



2020 PURPOSE
AND CORPORATE
RESPONSIBILITY REPORT

As at June 15, 2021

IN TWENTY-TWENTY WE WERE AT THE



OF CONNECTIONS WHEN IT MATTERED MOST.

BCE



BCE AT A GLANCE IN 2020



COVID-19 RESPONSE

16,000+

Wireless devices donated to health care and social agencies

1.5M

We donated 1.5 million masks for frontline workers throughout Canada

137,000

Wireless Home Internet service reached 137,000 additional rural households by the end of April 2020

Relief

We gave billing relief for hard-hit customers and complimentary TV programming for families staying at home



TEAM MEMBERS

Family friendly

Named one of Canada's Top Family-Friendly Employers by Mediacorp

76%

Overall team member engagement score of 76%

80%

Of team members report that they are proud to work for Bell

32%

Of senior management positions are held by women



CUSTOMERS

22.32M

22.32 million total Bell consumer, business and wholesale customer connections

\$4.2B

Approximately \$4.2 billion of capital investment in advanced networks and innovative services

99%

LTE wireless network connections available to 99% of the national population

Fastest

Bell's 4G and 5G wireless networks ranked Canada's fastest in PCMag's Fastest Mobile Networks Canada 2020



COMMUNITY, ECONOMY AND SOCIETY

\$121M

Bell has now committed \$121,373,806.75¹ to improving Canadian mental health with the goal to reach \$155 million by 2025

9-1-1

Largest provider of 9-1-1 emergency services in Canada

\$41.7M

Overall community investment

26%

Our 5G network expanded to reach 26% of Canada's population



ENVIRONMENT

Greenest

Bell named one of Canada's Greenest Employers by Mediacorp

SBTi

Committed to set a science-based target through the Science Based Targets initiative

Carbon neutral

Announced goal to achieve carbon neutral operations starting in 2025

11.7M

Devices recovered, surpassing our target of recovering 10 million used TV receivers, modems and mobile phones since 2016

1 Following Bell Let's Talk Day on January 28, 2021.

MESSAGE FROM THE CEO

Accelerating initiatives that are helping to build a better Canada

As we advance how Canadians connect with each other and the world, the Bell team is championing customer experience and building better communities, enabled by adherence to an environmental, social and governance (ESG) program that sets the pace for our industry.

Executing 6 Strategic Imperatives—build the best networks; drive growth with innovative services; deliver the most compelling content; champion customer experience; operate with agility and cost efficiency; and support our customers and communities—Bell is leading Canada’s move forward into a new digital economy with a steadfast focus on responsibility and sustainability.

Deploying Canada’s best networks

It starts with our networks, which are connecting communities of all kinds with the fastest broadband connections. In response to surging demand across our services during COVID-19, Bell quickly enhanced network capacity while also accelerating our fibre and wireless rollouts—including reaching approximately 140,000 more locations than originally planned in rural Canada with our Wireless Home Internet service and expanding into Atlantic Canada.

We’re also ready to help drive Canada’s recovery with our accelerated network capital plan, which will enable us to reach hundreds of thousands more homes and businesses with fibre and Wireless Home Internet connections by the end of this year, while Bell 5G, the fastest mobile network in Canada, is on track reach 70 percent national population coverage.

Advancing environmental innovation

To achieve our plan to be carbon neutral by 2025, we are optimizing facility and equipment heating and cooling, swiftly reducing electricity usage while also investing in solar and other renewable energy options for cell sites and other installations. In addition, we are proud to announce that Bell will reduce



Mirko Bibic
President and
Chief Executive Officer
BCE Inc. and Bell Canada

our absolute greenhouse gas emissions by 2030, in line with a 1.5 °C emissions scenario based on our commitment to set a science-based target through the Science Based Targets initiative.

Deployment of our 5G network will also help reduce Canada’s overall carbon footprint. 5G will support 1000x the data traffic at half the current energy levels required over the next 10 years, enhancing the potential for Internet of Things (IoT) and other innovative technologies and applications to amplify environmental benefits even further.

As part of our past annual investment of over \$500 million in research and development – the most by any Canadian communications company – we supported projects exploring further energy-saving solutions enabled by our networks. Our partnerships with Canadian universities and innovation centres are supporting the development of new IoT, connected homes and cars, and new Artificial Intelligence applications, while also enhancing our cyber-security capabilities.

Driving social change

Bell is building equity, diversity and inclusion into the way we work, with initiatives announced in 2020 to increase BIPOC representation in Bell senior management to 25% by 2025 and 40% for new graduates and interns. We’ve launched a new Inclusive Leadership Development Program for team leaders, and partnered with the Onyx Initiative, Ascend Canada, BIPOC TV & Film and Indigenous Works to expand training, skills development and job opportunities.

Leveraging the scale and reach of the Bell Let’s Talk initiative, we also launched a new Diversity Fund to promote the mental health and well-being of Black, Indigenous and People of Colour (BIPOC) communities across Canada.

Transitioning to the new digital economy

COVID-19 has impacted the ways we all live and work, and Bell has adapted to ensure we continue to safely deliver the best possible experience for our customers. In 2020, we developed popular new online and mobile customer self-serve options, remote installation and repair options to ensure customer and team safety, and dedicated programs like one-stop Move Valet to ease the way when customers change residences, and Bell Total Connect for large businesses managing remote workforces.

We’re bringing our service innovation further, to rural and remote communities across Canada with our ongoing Wireless Home Internet buildouts in Atlantic Canada, Ontario, Québec and Manitoba and partnerships with the federal and provincial governments on jointly funded initiatives to extend broadband to underserved and hard-to-reach areas. This includes a program funded in part by the Canadian Radio-television and Telecommunications Commission enabling our Northwestel subsidiary to deliver 50/10 Mbps service to 10,000 homes in Yukon and the Northwest Territories.

Leading Canadian communications forward

Bell has the solid foundation in networks, services and people to help enable Canada’s social and economic recovery, drive our country’s leadership in the digital economy and deliver competitive choices and better experiences for our customers.

Strengthened by our longstanding commitment to corporate responsibility and adherence to international standards, including the United Nations Global Compact and its principles regarding labour, human rights, environment and anti-corruption, Bell continues to lead the way forward in a dynamic and competitive Canadian communications industry.



Mirko Bibic
President and Chief Executive Officer
BCE Inc. and Bell Canada

MESSAGE FROM THE CHAIR OF THE BOARD

Our commitment to corporate responsibility benefits all Canadians

As Canada’s communications industry leader for over 141 years, BCE’s strong commitment to corporate responsibility has been integral to the well-being of Canadians for generations. Today, the Bell group of companies is focused on achieving our ambitious environmental, social and governance (ESG) standards as we pursue our goal to advance how Canadians connect with each other and the world.

Building a better future

With over 50,000 team members supporting more than 22 million customer connections in every province and territory, Bell kept Canada fully connected and informed throughout the challenges of 2020. At the same time, we have accelerated our broadband investments in rural and urban areas alike, while enhancing the customer experience through innovative online tools and services leveraging our broadband network leadership.

To help fuel Canada’s recovery and long-term leadership in digital communications, in 2021 we announced our largest-ever annual capital investment project. This plan will accelerate deployment of direct fibre, rural Wireless Home Internet and mobile 5G over the next 2 years, providing better connections for Canadians everywhere and creating jobs and new opportunities for growth in the digital economy.

Leading environmental sustainability is at the forefront of all our initiatives to build a better future. In 2020, Bell became the first North American communications company to achieve certification to the latest ISO 50001 standard for our energy management system. Based on the progress we are making, Bell announced that our operations will be carbon neutral by 2025 and that we will reduce our absolute greenhouse gas emissions by 2030, in line with a 1.5 °C emissions scenario based on our commitment to set a science-based target through the Science Based Targets initiative.



Gordon M. Nixon
Chair of the Board
BCE Inc.

Supporting communities

Bell Let's Talk is driving important action to improve Canada's mental health by reducing the stigma surrounding mental illness and supporting community care, research and workplace initiatives. Recognizing the impacts of COVID-19 on the mental health of many Canadians, Bell Let's Talk added \$5 million in new funding for programs supporting youth, families and front-line responders.

Important social changes require deep-rooted commitment, and at Bell we continue to strive for a diverse, equitable and inclusive workplace. Determined to increase the proportion of women playing leadership roles, Bell is a signatory to the Catalyst Accord 2022 and the 30% Club, and women now make up 36% of the BCE Inc. Board of Directors.

We are forging important new technology, education and employment partnerships to help address systemic racism and take inclusiveness even further. We also introduced new objectives to increase representation from Black, Indigenous and People of Colour communities in senior management and in our graduate and student hiring programs to help develop our leaders of tomorrow.

Reflecting the immense value these and other initiatives provide, we continue to be recognized as one of Canada's top workplaces overall, as well as one of the country's greenest, most diverse, most attractive to young professionals and most family-friendly employers.

Leading responsibly

BCE Inc. operates with the highest standards of corporate governance, striving to conduct business ethically at all times as we create lasting value for our customers, communities, team members and shareholders.

As the digital economy grows, Bell adheres to Canadian and international standards in privacy and data protection as we focus on ensuring the security of customer and company information from any potential threat. Evolving our practices in step with changing requirements here and around the world, BCE Inc. adopted a new and enhanced Data Governance Policy in 2020.

Our corporate responsibility focus and ESG programs are widely recognized for their effectiveness, and BCE Inc. continues to be listed on socially responsible investment indices such as the FTSE4Good Index, the Jantzi Social Index, the Ethibel Sustainability Index (ESI) Excellence Global and the Euronext Vigeo World 120 Index. Looking forward, we have adopted a new Sustainable Financing Framework to guide future financing and, most recently, issued Bell Canada's first sustainability bond.

Moreover, our ongoing investments in and commitment to our ESG objectives are critical to driving Bell's success today, as they have been since 1880.



Gordon M. Nixon
Chair of the Board
BCE Inc.

CAUTION CONCERNING FORWARD-LOOKING STATEMENTS AND OTHER NOTICES

Certain statements made in this report are forward-looking statements. These statements include, but are not limited to, statements relating to our business outlook, objectives, plans and strategic priorities, including, in particular, our corporate responsibility and ESG objectives (which include, without limitation, our objectives concerning diversity and inclusion, energy savings, reductions in waste sent to landfill, e-waste recovery, community investment, remaining a leader in corporate governance and ethical business conduct, reductions in the level of our greenhouse gas emissions, our plans to be carbon neutral across our operations by 2025), our anticipated capital expenditures, network deployment plans and the benefits expected to result therefrom, including our two-year increased capital investment program to accelerate broadband network and Fifth Generation (5G) footprint expansion, and other statements that are not historical facts. Forward-looking statements are typically identified by the words *assumption, goal, guidance, objective, outlook, project, strategy, target*, and other similar expressions or future or conditional verbs, such as *aim, anticipate, believe, could, expect, intend, may, plan, seek, should, strive* and *will*. All such forward-looking statements are made pursuant to the ‘safe harbour’ provisions of applicable Canadian securities laws and of the *United States Private Securities Litigation Reform Act of 1995*.

Forward-looking statements, by their very nature, are subject to inherent risks and uncertainties and are based on several assumptions, both general and specific, which 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 and that our business outlook, objectives, plans and strategic priorities may not be achieved. These statements are not guarantees of future performance or events, and we caution you against relying on any of these forward-looking statements. Refer to BCE Inc.’s 2020 Annual MD&A dated March 4, 2021 (included in BCE Inc.’s 2020 Annual Report), BCE Inc.’s 2021 First Quarter MD&A dated April 28, 2021 and BCE Inc.’s news release dated April 29, 2021 announcing its financial results for the first quarter of 2021, filed by BCE Inc. with the Canadian provincial securities regulatory authorities (available at [Sedar.com](https://www.sedar.com)) and with the U.S. Securities and Exchange Commission (available at [SEC.gov](https://www.sec.gov)), for a description of certain risks

and assumptions that could cause actual results or events to differ materially from our expectations expressed in, or implied by, forward-looking statements contained in this report. These documents are also available at [BCE.ca](https://www.bce.ca).

The forward-looking statements contained in this report describe our expectations as of June 15, 2021 and, accordingly, are subject to change after such date. Except as may be required by applicable securities laws, we do not undertake any obligation to update or revise any forward-looking statements contained in this report, whether as a result of new information, future events or otherwise. From time to time, we consider potential acquisitions, dispositions, mergers, business combinations, investments, monetizations, joint ventures and other transactions, some of which may be significant. Except as otherwise indicated by BCE Inc., forward-looking statements do not reflect the potential impact of any such transactions or of special items that may be announced or that may occur after June 15, 2021. The financial impact of these transactions and special items can be complex and depends on the facts particular to each of them. We therefore cannot describe the expected impact in a meaningful way or in the same way we present known risks affecting our business.

Forward-looking statements are presented in this report for the purpose of assisting readers in understanding, in particular, certain key elements of our corporate responsibility and ESG objectives, and in obtaining a better understanding of our anticipated operating environment. Readers are cautioned that such information may not be appropriate for other purposes.

This report contains data about the BCE group of companies, referred to collectively in this report as “BCE”, “Bell”, “we”, “us”, “our” or “company”.

For information on the reporting period and organizational boundaries, see [About this report](#) section at the end of the document.

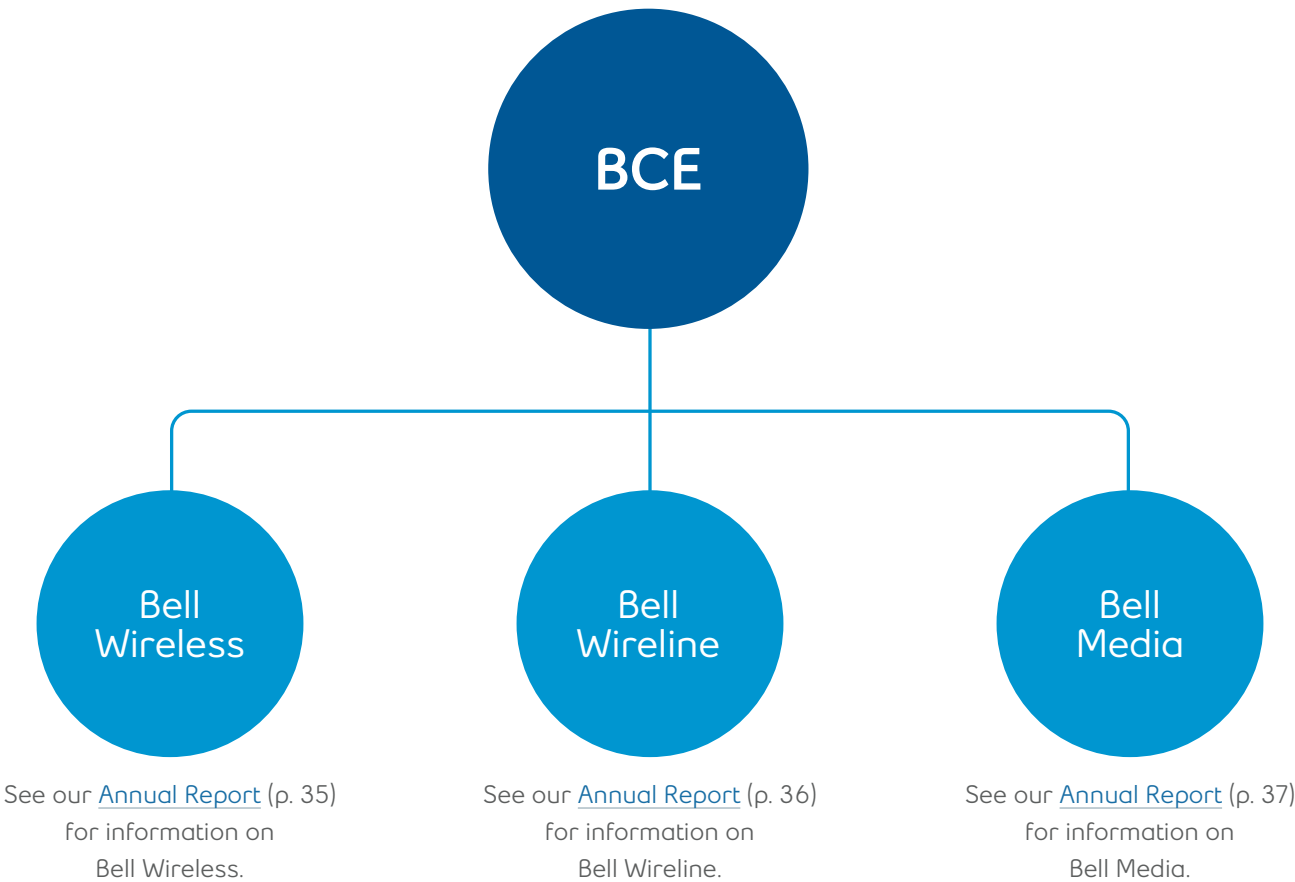
WHO WE ARE

Our business segments as at December 31, 2020

BCE is Canada’s largest communications company, providing residential, business and wholesale customers with a wide range of solutions for all their communications needs. BCE’s shares are publicly traded on the Toronto Stock Exchange and on the New York Stock Exchange (TSX, NYSE: BCE). Our results are reported in three segments: Bell Wireless, Bell Wireline and Bell Media.

We are headquartered in Montréal, Québec, Canada. GRI 102-1, 102-2, 102-3, 102-4, 102-5, 102-6, 102-7

[Learn more.](#)



For information on certain other investments, please see our [Annual Report](#), p. 38.

KEY METRICS AND RESULTS

A strong improving performance

In the wide range of environmental, social and governance (ESG) topics we cover in this report, we have identified several priority areas for key performance metrics. Here is a summary of our progress against targets in 2020. Indices for [GRI](#), [SDGs](#), [UNGC](#), [SASB](#) and the [WEF](#) are available in the [Responsibility](#) section of BCE's website.

ESG PILLAR	BCE METRIC	TARGET	VERIFICATION	2020 PERFORMANCE	YOY VARIATION	TREND	GRI ¹	SDG ²	UNGC ³	SASB ⁴	WEF ⁵	ESG PAY LINK ⁶
ENVIRONMENT	Greenhouse gas (GHG) emissions intensity⁷	2020 target: Reduce the ratio of our operational GHG emissions ⁸ (tonnes of CO ₂ equivalent) to our network usage (petabytes) by 75% of 2014 level by the end of 2020	—	-86%	Goal surpassed in 2019	★	305-4	7 8	7, 8, 9	TC-TL-130a.1 TC-SI-130a.1	✓	✓
		2021 target: Reduce the ratio of our operational GHG emissions ⁸ (tonnes of CO ₂ equivalent) to our network usage (petabytes) by 40% of 2019 level by the end of 2021	PwC	Intensity: 19 Cumulative reduction: -34%	—	n/a	305-4	7 8	7, 8, 9	TC-TL-130a.1 TC-SI-130a.1	✓	✓
	Administrative waste	55 kg of waste sent to landfill annually per employee in Bell-owned or -leased administrative buildings by 2024	—	n/a ⁹	—	n/a	306-2	3 5 12	7, 8, 9	TC0301-08	✓	✓
	Hazardous waste	Divert 100% of generated hazardous waste to certified recyclers by 2024	PwC	99%	—	●	306-4	3 5 12	7, 8, 9	TC0301-08	—	✓
	e-waste	2020 target: Recover 10 million used TV receivers, modems and mobile phones between January 1, 2016 and the end of 2020 New target: Recover 7 million used TV receivers, modems and mobile phones between January 1, 2021 and the end of 2023	PwC	2,094,234	Goal surpassed Cumulative total: 11.7 M	★	301-3 306-2	3 5 12	7, 8, 9	TC-TL-440a.1	✓	✓

● Declining ● Stable ● Improving ★ Achieved

PricewaterhouseCoopers LLP has provided limited assurance over indicators marked PwC. Please see [PwC's assurance statement](#)

1 Global Reporting Initiative
2 Sustainable Development Goals
3 United Nations Global Compact principles
4 Sustainability Accounting Standards Board
5 World Economic Forum
6 Priority issues linked to executive pay. To learn more about the ESG pay link at Bell, see [Our purpose and corporate responsibility approach](#) on our website
7 Performance is based on energy consumption and network usage data from January 1 to December 31 of calendar years 2014 to 2017. For 2018 and 2019, performance is based on energy consumption and network usage data from October 1 of the previous year to September 30 of the reporting year. Starting in 2020, performance is based on energy consumption and network usage data from July 1 of the previous year to June 30 of the reporting year. Network usage includes residential and wholesale Internet, business Internet dedicated (BID), VPN, IPTV, Inter-Network Exchange (INX), prepaid and postpaid wireless services, Wireless Home Internet, Voice-over-LTE traffic, IoT, and enterprise usage, both in Canada and on international roaming partners' networks. As the methodology for gathering network usage differs from one carrier to another, and because a company's business model directly impacts the amount of GHG it emits and how those GHG emissions are calculated and classified, the ratio itself cannot be used to directly compare carrier performance. This metric excludes our Bell MTS division
8 Operational GHG emissions include scope 1 and scope 2 emissions. Scope 1 GHG emissions are direct emissions from sources that are owned or controlled by Bell. Scope 2 GHG emissions are indirect emissions associated with the consumption of purchased electricity, heat, steam and cooling
9 Since employees stopped working in our offices as of March 2020, data for the reporting period for administrative waste is neither meaningful nor comparable

ESG PILLAR	BCE METRIC	TARGET	VERIFICATION	2020 PERFORMANCE	YOY VARIATION	TREND	GRI ¹	SDG ²	UNGC ³	SASB ⁴	WEF ⁵	ESG PAY LINK ⁶
SOCIAL	Community investment	Make a meaningful contribution to improving mental health in Canadian communities through 4 key action pillars: anti-stigma, care and access, research, and workplace health	PwC	\$41.7 million	+\$12.2 million	●	201-1	3	—	—	✓	✓
	Women on the Board of Directors	30% by the end of 2021 ¹⁰	—	As of Annual General Meeting: 38%	+7%	★	405-1	4 5 8	6	—	✓	✓
				At Dec 31, 2020: 27%	-4%	●						
	Women in senior management	At least 35% women in executive positions (vice president level and above) by the end of 2021	—	32%	—	●	102-8 405-1	4 5 8	6	SV-ME-260a.1 TC-SI-330a.3	✓	✓
	Black, Indigenous, and People of Colour (BIPOC) representation	New target: At least 25% BIPOC representation in Bell senior management (director level and above and including executive officers) by 2025	—	n/a	—	n/a	102-8 405-1	4 5 8	6	SV-ME-260a.1 TC-SI-330a.3	✓	✓
		New target: At least 40% BIPOC representation in new graduates and interns by 2025										
	LTE advanced network coverage ¹¹	2020 target: Reach 96% of Canadians with LTE-A by the end of 2020 New target: Beginning in 2021 we will report on 5G coverage	PwC	96%	Goal achieved	★	—	—	9	—	✓	—
	Time lost accident frequency rate ¹²	Report annually	PwC	1.15	-.14	●	2018: 403-9	3 8	1, 2	—	✓	✓
	Team member engagement	Reach an overall team member engagement score of 75%	PwC	76% ¹³	+3% points; goal surpassed	★	401-1	4 5 8	3, 6	TC-SI-330a.2	—	✓
		Maintain engagement above Canadian norm	—	✓	Goal maintained	●	—	4 5 8	3, 6	—	—	✓

● Declining ● Stable ● Improving ★ Achieved

PricewaterhouseCoopers LLP has provided limited assurance over indicators marked PwC. Please see [PwC's assurance statement](#)

10 Target of 30% non-executive directors by the end of 2021. The variation from 2019 to 2020 is the result of appointments made to the BCE Board during the year in 2020 in anticipation of the retirement of three directors at the 2021 annual shareholder meeting. Following BCE's 2021 annual shareholder meeting on April 29, 2021, 38% of our non-executive directors and 36% of all directors are women, surpassing our target

11 Data valid as at December 31, 2020. The percent of population covered depends upon the plans of our partners, which are not yet fully known, and which could influence the result. Population data is based on the 2016 census conducted by Statistics Canada

12 Time Lost Accident Frequency Rate = number of time-lost accident cases ÷ number of worked hours × 200,000

13 This metric is calculated as the average score obtained in the annual Bell team member satisfaction survey. The Team member engagement score is based on five specific questions and the percentage of employees who responded favourably (Strongly agree or Agree) to these questions out of the total number of employees who responded to the survey

ESG PILLAR	BCE METRIC	TARGET	VERIFICATION	2020 PERFORMANCE	YOY VARIATION	TREND	GRI ¹	SDG ²	UNGC ³	SASB ⁴	WEF ⁵	ESG PAY LINK ⁶
GOVERNANCE	ISO 14001 certification ¹⁴	Maintain ISO 14001 certification	Bureau Veritas	12th year in a row	Goal achieved	★	102-56	—	7, 8, 9	—	—	✓
	ISO 50001 certification ¹⁵	New target: Maintain ISO 50001 certification	Bureau Veritas	1st communication company in North America	—	n/a	102-56	—	7, 8, 9	TC-TL-130a.1 TC-SI-130a.1	—	✓
	Privacy and information security	New target: 100% of targeted team members completed Bell's Be Cyber Savvy information security training program by the end of 2021	—	10%	—	●	—	—	—	TC-TL-230a.2 TC-SI-230a.2	—	✓

● Declining ● Stable ● Improving ★ Achieved

14 Our ISO 14001 certification covers Bell Canada's oversight of the environmental management system associated with the development of policies and procedures for the delivery of landline, wireless, TV and Internet services, broadband and connectivity services, data hosting, cloud computing, radio broadcasting and digital media services, along with related administrative functions

15 Our ISO 50001 certification covers Bell Canada's energy management program associated with the activities of real estate management services, fleet services, radio broadcasting and digital media services, landline, wireless, TV and Internet services, connectivity, broadband services, data hosting and cloud computing, in addition to related general administrative functions



OUR PURPOSE AND CORPORATE RESPONSIBILITY APPROACH

Management of corporate responsibility at Bell

Bell is committed to making a meaningful contribution toward creating a sustainable future. We believe we must manage issues relevant to our corporate responsibility strategically. By acting in this way, we make a meaningful contribution to create a sustainable future for Canadians and the world.

Corporate responsibility supports our purpose and goal to advance how Canadians connect with each other and the world

Since our founding in 1880, Bell has been enabling Canadians to connect with each other and the world around them. Our approach to corporate responsibility is to manage the company in ways that support the social and economic prosperity of our communities with a commitment to the highest environmental, social and governance (ESG) standards.

Our approach is informed by a set of guiding principles that support our corporate strategy and policies throughout the organization. Through stakeholder engagement and our own internal processes, we monitor issues and opportunities, and set objectives. We continuously measure and report on our progress in increasing environmental sustainability, achieving a diverse and inclusive workplace, leading data governance and protection, and building stronger and healthier communities. GRI 102-15

We insist on this approach not only because it is the right thing to do, but also because we strongly believe that Bell’s ESG actions provide significant societal and environmental benefits that enables Bell to improve operational performance, attract and retain talent, increase access to capital and proactively manage risks. Our ESG strategy therefore generates positive returns for our shareholders as well as for our other stakeholders.

For example, while waste management and energy reduction initiatives address important environmental concerns of society, they also create a chain of benefits for Bell. They enable us to operate more efficiently as part of our imperative to operate with agility and cost efficiency (#5). They also align with the values of our team members, driving satisfaction and engagement, advancing our work toward imperative #6: engage and invest in our people. In addition, they free up funds for a variety of purposes, from extending our networks in support of the productivity of Canadian businesses (#1), to investing in the communities we serve. Engaged team members also drive customer satisfaction, a key aspect of our imperative to champion customer experience (#4). Moreover, engaged team members in turn drive growth with innovative services, and help us to deliver the most compelling content (#2, 3). Finally, our customers want to do business with responsible companies and want to reduce their own environmental footprint.

1

Build the best networks

2

Drive growth with innovative services

3

Deliver the most compelling content

4

Champion customer experience

5

Operate with agility and cost efficiency

6

Engage and invest in our people

Governance and risk management

We seek to remain a leader in corporate governance and ethical business conduct by maintaining best practices, transparency, and accountability to our stakeholders. This includes adhering to the highest standards of corporate governance, as BCE's Board of Directors and management believe that good corporate governance practices contribute to the creation and maintenance of shareholder value. The Board of Directors is actively engaged in the strategy and management of corporate responsibility issues, and receives regular reports on performance. GRI 102-18

The Board of Directors has established clear lines of authority and oversight over our corporate responsibility programs and our ESG practices, with primary accountability at the committee level. The Corporate Governance Committee is responsible for oversight of our ESG strategy and disclosure as well as policies concerning business conduct and ethics. The Risk and Pension Fund Committee oversees ESG issues, including environmental risks, security and business continuity. The Management Resources and Compensation Committee has oversight for human resources issues, including respectful workplace practices, health and safety.

The Health, Safety, Security, Environment, and Compliance (HSSEC) oversight committee is co-chaired by the Chief Human Resources Officer (CHRO) & Executive Vice President (EVP) Corporate Services and the Chief Legal & Regulatory Officer. The Board of Directors mandates this committee to make every effort to seek to ensure our CR strategy is integrated throughout the business in order to minimize risk and optimize business opportunities.

The CHRO & EVP Corporate Services and the Chief Legal & Regulatory Officer have 30% of their annual bonus tied to personal objectives that include a variety of ESG topics. These cover corporate governance and ethics, as well as key performance metrics such as community investment, greenhouse gas emissions reduction, ISO recertification, team member engagement, time lost accident frequency rate, and waste management. These metrics can be found starting on page 9 of this report. In addition, in 2020, the Management Resources and Compensation Committee introduced a metric in our incentive compensation to track corporate performance against our ESG targets.

For more information on risk management, please see our [Notice of 2021 annual general shareholder meeting and management proxy circular](#) starting on p. 21, our 2020 [Annual Report](#), starting on p. 41, [Our purpose and corporate responsibility approach](#) and [Business ethics](#) information sheets on our website.

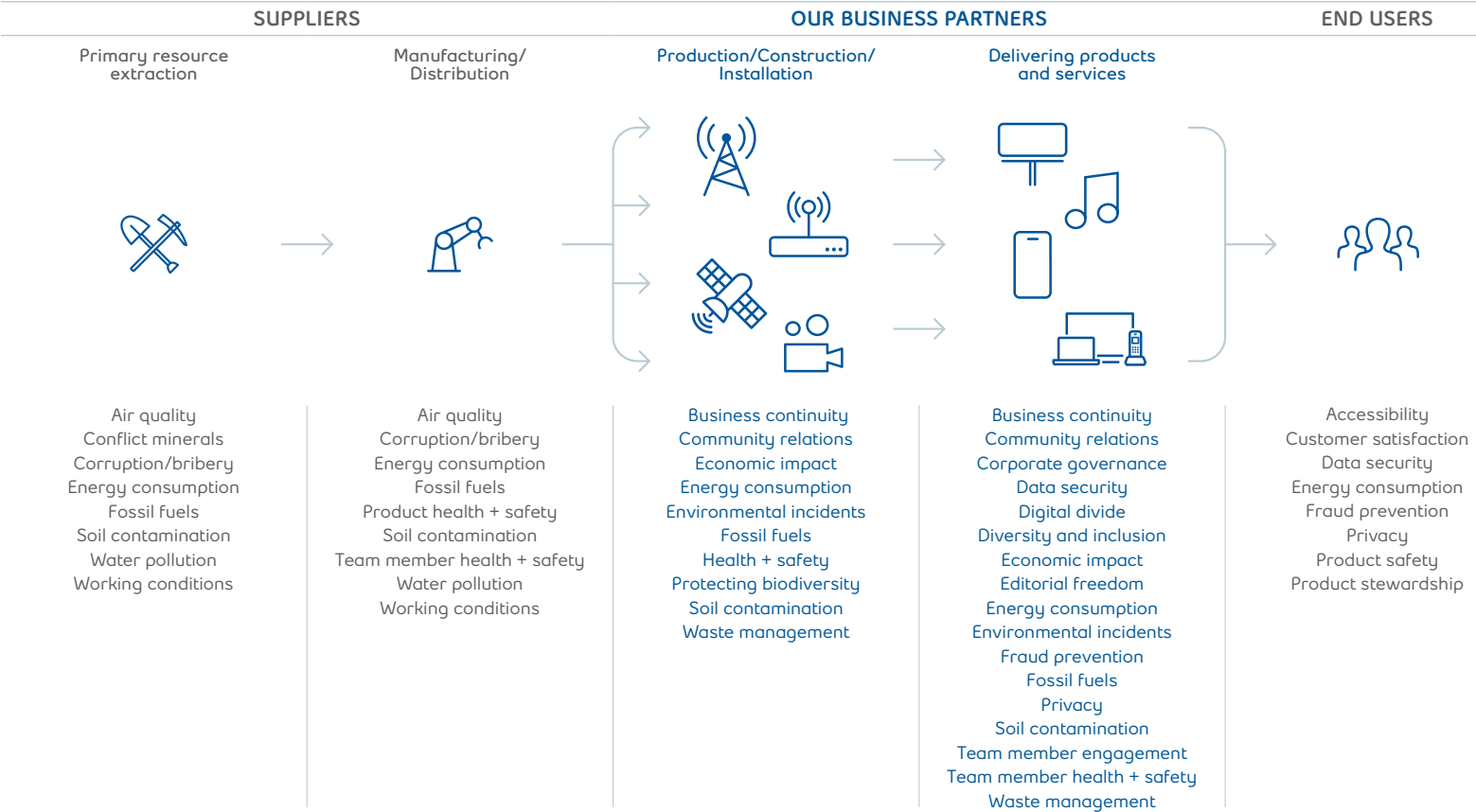


Corporate responsibility issues and our business

The telecommunications and media industry is the foundation of societal and economic information sharing and commerce. As the Canadian leader in this increasingly important, growing and evolving industry, Bell is an important provider of the infrastructure essential to enable world-class quality and accessible services for all Canadians. As such, we believe we have a responsibility to manage key corporate responsibility issues strategically.

Bell's value chain

GRI 102-13



Corporate responsibility topics across our value chain

GRI 102-13, SDG 17.17

A clear view of the company's entire value chain is increasingly important in responsible business practice. Climate-related regulations and the cost and availability of materials and team members are all examples of value chain risks. At Bell, we make many efforts to continually expand and simultaneously deepen our view of actors and issues in our value chain. While our operations and influence are Canadian-based, we participate in global working groups (such as the Global e-Sustainability Initiative ([GeSI](#)) and the UN Global Compact ([UNGCG](#))) with industry peers and across industries to amplify our voice.

What we report

We report on the topics at the intersection of value chain impacts, industry sustainability megatrends, stakeholder interest, and external research on emerging trends. These are the issues that are of greatest importance to our stakeholders and could have an important impact on our business. For a complete description of our stakeholder engagement process, please see [Our purpose and corporate responsibility approach](#) in the Responsibility section of our website. GRI 102-46, 102-47

Please see the [About this report](#) section for information on the targeted audience and boundaries for this report, reporting standards, major changes since the last reporting period, data collection and data verification.

Significant sustainability topics in our industry

Topics that have significantly affected our industry in recent years include bridging the digital divide, employing an increasingly diverse workforce, addressing climate change, managing energy consumption, information security and privacy threats, mounting electronic waste (e-waste), and supply chain risks. Below we explain how these topics relate to our business.

Bridging the digital divide

Despite the importance of high-speed Internet for the full participation of Canadians in the digital economy, many Canadian households still do not have access. Bridging the digital divide means building out our network into remote and underserved areas of the country to facilitate Canadians’ access to the tools they need to participate more fully in our democracy, be successful and thrive.

Diversity and inclusion

Focus on diversity continues to grow for the ICT sector to ensure talent reflects the customer base, not just so that products and services are accessible for all, but also because it is linked to greater innovation, global success and talent retention.

Energy consumption and climate change

Always a notable component of business service solutions in our industry, energy consumption – which drives GHG emissions associated with climate change – is becoming more important as networks grow to support ever-increasing use of wireline and wireless services, such as Internet, data hosting, and a vast array of connected devices and objects.

Privacy and information security

As devices connected to the Internet become more numerous, smarter, and as data-transmission volumes increase, service providers must work continuously to improve the level of information security through the protection and effective organization of systems, applications and information repositories.

E-waste

Marketplace experience is confirming that, as faster and smarter devices are developed, customers need and want to replace devices more often. That creates more waste. Companies are expected to recover this unwanted equipment. This is an important initiative, given that electronic components may contain environmental contaminants that generate significant risks for workers and communities involved in the recycling and disposal of e-waste.

Supply chain

We purchase products from a limited number of manufacturers, some of which dominate the global market. Resellers must remain vigilant by evaluating the level of risk of key suppliers and by implementing mitigation measures at the contractual phase that improve their resilience to potential risks.





COVID-19

Our Response to COVID-19

Since the start of the crisis, Bell’s COVID-19 response has been guided by 3 principles: protect the health and safety of the public, our customers and team; keep Canadians connected and informed; and support our customers and community.

These principles have resulted in:

- Accelerated network deployments, especially to rural and other underserved areas
- Significant investment in network capacity to manage increased usage across our services throughout the crisis
- Billing relief for hard-hit customers and complimentary TV programming for families staying at home¹
- Community support including new Bell Let’s Talk programs and increased funding, more than 16,000 wireless devices provided to health care and social agencies, and the [donation of 1.5 million masks for frontline workers](#) throughout Canada
- Strong support for the Bell team, including new programs and measures that prioritize their health and well-being aligned with the most current public health protocols. We implemented technology support and revamped processes to enable flexible and remote work; made timely enhancements to benefits and health resources, including virtual online medical and mental wellness consultations; and put in place a wide range of operational innovations to protect our team and the public at retail stores and other Bell workplaces, and in the field at customer homes and business locations.

Health and safety

The health and safety of our team remains a top priority. We quickly transitioned approximately 80% of our workforce to work from home and provided the necessary tools to support the team, including options to order or take office equipment home, resources to stay connected and collaborate with fellow team members, pre-approval for workplace visits, IT and security guidelines, ergonomics tips and work-life balance resources. We also acquired and distributed masks to all team members.

For employees working in our Bell locations, retail stores and in the field, we established strict health and safety protocols, including mandatory masks, physical distancing, and daily COVID-19 screening. In stores, we installed plexiglass barriers, reduced store capacity, and instituted curbside pickup and in-store appointments. In the field, we added new screening requirements and more self-install options, in addition to safety measures across our operations such as workplace signage, enhanced cleaning and sanitation, and hand hygiene stations.

We also ran a voluntary COVID-19 rapid testing pilot program at 4 Bell locations to help evaluate the effectiveness of rapid testing as an addition to Bell’s existing health and safety measures.



¹ For part of the year.

Mental and physical health

At Bell, we believe in supporting the mental health of our team. We quickly developed and implemented company-wide mental health initiatives to support employees during the COVID-19 pandemic, including COVID-19-specific webinars, protocols and guides. Guides for leaders were developed and distributed to inform them on how to strengthen connections with their teams, choose the right communication methods, detect signs of mental health distress, and more.

We enhanced and promoted our existing support services including the Employee and Family Assistance Program, Bell Let's Talk mental health resources, LifeSpeak, LifeWorks services, and Internet-based cognitive-behavioural therapy.

In response to the COVID-19 pandemic, we expanded and increased the promotion of our existing fitness resources. All team members can now access free, personalized workouts and live chats with fitness and nutrition experts through the LIFT session app, and in July 2020, we organized a corporate Walk for Wellness Challenge in which over 3,700 team members participated (increase of 35% compared to 2019), and collectively logged over 1.1 trillion steps.

Our virtual health care program remains key to supporting both the mental and physical health of our team. The program, which provides free, 24/7, confidential access to doctors and other health care professionals, was expanded and offered to team members of Bell affiliates and their families in addition to all other Bell employees. Over the course of the year, Bell employees and their family members accounted for over 22,000 virtual consultations, with over 3,000 of those related to COVID-19.

Communication

Clear communication to team members and customers have been vital throughout our COVID-19 response. From the outset, we established frequent and transparent communications from our CEO, weekly articles in Bell's employee newsletter, and a dedicated COVID-19 intranet site, which hosts our health and safety protocols, news advisories, Qs&As and many support resources.

To collect feedback on our COVID-19 response, assess employee morale and better understand how we could support team members, we administered a COVID-19-specific company-wide survey, as well as a survey to senior leaders, in addition to our annual team survey.

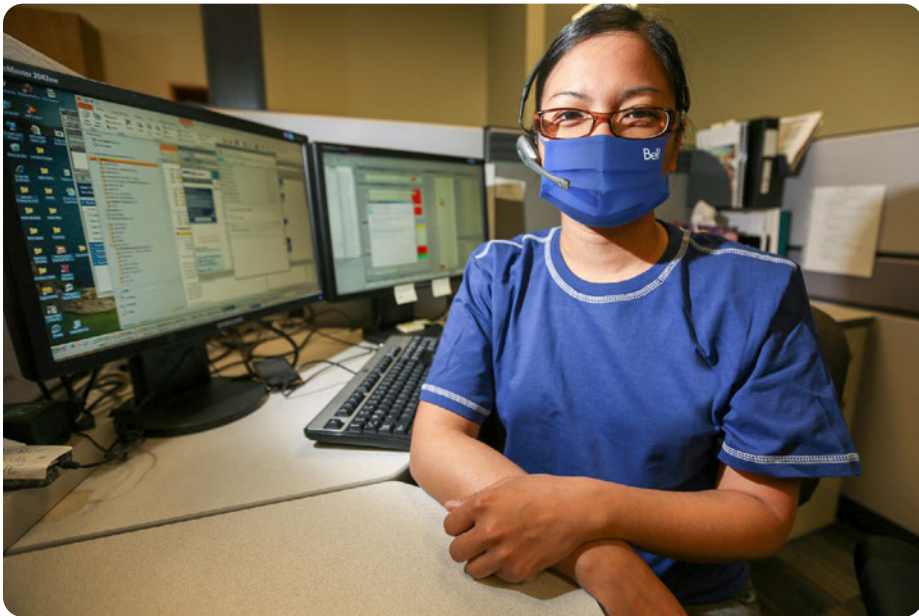
Customers were kept updated through social media and a dedicated section on Bell.ca, providing the latest news about store openings, booking technician appointments, health and safety protocols, Qs&As and tips on a variety of topics. Plus, CTV News was the primary source of information on television for Canadians during the pandemic.



Vaccination

As COVID-19 vaccinations continue to roll out across the country, Bell is strongly encouraging all team members to get a vaccination as soon as they are eligible. We developed and communicated vaccination guidelines for employees, including providing paid time off for employees who need to book COVID-19 vaccination appointments during scheduled work time.

Bell is part of the Industry For Vaccination (IFV) group, which is pursuing discussions with provincial governments to determine how we can help accelerate their vaccination programs. We also joined Couche-Tard, METRO, National Bank, and Groupe CH [to set-up vaccination clinics at the Bell Centre in Montréal, Place Bell in Laval and the Bell Sports Complex in Brossard.](#)



Pension

The COVID-19 crisis has had a significant impact on the financial and economic environment of Canadians since early 2020. Bell's robust business continuity plan in place for pension plan management and administration ensured that pensioner payments have continued to be secure and that investment and administration operations were not adversely impacted.

The de-risking strategy of our defined benefit pension plans (initiated a decade ago) has significantly reduced the impact of market volatility on our plans, emphasizing the benefits security of our current and future retirees.

In our defined contribution plans, over 85% of the members are invested in the Lifecycle funds. These funds offer a long-term investment strategy to members during their working life and at retirement through the Bell Retirement Income Option, providing an efficient approach to remain invested through periods of market volatility and downturns, as experienced in 2020.

Planning for the future

The Bell team continues to work together to keep Canadians fully connected and informed while prioritizing the health and safety of our colleagues, customers and the general public. Informed by public health guidance and Bell's own COVID-19 operating principles, our cautious approach to managing the impacts continues, including with the return to work plan we are developing.

Bell's response to the COVID-19 crisis has proven the agility and dedication of our team as we adjusted almost every aspect of how we do business over the last year. As we plan for the future, we're contemplating how lessons learned during the crisis can help us all connect, communicate and innovate more effectively.

In line with Bell's strategic imperative to engage and invest in our people, we are working to help define our more flexible post-COVID-19 work model, including a new mix of home, mobile and office time, adjustments to our workspace configurations, and new communications and collaboration tools.



TEAM MEMBERS

Engaged expertise

To execute on our Strategic Imperatives, we rely on the engagement and expertise of our team members. We focus on attracting, developing and retaining the best talent, as well as creating a positive team member experience that drives effectiveness, high performance and agility in our evolving business environment. Through workplace wellness initiatives – including innovative mental health programs – and by celebrating diversity in the workplace, we reinforce our goal of creating a safe and inclusive atmosphere for all team members.¹

WHY IT MATTERS

We truly believe that everyone deserves a respectful, positive, professional, and rewarding work environment. Engaging and investing in our people is a strategic imperative which recognizes that our success requires a dynamic and engaged team. The Bell team is critical to our company’s success, enabling our goal of advancing how Canadians connect with each other and the world, while also making a difference in communities across the country. Our more than 50,000 team members are a key competitive differentiator for Bell in a dynamic and fast-changing marketplace.

WHAT WE ARE DOING

We are focused on attracting, developing and retaining the best talent in the country by providing a workplace that is positive, professional, and rewarding which enables creativity and innovation. We are proud to be ranked as one of Canada’s Top Employers both across Canada and in Montréal, where Bell was founded in 1880. As part of our commitment to mental health, we support and invest in our people with comprehensive health and wellness benefits and a flexible work policy. Reflecting our focus on ensuring an inclusive, equitable and accessible workplace, Bell has been recognized by

Mediacorp as one of Canada’s Best Diversity Employers, Canada’s Top Employers for Young People, Canada’s Top Family-Friendly Employers and one of Canada’s Greenest Employers. With our broad range of operations across the country, Bell creates multiple opportunities for team members to build rewarding careers in a variety of disciplines. Dedicated to sustaining a high-performance culture, the company strongly supports diversity in its workforce, continuous learning, innovative workplace mental health initiatives, and award-winning programs for team member engagement.



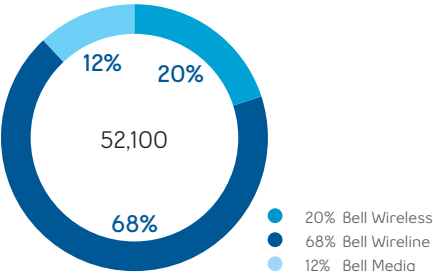
¹ For information on the Canadian employment jurisdiction, human rights and internal complaint resolution, see the [Respectful workplace ethics and human rights](#) information sheet on our website.

Our team

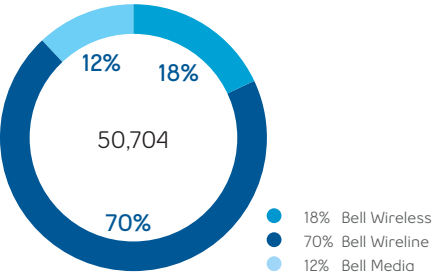
At the end of 2020, our team comprised 50,704¹ team members, a decrease of 1,396² compared to the end of 2019. This is due to natural attrition, retirements and workforce reductions, partly offset by call centre hiring.

Approximately 41% of total BCE team members were represented by labour unions³ at December 31, 2020.

2019 employees



2020 employees



1 We have fewer than 15 team members in the United States

2 Voluntary turnover and retirement for 2020 was 7.8%, excluding all temporary employees

3 The *Canada Labour Code* [regulates](#) the radio and television broadcasting and telecommunications industries, including, telephone, Internet, telegraph and cable systems. Part III of the *Canada Labour Code* talks about federal labour standards. These set out the employment conditions for hours of work, payment of wages, minimum wage, leaves, vacation, holidays, termination, severance pay, and privacy. These standards apply to employees working in federally regulated businesses.

Connecting with team members’ environmental values

Protecting the environment is an issue of high importance to our team members, and we have introduced many programs and practices that encourage the participation of our team members.

WHY IT MATTERS

People are more engaged when their value system aligns with their job, and job satisfaction is determined more by how our values align with our work environment than by any other factor. Team members and organizations that share values share a bigger purpose. This match is critical to creating a long-lasting, successful, and motivating place to work.

WHAT WE ARE DOING

At Bell, we survey our team members to better understand their values across a broad range of topics on a regular basis. More recently, we have sought feedback on their expectations and perceptions related to Bell’s environmental initiatives and performance. We have responded with improved waste reduction programs, communications and events. We will continue to seek to align our initiatives with the feedback we receive.

At Bell, we provide waste sorting centres in most buildings to support team members’ desire to reduce waste and to compost while at work. There are electric car charging stations at many of our buildings to support team members’ desire to participate in the electrification of transport in Canada’s major cities. We offer bike sharing programs at some of our larger locations to support team members’ desire to engage in healthy physical activity during breaks. We also team up with community-supported agricultural initiatives so that team members can access local fresh produce and products.

Recently, we upgraded our environmental leadership intranet site, Bellnet, to make it easier for team members to find information about Bell’s corporate environmental programs, activities and performance. We also use our intranet to promote green behaviours, including tips on making proactive green choices. Several times throughout the year, we publish articles about carpooling, saving energy at work, and properly sorting waste. Our sustainability guide for event planners assists Bell team members in making more sustainable choices when planning internal events.

Informal employee-led green initiatives include observing Earth Hour and organizing national Earth Day celebrations. For Earth Hour, team members across Canada get together to turn out the lights in buildings and turn off their computers at the designated time. In past years, for Earth Day, we supported the efforts of team members who organized presentations from local groups, including Équiterre, Electrobac, Lufa Farms, and others. In recent years, team members have organized annual electric car demonstration days and invited car and charging-station companies for test drives. Participants have included Addénergjie, Flo, Équiterre, Auto Prix and Bell team members with electric cars who were willing to take people on test drives. During the COVID-19 pandemic in 2020, this kind of in-person collaboration with local organizations was not possible. We plan to re-engage with these organizations as soon as global health precautions permit.

In the meantime, in 2020, we launched an informal green collaboration space using the SAP Jam platform. Participants can share events, tips, ideas and stories related to the environment.



These and other environmental initiatives have earned Bell a place on the list of Canada’s Greenest Employers for 5 consecutive years.

Team member engagement

Bell’s ongoing commitment towards team members includes listening to them and increasing their engagement.

Team survey

One of the tools we use to increase engagement is our annual team survey, which is designed to be completed quickly and easily in the official language of the team member’s choice, and is accessible on both desktop and mobile devices. Capturing both quantitative and qualitative data, the survey focuses on understanding how engaged team members are, and asking them to rate their leaders in key areas specific to engagement, including communication, recognition, trust and respect.

In 2020, we invested in a new platform to gain insights into a key engagement indicator which also provides leaders with self-serve access to their results. This approach helps us implement focused actions to make positive changes. In addition, our survey tool enables us to conduct multi-variant analyses, such as by geography, tenure, demographics, team, role, and level, among others, and to explore further into areas of opportunity for improvement.

In 2020, 76% of team members participated in the survey. The overall engagement score was 76%¹, with 80% of team members reporting that they are proud to work for Bell and 81% pleased to see how their individual work contributes to the company’s success.

Recognition – Celebrating success

In 2020, we began a project to build a best-in-class recognition program for all team members. This new unified program, called Better Together and launched in early 2021, reinforces our company-wide Strategic Imperatives and a "one Bell" concept, creates consistency by rewarding the same behaviours across the company, enables collaboration across all Bell teams and facilitates peer-to-peer recognition in a simple and timely manner.

In addition to introducing a unified recognition program, Bell continues to publicly honour the work of team members through a variety of initiatives. Our formal programs recognize contributions at 3 levels – local team, business unit, and corporate – with success celebrated informally and formally. In 2020, we continued to celebrate the winners of our programs virtually, ensuring our team members are recognized for their great work and accomplishments during this time. The Bravo Award is the most prestigious award at Bell, recognizing outstanding performances by individuals and teams. We also celebrate service anniversary milestones, and we honour our retirees with the traditional President’s Wallet to recognize and thank them for their contributions.

To learn more about recognition programs, see the [Team member recognition information sheet](#) on our website.



1 PwC provided limited assurance over this indicator. See [PwC’s assurance statement](#)

Diversity and inclusion

At Bell, we do not just accept difference – we celebrate it. Bell is committed to an inclusive, equitable and accessible workplace where all team members feel valued, respected, supported and have the opportunity to reach their full potential. A truly diverse team and inclusive workplace fosters innovation and creativity, better reflects the customers we serve, and increases team member engagement.

WHY IT MATTERS

GRI 103

Organizations that have integrated diversity and inclusion programs foster team member innovation and creativity, widen the talent pool, and increase team member satisfaction. This allows each team member to bring their best self to work every day, increases engagement and delivers better products and services to our customers.

WHAT WE ARE DOING

Bell has a variety of diversity and inclusion programs and initiatives across the country. We have set publicly-disclosed targets while monitoring and reporting on our ongoing performance.

The Diversity Leadership Council (DLC), established in 2014, champions diversity and inclusion across the organization, defining Bell’s diversity and inclusion strategy and developing company-wide implementation plans for specific actions. The DLC is comprised of 14 diverse senior leaders, with representation from all business groups and geographies. Under their leadership, we work to ensure our business strategy and human resources policies align with our diversity and inclusion goals.

In addition to the DLC, our governance framework includes business unit committees, employee-led networks and other inclusion groups to support our diversity and inclusion strategy.

Diversity and inclusion targets

In step with our overarching corporate objective to improve gender diversity, we are strategically focused on increasing the diversity of our senior leadership. Bell is a signatory of the [Catalyst Accord 2022](#) and member of the [30% Club](#). We have established a goal of at least 35% women in executive positions (vice president level and above) by the end of 2021. We also continue advocating for more women to take on roles in the areas of science, technology, engineering, and mathematics (STEM), and are expanding efforts to increase the representation of other underrepresented groups, such as visible minorities, Indigenous peoples, and persons with disabilities.

In 2020, Bell committed to taking meaningful actions to address the impacts of systemic racism on Black, Indigenous and People of Colour (BIPOC) team members at our company and in our communities. Along with a number of education and awareness initiatives, this included setting a new target for BIPOC representation on our senior management team of at least 25% by 2025 (director level and above and including executive officers), and a target of 40% BIPOC representation in our recent graduate and intern hires.

As part of our effort to continuously improve our diversity and inclusion strategy, we consult with members of underrepresented groups to understand their experiences at work. In 2020, we facilitated both in-person and virtual feedback consultations, encouraging discussions around workplace experience and inclusion at Bell. In conjunction with our Bell team survey results, we analyzed the insights to identify areas of opportunity and continuously improve our strategic direction and tactics. We also seek out and adopt best practices on workplace accessibility and inclusion. Looking ahead, we plan to continue building momentum for our diversity and inclusion strategy based on concrete objective setting and the integration of inclusive leadership practices across Bell processes.

Performance in 2020

Our diversity and inclusion strategy, coupled with a high self-disclosure rate of 83%, has significantly increased the representation of visible minorities, Indigenous peoples and persons with disabilities in our workforce. We have maintained our strategic focus on making our senior leadership team more representative of our overall employee population through focused talent management strategies and best-in-class development programs for high-potential leaders, including from underrepresented groups.

Workforce Diversity (in %) GRI 405-1

WORKFORCE						SENIOR MANAGEMENT ¹				
Diversity group	2019 LMA ²	2020	2019 ³	2018	2017	2019 LMA ²	2020	2019 ³	2018	2017
Women	36.6	34.0	32.7	32.3	32.6	27.6	31.9	31.5	28.7	30.1
Visible minorities ⁴	24.0	22.4	21.3	18.6	18.6	11.5	14.1	9.9	8.4	8.6
Persons with disabilities ⁴	10.0	5.1	4.3	3.6	3.8	5.0	3.7	2.1	2.1	1.4
Indigenous ⁴	2.8	2.5	2.5	2.4	2.2	3.2	1.5	0.7	0.7	0.7

1 Vice presidents and above

2 Occupational labour market availability indicates the percentage of persons in each designated group in the Canadian workforce that may have the skills necessary to fill occupational roles at Bell based on December 2019 headcount. The data are provided to Bell by the Canadian government, and are based on data from the 2016 National Household Survey and 2017 Canadian Survey on Disability. This is the most current information available

3 Starting in 2019, an update to the representation calculation was made in order to increase accuracy. Also, to be consistent with the BCE Notice of 2020 Annual General Shareholder Meeting and Management Proxy Circular, the reporting date has been changed to January 31, 2020

4 Data for visible minorities, persons with disabilities, and Indigenous depend upon full-time and part-time employee self-identification in Bell's diversity questionnaire.

As part of Bell's commitment to addressing racism and discrimination while building a diverse and inclusive workplace, and in addition to the new BIPOC targets set, we've stepped up by developing partnerships with leading BIPOC organizations, holding events and providing resources to support a diverse and inclusive workplace. Some of these initiatives included:

- Bell's CEO Mirko Bibic signing the [Canada Business Council statement](#) denouncing racism in all its forms
- A new \$5 million [Bell Let's Talk Diversity Fund](#) to support the mental health and well-being of Canada's BIPOC communities, including an inaugural donation of \$250,000 for the Black Youth Helpline
- 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](#), which aims to engage and recruit talent in technology and communications

- Promoting greater diversity in Canadian media with the launch of the [HireBIPOC](#) web portal and Bell Media's creation of a Content Diversity Task Force in partnership with BIPOC TV & Film
- Bell Media and [Reelworld Film Festival and Screen Institute](#) creating the Reelworld Producers Program for BIPOC candidates
- The [IDEA competition on Inclusivity, Diversity and Equity](#), which challenges companies and marketing agencies to submit creative campaigns that demonstrate a clear message of diversity and inclusion
- A partnership with Ryerson University and TSN, to launch the [Jonathan Gayle-West Memorial Internship Program](#), which provides BIPOC students with the opportunity to work both behind the scenes and in front of the camera alongside broadcasters to get hands-on experience in the creation of a high-profile sports program
- The launch of the [Black Journalism Fellowship](#), a program supported by CTV News that offers mentorship and skills training to journalists in the early phases of their careers

In 2020, we addressed the role of language in conveying respect, promoting equality and as a key element of allyship. Bell partnered with gender inclusivity consultants from [Transfocus](#) for a very well-received webinar covering concepts and language around gender diversity and providing tips to better understand the issues facing people across the gender spectrum. As part of our continued focus on allyship and education, this online event recording was shared across the organization.

In 2018, we launched an inclusive leadership development program for executives focused on disrupting unconscious bias and supporting leaders in developing and advancing our diverse talent pipeline. Over 80% of executives have already completed this training. In 2020, we extended the offering, launching unconscious bias training to middle management leaders and have since trained over 1,500 leaders. The training aims to raise awareness and equip leaders with practical actions to disrupt unconscious bias and create an inclusive and accessible workplace where everyone feels valued, respected and supported.

We further support the diversity and inclusion of our workforce through numerous initiatives that foster inclusion and by empowering our employee resource groups (ERGs), including the Black Professionals at Bell, Pride at Bell and Women at Bell network, with an emphasis on continuous learning, networking and spotlighting key ERG members and their career journey. We continue to strive to increase company-wide awareness and build inclusion for underrepresented groups.

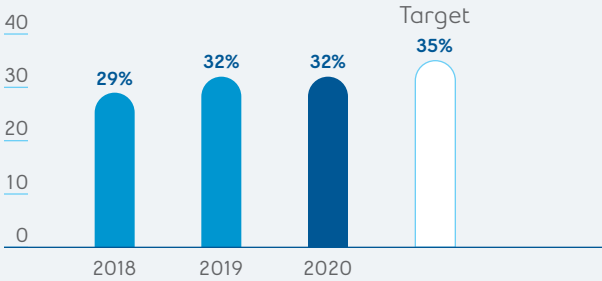
In 2020, Bell launched a new diversity and inclusion collaboration community offering an inclusive digital space for team members across the company to connect, share experiences and resources and get involved in diversity and inclusion initiatives.

We developed an inclusion calendar highlighting more than 100 dates across cultures and inclusive celebrations and formally acknowledged important awareness initiatives, including Black History Month, International Women’s Day, International Day Against Homophobia, Biphobia, and Transphobia (IDAHOBIT), National Indigenous Peoples Day and International Day of Persons with Disabilities.

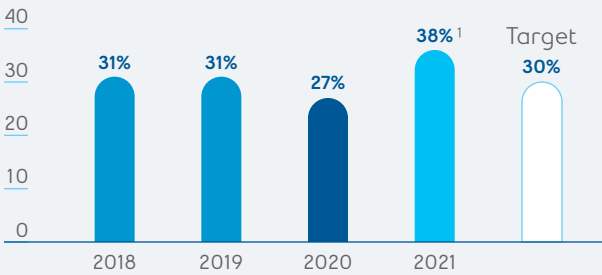
The impact of our sustained efforts is apparent in the results of our annual team member survey: in 2020, 85% of team members responded favourably to the statement “People of all backgrounds (cultural, gender, age, religion, disability, etc.) can succeed in my company.”

Bell works with leading diversity and inclusion-focused organizations to provide team members with access to partner events, mentoring, networking, and other professional development resources including the [Canadian Centre for Diversity & Inclusion](#), [Catalyst](#), the Black Professionals in Tech Network ([BPTN](#)), [Lime Connect](#), the [Onyx Initiative](#), [Pride at Work](#), Women in Communications and Technology ([WCT](#)).

Key target:
At least 35% women in executive positions (vice president level and above) by the end of 2021



Key target:
30% women non-executive directors on the BCE Board by the end of 2021



¹ The variation from 2019 to 2020 is the result of appointments made to the BCE Board during the year in 2020 in anticipation of the retirements of three directors at the 2021 annual shareholder meeting. Following BCE’s 2021 annual shareholder meeting on April 29, 2021, 38% of our non-executive directors and 36% of all directors are women, surpassing our target.

Diversity awards and recognitions

Since 2017, Bell has consecutively received recognition as one of Canada’s Best Diversity Employers and for our successful diversity initiatives in a variety of areas, including programs for employees from the following groups, namely: women; Black, Indigenous and People of Colour (BIPOC); visible minorities; persons with disabilities; and the LGBTQ+ community. Bell has been recognized for leading the way and our commitment to an inclusive and accessible workplace as well as our ongoing action to combat systemic racism.



In 2020, Women in Communications and Technology honoured **Sonia Brar**, Vice President, IT – Bell Media & BCE Corporate Systems, as Innovator of the Year. Sonia was recognized for her innovative approach in leading large-scale digital transformation projects at Bell. She has also worked throughout her career to support and help develop women’s careers in an often male-dominated field.



Cynthia Loyst, co-host of CTV’s [The Social](#), has been named one of Canada’s Most Powerful Women as part of this year’s Women’s Executive Network (WXN) [Top 100 awards](#). Recognized in the arts, sports and entertainment category for her impact on Canadian culture, Cynthia is a renowned broadcaster and dedicated advocate for sexual health information.



For a 3rd year in a row, Bell’s focus on gender equity in the workplace was recognized by Women in Governance, an organization supporting women in leadership development, career advancement and board governance. Bell received the Gold [Parity Certification](#) following 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 100 Employers](#) (2020), Canada’s Top Employers for Young People (2020), Montréal’s Top Employers (2020), Canada’s Top Family-Friendly Employers (2020), and [TalentEgg’s Special Award for Social Responsibility in Recruiting](#) (2020), underscoring BCE’s commitment to fostering an inclusive workplace for all employees.

To learn more, see the [Team member recognition](#) information sheet on our website.

Recruitment and attracting diverse talent

Attracting diverse talent is important for Bell’s evolving business environment as we continue to lead in a highly competitive marketplace. To secure access to top new talent, we drive a variety of initiatives that build a community of job seekers through our career site and across social media, with a focus on attracting and hiring diverse candidates who reflect the customers and communities we serve.

In 2020, we received over 350,000 applicants and hired more than 7,000 new team members. These volumes are in large part due to our focus on expanded social media recruiting initiatives, which have generated almost 248,000 LinkedIn and 73,000 Twitter followers, as well as more than 1 million Talent Community subscribers. We shifted our 2020 social media strategy to focus on highlighting not just job opportunities, but also stories of our #TeamBell community and the incredible work they do coast-to-coast-to-coast. This introduction of the hashtag #TeamBell across our social platforms resulted in over 280 social posts, close to 2,500,000 impressions, 50,000 content clicks, and increased engagement.

To increase the hiring of underrepresented groups in 2020, Bell advertised job opportunities and sponsored Career Fairs with organizations that connected us with high-potential diverse talent including: [Ascend Canada](#), [Black Professionals in Tech](#), [HireBIPOC](#), [Indigenous Works](#), [JVS Toronto](#), [Lime Connect](#), [Military Spousal Employment Network](#), [Onyx](#), [Pride at Work Canada](#), [Spectrum Works](#), [Women in Communications and Technology](#), and a number of other diversity-focused, on-campus student groups. On the international scale Bell is a founding partner of Career Edge, which enables us to source talented, internationally trained professionals and persons with disabilities. As part of our diversity and inclusion strategy, we ask job seekers to self-identify so that we can shortlist qualified candidates and ensure diverse representation. Our recruiters, hiring managers, and leaders have access to a dashboard that highlights diversity breakdowns at every step of the recruitment stages (attraction, review, interview, offer, hiring). Through all of these initiatives and additional detailed insights, we have attracted more women to apply to our jobs, and hired more women in 2020 than in 2019. We also saw an improvement in our BIPOC (Black, Indigenous, and People of Colour) hire volumes compared to 2019. There was also a slight increase in our hires that identified themselves as persons with disabilities.



We continued to expand early-career and student hiring as the Campus Recruitment team swiftly adapted to a new and innovative virtual job fair platform as a result of the COVID-19 pandemic. We launched five virtual “New Grad and Student Recruitment Experiences”, a series of online recruitment events which took place throughout the 2nd half of the year. This entirely virtual experience allowed us to reach nearly 100 schools from coast to coast across Canada, receiving over 20,000 applications for recent graduate and internship positions, an increase of 114% over 2019. These online recruitment events included virtual presentations where we conducted close to 800 live ‘speed interviews’ giving prospective graduates and interns the opportunity to interview for jobs on the spot. On virtual campuses across the country, we sponsored student development initiatives and participated in over 70 student events such as information sessions, mock interviews, case competitions, hackathons, and networking sessions. For Bell’s award-winning Graduate Leadership Program – one of the largest initiatives in Canada dedicated to helping recent graduates become the next generation of leaders – we virtually visited 20+ universities in Ontario, Québec, and Atlantic Canada to promote our opportunities with recent graduates and attract candidates. The Graduate Leadership Program has resulted in the promotion of over 40 Bell leaders in 2020, totalling 231 since its inception.

Our new digital strategy also included a rapid pivot to develop a virtual onboarding experience for thousands of new employees and students by establishing new collaboration channels, buddy systems, additional virtual training and hosting a bilingual and inclusive Welcome session for over 240 recent graduates and 232 summer interns. As a result of these and other efforts, Bell Canada was once again named one of Canada's Top Employers for Young People.

Bell actively works to help Canadian Veterans, reservists, and their spouses find career opportunities within our company. Bell gives qualified Canadian Veterans priority in hiring across all Bell operations, building on our long and proud tradition of supporting Canada's military men and women. We also provide training to our recruiters to understand how Veterans' skills are transferable, the benefits of hiring a Veteran, and how to support Veterans and reservists throughout the recruitment process. Since 2013, Bell has hired more than 470 Veterans and Veterans' spouses. To continue this momentum, in 2019 we became a partner of the Military Family Services Spousal Employment Network. This network supports sustainable career development among military spouses, thereby leading to the cultivation of financially stable and

satisfied military families who directly contribute to the operational effectiveness of the Canadian Armed Forces. Bell is also proud to continue our corporate support of True Patriot Love since 2010, as well as being the Presenting Sponsor of the annual True Patriot Love Toronto Tribute Dinner – the largest fundraising event in support of Canada's military. Backed by matching a \$1 million donation from Bell Let's Talk and True Patriot Love, the Bell True Patriot Love Fund provided \$2 million and 100 grants by the end of 2020 to support mental health programs for military members, Veterans, and their families.

Once new team members start their careers with Bell, their onboarding experience is critical to optimizing their productivity and their sense of belonging as quickly as possible. Our Welcome to #TeamBell program is designed to help new team members feel connected to the organization and access the resources they need for quick success. We provide information on Bell's Strategic Imperatives and strategy, key contacts, information on company culture, corporate processes, and various diversity committees team members can join.

Learning and development GRI 404-2

At Bell, we offer a wide range of training for all team members, including enterprise-wide and role-based onboarding, and self-directed learning for personal and professional development.

WHY IT MATTERS GRI 103

Programs for upgrading employee skills allow companies to plan skills acquisitions that equip team members to meet strategic targets in a changing work environment. More skilled employees enhance the company’s human capital and contribute to employee satisfaction, which correlates strongly with improved performance.

WHAT WE ARE DOING

At Bell, we encourage all team members to engage in lifelong learning to maximize their professional growth. We support learning and development by providing training, tools and resources to help strengthen team members’ skills, behaviours and performance. Enabling our team members to continuously learn and develop is a powerful driver in supporting our Strategic Imperative to engage and invest in our people.

Our learning and development programs include targeted pathways and recommendations to help team members fully develop and build skills to stay abreast of the changing industry so that they can reach their leadership potential and career aspirations.

We launched the Bell Virtual University (Bell U) platform in 2020 to empower our team members to develop the relevant skills in the flow of their work, and in a social and collaborative way.

We offer a large selection of curated content through the Bell U platform for learners to upskill and grow not only in their current job, but also to prepare them for the roles of the future. We also offer customized re-skilling pathways and programs for highly sought-after critical technical roles for team members looking to redirect their careers in the software development, AI/machine learning, cyber security and business intelligence areas.

We also have company-paid certification programs with added premium reimbursements to enable team members to complete key business and technical certifications outside of work hours that develop specialized skills required to support key roles within our organization.

Bell provides a wide range of certifications, including Microsoft technical certifications, and certifications for product and project management, business analysts, and business unit-specific functions. In addition, team members are leveraging our Education Assistance Program to pursue continuing education at external institutions.

In 2020, we invested over \$23 million in learning solutions, partnerships and training sessions that are relevant, current, innovative and forward focused in an effort to further contribute to the success of the organization and the development and achievement of employee-driven goals.

We believe it is important to position our team members for success by providing them with clear targets based on a combination of personal objectives, business needs and corporate strategy.

At Bell, career development is also supported by career conversations and through our performance management process. The leader ensures career conversations are taking place.

In our performance management process (PMP), team members participate in setting objectives that include demonstrating key leadership behaviours that are essential to succeed at Bell. Our process helps develop all of our team members, and connects individual objectives with our 6 Strategic Imperatives and our company goal.

To learn more, see the [Learning and development](#) information sheet on our website.



Mental health in the workplace

At Bell, we believe 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 and implement world leading mental health practices in the workplace and broaden our approach to emphasize total health support. We educate team members through our best-in-class training programs, support them through the Employee and Family Assistance Program (EFAP), and create awareness through communication and engagement activities. Our commitment is stated in our [Mental health policy](#) and reinforced in our [Code of Business Conduct](#), reviewed annually by all team members. We also continue to reinforce the importance of mental health through initiatives that impact our day-to-day work.

Awareness and communication

The [Bell Let’s Talk](#) website and our dedicated intranet for mental health and wellness provide easily accessible, centralized tools and resources for team members to learn, participate and stay informed. In 2020, team members accessed our mental health and wellness intranet more than 25,000 times, taking advantage of our comprehensive mental health resources, including articles, videos and training, and a wide variety of other resources addressing total health.

Since 2010, each year we hold multiple mental health promotional campaigns. In 2020 alone, there were over 27,352 participants (team members and others) in our internal mental health campaign activities.

Mental health training

We continue to expand our mental health training with targeted efforts to reach all team leaders and team members, including union representatives and Health and Safety committee members.

Our leadership team is the cornerstone of culture change and support. Accordingly, our focus is to encourage all leaders to complete the first two mandatory Workplace Mental Health Leadership modules. We also place emphasis on completing the voluntary module 3, which provides leaders with a deeper understanding of the National Standard for Psychological Health and Safety in the Workplace. In 2020, we also put more effort into training affiliates.

This year, in order to enhance the virtual mental health leadership training experience, we partnered with LifeWorks to develop Learning Labs, allowing participants to put into practice skills they learn. Participants are divided into small groups and work through various case studies. The intent is to make webinar sessions as effective and engaging as a face-to-face experience.

In 2020, we promoted our online Building Blocks for Positive Mental Health training offered to all team members. This program includes strategies for building resilience and improving overall mental health. It also includes practical tips for enhancing self-awareness and boosting emotional intelligence, as well as caring for others who are facing mental health challenges.

TRAINING COURSES AND COMPLETION SUCCESSES

- | | |
|--|--|
| • Building Blocks for Positive Mental Health training – voluntary: 18,153 team members | • Workplace Mental Health Leadership Module 2 – mandatory: 8,002 leaders |
| • Workplace Mental Health Leadership Module 1 – mandatory: 12,825 leaders | • Workplace Mental Health Leadership Module 3 – voluntary: 1,938 leaders |

Mental Health training beyond Bell

In our efforts to promote supportive mental health practices across Canada, we worked with our EFAP provider and Queen’s University to develop our Workplace Mental Health Leadership™ program, the world’s first university-certified workplace mental health training program. Available to any Canadian company or organization, the program has seen significant adoption nationwide. Since its inception, more than 822 companies across Canada have participated in this program leading to a certificate from Queen’s University.

National Standard for Psychological Health and Safety

Bell continues to support and promote the adoption of the [National Standard for Psychological Health and Safety in the Workplace](#) across corporate Canada. Since the implementation of the standard, we have shared best practices across hundreds of organizations in Canada to provide encouragement and guidance for others to adopt healthier frameworks in their own workplaces.

You can find information on the [13 psychological factors](#) that are impacting organizational health and the well-being of team members in the [Mental health in the workplace](#) information sheet on our website.



Total compensation

Bell provides team members with total compensation packages that are competitive with the market in order to attract, engage, and retain talent.

To maintain market competitiveness, we review compensation levels at least once a year. We recognize our employees for their performance aligned with our 6 Strategic Imperatives to create value for our stakeholders.

Bell's compensation package includes a competitive base salary, strong performance incentives, a range of benefits, including long-term and short-term disability leaves, and retirement plans. We offer added savings and wealth-building opportunities, including a share purchase plan (with company matching), group tax-free savings account (group TFSA), and a group retirement savings plan (group RSP). Moreover, we offer generous team member discounts on Bell services and purchases at The Source.

Our incentive plans reflect both the company's success and individual achievements. The Achievement Incentive Plan covers approximately 23,000 team members and over the last few years eligible team members have benefited from payouts that consistently paid very close to or above targets.

Each year, team members receive a comprehensive total compensation statement providing a complete picture that goes beyond salary and performance-based bonus payments to include the value of the benefits, pension plan, and team member savings. Delivered as a personalized statement, the document also serves to alert team members to other programs so that they may make the most of every benefit Bell offers.

For information on benefits, retirement and savings plans, see our [Annual Report](#) (p. 134-135, and Note 26 starting on p. 154) and the [Benefits, retirement, and savings](#) information sheet on our website.



Health and safety

Our Corporate Safety Action Plans are at the forefront of our maturing safety management system.

WHY IT MATTERS

GRI 103

Health and safety is important because it protects the well-being of team members and customers. Workplaces that neglect health and safety may lose team members, decrease employee engagement, risk prosecution and may increase costs and reduce profitability.

WHAT WE ARE DOING

Bell seeks to provide a safe and healthy workplace where team members come to work knowing they are part of a team where we all embrace safety as the way we work, not just as an add-on. Dedication and leadership are bringing safety to the top of everyone's mind at Bell as we continue to develop programs to address the hazards and mitigate the risks present in our workplaces.

Management System

Our management system aligns with ISO 45001. Health and safety programs are integrated into Bell's business units and subsidiaries that have designated health and safety coordinators. This structure seeks to ensure compliance with operational requirements and continuous reporting to the Health and Safety governance team. GRI:2018 403-1

We leverage our team members to support local Health and Safety committees across Canada, as well as corporate health and safety committees which partner with the unions. As required by regulations, these committees have representation from operational and clerical functions, and meet and perform workplace inspections. The Health and Safety governance team collaborates with these committees for the development and implementation of prevention programs. GRI:2018 403-4

For more information on our health and safety management system, see the [Health and Safety](#) information sheet on our website.

Prevention

We maintain a focus on prevention by continuously improving hazard identification procedures and assessing the different functions of the company for risk. We create synergies and align practices across all lines of Bell's business, as well as evolve our health and safety programs as we acquire new businesses. GRI:2018 403-2

Much of our attention in 2020 was directed at addressing the effects of the COVID-19 pandemic on our business. For a detailed description of these efforts, please see the [Our response to COVID-19](#) section of this report.

In 2020, we improved our incident management and investigation program by providing accident investigation training for all 350 frontline managers and members of joint local health and safety committees. We also improved our process for workplace hazard resolution by ensuring a more stringent monitoring of open reported hazards. This reduced our resolution delays by a further 8%. GRI:2018 403-5, 403-7

In the same year, we trained over 700 safety committee members, managers and coordinators on our standardized hazard identification and risk assessment process. In addition, 48 job functions were identified and targeted for hazard identification and risk assessment, of which 26 were completed in 2020, including for COVID-19. The corporate Health and Safety governance team continues to support the planning and completion of standardized risk assessments. Our goal is to complete these assessments in 2021. Our overall time lost accident frequency rate in 2020 was 1.15¹, trending down by 11% since 2019. Total reportable health and safety cases decreased by 6% in 2020 when compared to 2019, and there were no fatalities. GRI:2018 403-9

This decrease is mainly attributable to the implementation of a series of operational and mitigation measures. Operational measures include the provision of anti-slip footwear combined with an extensive safety communication plan.

¹ PwC provided limited assurance over this indicator. See [PwC's assurance statement](#)

Mitigation measures include providing training and awareness, access to videos on safety methods for loading and unloading ladders from vehicles and snow removal, and vendor performance monitoring.

Other factors likely contributed to the decrease reported above. A milder winter with fewer icy conditions reduced injuries related to slips and falls and heightened situational awareness to health in general due to the COVID-19 pandemic public health messages helped maintain an increased level of vigilance. People generally behaved in a more cautious way in order to avoid overwhelming the medical system. We observed a 23% reduction in medical treatment cases compared to 2019.

For detailed information about our health and safety programs, see the [Health and Safety](#) information sheet on our website.





CUSTOMERS

Investing to deliver better customer experiences

As broadband and online communications became more important to Canadians than ever in 2020, Bell ramped up our industry-leading investments in advanced network technologies and innovative digital services, dedicating more resources to meeting the needs of customers and enhancing online service, sales and support capabilities and providing more resources to champion the customer experience.

WHY IT MATTERS

Canada’s communications market is more dynamic and competitive than ever. In this environment, making it easier for customers to do business with Bell is critical to our success, and our rapid response to changing customer needs reflects our commitment to championing the customer experience, a key Strategic Imperative. Delivering top customer experiences also reduces the cost of doing business in line with another of our Strategic Imperatives – operate with agility and cost efficiency – and supports our efforts to retain and grow the number of customers we serve. It also helps encourage and inspire the Bell team, in step with our focus on engagement and investment in our people (our 6th Strategic Imperative).

WHAT WE ARE DOING

Bell is focused on bringing the best digital connections and next-generation services to Canadians, and the customer experience is at the centre of everything we do. We continue to improve online services, sales and support and provide additional resources for our service teams to deliver faster and more efficient customer experiences, making it easier for customers to do business with Bell.

By continually improving the customer experience and investing in leading broadband, wireless, TV, content and business service innovations, Bell is attracting a growing number of customers. At the end of 2020, Bell had more than 22.3 million total consumer, business, and wholesale customer connections across our full range of services, including over 10 million wireless subscribers, 3.7 million retail high-speed Internet subscribers, and 2.7 million retail TV subscribers.¹



¹ For information on electronic billing, see our [Electronic billing](#) information sheet on our website.

Building the best networks

Investing more than any other Canadian communications company in advanced networks and innovative services, Bell increased capital expenditures to approximately \$4.2 billion in 2020, increasing network capacity – ensuring 99.99%+ network reliability as demand stepped up during the pandemic – and supporting new fibre, Wireless Home Internet, and 5G wireless deployments. (For more on the economic impacts of these investments, please see the [Economy](#) section of this report.)

In 2020, Bell launched new all-fibre network builds that will deliver Internet total download access speeds of up to 1.5 Gigabits per second (Gbps) – Canada’s fastest – for residents and businesses in Hamilton, Ontario, and throughout Winnipeg, Manitoba. New fibre builds are also underway in smaller communities in Atlantic Canada, Québec, Ontario and Manitoba, and major deployments are continuing on the Island of Montréal and in the Greater Toronto Area. In Canada’s north, Bell subsidiary Northwestel Inc. (Northwestel) began offering fibre-to-the-home in Hay River, Northwest Territories, making it Canada’s first fibre community north of the 60th parallel, and Northwestel also began deploying all-fibre connections to every home in Inuvik, Northwest Territories, making it Canada’s first fibre community in the Arctic Circle.

Bell accelerated rollouts of Wireless Home Internet (WHI) in rural areas of Ontario and Québec in direct response to the pandemic, improved download speeds to up to 50 Megabits per second (Mbps) and began deploying the service in Atlantic Canada. Bell also plans to deploy WHI in Manitoba in 2021.

Today, Bell direct fibre and Wireless Home Internet broadband connections reach over 6 million customer locations combined in major urban centres and rural communities. We also expect to reach approximately 6.9 million homes and businesses by the end of 2021 as the direct result of our capital investment acceleration plan, announced in 2021, of an additional \$1.5 billion to \$1.7 billion over the next 2 years – to deliver more fibre, Wireless Home Internet and 5G wireless connections.



Bell’s ongoing investments in wireless speed, coverage and quality are also enhancing the customer experience in urban and rural areas across the country. With Bell LTE already available to 99% of Canadians, Bell launched 5G in mid-2020 in major urban centres. By the end of 2020, Bell’s new 5G network – Canada’s fastest – was available to approximately 26% of Canadians, and we expect to reach approximately 70% by the end of 2021.

In addition to fully funding our new network builds, Bell continues working with all levels of government and other partners to deploy better broadband to smaller towns and rural locations. This includes a project led by Northwestel and supported by the Canadian Radio-television and Telecommunications Commission (CRTC) Broadband Fund that will deliver faster Internet to residents of Yukon and the Northwest Territories as well as other provincial and federal programs.

Customer experience keeps getting better

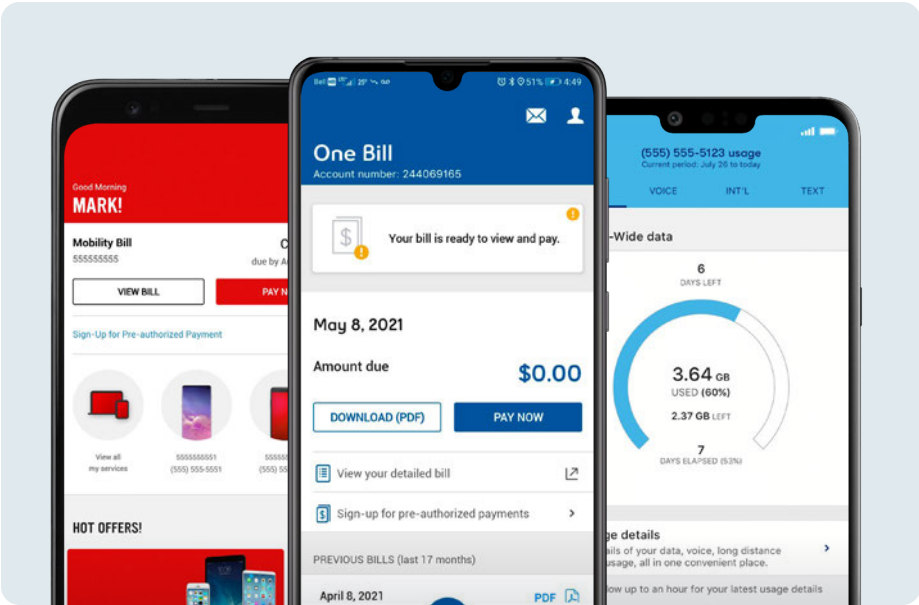
Along with delivering award-winning fibre and wireless networks, at Bell we continue to focus on making it easier and more convenient than ever for customers to do business with us by improving online services and providing a greater range of sales and support options from which customers can choose.

Continuing to build on our MyBell.ca platform, award-winning [MyBell app](#) and our popular [Manage My Appointment](#) web service for visits by our Field technicians, in 2020 we accelerated the development and use of new online sales and support capabilities to further enhance the Bell customer service experience and better meet new health and safety requirements due to COVID-19. For example, in addition to continuing to offer professional installation for Bell services, we launched new customer [self install options](#) for Internet, Fibe TV and home phone. We also quickly developed and launched our new Assisted Self-Installation and Repair service, enabling technicians to perform work outside of the home or business and remotely guide customers through any work required inside. We also initiated a new appointment-based system at our retail locations to help protect the health and safety of our team members and customers.

We also launched Move Valet in 2020, a new service that helps customers seamlessly transfer their Bell Internet, TV and home phone services from one residential address to another. Supported by a team of Bell Customer Experience specialists, [Move Valet](#) centralizes interactions previously handled by multiple teams into a single and more convenient point of contact within the group.

An important indicator of the progress Bell is making on the customer experience is the [Commission for Complaints for Telecom-television Services \(CCTS's\)](#) finding in its latest mid-year report that Bell delivered the greatest reduction in consumer complaints among all national providers for the 6th year in a row. Covering the period from August 2020 to January 2021, the latest CCTS report reflects Bell's outstanding customer response during COVID-19. A 2020 secret shopper report from the CRTC also found that Bell was the industry leader in providing clear and easy-to-understand information, as well as service that aligns with customer needs.

Continuing another long-term trend in the right direction, [Virgin Mobile Canada](#) placed #1 for overall customer care satisfaction in the J.D. Power 2020 Canada Wireless Customer Care Study for the 4th consecutive year, and best in overall satisfaction in the J.D. Power 2020 Wireless Purchase Experience Study.



Improving industry standards

As we seek to champion the customer experience, Bell views all interactions as key building blocks that make it easier to do business with us at every level, from sales to installation to ongoing support for current customers.

Aligning with industry standards

This focus also aligns with new industry standards adopted by the CRTC, including codes of conduct. It also informs additional steps Bell is taking to promote stronger working relationships with other service providers that benefit Canadian consumers and businesses.

In 2020, a new CRTC-mandated Internet Code for Canada's leading Internet service providers came into effect. This new Code sets out a number of best practices with respect to the clarity of information provided to customers and is in addition to CRTC codes of conduct already in place for mobile wireless, TV, and home phone services.

Also in 2020, Bell began simplifying the process surrounding access to our aerial infrastructure by other Internet service providers in the province of Québec, while at the same time continuing to ensure the safety of workers and the public. This initiative means that other service providers are now able to conduct their own structural surveys and carry out work as soon as their own engineers' safety standards have been met, followed by inspections by Bell network professionals to ensure full standards compliance. Along with the establishment of a new Centre of Excellence to share best practices with service providers and improve the overall process, these changes are expected to accelerate broadband deployments by other service providers, especially in rural areas.



Improving the customer experience with next-generation products and services

Bell is at the forefront of innovation, investing more in research and development than any other Canadian communications company and working with multiple technology partners on the introduction of new and advanced products and services.

IoT and mobile innovation

In addition to ongoing development of new online capabilities to improve the customer experience, Bell continued leading the way in the fast-growing Internet of Things (IoT) sector, supporting large-scale innovations in home automation, remote monitoring, asset tracking, fleet management, and Smart City applications.

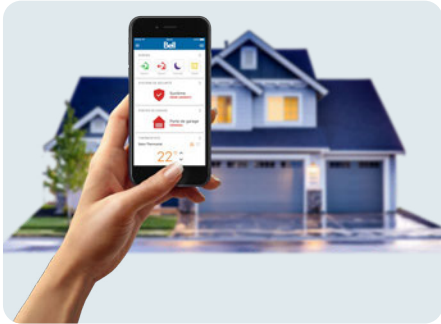


In 2020, Bell launched Canada’s fastest 5G network in Canada. In addition to faster data speeds, 5G also delivers greater latency and multi-access edge computing, an advanced network architecture that extends new capabilities to the outer reaches of our network. By delivering high capacity and near instant connectivity over ever-expanding coverage areas, our 5G network will enable an ever-broadening range of new consumer and business applications, including mobile 4K video, immersive augmented reality applications, more support for autonomous vehicles and massive IoT automation.

Our 5G network builds on initiatives already underway to deliver advanced IoT solutions for manufacturing, agriculture and transport sectors as well as new Smart applications for municipalities, health care, first responders and other critical service providers. For more about the benefits of 5G wireless and Bell’s industry-leading R&D, please see the [Economy](#) section of this report.

Connected homes and businesses

In 2020, Bell continued to maximize home Internet speeds for many of our residential customers by making our [Bell Whole Home Wi-Fi service](#) available for the first time to households in Atlantic Canada. With the Fibe Home Hub modem and the next generation of Wi-Fi pods that work with the Bell Wi-Fi app, customers benefit from strong signals that automatically adjust to household usage patterns to ensure all devices receive the strongest signal and fastest speed available.



Making it easier for residential customers to protect their properties and manage multiple smart devices, we continued expanding our suite of Bell Smart Home services, adding a self-monitoring home automation solution that enables customers to link smart products, like cameras, video doorbells and thermostats, to the [Bell Smart Home app](#).

We also improved on-site Internet for small businesses in Ontario and Québec with the launch of [Bell Total Business](#) Wi-Fi. Providing business owners and their customers with wall-to-wall connectivity at maximum quality and speeds using Bell’s Wi-Fi pods and the Bell Wi-Fi app, businesses have the added benefit of being able to better manage and customize their networks by, for example, building separate access levels for employees, customers and business partners.

Net neutrality SASB

The CRTC oversees a regulatory framework that supports Internet service providers (ISPs) throughout Canada competing for customers based on quality of service, speeds, data allowance, service offerings and pricing.

Designed to ensure key principles of net neutrality are maintained – including fostering consumer choice, innovation and the free exchange of ideas – this framework has been developed over a number of years and is implemented by the CRTC through Canada’s Telecommunications Act and specific rules for Internet traffic management practices and differential pricing practices.

Bell supports a free and open Internet and meets all requirements related to net neutrality as set by the CRTC, offering Canadians innovative, high-quality Internet access at competitive prices. With respect to online content, Bell recognizes the growing consensus that various players in the Internet ecosystem have a role to play in addressing illegal and other harmful material and supports a system that addresses such content consistent with the principles of net neutrality.

Leading-edge TV

As Canada’s leading provider of innovative TV services and new platforms – including our award-winning [Fibe TV app](#) with live pause and rewind, exclusive features such as Download & Go, Restart, Wireless TV and Alt TV – we introduced the new Bell Streamer in 2020. A compact all-in-one 4K HDR device, Bell Streamer enables customers to view their favourite content directly to their TV screens, including live TV and on-demand content from Alt TV and other streaming services, as well as utilize thousands of Android apps.

Virgin Mobile Canada also launched [Virgin TV](#) in 2020, bringing more viewing choices to Virgin Internet members in Ontario and Québec. The service provides access to top content, including television shows and live sports, on any screen and at any time using the Virgin TV app. Available exclusively with Virgin Internet – named by PCMag in 2020 as Canada’s best service for gaming – all Virgin Mobile Canada services use Bell’s networks to deliver fast, high-quality connectivity.



Retail services and new mobile devices

With COVID-19 resulting in a range of restrictions on retail operations, including temporary closures, Bell also introduced appointment-based shopping, implemented curbside pickup and adopted other key measures to meet the health and safety needs of customers and our team members. These measures have all helped ensure Bell services continue to be available at retail locations across Canada, including Bell and The Source stores, and through other retail partners. These retail locations also remain important to providing the best possible experience for our customers when they shop and interact with Bell, whether in-store or online.

In 2020, Bell added Giant Tiger to the roster of retailers where our low-cost wireless services are available. Today, Canadians can purchase Lucky Mobile SIM cards from over 250 Giant Tiger locations across Canada and set up service online or over the phone. This is on top of the more than 1,200 Dollarama locations across the country where [Lucky Mobile](#) and [Virgin Mobile](#) pre-paid services are available. We also partnered with Loblaws in 2020 to offer a newly rebranded PC Mobile service in more than 840 stores, further ensuring low-cost options are widely available to Canadians.

Providing the most in-demand smartphones, tablets and industrial mobile devices across the Canadian communications industry's largest national distribution network, Bell also offers Canada's largest selection of [5G smartphones](#) from leading manufacturers, including Apple, Samsung, Google, and Motorola. And with Bell SmartPay, customers can acquire a new smartphone with \$0 down on eligible 2-year plans.








Using Bell’s products and services helps customers address climate change

Our products and services help our customers fight climate change and adapt to its impacts.

We have long understood that using telecommunication technologies can help our customers reduce their energy needs and cut their carbon footprint¹ while enhancing their productivity in numerous ways. Telecommunication technologies also help adapt to climate change impacts by helping improve business continuity, increase vehicle traffic fluidity, and maintain access to services and communication channels in case of extreme climate events. SDG 8.4

Solutions include the following:

-  Virtualization² and cloud computing encourage optimal use of space, power and cooling resources by consolidating servers and storage, and they improve business continuity due to the redundancy in our network
-  IoT services can be used to optimize asset and fleet management, as well as for smart buildings, smart cities, smart operations, and smart fieldwork applications. Electronic controls coupled to our communications networks also help to adapt to rising mean temperatures and extended heat waves
-  Teleconferencing³ and teleworking⁴ improve business continuity, as highlighted by the COVID-19 pandemic
-  Social networks facilitate carpooling and car sharing and provide alternative travel solutions in case of extreme climate events limiting transportation options
-  Dematerialization substitutes technology (ex: online banking) for travel.

Our objective is to continue developing business solutions, such as cloud services, virtualization and teleconferencing, that reduce carbon footprints and help adapt to climate change impacts – both for our customers and for ourselves.

To understand our net impact on the planet’s carbon load, we have developed a methodology in collaboration with Groupe AGÉCO to quantify the environmental benefits of our products and services. Our analysis concluded Bell technologies enabled carbon abatement for our customers of more than 885 kilotonnes of CO₂ equivalent (CO₂e),⁵ which is equivalent to 2.5 times our operational carbon footprint. Overall, this is a net gain for the planet.

A study confirms that emissions avoided by using Bell’s products and services represent 2.5 times the greenhouse gas emissions emitted by Bell’s own operations, which provide such services⁶

1 As demonstrated by the [Global e-Sustainability Initiative](#)

2 To learn more about virtualization, [click here](#)

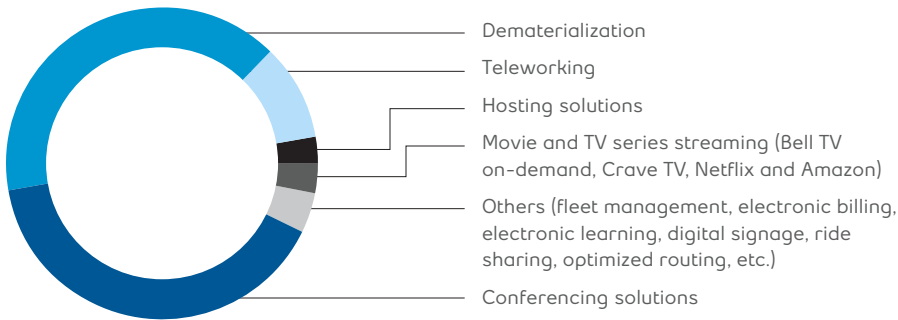
3 To learn more about teleconferencing, [click here](#)

4 To learn more about teleworking, [click here](#)

5 Taking into account products and services for which Bell has developed the technology and plays a fundamental role in its delivery to clients, and products and services for which Bell has not developed the technology, but enables it by providing the network.

6 In 2017, in order to understand our net impact on the planet’s carbon load, we developed a methodology in collaboration with Groupe AGÉCO to quantify the environmental benefits of our products and services.

Carbon abatement enabled by Bell technologies



This analysis is the 2nd of its kind performed at Bell. The environmental benefits measured are likely understated given the conservative assumptions selected and the complexity of the data acquisition process. A 3rd analysis will be performed to take into account 2020 services, now focused on IoT through Bell Smart Home.




This analysis confirms that our products and services have a significant carbon abatement potential which we intend to continue to promote. Potential future benefits are also becoming clearer: for example, according to the Global e-Sustainability Initiative (GeSI) [SMARTer2030](#) report, widespread deployment of business service solutions could save up to 10 times the carbon emissions generated by the sector itself by 2030. 5G technology is also key in fighting climate change. According to the Canadian Wireless Telecommunications Association ([CWTA](#)) and Accenture,¹ 5G reduces greenhouse gas (GHG) emissions by allowing network operators to be more efficient and enabling improved carbon abatement from other industries. By 2025, 18-23% of Canada’s total 2030 emissions reduction target can be attributed to 5G. With the launch of Canada’s fastest 5G wireless network, Bell is accelerating the positive environmental impact of its networks. The CWTA estimates 5G technology can support 1,000x the traffic at half the current energy consumption over the next decade, enhancing the potential of IoT and other next-generation technologies to support sustainable economic growth.

The adoption of 5G has the potential to address 23% of Canada’s total 2030 GHG emissions reduction target by 2025¹

1 [Accelerating 5G in Canada: The Role of 5G in the Fight Against Climate Change](#)



Carbon abatement induced by Bell technologies²

	CONFERENCING SOLUTIONS	DEMATERIALIZATION	TELEWORKING
CO ₂ equivalent	385 kilotonnes	380 kilotonnes	75 kilotonnes
THIS IS THE SAME AS...	 971,000 FLIGHTS BETWEEN HALIFAX AND VANCOUVER	 250,000 CAR RIDES BETWEEN HALIFAX AND VANCOUVER	 49,000 CAR RIDES BETWEEN HALIFAX AND VANCOUVER

2 Based on 2017 data, so excludes the increased use of conferencing and teleworking solutions during COVID-19.

Canadian businesses run on Bell

Bell is a top choice for Canadian businesses, governments, and public institutions seeking superior broadband technology, world-class data products, and leading-edge service solutions. With our leading broadband networks, more Canadian businesses than ever have access to services that offer better reliability, faster speeds, and secure connections.

Throughout the COVID-19 pandemic, Bell has continued delivering innovative products and solutions to help businesses weather the storm. This includes security software for customers with multiple locations, additional access points for video conferencing and new core servers to connect head offices with remote sites.

In 2020, we also continued enhancing our cloud solutions. As a strong complement to Bell Virtual Network Services, Bell launched our new Managed Cloud Security Gateway service to provide better protection from botnets, malware, phishing attempts, malicious websites and other threats, helping simplify branch operations and reduce overall cyber security costs for our customers. We also launched Bell Virtual Office, providing large corporate customers with an integrated suite of services for employees working remotely. And for small businesses in Ontario and Québec, our new Total Business Wi-Fi service provides enhanced and customizable connectivity at their locations.

With ongoing deployments of our fibre networks and our successful launch of Canada’s fastest 5G network in 2020, Bell continues to drive the ongoing evolution of innovative IoT technologies and solutions for Canadian businesses forward.

Bell also continued to champion the customer experience for Canadian businesses following the 2020 acquisition by Equinix of most of our data centres. By Bell becoming an Equinix Platinum partner, enterprise clients that utilize Bell’s advanced broadband network connections and range of cloud solutions gain platinum access to more than 200 Equinix data centres worldwide, further accelerating digital transformation opportunities across a global data ecosystem.



We are certified ISO 9001 since 2000

Delivering compelling content

In 2020, despite sweeping production disruptions and delays due to COVID-19, Bell leveraged innovative solutions and our leading national network to continue connecting, informing and entertaining Canadians throughout the pandemic.

CTV remained Canada’s most-watched conventional TV network for the 19th consecutive year and outpaced other networks to deliver the most Top 10, Top 20 and Top 30 programs. CTV kicked off the 2020-21 broadcast season as #1 last fall, and is on pace to complete the broadcast year as the most-watched again for a 20th year in a row. CTV’s national and evening newscasts remained top choices for Canadians, with CTV National News viewership increasing by 30% during the height of the pandemic and CTV News Channel and CP24 each having their most-watched year on record. TSN remained Canada’s sports leader and RDS remained the top French-language sports network.

With 109 radio stations across Canada and the iHeartRadio Canada brand, Bell Media remained Canada’s top radio broadcaster, reaching on average 14.4 million listeners per week across the country and driving helpful, positive initiatives and campaigns to thank and support communities, local businesses and frontline workers.

At a time when demand for content was reaching new heights, CTV also launched a new all-in-one digital platform for Canadians in 2020. Now streaming from CTV.ca and the CTV app on mobile devices and connected/ smart TVs, our customers are receiving more value with livestreams and on-demand viewing from Much, MTV, CTV Comedy Channel, CTV Drama Channel, CTV Life Channel, CTV Sci-Fi Channel, CTV Throwback, CTV Movies, CTV and CTV2.

Along with the addition of French-language content in early 2020, our streaming Crave service continued to deliver premium Canadian and international content – including from HBO, HBO Max, Showtime and Starz – across Canada, growing to 2.8 million subscribers. Made-in-Canada hit series produced in partnership with Bell Media for CTV and Crave – including Jann, Transplant, Cardinal, Heavy Rescue: 401, Mary’s Kitchen Crush, and Canada’s Drag Race – continued to attract huge audiences, as did daytime programs The Social and The Marilyn Denis Show.

Enhancing choice and competition in the Québec market and further developing French-language content creation, Bell Media also launched Noovo in August 2020, integrating the V television network and the noovo.ca digital platform. In addition to investing in the new French-language news service Noovo Info as well as popular shows such as La semaine des 4 Julie, Occupation Double Chez Nous and other original productions, we are building on other Bell Media properties popular with Québec and francophone audiences, including specialty channels RDS, Canal Vie, Canal D, Z and VRAC.

A driving force behind the Stronger Together/Tous Ensemble fundraiser in April 2020 for Food Banks Canada and frontline workers, the most watched non-sports Canadian broadcast on record, Bell Media also partnered with many other organizations to support Canada’s content production industry, including initiatives with TIFF, Reelworld, Cinemania Film Festival and SPRINT Gala in Québec and BIPOC TV & FILM.

For more about Bell’s investments in Canada’s media industry, please see the [Economy](#) section of this report.



Privacy and information security

Our customers, team members and investors expect us to demonstrate that we collect data appropriately, use it for purposes that advance their interests, and keep it secure. Our approach to data governance encompasses the protection and appropriate use of data across its life cycle, and we incorporate data governance proactively as a core consideration in all our business initiatives and technology decisions.

Key achievement

The BCE Inc. Board of Directors adopted an enhanced data governance policy in 2020, bringing together multiple existing policies and programs in the interrelated areas of privacy, information security, data access management and records management.

WHY IT MATTERS

Customer awareness about the importance of protecting their personal information and privacy concerns relating to their use of wireless, Internet, and email services, in particular, continues to increase. This has attracted the attention of lawmakers and regulators. Changes to privacy laws have been proposed in a number of Canadian jurisdictions. There has also been increased regulatory scrutiny over the use, collection, and disclosure of personal information in Canada. Our continued focus in this area aligns with our Strategic Imperative to champion the customer experience.

WHAT WE ARE DOING

We value the trust our customers place in us when sharing their personal information. We make every effort to be transparent about our privacy practices and are committed to being accountable for how we collect, use and disclose personal information. Our privacy policy sets out what information we collect, why we collect it, what we do with it and with whom we might share it, including how we share information within the Bell group of companies.

Privacy SASB

Bell will not disclose a customer’s confidential information to government agencies unless specifically compelled to do so by a legal authority or in the case of an emergency where the life, health or security of an individual is threatened.

At Bell, we value the trust you place in us when sharing your personal information.

This is our commitment to you:

1. We commit to being accountable to you for how we collect, use and disclose your personal information
2. We will inform you of the ways your personal information is being collected, used or disclosed. We may do this through our Privacy Policy, our Terms of Use or our websites
3. We only collect, use or disclose your personal information if we have your consent, or in circumstances where your consent isn't necessary (such as an emergency situation)
4. We only collect your personal information in fair and legal ways. We limit our collection of your personal information to the purposes identified in advance to you
5. We use or disclose your personal information for the reasons it is collected, when it is otherwise allowed, or as required by law. We keep the information only as long as we need to, or as required by law
6. We correct your personal information when you inform us of mistakes or let us know updates are required
7. We do our best to keep your personal information safe, and ensure we use physical, technical and administrative safeguards appropriate to the sensitivity of the information. If we transfer your personal information to our suppliers, we ensure your information is appropriately protected

- 8. We make information available to you about our information management policies and practices
- 9. We will provide you with access to the personal information we hold about you upon written request, unless restricted by law
- 10. We are here to listen, and to help. If you have concerns, please contact us at privacy@bell.ca.

Every year, all Bell team members must individually review and sign the [Bell Code of Business Conduct](#) to reinforce the importance of safeguarding customer information and using it only in step with our privacy policy.

Bell and its affiliated companies have long been focused on maintaining the accuracy, confidentiality, security, and privacy of personal information for customers and team members. In 2020, Bell continued to make significant investments in people, processes, and technology in order to protect confidential information from evolving cyber security threats. As part of a broader industry initiative, we have implemented a new verification regime to prevent wireless numbers from being fraudulently ported and used to circumvent other security protections and fraudulently obtain access to personal information. We provide our team members with information and on-going training regarding the importance of protecting the privacy of our customers and other team members. We have centralized our privacy policy and resources on the internal Bell Privacy website. This provides clear instructions to team members about their responsibilities for safeguarding customer information. Team members and customers can also address questions about privacy and obtain support from the Bell Privacy Team through our privacy mailbox, which is continuously monitored. More information on our privacy policy, including answers to frequently asked questions, is available at [Privacy at Bell](#). You may also wish to consult the [Community, economy and society](#) section of this report.

Information security SASB

WHY IT MATTERS

Our industry is particularly vulnerable to cyber security threats, giving rise to new and emerging standards and regulations. We need to be able to identify and address information security risks in a timely manner to be in a better position to protect our market share and reputation, and these efforts align with our Strategic Imperative to champion customer experience, while at the same time reducing exposure to cyber attacks. Avoiding data breaches can also limit increased expenses associated with remediation efforts and legal exposures, aligning with our Strategic Imperative to operate with agility and cost efficiency.

WHAT WE ARE DOING

We are focused on maintaining the trust our customers have in us to protect their data. To do this, we implement prevention, detection, and response programs related to security threats. In addition, we are helping to define industry security and risk management practices, and we train our team members on data protection.

Consistent with Bell's position as a longstanding leader in providing security services for Canadian businesses and organizations, our Managed IoT Security service provides an advanced layer of comprehensive security services that help keep our customers' IT infrastructure and systems safe and secure as they adopt IoT technologies.

Our full suite of security services is monitored by Bell's Security Operations Centre, a team of more than 170 accredited security professionals providing incident management, policy management, and reporting on all security-related incidents 24/7.

Bell is also dedicated to protecting its networks, systems, applications, data centres, records, and the personal information they contain against all threats, including cyber attacks, unauthorized access or entry, damage from fire, natural, and other events. Given that the vast majority of Canada's top 100 largest companies use Bell services, we understand and make every effort to protect the competitiveness of Canadian businesses by seeking to maintain network security and stability. That entails continuous investment to upgrade performance. We also deploy defensive layers and controls complemented by rigorous monitoring and regular security testing.

As a representative for Canada in the not-for-profit, member-driven Information Security Forum, Bell helps lead the establishment and evolution of security and risk management practices. We also adhere to a number of international security standards and frameworks, including the Information Security Forum Standard of Good Practice. Bell is also a founding member of the Canadian Cyber Threat Exchange ([CCTX.ca](https://cctx.ca)), which aims to help public and private organizations collaborate and share cyber-threat information across different industries and sectors in Canada.

Bell continues to work together with government, law enforcement agencies, and the technology industry to combat the growth of hacking and other cyber crimes.

To learn more about how to protect your personal information, visit Bell's security and fraud prevention resources on Bell.ca and see the [Data governance](#) information sheet on our corporate website.





COMMUNITY, ECONOMY AND SOCIETY

Creating value for Canadians for over 140 years

Being an engaged corporate citizen has been central to our identity for over 140 years. Bell contributes to the creation of shared value for the communities we serve, for the nation’s economy, and for society through our participation in many supply chains.

WHY IT MATTERS

GRI 103

The impacts of infrastructure investments made by a company have effects on its stakeholders and the economy and extend beyond the scope of a company’s own operations and over a longer timescale. Acting as an engaged corporate citizen is central to creating sustainable economic and social success for Canadians. We believe that we have an opportunity and a responsibility to work with governments and regulators to seek to ensure that Canadians benefit from the positive impact of our networks and services.

WHAT WE ARE DOING

Bell is contributing to groundbreaking work on mental health, and leading by example by adopting the voluntary Standard for Psychological Health and Safety in the Workplace. We also help protect the vulnerable in this digital age, support the cultural fabric of our nation, and invest more than any other Canadian communications company in leading networks and services that knit communities together and fuel the success of Canada’s largest organizations.



Mental health

Bell strengthens communities across the country, through both the Bell Let's Talk mental health initiative and a range of other community projects and sponsorships as well as the volunteer engagement of our team members. These initiatives not only support the communities involved, they also increase team engagement because they reflect the deeply held values of Bell team members. Our overall community investment was \$41.7 million¹ in 2020.

Bell Let's Talk GRI 203-2



Since its launch in September 2010, Bell Let's Talk has partnered with more than 1,100 organizations providing mental health supports and services throughout Canada, including hospitals, universities, local community service providers and other care and research organizations.

The theme of this year's Bell Let's Talk Day campaign was: When it comes to mental health, now more than ever, every action counts. Canadians and people around the world set all-new records for engagement in the mental health conversation on Bell Let's Talk Day 2021, sharing 159,173,435 messages of support and driving \$7,958,671.75 in new mental health funding by Bell. Bell's total funding commitment now stands at \$121,373,806.75, on track to our \$155 million target.

As a part of the Bell Let's Talk Day campaign in January 2021, Bell partnered with United Way/Centraide Canada to provide 11,000 mobile devices and SIM cards to charitable organizations to help those in the greatest need stay connected. This was in addition to more than 5,000 phones, tablets and SIM cards donated during the initial months of the COVID-19 crisis to hospitals, shelters and social service agencies on the frontlines providing support to Canadians.

For more information about how Bell Let's Talk is making an impact for Canadian mental health, visit Bell.ca/LetsTalk.



¹ PwC provided limited assurance over this indicator. See [PwC's assurance statement](#)

The 4 key pillars

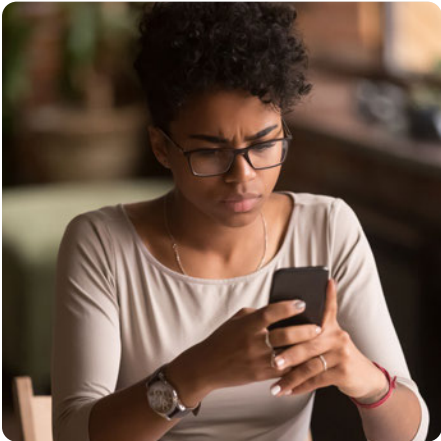
ANTI-STIGMA

In January 2021, more than 160 communities and organizations across Canada and around the world showed their support for mental health by raising the Bell Let's Talk flag at city and town halls, military bases and schools. Students at 217 Canadian universities and colleges across the country also engaged in a variety of initiatives in their learning environments to promote student mental health. These activities and many more have helped change attitudes and fight the stigma around mental illness. Today, 82% of Canadians think attitudes about mental illness have changed for the better. Behaviours have also changed dramatically: In 2011, 42% of Canadians felt comfortable talking to a colleague, schoolmate or acquaintance about a mental health diagnosis. In 2021, 56% of Canadians indicated that they talk to friends, family members or colleagues about mental health. Additionally, 57% of Canadians reported having taken steps to take care of their own mental health.¹

CARE AND ACCESS

In July 2020, Bell announced the launch of a \$5 million Bell Let's Talk Diversity Fund to support the mental health and well-being of Black, Indigenous and People of Colour communities across Canada with inaugural donations totalling \$500,000 to Black Youth Helpline and the National Association of Friendship Centres, and another \$1 million to 8 organizations announced in January 2021. The new program is focused on supporting initiatives that increase access to culturally informed mental health services for racialized Canadians.

Announced in January 2021, a new \$2.5 million Bell Let's Talk Post-Secondary Fund will support Canadian colleges and universities in implementing the National Standard of Canada for Mental Health and Well-Being for Post-Secondary Students. A \$500,000 investment



will help expand the reach of [Jack.org](#) Chapters in hundreds of communities and equip Chapter leaders with training, mentorship and digital education tools to support the mental health of young people. A donation of \$420,000 to the [QEII Foundation](#) will support the introduction of repetitive transcranial magnetic stimulation at the Nova Scotia Hospital and Valley Regional Hospital, enabling Nova Scotians to access life-changing treatment at no cost. A donation of \$300,000 to the [CHU Sainte-Justine Foundation](#) is supporting the launch of an unprecedented intensive ambulatory care pilot program for young patients across Québec who are being treated for an eating disorder.

The Bell Let's Talk Community Fund has provided \$13 million to 775 organizations nationwide since 2011, enabling them to improve access to mental health care, supports and services. Since 2013, the Bell True Patriot Love Fund has provided more than \$2 million and over 100 grants to organizations across the country improving access to mental health care, including 5 programs in 2020 that are making a meaningful difference in the military and Veteran community during COVID-19.

RESEARCH

Research holds the greatest promise to better understand treatments and solutions. Bell is investing in best-in-class research programs with the potential to have a transformative impact on the mental health and well-being of Canadians. In a new partnership announced in January 2021, the [Bell Let's Talk-Brain Canada Mental Health Research Program is accelerating Canadian brain research through](#) a joint \$4 million partnership with the federal government.

WORKPLACE LEADERSHIP

On average, mental health issues account for 30 to 40 percent of short-term disability claims and 30 percent of long-term disability claims in Canada.² Bell is committed to leading by example in our own workplace by implementing the voluntary Standard for Psychological Health and Safety in the Workplace and is encouraging greater corporate engagement across Canada. For more details on workplace health initiatives, refer to [Mental health in the workplace](#) in this report.

¹ Nielsen Consumer Insights, telephone survey of 1,783 randomly selected Canadian adults conducted January 29 – February 16, 2021. Results are accurate to +/-2.3%, 19 times out of 20.

² Deloitte, [The ROI in workplace mental health programs: Good for people, good for business](#), 2019

Community

Team member giving

Bell supports our team members in a wide range of interests that go beyond the corporate focus on mental health. Through our Employee Giving Program, Bell matches donations that team members make to United Way/Centraide, the Canadian Mental Health Association and Canadian universities and colleges. Bell also provides grants to charities based on and in recognition of the volunteer time commitments of team members themselves. Through the Employee Giving Program, Bell team members and pensioners donated more than \$2.2 million to charities in 2020.



Children and youth

Today's young people face challenges that simply did not exist for earlier generations. Bell partners with a wide range of youth-oriented organizations such as [Kids Help Phone](#), the [Canadian Centre for Child Protection](#) (including [Cybertip.ca](#)), and [MediaSmarts](#), as well as programs like Backpacks for Kids, RE*Generation, and Computers for Schools. Northwestel also creates lasting partnerships with youth initiatives in the North. For information on these partnerships, including [needhelpnow.ca](#), the [Cleanfeed Canada](#) initiative and others, see the [Helping and protecting children and youth](#) information sheet on our website.



CANADA'S CENTRE
FOR DIGITAL AND
MEDIA LITERACY



Arts and culture

Bell is proud to continue a long tradition of supporting Canadian arts and culture, working with a variety of partners to enrich the communities we serve through the encouragement of creative expression. This support ranges from a full roster of initiatives and festivals in the North to utility boxes that are transformed into art. For information about supporting arts and culture, transforming Bell boxes into works of art, Bell Media’s support for cultural events, and tangible benefits funding projects, see the [Supporting arts and culture](#) information sheet on our website.



Supporting major festivals GRI 203-2

Bell is proud to be a longstanding partner in many of Canada’s premier entertainment events – including the Osheaga Music and Arts Festival, Just For Laughs, the Festival d’été de Québec and the Toronto International Film Festival (TIFF) – recognizing that these events build stronger communities, generate billions of dollars in consumer spending, and raise significant tax revenue for municipal, provincial and federal levels of government.

While COVID-19 caused many events to be cancelled or postponed, organizations also worked closely with Bell to move forward with new online and virtual events in 2020. For example, TIFF and Bell Media launched the Stay-at-Home Cinema experience on Crave, and CTV also broadcast the TIFF Tribute Awards event for the first time to help Canadians share the experience of film from the comfort of their own homes in 2020. Crave also launched the SPRINT Gala Cinéma Movie series to showcase Québec-made films, and CTV Comedy Channel, along with Just For Laughs, broadcast a series of Crave original stand-up specials to help raise funds for comedic performers struggling during the pandemic. Bell Media also continued working with other organizations and festivals – including Hot Docs, Cinemania, Inside Out and Reelworld – that pivoted during COVID-19 to present events online while also continuing to work with many of these same organizations on industry development programs important to all Canadians, including the LGBTQ+ and BIPOC communities.

Bell also partnered with Just For Laughs on a virtual festival in the fall and supported a range of other modified and drive-in events – including the Winnipeg Folk Fest at Home, the Festif de Baie-Saint-Paul, the Cavendish Beach Music Festival Drive-In and Ciné Parc Urbain in Vieux-Hull – as part of efforts to bring people and communities together in step with public health and safety requirements.



Economy GRI 203-1

Through industry-leading investments in network infrastructure and services that advance how Canadians connect with each other and the world, Bell is a driving force in Canada’s economy. Our all-fibre builds, rural Wireless Home Internet deployments and 5G wireless rollouts are critical drivers of immediate benefits. At the same time, our investments in R&D and innovative technologies are providing the foundations for future growth as Canada continues transitioning to an increasingly dynamic digital economy.

Fibre rollouts

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

By the end of 2020, Bell increased our all-fibre footprint to reach approximately 5.6 million home and business locations in Atlantic Canada, Québec, Ontario and Manitoba. We also continued to focus on expanding our all-fibre footprint on the Island of Montréal and in the Greater Toronto Area (GTA), and launched major new builds to provide direct fibre connections to 200,000 homes and businesses in Hamilton, Ontario, and approximately 275,000 homes and businesses in Winnipeg, Manitoba. Bell also continues to work with federal and provincial governments on projects that provide broadband – and in some cases, all-fibre connections – to underserved rural communities. Looking ahead, all-fibre deployments are expected to increase as a direct result of Bell’s [accelerated capital investment plan](#) announced in 2021.



World-leading wireless services

Bell continues delivering wireless technology that is among the most advanced in the world. With LTE wireless network connections available to 99% of the national population, Bell 5G reached 26% of Canadians at the end of 2020.

Delivering high-capacity and near-instant connectivity, 5G is expected to have an annual Gross Domestic Product (GDP) impact in Canada of \$40 billion by 2026, with nearly 250,000 permanent full-time equivalent jobs added to the economy, and nearly 150,000 short-term jobs created in construction and engineering as Canada’s 5G networks are built.¹

Essential to Canada’s economic competitiveness going forward, 5G technology also significantly reduces Canada’s carbon footprint along the way. It is estimated that energy used by a general 5G cell site will only be 8–15% of a current 4G cell site. Given this substantially greater energy efficiency, it is predicted that even with a thousand-fold increase in traffic over the next 10 years, the full network’s energy consumption will be half of current levels, while at the same time enabling improved carbon reduction and reduced energy consumption in many industries, including transportation, manufacturing, mining, forestry and critical building systems.² For more information, see the [Customers](#) section of this report.

Looking ahead, Bell currently expects our 5G network will reach approximately 70% of Canadians by the end of 2021 as a direct result of our accelerated capital investment plan announced in 2021.



1 Accenture, Fuel for innovation: Canada’s Path in the Race to 5G, 2018
2 Accenture, Accelerating 5G in Canada: The role of 5G in the Fight Against Climate Change, 2020

Wireless Home Internet (WHI)

All-fibre networks are not feasible for every community. That’s why Bell is delivering high-quality broadband to smaller towns and rural locations with our innovative [WHI service](#). Using 5G-capable technology, WHI is a fixed wireless solution that delivers high-speed Internet services with speeds many times faster than average speeds currently available in rural areas.



By the end of 2020, Bell had deployed the service to almost 50% of the 1 million locations targeted throughout Ontario, Québec, Atlantic Canada and Manitoba. Looking ahead, WHI deployments are expected to increase as a direct result of Bell’s [accelerated capital investment plan](#) announced in 2021.

Network investments are key economic drivers

As the speed of Canada’s digital transformation increased at an unexpected pace in 2020 due to COVID-19 – with e-commerce, remote work and online learning escalating to unforeseen levels – the positive impacts of access to advanced digital connectivity have been made abundantly clear. Also clear is the positive impact additional investment in our communications infrastructure will have on Canada’s post-pandemic economic recovery and future prosperity.

The quality, speed and reliability of Canada’s networks and services are the direct result of many years of private investment by competitive facilities-based network competitors, including Bell. In 2019, Canada’s facilities-based broadband and wireless competitors contributed an estimated \$74.5 billion in GDP to the Canadian economy, supporting an estimated 638,000 jobs.¹ Looking ahead, it is expected that the value chain driven by this investment will contribute approximately \$199 billion to \$235 billion in direct, indirect and induced GDP to the Canadian economy over the next 5 years.²

In 2020, Bell’s capital expenditures grew to \$4.2 billion (up from approximately \$4 billion in 2019) as we increased investment in network capacity and digital platforms in response to unprecedented usage demands during COVID-19. Bell also launched major fibre builds in Hamilton, Ontario, and Winnipeg, Manitoba. The \$400 million investment in Winnipeg to connect approximately 275,000 homes and commercial locations with direct fibre is expected to create more than 1,100 direct and indirect jobs and generate an additional \$900 million in new economic activity. Bell also sped up deployment and upgrades to Wireless Home Internet in rural areas in response to COVID-19, and launched Canada’s fastest 5G service.

In 2021, Bell announced it would accelerate investment in fibre, Wireless Home Internet and 5G by an additional \$1.5 billion to \$1.7 billion over 2 years. This additional investment – which brings total capital spending to the highest level in the company’s 141-year history – is expected to generate an estimated \$3 billion in new economic activity and create approximately 5,800 additional direct and indirect Canadian jobs.

These Bell investments also provide an additional boost to Canada’s increasingly important Information, Communications and Technology (ICT) sector. The economic and employment impacts of COVID-19 have been much less severe in ICT than in other sectors of the economy, and ongoing investments in communications infrastructure will support growth in key innovation areas considered key drivers of Canada’s digital economy, including cleantech, advanced manufacturing, agri-food, interactive digital media, clean resources, and health and biotech.³



1 Accenture, Investing in Canada’s Infrastructure: The Economic Impact of Wireless/Wireline Broadband and the Post-COVID Recovery, 2020
2 Ibid

3 Ivus, Maryna; Kotak, Akshay; McLaughlin, Ryan. The Digital-Led New Normal: Revised Labour Market Outlook for 2022. Information and Communications Technology Council (August 2020). Ottawa, Canada

Connecting northern communities



Bell continues to invest in Canada’s North, helping address the unique challenges faced by small communities that can be very challenging to connect due to difficult terrain and remoteness.

In 2020, our subsidiary Northwestel began offering unlimited Internet for the first time in 7 northern communities and started deployments of fibre connections in the communities of Hay River and Inuvik in the Northwest Territories. A Northwestel application to the CRTC Broadband Fund was also approved in 2020 and, as a result, satellite and broadband fibre projects in Yukon and the Northwest Territories will enable download speeds of up to 50 Mbps and upload speeds of up to 10 Mbps to more than 10,000 homes in the region.

These initiatives also follow completion in 2019 of a joint initiative involving Bell, Northwestel, Telesat, the Government of Canada and the Nunavut government that made mobile LTE wireless broadband service available to all 25 communities in Nunavut, Canada’s northernmost territory.

Creating the jobs of the future

Investments by facilities-based network providers like Bell boost the Canadian economy and create jobs. Delivering advanced networks and services demands 21st century skills, and Bell’s more than 50,000 team members – including engineers, software developers, artificial intelligence (AI) and network security experts, installers, technicians and customer support representatives – are leading the way.

Overall, Canada’s digital economy employed approximately 1.6 million ICT workers at the end of 2020, representing an increase of 10% year over year, and total jobs in Canada’s digital economy exceeded 2 million.¹ Although some digital businesses have suffered losses and face challenges as a result of COVID-19, most have been able to quickly adjust to new operational requirements.

In 2021, new fibre deployments, greater broadband availability and continued rollouts of 5G mobile connections and innovative IoT applications are poised to take digital services and jobs in Canada even further.

1 ICTC, Digital Economy Labour Market Monthly Snapshot, January 2021

Bell R&D helps drive innovation

Bell’s leadership in the deployment of new and innovative networks and services is a direct result of our strong commitment to research and development. Our investments in R&D enable us to continue providing our customers with products and services that are among the most advanced in the world while simultaneously adopting new technologies that better support our own operations and meet the needs of our customers.

Bell invests more than \$500 million in R&D each year (\$532 million in 2019²), more than any other communications service provider in Canada. In 2020, this investment supported innovations like the launch of Bell’s 5G network, Canada’s fastest, as well as improvements to our Wireless Home Internet service. Our R&D also helps us develop new services, including 5G Augmented Reality (AR) applications, as well as innovative systems and processes that improve the customer experience by enhancing online and self-serve tools and leveraging AI to make it easier to do business with Bell.

Successful R&D also requires collaboration, and we partner with researchers, academics and others to accelerate the emergence of a strong Canadian digital ecosystem. In 2020, Bell and Western University in London, Ontario, launched an initiative to develop new 5G standards and applications, including a dedicated research and training facility and campus-wide 5G network that serves as a “living lab” for new consumer and business 5G services. In addition, Bell is partnering with the Université de Sherbrooke, providing 5G communications to support technology projects in a number of sectors, including IoT, innovative manufacturing and smart energy management. We are also collaborating with the University of New Brunswick on the new Bell Research Intensive Cyber Knowledge Studies (BRICKS) program to help students develop knowledge and skills needed to meet growing worldwide demand for cyber security talent, and the Bell MTS Innovations in Agriculture program at the University of Manitoba also continues to support the development of new IoT technologies for Canada’s important agri-food sector.

Bell also works with industry partners on developing new digital solutions across all aspects of our operations. This includes collaborating with [SCALE AI](#), a Montréal-based technology consortium and innovation hub, on an initiative that would speed up installation time for new fibre connections for business customers by accelerating steps in the supply chain using AI.

2 Research InfoSource, Top 100 Corporate R&D Spenders (2019); R&D research data traditionally lags the reporting period by one year

Investing in Canada’s media industry

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

While the media industry overall was impacted by COVID-19-related production disruptions and delays, Bell Media continued to play an important role in producing high-quality Canadian content, including top-rated news, documentaries, scripted content and sports. For the 2019–2020 broadcast year, Bell Media invested \$731 million in original English- and French-language Canadian content, providing work for Canadian actors, on-air personalities, technicians, showrunners, directors, artists, technicians, crafts personnel, and many other specialists and suppliers across the media industry.

Bell Media is also generating important growth-through-export opportunities for in-house and independently-produced Canadian content. High-quality homegrown hits like Jann, Letterkenny, Cardinal, Holmes Family Effect and Disasters at Sea are finding audiences within Canada and around the world. In fact, CTV’s popular original series Transplant became the most-watched scripted series (comedy or drama) on U.S. broadcast TV in the fall of 2020, and at the mid-year point, Crave’s original hit—Canada’s Drag Race—was available in more than 160 countries around the world on a variety of TV and streaming platforms.

Canada’s French-language production community also benefits as a result of Bell’s 2020 launch of Noovo, our first French-language conventional TV network in Québec, and the noovo.ca digital platform. Noovo Info, a 360-degree, multi-platform news source, is now available on television, radio and the web, adding greater editorial diversity and new viewpoints. Combined with the 2020 launch of French-language content for all Canadians on our Crave streaming service and ongoing focus on producing content for specialty channels RDS, Canal Vie, Canal D, Z and VRAK, Bell Media is delivering more choice and competition in the Québec market and driving increased demand for the production of new French-language content.

Further supporting Canada’s production industry, in 2020 Bell Media began a major expansion of Pinewood Toronto Studios that will result in new soundstages and offices being added to what is already Canada’s best-in-class film and

television facility. We also entered into a new partnership with Montréal-based Grandé Studios, a leading provider of studio facilities, camera and lighting equipment for the local and international TV and film production industry.

Our investments in sports broadcasting rights, including the National Hockey League, National Football League, National Basketball Association, Canadian Football League, Major League Soccer, Formula 1, International Ice Hockey Federation and more, continue to support sports franchises that are important contributors to our communities, both socially and economically.

As one of the largest supporters of Canadian television and film through development and production funding, and as an avenue to showcase homegrown talent, Bell Media’s support serves to enhance the Canadian industry and provides opportunities for Canadian talent to achieve both artistic and commercial success.

Bell Media took important steps forward in 2020 to support a more diverse and representative industry, working with BIPOC TV & FILM to create HireBIPOC, an online database designed to increase hiring of Black, Indigenous and People of Colour, while also partnering with the Reelworld Screen Institute on a new program aimed at identifying and nurturing emerging Canadian producers who are BIPOC. Additionally, CTV News is a founding partner of the Canadian Journalism Foundation’s Black Journalism Fellowship Program, enabling candidates to spend six months at one of CTV’s newsrooms.

For more about the compelling content Bell Media is helping create, see the [Customers](#) section. See also more information on [Media ethics program: approach and management](#) on our website.



Society

Bell has been a partner in social initiatives wherever we operate. We are supportive of government, public safety and other projects that can benefit Canadian society as a whole.

Working to connect Canadians and meet urgent needs

Bell is ready to act quickly to meet the needs of Canadians. This ability has been on full display during the COVID-19 pandemic – as detailed [here](#) – but Bell is always ready and able to help Canadians during crises, including extreme weather events, through initiatives that support emergency preparedness and connectivity. We also seek to engage with community stakeholders on network and other business decisions when appropriate.

Responding to outages and emergencies

Bell team members are on the front lines when extreme weather disrupts communications services, ready to work around the clock to keep customers and communities connected and safe.



In January 2020, extreme winter blizzard conditions led to some areas of northeast Newfoundland receiving as much as 90 centimetres of snow over a 24-hour period. Throughout the storm and in its aftermath, our Network, Field and Wireless Operations teams remained ready to manage impacts, and our Corporate Emergency Management team worked closely with provincial, municipal and emergency service providers to address issues. At the same time, Bell Media stations continued providing local news updates to help ensure public safety.

When Hurricane Teddy began making its way toward Nova Scotia in September 2020, the Bell Emergency Management team and personnel from our Field Services, Network, Mobility and Real Estate teams prepared for the worst by, for example, ensuring emergency backup power for our communications infrastructure and other contingencies was in place. Thankfully, when Teddy arrived as a post-tropical storm, there was no repeat of the devastation caused by Hurricane Dorian in 2019.

Bell also provides additional assistance when emergencies strike, often working with the Canadian Red Cross and the Mobile Giving Foundation so that Canadians are able to donate by text message to support relief efforts.

Serving emergency responders

At Bell, we understand that in an emergency, every second counts, and that's why our network is the first choice for first responders. For more than 20 years, we have successfully deployed some of the largest mission-critical 2-way radio service communication networks in Canada. Providing public safety radio communications for more than 70,000 first responders and other users in Canada, including government and public safety organization employees, we have a unique mandate to serve the public when it matters most. The first Canadian carrier to offer designated Mobile Broadband Service for First Responders on a 4G LTE network, Bell is Canada's largest provider of public safety land mobile radio (LMR) services, with contracts from Atlantic Canada to Manitoba.



9-1-1 services

Bell is the largest provider of 9-1-1 emergency services in Canada, offering specialized 24/7 bilingual support and network monitoring to emergency contact centres in Manitoba, Ontario, Québec, Nova Scotia, New Brunswick, Prince Edward Island, and Newfoundland.

We offer T9-1-1 or Text with 9-1-1 service and support the Alert Ready system used to inform Canadians across the country of critical emergencies in their areas.

Bell is also leading the way in development of Next Generation 9-1-1 (NG911). NG911 enables delivery of Real-Time Text (RTT), videos, images and other multimedia to assist 911 callers, including those with accessibility needs, and will provide emergency response agencies with national operability, advanced tools and standardized protocols. Following the first successful test of our new Emergency Services IP network (ESInet) in 2019, Bell partnered with the Ontario Provincial Police (OPP) and multiple technology providers in 2020 to successfully conduct the first NG 911 test call transfer in Canada.

GRI 203-2

WHY IT MATTERS

GRI 103

Canadians’ lives are increasingly dependent upon digital technology. Canadians need access to the digital ecosystem to learn, work, socialize and access essential services. Access to high-speed, reliable and affordable Internet has become an essential service and a key driver for improving economic and social well-being.

WHAT WE ARE DOING

Bell participates in the Innovation, Science and Economic Development Canada (ISED) Connected Families program to help bridge the digital divide for Canadian families who may struggle to afford access to home Internet. Bell is the largest donor by volume of used computer equipment and peripherals to Ordinateurs pour les écoles du Québec (OPEQ), which manages the delivery of computers to eligible households in the Connected Families program in Québec. We also bring the benefits of advanced communications technology to those with disabilities through our Accessibility program through unique apps, products & partnerships.

Helping to bridge the digital divide

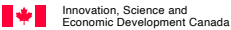
Despite the importance of high-speed Internet for the full participation of Canadians in the digital economy, almost half of Canadian households with an annual income of \$30,000 or less do not have access.¹ The Connecting Families program brings together government, private companies and nonprofits to enable more low-income Canadian families to have access to the Internet.

Bridging the digital divide means facilitating Canadians’ access to the valuable resources available on the Internet and giving them access to the tools they need to participate more fully in democracy, be successful and thrive. This public-private collaboration will enable and encourage the participation of more Canadians in the digital world, including those not fully comfortable with digital technology, so they can benefit from innovation and the opportunities it brings.

Launched in November 2018 as part of the Government of Canada’s [Innovation and Skills Plan](#), the 5-year [Connecting Families](#) program is designed to connect eligible Canadian families to the Internet for \$10 per month. In addition, by 2022, the initiative will distribute up to 50,000 computers to eligible households. The initiative is funded in part by Internet service providers, including Bell, and is administered through Computers for Success Canada ([CFSC-OPEQ](#)), a not-for-profit partner of the Government of Canada’s digital inclusion and economic development programs.

In Québec, the CFSC program is managed and operated by [OPEQ](#). Since the start of the Connected Families program, OPEQ has delivered almost 10,000 computers to eligible families in Québec. With its headquarters in the Montréal region, Bell has been a major donor of used computer equipment to OPEQ for over 20 years. Bell also contributes to the OPEQ organization by providing an Executive Director and space for offices and workshops.

To learn more about Bell and OPEQ, see the [OPEQ](#) information sheet on our website.



1 ISED Connecting Families website <https://www.ic.gc.ca/eic/site/111.nsf/eng/home>

Accessibility for everyone

Bell believes the benefits of advanced communications technology should be easily accessible by everyone. An estimated 1 in 5 Canadians lives with a disability, and, through initiatives like our Accessibility Services Centre (ASC), Bell is helping to break down barriers that limit access. The ASC is a specialized call centre dedicated to serving customers with disabilities, including hearing, vision, speech, cognitive, and mobility disabilities.

Our ASC webpages for [Bell](#), [Virgin Mobile](#) and [Lucky Mobile](#) are important tools we use to promote and deliver solutions for customers with disabilities. These webpages provide information about the range of available accessibility discounts, plans, products and services, and direct customers to ASC call centre representatives for further information.

Available accessible products and services include GPS navigation applications for people who are blind or have low vision, including Blind Square Pomo, supported on Apple iOS 9.1 or later devices, and Nearby Explorer Online, supported on Android 4.1 or later devices. Additionally, the Mobile Accessibility app (available at no charge to Bell customers) integrates with the Android operating system to enable blind and low-vision customers to better navigate their devices.

Bell also actively supports the use of Video Relay Service (VRS) in Canada and is a member of the board of directors of the Canadian Administrator of Video Relay Service. To ensure widespread access to VRS, Bell Mobility, Virgin Mobile, and Lucky Mobile customers using VRS on a mobile network within Canada are not charged for data associated with using VRS.

Further, through a partnership with the Canadian Hearing Services, Bell stores offer complementary sign language interpretation when requested by the customer and where resources permit.

To help bring attention to accessibility issues, Bell sponsors numerous annual events, including the White Cane Week Expo in Toronto as well as the AMI Canadian Vision Impaired Curling Championship. We also work with key organizations representing Canadians with accessibility needs, including the Canadian National Institute for the Blind, the Neil Squire Society, the Canadian Hard of Hearing Association, and the Canadian Paralympic Committee. In order to further address issues impacting customers with accessibility needs, we also actively participate in the Wireless Accessibility Committee of the Canadian Wireless Telecommunications Association.



Engaging with communities on network deployments

Bell engages in meaningful dialogue with municipalities, provincial as well as federal agencies and Indigenous communities to develop new opportunities but also to mitigate local concerns about our network. For example, our Network infrastructure environmental evaluation program is embedded directly into our environmental management and review system in order to minimize the negative impacts of network projects on the environment. This evaluation process is mainly aimed at the project managers responsible for deployment, and it applies to every stage of projects, including planning, design, construction, maintenance, and decommissioning of installations.

To learn more about this, see the [Network infrastructure](#) information sheet on our website.

See our website for information about supplier diversity and our [Responsible procurement practices](#) and [Wireless health and safety information](#).





ENVIRONMENT

Environmental leadership

Environmental protection is core to Bell’s corporate responsibility approach and to our goal of advancing how Canadians connect with each other and the world. This approach aligns with our [Strategic Imperatives](#), and with our determination to help our customers reduce their carbon emissions while we minimize our carbon footprint and safeguard the environment in every aspect of our operations. Our [Environmental policy](#), first issued in 1993, reflects our team members’ values, as well as the expectations of customers, investors, and society.

WHY IT MATTERS

GRI 103

Almost all human activities have impacts on the environment. We believe that it is our responsibility to minimize the negative environmental impacts of our operations, and to create positive impacts where possible. We also know that our team members, our customers, and our investors expect this, and rightly so. Taking care of the environment makes good business sense. If we fail to take action to reduce our negative impacts on the environment, we risk losing our valuable team members and customers to competitors, we risk increased costs from fines or restoration, and we will likely lose investors, all of which would reduce our ability to generate revenues.

WHAT WE ARE DOING

Bell’s environmental leadership starts with our wide range of performance measures and innovative programs designed to meet regulatory requirements, protect the environment, and contribute to a better world. And it extends far beyond the company itself, from the requirements we include in supplier contracts to services like video conferencing that help customers meet their own environmental objectives. We have been expanding and evolving management of our environmental activities for over 25 years.



At Bell, we have been implementing and maintaining programs to reduce the environmental impact of our operations for more than 25 years. Our environmental management system (EMS) has been certified ISO 14001 since 2009, making us the first Canadian telecommunications company to be so designated. Our diligent work to sustain this certification, and our environmental protection performance in general, are recognized by numerous external organizations. We have continuously maintained this certification since then. In addition, Bell’s energy management system was certified [ISO 50001](#)¹ in 2020, making us the first North American communications company to be so designated.

¹ Our ISO 50001 certification covers Bell Canada’s energy management program associated with the activities of real estate management services, fleet services, radio broadcasting and digital media services, landline, wireless, TV, Internet services, connectivity, broadband services, data hosting and cloud computing, in addition to related general administrative functions.

BCE is recognized around the world for the effectiveness of our corporate responsibility and environmental, social, and governance (ESG) programs, as reflected in our inclusion in various sustainable indices and our receipt of sustainability awards. In 2020, BCE continued to be listed on socially responsible investment indices, such as the FTSE4Good Index, the Jantzi Social Index and the Euronext Vigeo World 120 index. BCE was again selected for inclusion in the Ethibel EXCELLENCE Investment Register.

These recognitions reflect our global environmental performance and the fact that many of our services and processes enable carbon abatement for us and our customers, from audio and video conferencing that substitute for business travel to [cloud computing and virtualization](#). The business service solutions industry truly has the potential to make a difference in the global pursuit of lower-carbon economies and efficiencies driven by our business service solutions, which enable Bell to mitigate our own carbon footprint, while also enabling our customers and partners up and down our supply chain to successfully pursue their own carbon-reduction strategies.

For more information about the carbon abatement potential of our technologies, consult the [Using Bell's products and services helps customers address climate change](#) section of this report.



Environmental challenges

Our most significant environmental issues are climate change, energy consumption, waste management, including electronic device recovery, and petroleum-product equipment management.

Of these topics, climate change, energy consumption, and electronic device recovery are made more complex because we have much less control over the factors which most influence the outcomes. Not only do our operations consume energy, but so does every device in a customer’s hands that connects to our network. As smartphones and other devices get smarter, they often consume more energy. In order to provide seamless access and faster service for these devices, we continue to expand our network coverage. This creates more waste as we replace outdated infrastructure with modern technology such as fibre optic cable. Similarly, customers are upgrading their devices more frequently today, creating a steady stream of e-waste. Since we sell this technology, we also recognize that we have an important role to play in minimizing the number of discarded devices sent to landfills. Keeping track of these issues takes a dynamic and responsive management system.

Bell’s petroleum storage tanks are essential to meeting our day-to-day needs for heating facilities and for our backup power generators. They are critical assets in emergencies, such as ice storms, when areas are without power for extended periods.

For more information on petroleum-product equipment management, see the [Petroleum products equipment management](#) information sheet on our website.



Climate change

Addressing climate change means reducing the release of GHG emissions and improving the resilience of our infrastructure.

WHY IT MATTERS

GRI 103

There is international scientific consensus that greenhouse gas (GHG) emissions, especially carbon dioxide (CO₂), are major contributors to climate change. Global scientific evidence also highlights how companies have responsibilities to help fight climate change and adapt to its consequences.

A changing climate can lead to increased risks for any business – including financial, operational and reputational risks. Moreover, public health and supply chains could suffer major negative impacts from climate change. We believe that we have an important role to play in providing our customers with technologies that help them address climate change and adapt to related impacts on their businesses.

WHAT WE ARE DOING

At Bell, we aim to manage the regulatory, financial, operational, reputational and/or market risks related to climate change. We are taking action both to help fight climate change and adapt to its consequences. We adapt by taking action to maintain our resiliency in the face of climate change, and are helping our customers do the same. To fight climate change, we are focused on reducing our energy consumption while also helping customers reduce theirs. In addition, we believe that reporting regularly on our energy performance and associated GHG emissions demonstrates to our stakeholders that we take these initiatives seriously. As such, we support the recommendations of the TCFD and align our reporting with them.

Our contribution to help fight climate change

We use many mitigation strategies to fight climate change, including: 1) implementing electricity savings initiatives, such as retrofitting buildings; 2) cutting fuel consumption, for example by adopting renewable energy sources; and 3) substituting technology for travel. In addition, the use of our products and services helps in curtailing GHG emitted by our customers and our own operations.

To ensure a rigorous governance of our carbon footprint, we closely monitor and report on our GHG emissions performance, and we have set targets to reduce GHG emissions. GRI 201-2

Energy management

Our endeavour to contribute to climate change mitigation starts with our own energy consumption and the way we manage energy. We are proud to be the first communications company in North America to have its energy management system certified [ISO 50001](#). The international ISO 50001 standard requires companies to adopt a strict set of energy management objectives, guidelines and practices that enable energy efficiency and associated reductions in GHG emissions. ISO 50001 certification is the latest example of Bell's world-class sustainability practices – we were also the first Canadian telecommunications company to achieve ISO 14001 environmental certification.



Energy savings

To continually improve our energy performance, in 2008 we created the Energy Board, a management-level committee reporting to the [HSSEC Committee](#). The Energy Board’s specific mandate is to ensure the continuing effectiveness of our energy management system and identify and support the implementation of energy-saving initiatives in our facilities (buildings, telecom network and IT infrastructure) and our vehicle fleet, and substituting technology for travel.

As part of our energy management system, we have optimized facility and equipment heating and cooling, cut electricity usage through LED lighting conversion, modernization of network equipment, and consolidation, optimization and virtualization of servers. We have reduced our fuel consumption with our ongoing fleet modernization and electrification, and by investing in wind and solar power technology for cell sites and other installations.

Bell’s energy-saving program overseen by the Energy Board is an important part of achieving our GHG emissions reduction targets. It also enhances our cost competitiveness by offsetting rising energy costs. Our carbon-reduction efforts help us spend less on fuel, electricity and travel, which supports one of our Strategic Imperatives: to operate with agility and cost efficiency.




Bell also fosters innovation and entrepreneurship by engaging with cleantech clusters, such as [Écotech Québec](#), that are focused on accelerating the development of clean technology. Through such partnerships, Bell aims to support local innovation and to liaise with cleantech entrepreneurs to improve our environmental performance. With our Écotech Québec partnership, Bell also has access to 15 leading cleantech clusters from around the world through the [International Cleantech Network](#).

To learn more about our renewable energy projects and how Bell achieves electricity and fuel savings and associated GHG emissions reductions, see the [Energy and greenhouse gas](#) information sheet on our website.

To learn about the fleet modernization at Bell, see the [Vehicle Fleet](#) information sheet on our website. SDG 8.4

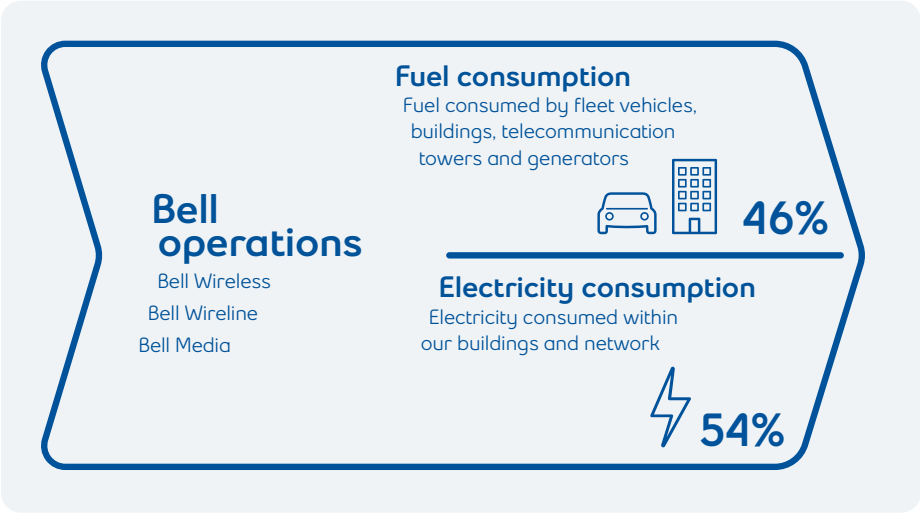
The Bell team has made substantial progress in terms of energy savings since 2008, even as we expanded our overall operations through growth and acquisitions. By reducing electricity consumption at Bell facilities, improving fuel efficiency in company vehicles, and using audio, video and web conferencing tools to curtail business travel, we have prevented the release of more than 71 kilotonnes of CO₂ equivalent emissions, saving almost \$99 million.

Energy consumption reduction since 2008 GRI 302-4, SASB

	ELECTRICITY	FUEL	TRAVEL
Energy	404.55 GWh	9.73 million litres	N/A
CO ₂ equivalent	43.54 kilotonnes	22.87 kilotonnes	4.66 kilotonnes
<div><div><p>THIS IS THE SAME AS... ELECTRICITY FOR 40,455 HOMES FOR A YEAR</p></div><div><p>FUEL FOR 176,872 TANKS OF GAS FOR A MID-SIZED CAR</p></div><div><p>FUEL FOR 7,247 AIRPLANE TRIPS ACROSS CANADA</p></div></div>			

Greenhouse gas (GHG) emissions

Bell takes its objective to control and reduce its GHG emissions seriously. The level of our operational emissions (Scope 1 [direct] and Scope 2 [indirect] GHG emissions) is affected by Bell's vertical integration. For example, network installation and construction, which are often outsourced by other carriers, and our growth in broadcasting and media, all affect our operational emissions. Below is a graphic illustration of the GHG emissions by scope in our operations.



The table below illustrates Bell's operational carbon footprint.

Operational GHG emissions

Tonnes of CO₂ equivalent, 2019, 2020¹

SCOPE	SCOPE DESCRIPTION	2020 ²	2019 ³	CHANGE
Scope 1	Direct GHG emissions from sources that are owned or controlled by Bell	142,996	148,889	(4.0%)
Scope 2	Indirect GHG emissions associated with the consumption of purchased electricity, heat, steam, and cooling	167,412	196,401	(14.8%)
Total		310,408	345,290	(10.1%)

1 PwC provided limited assurance over this metric. See [PwC's assurance statement](#)

2 Based on energy consumption data from July 1, 2019 to June 30, 2020. Since much of the data required to calculate GHG emissions is available only quarterly, we moved our reporting period in order to be able to disclose this data in our 2020 [Annual Report](#), dated March 4, 2021

3 Based on energy consumption data from October 1, 2018 to September 30, 2019

To learn more about Bell's carbon footprint, including operational and other indirect emissions, see the [Energy and greenhouse gas](#) information sheet on our website.

Bell's GHG emissions reduction targets

We set GHG emissions reduction targets to signal the importance of doing our part for climate change, ignite innovation in projects that might reduce emissions, and drive results that ensure we progress in the right direction.

We are also collaborating with partners, such as the Global e-Sustainability Initiative (GeSI), GSMA and the EXCEL partnership, to contribute to developing best practices in defining GHG emissions reductions targets.

Here is a summary of Bell's GHG emissions targets:

2021: GHG intensity reduction target

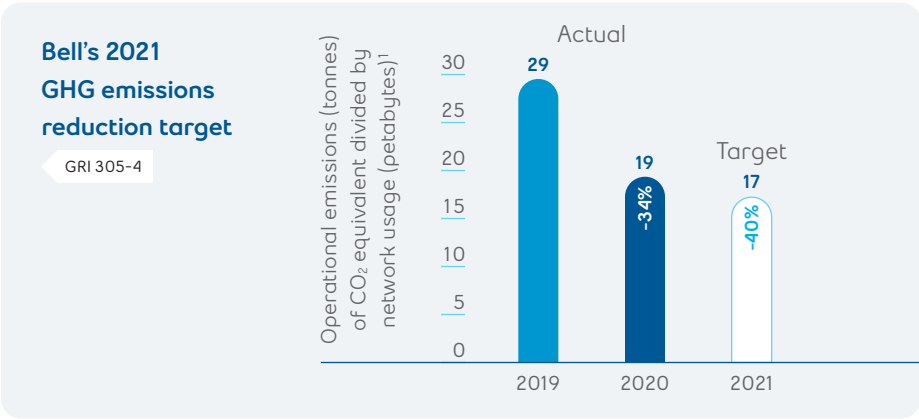
In 2019, we surpassed our 2020 GHG emissions reduction target. While we work to set a new long-term target, we set an interim GHG reduction target to reduce the ratio of our operational GHG emissions (tonnes of CO₂ equivalent) to our network usage (petabytes) by 40% of our 2019 level by the end of 2021.¹

This intensity metric illustrates the footprint of our operations in a meaningful way, recognizing the carbon reduction-enabling capabilities of our products and services (see the [Using Bell's products and services helps address climate change](#) section of this report).

In 2020, Bell's energy management system received ISO 50001 certification, a first for North American communications companies. We surpassed our 2020 GHG emissions reduction target to reduce the ratio of our operational emissions to our network usage by 75% from our 2014 level in 2019. By the end of 2020, we had reduced the ratio by 86%.

2025: Carbon neutral operations

In March 2021, we added a new target, which is to be carbon neutral for our operational emissions starting in 2025. To meet this target, we will continue implementing numerous mitigation measures that seek to reduce our electricity



and fuel consumption. For the remaining GHG emissions that we cannot reduce, we will partner with a well-recognized organization to purchase credible carbon credits to offset emissions.

We are proud to build on Bell's strong record of environmental leadership by introducing the objective to achieve carbon neutral operations in 2025 across Canada's largest communications company. Bell's goal is to advance how Canadians connect with each other and the world, a purpose enabled by consistent execution of the highest environmental, social and governance standards across the company's operations.

2030 and beyond: Science-based GHG emissions reduction targets

Bell is committed to set science-based GHG emissions reduction targets across all scopes² and to reduce absolute operational and indirect GHG emissions by 2030 in line with a 1.5 °C emissions scenario and the criteria and recommendations of the Science Based Targets initiative (SBTi)³ – aligning our climate mitigation targets with the most ambitious aim of the Paris Agreement and to what science dictates is necessary to reduce the destructive impacts of climate change on human society and nature. By committing to SBTi, and joining the Business Ambition for 1.5 °C campaign, we aim to contribute to halving global greenhouse gas emissions by 2030 and hitting global net-zero emissions by 2050.

1 For 2019, performance is based on energy consumption and network usage data from October 1, 2018 to September 30, 2019. Starting in 2020, performance is based on energy consumption and network usage data from July 1 of the previous year to June 30 of the reporting year. Network usage includes residential and wholesale Internet, business Internet dedicated (BID), VPN, IPTV, Inter-Network Exchange (INX), prepaid and postpaid wireless services, Wireless Home Internet, Voice-over-LTE traffic, IoT, and enterprise usage, both in Canada and on international roaming partners' networks. As the methodology for gathering network usage differs from one carrier to another, and because a company's business model directly impacts the amount of GHG it emits and how those GHG emissions are calculated and classified (as noted in the Impact of the business model section of [Our purpose and corporate responsibility approach](#) on our website), the ratio itself cannot be used to directly compare carrier performance. This metric excludes our Bell MTS division. PwC provided limited assurance over the 2020 value for this indicator. See [PwC's assurance statement](#).

2 Science-based targets are greenhouse gas emissions reduction targets that are in line with the level of decarbonization required to meet the goals of the Paris Agreement - to limit global warming to well-below 2 °C above pre-industrial levels and pursue efforts to limit warming to 1.5 °C.

3 The Science Based Targets initiative (SBTi) is a collaboration between CDP, the United Nations Global Compact (UN Global Compact), World Resources Institute (WRI) and the World Wide Fund for Nature (WWF) and is one of the We Mean Business Coalition commitments.

Bell’s adaptation to climate change impacts GRI 201-2

Despite worldwide efforts to reduce global GHG emissions, scientific evidence demonstrates that even current levels of global warming are likely to exacerbate the impacts and risks for people, economies and ecosystems, including the frequency and severity of weather events. Furthermore, the [World Economic Forum’s Global Risks Report 2021](#) reported that risks related to climate change, climate action failure in particular, are dominating the global risk landscape, both in terms of likelihood and impact.

Bell takes those risks very seriously, and is focused on implementing adaptation measures to maintain resiliency in the face of climate change. In addition, we are proud that the use of Bell’s products and services helps our customers and our own operations adapt to climate change impacts (please refer to the [Using Bell’s products and services helps customers address climate change impacts](#) section of this report).

Adaptation measures

Our critical infrastructure and facilities must provide a consistent, secure, and reliable environment in which to operate our network and IT infrastructure, and to support our team members. Our operations depend on how well we protect our networks, as well as other infrastructure and facilities, against damage from natural disasters, including seismic and severe-weather events such as ice, snow and windstorms, flooding, wildfire and tornadoes.

Accordingly, Bell is focused on implementing adaptation governance structures and measures to maintain the resiliency of our operations and the security of our team members. We also monitor the potential for current and future climate-related legislation, policy and regulations that may affect our business, and report on these findings to our internal [HSSEC Committee](#) twice a year.

In 2020, we performed a climate-related scenario analysis that identified Bell’s transition and physical risks resulting from the impacts of climate change in the short (2025), medium (2030) and long term (2040). This analysis is one of the 11 recommendations of the Financial Stability Board’s [Task Force on Climate-related Financial Disclosures \(TCFD\)](#). For more details on the impacts of climate change on our company, please refer to the [BCE TCFD Report on climate-related risks and opportunities](#) on our website.

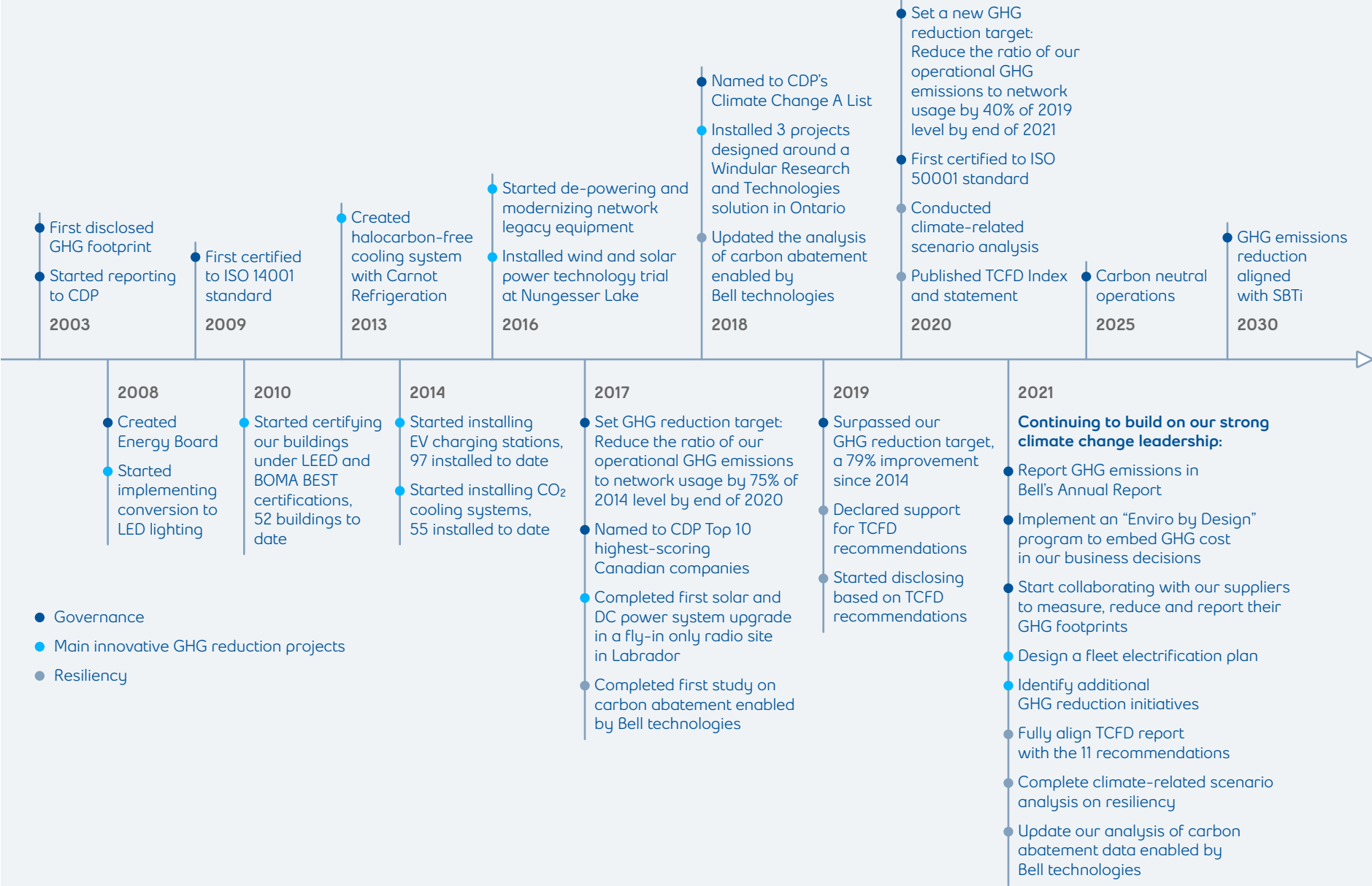
Climate-related disclosure

To maintain best-in-class transparency with our investors and shareholders, we disclose annually our risks and opportunities related to climate change. Accordingly, this year we addressed our climate change mitigation and adaptation efforts in our BCE TCFD Report on climate-related risks and opportunities.

Disclosing climate-related information originally started in 2003 through the [CDP Climate change questionnaire](#). CDP is a nonprofit organization that gathers information on climate-related risk and opportunities from organizations worldwide. In 2020, we obtained an A- score, recognizing our work on climate action, our alignment with current best practices and the transparency of our climate disclosures.



Bell's climate change journey



Managing waste

To minimize the amount of waste we send to landfill, Bell runs several programs to reduce, reuse, recycle or repurpose waste generated to operate our business.

Diverting waste from landfill GRI 306-1, 306-2, SDG 12.4, 12.5, SASB

WHY IT MATTERS GRI 103

We generate waste in all aspects of our business operations. Waste reduction is essential because it is part of our engagement to improve on our operational efficiency and it aligns with the values and expectations of our team members.

WHAT WE ARE DOING

We have been running waste sorting, reduction and recovery programs for over 25 years at Bell. We have established objectives, monitoring processes, and reporting on our waste-generating activities.

Bell has integrated much of its installation and construction functions. This makes us accountable for managing a large part of our network waste ourselves. Outsourcing such functions would allow us to reduce our waste-to-landfill results; however, we would not be able to maintain direct control over functions that directly influence the customer experience and operations.

Impact of COVID-19 on our waste data

Normally, we would present data related to overall waste in this section. However, the impact of the COVID-19 pandemic on our operational and administrative activities has made the data related to our waste not comparable and, therefore, not meaningful. In early 2020 in particular, in compliance with Public Health requirements, business activities dramatically diminished as team members were asked to stay home. For many months following the initial quarantine, we operated on the premise that we would be back to our offices imminently. We did not reconcile ourselves to the fact that working from home would be a long-term reality until late in 2020.

Our waste data for a portion of our operations and for our administrative buildings are in part comprised of estimates based on the average weight of third-party waste collection service containers – estimates which were not updated until late in 2020. Since minimal numbers of team members were in our offices, and since the waste data are fundamentally based on the number of container pickups multiplied by a predetermined average weight under normal operating conditions, the data are not representative of the reality for most of the reporting period. Moreover, our waste data is meant to show evidence of the success of our initiatives to change waste sorting behaviours and reduction efforts. In order to evaluate the success of such programs, precise and consistent data are needed. The data, therefore, are not meaningful, nor are they decision-useful.

Despite these circumstances, we will continue to pursue our goal of reaching and maintaining 55 kg of waste sent to landfill per employee per year in Bell-owned or -leased administrative buildings by 2024. However, we are closely monitoring what the future of office work looks like, and will adjust our target accordingly.

Despite the pandemic and the absence of most team members in our offices in 2020, we implemented initiatives to reduce waste at the source. Our latest initiative is the introduction of a policy on single-use plastics. We eliminated the distribution of single-use plastic bags in all retail stores and, when team members return to offices, they will find that we have established restrictions on all unnecessary single-use plastic items in on-site cafeterias across Bell properties – including plastic straws and stir sticks, unrecyclable coffee pods, creamers for coffee and condiments. Additionally, when it is safe to do so (following COVID-19 guidelines), we will no longer provide bottled water in Bell buildings where potable tap water is available.

While most of our team members worked from home, our operational teams continued to deploy services and build out our network across Canada, even if at a reduced rate during the initial months of the pandemic. We continued to replace aging and damaged telephone poles, replace network batteries

and replace tires on vehicles. Original equipment manufacturer tires that were removed were sold to the tire installer to be reused on other vehicles. And we completed the integration of Bell MTS into our national waste management operations.

For information on operational waste diverted from landfill during the reporting period, see the Waste management information sheet on our website. Please note that we do not consider this data to be meaningful due to the impacts of the COVID-19 pandemic on our business activities.

Hazardous waste GRI 306-2, 306-3, 306-4, SDG 12.4.2

We continue to pursue our established target of recovering and diverting to certified recyclers 100% of generated hazardous waste by 2024. Currently, we are diverting 100% of the hazardous materials we recover, including all of our network batteries and residual material from our fleet services. Our metric illustrates the gap between *generated* and *recovered* hazardous waste. Network batteries make up the greatest proportion of hazardous materials generated at Bell. Other hazardous materials include aerosols, absorbents, oil containers and fluorescent tubes.

In previous years, we reported having collection gaps in Atlantic Canada and Manitoba for aerosols, fluorescent tubes and paint. In 2019, we closed the gap in Atlantic Canada. We are working on implementing an improved collection program in Manitoba for aerosols, fluorescent tubes and paint. We aim to have such collection services fully operational by 2024.

In 2020, we were able to recover and divert to certified recyclers approximately 99% of all generated hazardous materials.¹

Recovered fleet and hazardous waste (in tonnes)

	2020	% DIVERTED 2020	2019	% DIVERTED 2019
Hazardous materials				
Fluorescent tubes, oily containers, absorbents, aerosols and other pressurized containers	43	100	58	100
Network batteries	1,911	100	1,423	100
Fleet				
Tires, batteries, oil and oil filters and used engine antifreeze	508	100	461	100

See the [Waste management](#) information sheet on our website for more details.

¹ PwC provided limited assurance over this metric. See [PwC's assurance statement](#).

Environmental stewardship for customer-facing electronic devices GRI 306-3, 306-4, 306-5, SDG 12.4.2

WHY IT MATTERS GRI 103

Due to the rapid obsolescence of communications devices, particularly mobile phones, they represent an increasing proportion of electronic waste (e-waste). E-waste disposal is a global issue with global attention now on the health of those who end up sorting the components.

Our relationship with customers provides an opportunity for effective management of product recycling, reuse and disposal. Communications companies like Bell, therefore, face increasing regulatory compliance requirements related to this issue. Multiple jurisdictions across Canada have implemented separate and sometimes conflicting e-waste collection and recycling regulations, requiring companies to finance the collection, treatment, recycling, or proper disposal of devices. Our relationship with customers also creates a risk to our reputation if we do not properly address the e-waste issue.

WHAT WE ARE DOING

We have implemented an effective program for managing e-waste recycling, reuse and disposal, including national take-back programs, drop boxes, and mail-in instructions.

Recovery of mobile devices is difficult to predict and control, as it depends on the rate at which customers upgrade to newer devices. Often, recovery depends upon economic activity: during economic downturns, people upgrade their devices and sign up for new plans less frequently. This was certainly the case in 2020 when access to our retail stores was severely limited due to the COVID-19 pandemic and this ultimately led to a decrease in the number of mobile devices collected for recycling this year. It is also dependent on customer behaviour. A 2017 CWT/Recycle My Cell [study](#) reports that 62% of Canadians say they have mobile phones in their possession that they are not using and are being stored. This has made it difficult for us to predict how many phones we would be able to collect and therefore difficult to set a target.

Bell recovers mobile phones through two complementary programs: the Bell Trade-in program and the [Bell Blue Box](#) program. Launched in 2003 and available at all Bell stores, Virgin Mobile stores and participating The Source locations, the Bell Blue Box program was the first cross-Canada collection program established by any company for reusing and recycling mobile phones. From 2016 to 2020, Bell has donated over \$250,000 of the net proceeds from our mobile phone recovery program to a partner in the Bell Let's Talk mental health initiative.

In addition, Bell participates in provincial recycling programs for other electronic products, such as tablets, headsets, TVs, computers and batteries. For more details on these programs, visit [Bell.ca/recycling](#).

In 2020, thanks to our customers' participation in our recovery programs, Bell diverted more than 2,537 tonnes of electronics from landfill. Due to the COVID-19 pandemic, store closures resulted in less foot traffic and thus less opportunity to collect e-waste in-store. A decrease of 172 tonnes of e-waste was recovered in 2020 compared to 2019.

Customer-facing electronic waste recovered, diverted and disposed
2019–2020 (tonnes recovered, diverted from disposal, and disposed of)

	2020			2019			
ITEM	WASTE RECOVERED	WASTE DIVERTED FROM DISPOSAL	WASTE DIRECTED TO DISPOSAL	WASTE RECOVERED	WASTE DIVERTED FROM DISPOSAL	WASTE DIRECTED TO DISPOSAL	CHANGE IN RECOVERED WASTE FROM 2019 TO 2020
TV Receivers	1,772	1,772	0	1,919	1,919	0	-147
Modems	747	747	0	770.7	770.7	0	-23.7
Mobile Phones	15.9	15.9	0	18.4	18.4	0	-2.5
Mobile Phone Batteries	2	2	0	1	1	0	+1
Mobile Phone Accessories	0.2	0.2	0	0.4	0.4	0	-0.2
Total	2,537.1	2,537.1	0	2,709.5	2,709.5	0	-172.4

Bell’s customer-facing device recovery target

We believe that we have an important role to play in the recovery of used electronic devices from customers given our close relationship with them. In 2017, we began reporting on our progress toward our target of recovering 10 million used TV receivers, modems and mobile phones between January 1, 2016 and the end of 2020.

Store closures due to the COVID-19 pandemic led to an overall reduction in the total number of devices collected. Despite this challenge, we recovered 2,094,234 units in 2020. We have now recovered over 11.7 million units since January 2016 and surpassed our goal of recovering 10 million devices by over 17%.

Customer-facing electronic devices recovered
2016–2020 (number of units collected)

	2020 ¹	2019	2018	2017	2016
TV Receivers	1,004,786	1,199,381	1,151,635	1,268,793	1,103,220
Modems	996,786	1,133,372	1,052,726	1,051,270	945,715
Mobile Phones ²	92,662	169,473	248,193	176,981	143,945
Total	2,094,234	2,502,226	2,452,554	2,497,044	2,192,880
Cumulative Yearly Total	11,738,938	9,644,704	7,142,478	4,689,924	2,192,880

1 PWC provided limited assurance over this metric. See [PwC's assurance statement](#).
2 Numbers of mobile phones collected for 2016, 2017 and 2018 are restated to adjust for double-counting in previous methods. The cumulative yearly totals have been adjusted accordingly. The impact of the error is an overall decrease of 2% from 2016 to 2018.

Since exceeding our previous e-waste target, we have set a new target to recover 7 million used TV receivers, modems and mobile phones between January 1, 2021 and the end of 2023. During this period we will also explore a new approach based on circular economy.

Transition to a circular economy

Circular economy has gained significant momentum recently and is in line with our vision to maximize the integration of the economic, environmental and societal aspects of our business. Managing our waste based on a circular economic model would instill a more holistic approach that focuses on reducing waste at the beginning of the production life cycle and enables us to work with customers and partners to create a cyclical way to reduce and reuse waste in our business and in our industry.

A great example illustrating what circular economy looks like in the communications industry is Bell’s rental model for TV receivers, otherwise known as Set-Top-Boxes. A typical TV service installation, purchased by a customer from Bell, requires a Set-Top-Box for each TV. Bell maintains ownership of all Set-Top-Boxes and operates a rental-only model where Set-Top-Boxes are not sold to customers. By maintaining 100% ownership of Set-Top-Boxes throughout their entire life cycle, we are able to maintain, repair and reuse our Set-Top-Boxes creating a closed-loop system for our technology. In 2020, Bell recovered over 1 million Set-Top-Boxes from customers and of those we were able to redeploy over 700,000 to customers.

See the [Waste management](#) information sheet on our website for more details.

Other environmental programs

In addition to the priority environmental initiatives detailed in this section, Bell operates many more programs through our certified ISO 14001:2015 environmental management and review system (EMS).

Please see the [Responsibility](#) section of our website for information on:



[environmental incidents](#)



[environmental site assessments](#)



[sustainable real estate](#)



[environmental training](#)



[sustainable events](#)



[protecting biodiversity](#)



[halocarbons](#)



[water consumption](#)

These programs are integrated throughout Bell's business units and subsidiaries and are governed by local environmental coordinators. Each environmental coordinator reports to the Corporate Responsibility and Environment governance team on action plans and results throughout the year. These programs form the foundation of our company-wide EMS. Thanks to our continued diligence in constantly improving our environmental management system and processes, we have been certified ISO 14001 for 12 consecutive years.

For more information on our EMS, [click here](#).

For more information on the governance of corporate responsibility topics at Bell, see [Management of corporate responsibility at Bell](#) in this report.

ABOUT THIS REPORT

BCE publishes a corporate responsibility report annually. This report marks our 28th year of annual reporting on the environmental, social, and governance (ESG) topics that are most significant to our stakeholders and to our business. This report contains an overview of our corporate responsibility strategy, including progress toward achieving our short-, medium-, and longer-term goals in the areas of team members, customers, society, and environment. This document, together with the information and documents available in the Responsibility section of [BCE's website](#), serves as a comprehensive view of our corporate responsibility (CR) performance and programs. GRI 102-54

This report has been prepared in accordance with the Global Reporting Initiative ([GRI](#)) Standards-Core option, with the addition of select Sustainability Accounting Standards Board ([SASB](#)) indicators and Sustainable Development Goals ([SDGs](#)). As a signatory to the United Nations Global Compact ([UNGC](#)) since 2006, we are expected to report our progress on human rights, labour, environment and anti-corruption, therefore this report describes actions we have taken to implement the UNGC guidelines and principles, and serves as our Communication on Progress (COP). We also support the Task Force on Climate-related Financial Disclosure's ([TCFD](#)) recommendations, as detailed [here](#).



Target audiences

Our target audiences for this report are our team members, our customers, community members, investors, rating agencies, governments, non-governmental organizations, civil society, suppliers and others as described in the [Our purpose and corporate responsibility approach](#) information sheet in the Responsibility section of our website. This report provides information relevant to these stakeholders and the information is presented in chapters directed at each audience.

Provide feedback

We are always seeking ways to improve our Purpose and Corporate responsibility report and welcome your feedback and suggestions. Please send any questions or comments to esg@bell.ca. GRI 102-53

Format

As part of our objective to reduce our carbon footprint, since 2007, our annual Purpose and Corporate responsibility report has been available online only, in English and French.

The PDF is accessible and easily read on a standard computer screen and most screen readers used by the visually impaired. The document is also mobile friendly.

We strive to make all of the relevant information for our target audiences accessible by hyperlinking in this report additional documents available on our [website](#). As such, this report serves as a hub for our ESG information.

Reporting period and organizational boundaries GRI 102-2, 102-50

Unless otherwise specified, this report covers the period from January 1 to December 31, 2020 and data are valid as at December 31, 2020. This report contains data about the BCE group of companies, referred to collectively in this report as “BCE”, “Bell”, “we”, “us”, “our” or “company”. The companies of the BCE group are those over which we have strong financial and managerial control. This report does not include data from Quantrics Enterprises Inc. (Quantrics), unless otherwise stated.

On July 24, 2019, Bell Media announced that it had entered into an agreement with the shareholders of Groupe V Média to acquire conventional TV network V along with related digital assets, including the ad-supported video-on-demand (VOD) service Noovo.ca. The transaction closed in May 2020. This report does not include data from TV network V (rebranded Noovo), nor the Noovo.ca service or other digital assets.

Major changes since last report

As appropriate to maintain or improve the accuracy or comparability of data and performance trends between years, and/or where any variance in prior years' data has been identified, we restate such data in this report.

We periodically acquire, sell and launch businesses in line with our corporate strategy. This affects, in many cases, the comparability of data over time. Where this is the case, we note the reason(s) in this report.

Some of the more significant changes since we last reported:

New standards in key performance metrics table

This year, in line with our growing Media business, we have added the SASB Media and Entertainment standard in the SASB column. We have also added references to the World Economic Forum (WEF) standard indicators in the key performance metrics table to help readers quickly identify topics linked to the proposed indicators.

New targets

We added 2 targets for Black, Indigenous, and People of Colour (BIPOC) representation. 1) At least 25% BIPOC representation in Bell senior management (director level and above and including executive officers) by 2025. 2) At least 40% BIPOC representation in new graduates and interns by 2025.

We added a privacy and information security target to have 100% of targeted team members complete Bell's Be Cyber Savvy information security training program by the end of 2021.

With the implementation and certification of our energy management system, we announced a target to maintain certification to the ISO 50001 standard.

We announced a target to be carbon neutral for our operational emissions starting in 2025 and committed to set a science-based target through the Science Based Targets initiative.

In 2020, we exceeded our e-waste target and have set a new target to recover 7 million used TV receivers, modems and mobile phones between January 1, 2021 and the end of 2023. During this period, we will also explore a new approach based on circular economy.

COVID-19 pandemic

Exceptionally, we have added a section to the report to address our actions during the COVID-19 pandemic.

Content, data collection and verification

We review how and what we report every year, with an effort to continuously improve our reporting processes and procedures for corporate responsibility reporting.

This report focuses on the corporate responsibility issues that are of greatest importance to our stakeholders and could have an important impact on our business. Please see [Our purpose and corporate responsibility approach](#), in the Responsibility section of our website, for details on stakeholder engagement and determining report content. GRI 102-46, 102-47

Select key performance metrics were independently assured by PricewaterhouseCoopers LLP (PwC). PwC performed a limited assurance engagement for a select number of Bell's key performance metrics. The results of PwC's limited assurance engagement are documented in an [assurance statement](#) available in the Responsibility section of our website. GRI 102-56

The [Responsibility](#) section of our website is an essential component of this report and presents additional information on related programs, provides access to specific policies and includes links to complementary information.

We round all figures to the closest full integer in our reporting, unless otherwise specified, and all data are in international units. Unless otherwise indicated, all reported dollar amounts are in Canadian dollars.

The content of this report has been reviewed and approved by the Corporate Responsibility Advisory Committee, made up of directors, vice presidents, and the Chief Human Resources Officer (CHRO) and Executive Vice President (EVP) Corporate Services.

LEGAL NOTE

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Please email us at ESG@bell.ca and tell us what you think of this report and corporate responsibility at Bell.

If you'd like more details about our corporate responsibility and environment activities, please visit our website at BCE.ca/responsibility.