

How can operator create gambling harm prevention program for employees: Case Veikkaus

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SNSUS conference

16th of May 2025

Introduction

Eeva Rissanen, Development Manager, Veikkaus

- Player protection and responsible gambling (RG) development professional with over 15 years of experience in the gambling industry.
- Currently working with initiatives to prepare Veikkaus for a multi-licence market.





Lucky games

- Weekly drawn lottery games
- Daily drawn lottery games
- Scratchcards



Casino games

- Slots games
- Other casino games



Betting games

- Betting games
- Toto games

Sales channels

Veikkaus.fi, applications, Veikkaus arcades, Landbase Casino Helsinki, Point of sales in the retail partner network

Veikkaus' gambling operations in Finland

**2,6
million**

registered customers

1170

Number of
employees

100 %

Identified gambling,
including scratch
cards

16%

employees
are under
30 years

30%

employees are in
customer service



Agenda

- Goal
- Factors
- Programme's objectives and purpose
- Actions
- Measuring
- Employee's care / treatment process
- Summary



Our goal: Workplace without gambling harm



Main factors that **increase** the risk of gambling harm for those working in the gambling industry

Close interaction with players

- ✓ Hearing, seeing, and processing game winnings
- ✓ Get gaming tips
- ✓ Exposure to game talk and the excitement of gambling
- ✓ Making friends with player customers

Repeated exposure

- ✓ Presence of game culture as part of the work community
- ✓ Gaming /gambling is considered acceptable
- ✓ Gambling environment is familiar and there is knowledge about games

Work-related stress

- ✓ Escaping to play

Shift work

- ✓ Different daily rhythm from the life of family and friends (restriction of social life)

Main factors **protecting** against the harmful effects of gambling for those working in the industry

Education and knowledge about gambling and harm

- ✓ Understanding that gambling does not only bring profits and joy, seeing the harms of gambling.
- ✓ An understanding of the odds of winning and the randomness of games.
- ✓ The ability to identify your own signs of risky gambling.

Open discussion culture and structured operating model as part of the work community

- ✓ Clear instructions and a message that gambling is not allowed during working hours.
- ✓ The employer offers clear instructions on how to act in problem situations.
- ✓ Occupational health care offers help and support for problem gambling.

Gambling harm prevention programme for Veikkaus Group employees – **Objectives and purpose**

- Helps prevent gambling among employees and act in problem situations.
- Supports and strengthens the well-being, occupational safety and work ability of the individual and the work community.
- Outline the common ways of operating at Veikkaus that support the prevention of gambling-related harm.
- Prevents the costs caused by gambling harms to both the employer and society.

Goal is to have a workplace without gambling harms



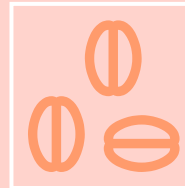
Gambling habits and attitudes towards gambling **are assessed in the recruitment situation.**



The risk of gambling harms is assessed through occupational health care in the **new employee's health check.**



As part of the induction of new employees, information is provided on responsible gambling and the harmful effects of gambling.



Personnel's concern of their own gambling habits is assessed **through well-being surveys annually** once a year.

How we measure risky gambling behaviour?

Once a year in personnel survey is the following claim.

" I've had concerns about my gambling lately"

A WORKPLACE WITHOUT GAMBLING HARMS	2024	2023	2022
Personnel concerned about their gambling, %	3,9	3,8	3,9

- Employees in arcades and in landbase Casino have higher results.

Towards the goal

Importance of employee education

Mandatory and annual training sessions help employees understand and recognizing gambling harm and its implications in the workplace.

Measuring and detecting

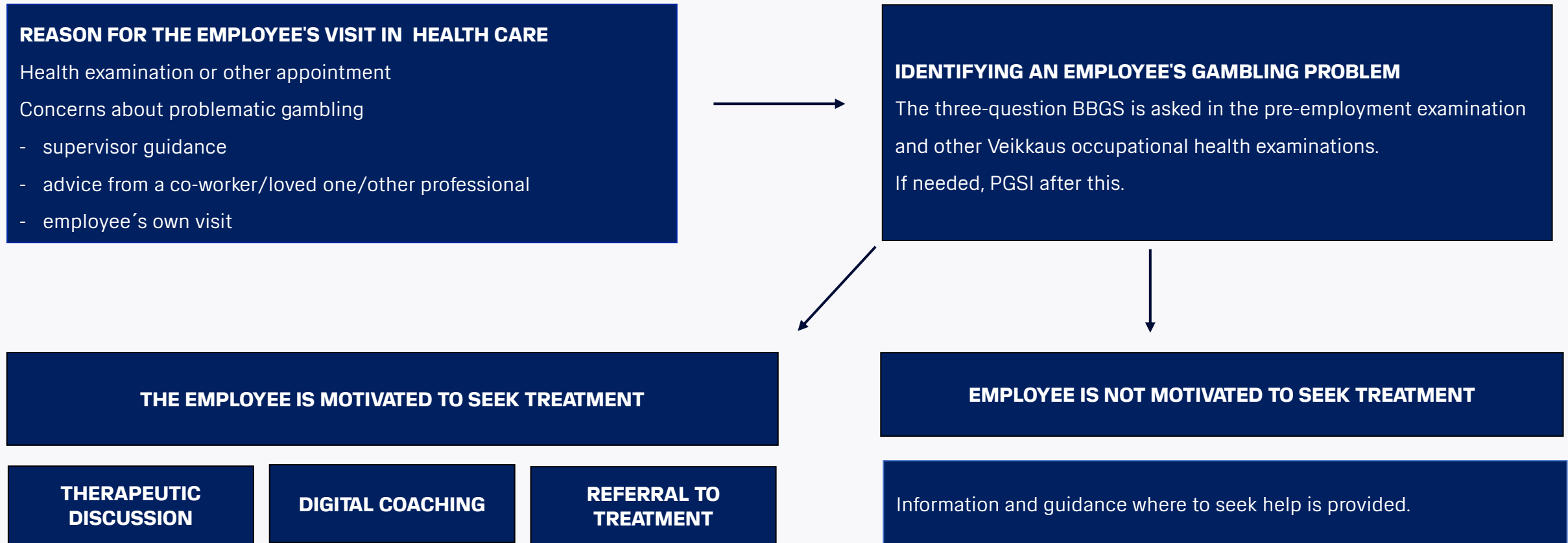
Harm free workplace as company's KPI and annual questionnaire for employees once a year. Questions in the new employee's health check.

Providing professional help

Forms of support provided to employees who are motivated to receive help.



Employee's care/treatment process



Summary

Creating programme and measuring

The Gambling Harm Prevention Programme for employees is **essential** for **creating a safe workplace and protecting employees from gambling-related harms**.

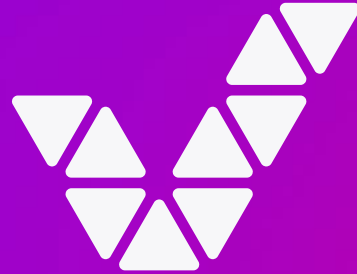
Understanding Gambling Harm and co-operate

Understanding gambling harm is crucial for implementing effective strategies to address and mitigate its impact on employees. **Co-operation with prevention professionals / experts is crucial.**

Communication and raising awareness

Promoting responsible gambling practices among employees fosters a culture of safety and support within the organization.

Communication is important to create awareness of the programme and lowering the threshold for seeking help.



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Thank you

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