

Leading by example

Today brand excellence extends beyond product innovation, superior service and operational maturity. It also includes a strong commitment to corporate social responsibility (CSR). At TELUS, corporate citizenship is a key strategic pillar in business growth and employee engagement.

As a communications company, TELUS has more than a century-long history of bringing innovation to Canadians. With the expansion of its HSPA+ network, enabling faster mobile wireless connections, TELUS is well positioned going in to 2012 with its expected launch of LTE. Internationally, TELUS partners with wholesale carriers to extend their network reach across Canada, offering business process services, customer care and IT outsourcing solutions from centres on three continents. Regardless of whether serving consumers, enterprises or carrier partners, the commitment to strengthening communities where its employees live, work and serve remains a vital component of how TELUS does business.

Brent Allison, vice president at TELUS Partner Solutions, believes TELUS' consideration of economic, social and environmental impacts adds a dimension of accountability to every business decision. "TELUS is passionate about contributing to the health and well-being of communities wherever we do business," he says. "We see a symbiotic relationship between our clients, team members, communities and company. Our mantra is 'We Give Where We Live'."

TELUS CSR recognised globally

That leadership and commitment to continuous improvement in Corporate Social Responsibility (CSR) can be seen in TELUS' annual CSR report, which has been published for the past 14 years. TELUS reports to the highest disclosure standard

according to the GRI (Global Reporting Initiative), which represents its commitment to transparency. TELUS has been twice recognised as one of the Global 100 Most Sustainable Corporations by Corporate Knights and has been named to the Dow Jones Sustainability World Index nine times, accomplishments unequalled by any North American telco or cableco.

TELUS is also being recognised for its formalised approach to CSR. In 2010, TELUS signed the United Nations Global Compact, which outlines a set of universally accepted principles for companies to implement within their business strategies that are aligned to appropriate and accepted initiatives in human rights, labour, environment and anti-corruption practices. The Association of Fundraising Professionals (AFP) also named TELUS 2010 Outstanding Philanthropic Corporation, making TELUS the first Canadian company to receive this honour. The award recognises outstanding commitment to financial support and motivating others to take on leadership roles in their communities.

Employee commitment

That motivation has created a culture of giving, where employees contribute actively in their communities and in developing countries across the globe. In fact, since 2000, current and former TELUS team members have contributed \$245 million to charitable organisations. Volunteer service in local communities totals an impressive 4.1 million hours.



TELUS team members across Canada (Calgary, Toronto, Vancouver, Montreal) participating in the TELUS Day of Giving™

Recent employee initiatives have helped communities in Guatemala, El Salvador and the Philippines. Even in the UK and areas of North America, TELUS has spearheaded initiatives for better schools and safer housing. While the communities benefit directly, these initiatives also inspire and invigorate employees and strengthen team relationships by enabling

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employees to work together for a common good.

Central America is the latest example where TELUS is both building its brand and local communities. Marking the company's annual TELUS Day of Giving™ this past October, the region saw 3,500 TELUS International employees volunteer their time and effort. Partnering with the United Way and Glasswing International, both non-profit organisations based in Guatemala and El Salvador respectively, the company's employees volunteered a combined 10,000 hours of service. The efforts of TELUS' dedicated employees resulted in the building of classrooms, the installation of restrooms, painting murals, refurbishing desks and revitalising school grounds to aid the academic future of more than 4,000 students. There have been several other projects similar to these, including one in Manila, where volunteers built a second community in association with Gawad Kalinga, a development foundation in the Philippines. These same employees had already built 71 new homes in the country.

TELUS' view of CSR

Becoming a leading corporate citizen

Economic

- Sustainable revenue generation and return on investment
- Robust internal financial controls and disclosure mechanisms
- Investment in technology research and development
- Contribution to corporate tax base
- Contribution to sustainable national economic growth

Social

Communities and customers

- Investment through TELUS community boards
- Strategic partnerships
- Philanthropy and volunteerism
- Social impacts of our products and services
- Customer satisfaction
- Cause marketing

Team members

- Recruitment, retention and development
- Engagement
- Labour relations
- Health and safety products and services
- Diversity and inclusiveness

Environmental

- Impact of TELUS operations
- Product life-cycle responsibility
- Influence in the supply chain
- Help customers minimise their impacts
- Climate change
- Energy and waste management

TELUS continues to drive CSR as a guiding principle into key aspects of its operations



TELUS' giving achievements have spread worldwide, but the company's charitable drive began in Canada. TELUS has established 11 community boards in cities across the country, giving them responsibility over giving decisions. "The collaboration puts funding decisions in the hands of local community leaders supported by the TELUS team, enabling us to focus on grassroots charities," adds Allison. "These boards have allocated \$30 million and supported more than 2,300 community projects across Canada."

Value of sustainable reporting

The value CSR brings has not gone unnoticed, but its adoption in many countries has been left in the hands of corporations. A

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report published by Edward Waitzer, a professor and director at the Hennisck centre for business in New York, in addition to research conducted by the London Business School and the Harvard Business School suggests that as corporations adopt sustainability reporting, it is having a positive effect on corporate performance. A further survey recently conducted by MIT and the Boston Group of corporate leaders indicated social reporting is becoming much more important across a range of sectors, including environmental, social and governance. There is a criticism in the industry that Canadian regulators are not taking a more active leadership role, and the requirement should not only fall on the companies in question. The Ontario Securities Commission (Canada) has since taken a lead in environmental disclosure, but social reporting remains passive and needs to be adopted more to keep up with mandatory standards for sustainable business practises made in other regions, including Denmark, Sweden and France.

Sustainability through environmental action

As part of its social responsibility initiatives, environmental




TELUS International team members at work in the community in Guatemala City, Guatemala



TELUS International team members at work in the community in Manila, Philippines.

sustainability has been a key priority. In 2010, TELUS announced its climate change strategy, which commits TELUS to a 25 per cent reduction in greenhouse gas emissions and a 10 per cent overall energy reduction by 2020 based on levels from 2009. And the industry is recognizing TELUS' efforts. The Canada Green Building Council awarded the Gold certification for Leadership in Energy and Environmental Design (LEED) principles for the construction and operation of green buildings to TELUS' corporate building in Ottawa. TELUS is also positioning its new towers in Toronto and Montreal for certification, and a new head office development underway in Vancouver is expected to be the first built in Canada to the new 2009 LEED Platinum standard.

TELUS' work in Burrad Inlet, near Port Moody, British Columbia represents one of its notable achievements in the environmental space. TELUS team members worked for more than eight months to remove two obsolete telecom copper cables after Port Metro Vancouver announced plans to dredge the harbour to allow for larger vessel passage. The cables in question had not been in use since 1974, creating significant potential for damage. TELUS took the appropriate precautions and enlisted the assistance of underwater divers to ensure that the removal of the cable did not harm any sensitive marine life. The cable was removed successfully and recycled.

TELUS' dedication to corporate social responsibility, across all of its operations, is focused on creating sustainable value for many stakeholders in a socially responsible way – their communities, their customers, their team members and investors. Measurable corporate social responsibility goals – economic, social, environmental – continue to drive TELUS' progress and performance towards becoming a leading corporate citizen and a leading corporate performer. 

Contact

Brent Allison, Vice President, TELUS Partner Solutions
Phone +1 403 530 3303

brent.allison@telus.com

www.csr.telus.com