



## UN Global Compact – Communication of Engagement 2018

### European Casino Association

#### 1. Background



The European Casino Association (ECA) became part of the United Nations Global Compact in 2015 and has been actively working towards the ten principles ever 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 to involve external and internal 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 2018.

#### 2. About the ECA

The ECA represents national associations and individual operators of licensed land-based casinos in Europe. Founded in the early 1990s under its former name “European Casino Forum”, the ECA has grown steadily over the years. In 2018, the ECA represented the interests of approximately 900 casinos and over 70,000 employees in 28 countries across Europe (in 2018). In 2018 Casino Schaanwald in Liechtenstein joined as 28th member of the ECA, representing the country of Liechtenstein that has licensed casinos for the first time in the country’s history in 2017.



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 stakeholders. It promotes a regulated, safe and responsible



Figure 1 Casino Schaanwald, Liechtenstein

environment for the provision of gambling in the licensed European casino industry. More information on its activities can be found on the [ECA website](#).

### 3. 2018 focus areas



The focus in 2018 was to continue and extend the engagement with the UN Global Compact and its Ten Principles, as well as the promotion of 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 among ECA members, some of which have joined the UN Global compact during the last years. Increased attention in communication was paid to the UN SDGs and bringing the work of the ECA into context with this 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 in the field of responsible gambling and corporate social responsibility in general.



#### 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 5 “Responsible Gambling and Corporate Social Responsibility”, led by Prof. Dietmar Hoscher (Vice-President, ECA & Member of the Management Board of Casinos Austria) was tasked with the further development of ECA’s Responsible Gambling 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 measures for a responsible consumption of gambling by customers.



Figure 2 ECA Working Group for Responsible Gambling & CSR

Starting in 2017 the framework was reassessed with the experience gathered in the past years and a new and improved version was published and implemented in 2018. The reassessment 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 started in 2018. Baden-



Württembergische Spielbanken GmbH & Co. KG from Germany was the first casino operator to become certified according to the updated ECA responsible gambling framework in 2018. Followed by Casinos Austria and Casino Cosmopol, Sweden, later in the same year. The ECA Board has communicated to all members that, by the end of this board's term in 2021, it is an explicit goal to have all ECA members to be certified according to the ECA framework. To learn more see [ECA press communication](#).



Figure 3 Prof. Dietmar Hoscher (Member of the Management Board, Casinos Austria) and Per Jaldung (Chairman, ECA)

## 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 ECA Casino Forum conference in June 2018 that brought together the leadership of the licensed land-based casino industry. The conference took place at Casino Monte Carlo in Monaco. To learn more see the [ECA press communication](#). During the General Assembly, Hermann Pamninger (PR 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 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 17: Partnership for the Goals



*Figure 4 Members of the European Casino Association at 2018 Summer Meeting after the presentations on Gender Diversity and Anti Money Laundering*

## **6. Promoting diversity**

Taking up the baton of the UN Sustainable Development Goals, which the ECA supports through its long-standing membership of the UN Global Compact, the annual industry forum focused on a number of key issues. Chosen as focus areas for 2018 were gender diversity, the newest trends in anti-money laundering and responsible gambling. For these discussions, members and partners of the ECA came



Figure 5 ECA Vice Chairman and CEO of UK's National Casino Forum Tracy Damestani at the Gender Diversity presentation during the ECA Casino Forum in Monte Carlo

together during the Industry Forum in Monte Carlo with key experts in their field from within and outside the industry in dedicated seminars.

The first seminar discussed the development of diverse workplaces, starting with the promotion of diverse

career and leadership opportunities in the industry. The discussions showed that diversity leadership supported by best-practices at ECA level can make a positive contribution to increasing the attractiveness of the sector in general and especially for women. Clearly recognised in this regard were the positive effects of active diversity management, which creates improved employee feedback and a positive perception by customers and local communities that land-based casinos are very much an integral part of.

The second panel discussion covered the latest trends in anti-money laundering and included a keynote speech from a Europol specialist on the newest trends and developments identified by the law enforcement community. Panellists discussed measures aimed at maintaining the low-risk status of the licensed land-based casino industry in line with anti-money laundering regulations, as well as highlighting the effective measures taken by the industry in this area. Clear issues that surfaced in the discussions were potential risks in the sphere of unlicensed online gambling and the connections with the anonymity of unlicensed cryptocurrencies that can cause substantial issues for law enforcement.



The ECA Gender Diversity Initiative was launched 2017 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 analyses the issue and works towards practical solutions on an ongoing basis.



In an effort to promote diversity and best practices in the global gaming industry, the European Casino Association (ECA), Clarion Gaming, and the Association of Gaming Equipment Manufacturers (AGEM) have partnered up with the Executive Development Program (EDP) to offer the first-ever Clarion-ECA-AGEM EDP gender diversity scholarship. Together, the organizations will award one aspiring female gaming employee aiming to take the step to the next level a full-ride scholarship to EDP—the prestigious gaming leadership course took place in November 2018 in Lake Tahoe, Nevada. To learn more see [ECA press communication](#).

Currently in its 28th year, EDP is a partnership program between UNLV International Gaming Institute (IGI) and the University of Nevada, Reno College of Business and Extended Studies. The program is a one-of-a-kind opportunity for prospective gaming executives to explore new industry ideas, leadership strategies, and an opportunity to network with other gaming professionals from around the globe.



By creating and awarding this scholarship to a female talent aspiring to the highest executive levels, these partners in gaming are demonstrating their support of industry diversity. The recent scholarship announcement coincides with the publication of an academic paper from UNLV IGI researchers Toni Repetti and Shekinah Hoffman. The full paper, which examines gender disparity in both commercial and Native American casinos in the United States, shows a significant gap in women's leadership roles in casinos—particularly in departments like maintenance, IT, security, operations, and food and beverage.



*Figure 6 Pauline Boyer Martin from French JOA Group selected for the first ECA Gender Diversity Scholarship*

Pauline Boyer Martin from the French casino group JOA has been announced as the winner of the first-ever Executive Development Program (EDP) gender diversity scholarship.

Ms Boyer Martin is the Marketing Director of French casino group JOA, the third-largest land-based casino operator in France that itself is a member of the ECA through the trade association Casino de France. Before joining the company in 2007, she held leading positions at luxury goods company LVMH and in the fashion industry. Besides her position at JOA, she is also involved in education and teaching at Lyon Business School and sits on a number of committees of French football club Olympique Lyon. To learn more see the [ECA press communication](#).

Additionally, the ECA makes a strong statement every year supporting Clarion Gaming, the organizer Europe's biggest gambling exhibition, ICE Totally Gaming, in London. The goal of the initiative is to call on all exhibitors to ensure a respectful gender representation. For more information see the [ECA press communication](#).





In September 2018 the ECA PR Coordinator Hermann Pamminger took part in the UN Global Compact Leaders' Summit in New York. After the event a meeting with Lise Kingo, CEO and Executive Director



Figure 7 Lise Kingo, CEO and Executive Director United Nations Global Compact and Hermann Pamminger ECA PR Coordinator and Head of European Affairs & CSR at Casinos Austria

of the UN Global Compact and Ole Lund Hansen, Chief, Leadership Programs at United Nations Global Compact, took place. The meeting was focused on the licensed gambling industry in Europe and beyond. Mr. Pamminger described the engagement of the ECA with the UN Global Compact and the SDGs and the measures and primary focus areas. Furthermore, the direct and indirect economic impact of

the licensed casino industry and its programs to support art, culture and social issues were discussed. Mr. Pamminger described the ECA Responsible Gambling Framework and its impact. Myths surrounding the gambling industry concerning organized crime, money laundering and so on were also part of the conversation. Mr. Pamminger explained the differences between the nationally licensed, regulated and compliant gambling industry and the illegal industry mostly offering gambling products online and operating from tax havens.



## 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 2018. 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.”*



Figure 8 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:

Hermann Pamminger, ECA PR Coordinator ([info@europeancasinoassociation.org](mailto:info@europeancasinoassociation.org))

Veronika Tisold, Executive Director ([executive.director@europeancasinoassociation.org](mailto:executive.director@europeancasinoassociation.org))