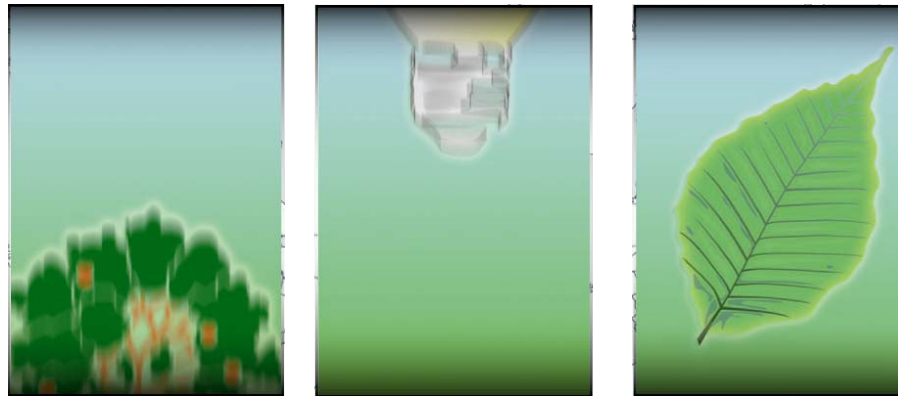


# Corporate Responsibility in the field of education – challenges for investors in the region

Dr. Monika Racek



5th Vienna Economic Forum, 11 November 2008

## Agenda

- **We take responsibility**
  - CSR made by Novomatic Group of Companies
- **CSR towards employees**
  - Staff training & education concerning CSR
- **Responsible approach**
  - The group's efforts to combat problem gaming

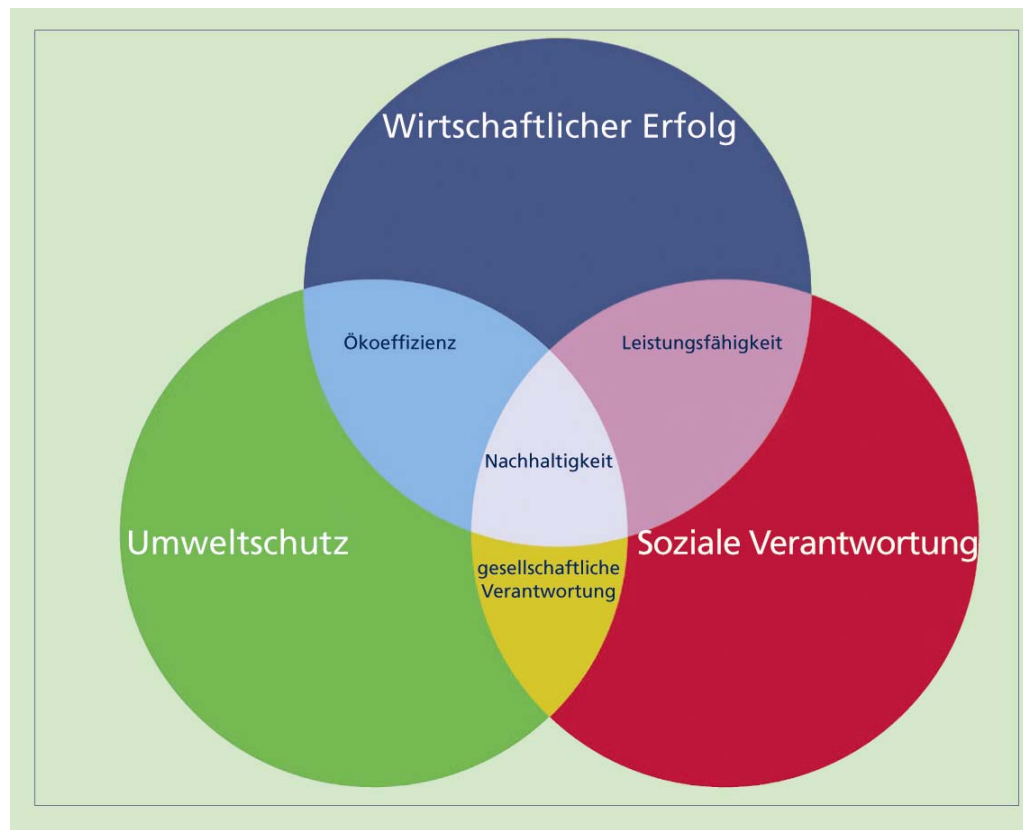
## **We take responsibility**

### CSR made by Novomatic Group of Companies

*„We at Novomatic are firmly convinced that communities can only work, if all groups are prepared to take responsibility – the state, industry, and individual citizens as well. Novomatic has a tradition of taking social responsibility. It has been a concern of ours right from the beginning to give something back to the community as a socially responsible company.“*

Prof. Johann F. Graf, Founder of Novomatic AG

## Our sustainability strategy



# Project examples

**NOVOMATIC**  
Lauf- und Nordic Walking Arena  
Gumpoldskirchen



We keep you in the game



## Creating awareness

- Integration in the **education system**
- Local surroundings:
  - Business partners, suppliers, authorities, customers
  - Principles of caution:
    - Terms and conditions for suppliers
    - Before acquisitions: Screening of management
- Corporate Culture
  - „A family affair“

## CSR towards employees

- Commitment
- Staff training & CSR education
  - Code of Conduct
  - CSR principles
  - Responsible Gaming



# Our CSR Principles

1. We are customer oriented.
2. Our business is sustainable and socially responsible.
3. Our name stands for excellent quality.
4. Our focus is on innovation, research and development.
5. We see changes as opportunities.
6. We are successful due to our employees.
7. We develop brands and technologies in the high-end sector.
8. We preserve the tradition of an open, family-run company.
9. We have flat hierarchies and a culture of openness.
10. We produce everything ourselves and stand for flexibility.

## Responsible approach: the group's efforts to combat problem gambling

- **Support for self-help**
- **Responsible Gaming Department**
- **Responsible Gaming staff training**
  - Prevention and intervention staff training program „*Pathological Gambling and Player Protection*“
  - Free multilingual informational flyers „*When luck runs out ...*“: self-test!
  - Free Telephone Helpline @ Medical University Vienna:  
+43 664 856 99 40



## Responsible Gaming staff training *cont.*

- [www.gluecksspielsucht.at](http://www.gluecksspielsucht.at)
- [Responsible.gaming@novomatic.com](mailto:Responsible.gaming@novomatic.com)
- Contact addresses
  - Medical University of Vienna
  - Anton Proksch Institute, Vienna
  - Gamblers Anonymous, Vienna, Lower Austria and Salzburg
  - Telephone Helpline, Styria
- Responsible Gaming Day
- NOVOCARD™ System

## NOVOCARD™

- Electronic access system
- Traffic light system
  - Checking the gaming frequency



## Registration Process



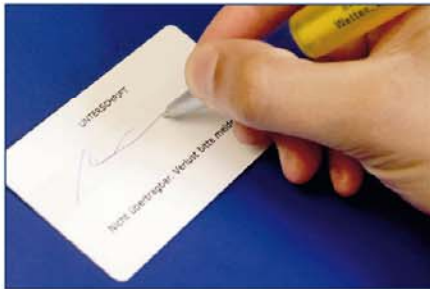
Registration



Data recording



Handing over NOVOCARD



Legitimation



Access Control



Entry only by permission

Thank you for your attention!

Dr. Monika Racek

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