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# SUSTAINABILITY REPORT 2022/23

Cooperating on a sustainable approach to gambling

# WHO WE ARE

The European Gaming and Betting Association (EGBA) is the Brussels-based trade association representing the leading online gambling operators established, licensed, and regulated within the EU, including bet365, Betsson Group, Entain, Flutter, Kindred Group, and 888 William Hill. EGBA works together with national and EU authorities and other stakeholders towards a well-regulated and well-channelled online gambling market which provides a high level of consumer protection and takes account of the realities of the internet and online consumer demand.

For more information about EGBA and its activities, please visit [www.egba.eu](http://www.egba.eu).

# OUR MEMBERS

**bet365**

**Flutter**<sup>™</sup>

**betsson** group

**kindred**

**Entain**

**888** | *William* **HILL**

# ABOUT THIS REPORT

This is the third consecutive annual Sustainability Report for EGBA.

The report outlines the joint efforts and progress made by the association and its members to promote safe and sustainable gambling and contribute positively to society in Europe. The report aims to track yearly progress, support transparency, and reinforce a strong culture of social responsibility.

Included in the report are EGBA's key sustainability highlights from the past year and data points from its members related to customers, safer gambling tools and promotion, social contributions, employment and diversity, and energy and environment, along with a section dedicated to their key corporate social responsibility initiatives.

The data and commentary of this report, unless stated otherwise, covers the online gambling operations of EGBA members in the EU and UK.

The reporting period in this report covers the calendar year, from 1st January 2022 to 31st December 2022. While all data is from the reporting period, some commentary may cover activities that have taken place up until July 2023.

Due to rounding, data points presented in the report may not add up precisely to the totals provided and percentages may not precisely reflect the absolute figures. Data included in this document is aggregated from all six member companies of EGBA, unless specifically stated.

While the report has not been through an external audit process, every effort has been made to ensure the accuracy of its contents.

We welcome feedback and suggestions about the contents of this report. For information on how to get in contact with us, please visit <https://www.egba.eu/about-us/contact-us/>

Disclaimer: This report is for informational purposes only. While EGBA strives for accuracy, reliability, and transparency in the content of this report, it does not accept any liability for the information contained herein.

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# **FOREWORD:** **PUTTING COOPERATION INTO ACTION FOR A SUSTAINABLE INDUSTRY FUTURE**

As I look back on the past year, it is difficult to believe how quickly the time has passed. It has been a busy period at EGBA as we continue to push forward with our sustainability agenda. There has been positive and continuous progress, and we are pleased to showcase this in our third annual sustainability report.

Our members have been stepping up their efforts this past year by investing in and positively contributing to the communities where they operate, and working to ensure their customers have the safest gambling experience possible. At EGBA, we are also pleased that key areas of our organisation's work have come to fruition.

We successfully gathered broad political support for a common European standard on markers of online gambling harm, a process which is ongoing and the end result will be a significant step forward for safer gambling. We also introduced our new industry guidelines on anti-money laundering which we are now encouraging other operators to also adopt.

Through these initiatives we aim to foster greater responsibility and cooperation across the industry, because only by working together will we see a positive, long-term future. We regularly brought together 24 national and pan-national trade bodies this past year to work on important joint industry actions, such as the delivery of the 2022 European Safer Gambling Week.

Greater cooperation is crucial because, while there has been positive progress in recent years, there are still too many operators who continue to behave outside the norms of society, damaging not only their own reputation but undercutting the wider industry's credibility. These operators need to wake up to the changing political and regulatory landscape: it is not 2007 and this is not a nascent industry anymore.

While we do not necessarily agree with all the regulation that we see, regulation is part of being a mature industry. Rather than pointing the finger at “overregulation”, those operators should acknowledge that politics reflect broader societal demands, ask themselves why regulations are tightening, and work together with other industry stakeholders, including EGBA and its members, to find answers to society’s demands.

Critical self-reflection, however, requires commitment from the highest levels of leadership. That is why I am particularly pleased and thankful that, in this report, the CEOs of our member companies personally make their case for a sustainable approach to gambling. In their joint letter, they set out a clear direction of travel for this industry.

As I look ahead to the future, it is clear that sustainability must be at the forefront of the industry’s agenda. For our part, we will continue to encourage greater engagement, responsibility, and cooperation between stakeholders both inside and outside the industry. We invite you to dive into this year’s report, and learn more about what we and our members are doing to contribute to a sustainable industry future.

**Yours sincerely,**



**Maarten Haijer**  
**Secretary General, EGBA**

E: [maarten.haijer@egba.eu](mailto:maarten.haijer@egba.eu)

# KEY SUSTAINABILITY HIGHLIGHTS IN 2022/23



## Promoted safer gambling by proposing standardisation of markers of harm

We received broad [support](#)<sup>1</sup> from European countries to our request for CEN, the official EU standardisation body, to develop a European standard on markers of online gambling harm in a significant step forward for safer gambling in Europe.



## Ramped up the European safer gambling week initiative

We significantly [expanded](#)<sup>2</sup> the second edition of the European Safer Gambling Week initiative – which ran from 17 to 23 October 2022 – and ramped up its impact with 24 events organised and safer gambling messages shared on social media across 17 EU member states – achieving 1.5 million views, a 400% yearly increase.



## A significant step forward in fighting money laundering

We finalised the first ever pan-European [guidelines](#)<sup>3</sup> to strengthen the anti-money laundering efforts of Europe's online gambling operators and support the sector's contribution to the fight against money laundering. We are currently raising awareness about the guidelines and also encouraging non-members to adopt them.



## Deepened our sustainability agenda with new data metrics

We expanded our sustainability focus beyond safer gambling this year, and, in this report, we are pleased to report for the first time metrics charting our members' performance in the areas of diversity and the environment.

<sup>1</sup> <https://www.egba.eu/news-post/cen-to-develop-a-european-standard-on-markers-of-harm-for-online-gambling/>

<sup>2</sup> <https://www.egba.eu/news-post/european-safer-gambling-week-ramps-up-impact-in-second-year/>

<sup>3</sup> <https://www.egba.eu/news-post/egba-publishes-new-pan-european-anti-money-laundering-guidelines-for-online-gambling/>

# IN FOCUS: A EUROPEAN STANDARD FOR SAFER GAMBLING IN THE MAKING

Safer gambling is a priority for EGBA and its members. But it must be a shared objective across the sector, and that's why we are extremely pleased that, in early 2023, we received broad support to our request for CEN, the official EU standardisation body, to develop a European standard on markers of online gambling harm.

Within safer gambling, markers of harm are an essential part of any effective intervention and harm prevention tool. These markers are behavioural indicators that can be used to assess if a player is at risk of, or actually showing, problem gambling behaviour and are key in an online environment. Many organisations already use markers of harm, e.g. chasing losses, but there is no commonly agreed list of the behaviours that constitute markers of harm. The development of a CEN standard aims to resolve this problem at European level.

The process to develop the standard within CEN began in May 2023 with a first meeting of national experts. These experts include academia, gambling regulators, operators, harm prevention professionals, and others. New meetings of the expert group are planned for later in 2023. If all goes well, the standard could be ready and published in the Official Journal of the EU by the end of 2024.

The final standard will contain a list of agreed behaviours which are considered markers of harm based on the latest research and scientific expertise. This standardised list of behaviours will benefit operators by allowing them to employ the same set of behavioral indicators in their safer gambling efforts across their entire European operations. The standard will also facilitate data analysis on the use and effectiveness of interventions and feed into multi-stakeholders' discussions about problem gambling. It will also, we hope, encourage further research on the topic.



Ultimately, the standard will contribute towards a better and more common understanding of problem gambling behaviour and support effective harm prevention. Preventing harm from happening to players in the first place is crucially important and the best outcome for them, stakeholders in the gambling ecosystem, and wider society.

The standard will not be legally binding, unless it would be incorporated into national or European law. However, the benefits of standardisation are clear: the collaboration and exchanges between experts and professionals across Europe in itself has immense value and the sharing of their expertise and knowledge will only benefit safer gambling.

As the process to develop the standard is ongoing, we encourage interested academic experts, gambling regulators, harm prevention professionals, and any stakeholder with anything valuable to contribute to the development of the standard, to get in contact with us, and we will guide you on how to become part of this essential safer gambling process.



**Vasiliki Panousi**  
Manager – EU Affairs  
EGBA

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# JOINT CEO LETTER: PUTTING A SUSTAINABLE APPROACH TO GAMBLING AT THE HEART OF WHAT WE DO

As CEOs of Europe's leading online gaming and betting companies, we believe that trust is the foundation of any long-term customer relationship. That's why our commitment to sustainability is a crucial part of our business operations, as trust can only be maintained when we interact positively with our customers, colleagues, and the wider communities we are part of in Europe.

At the heart of our commitment is our belief that our services should be enjoyed as entertainment. Every day we bring fun and excitement to millions of European customers, but we recognise that every customer is unique and that some require additional support to ensure their experience is positive and doesn't compromise their well-being. As responsible operators, we're focused on doing right by these customers, and contributing positively to society at large.

That's why, during the past years, we've been stepping up our efforts to enhance the protections we offer to our customers. We do this through a two-pronged approach: firstly, helping customers to play safely by providing them with helpful tools and resources which are accessible and easy-to-use, and, secondly, intervening and steering them in a healthier direction when needed.

## **Record levels of safer gambling promotion to customers**

To support this, we're communicating more than ever with our European customers about safer gambling. In 2022, we jointly sent 46 million communications<sup>1</sup> directly to our customers to promote safer play, representing a 20% yearly increase. These proactive efforts, amongst others, encouraged customers to use the safety tools we offer, such as deposit limits, and led to positive outcomes: over 18 million, or 60%, of our European customers now use at least one tool.<sup>2</sup> Our aim is to prevent harm from happening to our customers in the first place by continuing to have proactive interactions with all of them.

In addition, our player protection teams use the latest behavioural science and technologies to monitor the playing habits of our customers for signs of problematic

behaviour (e.g. chasing losses). If our teams detect that a customer's behaviour puts them at risk of harm, they intervene and communicate directly with them to encourage safer play. In 2022, as a result of our efforts, 51% of the customers we intervened with reduced their financial losses in the three-month period following our intervention – and we continued to interact with those that didn't. This is the first time we have an aggregated measure of success, and this encouraging result motivates us to improve the success rate of our interventions even further.

Effective intervention is crucial, and we provide specialist training to all our customer-facing colleagues to help them identify and intervene early with customers who display signs of problematic play. But we also want to reinforce a strong culture of responsibility to our customers across our entire businesses and that's why more than three quarters of our 63,000 European employees received dedicated player protection training last year. Many of our companies also now link remuneration to consumer protection metrics.

### **Player protection must be a shared objective across the sector**

We cannot, however, deliver change alone, and greater cooperation across the sector is needed. Player protection must be a shared objective, and that's why we're proud that we received broad support for the EGBA's proposal to develop a European standard on markers of online gambling harm within the framework of CEN, the official EU standardisation body. This work is essential and aims to improve the collective understanding of problematic play. The process to develop the standard encourages much-needed cooperation between operators, regulators, academia, and harm-prevention experts across Europe.

To help us spread awareness and build a stronger culture of safer play, we invite other operators and trade bodies to join us in participating in the annual European Safer Gambling Week, organised under the umbrella of the EGBA. We were really pleased with last year's edition, where our joint efforts led to 1.5 million additional safer gambling messages being promoted on social media across Europe, and we aim to raise ambitions even higher in the 2023 edition.

### **Predictability and stability needed in regulatory frameworks**

A well-regulated industry is a sustainable one, and we want to work with national authorities to ensure that regulatory frameworks are robust and compliance standards are high. To ensure our efforts have meaningful impact, we need regulatory frameworks that are predictable, stable, evidence-based, and mindful of customer behaviour.

## **A priority of all regulations should be to ensure that customers play within the regulated market, where they are best protected against the thousands of unregulated black-market websites based outside the EU.**

Unlike regulated businesses like our own, black-market operators don't offer any safeguards to their customers, yet they unfortunately are the first to benefit from well-intentioned but suboptimal regulation that render the regulated offer less competitive and less attractive to the customer than the black-market alternative. For regulations to be successful, they must allow an attractive player proposition to be offered within the regulated market.

We encourage national authorities to require operators to have effective risk detection systems in place to monitor their customers for potential signs of problematic play. The well-being of our customers is a shared responsibility and other regulated operators should, like we do, have early warning systems in place to help prevent harm. An investment in those systems is a necessary investment in a sustainable future for the sector.

Finally, we're pleased to present this annual report which tracks our yearly progress on key sustainability metrics. By being open and transparent about our activities, we aim to chart our progress and challenge ourselves to do even better in our collective sustainability drive. As you will see, our sustainability efforts go beyond protecting our customers and this year we're pleased to report for the first time our performance in the areas of diversity and the environment.

As Europe's leading operators we aim to do the right thing, not just through safer gambling initiatives, but through reductions in our greenhouse gas emissions, increasing diversity within our operations, and by positively impacting the communities in which we operate. Encouraging greater cooperation within the industry when it comes to sustainability is also crucial to ensuring a long-term future and remains one of our priorities. This will not only allow us to continue to build trust with our customers, but it is also the commercially sound thing to do.

**Yours sincerely,**

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<sup>1</sup> Including by email, SMS, phone call, in-website chat, pop ups, and mail.

<sup>2</sup> Either mandatorily or voluntarily.



A handwritten signature in black ink, appearing to be 'John Coates'.

**John Coates**  
Joint Group Chief Executive, bet365



A handwritten signature in blue ink, appearing to be 'Jesper Svensson'.

**Jesper Svensson**  
CEO, Betsson Operations



A handwritten signature in black ink, appearing to be 'Jette Nygaard-Andersen'.

**Jette Nygaard-Andersen**  
CEO, Entain Group



A handwritten signature in blue ink, appearing to be 'Peter Jackson'.

**Peter Jackson**  
CEO, Flutter Entertainment PLC



A handwritten signature in black ink, appearing to be 'Nils Andén'.

**Nils Andén**  
CEO, Kindred Group



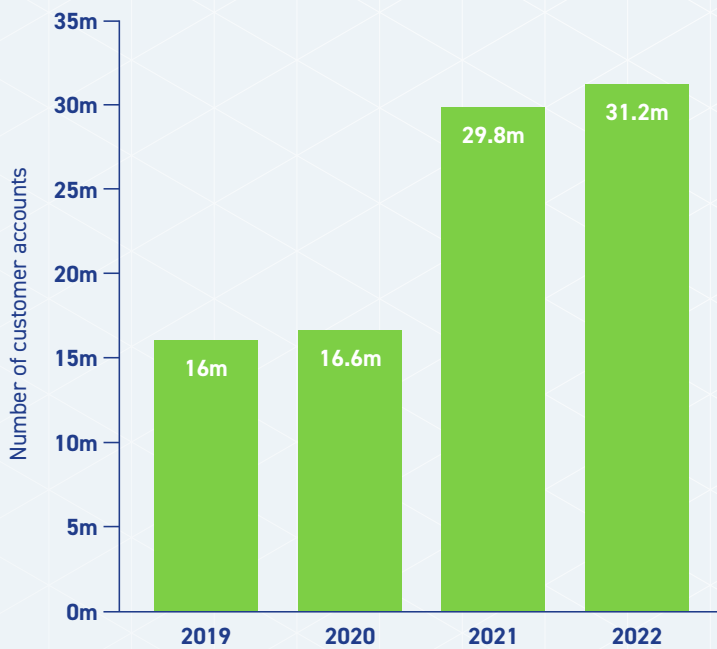
A handwritten signature in black ink, appearing to be 'Nir Hakarmeli'.

**Nir Hakarmeli**  
Managing Director, 888 William Hill International,  
CEO, Mr Green Ltd

# MEMBERS DATA: KEY PERFORMANCE INDICATORS (2022)

## Customers

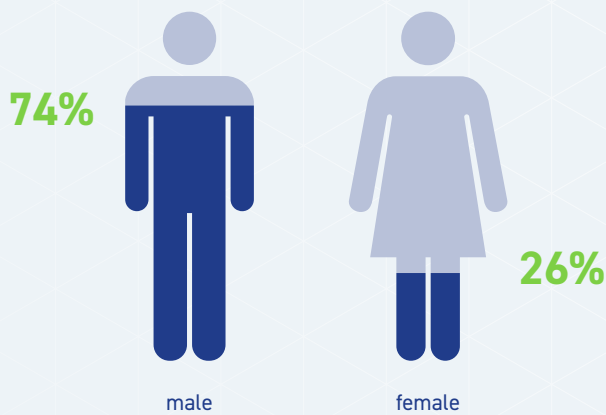
### Number of customers



In 2022, the number of customer accounts increased to 31.2 million, representing a 5% increase from the previous year.

\* Based on active customer accounts. We consider an active customer account as being an account where a customer has placed a bet at least once during the reporting year, including the use of a bonus.

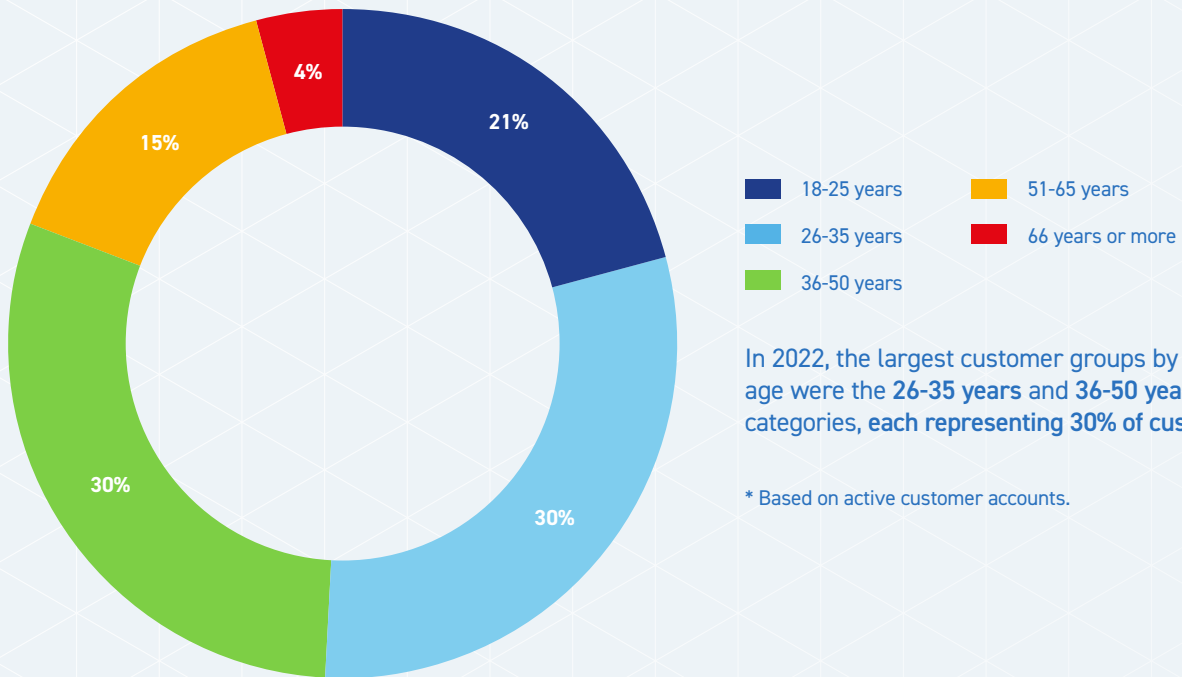
### Gender of customers



In 2022, 74% of customers were male, while 26% of customers were female.

\* Based on active customer accounts. The customer's gender was known for 29.6 million (95% of) customer accounts, but in some cases the information was not available.

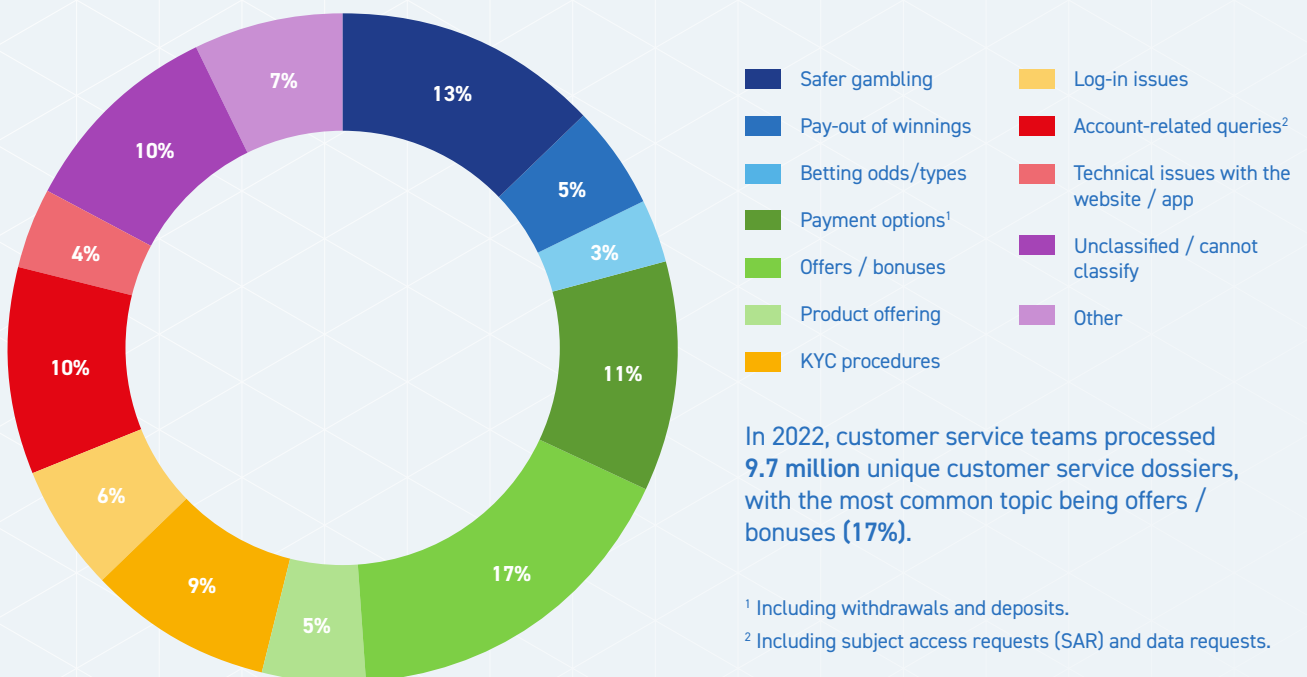
## Age of customers



In 2022, the largest customer groups by age were the **26-35 years** and **36-50 years** categories, each representing **30%** of customers.

\* Based on active customer accounts.

## Customer service topics



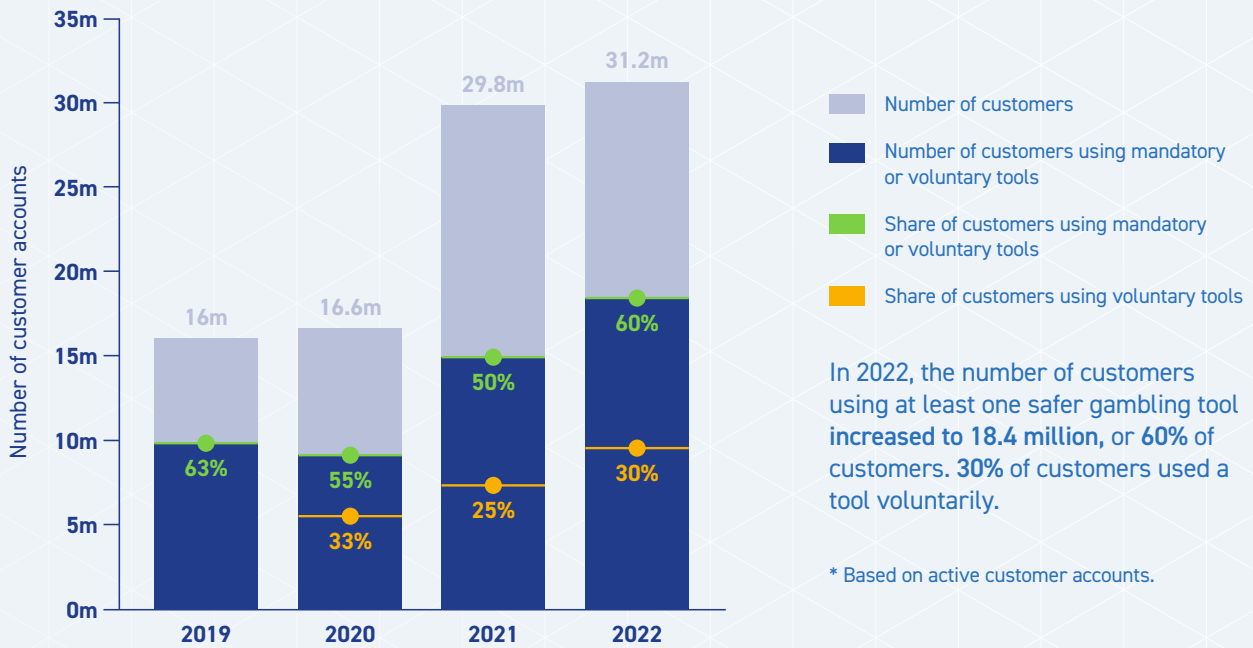
In 2022, customer service teams processed **9.7 million** unique customer service dossiers, with the most common topic being offers / bonuses (**17%**).

<sup>1</sup> Including withdrawals and deposits.

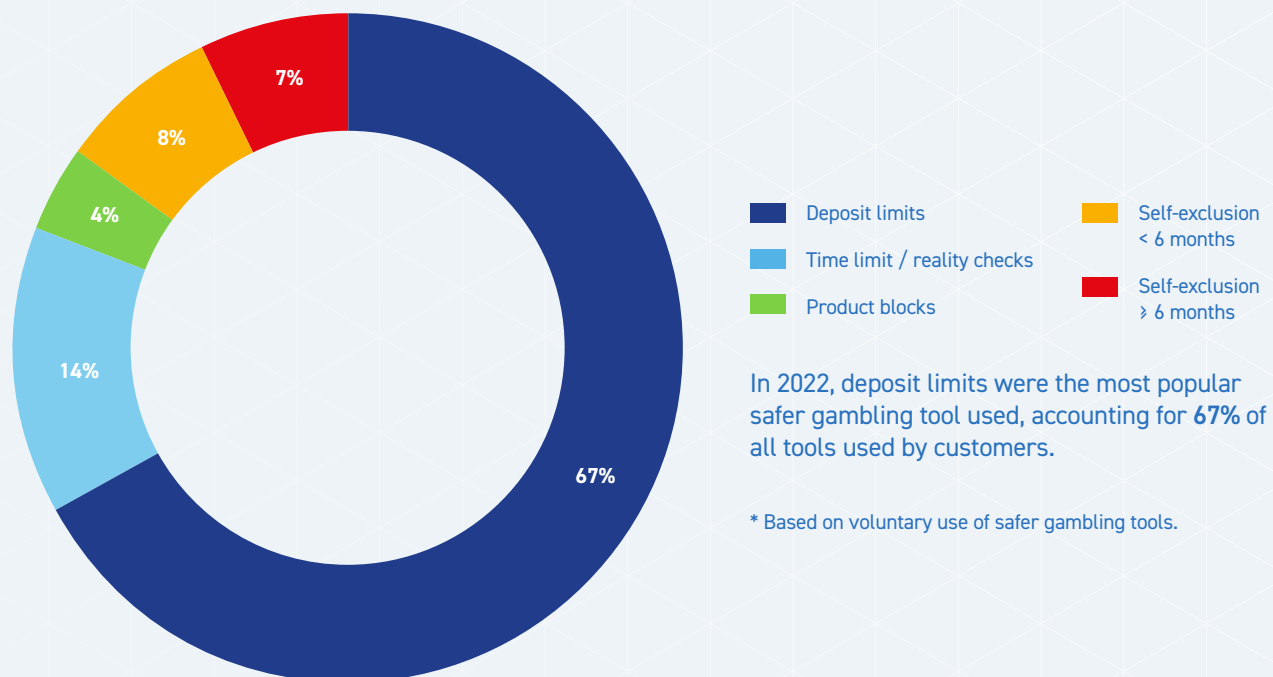
<sup>2</sup> Including subject access requests (SAR) and data requests.

## Safer gambling tools

### Use of safer gambling tools



### Types of safer gambling tools used





## Share of customers using safer gambling tools

(by % share of active customer accounts)

2021 2022

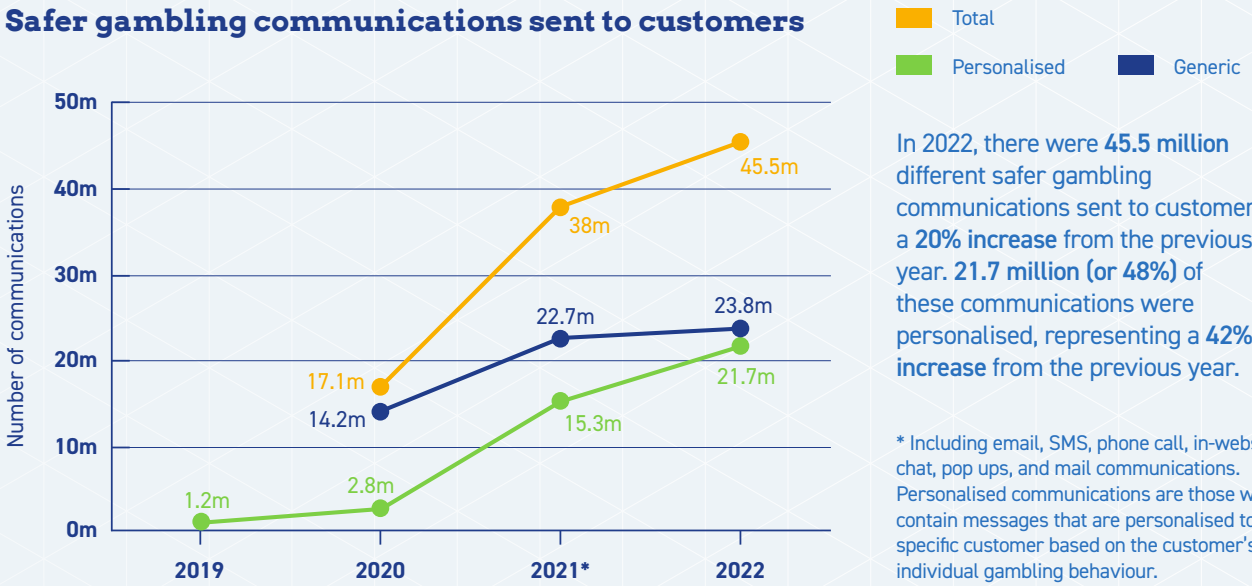
<b>Deposit limits</b>	Helps customers to stay in control of their spending	16%	23%
<b>Time limits / reality checks</b>	Helps customers to stay in control of their time spent playing	3%	5%
<b>Product blocks</b>	Helps customers to take a break from specific gambling products	1%	1%
<b>Self-exclusion &lt; 6 months</b>	Helps customers to stay in control by blocking access to their account for a set period of less than six months	2%	3%
<b>Self-exclusion &gt; 6 months</b>	Helps customers to stay in control by blocking access to their account for a set period of six months or more	3%	2%

In 2022, deposit limits were the most popular safer gambling tool used, with 23% of all customers using one voluntarily.

\* Based on voluntary use of safer gambling tools.

## Promotion of safer gambling

### Safer gambling communications sent to customers

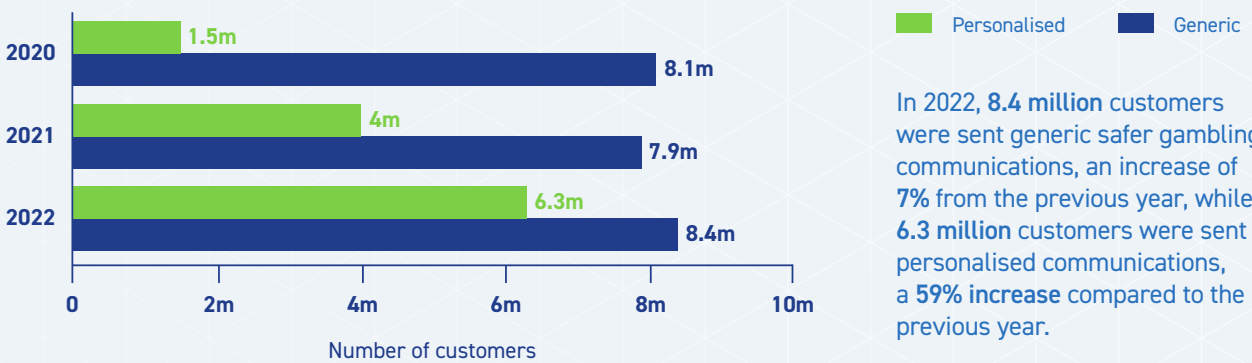


In 2022, there were **45.5 million** different safer gambling communications sent to customers, a **20% increase** from the previous year. **21.7 million (or 48%)** of these communications were personalised, representing a **42% increase** from the previous year.

\* Including email, SMS, phone call, in-website chat, pop ups, and mail communications. Personalised communications are those which contain messages that are personalised to a specific customer based on the customer's individual gambling behaviour.

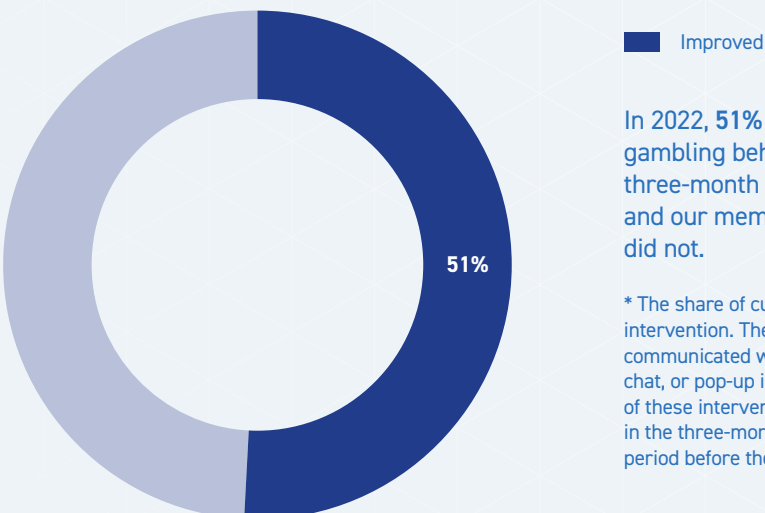
\*\* In last year's report, due to internal misclassifications, communications which should have been classified as generic were erroneously classified as personalised for the 2021 year. This led to the number of personalised communications being overreported (as 22.5m) and the number of generic communications being underreported (as 15.5m), the total did not change (38m). This is now corrected in this year's edition.

### Customers who were sent safer gambling communications



In 2022, **8.4 million** customers were sent generic safer gambling communications, an increase of **7%** from the previous year, while **6.3 million** customers were sent personalised communications, a **59% increase** compared to the previous year.

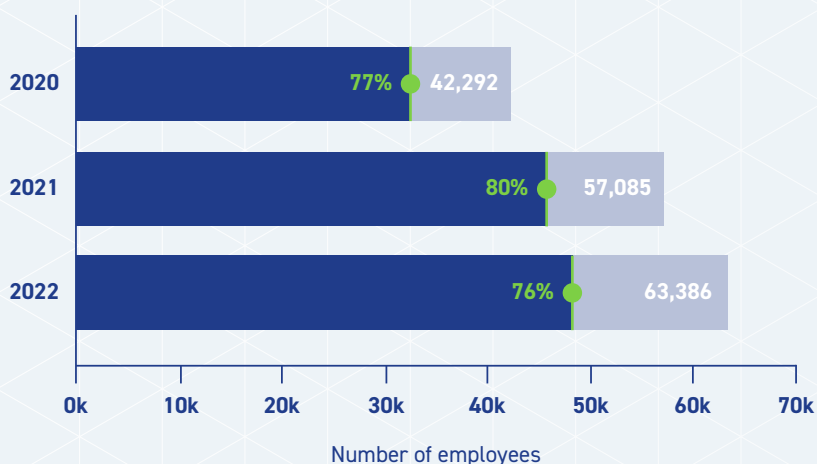
### Improvement effect of interventions



In 2022, **51%** of the customers intervened with about their gambling behaviour reduced their financial losses in the three-month period immediately following intervention – and our members continued to interact with those that did not.

\* The share of customers who improved their gambling behaviour following intervention. The analysis focuses on those customers who were directly communicated with through various channels (phone call, SMS, email, chat, or pop-up interaction). The proxy used to measure the effectiveness of these interventions is the comparison of the customers' financial losses in the three-month period following the intervention to the three-month period before the intervention.

## Employees who received dedicated safer gambling training



- Number of employees
- Number of employees who received safer gambling training
- Share of employees who received safer gambling training

In 2022, **76%** of all employees received dedicated safer gambling training, a decrease from **80%** in 2021. The number of employees who received such trainings, however, **increased 5%** from the previous year.

## Social contributions

### Contributions to problem gambling research, education, and treatment (RET)



In 2022, contributions to problem gambling research, education, and treatment (RET) increased to **€49 million**, a **109%** increase from the previous year.

### Donations to charities and community initiatives

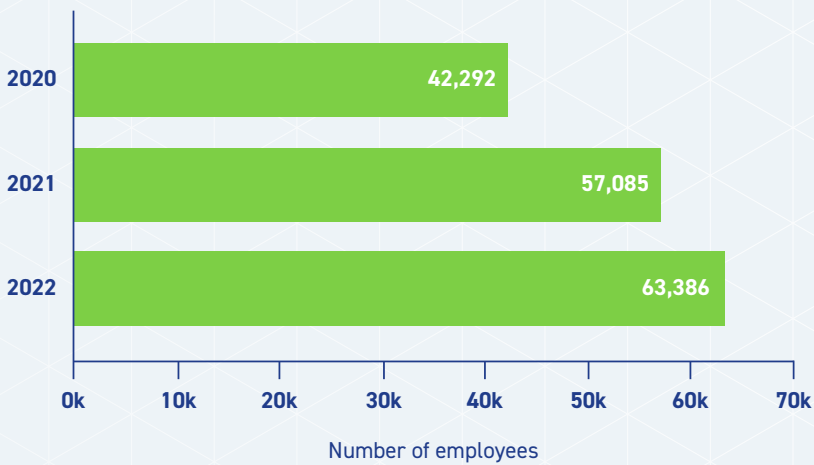


In 2022, donations to various charities and community initiatives in Europe were **€127 million**, a **5%** decrease from the previous year.

\* In last year's report, due to internal misclassifications, donations which should have been included were omitted for the 2021 year. This led to the value of donations being underreported significantly (as €16.7m). This is now corrected in this year's edition.

## Employment and diversity

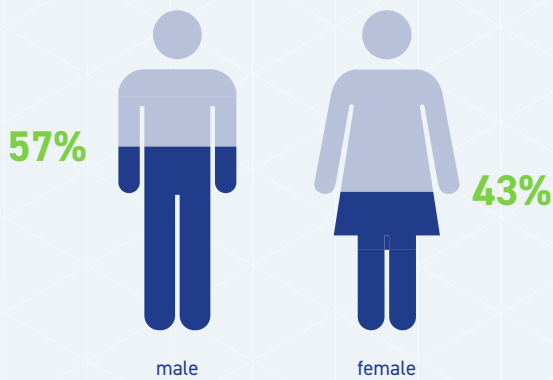
### Number of employees



In 2022, there were **63,386** employees, a 11% increase from the previous year.

\* Including both online and land-based operations.

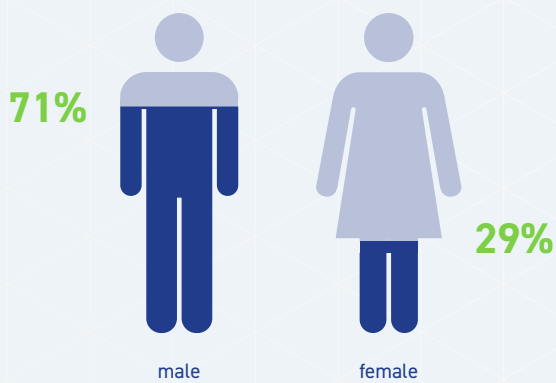
### Gender of employees



In 2022, **57%** of employees were male, while **43%** were female.

\* The gender was known for 62,618 (99% of) employees, but in some cases, such as new recruits, the information was not available at the time of reporting. Employees who identify as "other or non-binary" represented 0.003% of the total workforce.

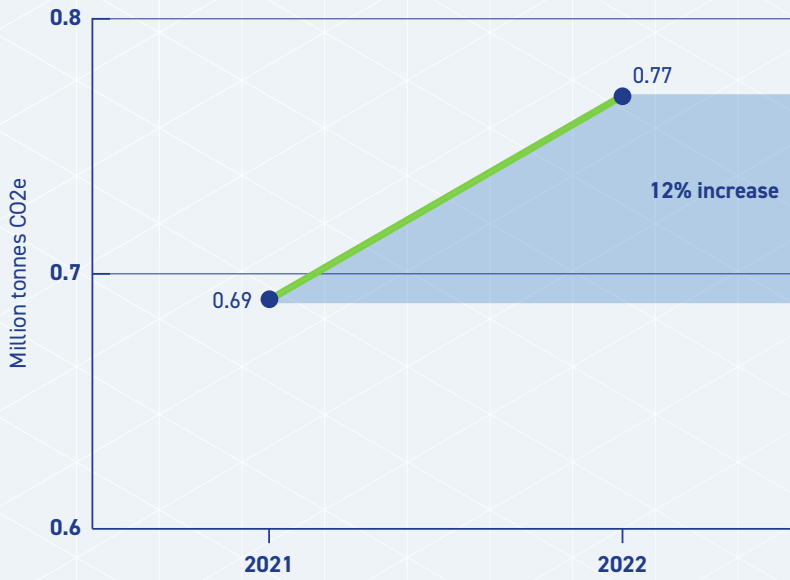
### Board members



In 2022, **71%** of board members were male, while **29%** were female.

## Energy and environment

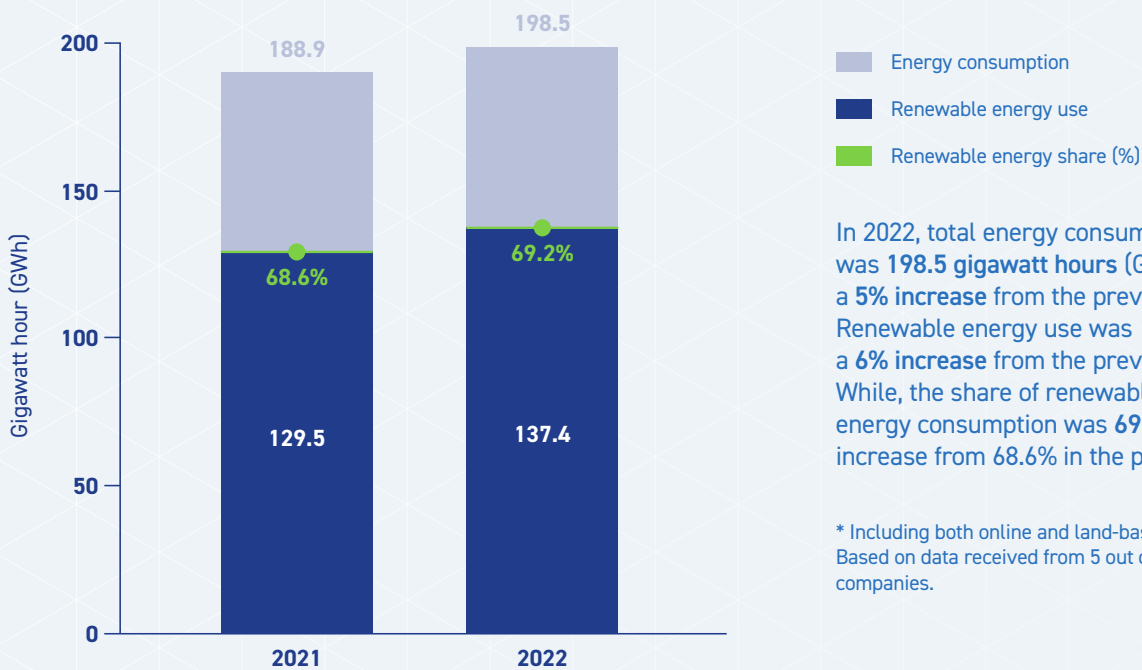
### Greenhouse gas emissions



In 2022, total greenhouse gas emissions were **0.77 million tonnes CO2e**, a **12% increase** from the previous year.

\* Including both online and land-based operations. Based on data received from 5 out of 6 member companies.

### Energy consumption and renewable energy use



In 2022, total energy consumption was **198.5 gigawatt hours (GWh)**, a **5% increase** from the previous year. Renewable energy use was **137.4 GWh**, a **6% increase** from the previous year. While, the share of renewables in total energy consumption was **69.2%**, an increase from **68.6%** in the previous year.

\* Including both online and land-based operations. Based on data received from 5 out of 6 member companies.

# HIGHLIGHTS FROM OUR MEMBERS

Our members are putting sustainability at the heart of what they do. In 2022, they launched many key initiatives to promote a sustainable approach to gambling and contribute positively to society in Europe. These initiatives included projects to trial a single customer view, the rollout of new game-changing sustainability strategies, and a project to reduce gambling harm. In this section, you will find the sustainability highlights from our members this past year.

**bet365**

**Flutter**<sup>TM</sup>

**betsson** group

 **kindred**

**Entain**

**888** | *William* **HILL**

## Creating sustainability through continual learning

At bet365, we are continually adapting our processes and systems based on emerging evidence to create a sustainable gaming environment for customers. Over the past number of years, we have introduced far reaching new measures directed at identifying at risk customers, as well as tweaking existing tools to equip European customers with the information they need to empower them to gamble safely.

With significant and emerging regulatory changes across a range of markets, this year the priority has been to understand what works for bet365 customers through allowing the changes we have made to embed. Our focus now is understanding what works and developing best practice based on the safer gambling initiatives we have put in place over the past number of years.

The measures we have introduced are based on customer impact and evidence-led. This includes the measures we implemented last year through our work with the Behavioural Insights Team on ensuring deposit limits empower customers to make the right decisions for their play. As a result, free text boxes are now provided when customers are setting limits, based on the evidence that limits set were 46% lower than when presented with monetary amounts. In the UK there will be consideration of player-led tools in the coming months, and we look forward to sharing our experiences to inform that process.

Our commitment to safer gambling also extends to trialling innovative solutions as an industry leader. This year, bet365 was proud to be a founding member of the UK Single Customer View scheme 'GamProtect'. This scheme has allowed operators to share customers at significant risk of harm in order for their account to be closed across the four participating operators. Operators will work to understand the effectiveness of the scheme over the coming months as we look towards this voluntary initiative becoming a regulatory requirement.

Building a safer gambling environment for customers is a process of continual learning, testing and adaptation based on the evidence. That has been our priority for 2023 and we look forward to working with our industry peers, regulators and government to inform evidence-led safer gambling developments in the year ahead.

**More information:**  
bet365's [safer gambling website](https://responsiblegambling.bet365.com/)<sup>1</sup>



<sup>14</sup> <https://responsiblegambling.bet365.com/>

## Taking long-term responsibility with sustainability as an integrated part of our business strategy

In 2023, Betsson celebrates its 60th anniversary.<sup>1</sup> For over half a century, we've offered customers entertainment through casino, sportsbook, and other games. It goes without saying that running a successful company year in, year out requires a long-term, sustainable approach.

Betsson has a sustainability framework<sup>2</sup> with five focus areas: Responsible gaming, Business compliance, Employee impact, Social impact and Climate impact, which all have set ambitions, goals and KPIs.

Responsible gaming<sup>3</sup> is the most important sustainability area for Betsson. Betsson has a responsibility to support customers so that they can play in a safe and healthy way. In addition, Betsson shall always identify and help customers at risk of problem gambling. To this end, we have a dedicated, competent Responsible Gaming team, proper monitoring mechanisms, processes and procedures in place, and a vast selection of safer gaming tools available to our customers.

In 2022, Betsson received several awards<sup>4</sup> acknowledging its efforts within this field, such as the Safer Gambling Operator of the Year at the International Gaming Awards and the SiGMA award Responsible Gaming of the Year.

Betsson also has a specific social impact framework in place for our local community engagement<sup>5</sup> which sets out our focus areas, which are Sports, Diversity and Environment. On the environmental side,<sup>6</sup> Betsson has set official, science-based targets, validated by the Science Based Targets initiative (SBTi),<sup>7</sup> for how much we aim to reduce our emissions. Since several years, Betsson climate compensates for its emissions by investing in verified climate-positive projects. We also climate compensate for the electricity use of our customers' gaming devices when they play on our brands.

Beyond the focus areas in the framework, Betsson adapts to world events and directs its support where it's most needed. Consequently, in 2022, we focused our support on humanitarian aid to Ukraine.

Betsson has long-term business partners in Ukraine, and we helped them relocate their employees with families to safer areas and provided support such as transport, housing, food, and financial aid wherever needed. We also created an open application portal<sup>8</sup> with a fast-track application process for anyone affected by the situation in Ukraine and who, as a result, were looking for new job opportunities in other places where we have offices. Among other benefits, Betsson provided a relocation package, accommodation, and health insurance.



Several of Betsson's local offices are in countries which have witnessed a large influx of refugees due to the war, and therefore support in the form of monetary donations, [food items](#)<sup>9</sup> and equipment such as washers and driers, was directed at refugee shelters, food banks etc. notably in the Baltics. In Hungary, we helped set up a [co-working space](#)<sup>10</sup> for Ukrainian refugees.

Betsson also donated to the [gaming industry's GoFundMe initiative](#)<sup>11</sup> supporting Ukraine relief through the registered charity 'Choose Love' and did a [fund raising](#)<sup>12</sup> among employees in the Stockholm office to support UNHCR, which Betsson then matched with an equal sum which went to the Nordic Ukraine Forum, a Swedish non-profit organisation.

**More information:**  
**[Betsson's Annual and Sustainability report](#)**<sup>13</sup>  
**[Betsson's local social community engagement](#)**<sup>14</sup>



<sup>1</sup> <https://www.betssongroup.com/pioneering-gaming-for-60-years/>

<sup>2</sup> <https://www.betssonab.com/en/sustainability-framework>

<sup>3</sup> <https://www.betssonab.com/en/responsible-gaming-0>

<sup>4</sup> <https://www.betssongroup.com/what-we-do/awards/>

<sup>5</sup> <https://www.betssonab.com/en/social-impact>

<sup>6</sup> <https://www.betssonab.com/en/climate-impact>

<sup>7</sup> <https://sciencebasedtargets.org/about-us>

<sup>8</sup> [https://www.linkedin.com/posts/betsson-group\\_open-application-ukraine-activity-6910184822418063360-vpG1?utm\\_source=share&utm\\_medium=member\\_desktop](https://www.linkedin.com/posts/betsson-group_open-application-ukraine-activity-6910184822418063360-vpG1?utm_source=share&utm_medium=member_desktop)

<sup>9</sup> <https://www.onebetsson.com/csr/tallinfoodbank/>

<sup>10</sup> <https://www.onebetsson.com/csr/coworking-office-for-a-ukrainian-shelter-in-budapest/>

<sup>11</sup> <https://igamingnext.com/news/gambling-industry-fundraiser-for-ukraine-surpasses-250000-donation-target/>

<sup>12</sup> <https://www.onebetsson.com/csr/supporting-ukraine/>

<sup>13</sup> <https://www.betssonab.com/en/reports-and-presentations?page=/en/node/1420>

<sup>14</sup> <https://www.onebetsson.com/csr/>

## Sustainability as the foundation of our growth strategy

At Entain, sustainability is at the heart of our business strategy. We firmly believe that the most sustainable operators will be the most successful in our industry. We embrace our role within society and want to take the lead on the issues that matter to us – sustainability, diversity, and responsibility.

Entain's sustainability efforts have continuously been recognised across Europe, and around the world. In 2022 we achieved AA status with leading ESG ratings agency MSCI and maintained our membership of both the FTSE4Good and the Dow Jones Sustainability Index. Entain's progress was also recognised through numerous awards, including SBC's Socially Responsible Operator of the Year and was named in S&P Global's Sustainability Yearbook. Furthermore, in 2022, Entain was awarded GamCare's [Safer Gambling Standard](#)<sup>1</sup> for demonstrating a high standard of player protection and social responsibility in its UK online and land-based activities.

## An exclusive focus on regulated markets

In the past year, the Group [announced](#)<sup>2</sup> an accelerated process to exit its few remaining unregulated markets where there is no clear path to domestic regulation. This brought forward the Group's commitment to operate exclusively in regulated markets by the end of 2023.

## Taking the lead on safer betting and gaming

Throughout 2022, our pioneering approach to customer protection - our [Advanced Responsibility and Care™ programme \(ARC™\)](#)<sup>3</sup> - has continued in its progression as an industry-leading player protection AI system. We want to enable a safe and fun experience for our customers, intervening to prevent harm before it occurs and encouraging more moderate and sustainable playing behaviours. The latest figures on the effectiveness of ARC™ are proving this:

- Over 95% of the customers we detected as being higher risk of harm, and over 70% of medium risk customers used gambling controls.
- 95% of high-risk customers kept or lowered their gambling control limit following an ARC™ intervention.
- Across the year, ARC™ helped more than half of our higher risk customers deescalate their risk level and achieved a 36% reduction in the total number of at-risk customers overall.
- Over 3.7 million interactions and interventions delivered.

This past year, we have begun the roll out of ARC™ to our international operations, where it has now been introduced to 22 new international markets, of which 9 had the full real time model implemented. Throughout 2023, we plan to continue building on the successes of ARC™ with further roll out, as the business continues to follow its pathway to operating exclusively in regulated markets.

## Best in class corporate governance

- We have implemented a safer betting and gaming metric into our annual Group Bonus scheme, and a customer satisfaction metric was added for the 2022 scheme.
- 37% of our Board members are female.
- Rolled out an extensive 'Big Six' colleague training programme covering areas such as Code of Conduct, prevention of bribery & corruption and tax evasion, governance, risk, and compliance.
- We held our second annual sustainability event '[Entain Sustain](#)'<sup>4</sup> to showcase our efforts and progress made within the ESG space, through which we aim to provide a forum for partners and for broader discussion surrounding ESG.

## Investing in people, communities and the planet

- We are on track to meet our [NetZero target of 2025](#),<sup>5</sup> having submitted our emissions targets to be verified by the [Science Based Targets initiative \(SBTi\)](#).<sup>6</sup>
- We have now planted one million trees in the 'Entain Forest' through our partnership with Brynk and are seeing great positive impacts on the local communities and biodiversity in the regions.
- Throughout 2022, Entain's greyhound stadia have been fitted with LED lights, therefore aiding in lowering the groups GHG emissions and operating costs.
- Our rolling refurbishment of shops has reduced the average monthly electricity use per shop by 5.7% compared to a pre-COVID baseline.
- 71% of our electricity used globally is from renewable sources.
- We launched our [returnship programme](#)<sup>7</sup> in partnership with McLaren Racing, that focuses on increasing female talent within the technology industry, particularly for those after a career break.
- First operator to commit to donating 1% of GGY to Research, Education and Treatment (RET) initiatives, donating a total of £18.3million in 2022.
- Five papers published through our partnership with Harvard Medical School.
- Sponsored 51 budding Olympic athletes to aid in purchasing equipment and attending training through our [SportsAid partnership](#).<sup>8</sup>

## More information:

Read more about [Entain's sustainability efforts](#)<sup>9</sup>



<sup>1</sup> <https://www.entaingroup.com/news-insights/latest-news/2022/entain-awarded-advanced-safer-gambling-standard-as-it-leads-the-industry-in-player-protection/>

<sup>2</sup> <https://www.entaingroup.com/news-insights/latest-news/2023/acceleration-of-unregulated-market-exits/>

<sup>3</sup> <https://www.entaingroup.com/news-insights/insights/2023/protecting-players-the-entain-way/>

<sup>4</sup> <https://www.entaingroup.com/news-insights/latest-news/2022/entain-sustain-esg-showcase-event/>

<sup>5</sup> <https://www.entaingroup.com/sustainability-esg/environment/>

<sup>6</sup> <https://sciencebasedtargets.org/about-us>

<sup>7</sup> <https://www.entaingroup.com/news-insights/latest-news/2023/entain-mclaren-f1-team-open-the-doors-for-women-to-return-to-work/>

<sup>8</sup> <https://www.entaingroup.com/sustainability-esg/entain-foundation/pitching-in/>

<sup>9</sup> <https://www.entaingroup.com/news-insights/latest-news/2023/entain-publishes-esg-report/>

## Leading the betting and gaming industry toward a more sustainable future

By Sue Albion, Group Director of Sustainability and Regulatory Affairs, Flutter Entertainment plc

In 2022, we launched our inaugural global sustainability strategy, our [Positive Impact Plan](#),<sup>1</sup> and invested in bringing this to life. We built on the strong foundations laid through decades of commitment to our people, customers, and communities, and put our strategy into action through global and local initiatives.

We collaborated across our divisions to drive greater impact across all markets, set Group-wide targets, and transformed the way we measure our progress so that our brands are better able to share best practice and spot opportunities. So, it's safe to say we've achieved a lot over the past 12 months! But if I was to highlight something I'm particularly proud of, it would be our continued leadership in safer gambling.

Throughout 2022 we provided evidence to support regulatory processes, engaged with relevant stakeholders and crucially looked inside our own business and brands to identify areas where we could make progressive change to demonstrate leadership for the industry.

Since the UK Government launched its review of the 2005 Gambling Act at the end of 2020 for example, we've consistently supported an evidence-led Review as an opportunity to bring the regulatory framework into the digital age, raising industry standards to create a level playing field for operators and putting customer protection at its heart. And we've shown the same commitment with the Royal Decree for Safer Gambling in Spain.

Over the past two years we've directly invested c.£80m in safer gambling initiatives across our UK and Irish business and our international markets to support, promote and educate safer play. In the UK and Ireland, we've led the way when it comes to the protection of younger customers through the successful roll out of £500 monthly deposit limits for all UK and Irish customers under the age of 25.

Our international division has also been leading the way, providing independent research funding to RGC Canada to support a first-of-its-kind baseline research to inform global marketing/advertising standards, has embarked on targeted CSR projects in Spain and has committed to lending expertise to the EGBA for their proposal to establish a common European standard on markers of harm.

And it's great to see our proactive actions recognised externally! With our UK and Ireland division receiving the highest [certification](#)<sup>2</sup> from GamCare for their progressive approach and continuous focus on safer gambling and our International divisional brand, PokerStars, achieving the RG Check Accreditation, based on the world renown standards established by the Responsible Gambling Council of Canada.

At the heart of these successes sits our passionate colleagues, who have been the driving force behind making progress towards our global target of having 75% of customers using our Play Well Tools by 2030, with us tracking at 40% at the end of 2022.

Even as we look back at the accomplishments and achievements of the past year, we always look forward – setting more ambitious goals, investing in improvements to our data capture systems, and seeking more ways to move the industry as a whole toward a safer and more sustainable future. That's what doing the right thing is all about, and that's what drives us to use our global scale to make a positive impact on our customers, in our communities, for our people and for the planet.

**More information:**  
Read more about **Flutter's sustainability efforts**<sup>3</sup>



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<sup>1</sup> <https://www.flutter.com/sustainability/our-positive-impact-plan/>

<sup>2</sup> <https://www.flutter.com/news-and-insights/press-release/flutter-brands-receive-top-certification-from-gamcare-for-leadership-in-safer-gambling/>

<sup>3</sup> <https://www.flutter.com/sustainability/>



## Striving to transform gambling through our Journey towards Zero ambition

Kindred's goal is to transform gambling into a trusted source of entertainment that contributes positively to society, and our ambition to reach zero per cent revenue derived from harmful gambling is key in ensuring that.

As one of the world's largest online gambling operators, we want gambling to be a sustainable source of entertainment for all our customers. However, for a small percentage of them, gambling can become harmful, and we are working relentlessly to address that.

In early 2021, we started our [Journey Towards Zero](#),<sup>1</sup> where we shared publicly our long-term ambition to have zero per cent of our revenue derived from harmful gambling, meaning that we want to reduce any unhealthy engagement with gambling as far as possible from our platforms.

To regularly measure our progress, every quarter, we take a look at the revenue generated by customers that closed their account due to addiction, self-excluded for longer than six months, or scored the highest risk on our behavioural detection system [PS-EDS](#)<sup>2</sup> (Player Safety-Early Detection System). We publish the results to aid transparency and also report the share of customers who fall into various other risk groups, including social and low-risk.

Throughout 2022, we worked on safer gambling initiatives to help us continue to steer our progress in the right direction. Whilst we would like to see the percentage of harmful gambling revenue drop faster, we remain focused on the long-term trend towards zero.

To achieve this, we continue to optimise our intervention processes by increasing our focus on assisting younger customers, in the 18-24 age group, to regulate their gambling and have introduced automated and efficient interventions for customers flagged by PS-EDS. We also initiate localised actions to improve awareness about safer gambling early in the customer journey and enhance the control tools available to our customers.

Another positive contributing factor has been our optimised communication with customers, made possible through different collaborations with external and internal stakeholders. Collaborating with external stakeholders has helped our ability to increase awareness about safer gambling.

At Kindred, we keep striving to further decrease the revenue coming from harmful gambling. Any customer that we manage to steer away from gambling-related harm is a step in the right direction. Keeping in mind as well that the number of affected others may range from 5 up to 17 individuals for every disordered gambler. Thus, any successful step forward here will also positively impact wider society.

**More information:**  
Read more about **Kindred's sustainability efforts**<sup>3</sup>



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<sup>1</sup> <https://www.kindredgroup.com/sustainability/our-journey-towards-zero/>

<sup>2</sup> <https://www.kindredgroup.com/sustainability/our-journey-towards-zero/early-detection/ps-eds/>

<sup>3</sup> <https://www.kindredgroup.com/sustainability/>

## Players, people, planet - our approach to ESG and sustainability

Our ESG framework, **Players, People, Planet** is the bedrock for our broader corporate strategy, and we continue our investment in this area building on the great work done in recent years.

### Players - preventing harm through safer gambling, and engaging players with positive experiences

In 2022, we delivered several key initiatives across three focus areas of our player safety framework.

#### Preventing harm before it can occur

We believe that a core principle of safer gambling is the upfront prevention of harm. We do this through:

- **Education and awareness:** We are committed to ensuring our customers and colleagues are well-informed about the risks of gambling and to normalise discussions about safer gambling, so there is greater awareness about risky behaviour and to prevent harm. Last year, we continued to include safer gambling messaging in all our TV adverts and direct player marketing campaigns.
- **Safer gambling tools:** In 2022, we saw player adoption of deposit limits rise from 36% to 45% of our total player base. William Hill continued to improve its profit and loss tool by making it more intuitive, with simple and clear visuals of a player's activity. We have continued with the rollout of our Control Centre product on 888 brands giving us helpful data and insight into what customers interact with, what works and what doesn't.

#### Identifying problematic behaviours using technology

Technology is a key driver of a successful safer gambling strategy, and we continue to build up our technical capabilities. Our focus here is twofold:

- **Monitoring of markers of harm:** Timely and accurate analysis of player behaviour to flag potential risk factors and identify any harmful gambling behaviour in our customers.
- **Personalised risk profiling:** Across William Hill's retail estate, we continued to advance our technology, with new player safety warnings now live to colleagues via the EPOS till system. Our shop colleagues carried out over 80,000 safer gambling interactions in 2022.

#### Taking action to protect customers

As part of our efforts this past year, we increased the number of automated interactions with customers at the lower end of the player risk spectrum, and where the risk is higher, we used a mix of human and automated interactions to ensure we are doing everything in



our power to support the player. In 2022, we recorded over 2.7 million customer interactions with customers, representing an 18.6% increase year-on-year. Our work focuses on two key interaction types:

- **Human:** Mandatory safer gambling training of colleagues across the business is carried out on yearly basis to ensure our colleagues deliver meaningful and impactful interactions to our customers to promote safer gambling. We continued to grow our team across Compliance and Player Safety which now comprises more than 400 professionals.
- **Automated:** In 2022, we reduced the behavioural thresholds which trigger our interactions to customers and introduced mandatory safer gambling interactions in retail. We deployed a new bespoke player case management system to improve our record keeping and accuracy when reviewing player accounts.

## **People - an engaging and inclusive environment where colleagues can thrive**

In 2022, we brought the two businesses 888 and William Hill together focusing on supporting our colleagues through the transition with transparent communications and regular updates on the integration progress. We also rolled out employee engagement tracking to all 888 colleagues, so we now have a group wide view of how our colleagues are feeling. This is crucial as we roll out of our new operating model and build a winning team culture for the future.

## **Planet - protecting our environment, including net zero carbon**

Work continues to reduce our carbon emissions in line with our net zero goals, including a 44% reduction in scope 1 and 2 emissions for 888 vs the 2019 baseline. We also achieved a B- CDP rating, improved our CSA score to well above the sector average, and retained membership of the FTSE4GOOD index, which shows us to be making coordinated action on ESG issues. In 2022, William Hill became certified as carbon neutral across its Scope 1 and Scope 2 emissions.

In 2023, we aim to increase our impact in all ESG areas even further, to ensure we are running a truly socially responsible business for our players, people, and the planet.

### **More information:**

Read more about **888 William Hill's sustainability efforts**<sup>1</sup>



<sup>1</sup> [https://corporate.888.com/application/files/5616/8248/8929/888\\_Holdings\\_PLC\\_Annual\\_Report\\_Accounts\\_2022.pdf](https://corporate.888.com/application/files/5616/8248/8929/888_Holdings_PLC_Annual_Report_Accounts_2022.pdf)

# BEYOND GAMBLING: CONTRIBUTING POSITIVELY TO EUROPEAN SOCIETY

## Europe



Founding partner and ongoing supporter of [Fair Sport 4 All](#),<sup>1</sup> along with the European Football for Development Network (EFDN), to sponsor the development of a programme to raise awareness about sport integrity and prevent match-fixing.

## Austria



Continued support for the grassroots education programme [Kicken ohne Grenzen](#)<sup>2</sup> (Kicking without borders) which empowers young, disadvantaged women and men, through the power of football, to re-enter the education system and plan their careers and planning their careers.

## Belgium



Launched the "No Heart, No Glory"<sup>3</sup> project which offers first aid workshops to raise awareness about heart disease in sport and teach life-saving resuscitation techniques.

## Denmark



Sponsored the development of [Siplforlivet](#)<sup>4</sup> (Games for Life), a responsible gambling educational film, to help raise awareness and understanding of safe and sustainable gambling behaviour. The film was delivered to young adults in the Autumn of 2022.

## France



Continued the very successful [Au Coeur Du Sport](#)<sup>5</sup> (Sports at Heart) programme which has already supplied over 800 local, amateur football and basketball clubs with over 45000 pieces of sports equipment, enabling amateur players to get more out of the game.

## Greece



Supporting budding Greek Olympic athletes through the [Team Future](#)<sup>6</sup> programme which helps clubs, European tournaments, and individual athletes. Team Future supports the next generation of Olympic athletes consisting of 18 talented athletes, who strive daily to achieve their goals.

## Hungary



Donation and help to assemble a high-quality treadmill for the [Szent Margit Day-Care](#)<sup>7</sup> centre which offers art and sports sessions for intellectually disabled people. The centre and this piece of sports equipment helps improve the quality of life for the residents.

## Italy



Support for the [Sport Senza Frontiere](#)<sup>8</sup> (Sports Without Borders) organisation which, through community sports and tutoring, helps underprivileged young people and their families across Italy. The organisation helps beneficiaries with school and tutoring services, counselling, health education and medical support.

## Latvia



Second year partnership with the Latvian Football Federation's [Fair Play Cup](#)<sup>9</sup> to raise awareness about match fixing, support fair play, and promote safer gambling.

## Malta



Long-term patronage of the [FIDEM Charity Foundation](#)<sup>10</sup> which works to empower women, help them overcome adversities in their life, and unlock their true potential through education, coaching and well-being guidance.

Supported the [Move for Trees](#)<sup>11</sup> initiative to promote physical activity and sustainable mobility during a recent Health Month for employees. The initiative involves a tree being planted for every 50 active kilometres donated. The 27,6 million steps collected by our team meant an additional 400 trees for Malta!

Regular donations of funds and volunteer activity to the [Malta Foodbank Lifeline Foundation](#),<sup>12</sup> which is currently supporting 350 families.

## Netherlands



Introduction of a social impact [project](#)<sup>13</sup> to promote responsible gambling initiatives, the prevention of match fixing, and the promotion of Dutch sports and culture.



<sup>1</sup> <https://www.fairsport4all.eu/>

<sup>2</sup> <https://www.kicken-ohne-grenzen.at/>

<sup>3</sup> <https://noheartnoglory.be/en/>

<sup>4</sup> <https://spilforlivet.dk/>

<sup>5</sup> <https://www.unibetequipetonclub.fr/>

<sup>6</sup> [https://www.youtube.com/playlist?list=PL1Fvb1vvd9ft-WYVrkPtMfej\\_MHGyElgsw](https://www.youtube.com/playlist?list=PL1Fvb1vvd9ft-WYVrkPtMfej_MHGyElgsw)

<sup>7</sup> <https://www.onebetsson.com/csr/treadmill-for-the-szent-margit-day-care-centre>

<sup>8</sup> <https://www.sportsenzafrontiere.it/sport-senza-frontiere/>

<sup>9</sup> <https://speleatbildigi.tv/konferencje/>

<sup>10</sup> <https://www.onebetsson.com/csr/fidem>

<sup>11</sup> <https://www.onebetsson.com/csr/move-for-trees>

<sup>12</sup> <https://www.onebetsson.com/csr/foodbanklifeline-bga/>

<sup>13</sup> <https://www.unibetimpact.nl/>

<sup>14</sup> <https://walkingmonth.ro/start-inscrieri-in-walking-month-2022/>

<sup>15</sup> <https://www.deportesinbarreras.org/>

<sup>16</sup> <https://fejar.org/the-federation/about-us/?lang=en>

Whether supporting local causes, helping community projects, donating to charities, or providing crucial funds for grassroots sports, our members have a strong track record of contributing positively to the communities where they operate in Europe. In 2022, they supported a range of practical, community-focused activities in many European countries. Highlights of these can be found below.

**bet365**

**betsson group**

**Entain**

**Flutter**

**kindred**

**888 William HILL**



## Romania



Organised the annual Walking Month<sup>14</sup> initiative where 2,500 of our colleagues helped to raise €91,000 to support three local NGOs bring the joy of sport and social activities to children from vulnerable communities.

## Spain



Ongoing financial contribution to Deporte sin Barreras<sup>15</sup> to support athletes with disabilities who compete in high-level adapted sports but do not have the resources to attend competitions or continue training. The contribution currently supports 10 athletes who are preparing to qualify for the Paris Paralympic Games in 2024.

Working together with the Spanish Federation of Rehabilitated Gamblers (FEJAR),<sup>16</sup> which brings together several regional Associations and Federations from all over Spain to develop common approaches and programmes around the prevention, treatment, and research of problem gambling.

## Sweden



Ongoing partnership with the Swedish professional football leagues (Svensk elitfotboll) to promote sports integrity and safer gambling, which includes the roll out of a new project<sup>17</sup> by Spelfriheten, a treatment center, to deliver safer gambling education programmes to the league's football players.

Employee-led initiative to support the work of the Swedish Cancer Society<sup>18</sup> (Cancerfonden), which funds research, raises awareness and educates about cancer, and works to influence decision-makers.

Ongoing support for a project<sup>19</sup> to encourage vulnerable young adults from Stockholm to increase their knowledge of tech programming and coding, and support them in their ambitions to develop their career.

## UK



Launched the ClubsInCrisis<sup>20</sup> fund to provide small grants to local sports clubs that play big roles in helping people and communities get back on their feet post-Covid-19. Delivered in partnership with Made By Sport and the UK Community Foundation network, over £4m was distributed in grants over the course of 2021 and 2022.

Partnership with Women in Racing's<sup>21</sup> 'Racing Home' programme, providing education resources and support for working parents in the horseracing industry.

Continued support of Right To Play,<sup>22</sup> a global charity to protect, educate and empower children to rise above adversity using the power of play. Since our partnership began, we have raised over £3 million for the charity.

Ongoing partnership with SportsAid<sup>23</sup> which has helped 201 athletes with financial support to cover the costs of training, equipment and competitions, as well as personal development training.

<sup>17</sup> <https://www.efdn.org/blog/news/svensk-elifotboll-launches-a-collaboration-with-unibet-and-spelfriheten-to-highlight-a-social-problem/>

<sup>18</sup> <https://www.onebetsson.com/csr/cancerfonden2022/>

<sup>19</sup> <https://www.kindredgroup.com/media/press-releases/2022/kindred-continues-its-successful-cooperation-with-nunolla-utanforskapet/>

<sup>20</sup> <https://www.flutter.com/news-and-insights/press-release/cash4clubs-4-million-clubsincrisis-fund-delivers-6x-social-value/>

<sup>21</sup> <https://www.kindredgroup.com/media/press-releases/2022/kindred-group-supports-women-in-racing-who-expands-the-racing-home-project/>

<sup>22</sup> <https://www.rightrightto.org.uk/en-uk/national-offices/national-office-uk/get-involved/Pokerstars/>

<sup>23</sup> <https://www.entaingroup.com/sustainability-esg/entain-foundation/pitching-in/>

egba.eu

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