

# From Vice to Virtue – Transforming the Gambling Industry through Social Purpose

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# Reframing an industry

How might we transform gambling from a vice to a virtue?

# 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

# Social Purpose in Action



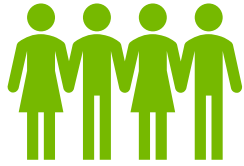
# Case study: Maple Leaf Foods Building a movement





**bclc**

# Reputation Transformation



**Create  
Community**



**Behaviour  
Change**



**Risk  
Literacy**

**Theme 1:**

**Create Community**





How do we unite within our  
community?

# World Cloud



# Audience Poll

When you think of the gambling community,  
who comes to mind?

079

Players



Winners



Operators - lottery and casino



Suppliers



Regulators



**Theme 2:**

**Drive Behaviour Change**

# Behaviour Gamification, Value & Loyalty





# Audience Poll

How might creating value for players drive loyalty and build a movement?

064

Capture new players into ecosystem

5 %

Deliver value is the basis of a loyalty

25 %

Motivate positive behaviour change(s)

25 %

Reward positive behaviour through adding value

45 %



**Theme 3:**

**Risk Literacy**

# We Adapted Our Approach to Player Health



Informed  
decisions



Positive Play



Referral and  
Support



Safer Products &  
Environment

# Audience Poll

**How might we motivate players to better understand risk?**

059

Reward positive behaviours



Create value for players (and us) around healthy play



Educate players about safe play programs



Provide tools that help players understand risk



**“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.”**

**What is one action you can take today in your role to help transform the perception of gambling from “vice to virtue”?**

# Summary

