

# Corporate Social Responsibility Combines with RG and Diversity and Gender-Equality in the work-place for a broader impact on Society



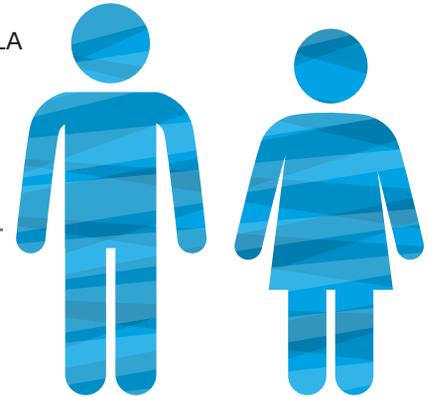
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The world around us is constantly changing. I am convinced it is appropriate, perhaps even necessary, for our lottery world to consider actions we might take to build on the successes of the past while producing positive change in the future. We are at a most opportune juncture, a time when a spotlight is being shone on the commitment of corporate entities to serve not only their own shareholders but to serve society as well. The meaning of “stakeholder” is being broadly redefined to include everyone, not just those who are directly impacted by and vested in the success of the enterprise. Business entities are taking responsibility to harness their resources for the benefit of this new definition of stakeholder. Changing also is the vision for how Corporate Social Responsibility (CSR) can be the catalyst to drive positive change across a wide spectrum of activities, initiatives and societal concerns. By definition, CSR is about focusing all enterprise actions to align with the bigger and broader picture of society’s long-term interests which include Diversity in the work place, Gender Equality and the highly successful platform of Responsible Gaming (RG).

It is indeed a most exciting time to be part of a movement that can promote positive change. As chair of both CSR for the World Lottery Association and Women’s Initiative in Lottery Leadership, I foresee that we will work together with a more ambitious vision to build synergies among the widest spectrum of CSR and WILL missions to leverage our power and resources for the benefit of society.

A study of the recent history of successful CSR initiatives as they have been applied in other industries reveals some interesting developments over the past few years. It was not long ago when a person or perhaps a team was appointed to implement a Responsible Gaming and/or CSR program as if it were something separate and apart from the primary mission of the business. RG, for instance, would be brought in as one of the final steps in the Game Development and Advertising and Promotion process to make sure the proposed games and initiatives were aligned with respectable RG standards. There were occasions when CSR served as a public relations platform to promote the social consciousness of the enterprise.

Thankfully times are changing. CSR, RG, Diversity in the work-place, and Gender-Equality are no longer isolated silos of well-intentioned initiatives. The big change happened when the mission to serve a higher purpose, to serve society and drive hard for positive change, was embraced at the CEO level. Engagement of top management in the mission of CSR was the necessary step towards material action and integration of this concept into the hearts and minds of the entire organization. That cultural embrace hopefully translates directly into concrete actions and activities of all the business units. The spirit of genuine enthusiasm and optimism for the potential for CSR, RG, Diversity and Gender-Equality in the work-place, promise to change the world for the better. But the journey

has just begun, and progress won’t happen without focus and dedication. Awareness for these issues, for the challenges we face and for the opportunity we have to make a difference has produced incredible momentum. Let’s not let it die! The time is right for us all to join together to galvanize our sphere of influence to reshape the very mission of our organizations.

The mission of the World Lottery Association is to advance the interests of state-authorized lotteries while upholding the highest ethical principles in support of its members based upon a foundation of the core values of Responsibility, Integrity and Professionalism. In serving a global community, I believe WLA is strengthened by the diversity and differing cultural backgrounds as well as the shared goals and mutual agreements of its members. Government lottery operators have always set the highest standards for our industry. As we continue in this tradition let us also raise the bar and reinvent a fresh, new vision for how our enterprises can serve society.

The CSR Committee stands ready to work with and serve WLA members. I need your input and guidance in our mutual efforts to shape an effective action plan for optimizing the role of CSR in our businesses for the betterment of the good causes we support. ■