

How Social Purpose Can Fuel Your Player Health Ambitions

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Information Bankruptcy



2021 Edleman Trust Barometer

What is a Social Purpose Company?

A company whose enduring reason for being is to create a better world. It is an engine for good, creating social benefits by the very act of conducting business. Its growth is a positive force in society.



The Reason for Being

Each company's purpose is unique to its business and ability to make impact. It is inspirational and aspirational, and the ambition powers the business



Social Ambition

It creates a better world and benefits society at large. Business growth is parallel to positive social impact, so that as the company prospers, its stakeholders prosper too.



Collaboration for Bigger Impact

A company cannot achieve its Social Purpose alone – it requires collaboration with allies across the company's entire value chains, and within the communities where it operates

Why Social Purpose?

Social Purpose Benefits

**CUSTOMER
COMMITMENT:
ATTRACT, RETAIN AND
ENGAGE CUSTOMERS**

**EMPLOYEE ENGAGEMENT:
RECRUIT, RETAIN AND
MOTIVATE EMPLOYEES**

**STAKEHOLDER
RELATIONSHIPS:
ENHANCE STAKEHOLDER
RELATIONSHIPS**

**SOCIAL CAPITAL:
STRENGTHEN OPERATING
CONTEXT, INCREASE
TRUST**

**FINANCIAL
PERFORMANCE:
IMPROVE PERFORMANCE,
ACCESS CAPITAL,
MANAGE RISKS**

**INNOVATION
GENERATION:
INCREASE INNOVATION,
ENHANCE RESILIENCY**

Social Purpose in Action



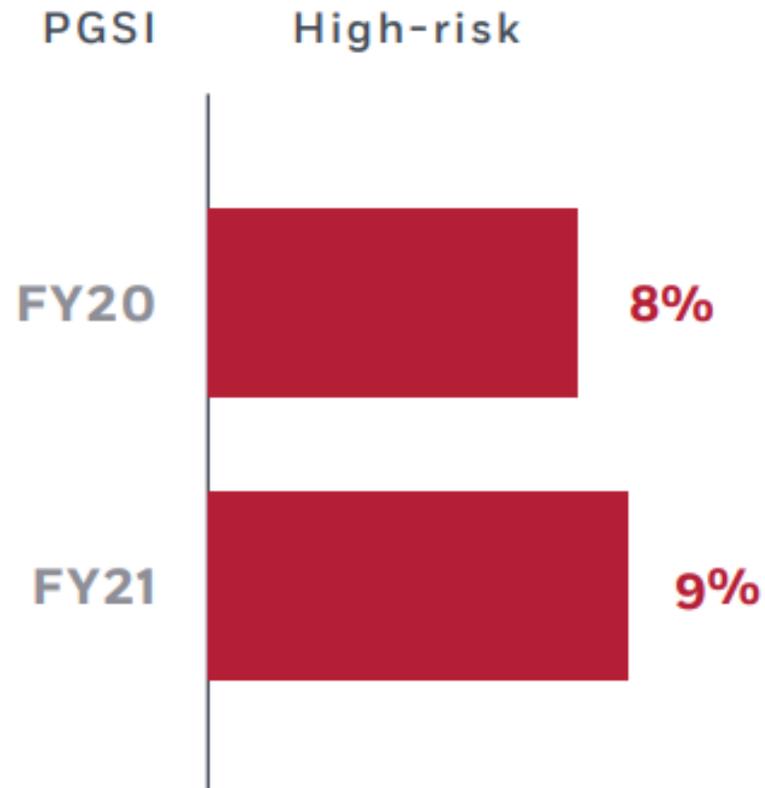
coastcapital

**We exist to:
build better futures together by unlocking
financial opportunities**

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The Global Pandemic and Player Health

Problem Gambling Severity Index



In 2020/21, BCLC's actual PGSI score was higher than the target.

Positive Play Scale



- GAMBLING LITERACY:** Assesses the extent to which a player has an accurate understanding about the nature of gambling.
- PRE-COMMITMENT:** Assesses the extent to which a player considers how much money and time they should spend gambling.

In 2020/21, BCLC's Gambling Literacy levels remained stable while Pre-Commitment levels declined significantly

We Adapted Our Approach to Player Health



Informed decisions



Positive Play



Referral and Support

Our Process and Social Purpose

BCLC's Social Purpose Journey



May
2020

Examined global perspectives

World Economic Forum & United Nations.

Examined top issues important to Canadians

As reported by Ipsos during the Federal election in 2019.

External research

1,500 people surveyed to understand Personal Values & what the world needs.

BCLC Employee Survey to understand Values.



June –
Aug.
2020

Stakeholder Workshops

120 Stakeholders at 6 facilitated workshops in Victoria, Vancouver & Kamloops.

Social Purpose Ambassadors

BCLC establishes network of Social Purpose Ambassadors.



Aug. –
Oct.
2020

Story Finding Workshop

Emergent purpose themes identified, draft purpose statements and associated narratives developed with industry experts.

Employee Feedback

Employee feedback on Social Purpose provided through galleries and survey.

Research

Additional research with both players and non-players.



March
2021

Approval

Executive & Board approval of BCLC's Social Purpose.

**Board and Executive consultation, review and approval throughout Social Purpose journey*

BCLC's Social Purpose Journey: Emergent Themes



We exist to:

Generate win-wins for the greater good.

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Being a social purpose company

Raises the bar on expectations of our societal contribution and impact in areas like player health.



Being a social purpose company

Allows us to educate our employees about how our social purpose fuels our player health ambition



Being a social purpose company

Stimulates more holistic and integrative conversations that naturally draw in player health considerations.



Being a social purpose company

Cultivates and attracts a player base that aligns with our social purpose and serves as purpose ambassadors at large.



Being a social purpose company

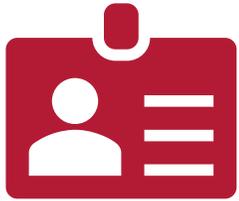
Offers value chain partners the opportunity to innovate and co-create player health centric products.





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Social Purpose and Player Health



Mandatory ID Check



Voluntary Self Exclusion



Safer Products & Environments

“At BCLC, our Ambition is to have the healthiest players in the world and how we strive to achieve that is by establishing a higher standard of care and support through comprehensive, evidence-based programs to increase safer play and reduce harms.”

Jamie Wiebe, Director of Player Health, BCLC

Questions?

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