



NEW HORIZONS
IN RESPONSIBLE GAMBLING

Session: How Social Purpose Can Fuel Your Player Health Ambitions

Follow Up Q&A

Q: What are examples or ways to communicate your social purpose to customers/patrons? "Did you know we do this/that"

Peter: A company's social purpose is not meant to be a tagline or marketing campaign; it is a company's fundamental reason for being – what it does every day to create value for its stakeholders. Purpose is not the sole pursuit of profits, but the driving force for achieving them, and should be reinforced at every touch point to a customer (or future customer). A purpose statement is not intended to act as a marketing tagline. The purpose should be communicated appropriate to the vehicle (website, eDM, product or packaging, marketing, advocacy initiatives, etc) and speak to customers with a compelling and reinforcing message that helps strengthen the relationship between the company and customer. BCLC has begun to review all touch points to identify what this may look like in its lines of business.

Q: What are the customer metrics that will tell you and the public that your social purpose is working? And not just a statement of intent?

Peter: A purpose statement is meant to be a statement of intent – for what an organization (or individual) strives to accomplish. In BCLC's case: we exist to generate win-win's for the greater good. The "win-win" within our social purpose asks each of us; our employees, partners, and stakeholders to continually consider the impacts of all activities and decisions on individuals, institutions, and communities and the planet. It calls us to make sure that, in all our endeavours transactions and relationships, in the most important sense of life, livelihood, meaning, and well-being, nobody loses – and everyone we touch comes out ahead. BCLC has begun to develop internal process metrics around employee engagement, sustainability and stakeholder engagement to ensure that those affected by our business have a voice. A full product review will occur next to ensure that our purpose is captured where we engage with players most; our games. New metrics are being created for each internal change. The best way to drive change is by creating shared value – delivering value through addressing challenges that we face. We'll leverage the foundation we've already built to continually improve programs, develop new measures to inform and influence safer play, and establish even higher standards to be an exemplary gambling jurisdiction with the healthiest players in the world. A full list of all BCLC metrics can be found: <https://corporate.bclc.com/about-us/reports---disclosures.html>