



The ECA Responsible Gaming Certification Framework

***Prof. Dietmar Hoscher
ECA Vice President CSR & Responsible Gaming
Board Member Casinos Austria AG***



The European Casino Association

- The European Casino Association (ECA) is situated in Brussels Belgium and represents national associations and individual casino operators of licensed land-based casinos towards the European institutions. To date, the ECA represents the interests of approximately 900 casinos and over 70,000 employees in 25 countries across Europe.
- Founded in the early 1990s as the European Casino Forum, the ECA has grown steadily over the years and today includes members from nearly all EU Member States, as well as Switzerland, Serbia and San Marino.



Fields of the ECA RG Framework

1. Employee Training
2. Player Education
3. Entrance Policies
4. Advertising and Marketing
5. Serving Alcohol
6. Staff Problem Gambling
7. Stakeholder Engagement and Reporting
8. Research and Awareness of Risk Factors and Game Design



Employee Training

- Ensure that employees are educated and informed
- Provide information on RG programs, measure and folders on regular basis
- Regularly review Employee RG training programs
- Maintain high awareness on the importance of RG throughout the organisation
- Provide training for those employees with direct customer contact – even if they are temporary staff
- Provide guest service employees with special RG training on gaming behaviour, observation skills and how to handle guest requests, conversations and interviews
- ...



Player Education

- Actively engage with treatment centres and problem gambling organizations
- Provide relevant information to Problem Gamblers
- Have a Responsible Gambling information folder for the guests
- ...



Entrance Policies

- In operations without a registrations process – train employees to validate age and behavioural abnormalities through appropriate means
- Provide (if legally possible) a self exclusion scheme
- Have transparent exclusion policies and processes in place
- ...



Advertising & Marketing

- Adhere to national laws and regulations and do not direct advertising & marketing towards vulnerable groups
- Adopt an Advertising and Marketing code of conduct
 - No unreasonable loyalty incentives
 - Accurately portray of the chances of winning
 - Do not exploit financial well being because of winning
 - No discrimination
 - Be content aware
 - ...



Serving Alcohol

- Do not serve alcohol to minors or visibly intoxicated persons
- Do not allow visibly intoxicated persons to participate in gaming
- If necessary, remove visibly intoxicated persons from the premises
- Train casino employees on your alcohol policies
- Do not base the service of free alcohol on the gaming volume
- ...



Staff Problem Gambling

- Inform employees about the risks of problem gambling that comes with working in a casino environment
- Maintain an awareness on all levels of the organisation
- Ensure confidentiality and handle issues in a timely, responsible and caring manner
- ...



Stakeholder Engagement and Reporting

- Regularly engage with Stakeholders (guests, the public, regulators, employees, management, media, owners, financial institutions,...)
- Identify material issues
- Report periodically on RG programs and developments to Stakeholders
- ...



Research and Awareness of Risk Factors in Game Design

- Initiate finance and support of RG related research - including game design
- Exchange of information and best practices among ECA members
- ...



**Thank you for
your
attention!**