



Gaming and ESG: Defining and Promoting an Industry-Wide Commitment

Public expectations of the role corporations play in society are rising. Wall Street's expectations are also ratcheting up – investors increasingly consider ESG (Environmental, Social, and Governance) principles when making decisions and assess a company's overall impact on the world, not just its financial returns.

In Washington, elected officials are looking at private industry through a new lens. They are looking beyond jobs and economic impact to understand social and environmental impact, as well.

Gaming has both a good story to tell and a strong commitment to improving in important areas. The AGA aims to tell a comprehensive story about the industry's commitment to ESG by building a comprehensive, industry narrative that showcases AGA members' significant investments and leadership, while also identifying areas for improvement and working with its membership on a path to address those.

The AGA reviewed member-company ESG-related commitments and received feedback during the most recent association board meeting to identify common themes from our members' unique approaches to ESG. The AGA recommends focusing an industry-wide ESG narrative around four core pillars:

1. Advancing Sustainability.

- Lowering carbon emissions:
 - Deploying alternative energy solutions.
 - Committing to carbon footprint reductions.
- Reducing resource consumption and waste:
 - Saving millions of gallons of water and kilowatt hours of electricity.
 - Diverting millions of tons of food from landfills.
 - Reducing or recycling plastic waste.

2. Strengthening Diversity & Inclusion

- Increasing Board and Management diversity.
 - Establishing initiatives and setting targets for greater diversity of race, gender, ethnicity.
- Strengthening employee D&I.
 - Building upon industry's front-line employee diversity to ensure all employees have equitable access to career advancement opportunities.
- Engaging diverse suppliers and vendors.
 - Extending engagement opportunities to diverse businesses.
- Supporting racial equality and social justice efforts.
 - Investing to promote equality and justice through partnerships and philanthropic support of educational institutions and advocacy organizations.

3. Investing in Communities

- Spurring economic development.

- Revitalizing communities hungry for capital investment, job creation, and local business support.
- Delivering in times of crisis.
 - Being a reliable and steadfast community partner during natural disasters, economic challenges, and throughout the pandemic – from helping lead crisis response to supporting food banks to extending economic assistance.
- Expanding education and career development opportunities.
 - Supporting educational scholarships, entrepreneurial mentoring, career training and development, and more.
- Addressing critical community needs.
 - Investing in corporate philanthropy initiatives and meaningful community partnerships across the United States and around the globe.

4. Responsible Leadership

- Protecting and empowering consumers.
 - Investing hundreds of millions of dollars annually in responsible gaming programs and working closely with more than 4,000 regulators across the U.S. to ensure patrons enjoy a trusted gaming experience with robust protections.
 - Equipping customers with tools to wager responsibly – including options to set spending limits and analyze and monitor their activity via digital platforms.
- Establishing and following rigorous business standards.
 - Meeting higher standards than regulations require. All members endorse AGA's [Responsible Gaming Code of Conduct](#) and adhere to the [Responsible Marketing Code for Sports Wagering](#) – each sets the industry standard for providing and advertising gaming entertainment.
 - Spurring consumer education to prevent problem gambling, including through the AGA's public service campaign, [Have a Game Plan.® Bet Responsibly.™](#)
 - Holding industry suppliers to rigorous requirements and performing due diligence to ensure gaming materials and products are conflict-free.
 - Aligning corporate programs to global declarations and protocols defined by the UN and other NGOs.
- Training employees.
 - Fostering responsible gaming through extensive employee training to ensure patrons play responsibly and provide resource to those who may need help.
 - Understanding our responsibility to train employees to identify and counter suspected incidents of human trafficking. Extending resources to customers and partners to advance such efforts.
- Investing in research and partnering with advocacy groups.
 - Collaborating with academics and advocates to identify effective problem gambling treatment and prevention methods.
 - Partnering with advocacy groups working to end human trafficking.

With these pillars in place, we aim to elevate and amplify industry contributions and progress on important ESG issues. We will collect and communicate member examples of industry leadership based upon these core, industry-wide areas of focus.