	GovernanceMetrics International (GMI) rating: 2007:  10/10 2006:  10/10 2005:  10/10  Note: A GMI rating of 9.0 or higher is considered to be well above-average.	☑ Target met.
<b>Management system</b>	Continue the development of our Corporate Responsibility Management System in 2007.	Main elements of the management system are now in place.	☑ Target met.
<b>Responsible procurement</b>	Continue to develop supplier engagement tools and methodology to address corporate responsibility issues in our supply chain.	In 2007, we improved our supplier self assessment questionnaire, conducted compliance audits with suppliers, and developed a Supplier Code of Conduct which will be introduced in 2008.	☑ Target met.
<b>Community</b>			
<b>Donations and community sponsorships</b>	Invest 1% of pre-tax profits in charitable giving, predominately in our focus area of healthy children and youth.	Bell and Bell Aliant donations and community sponsorships: 2007:  \$23.2 million 2006:  \$20.3 million 2005:  \$23.3 million	↑ Increased by \$2.9 million over 2006.
<b>Environment</b>			
<b>Greenhouse gas emissions</b>	Reduce intensity of GHG emissions by 15%, by 2012. (metric tons of CO <sub>2</sub> e / \$M Operating Revenues)	Intensity of GHG emissions: (metric ton of CO <sub>2</sub> e / \$M Operating Revenues) 2007:  19.0 2006:  17.8 2005:  19.4 2003:  22.7 (reference)	↑ Although we had a negative variation over 2006, we reduced the intensity of GHG emissions by 16.1% over our 2003 baseline.
<b>Waste diversion from network operations</b>	This new key indicator was selected to focus on our core telecom operations.	Waste diversion rate from network operations: 2007:  86 % 2006:  86 % 2005:  86 %	→ Maintained our diversion rate.
<b>Mobile take-back</b>	Increase take-back of used mobile phones by 50% over the quantities collected in 2005, by the end of 2007.	Total number of used mobile phones recovered from our customers: 2007:  79,531 2006:  54,329 2005:  60,308	↑ Although our target was not met, we increased the take-back of mobile phones by 32% over 2005.

## Customers

Customer satisfaction	2007	2006	2005
Voice of Customer index - Enterprise	79.5%	79.2%	76.7%
Percentage of calls to Bell Consumer Contact Centres answered within 20 seconds	81.4%	80.8%	81.1%

## Workplace

Workforce	2007	2006	2005
Number of employees	44,292	43,488	46,201
Average turnover rate*	15%	15%	14%
Percentage of unionized employees*	45%	46%	48%

\* Percentages are estimated, based on the number of BCE employees

Geographic breakdown	2007	2006	2005
Ontario	53.8%	54.2%	N/A
Québec	36.6%	36.7%	N/A
Other Canadian provinces and territories	9.0%	8.7%	N/A
Outside Canada	0.7%	0.3%	N/A

Training & development	2007	2006	2005
Total investment	\$27.1 M	\$32.1 M	\$30.0 M

Senior management positions*	2007	2006	2005
Women	17.2%	17.7%	25%
Aboriginal Peoples	1.9%	1.6%	0.8%
Persons with disabilities	1.3%	1.6%	3.3%
Members of visible minorities	5.1%	4.0%	3.3%

\* Bell Canada only

Workforce composition* versus External availability	2007	2006	2005
Women	46.6%	47.8%	48.1%
	39.6%	39.9%	40.6%
Men	53.4%	52.2%	51.9%
	60.4%	60.1%	59.4%
Persons with disabilities	1.6%	1.7%	1.6%
	3.3%	3.3%	3.3%
Aboriginal Peoples	0.7%	0.6%	0.7%
	0.6%	0.6%	0.7%
Members of visible minorities	11.2%	10.3%	9.5%
	17.4%	17.7%	17.1%

\* Bell Canada only

Procurement	2007	2006	2005
Spending on goods and services	\$4,345 M	\$4,484 M	\$5,067 M
Number of active suppliers	3,654	4,660	5,595
% of Canadian suppliers	91.4%	91.7%	92.2%

## Community

Employee giving	2007	2006	2005	
Donations*	\$1.86M	\$1.67M	\$1.53M	
Volunteer work*	Time (hours)	329,751	304,192	318,826
	Estimated value**	\$5.56M	\$5.13M	\$5.37M
Grants made in recognition of volunteer time	\$1.48 M	\$1.32 M	\$1.36 M	

\* Bell employees and retirees only

\*\* Estimated value based on Statistics Canada average hourly wage. Formula: number of hours worked at an hourly wage of \$16.87

## Environment

Environmental data includes Bell Aliant sites in the northern part of Ontario and Québec.

Environmental incidents	2007	2006	2005
Notice of environmental infraction - Administrative in nature only	4	3	4
Spills and releases *	395	397	419
Concerns reported by a third party	9	11	14

Notes: For the last three years, there were no environmental incidents resulting in penalty or significant enough to lead to fines or prosecutions.

\* Most reported incidents are related to leaks of Ozone Depleting Substances from refrigeration equipment.

Energy consumption*	2007	2006	2005
Consumption (GWh)	1,434	1,334	1,425
Indicator: kWh / Operating revenues (000 \$)	81.24	75.57	81.18

\* Includes Bell real estate and telecom equipment (excluding Aliant and including Telesat until October 2007)

Greenhouse gas emissions* (metric tons of CO <sub>2</sub> e)	2007	2006	2005
Direct emissions	131,944	118,224	132,225
Indirect emissions	207,703	196,319	208,990
<b>Total emissions **</b>	<b>339,647</b>	<b>314,543</b>	<b>341,215</b>

\* Bell (excluding Aliant and including Telesat until October 2007)

\*\* Increase mainly due to network equipment consumption and an accidental release of halocarbon.

Paper consumption (metric tons)	2007	2006	2005
Administrative operations	961	1,335	1,505
Bills and billing envelopes	3,639	4,720	4,457
Marketing purposes*	1,300	1,000	1,300
<b>Total</b>	<b>5,900</b>	<b>7,055</b>	<b>7,262</b>

\* Weights were estimated based on average paper cost (Ontario and Québec only)

Recycled materials from operations ** (metric tons)	2007	2006	2005
Network cables and telecom equipment	3,687	4,126	5,155
Hazardous residual materials*	1,965	1,179	1,313
Poles	582	657	745

\* Excludes residual materials from fleet maintenance

\*\* Variations mainly due to intensity of network operations. Overall waste diversion remained stable at 86%

E-waste collected from our customers (metric tons)	2007	2006	2005
Telephone sets resold or recycled	127.2	141.3	141.0
Modems reused or recycled	340.8	412.0	118.0
Mobile phones	29.0	14.8	9.1
Batteries	5.9	7.9	6.9
Chargers and other accessories	16.6	13.1	13.1
<b>Total</b>	<b>519</b>	<b>589</b>	<b>288</b>

Economic indicators are available in the 2007 BCE ANNUAL REPORT



# Report profile

## Format

This report is available in PDF format only. It is designed to optimize and facilitate reading on a standard computer screen. A single-page highlights document is also available in PDF. The Responsibility section of our Website covers general information pertaining to our sustainability programs and provides access to specific policies. In keeping with our efforts to reduce our carbon footprint, we did not produce a print version of this report.

## Accessibility

We have made every effort to ensure that the contents of this report are accessible to all users including people who are visually impaired. Our standards also enable access using a broad range of technologies (e.g. different browsers and operating systems, personal digital assistants, mobile phones, etc). Bell is among the Canadian pioneers who are applying the Web content accessibility guidelines developed by The World Wide Web Consortium (W3C).

## Scope

The activities discussed in this report cover the period from January 1, 2007 to December 31, 2007. Unless otherwise stated, data is valid as at December 31, 2007.

Unless otherwise specified, the data in this report covers Bell Canada (excluding Bell Aliant). This enables us to present data which is comparable to previous years. The Bell grouping generally covers our wireline and wireless communications services, Internet access, data services and DTH (Direct-to-Home) satellite television services to residential and business customers. In some cases, we were not able to collect data for very minor portions of the company. Because these minor portions of the business represent a small fraction of our overall operations, we believe the data reported is representative.

## Content

This report focuses mainly on the corporate responsibility issues that are of greatest importance to our stakeholders and that have a major influence on our business success. We have made every effort to produce a concise and engaging document.

A GRI content index is available on our Website to help readers access report content using the GRI G-3 structure. The index also references the United Nations' Global Compact principles.

## Data collection and validation

Information in this report was supplied by various Subject Matter Experts (SMEs) within the company, while collection and validation of all report data was coordinated by our Corporate Responsibility and Environment group.

SMEs were asked to supply and verify data, provide sources of information, as well as back-up for how information was derived. Control and validation processes used by SMEs who provided data for Key Performance Indicators (KPIs) have been documented and tracked. Senior managers were asked to sign-off on accuracy and completeness.

As indicated in the text, we differentiate between exact figures and approximations or estimates in our reporting.

## Contacts

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## Additional information

Visit [bell.ca/responsibility](http://bell.ca/responsibility) for:

- GRI and Global Compact Index
- Highlights of this report
- Financial performance
- General sustainability information
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- Policies
- Subject-specific reports