



2011 Corporate Social Responsibility

Connecting with the Community

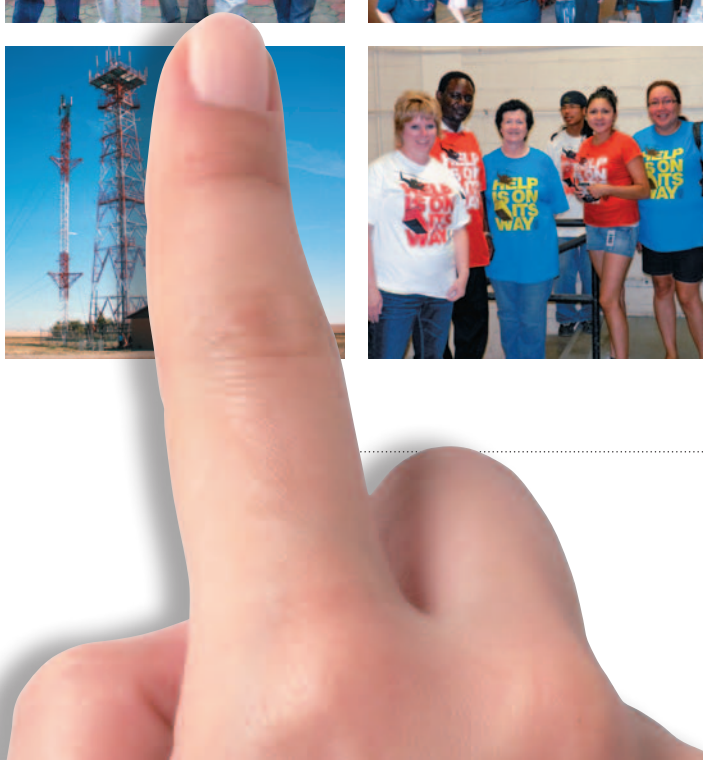


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INTRODUCTION

Corporate Social Responsibility (CSR) reporting has emerged as a standard business practice within the annual cycle of corporate self-evaluation and results measurement. In 2011, our fourth year providing a CSR report as part of our public disclosure in the Annual Report, we are continuing to improve our reporting.

For this report, SaskTel has based some of its methods on those developed under the Global Reporting Initiative (GRI), which is in the GRI's own words, "[a] multi-stakeholder governed institution collaborating to provide the global standards in sustainability reporting."

In accordance with GRI standards, this report divides SaskTel's activities and impacts into three categories: Economic, Social and Environmental.

SaskTel's core business—providing networks to the people of Saskatchewan—has direct economic, social and environmental benefits that impact the entire province. In 2011, SaskTel continued to improve infrastructure throughout Saskatchewan enhancing the quality, speed and range of our cellular and Internet communications networks in both rural and urban areas.

These improvements help provide world-class communications across the province. SaskTel's most important CSR contribution is fulfilling our commitment to universal and affordable access throughout our serving area.

ABOUT SASKTEL

Saskatchewan Telecommunications Holding Corporation (SaskTel) is a Saskatchewan Crown corporation. SaskTel is the leading full service communications provider in Saskatchewan, with \$1.126 billion in annual revenue and over 1.4 million customer connections including 594,405 wireless accesses, 514,351 wireline network accesses, 234,676 Internet accesses and 93,960 Max™ Service (TV) subscribers. SaskTel offers a wide range of communications products and services including competitive voice, data, Internet, entertainment, national security, messaging, cellular, wireless data and directory services. In addition, SaskTel International offers software solutions and project consulting in countries around the world. SaskTel and its wholly-owned subsidiaries have a workforce of 4,053 full-time equivalent employees (FTE). For more, visit SaskTel at www.sasktel.com.



CORPORATE SOCIAL RESPONSIBILITY KEY INDICATORS AT A GLANCE

Measure	2011 Target	2011 Actual	2012 Target
Operating Revenues	\$1,137.7M	\$1,125.8M	\$1,173.4M
Net Income	\$161.0M	\$154.0M	\$91.1M
Employee Engagement	at or above the Hay engagement norm	11 points below the Hay engagement norm	at or above the Hay engagement norm
Aboriginal People (Permanent Hires)	25%	25%	25%
Customer Perception	76	73	74
Environmental Stewardship (Greenhouse Gas Emission Reduction)	Reduce greenhouse gas emissions by 2.2% of 2007 levels	NA*	Maintain direct greenhouse gas emissions at or below 2011 level, adjusted for weather

* SaskTel is dependent on data from a third party that is not yet available.
For available data on SaskTel greenhouse gas emissions, please see page 23.

THE ECONOMIC, SOCIAL AND ENVIRONMENTAL CSR VALUE OF OUR CORE BUSINESS

The ubiquitous nature of modern communications devices has changed the way our customers go about their businesses, hobbies and lives. The connections that enable those devices—whether over a wire, the Internet or mobile—are simply expected to work on demand. This expanded communications capacity connects people in new and positive ways every day.

However, this capacity does not happen by accident. SaskTel works diligently to provide simple, effective and reliable networks to customers across the province. When done properly, the complexity and labour involved in deploying and maintaining those networks goes entirely unnoticed by those who access them.

Through our communications networks, SaskTel provides its customers—individuals, businesses and communities—with tools that can be applied to create or advance economic, social and environmental benefits throughout the province.

Some of the most significant contributions our networks make to Saskatchewan are in education and health care, especially in remote areas. Communications networks are allowing for both reduced administrative error and improved



Volunteers help pack a 40-foot container bound for Tanzania.

professional access to information in the delivery of medical treatment. At the same time, students at schools in remote and urban areas alike are benefiting from connections to data, services and real-time lectures from around the globe.

By removing the barrier of distance, SaskTel networks are also enabling formerly isolated businesses and communities to become active participants in the world marketplace and global village. From a corporate citizenship standpoint, these benefits to society define the company as much as revenue or profit. These social improvements do not explain what SaskTel does, but rather why we do what we do: to benefit the people of Saskatchewan.

Part of CSR is customer relationships and an organization's ability to be fair, respectful and honest with its customers. While we do our own customer perception surveys regularly, the recognition we receive from external sources is important in confirming that we are headed in the right direction. In this regard, SaskTel appreciates that the 2011 Canadian Wireless Customer Satisfaction Study by J.D. Power and Associates ranked SaskTel highest in Overall Customer Satisfaction in the West Region wireless market.

SaskTel was ranked highest by significant margins, especially in the customer service, account management and promotions categories. With only 7% of the western market but 74% of the Saskatchewan market, SaskTel has maintained a strong customer brand perception and an extremely loyal customer base.

SaskTel also continues its relationship with the Imagine Canada Caring Company program, Canada's leading corporate citizenship initiative. As a Caring Company, SaskTel agrees to several commitments such as allocating a minimum of 1% of our profit to support charitable and non-profit organizations, and to encourage and facilitate the personal giving and volunteer activities of our employees.

HIGHLIGHTS

- In 2011, SaskTel was recognized as one of Canada's Best Diversity Employers by Mediacorp Canada Inc. The honour distinguishes employers who demonstrate exceptional diversity and inclusiveness programs.
- SaskTel was also named one of Canada's 50 Greenest Employers for the third consecutive year. The Mediacorp Canada Inc. title recognizes SaskTel's leading environmental policies, including waste management, fuel use reduction, greenhouse gas emissions reduction and resource management. Our achievements in these areas represent the best efforts of Canadian business to improve sustainability. SaskTel was the only Saskatchewan-based company to win the award this year.
- SaskTel began a program to provide High Speed Internet service and 4G wireless coverage to 28 First Nations communities in Saskatchewan over the next two years. These enhancement projects are part of SaskTel's Saskatchewan Infrastructure Improvement Program (SIIP), which began in 2009 and is nearly complete. Aboriginal Affairs and Northern Development Canada is contributing \$8.8 million to Saskatoon Tribal Council (STC) through the First Nations Infrastructure Fund. SaskTel will be investing an equal amount, with STC assuming an administrative role.
- Through the We See You program, SaskTel sent two more 40-foot cargo containers of medical supplies and donated goods to vulnerable communities on the other side of the globe. Nearly 1,500 students from across the province and 150 SaskTel employees volunteered time to organize, collect and pack the containers. The containers were SaskTel's 10th and 11th in the past five years. One container was the fourth sent to Arusha, Tanzania, and the other was the first sent to Ussongo, Tanzania.

- SaskTel also continued its Phones for a Fresh Start program, which collects used cell phones from customers and recycles obsolete devices to make other products. Any profit made from recycling is converted to pre-paid calling cards that are distributed to the Provincial Association of Transition Houses and Services of Saskatchewan (PATHS). Through PATHS, SaskTel also provides women's shelters across the province with usable cell phones.
- In 2011, SaskTel continued to partner with the Communications, Energy, and Paperworkers Union of Canada and the Saskatchewan Abilities Council to create jobs for individuals with disabilities.



SaskTel employees volunteer in a soup kitchen (top) and volunteers pack supplies for a We See You container shipment.

ECONOMIC ACTIVITIES

The people of Saskatchewan have over 100 years of investment in SaskTel, and SaskTel in turn has provided an economic return to the province that has helped its communities develop and prosper during that century.

Without a strong financial basis and consistent profit, no corporation can continue to sustain a program of social and environmental responsibility. SaskTel's profits are not an end in themselves, but a means to achieve larger social, cultural and environmental goals for the province.

Here are the three main ways that SaskTel's financial success serves Saskatchewan people:

1. By providing a dividend that goes into the provincial treasury and contributes to the social and economic life of the province, providing services and building infrastructure.
2. By paying for SaskTel's own capital programs expanding and improving our communications infrastructure to the benefit of Saskatchewan families, communities and businesses.
3. By giving SaskTel the means to invest directly in the province's social, cultural and environmental well-being through sponsorships and community investment programs.

ECONOMIC HIGHLIGHTS

- Operating revenues for 2011 were \$1,125.8 million, up \$12.8 million from 2010.
- Operating expenses for 2011 were \$997.5 million, up \$28.5 million from 2010.
- Net Income for 2011 was \$154.0 million, up \$4.5 million from 2010.
- Declared dividend for 2011 was \$138.6 million.

CORPORATE GOVERNANCE

The SaskTel Board has implemented a comprehensive set of governance practices and is committed to clear disclosure of its governance practices in accordance with current best practice disclosure standards. On June 30, 2005, the Canadian Securities Administrators (CSA) National Policy 58-201 on Corporate Governance Guidelines and National Instrument 58-101 on Governance Disclosure Rules came into effect. The SaskTel Governance Committee has reviewed the Guidelines with a view to adapting the Board's governance practices to the Guidelines, where effective and beneficial. Although SaskTel is not required to comply with the CSA governance guidelines, the Corporation has used them to benchmark its corporate governance practices. To learn more about SaskTel's commitment to corporate governance, please refer to the corporate governance section in the 2011 SaskTel Annual Report—www.sasktel.com/about-us/company-information/financial-reports/index.html

SOCIAL ACTIVITIES

SaskTel plays a significant role in the social and cultural fabric of Saskatchewan. Our impact on the people of the province falls into two sub-categories:

Impact on employees:

- diversity
- employee networks
- support groups and programs
- health and safety

Impact on customers:

- community investment and philanthropy
- employee community engagement



Volunteers in Humboldt prepare a container bound for a vulnerable community in Tanzania.

IMPACT ON EMPLOYEES—DIVERSITY INITIATIVES

Representative Workforce Strategy (RWS)

- 2011 represents the second year of a shift in our Representative Workforce Strategy initiatives and activities, geared toward building a workforce that mirrors the growing diversity of our provincial customer base.
- Our goals remain aggressive, yet our plans are both fair and reasonable, ensuring that SaskTel continues to attract and recruit a next generation workforce that is representative through fair and balanced recruitment initiatives that are inclusive of all people.
- SaskTel launched a ground-breaking formal Supported Employment program that partners SaskTel with the CEP Union and community organizations such as Saskatchewan Abilities Council and the Autism Resource Centre to create meaningful employment opportunities for individuals with cognitive disabilities.
- SaskTel was proud to be named one of Canada's Top Diversity Employers by Mediacorp in 2011. This award recognizes SaskTel as one of the employers across Canada that have exceptional workplace diversity and inclusiveness programs.

Recruitment

ABORIGINAL RECRUITMENT

Equity Category	Annual Aboriginal Target (2010-2013)	2010 Actual	2011 Actual
Aboriginal			
Percentage of Permanent Opportunities Filled by Aboriginal Candidates	25.0%	26.5%	25.0%
Percentage of Temporary Opportunities Filled by Aboriginal Candidates	25.0%	15.7%	17.5%

DISABILITY RECRUITMENT

Equity Category	Disability Target (2010-2013)	2010 Actual	2011 Actual
Disability			
Percentage of Permanent Opportunities Filled by Disability Candidates	10.0%	4.7%	0.0%
Percentage of Temporary Opportunities Filled by Disability Candidates	10.0%	2.9%	5.7%

SUMMER HIRE

Equity Group	Number of Hires	% of Overall Hiring
Aboriginal	22	24.4%
Visible Minority	2	2.2%
Disability	2	2.2%
Women in Underrepresented Roles	7	7.7%
Total	33	36.67%

SCHOLARSHIPS

Group	Number of Scholarships Awarded	Percentage of Overall Scholarships
Aboriginal	3	37.5%
Disability	2	25.0%
Visible Minority	1	12.5%
Women in Non-Traditional Roles	1	12.5%
Non-Equity	1	12.5%

IMPACT ON EMPLOYEES—EMPLOYEE NETWORKS

SAEN

The SaskTel Aboriginal Employee Network (SAEN) celebrated its 17th year of existence in 2011, making the network the longest standing employee network within all Crown corporations.

SAEN continues to impact SaskTel and our collective understanding of aboriginal issues through a series of events and activities including lunch and learn events, medicine walks and meetings that include elder teachings and cultural information sharing. SAEN also continues to support many of SaskTel's YOUTHnetwork initiatives and activities, such as mentorship programs in Regina and Saskatoon, engaging Aboriginal youth as role models.

The SaskTel Aboriginal Employee Network has partnered with YOUTHnetwork to hold an art project at our partner schools: Scott Collegiate, Nutana Collegiate and Mount Royal. The premise is to engage students wishing to produce a piece of art that SAEN can reproduce into a greeting card. SAEN will use the art to develop greeting cards and possibly a future calendar, which will in turn raise funds for partner schools and showcase Aboriginal artists. The project ran for the month of October.

SEND

The SaskTel Employee Network on Disability (SEND) highlighted the International Day of Persons with Disabilities on December 3rd by raising awareness of SEND and their accomplishments over the past five years. SEND continues to be involved in creating an inclusive workplace for all SaskTel employees across the province as well as acting as subject matter experts on diversity related initiatives. SEND accomplishments in 2011 include initiatives such as a mentorship program for youth with visual impairments, hosting various lunch and learn activities on disability issues, consulting on issues of health and safety for employees with disabilities, consulting on technical issues that affect SaskTel's disability customers and acting as subject matter experts for the organization as it relates to adaptive technologies.

NextGEN

The SaskTel Next Generation Employee Network (NextGEN) has made a significant impact in affecting our corporation's ability to attract, recruit and retain the next generation of employees. From the work that is being done at major career fairs to promote SaskTel as a youthful, fun and friendly place to work, to developing fun initiatives within the company enhance SaskTel's image in the community, NextGEN continues to create social and professional networking outlets for our newest employees.

Some of NextGEN's 2011 highlights include participating in a number of fundraising initiatives such as the Kidsport Corporate Challenge, the 24 Hour Relay for Cancer and the annual Terry Fox Run for the Cure. In total, NextGEN raised nearly \$30,000 for local and national charities while creating fun ways for new SaskTel employees to network and get to know each other and the company.

YOUTHnetwork

2011 was a busy year for YOUTHnetwork as usual. With a full slate of career fairs, presentations and engagements that involve schools across the province, members of the YOUTHnetwork team have logged numerous kilometres and spent countless hours connecting with SaskTel's next generation of consumers and employees as they work towards completing their high school diplomas and make decisions that will ultimately set their path to future careers within the province.

Both mentorship programs at Nutana Collegiate in Saskatoon and Scott Collegiate in Regina have been successfully launched with over 20 employees mentoring students from the two schools and offering additional support where needed. As well, work continues with our partners at Mount Royal Collegiate and the Saskatoon Trades and Skills Centre—a joint venture between the Saskatoon Public School Board, the Saskatchewan Institute of Applied Science and Technology (SIAT), the Saskatchewan Indian Institute of Technology (SIIT) and Gabriel Dumont Institute that will also operate out of Mount Royal's campus. SaskTel also operates a number of programs and assists the electronics and electricity classes there, providing instruction in CAT-5 wiring and basic telephony installation.

We See You

The SaskTel We See You program saw the launch of the initiative's 10th container of medical supplies and donated materials, which was the first sent to Ussongo, Tanzania. The Ussongo container was sent to support a small community clinic, and it has a connection to Saskatchewan through Norm Duerr, a local high school teacher from the Humboldt area, who has dedicated his time and energy in this area of Tanzania for a number of years since his retirement. The 11th container of supplies was sent to Arusha, Tanzania as part of SaskTel's ongoing relationship with the Green Hope Organization.

For more information, visit the SaskTel We See You website at www.weseeyou.ca

IMPACT ON EMPLOYEES—SUPPORT GROUPS AND PROGRAMS

Helping Our Own People (HOOP)

HOOP helps offset the financial burden of extended health care and illness, which are not always adequately addressed by existing social programs. HOOP is funded by an annual contribution from SaskTel. HOOP also receives donations from numerous employee groups and events scheduled around the province. Since its inception in 1991, HOOP has allocated over \$500,000 to assist employees throughout the province.

With the ever-changing business of telecommunications, and its increasing competitiveness, it is clear that only the strongest companies will succeed. But financial accomplishments and loyal customers are not the only measures of success. A corporation's dedication to the satisfaction and well-being of its employees is also important. HOOP is a factor in that equation, helping SaskTel achieve its goal of being among the top 100 Canadian companies for which to work.

SaskTel Employees' Personal Problem Program (STEPPP)

The SaskTel Employees' Personal Problem Program (STEPPP) is a referral service that provides access to free, voluntary and confidential counselling services for all SaskTel employees and their families, as well as retirees and their spouses. STEPPP has been a joint program of SaskTel and the Communications, Energy and Paperworkers Union of Canada (CEP) since it was launched in 1983.

Through STEPPP, highly qualified and experienced counsellors and other experts are available to help employees and their families deal with many of life's difficulties, including marital problems, parenting challenges, depression, grief, addiction, financial troubles, legal issues and problems experienced by children and teens.

Some people are reluctant to ask for help when they need it. They may be embarrassed, or they may believe they're supposed to solve problems on their own. But some problems take more than willpower to solve. Left untreated, many problems in life only get worse with time. STEPPP exists to help employees deal with difficult situations that adversely affect their job, their health, and their life.

Gord Kuhn Scholarship

The SaskTel Gord Kuhn Scholarship has been established in honour of long-time SaskTel employee Gord Kuhn. Gord's career at SaskTel spanned 29 years, and at the time of his passing he was serving as President CEP (Communications, Energy & Paperworkers Union) Local 1-S. This scholarship acknowledges Gord's valued commitment to SaskTel and his leadership in building a strong employer/union partnership.

The SaskTel Gord Kuhn Scholarship is \$3,000 and is awarded to a current SaskTel employee (or immediate family member of a SaskTel employee) attending a post-secondary institution in Saskatchewan studying in a field directly related to telecommunications.

Flexible Spending Account (FSA)

SaskTel's Flexible Spending Account (FSA) enables employees to allocate funds toward benefit programs that best meet their individual needs. The program contributes an amount equal to 1% of base annual pay for permanent employees towards employee specified benefit program(s) each year. Options include pension and RRSP contributions, health spending, personal technology loans and wellness purchases.

IMPACT ON EMPLOYEES—HEALTH AND SAFETY

Vehicle Accidents	2009	2010	2011
	46	61	60
<hr/>			
Personal or Occupational Incidents	2009	2010	2011
Lost Time Injuries	56	65	69
No Lost Time Injuries	39	45	40
Total Incidents	95	110	109

Highlights

- SaskTel Customer Service Operations was successful in achieving the Certificate of Recognition (COR) in 2011 from the Saskatchewan Construction Safety Association. SaskTel was the first Crown Corporation to go through the program.
- Lost time days due to injuries were down 38% in 2011.
- SaskTel Occupational Health and Safety Committees conducted various activities in participating in the 2011 North American Occupational Safety and Health (NAOSH) week.
- SaskTel has continued to fulfill the Hazard Prevention Program, which identifies potential workplace hazards as they relate to people and/or property, and develops innovative solutions to reduce potential workplace hazards.
- SaskTel has purchased Automated External Defibrillators (AEDs) to demonstrate just how important safety is within the business culture of SaskTel.

IMPACT ON CUSTOMERS— COMMUNITY INVESTMENT AND PHILANTHROPY

Community Relations is viewed as part of SaskTel's overall business strategy and part of the marketing communications mix. With this strategy, all components of marketing and communications work together to achieve SaskTel's common marketing objective of positively influencing customer retention, earning the business of new customers, building positive brand awareness and positively influencing customers' buying decisions. In 2011 SaskTel donated more than \$2.4M to support 938 non-profit and charitable organizations, community associations, venues, events and partnerships in 204 communities throughout the province.

Event Marketing

The primary objective of these initiatives is to strategically achieve marketing and corporate objectives by selecting appropriate activities, groups, organizations, businesses, and venues to showcase technology, products and services; improve or build brand awareness; or block competitors.

SaskTel supports one-time events, such as the Juno Awards, the Canadian Country Music Awards, or sporting events such as the World Curling Championships.

- Business to business sponsorships include Chambers of Commerce, Saskatchewan Urban Municipality Association (SUMA), Saskatchewan Association of Health Organizations (SAHO), Regina and Saskatoon Homebuilders, Better Business Bureau and Canadian Bar Association.
- Long-term agreements with Saskatchewan groups, organizations, and businesses provides excellent exposure to our products and services and enables SaskTel to support the community while securing exclusivity or preferred supplier status in a competitive marketplace. SaskTel has established sponsorships with our province's artistic and cultural organizations, including museums, galleries, and theatres, as well as partnerships with educational facilities, including the University of Regina and University of Saskatchewan. Other partnerships include Saskatchewan Roughriders, Wicahitowin Foundation, Tourism Saskatchewan, Western Canadian Agribition and Western Hockey League (WHL).

- Venue sponsorships establish long-term sponsorship agreements with major Saskatchewan entertainment and exhibition venues to ensure SaskTel has a presence within communities and is recognized as a leader in the marketplace, and to secure exclusivity for their communications requirements.

Corporate Sponsorships/Community Investment Program (CIP)

The primary objective is to present tangible proof of our commitment to the province of Saskatchewan, and to maximize opportunities to build strong positive relationships with customers and positively influence behaviour, attitudes and opinions about SaskTel. Opportunities within this area are more philanthropic in nature.

The program supports:

- Non-profit or charitable organizations based in Saskatchewan which are involved in activities that directly benefit a Saskatchewan community or the province
- Events, programs, activities or projects related to at least one of the following: technology, diversity, youth or rural
- Educational, cultural, athletic, Aboriginal and community service activities

SaskTel Scholarships

SaskTel offers scholarships and bursaries to help and encourage Saskatchewan youth to engage in post-secondary education.

- Every year, SaskTel awards seven scholarships of \$3,000 to students attending post-secondary institutions in Saskatchewan who are studying in fields directly related to telecommunications.
- The Saskatchewan Indian Institute of Technologies (SIIT) and SaskTel have jointly established six scholarships valued at \$1,500 to encourage Aboriginal students to pursue post-secondary education in fields directly related to telecommunications.
- Every year, eight SaskTel Métis Scholarships of \$2,000 are awarded to Saskatchewan students studying in fields directly related to telecommunications.

- In honour of Allan Blakeney's tenure on the SaskTel Board, and in recognition of his contribution to SaskTel, the A.E. Blakeney Bursary has been established in his name. The bursary is a fitting tribute to a man who has played a key role on the SaskTel Board of Directors during a time of unprecedented changes. The A.E. Blakeney Bursary was awarded biannually from 2004 to 2010, and will be awarded again in 2012.

The bursary is available to support an outstanding Saskatchewan student in his or her post-secondary studies.

IMPACT ON CUSTOMERS—EMPLOYEE COMMUNITY ENGAGEMENT

SaskTel Pioneers

In 2011 the SaskTel Pioneers contributed 54,080 hours of volunteer time and \$144,051 to community projects.

TelCare

Through SaskTel TelCare, the employee benevolent fund, SaskTel employees contribute to their communities through a variety of non-profit organizations. In 2011, TelCare donated over \$236,502 to more than 100 organizations. Matched by a 50 per cent allocation from SaskTel, the total funds made available were \$354,753.



(L) Doug Burnett, Vice President of Human Resources and Corporate Services and members of the HR Social Committee present a cheque to Cindy Kobayashi (second from left) of Kids Help Phone.



(R) A SaskTel employee manages the provincial network.

ENVIRONMENTAL HIGHLIGHTS

- SaskTel's Direct Emission reduction plan was developed in response to increasing natural gas and fleet fuel consumption and the resulting greenhouse gas emissions. Following several planning sessions held in January and February 2011 a direct emission reduction plan was developed outlining reduction priorities and primes to manage the initiatives. A second set of planning sessions are scheduled for early 2012 to review the progress made in 2011 and identify priorities for 2012.

- SaskTel became one of the first companies in Saskatchewan to report our Greenhouse Gas Emissions publicly through The Climate Registry—a nonprofit collaboration among North American states, provinces, territories and Native Sovereign Nations that sets consistent and transparent standards to calculate, verify and publicly report greenhouse gas emissions into a single registry. SaskTel's 2006 to 2010 emissions have been reported to the registry.

- SaskTel continues to develop its Environmental Management Systems (EMS) toward alignment with ISO 14001 standards. The system allows every SaskTel business unit to constantly evaluate its environmental impact and assess any possible risks. As part of SaskTel's EMS the organization has committed to:

- Continuously improve our environmental performance.
- Prevent pollution and conserve resources.
- Comply with applicable legal and environmental requirements.
- Use an Environmental Management System that is consistent with the standard of ISO 14001 (International Organization for Standardization).
- Encourage environmental innovation in all company work practices.
- Be a role model of sound environmental stewardship to all suppliers, partners, customers and the public.

- In 2011 SaskTel was again named one of Canada's Greenest Employers by Mediacorp Canada. SaskTel is the only Saskatchewan-based company to win that award each of the first three years it has been awarded.
- An EMS representative council was formed to address the lack of resources identified during an audit in 2009. The EMS representative council is made up of SaskTel employees distributed throughout the company. These are departments where, in their operations, the significant environmental aspects are more prevalent than others. The representative team consists of approximately 30 employees from throughout the organization. Training of the representatives began in 2011 and will be completed in early 2012.
- In 2011 SaskTel crossed a milestone when the company successfully reduced paper use by more than 50% from 2007 levels.
- In an effort to quantify electrical use, identify potential improvements and increase electrical efficiency, an electrical audit and metering improvement project was developed for SaskTel's Lorne Street Complex in Regina. The scope of the project includes recommendations for locations and types of additional metering required to measure facility and equipment electrical usage, identify best practices, and audit existing equipment and infrastructure for efficiency. The project began in 2011 and will be completed in 2012.
- In the fall of 2011, a vertical axis wind turbine was installed on a 130 foot out-of-use radio tower near Belle Plaine, Saskatchewan as a trial to evaluate the potential for small scale electrical power generation through alternative energy sources. The turbine itself was designed, built and installed by Saskatchewan-based VBINE Energy. SaskTel will monitor and evaluate the project to determine its performance, reliability and cost benefit potential.

*ENVIRONMENTAL REPORT CARD—
BASED ON EMS DRIVEN PROGRAMS*

Indicator	Objective	2011 Target	2010	2011
Damage to Habitat	To prevent damage to the environment	100% of SaskTel projects screened	96%	85.1%
Paper Use	To reduce consumption of natural resources (Equivalent Trees)	1,063 trees (5% annual reduction)	1,119 trees (15.2% reduction from 2009)	955 trees (14.7% reduction)
	To reduce consumption of natural resources (Sheets)	12.02 million sheets (5% annual reduction)	12.65 million sheets (8.8% reduction from 2009)	10.79 million sheets (14.7% reduction)
Fuel Consumption (Direct)	To reduce consumption of fuel from natural resources	2% reduction in litres of non-renewable fuel consumed by the fleet (3,057,633 L)	3,120,034 L* (0.1% increase from 2009)	2,983,718 L* (4.4% decrease from 2010)
Natural Gas Consumption (Direct)	To minimize the consumption of natural gas	0% increase in m ³ consumed (2,326,406 m ³)	2,326,406 m ³ (7.8% decrease from 2009)	2,306,595 m ³ (0.9% decrease from 2010)
GHG Emissions	To minimize SaskTel contribution to climate change	Reduce GHG 2.2% below 2007 levels (65,802)	63,666 tonnes** (11.3% decrease from 2009)	NA***
Direct GHG Emissions (scope 1)	To minimize SaskTel contribution to climate change	Stabilize direct emissions at 2010 levels (12,043 tonnes)	12,043 tonnes	11,667 tonnes (3.2% decrease from 2010)

 Significant Aspects

 Important Aspects

* Fuel consumption value shown does not include 9% ethanol content

** 2010 net emissions, gross emissions 72,958 tonnes which were offset by 9,441 tonnes of green power

*** GHG data not currently available

2011 AWARDS

SaskTel received many awards in 2011 for its involvement in the community and the way it runs its business.

- SaskTel is a 2011 Corporate Reporting Awards winner recognized by the Chartered Accountants of Canada for the second year in a row. The Chartered Accountants of Canada Corporate Reporting Awards (CRA) is the only national awards program that recognizes excellence and best practices in corporate reporting.
- SaskTel received an Award of Excellence for its 2010 annual report as part of the Chartered Accountants of Canada's Corporate Reporting Awards. The Chartered Accountants of Canada Corporate Reporting Awards (CRA) is the only national awards program that recognizes excellence and best practices in corporate reporting.
- SaskTel was recognized as one of Regina's 50 top companies by Postmedia Network. Companies on this list are ranked by revenue.
- SaskTel Pioneers (Chapter 59) received 17 awards at the TelecomPioneers 84th Annual General Meeting and Centennial Celebration held November 2 – 5, 2011, in Boston, Massachusetts.
- IDnoodle, a department of SaskTel, received third place in the GENFuzion Developer Challenge Award for their development of myCentrex. The award was presented by GENBAND, a SaskTel vendor and global leader of IP infrastructure and application solutions. It recognizes top app developers from around the world.
- The Actuate Corporation recognized SaskTel with a Business Intelligence and Reporting Tools (BIRT) Excellence Award in the Performance Management category.
- SaskTel was recognized as one of Saskatchewan's Top 100 companies by SaskBusiness Magazine. Companies on this list are Saskatchewan based and are ranked by gross sales.

- SaskTel was recognized as one of Canada's Top 100 Employers by Mediacorp Canada Inc. SaskTel has had the distinction of being a part of this prestigious group of employers since the awards were introduced, and is the only Saskatchewan-based company to make the list 12 times.
- SaskTel was ranked the highest in overall customer satisfaction in the West region in the 2011 Canadian Wireless Customer Satisfaction Study conducted by J.D. Power and Associates (in November 2010 and February 2011). SaskTel also ranked first in the West in four individual categories: network quality, account management, customer service, and offerings and promotions. The West region includes all wireless carriers serving customers in Alberta, BC, Manitoba and Saskatchewan.
- For the fifth straight year, SaskTel is named one of Saskatchewan's Top Employers by Mediacorp Canada Inc.
- SaskTel has been named one of Canada's 50 Greenest Employers for the third consecutive year. The title is awarded annually by the editors of Canada's Top 100 Employers, Mediacorp Canada Inc. SaskTel's environmental policies include waste management, fuel use reduction, greenhouse gas emissions reduction and resource management. The company's achievements in these areas represent the best efforts of Canadian business to improve sustainability. SaskTel is the only Saskatchewan-based company to win the award this year.
- SaskTel has been named one of Canada's Best Diversity Employers for 2011 by Mediacorp Canada Inc. The selection recognizes employers who demonstrate exceptional diversity and inclusiveness programs. Canada's Best Diversity Employers is a supplement to the Canada's Top 100 Employers project.
- The Association of Professional Engineers and Geoscientists of Saskatchewan (APEGS) honoured SaskTel with an Exceptional Engineering / Geoscience Project Award for the work involved in our 4G network. This is the second time that SaskTel has received this APEGS award—in 2003, SaskTel was honoured for our work with Max Interactive Services.

