

EXEMPLARY SOCIAL RESPONSIBILITY IN THE GAMBLING INDUSTRY

Corporate social responsibility (CSR) plays a central role in corporate philosophy at the Casinos Austria and Austrian Lotteries Group and is firmly anchored in our strategy through a dedicated CSR management system in accordance with ISO 26000.



By Hermann Pammeringer and Susanne Hirner, Casinos Austria and Austrian Lotteries Group

The notion of responsibility and sustainable action has a long tradition in the companies in the Casinos Austria and Austrian Lotteries Group. Ever since it was founded in 1967, the company's philosophy has been defined by the belief that society should benefit from gambling products and services. This goal is written into our statutes, and we have continually embraced and developed this principle further over the years. Nowadays, it is far more than a declaration of our commitment and desire to give something back to

society. Behind the abstract principle lie concrete management systems, integrated audits, and regular certifications, all of which ensure that we resolutely apply and adhere to this principle.

Social responsibility is something that the public has a right to expect of a gambling operator. The public has rightly become very sensitive when it comes to gambling, and awareness has grown that some manifestations are socially undesirable, or even dangerous.

Responsibility has thus always been a central element in the business activities of the Casinos Austria and Austrian Lotteries Group. In the meantime, the group offers a full range of contemporary gambling products and services – from classic casinos, traditional lotteries, instant lottery games, and sports betting to online gaming and video lottery terminals – all from a single source. Accordingly, responsible gaming is – and has always been – a core aspect of our corporate responsibility.

CSR-STRATEGY 2020: BEST CLASS FOR PEOPLE, IN GAMING, AND FOR THE ENVIRONMENT



But it also goes far beyond that: It covers the full spectrum of economic, ecological, and social responsibility along the value chain. It means demonstrating responsibility beyond the regulatory obligations or provisions and anchoring this in a sound CSR management system. It is the sum of all our internal and external CSR measures. Our aim here is to be literally the “Best in Class,” that is, to set a clear example in the gaming industry with our CSR activities.



Casinos Austria Executive Board Member Prof. Dietmar Hoscher

“Corporate Social Responsibility is gaining ever-increasing relevance. When sustainability is applied and practiced consistently, it can become a competitive advantage and a driver of innovation. The Casinos Austria and Austrian Lotteries Group has long embraced the principle of responsibility: It permeates all our business units and is demonstrated in our diverse engagement for social, cultural, and sporting projects and initiatives. Our participation in the UN Global Compact, which began in 2011, as the first company from the gambling sector, underlines our commitment both to sustainability and to spreading the CSR message around the globe. Our CSR Strategy 2020 ‘People-Gaming-Environment’ demonstrates how we embrace our social responsibility and the environmental and social action fields on which we focus. These correspond fully with the United Nations Sustainable Development Goals.” (Professor Dietmar Hoscher, Executive Director, Casinos Austria AG)

Our CSR strategy and integrated Sustainable Development Goals

Our CSR strategy focuses on six targeted action fields, which were determined in a comprehensive materiality analysis conducted in cooperation with our stakeholders. Clear goals and concrete indicators point the way.

Focus area 1: People

Top employer

A central element of the principle of social responsibility is our responsibility to our staff. We do our utmost to be a top employer: The provision of a healthy and safe working environment, motivating training, and further education options as well as diversity and fairness are all contributing factors.

Good for Austria

In our “Good for Austria” action field, we place a strong focus on partnership, cooperation, and raising awareness. As a leading tourism enterprise, we establish and value lasting partnerships on equal terms in which we work together toward a sustainable future. To achieve this, we have to create awareness of the topic of sustainability – a goal we seek to realize through internal and external CSR events.

Focus area 2: Gaming

Player protection of the highest quality

Our portfolio of gaming products and services is diverse, varied, and responsible. Responsible gaming is a key principle of business for us and enables us to provide player protection of the highest possible quality.

Compliance on all levels

By demonstrating compliance on all levels, we guarantee adherence to all laws and regulations applicable to our business and to all internal company rules and procedures. Regular certifica-

tions ensure the continued development of our compliance systems.

Focus area 3: Environment

Climate Action

Climate Action is one of the biggest global and regional challenges of our time. We have set ourselves the goal of making a significant contribution toward tackling this challenge by acting in an environmentally and energy-efficient manner at all levels.

Sustainable use of resources

We strive to make sustainable use of the resources that are necessary for our business. This requires fair and sustainable purchasing practices and efficient and sustainable waste management concepts.

The Casinos Austria and Austrian Lotteries Group is also active beyond Austria's borders and is a member of the European Casino Association (ECA), which has been a participant in the UN Global Compact since 2015, and the European Lotteries (EL) – the two most important gambling industry associations in Europe. In both associations, we are particularly involved in all topics pertaining to responsibility.

“Our commitment in the field of CSR is not just a service to society. Both our company and our customers profit in the long term from a high CSR standard. A company in the gambling sector gains a decisive competitive advantage if it has the certification to prove that its business is conducted in a responsible manner. Such certifications serve as seals of approval that give our customers security and confidence. We will continue to develop our CSR activities further with this in mind, orienting ourselves thereby on the UN Global Compact guidelines and the SDGs”, says Professor Dietmar Hoscher. ■

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