



UN Global Compact – Communication of Engagement 2017

European Casino Association

1. Background



WE SUPPORT

The European Casino Association (ECA) became part of the United Nations Global Compact in 2015 and has been actively working towards the ten principles since. In joining, the ECA was the first association from the gambling sector to be part of this global movement. The aim of the ECA in joining is to promote and communicate integrity and responsibility within the regulated land-based and online casino sector and furthermore to involve external stakeholders and the wider society in this discussion. As part of its membership of the UN Global Compact, the ECA has undertaken a number of activities throughout the reporting year that are listed in this Communication on Engagement for 2017.

2. About the ECA

The ECA represents national associations and individual operators of licensed land-based casinos in Europe. Founded in the early 1990s as the European Casino Forum, the ECA has grown steadily over the years. In 2017, the ECA represented the interests of approximately 900 casinos and over 70,000 employees in 27 countries across Europe. In 2017 the Société des Bains de Mer de Monaco, the owner and operator of the Casino in Monaco joined as 27th member of the ECA.



The main purpose and objective of the ECA is to address and promote issues related to casinos and/or casino operations in regulated European gambling markets. The ECA provides a focal point on casino matters for casino operators, as well as for the EU institutions and national policy makers and

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stakeholders. It promotes a regulated, safe and responsible environment for the provision of gambling in the licensed European land-based casino industry. More information on its activities can be found on the [ECA website](http://www.euro-casino.org).

3. 2017 focus areas



The focus in 2017 was to continue and extend the engagement with the UN Global Compact and its Ten Principles, as well as the UN Sustainable Development Goals (SDGs). Together, the ECA members sought to develop additional projects in the framework of the ten principles and actively promote the UN Global Compact. Increased attention was paid to the UN SDGs and bringing the work of the ECA into their framework, thereby identifying areas, where the licensed land-based casino industry as represented by the ECA, can best contribute. The focus of the ECA's engagement with the UN Global Compact lay in the area of equality and diversity promotion, as well as responsible gambling.

4. Responsible Gambling: Promoting responsible consumption

The ECA has set up several Working Groups that discuss the key issues for the industry and that bring together member representatives. Working Group 3 “Responsible Gaming and Corporate Social Responsibility”, led by Prof. Dietmar Hoscher (Vice-President, ECA & Member of the Management Board, Casinos Austria) was tasked with the further development of ECA's Responsible Gaming Framework that has been in

place since 2013. The framework can be used by ECA members to have their operations assessed by independent third-party auditing companies to ensure that their operations effectively tackle the issue of problem gambling and promote a responsible consumption of gambling by customers.

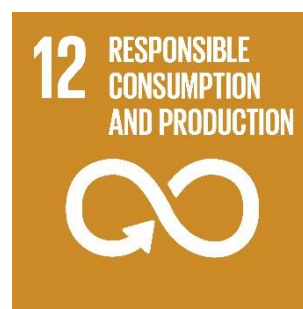




Figure 1 ECA Working Group for Responsible Gambling & CSR

This work took place throughout 2017 and was guided through a number of consultations, virtual meetings in addition to two physical meetings of Working Group members. This further development and the discussions were driven by the latest academic research in the field of problem gambling. A cooperation with internationally respected Responsible Gaming expert

Pieter Remmers (Secretary-General, European Association for the Study of Gambling - EASG) ensured the quality of the process. The development was successfully completed in 2017 with a view to have the new framework presented and approved by the General Assembly of the ECA in 2018. Following this, the process of implementation and auditing by the members will start.

5. Partnerships for the goals: Dialogue and engagement with ECA members



As a membership-driven organisation, the ECA brings the UN Global Compact and the SDGs to the attention of its members at different occasions. This is done with the aim of increasing connections and sharing best practices in the implementation of the SDGs, as well as developing new projects. An example of this was the yearly summer meeting conference in June 2017 that brought together the leadership of the

licensed land-based casino industry. The conference took place at Maestral Resort & Casino in Montenegro. During the General Assembly, Hermann Pamminer (Press Coordinator, ECA & Head of CSR, Casinos Austria) presented the latest developments in the UN Global Compact, as well as the ECA's engagement with these goals. The presentation gave a detailed introduction on the SDGs, in particular to those, that companies in the land-based casino sector should consider in their operations. Within each broad area and goal, specific examples were given on how members of the ECA could contribute. Primary attention was given to the following SDGs:



- Goal 3: Good health and well-being
- Goal 5: Gender equality
- Goal 8: Decent work and economic growth
- Goal 12: Responsible Consumption and Production
- Goal 13: Climate action



Figure 2 Members of the European Casino Association at 2017 Summer Meeting after the presentation

6. Promoting workforce equality



A new initiative developed and implemented throughout 2017 was the ECA Gender Diversity Initiative. It was launched to promote gender diversity in the land-based casino industry. As an initial focus area, gender diversity was chosen. However, the work of the ECA also extends to other areas of equality and includes age, sex, disability, race, ethnicity, origin, religion, economic or other status. Learnings and best practices from the area of gender diversity can and will be extended to these areas. The ECA sees its commitment to the issue of equality and diversity as crucial to provide long-term support to members, partners and stakeholders towards supporting and promoting diversity in the land-based casino industry in Europe. A dedicated Working Group consisting of experts from ECA members was put in place to analyse the issue and work towards

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practical solutions. The work carried out in 2017 consisted of the following activities driven by a strategic timeline for engagement with the issue:

1. **Internal consultation and fact-finding:** Survey of ECA members about current diversity policies, relevant legislation and status quo of gender diversity (January 2017)
2. **Engagement:** Presentation of survey results by Janny Wierda, Board Member, ECA & Vice-President, Holland Casino (February 2017 - General Assembly, London UK)
3. **Engagement:** Workshop with members and partners to understand different approaches and benefits of increased gender diversity (June 2017 - Summer Meeting, Maestral Resort & Casino)
4. **Best practice development:** Best practice workshop with members and partners moderated by management and leadership consultancy “The Portas Institute” (December 2017 - Casino Cosmopol Stockholm, Sweden)

The learnings and best practices from the different activities run in 2017, will be integrated into next year’s activities and shared with members and partners. An additional area of engagement was the participation in relevant seminars by ECA representatives around the issue of gender diversity, in order to ensure outreach and cross-sector learning.



Figure 4 ECA Chairman Per Jaldung presenting at workshop (Maestral Resort & Casino, Montenegro)



Figure 3 ECA Vice-Chair Tracy Damestani opening gender diversity workshop (Casino Cosmopol Stockholm, Sweden)



7. Statement from the Chairman

"As Chairman of the European Casino Association, I am proud of our involvement with the UN Global Compact and the activities we have undertaken in 2017. We will take this work forward in our engagement with our members, partners and stakeholders to ensure, that we work towards achieving the highest levels of responsibility and sustainability in the licensed land-based casino industry."



Per Jaldung, CEO of Casino Cosmopol Sweden and ECA Chairman

8. Further information

For further information about this Communication of Engagement or the work of the European Casino Association in general, please contact:

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