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EUROMAT Takes the Initiative on Social Responsibility

EUROMAT, the European Gaming and Amusement Federation, has launched a set of industry commitments to ensure that social responsibility is embedded in the working practices of its members. The commitments were published as part of an industry report *Playing Fair* which provides a snapshot of current industry practice across Europe.

The commitments are that EUROMAT Members will:

- Raise awareness amongst member companies about the social impact of problem behaviour.
- Promote a combination of preventative measures including awareness, education, monitoring and control to tackle a complex problem.
- Disseminate best practice in responsible gaming.
- Encourage our members to inform consumers about the possible damage that inappropriate gaming behaviour might cause.
- Consult with public health bodies, regulators and NGOs on the contents of this pledge and report at regular intervals on the progress towards meeting these commitments.

Commenting on the launch of the commitments, the Chair of EUROMAT's Responsible Gaming Committee, Mirjana Acimovic said: 'The market place in Europe is changing. Regulators are playing catch up with a growing number of illegal online gaming offers which place consumers at risk. As responsible operators we want to make sure that we continue to develop and apply the highest standards of responsibility within our industry. I'm pleased that through this report Europe's industry has collectively agreed on a set of renewed commitments to ensure that these efforts are coordinated'.

Commenting on the report, EUROMAT Secretary General Kieran O'Keeffe said: 'It is in the commercial interests of our members to look after their customers and our report shows that at a national level this is exactly what they are doing.

'Regulators should ensure that this is reflected in their efforts to enhance player protection. Player-centred approaches should be applied in a risk-based way and we should not overburden land-based low-risk operators for whom social responsibility is instinctive and part of running a successful business'.

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Notes to editors:

The European Gaming and Amusement Federation (EUROMAT) is the voice of the land-based [gaming entertainment industry in Europe](#). A highly regulated and highly taxed industry sector contributing more than 250,000 jobs across Europe. The organisation was established in 1979 to represent, through its affiliated national associations, private sector operators of gaming machines and the manufacturers that supply them. Today, EUROMAT has [16 national member associations](#) from 11 European countries.

Playing Fair can be downloaded from <http://www.euromat.org/publications/euromat-report-playing-fair>