



UN Global Compact – Communication on Engagement 2023

European Casino Association

1. Background



WE SUPPORT

In 2015, the European Casino Association ([ECA](#)) proudly became a United Nations Global Compact member, marking a significant milestone as the first association within the gambling sector to join this esteemed global initiative. This commitment underscores the ECA's dedication to promoting integrity, responsibility, and sustainable practices within the regulated land-based and online casino industry. Our association aims to foster a collaborative dialogue with internal and external stakeholders and the broader community to advance these core values.

As an active participant in the United Nations Global Compact, the ECA has been steadfast in its efforts to align with the Compact's ten guiding principles, which encompass human rights, labour, environment, and anti-corruption. These principles are integral to our members operations and strategic direction, reflecting our commitment to responsible and ethical business practices.

Throughout the reporting period, the ECA has undertaken various initiatives and activities to contribute to the Compact's principles and support the United Nations' Sustainable Development Goals (SDGs). These efforts demonstrate our ongoing commitment to sustainability and responsible gaming, as we recognise the importance of contributing to a better and more sustainable future for all.



The ECA actively embeds the principles of the United Nations Global Compact and the Sustainable



Lise Kingo, former CEO and Executive Director of United Nations Global Compact and Hermann Pamminer, Secretary General of – European Casino Association, at a meeting discussing the land-based European casino sector and its commitment to sustainability and consumer protection.

Development Goals (SDGs) within its strategic framework, exemplifying leadership in the gambling industry. We are committed to cultivating a culture of integrity, accountability, and sustainable development. Moreover, the ECA serves as a catalyst, encouraging our members to incorporate these global principles and goals into their strategic planning. Through this approach, we aim to facilitate the widespread adoption and

integration of the Compact's principles and the SDGs among our members, furthering their impact within the industry.

This document, the UN Global Compact Communication of Engagement, serves a dual purpose for the European Casino Association and its members. Firstly, it provides a comprehensive summary of the ECA's commitment to the Global Compact and the Sustainable Development Goals (SDGs), highlighting our active engagement in these global initiatives. Secondly, it acts as a valuable informational tool for our members. It meticulously outlines the SDGs that hold particular significance for the ECA and its members, offering a clear roadmap of the initiatives that can be undertaken to contribute effectively towards the relevant SDGs. Through this document, we aim to foster a deeper understanding among our members of how they can align their operations with these goals, reinforcing our collective commitment to sustainable and responsible business practices within the licensed land-based and online gaming industry.



2. About the ECA

The European Casino Association is a pivotal organisation within Europe's licensed land-based casino sector, representing national casino associations and individual operators. Originating in the early 1990s as the "European Casino Forum," the ECA has experienced substantial growth, evolving to support the interests of approximately 700 casinos and over 60,000 employees across 29 European countries by 2023 (Austria, Belgium, Cyprus, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Latvia, Liechtenstein, Lithuania, Luxembourg, Malta, Monaco, Montenegro, Netherlands, Poland, Portugal, San Marino, Serbia, Slovakia, Slovenia, Spain, Sweden, Switzerland, United Kingdom) . This growth signifies the ECA's commitment to fostering a robust and collaborative casino industry across the continent.

In a landmark decision during the 2022 General Assembly, the ECA warmly welcomed the return of the United Kingdom to its membership fold, following a brief departure due to Brexit ([Link](#)). This reintegration came to fruition after a year of diligent negotiations, culminating in eight leading UK casino operators—representing 80% of the UK's vibrant casino market—signing a Memorandum of Association to re-join the ECA. This re-entry is a testament to the ECA's inclusive and forward-thinking approach, recognising the UK's significant contributions to the gaming sector. With over 100 casino operations, the UK brings a wealth of experience in management and regulatory practices to the ECA.



Figure 1: September 2022, Casino Baden, Austria: United Kingdom re-joining the European Casino Association. From left: Pascal Camia, SBM Monaco, ECA Senior Vice Chair (till 02, 2024), Per Jaldung, ECA Chair (till 02, 2023), Simon Thomas (Hippodrome Casino and UK representative in the ECA) and David Livermore, Les Ambassadeurs Casino UK.

The ECA takes pride in this achievement, viewing it as a strategic move that enhances the association's diversity and strength and reinforces its position as a leading advocate for the licensed casino industry in Europe.

The primary mission and goal of the European Casino Association (ECA) is to advocate for and advance topics pertinent to casinos and casino operations within regulated gambling markets across Europe. Serving as a central hub, the ECA offers casino operators guidance and support while engaging with EU institutions, national policymakers, and various stakeholders on casino-related issues. It fosters a regulated, secure, and responsible framework for gambling activities within the licensed, compliant, and legal European casino industry. For further insights into its initiatives and contributions, detailed information is accessible on the [ECA website](https://www.europecasinoassociation.org).

3. Focus areas since the last report

For the European casino sector, was marked by the pandemic from 2020 onwards up to today and its effects on the land-based casino sector. Covid-19 had a devastating effect on the European casino industry, with the land-based casino sector taking the brunt of the impact. European casinos were closed for an average of 136 days in 2020 and 150 days in 2021. This had a tremendous impact on the



sector. And although the business has returned to stable levels in 2023, it is fair to say that the sector has also gone through a massive change and is different from what it was before the pandemic.

The facts in a nutshell:

- Throughout 2020, land-based casinos experienced a significant operational downturn, losing more than 37% of their usual operating days due to mandatory closures for COVID-19, equating to an average of 136 days closed.
- At the beginning of 2021, 70% of European land-based casinos remained closed.
- The impact deepened in 2021, with casinos facing closures for an average of 150 days due to ongoing lockdown measures.
- Revenue for European land-based casino operators plummeted by over 50% in 2020.
- Despite the extended periods of closure, casinos managed to maintain their revenue levels in 2021 with those of 2020.
- From 2022, there has been a gradual but consistent recovery in the casino business across Europe, approaching pre-pandemic levels in 2023, although regional variations were observed. The pandemic period saw a surge in both legal and illegal online gambling, with the expansion of illegal gambling offerings posing severe risks to consumer protection.
- Before the pandemic, the European Casino Association (ECA) represented 900 casinos across Europe, providing employment for over 70,000 individuals. Following the pandemic's impact, the number of casinos within ECA member countries has decreased to approximately 700. Employment figures saw a decline to 50,000 in 2022 but have since shown resilience, stabilizing at around 60,000 employees.

The pandemic brought about unforeseen positive developments for the European Casino Association and its members. Faced with ambiguous regulations regarding reopening, the ECA fostered a culture of information sharing among its members. This collaborative effort focused primarily on implementing hygiene standards and aligning with the evolving expectations of casino patrons. Consequently, members were better prepared to navigate regulatory shifts and equipped for intermittent reopening amidst the lockdowns. This period of adversity significantly enhanced the exchange of best practices and expertise, fostering a stronger sense of unity among members. This



newfound solidarity was encapsulated in the motto #strongertogether, which not only guided the ECA through the pandemic but continues to be a central theme in the association's ongoing activities.

During the lockdown periods, numerous casino operators seized the opportunity to execute long-standing plans and undertake restructuring initiatives. Investments were channelled into infrastructural enhancements and modernizing the gaming offerings, positioning casinos for a more dynamic future.

Furthermore, the ECA dedicated time to re-evaluate the relevance of the UN Global Compact and the Sustainable Development Goals (SDGs) within the association. This introspection led to the identification of specific SDGs that should be prioritised and serve as benchmarks for the members' operational strategies. The ECA now emphasises these goals at its events, underlining the association's commitment to sustainable and responsible business practices.

The relevance of the United Nations Sustainable Development Goals (SDGs) for members of the European Casino Association is multifaceted, reflecting the industry's impact on society and the environment, as well as its potential to contribute positively to global challenges. Here's a list of the SDGs the ECA focuses on as well as a short analysis of the relevance of each SDG mentioned:

SDG 3: Good Health and Well-being



The casino industry is in a unique position to influence the health and well-being of individuals. Through the promotion of responsible gaming and the implementation of measures to prevent addiction, the industry helps to safeguard the mental, financial, and physical health of its patrons. Furthermore, supporting rehabilitation and awareness programs demonstrates the industry's commitment to the well-being of the broader community, thereby aligning with SDG 3.



SDG 4: Quality Education



Education plays a vital role in equipping individuals with the knowledge and skills needed to navigate the complexities of the casino industry, whether as employees or patrons. By supporting responsible gaming programs, gambling risk awareness, and professional development, the industry contributes to creating an informed and competent workforce. The ECA's Diversity and Inclusion Scholarship Programme and the European Dealer Championship exemplify how the industry can contribute to lifelong learning and career advancement, directly aligning with SDG 4.

SDG 5: Gender Equality



The promotion of gender equality within the casino industry is crucial for ensuring that all individuals, irrespective of gender, have equal opportunities for employment, career progression, and representation in leadership positions. The ECA's commitment to diversity and inclusion, including initiatives like gender diversity scholarships, supports the advancement towards a more equal and inclusive industry, thereby contributing to SDG 5.

SDG 8: Decent Work and Economic Growth



As a significant employer in the hospitality sector, the casino industry has a direct impact on economic growth and the quality of employment it provides. By advocating for fair labour practices and employee well-being, alongside promoting the economic benefits of legal gaming, the industry supports the achievement of SDG 8. This encompasses job creation, economic development, and the promotion of safe and secure working environments.



SDG 10: Reduced Inequalities



Inclusivity and diversity within the casino industry are essential for reducing inequalities. By implementing inclusive hiring policies and promoting diversity at all organisational levels, the ECA members contribute to creating more equitable societies. This effort benefits the industry by broadening the talent pool and enhancing innovation and aligns with the broader aims of SDG 10.

SDG 12: Responsible Consumption and Production



The commitment to sustainable practices, including waste reduction, energy efficiency and responsible gaming, reflects the industry's awareness of its environmental footprint and social responsibilities. By ensuring that the industry's growth is sustainable and does not compromise societal well-being, the ECA and its members contribute to achieving SDG 12.

SDG 13: Climate Action



Recognising the environmental impact of casino operations, the ECA members take substantive action towards reducing their carbon footprint through energy efficiency, renewable energy investments, and other sustainable practices. These actions contribute to mitigating climate change and position the industry as a responsible and forward-thinking sector, in line with SDG 13.

SDG 16: Peace, Justice, and Strong Institutions



The casino industry's advocacy for fair legal frameworks and its efforts to combat corruption and crime are crucial for fostering peaceful, just, and inclusive societies. By ensuring and promoting that casino and gaming activities are conducted in a legal and transparent manner, the industry supports the establishment of strong institutions and the rule of law while fighting illegal gaming activities of all kind, thereby contributing to SDG 16.



SDG 17: Partnerships for the Goals



Achieving the SDGs requires collective action and collaboration across sectors. By engaging in partnerships with government and EU institutions, NGOs, and other stakeholders, the ECA and its members have a significant role in addressing the challenges outlined in the SDGs. Through these collaborations, the industry can share best practices, leverage resources, and work together

towards the common goal of sustainable development, embodying the spirit of SDG 17.

In summary, the relevance of the SDGs to the members of the European Casino Association underscores the industry's potential to contribute positively to society and the environment. By aligning business practices with these global goals, the ECA and its members demonstrate responsible and sustainable development leadership.

The ECA's focus from 2020 to 2023 was to both continue and extend its engagement with the UN Global Compact and its Ten Principles, as well as promote the UN Sustainable Development Goals



2ECA Chairman, Erwin van Lambaart during a presentation at the 2023 ECA Casino Industry Forum at Casino Montreux, Switzerland

(SDGs), despite the effects of the pandemic. Together, the ECA members sought to develop additional projects within the framework of the Ten Principles and actively promoted the UN Global Compact among ECA members, some of whom have joined the UN Global Compact in the last years. Increased attention in communication was paid to the UN SDGs, which brought the work of the ECA into context with this



framework, thereby identifying areas in which the licensed land-based casino industry, as represented by the ECA, can best contribute.

Each casino within the European Casino Association (ECA) has the autonomy to evaluate and prioritise the significance of the outlined objectives based on their unique circumstances and strategic direction. The ECA plays a pivotal role by offering insights and guidance on which objectives hold particular relevance for the broader sector, elucidating the reasons behind their importance. This approach equips casinos, especially those operating individually or within the medium-sized enterprise bracket, with a robust framework for action. Unlike the major Environmental, Social, and Governance (ESG) indicators such as the Global Reporting Initiative (GRI), which are typically designed with large corporations in mind and often provide limited direction for smaller entities, the Sustainable Development Goals (SDGs) serve as an exceptional tool. The ECA leverages the SDGs to furnish members with clear guidance on socially pertinent issues, articulating why these matters are crucial to the sector and illustrating how they can be instrumental in steering a company's sustainability efforts in a coherent and aligned manner. This strategic alignment not only helps reinforce the sector's commitment to sustainability but also ensures that casinos, regardless of their size, can make meaningful contributions to societal and environmental well-being.

4. ECA and SDG 3 - Good Health and Well-Being



The European Casino Association (ECA) has been actively working towards the goal of SDG3, which focuses on ensuring healthy lives and promoting well-being for all at all ages. One of the key initiatives that align with SDG3 is the ECA's commitment to the UN Global Compact since 2015. The UN Global Compact is a corporate responsibility initiative that emphasizes labor, the environment, and anti-corruption, with the ECA supporting its aims through various initiatives.

A significant part of the ECA's efforts towards SDG3 is its emphasis on responsible gaming. The association believes that promoting responsible gaming in both land-based and online casinos serves



the interests of society by ensuring the protection of vulnerable groups. To this end, ECA members have developed an association and industry-led approach to responsible gaming, which is built on best practices and a European-wide framework. This framework sets an industry standard for implementing effective and efficient responsible gaming measures.

Additionally, the ECA has launched the Alliance Against Illegal Gambling ([Link](#)) in partnership with other organisations. This initiative aims to support the right to enjoy and play in a nationally licensed, secure gambling environment and to combat illegal gambling. By fighting against illegal gambling, the ECA contributes to a safer gambling environment, which indirectly supports the well-being and health of individuals by reducing the potential harms associated with unregulated gambling activities.

Through these initiatives, the ECA demonstrates its commitment to SDG3 by promoting responsible gaming practices, fighting against illegal gambling, and aligning with the principles of the UN Global Compact. These efforts contribute to the broader goal of ensuring healthy lives and promoting well-being for all individuals involved in or affected by the gambling industry.

5. ECA and SDG 4 - Quality Education



Members of the European Casino Association (ECA) are deeply committed to promoting education within the gaming sector, ensuring that their staff are comprehensively trained across all facets of the industry. This education encompasses critical topics such as safer gaming practices, anti-money laundering measures, corruption prevention, and data protection—skills essential for maintaining the integrity and security of the gaming environment. Beyond these crucial industry-specific skills, the ECA members place a high premium on training their staff to the highest standards of hospitality and service excellence ([Link](#)). This aspect of training is particularly important as it directly impacts the guest experience, ensuring visitors receive the utmost care and attention during their stay.



Modern casinos, as represented by ECA members, are multifaceted entertainment hubs that seamlessly integrate gaming with dining, events, nightlife, and hotel accommodations. This diversity not only enriches the customer experience but also opens up a wide array of well-paid, engaging job and career opportunities for individuals in the sector. The comprehensive training programs offered by European casinos prepare employees not just to excel in their current roles but also to advance and thrive in a dynamic and evolving industry. Through these efforts, ECA members are not only elevating the standards of the gaming and entertainment industries but also contributing to the professional and personal growth of their workforce.

European Dealer Championship



The participants of the European Dealer Championship 2022 in front of the Casino de Monte-Carlo in Monaco

To exemplify the commitment of the European Casino Association (ECA) towards staff training and the provision of quality education within the sector, one can look towards the organisation and execution of the European Dealer Championship (EDC) as a prime example ([Link](#)). This prestigious event not only showcases the exceptional skills and professionalism of croupiers across Europe but also serves as a testament to the comprehensive training and dedication to excellence that ECA members instill in their staff. Through the EDC, the ECA highlights the importance of continuous professional development,



underscoring the wide range of opportunities for learning and advancement available within the casino industry. This championship embodies the ECA's dedication to elevating industry standards and fostering a culture of lifelong learning among its members, thereby contributing significantly to the overall quality of education and skill enhancement in the gaming sector. Moreover, it provides an invaluable opportunity for networking, learning, and exchanging best practices among participants, contributing to the overall enhancement of the industry.

By emphasising the mastery of skills and encouraging the pursuit of excellence, the EDC aligns with SDG4's aim to ensure inclusive and equitable quality education and promote lifelong learning opportunities for all. The event implicitly supports the goal of enhancing skills for employment, decent jobs, and entrepreneurship in the gaming industry, contributing to the broader objective of sustainable economic growth.



The tension during the final at the European Dealer Championship 2023 at Grand Casino Viage in Brussels

The Dealer Championship in Monte Carlo in 2022 was a memorable event after the championships had to stop during the pandemic, showcasing the crème de la crème of European croupiers. Set



against the backdrop of one of the world's most iconic gaming destinations, participants demonstrated their prowess in a series of demanding challenges designed to test their skills to the limit. The championship was not only a testament to the individual talents but also highlighted the collective dedication to excellence within the European casino industry.

Similarly, the latest Dealer Championship at the Grand Casino Brussels Viage in 2023 was another landmark event that brought together Europe's best dealers. The competition was fierce, with participants displaying outstanding levels of expertise and professionalism. This event further reinforced the importance of the EDC in promoting high standards within the profession, encouraging ongoing education and skill development, and fostering a sense of pride and unity among Europe's casino professionals.

In summary, the European Dealer Championships play a crucial role in elevating the profession of croupier, promoting lifelong learning, and fostering professional excellence among members of the European Casino Association. Through these events, the ECA not only celebrates the skill and dedication of its members but also contributes to the broader goals of quality education and sustainable economic growth.



The winners of the 2023 European Dealer Championship at Grand Casino Viage Brussels as a cover story for a gaming industry magazine



Casino Industry Forum

The European Casino Association's annual Casino Industry Forum stands as a cornerstone event not only for the exchange of knowledge and best practices within the gaming industry but also as a vital platform for promoting the association's steadfast commitment to the United Nations Global Compact and the Sustainable Development Goals (SDGs). This forum offers a unique opportunity for ECA members to present and share their corporate social responsibility (CSR) and sustainability initiatives, demonstrating their contributions towards a more responsible and sustainable gaming industry.

By integrating discussions on the UN Global Compact and the SDGs into the forum's agenda, the ECA underscores the importance of aligning the casino sector's operations with global standards for human rights, labour, environment, and anti-corruption. Moreover, the event facilitates a European-wide exchange of information and best practices related to CSR, enabling participants to learn from one another's efforts to implement effective and efficient responsible gaming measures, environmental sustainability practices, and ethical business operations.

In doing so, the Casino Industry Forum serves as a beacon of progress, showcasing the casino industry's proactive role in not only advancing economic growth and innovation but also in promoting social responsibility and environmental stewardship. Through this platform, the ECA and its members collectively contribute to the broader agenda of sustainable development, reinforcing the industry's commitment to making a positive impact on society and the planet.

The European Casino Association (ECA) hosted two remarkable Casino Industry Forums in consecutive years, each gathering being a significant event for the land-based casino sector in Europe.

Casino Industry Forum at Casino Baden, Austria, in 2022:

Held in the picturesque Austrian town of Baden from September 27-30, 2022, this edition of the Casino Industry Forum marked a notable return after a hiatus due to the Covid-19 pandemic. The event convened over 100 guests, including Europe's leading casino operators, to discuss the multifaceted



challenges, opportunities, and emerging trends within both the land-based and online casino sectors. The forum featured a wide and diverse program, including exclusive presentations by European casino operators and recognised speakers. The agenda also included social activities that explored the historical, culinary, and modern delights of both Baden and Vienna. The event highlighted the pressing topics facing the casino sector and included futurologists exploring wider societal and business implications for the future.



Ismail Vally from Yield Sec during his presentation on the size of the illegal gaming activities during the ECA Casino Industry Forum in 2022 at Casino Baden in Austria



ECA Vice Chair and Veikkaus Casino Director, Tiina Siltanen during her presentation on responsible business practices at the ECA Casino Industry Forum in 2022 at Casino Baden in Austria



Casino Industry Forum at Casino Barrière de Montreux, Switzerland, in 2023:



Nancy Rademaker during her presentation on Employee Centricity and Customer Centricity at the ECA Casino Industry Forum in Montreux in 2023

The 2023 forum was set against the spectacular backdrop of Montreux, Switzerland, hosted by the Casino Barrière de Montreux from September 26-29, 2023. This event continued the tradition of bringing together industry experts to discuss critical issues facing the European casino sector, such as regulatory changes, responsible gaming initiatives, and emerging technologies. The forum featured world-renowned speakers, including a Europol representative reporting on the European Financial and Economic Crime Threat Assessment (EFACTA) and insights into the U.S. casino industry's post-pandemic renaissance among others.

The event also served as a platform for ECA members to present and share their CSR and sustainability initiatives, reinforcing the industry's commitment to

the UN Global Compact and the SDGs.

Both forums served as crucial platforms for dialogue, learning, and networking among casino industry professionals, focusing on sustainability, innovation, and the future of the casino sector in Europe.



6. ECA and SDG 5 -Gender Equality and SDG 10 - Reduced Inequalities:



The ECA, contributes to both of this SDGs these through various initiatives. For SDG 5, the ECA has implemented initiatives that promote gender equality within the ECA member's workforce, offer equal pay, and ensure women's representation in leadership positions. For SDG 8, the ECA promotes decent work conditions, support of

economic growth through tourism and entertainment, and the insurance of responsible and sustainable business practices. The European land-based casino industry, particularly in Western Europe, boasts a rich history and tradition that dates back centuries. Traditionally, this industry was male dominated, reflecting broader societal norms of past eras where many professions were largely inaccessible to women. However, the landscape of the casino industry, much like many other sectors, has undergone significant transformation in recent years. The percentage of



Figure 3 Scholarship recipients since its foundation in 2018



female employees within the European casino industry has seen a notable increase, signalling a positive shift towards gender equality and the breaking down of long-standing barriers.


Despite these advancements, the European Casino Association (ECA) acknowledges that there remains much work to be done to further promote gender equality within the industry. To address this ongoing challenge, the ECA is committed to creating and supporting initiatives that not only celebrate diversity but also actively encourage the inclusion of women in all aspects of casino operations, management, and leadership roles.

One of the ECA's notable measures to promote gender equality is the Diversity and Inclusion Scholarship. This programme is designed for one of the premier educational offerings in the casino sector: the Executive Development Programme (EDP) hosted by the University of Nevada, Las Vegas, and the University of Nevada, Reno, in Lake Tahoe. This program represents a pinnacle of professional development in the gaming industry, offering participants comprehensive insights into the

complexities of casino management and operations, as well as strategic leadership.



In an effort to promote diversity and best practices in the gaming industry, the European Casino Association (ECA), Clarion Gaming, and the Association of Gaming Equipment Manufacturers (AGEM) have partnered with the Executive Development Program (EDP) run by the University of Las Vegas, Nevada in cooperation with the University of Reno, Nevada. The idea was to offer the ECA gender diversity scholarship. The scholarship first offered one, and since 2022, two aspiring female gaming employees aiming to take the step to the next level, a full-ride scholarship. By providing these scholarships, the ECA aims to encourage more women to pursue and excel in careers within the casino industry. It is a testament to the association's commitment to fostering an environment where talent thrives, irrespective of gender. Through initiatives like the Diversity and Inclusion Scholarships, the ECA contributes to individuals' professional growth and champions the cause of gender equality within the European casino industry. This approach enriches the industry with diverse perspectives and ensures that the casino sector remains a vibrant, inclusive, and appealing career choice for future generations.



EXECUTIVE DEVELOPMENT PROGRAM

The Executive Development Program (EDP) is organized and hosted by the Universities of Las Vegas and Reno and is the best-known and most prestigious leadership development academy of its kind in the global gaming industry. The EDP will be held live again at the Hyatt Regency Lake Tahoe Resort, Spa and Casino, USA. The program increases the capacity of participants to lead and manage in a changing environment and prepares them to think strategically and reshape their organizations. It provides them with the information and insights needed to create organizational growth opportunities through strategic alliances.

An international selection committee made up of representatives of the EDP sponsors will consider the applications received and award the scholarships based on the defined criteria. The selection committee will be independent of ECA members. Its scholarship award decisions are final and cannot be overruled. Affirmative action and equal opportunity principles will be applied.

November 4 - 13, 2022
Enhancing diversity in the gaming industry

ECA DIVERSITY SCHOLARSHIP to EDP 2022

sponsored by AGEM, CLARION, UNLV and the ECA

APPLICATION CRITERIA

- Employed by a direct or indirect member of the ECA (including members of national associations)
- Has demonstrated a commitment to diversity and inclusion, and/or leadership in working with underrepresented groups, through employment, community service or other involvement
- Minimum of 2-3 years of experience in the land-based casino industry in a middle management position or above
- Ambition to hold a leadership position
- Identified for future career development
- CV and application form with personal statement on how you meet the eligibility criteria, how you contribute to diversity and inclusion through your work or other involvements, and motivation to join the EDP experience (minimum 200 words and maximum 300 words) supported by senior management
- Availability for PR outreach (press articles, interviews, testimonials, photo, social media)

TIMELINE

September 16	September 17 - 27	September 28
Deadline for receipt of applications	Review process & decision	Scholarship award announcement

REQUIRED APPLICATION INFORMATION

Personal information (in English)

- Name
- Job title
- Company
- Email address
- Telephone number
- Application form
- CV
- Portrait picture

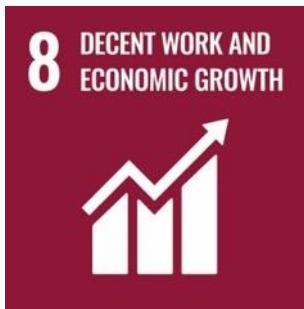
Please send your application files by September 16, 11 PM (CEWt) to info@europeancasinoassociation.org



Figure 4 The flyer for inviting ECA members to nominate suitable staff members for the ECA Diversity and Inclusion Scholarship



7. ECA and SDG 8 - Decent Work and Economic Growth



The reputation of the casino industry is of paramount importance to the European Casino Association and its members, as it underpins the trust and confidence that customers, policymakers, and society have in the gaming sector. A positive reputation is crucial for the sustainability and growth of the industry, as it affects customer loyalty, attracts investment, and influences regulatory decisions. Illegal gambling poses a significant

threat to this reputation by undermining the integrity of the casino industry through associations with criminal activities, including money laundering and fraud. Such illegal operations jeopardise the financial health of the legitimate casino sector and endanger consumers by exposing them to unregulated and potentially unethical practices. Furthermore, the prevalence of illegal gambling can lead to stricter regulations and increased scrutiny from policymakers, potentially stifling innovation and growth within the legal industry. Ultimately, the impact of illegal gambling extends beyond the casino sector, affecting broader societal trust and economic stability. Therefore, combating illegal gambling is a critical priority for the ECA and its members as they strive to maintain a reputable, secure, and thriving casino industry that contributes positively to society and the economy.

The European Casino Association actively contributes to promoting SDG 8 through a variety of initiatives and measures aimed at fostering economic growth within the casino industry and ensuring decent work conditions for its employees:

Investment in Employee Development and Training

One of the core strategies employed by the ECA to promote decent work is through significant investments in employee development and training programs. These programs are designed to enhance the skills and knowledge of employees within the industry, covering crucial topics such as safer gaming, anti-money laundering, corruption prevention, data protection, and hospitality standards. By ensuring that staff are well-trained and competent, the ECA not only elevates the quality of service and operational standards within the industry but also enhances job satisfaction and career prospects for individuals, contributing to economic growth and decent work conditions.



Promotion of Gender Equality and Diversity

Acknowledging the historical gender imbalance within the casino industry, the ECA has taken proactive steps to promote gender equality and diversity in the workforce. Initiatives such as the Diversity and Inclusion Scholarships help to achieve this initiative. By encouraging more women to pursue careers in the casino industry, the ECA is not only working towards closing the gender gap but also enriching the industry with diverse perspectives and talents.

Support for Safer Gaming

The ECA is dedicated to promoting responsible gaming practices among its members, which is directly linked to ensuring decent work and economic growth. By advocating for safer gaming environments, the ECA helps protect the industry and its employees from potential negative impacts, ensuring that the economic growth within the sector is sustainable and ethically responsible. This commitment to responsible gaming also enhances the industry's reputation, attracting more customers and ensuring long-term profitability and job security for employees.

Engagement in Community and Economic Development

ECA members actively engage in community and economic development initiatives that contribute to local and regional economies and create employment opportunities. Through partnerships with local governments and other stakeholders, ECA members invest in infrastructure, entertainment, sponsorships and tourism projects that enhance the appeal of the casino industry and stimulate economic growth.



Working Groups on Anti-Money Laundering and Safety and Security



The participants of the ECA AML and Compliance workshop at Casino 2000 in Luxembourg

The ECA's Working Groups on Anti-Money Laundering and Safety and Security are vital in supporting SDG 8. By establishing stringent anti-money laundering (AML) practices and promoting safety and security within the casino sector, these groups help ensure that the industry operates within the highest legal and ethical standards.

Fight Against All Forms of Illegal Gaming

The ECA's stance against all forms of illegal gaming is another critical dimension of its support for SDG 8. Illegal gambling operations, predominantly online but also land-based not only undermine the legal market but also pose significant risks to consumers and society at large, including the potential for fraud, corruption, money laundering, and other criminal activities.

Casino Sector's Role in Enriching Communities



The land-based casino sector plays a significant and often underappreciated role in sponsoring initiatives that enrich society across a variety of domains, including culture, sports, and other socially relevant issues. Through substantial contributions and partnerships, casinos across Europe actively support a wide array of projects and organisations, ranging from local cultural festivals and art exhibitions to sports teams and social development programs. This involvement demonstrates the industry's commitment to giving back to the communities. These sponsorships are crucial for many organisations, providing them with the necessary funding to thrive and make a positive impact on society.

8. ECA and SDG 12 - Responsible Consumption and Production

The ECA has set up several Working Groups to discuss key industry issues, which brings together member representatives. There is also a Responsible Gaming Working Group that has developed ECA's Responsible Gambling Framework introduced in 2013 and updated in 2018. The ECA Responsible Gambling Framework sets forth a common standard that draws upon the latest sector-specific consumer protection research, which



is made available to all members of the association. Members can adopt this framework by appointing 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.

The Responsible Gaming Framework of the European Casino Association (ECA) is a comprehensive set of guidelines and standards designed to promote responsible gambling practices among its member casinos.

Key Components of the ECA Responsible Gaming Framework

The framework encompasses several critical areas of focus to foster responsible gambling:



Employee Training: Ensuring that casino staff are well-informed about responsible gambling practices and can provide assistance to patrons who may need it.

Player Education: Offering resources and information to help patrons make informed decisions and understand the risks associated with gambling.

Entrance Policies: Implementing measures to prevent underage and problem gambling, including age verification and self-exclusion programs.

Advertising and Marketing: Promoting gaming services in a responsible manner, avoiding targeting vulnerable groups, and ensuring that marketing materials portray the risks and chances of winning accurately.

Serving Alcohol: Regulating the sale and consumption of alcohol within casino premises to prevent gambling under the influence.

Staff Problem Gaming: Addressing the risks of problem gambling among casino employees and providing support as needed.

Stakeholder Engagement and Reporting: Maintaining open communication with stakeholders, including patrons, regulators, and the public, about the casino's responsible gambling initiatives.

Research and Awareness of Risk Factors and Game Design: Supporting research on gaming behaviours and game design to identify and mitigate risk factors associated with problem gambling.

Relevance of the ECA Responsible Gaming Framework

The Responsible Gaming Framework of the European Casino Association is a pivotal initiative designed to promote responsible gaming practices among its member casinos. The inclusion of a certification process, audited by an independent auditor, significantly enhances the framework's relevance for several reasons:



Industry Standard: It sets an industry-wide standard for responsible and safer gaming practices, encouraging casinos across Europe to adopt measures that protect gamblers from and harm.

Verification of Compliance: The certification process provides a formal mechanism for verifying that casinos are in compliance with the responsible gaming standards set forth by the ECA. This ensures that the measures are not only in place but are also implemented correctly and effectively achieving their intended outcomes.

Enhanced Credibility and Trust: Casinos that achieve certification demonstrate their commitment to responsible gaming practices to regulators, patrons, and the broader community. This can enhance their credibility and build trust among stakeholders, showing that they operate in a socially responsible manner.

Benchmarking and Continuous Improvement: The process of preparing for and undergoing an independent audit can help casinos identify areas for improvement in their responsible gaming practices. This benchmarking against industry standards encourages continuous improvement and innovation in responsible gaming initiatives.

Regulatory Compliance and Industry Leadership: Certification assists casinos in meeting regulatory requirements related to responsible gaming. It positions them as industry leaders in promoting gambling safety and social responsibility, potentially influencing broader industry practices and standards.

Market Differentiation: Casinos that are certified under the ECA Responsible Gaming Framework can differentiate themselves in the market. This differentiation can be a competitive advantage, attracting patrons who value responsible gambling practices and contributing to a positive reputation in the industry.

Stakeholder Engagement: The certification process involves engaging various stakeholders, including employees, customers, and regulators. This engagement can foster a culture of transparency and accountability around responsible gaming practices.



Social Responsibility: It reflects the casino industry's commitment to social responsibility, demonstrating an understanding of the potential negative impacts of gambling and a willingness to mitigate these effects.

Consumer Trust: Casinos that implement the framework can build trust with their patrons and the broader community by showing a commitment to responsible gambling and the well-being of their customers.

In summary, the ECA Responsible Gaming Framework is a critical initiative that underscores the ECA's



Casino Société de Bains de Mer – the operator of Casino Monte Carlo was certified in 2020 according to the Responsible Gaming Framework of the ECA

commitment to promoting responsible gambling practices. By setting standards for employee training, player education, entrance policies, and more, the framework aims to protect gamblers from the potential harms of gambling while ensuring that the industry operates in a socially responsible and sustainable manner.



Upon successfully meeting all the required criteria and undergoing an audit by an independent auditor, casino operations are granted the privilege to utilize this certification emblem in their communications. The certification remains valid for a period of three years, after which a comprehensive recertification process, including a subsequent audit by an independent auditor, becomes mandatory. This ensures ongoing adherence to the established standards and promotes continuous excellence in casino operations.

To keep the ECA Framework relevant and up to date, a cooperation with internationally respected and independent Responsible Gaming experts such as Pieter Remmers (Secretary-General, European Association for the Study of Gambling - EASG), or Laura Da Silva – Responsible gaming expert. The European Casino Association (ECA) is currently undertaking a significant update of the Responsible Gaming Framework for 2024. This

initiative is designed not only to refresh the document's content and ensure its relevance but also to offer ECA members a comprehensive platform that facilitates their preparation for certification. Through this platform, members can submit their responsible gaming data for preliminary assessment.

Once a member's responsible gaming practices achieve the necessary level of maturity, an independent auditor can then evaluate and potentially certify compliance with the ECA standard. The system allows for the ongoing update of data by designated responsible gaming personnel, ensuring continuous compliance and improvement. While



The Managing Director of Brandenburgische Spielbanken, Kerstin Kosanke, receives the Responsible Gaming Certificate for the Casinos in Brandenburg, Germany

participation in this program is voluntary, the ECA is committed to achieving certifications for all its



members under the ECA standard in the foreseeable future, reinforcing our collective dedication to responsible gaming.

9. ECA and SDG 13 - Climate Action:

The members of the European Casino Association (ECA) showcase a profound commitment to climate action, recognizing its significance as an issue that resonates across all of society. This dedication is evident in their thoughtful consideration of climate targets with every new investment, manifesting in the implementation of numerous programs aimed at enhancing environmental sustainability within the sector. ECA members have embarked on various initiatives in recent years, ranging from the reduction of energy consumption and investment in solar energy systems to the procurement of electric company vehicles, demonstrating a holistic approach to minimizing their carbon footprint. A standout example of this commitment is Casino Venlo, under the Holland Casino Group, which epitomizes sustainability in the casino industry. Constructed on the Cradle to Cradle (C2C) principle. The casino is in an area with a sustainable character that adds value to Greenport Venlo, whose goal is to develop into a complete C2C city ([see here for more information](#)). Casino Venlo operates with many climate-optimized systems, setting a benchmark for environmental responsibility and sustainable operation within the gaming sector. This initiative, among others, underscores the ECA members' resolve to not only contribute positively to the fight against climate change but also to lead by example in the global effort towards a more sustainable future.



In 2020, the European Casino Association (ECA) member, Holland Casino, embarked on an innovative venture within the land-based casino industry by deciding to design and build its new Venlo casino in line with Cradle to Cradle (C2C) principles. This approach emphasizes the creation of products and structures that are environmentally friendly and socially responsible. The architectural and interior



design of the casino incorporates innovative solutions for sustainable building, alongside measures within the casino space to ensure the welfare and well-being of its patrons are safeguarded.

The casino is situated in an area known for its commitment to sustainability, contributing positively to the Greenport Venlo region's ambition of evolving into a fully C2C city. Positioned at the nexus of a



The impressive Venlo Casino in the Netherlands after its completion

business park and a nature reserve near the Maas river, and directly in the flight path of a local bat colony, the Venlo casino was meticulously designed to include bat corridors with ecologist-approved lighting to minimize disturbance to the bats.

The design team envisioned the building as a living organism, working harmoniously with nature. The structure features systems for collecting and reusing rainwater, while natural daylight enhances the interior, aligning visitors with the day's natural rhythms. Additionally, 30% of the building's structure repurposes concrete from recent demolitions. At the entrance, a player risk assessment is carried out, complemented by a registration process upon exit, equipping patrons with necessary tools and information for managing gambling risks, in line with problem gambling prevention principles. The casino also uses wood from sustainably managed forests for construction, with walls designed for future sustainability through blow-in insulation. It further introduces low-limit games to foster social



connections among players, with education on responsible gambling forming a core aspect of the Venlo experience.

Venlo's design is anchored on three main pillars: total cost of ownership, adaptability, and experience. The total cost of ownership ensures the casino's efficient operation, adaptability allows for flexible layout changes to meet guests' needs, and the focus on experience highlights the importance of visible sustainability and guest comfort.

As part of the ECA, Holland Casino is committed to sharing its experiences and the sustainable practices implemented in Venlo's design and construction with all association members. This initiative aims to encourage the broader adoption and implementation of sustainability goals within the casino sector.

Holland Casino Venlo stands as a beacon of sustainability and innovation within the land-based casino sector in Europe. Opened in the summer, this architectural marvel, with its distinct, organic design

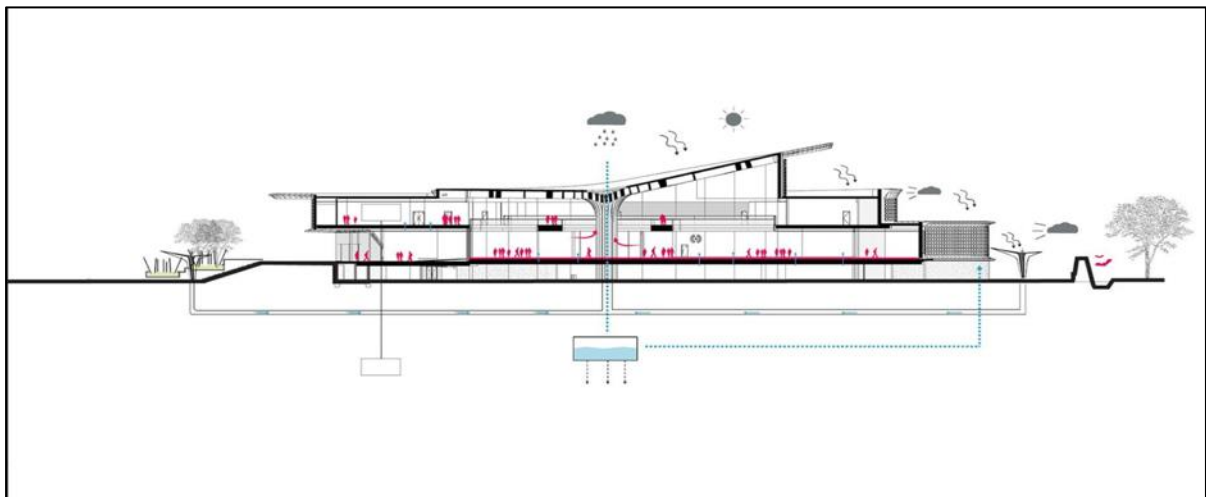


Figure 5 Every detail of the Holland Casino Venlo was designed with the environment in mind. From solar panels of the roof to the extensive use of rainwater but also responsible gambling by design was incorporated.

inspired by the shape of a flower and equipped with eye-catching LED lighting, has quickly become a landmark in the region. Not only does it offer a wide and diverse range of gaming, dining, and entertainment options, but it also sets a new standard for environmental responsibility in the industry.



Built completely according to Cradle to Cradle principles, Holland Casino Venlo is a testament to the possibility of merging aesthetic appeal with sustainable construction and operation.

The casino's sustainability features are both innovative and extensive, encompassing energy efficiency, waste reduction, and resource conservation. The building's design incorporates reused concrete, sustainable wood from managed forests, and walls filled with blown-in insulation to



Sustainable building materials in the construction of the Casino Venlo. Wood and recycled concrete were the main materials used.

minimize environmental impact. Rainwater collected from the roof is reused within the facility, and LED lighting on the exterior is programmed to change colors for various events, contributing not only to the building's visual appeal but also to its energy efficiency. These features highlight Holland Casino Venlo's commitment to reducing its carbon footprint and setting a precedent for future developments in the casino industry and beyond.

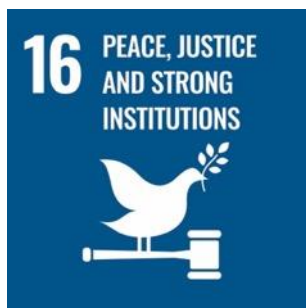
Located in a region inspired by Cradle to Cradle (C2C) principles, the casino embodies the ideals of total cost of ownership, adaptability, and optimal experience, making it future-proof and a model of visible sustainability. The building is designed as a living organism, with parts that mimic natural systems for ventilation, heating, and energy use,

further underscoring its innovative approach to sustainable design. Holland Casino Venlo not only enriches the local community by offering a premier entertainment destination but also contributes



positively to the global effort towards climate action, serving as a perfect example of the land-based casino sector's commitment to sustainability.

10. ECA and SDG 16 - Peace, Justice and Strong Institutions



The European Casino Association (ECA) is deeply committed to advancing Sustainable Development Goal 16 (SDG 16) which focuses on promoting peaceful and inclusive societies, providing access to justice for all, and building effective, accountable institutions at all levels. A key aspect of this commitment is the ECA's vigorous efforts to combat illegal gambling, acknowledging the importance of maintaining the integrity and transparency of the gaming sector. The ECA collaborates closely with international counterparts such as the American Gaming Association and the British Gaming Council, uniting forces to address this and other critical issues affecting the industry.



11. ECA and SDG 17 - Partnerships for the Goals



Operating from Brussels, the ECA actively engages with the European Commission and other European institutions, ensuring that the perspectives and insights of the licensed land-based casino sector are considered when EU directives and regulations are discussed. This engagement extends to collaboration with a wide range of stakeholders, including Europol, the OECD, the Financial Action Task Force (FATF), and

non-profit organisations like Transparency International. Through these engagements, the ECA aims to educate and demonstrate how the licensed and legal gaming sector operates responsibly and sustainably, especially in areas critical to societal well-being, such as anti-money laundering (AML),



the fight against corruption, and fraud prevention.

ECA member casinos not only adhere to existing laws and regulations but also proactively contribute to the system combating

Figure 5 Letter to the European Commissions on the negative effects of illegal gambling for the citizens of Europe

these societal threats. This commitment has led to significant recognition: in the latest Supranational Risk Assessment, the risk level for land-based casinos concerning AML and TF was downgraded to level two - moderate risk, aligning with the risk level assigned to lotteries. This achievement highlights the effectiveness of the mitigation measures implemented by the industry and the rigorous controls carried out by national and international auditing bodies. It stands as a testament to the industry's dedication to fulfilling the expectations of society and regulators in safeguarding against financial crimes.

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 conducted with the aim of increasing



connections and sharing best practices in the implementation of the SGDs, as well as developing new projects.

12. Statement from the Chairman



Figure 6 Erwin van Lambaart, CEO Casinos Austria and Austrian Lotteries, Chairman of the European Casino Association

“As Chairman of the European Casino Association, I am privileged to reassert our steadfast commitment to the United Nations Global Compact and its core principles regarding human rights, labour, the environment, and anti-corruption, alongside our dedication to the Sustainable Development Goals. Our association acknowledges the critical importance of these goals and principles in steering sustainable and responsible business conduct throughout the European casino and gaming sector.

The ECA is committed to fostering ethical business practices, social responsibility, and environmental sustainability among our members. In recent years, the ECA has launched multiple initiatives aligned with the Sustainable Development Goals and the Global Compact's principles. We have established certifiable guidelines on responsible gaming through our Responsible Gaming Framework and have championed education and lifelong learning via our European Dealer Championship and our Casino Industry Forum. We have supported our members' dedication to anti-money laundering (AML) and anti-corruption measures. Furthermore, we have engaged with stakeholders in Brussels and on a national level to highlight the societal damages caused by illegal gambling. In doing so, we continue to advocate for the integrity of legal gaming, protecting it from the adverse effects of illicit activities. Additionally, our Diversity Scholarship Programme has been instrumental in promoting the advancement of women into leadership roles within our industry.

The past few years have presented unique challenges for European casinos, largely due to the pandemic and its consequences. The hospitality sector, including casinos, experienced prolonged closures in 2020 and 2021. However, 2022 and 2023 signify a period of adaptation to a new normal.



Although business metrics for ECA members have stabilised in the last two years, many facets of the business have undergone significant transformations. This encompasses the recruitment of talented individuals seeking career opportunities in the gaming industry, the introduction of new offerings and technologies in casinos, and the societal demand for sustainable gambling services from licensed operators who recognise their accountability to customers and society at large. Throughout these difficult times, the solidarity among ECA members has been strengthened as we shared best practices and expertise to navigate these challenges successfully.

The European Casino Association and its members are committed to leading by example and cultivating a culture of integrity, responsibility, and sustainability within the casino industry. We are honoured to support the UN Global Compact and eagerly anticipate contributing to its objectives in the forthcoming years.”

13. 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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