

Responsibility is part of our offering



Svenska Spel is part of society and customer care is a key aspect of our mandate. Our approach is that gaming should be enjoyable for everybody, but we are keenly aware that this is not always the case. Each individual who develops a gambling addiction is a failure for our industry. Consequently, we see it as our ultimate responsibility to prevent gambling problems and minimise the hazardous aspects of gaming.

As part of our social responsibility, we also seek to limit the environmental impact of our operations and products. We also impose environmental requirements throughout our procurement activities not least in areas that entail substantial environmental impact – such as goods transport – and systematically monitor our suppliers' environmental efforts.

Svenska Spel's responsibility programmes are based on a recognised global standard, namely, European Lotteries, and we pursue an exchange with other gaming companies – both national and international – as regards know-how and positive experiences. Our objective is to be at the forefront, continually identifying new paths to superior responsible gaming.

Dialogue with our customers, politicians and other stakeholders is also a key source of knowledge and, using this

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dialogue, we can identify community expectations regarding our role. We are now working on the development of a model to estimate Svenska Spel's social value as a tool for communications. Among other points, this involves how we contribute to society in the form of sponsoring, research, salaries, enjoyment and excitement. But we will also show the social costs arising from our gaming activities.

As we now enter a new year, we view collaboration with research a significant component in the development of responsible gaming for the next generation. Among other insights, we need to know which gaming measures are actually useful and thus focus resources on in-house development of the right action programmes. In cooperation with external gaming companies and our own research council, we aim to develop new insight and new approaches in 2012.

We view our responsible gaming programmes as a key feature of our customer offering. We can contribute to positive social development by enabling customers to gain control of their gaming.

Lennart Käll, CEO

Zenita Strandänger, CSR Manager