

# Rogers Communications Inc.

## GRI Index

In preparing Rogers' 2009 Corporate Social Responsibility (CSR) Report, we have followed the Global Reporting Initiative G3 Guidelines, including the standards of accuracy, completeness, reliability, clarity and materiality. The GRI is a framework of internationally accepted principles and indicators for measuring and reporting on economic, environmental and social performance. The cornerstone of the framework is the Sustainability Reporting Guidelines, known as the G3 Guidelines, which is used by more than 1,000 organizations worldwide.

The index below provides an overview of our reporting against the G3 Guidelines, as well as the Telecommunications Sector Supplement, and where the information can be found in our 2009 CSR Report, in our 2009 Annual Report, in our Proxy Circular or on our website. There are three GRI application levels of A, B and C, which indicate the level to which a reporting company has applied the G3 framework. For the 2009 reporting period, Rogers self-declares a GRI Application Level C.

### Key:

● = Fully reported in 2009    ◐ = Partially reported in 2009    ○ = Not reported in 2009

N/A = Not applicable

DMA = Disclosure on Management Approach

GRI #	GRI Indicator Description	Rogers' Level of Reporting	Location of Information
<b>STRATEGY &amp; PROFILE</b>			
<b>1.0 Strategy and Analysis</b>			
1.1	President and CEO statement about sustainability	●	CSR Report - A Message from Nadir Mohamed
1.2	Key impacts, risks and opportunities related to sustainability	●	CSR Report - A Message from Nadir Mohamed CSR Report - Who We Are CSR Report - CSR Strategy & Analysis
<b>2.0 Organizational Profile</b>			
2.1	Name of organization	●	CSR Report - Who We Are
2.2	Primary brands, products and/or services	●	CSR Report - Who We Are
2.3	Operational structure	●	CSR Report - Who We Are
2.4	Location of headquarters	●	CSR Report - Who We Are
2.5	Countries of operation	●	CSR Report - Who We Are
2.6	Nature of ownership and legal form	●	CSR Report - Who We Are Annual Report
2.7	Markets served	●	CSR Report - Who We Are
2.8	Scale of organization	●	CSR Report - Who We Are
2.9	Significant changes during reporting period	●	CSR Report - A Message from Nadir Mohamed Annual Report
2.10	Awards received	●	CSR Report - throughout CSR Website - Awards & Recognition
<b>3.0 Report Parameters</b>			
<b>Report Profile</b>			
3.1	Reporting period	●	CSR Report - About This Report
3.2	Date of most recent report	●	CSR Report - About This Report
3.3	Reporting cycle	●	CSR Report - About This Report
3.4	Contact point on the report	●	CSR Report - Contact Us
<b>Report Scope and Boundary</b>			
3.5	Process for defining report content	●	CSR Report - About This Report CSR Report - CSR Strategy & Analysis
3.6	Boundary of report	●	CSR Report - About This Report
3.7	Limitations on scope or boundary of report	●	CSR Report - About This Report
3.8	Basis for reporting on other entities	●	CSR Report - About This Report
3.9	Data measurement techniques	●	CSR Report - About This Report

GRI #	GRI Indicator Description	Rogers' Level of Reporting	Location of Information
3.10	Explanation of re-statements of information provided in earlier reports	N/A	N/A
3.11	Significant changes from previous report	N/A	N/A
<b>GRI Content Index</b>			
3.12	Table identifying GRI standard disclosures	✓	GRI Index
3.13	Policy and practices regarding external assurance	✓	CSR Report - About this Report
<b>Governance, Commitments and Engagement</b>			
4.1	Governance structure	●	CSR Report - Ethics & Governance Annual Report Website - Corporate Governance
4.2	Indicate whether Chair of highest governance body is also an executive officer	●	Annual Report Website - Corporate Governance
4.3	Independent and/or non-executive members	●	Annual Report Website - Corporate Governance
4.4	Mechanisms to provide recommendations or direction to highest governance body	●	CSR Report - Stakeholder Engagement Annual Report Website - Corporate Governance
4.5	Linkage between compensation for members of the highest governance body, senior managers and executives, and the organization's performance (including social and environmental performance)	●	Proxy Circular 2010
4.6	Processes for highest governance body to ensure conflicts of interest are avoided	●	Annual Report Website - Corporate Governance
4.7	Process for determining qualifications of members of the highest governance body for guiding the organization's strategy on economic, environmental and social topics	●	Proxy Circular 2010
4.8	Mission and values statements, codes of conduct, and principles relevant to economic, environmental and social performance	●	CSR Report - CSR Strategy & Analysis CSR Report - Ethics & Governance CSR Report - Customers CSR Report - Suppliers
4.9	Procedures of highest governance body for overseeing economic, social and environmental performance	●	Proxy Circular 2010
4.10	Processes for evaluating the highest governance body's own performance	○	Proxy Circular 2010
4.11	Explanation of whether and how the precautionary approach or principle is addressed	○	
4.12	Externally developed social charters, principles or other initiatives to which the organization subscribes or endorses	●	CSR Report - Customers/Health & Safety
4.13	Significant memberships in associations and/or advocacy organizations	●	CSR Report - Back page CSR Website - External Commitments
4.14	List of stakeholders engaged by organization	●	CSR Report - Stakeholder Engagement
4.15	Basis for identification and selection of stakeholders to engage	●	CSR Report - Stakeholder Engagement
4.16	Approaches to stakeholder engagement	●	CSR Report - Stakeholder Engagement
4.17	Key topics and concerns raised through stakeholder engagement and how the organization has responded	●	CSR Report - Stakeholder Engagement
<b>MANAGEMENT APPROACH AND PERFORMANCE INDICATORS</b>			
<b>■ ECONOMIC PERFORMANCE INDICATORS ("EC")</b>			
DMA	Management approach, goals and performance, policies and contextual information	●	CSR Report - Who We Are Annual Report
<b>Aspect: Economic Performance</b>			
EC1	Direct economic value generated and distributed, including revenues, operating costs, employee compensation, donations and other community investments, retained earnings and payments to capital providers and governments	●	CSR Report - Who We Are/Our Economic Impact CSR Report - CSR Key Performance Indicators
EC2	Financial implications and other risks and opportunities due to climate change	●	CSR Report - Environment/Climate Change
EC3	Coverage of the organization's defined benefit plan obligations	●	CSR Report - Employees/Competitive Compensation CSR Report - CSR Key Performance Indicators

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EC4	Significant financial assistance received from government	●	CSR Report - Community/Government Relations
<b>Aspect: Market Presence</b>			
EC5	Range of ratios of standard entry-level wage compared to local minimum wage at significant locations of operation.	○	
EC6	Policy, practices and proportion of spending on locally-based suppliers	●	CSR Report - Suppliers
EC7	Procedures for local hiring and proportion of senior management hired from the local community	○	
<b>Aspect: Indirect Economic Impacts</b>			
EC8	Infrastructure investments and services provided primarily for public benefit through commercial, in-kind or pro bono engagement	●	CSR Report - Community
EC9	Understanding and describing significant indirect economic impacts	●	CSR Report - Who We Are/Our Economic Impact CSR Report - Community
<b>■ ENVIRONMENTAL PERFORMANCE INDICATORS ("EN")</b>			
DMA	Management approach, goals and performance, policies and contextual information	●	CSR Report - Environment
<b>Aspect: Materials</b>			
EN1	Materials used by weight or volume	○	
EN2	Percentage of materials that are recycled input materials	○	
<b>Aspect: Energy</b>			
EN3	Direct energy consumption	●	CSR Report - Environment/Climate Change & Energy
EN4	Indirect energy consumption	●	CSR Report - Environment/Climate Change & Energy
EN5	Energy saved due to conservation and efficiency improvements	▶	CSR Report - Environment/Climate Change & Energy
EN6	Initiatives to provide energy-efficient or renewable energy based products and services	●	CSR Report - Environment/Climate Change & Energy
EN7	Initiatives to reduce indirect energy consumption	▶	CSR Report - Environment/Climate Change & Energy
<b>Aspect: Water</b>			
EN8	Total water withdrawal by source	○	
EN9	Water sources significantly affected by withdrawal of water	○	
EN10	Water recycled and reused	○	
<b>Aspect: Biodiversity</b>			
EN11	Land owned, leased, managed in, or adjacent to, protected areas and areas of high biodiversity value outside protected areas	○	
EN12	Significant impacts of activities, products, and services on biodiversity-rich areas	○	
EN13	Habitats protected or restored	○	
EN14	Strategies, current actions and future plans for managing impacts on biodiversity	○	
EN15	Number of IUCN Red List species and national conservation list species with habitats in areas affected by operations	○	
<b>Aspect: Emissions, Effluents, and Waste</b>			
EN16	Direct and indirect greenhouse gas emissions by weight	●	CSR Report - Environment/Climate Change & Energy
EN17	Other relevant indirect greenhouse gas emissions by weight	●	CSR Report - Environment/Climate Change & Energy
EN18	Initiatives to reduce greenhouse gas emissions	●	CSR Report - Environment/Climate Change & Energy
EN19	Emissions of ozone-depleting substances by weight	○	
EN20	NO <sub>x</sub> , SO <sub>x</sub> and other significant air emissions by type and weight	○	
EN21	Total water discharge by quality and destination	○	
EN22	Total weight of waste by type and disposal method	○	
EN23	Significant spills	●	CSR Report - CSR Key Performance Indicators
EN24	Weight of transported, imported, exported, or treated waste deemed hazardous, and percentage of transported waste shipped internationally	N/A	
EN25	Identity, size, protected status and biodiversity value of water bodies and related habitats significantly affected by discharges of water and runoff	○	
<b>Aspect: Products and Services</b>			
EN26	Initiatives to mitigate environmental impacts of products and services	●	CSR Report - Environment

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EN27	Percentage of products sold and their packaging materials that are reclaimed by category	○	
<b>Aspect: Compliance</b>			
EN28	Monetary value of significant fines and total number of non-monetary sanctions for non-compliance with environmental laws and regulations	●	CSR Report - CSR Key Performance Indicators
<b>Aspect: Transport</b>			
EN29	Significant environmental impacts of transporting products and other goods and materials	●	CSR Report - Environment/Climate Change
<b>Aspect: Overall</b>			
EN30	Total environmental protection expenditures and investments	○	
<b>■ SOCIAL PERFORMANCE INDICATORS</b>			
<b>Labour Practices and Decent Work</b>			
DMA	Management approach, goals and performance, policies and contextual information	●	CSR Report - Employees
<b>Aspect: Employment</b>			
LA1	Workforce by employment type and region	●	CSR Report - Employees
LA2	Employee turnover	●	CSR Report - CSR Key Performance Indicators
LA3	Benefits provided to full-time employees	●	CSR Report - Employees/Competitive Compensation
<b>Aspect: Labour/Management Relations</b>			
LA4	Percentage of employees covered by collective bargaining agreements	○	
LA5	Minimum notice period(s) regarding operational changes, including whether it is specified in collective agreements	○	
<b>Aspect: Occupational Health and Safety</b>			
LA6	Workforce represented in formal joint management-worker health and safety committees	●	CSR Report - Employees/Health & Safety
LA7	Rates of injury, occupational diseases, lost days, and absenteeism and number of work-related fatalities	●	CSR Report - Employees/Health & Safety CSR Report - CSR Key Performance Indicators
LA8	Programs to assist workforce members, their families or community members regarding serious diseases	●	CSR Report - Employees/Health & Safety
LA9	Health and safety topics covered in formal agreements with trade unions	●	CSR Report - Employees/Health & Safety
<b>Aspect: Training and Education</b>			
LA10	Training per year per employee	●	CSR Report - Employees/Learning & Development
LA11	Programs for skills management and lifelong learning	●	CSR Report - Employees/Learning & Development
LA12	Percentage of employees receiving regular performance and career development reviews	●	CSR Report - Employees/Learning & Development
<b>Aspect: Diversity and Equal Opportunity</b>			
LA13	Composition of governance bodies and breakdown of employees by indicators of diversity	●	CSR Report - CSR Key Performance Indicators Annual Report
LA14	Ratio of basic salary of men to women	○	
<b>Human Rights</b>			
DMA	Management approach, goals and performance, policies and contextual information	●	CSR Report - Employees
<b>Aspect: Investment and Procurement Practices</b>			
HR1	Significant investment agreements that include human rights clauses or that have undergone human rights screening	○	
HR2	Human rights screening of significant suppliers and contractors	●	CSR Report - Suppliers
HR3	Employee training on human rights policies and procedures	●	CSR Report - Employees/Human Rights
<b>Aspect: Non-Discrimination</b>			
HR4	Incidents of discrimination and actions taken	○	CSR Report - CSR Key Performance Indicators
<b>Aspect: Freedom of Association and Collective Bargaining*</b>			
HR5	Operations in which the right to exercise freedom of association and collective bargaining may be at significant risk	○	
<b>Aspect: Child Labour</b>			
HR6	Operations having significant risk for incidents of child labour	●	CSR Report - Employees/Human Rights
<b>Aspect: Forced and Compulsory Labour</b>			
HR7	Operations having significant risk for incidents of forced or compulsory labor	●	CSR Report - Employees/Human Rights

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<b>Aspect: Security Practices</b>			
HR8	Security personnel trained on human rights policies or procedures	●	CSR Report - Employees/Human Rights
<b>Aspect: Indigenous Rights</b>			
HR9	Incidents of violations involving rights of indigenous people	○	
<b>Society</b>			
DMA	Management approach, goals and performance, policies and contextual information	●	CSR Report - Ethics & Governance CSR Report - Community
<b>Aspect: Community</b>			
SO1	Programs and practices that assess and manage the impacts of operations on communities	○	
<b>Aspect: Corruption</b>			
SO2	Business units analyzed for risks related to corruption	●	CSR Report - CSR Key Performance Indicators
SO3	Employees trained on anti-corruption policies and procedures	●	CSR Report - CSR Key Performance Indicators CSR Report - Ethics & Governance
SO4	Actions taken in response to incidents of corruption	●	CSR Report - CSR Key Performance Indicators CSR Report - Ethics & Governance
<b>Aspect: Public Policy</b>			
SO5	Participation in public policy development and lobbying	●	CSR Report - Community
SO6	Political donations	●	CSR Report - Community
<b>Aspect: Anti-competitive Behaviour</b>			
SO7	Legal actions for anti-competitive behaviour, anti-trust and monopoly practices	●	CSR Report - CSR Key Performance Indicators
<b>Aspect: Compliance</b>			
SO8	Significant fines and non-monetary sanctions for non-compliance with laws and regulations	●	CSR Report - CSR Key Performance Indicators
<b>Product Responsibility</b>			
DMA	Management approach, goals and performance, policies and contextual information	●	CSR Report - Customers
<b>Aspect: Customer Health and Safety</b>			
PR1	Life cycle stages in which health and safety impacts of products and services are assessed for improvement	●	CSR Report - Customers/Health & Safety CSR Report - Environment/Recycling CSR Report - Environment/Green Procurement
PR2	Incidents of non-compliance with health and safety regulations and voluntary codes	○	
<b>Aspect: Product and Service Labeling</b>			
PR3	Product and service information required by procedures	●	
PR4	Incidents of non-compliance with regulations and voluntary codes concerning product and service information and labeling	○	
PR5	Practices related to customer satisfaction, including results of surveys	●	CSR Report - Customers/Focusing on the Customer
<b>Aspect: Marketing Communications</b>			
PR6	Programs for adherence to laws, standards and voluntary codes related to marketing communications	●	CSR Report - Customers/Customer Transparency
PR7	Incidents of non-compliance with regulations and voluntary codes concerning marketing communications	○	
<b>Aspect: Customer Privacy</b>			
PR8	Substantiated complaints regarding breaches of customer privacy	●	CSR Report - CSR Key Performance Indicators
<b>Aspect: Compliance</b>			
PR9	Significant fines for non-compliance with laws and regulations concerning the provision and use of products and services	○	
<b>Telecommunications Sector Specific Indicators</b>			
<b>CATEGORY: INTERNAL OPERATIONS</b>			

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<b>Investment</b>			
IO1	Capital investment in telecommunication network infrastructure	●	CSR Report - Who We Are/Our Economic Impact
IO2	Net costs for service providers under the Universal Service Obligation when extending service to geographic locations and low-income groups, which are not profitable	○	
<b>Health and Safety</b>			
IO3	Practices to ensure health and safety of field personnel	●	CSR Report - Employees/Health and Safety
IO4	Compliance with International Commission on Non-Ionising Radiation Protection (ICNIRP) standards on exposure to radiofrequency emissions from handsets	○	
IO5	Compliance with International Commission on Non-Ionising Radiation Protection (ICNIRP) standards on exposure to radiofrequency emissions from base stations	○	
IO6	Policies and practices with respect to Specific Absorption Rate (SAR) of handsets	○	
<b>Infrastructure</b>			
IO7	Policies and practices on the siting of masts and transmission sites, including stakeholder consultation, site sharing and initiatives to reduce visual impacts	▶	CSR Website - Managing Our Technology & Infrastructure
IO8	Number and percentage of stand-alone sites, shared sites, and sites on existing structures	▶	CSR Report - Who We Are/Our Economic Impact
<b>CATEGORY: PROVIDING ACCESS</b>			
<b>Access to Telecommunication Products and Services: Bridging the Digital Divide</b>			
PA1	Policies and practices to enable the deployment of telecommunications infrastructure and access to telecommunications products and services in remote and low population density areas	●	CSR Website - Providing Access to Services
PA2	Policies and practices to overcome barriers for access and use of telecommunication products and services	●	CSR Report - Customers/Making Products Accessible CSR Website - Providing Access to Services
PA3	Policies and practices to ensure availability and reliability of telecommunications products and services	●	CSR Website - Providing Access to Services
PA4	Level of availability of telecommunications products and services in areas where the organization operates	●	CSR Report - Who We Are/Our Economic Impacts
PA5	Telecommunication products and services provided to and used by low- and no-income sectors of the population	●	CSR Website - Providing Access to Services
PA6	Programs to provide and maintain telecommunication products and services in emergency situations and for disaster relief	●	CSR Website - Providing Access to Services
<b>Access to Content</b>			
PA7	Policies and practices to manage human rights issues relating to access and use of telecommunications products and services	●	CSR Report - Stakeholder Engagement CSR Report - Customers CSR Report - Community
<b>Customer Relations</b>			
PA8	Policies and practices to publicly communicate on EMF related issues	○	
PA9	Total amount invested in programs and activities in electromagnetic field research	○	
PA10	Initiatives to ensure clarity of charges and tariffs	●	CSR Report - Customers/Customer Transparency
PA11	Initiatives to inform customers about product features and applications that will promote responsible, efficient, cost effective and environmentally preferable use	●	CSR Report - Environment
<b>CATEGORY: TECHNOLOGY APPLICATIONS</b>			
<b>Resource Efficiency</b>			
TA1	Examples of the resource efficiency of telecommunication products and services delivered	●	CSR Report - Environment
TA2	Examples of telecommunication products, services and	●	CSR Report - Environment/Climate Change & Energy

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	applications that have the potential to replace physical objectives (e.g., videoconferencing)		
TA3	Measures of transport and/or resource changes of customer use of the telecommunication products and services listed above	●	CSR Report - Environment/Climate Change & Energy CSR Report - Environment/Recycling
TA4	Estimates of the rebound effect (indirect consequences) of customer use of the products and services listed above, and lessons learned for future development	○	
TA5	Practices relating to intellectual property rights and open source technologies	○	