



B Lab Statement on SAEME's B Corp Certification - Companies Working in the Casino Industry

B Lab's independent Standards Advisory Council has rendered the following decision and guidance regarding eligibility for B Corp Certification for [companies involved in the casino industry](#):

"For companies that have a limited and not strategically connected exposure to casino gambling: Companies are eligible for B Corp Certification with incremental disclosure on their B Corp public profile outlining the exposure and how the company approaches and mitigates its potential negative impacts. In the case of casino-related entities that are independent of the rest of a business, those entities will need to be evaluated on their own merits related to this requirement and therefore may be ineligible for the certification on their own and will therefore not be able to make use of the B Corp IP."

SAEME is a wholly owned subsidiary of Danone SA and is responsible for the operations of Evian water and local-related activities, including the Evian Resort. The Evian Resort is located on the edges of Lake Geneva close to the border of France and Switzerland. It offers several hotels, restaurants, golf and spa facilities, and one casino. The casino offers a selection of slot machines, electronic games, and table games. The total revenue from the gambling activities of the resort accounts for less than 0.05% of Danone SA annual revenue. While the Evian Resort itself is not eligible for B Corp Certification and is not able to make use of the B Corp IP, this does not affect the eligibility for SAEME or Danone SA, as gambling is not a core part of their business, and the company has no plans to further expand its casino or gaming activities. As such, the Evian Resort is required to disclose a summary of its practices to manage and mitigate its potential negative impacts on SAEME's B Corp Profile.

Summary of company

SAEME has been involved with the operation of the Evian Resort since the late 1800's. Casinos in France are considered a public service concession and operated under tenure granted by the French Ministry of Interior, which each lasts a maximum of 5 years and then renewed after the file has been submitted to the French Ministry of Interior. When applying for the tenure, each company must provide a game abuse prevention program, including a training program for employees and measures to mitigate risks for customers. All gaming employees must also be approved by the French Ministry of Interior and begin their training on detecting people with gambling problems within 90 days. There is mandatory access control with an ID Card or Passport to be able to enter the casino and lending money to customers is forbidden.

The Evian Resort is a member of the professional organisation "[Casinos de France](#)". This professional association works on the evolution of national regulations, taxation, working conditions and player protection. As a member, the Evian Resort has signed their Code of Conduct which includes a commitment to prevent problem gambling.

The Evian Resort employs the following practices to manage the potential negative impacts of its casino, in compliance with or beyond the minimum requirements of French legislation:

Evian Resort's gambling policies and practices

Risk management:

Evian Resort, part of the Danone Group, complies with its Global Compliance program, which incorporates its Code of Business Conduct, all relevant company policies, internal audits, and the Danone Ethics Line.

The establishment is compliant with French law to fight against fraud, money laundering and the financing of terrorism and is regularly visited by the French Gaming Police which has strict monitoring practices to detect any illegal activity in the casino.

This includes:

- duty of care (e.g., staff training regarding atypical or suspicious behaviour in the gaming rooms; entire casino covered by cameras to watch both staff and customers).
- duty to implement internal processes regarding the anti-money laundering (e.g., daily verification of money in all the casinos machines to prevent fraud).
- duty to declare to the [TRACFIN](#) organisation all the suspicious cases.

A dedicated team is monitoring risks to ensure the establishment compliance: a security director for Evian Resort, a games manager, and a General Manager for the casino. Also, at least one member of the Direction is physically present for both the opening and closing of the casino to ensure that all compliance procedures are correctly implemented.

Responsibility and communication:

The Evian Resort displays information on the risk of pathological gambling at the entrance to the gaming hall and inside the gaming rooms via a very explicit display. This information is broadcast on screens (messages are played on a loop on the screens every 15 minutes) and radio messages are also broadcast (every 90 minutes). A very comprehensive brochure has been designed by the casino and validated by a psychologist. It offers all the possible help and solutions for clients in a pathological gambling situation, both inside and outside the establishment. Information is provided on the [casino's website](#) with links to the National Gaming Authority's website for getting banned from casinos in France as well as to the guides for responsible gambling. All social media posts relating to gambling carry risk warnings. Casino invitations or commercial offers also carry all the warning notices about gambling risks. Warnings are also broadcast in a loop, approximately every 100 seconds, on the slot machine screens.

The Evian casino annually reports to the French "Autorité Nationale des Jeux" on the actions taken on problem gambling as well as the objectives for the coming year. The Evian casino is also planning to work on obtaining ECA certification (European Casino Association Responsible Gaming Certification Framework).

Staff training:

The Evian Resort provides initial training to all its staff within 90 days of taking up their duties, in accordance with French gaming establishment regulations.

This training, entitled "Responsible Gambling - Detection, Intervention and Prevention", informs gaming employees about the different types of compulsive gamblers and helps them to identify these gamblers by studying their behaviour. This will enable them to more easily identify clients who may be in a situation of excessive or risky gambling. The objective of this training is not only prevention and detection but also to be able to offer a solution to help the client immediately.

This training has been reviewed for the 2021-2022 season and improved by a psychologist specializing in addiction and more specifically in responsible gambling. The Gaming Responsible Committee has reviewed with her the training course and the documents dedicated to customers. She provided specific training to the entire team of Management Committee members, but also trained the referents dedicated to receiving customers to have the right approach and to be effective in helping people in a situation of excessive gambling.

Game employees are retrained every two years, and the training was extended in 2023 to catering staff working in the games room even though the regulations do not require it. At the end of each training session, staff members are taking a test to ensure they have fully understood their role, that they can be able to identify the signals indicating that a customer is in a situation of excessive gambling and what kind of help the casino can offer them.

Registration and Entry & Minimizing Risky Practices:

The Evian Casino is verifying all Identity Cards as people under 18 years old are forbidden in the establishment, as written on the casino's doors. A committee meets every month to gather the information reported by the teams and cross-check it with the data the casino has on the players (level of gambling when it is known, bank cheques, jackpots won, number of visits, behavioural problems, etc.). The establishment prohibits credit to customers and has an amount limitation for the cheques.

Treatment for problem gamblers:

This is how preventive actions can be carried out in support of clients identified as potentially "at risk", even before they are in a pathological gambling situation. These clients are approached by our referral committee member.

Self-assessment: Gamblers can assess the warning signs of problem gambling thanks to a scorecard of what early warning signs look like (available at the entry, on the website, ...) and get advice on what to do about it, as well as on the relevant resources available in the Evian area.

Specially trained staff: The Evian Resort has 4 frontline staff members who are trained and ready to help gamblers in difficulty. They also conduct interviews with clients who may be problem gamblers.

In the 2021-2022 season, 93 such interviews were conducted. During these meetings, customers are informed of the various options available to them, including:

- National ban through the NGA ([National Gaming Authority](#))
- Voluntary Total Access Limitation of the establishment for a period of 1 month to 2 years
- Voluntary Partial Access Restriction (1-4 entries per month over a period of 1 month to 2 years). This access restriction program has been shown to be more successful than a straight ban on the establishment. Indeed, the banned client in Evian can always go to a

nearby gaming establishment, whereas under a "partial Voluntary Partial Access Restriction (LVA)", the client is monitored and remains under the benevolent vigilance of our trained staff.

In the 2021-2022 season, 110 voluntary access restrictions were applied. The casino also manages the reinstatement of players reintegration returning from a voluntary ban.

Once the ban period is over, the players can be reintegrated at their request but only after an appointment with the manager in charge of the responsible gaming. Upon their return, they are monitored by staff and if they exhibit problematic behaviour, the casino may limit the acceptance of credit cards and encourage the player to move towards a national ban. The Evian Resort has special contracts for players who wish to limit the number of times they access the facility. All exchanges and decisions taken with the client are formalized in writing.

In addition to contacts with local addiction treatment centres and psychologists, the company started a collaboration with a local health professional, a nurse and addiction therapist, to be able to direct our clients and their relatives to additional, and above all, personalized help.

Each month, the manager in charge of the responsible gaming, reports to the internal Responsible Gambling Committee to review problem gambling data and discuss specific actions such as: new employee training, player interviews, interventions, voluntary exclusion agreements, voluntary limited access agreements and reinstated players.

Community support and awareness & Collective Action on Risk and Negative Impact Mitigation:

The establishment is contractually obliged to contribute to the development of tourism and the animation of the city of Evian through cultural, musical, or sporting events and programs such as the Rencontres Musicales d'Evian, or the international women's golf tournament "Amundi Evian Championship".

The Director of the Evian Casino is a permanent board member of the Casino de France trade union and is working with the National Gambling Authority to support the definition of good case practices regarding the French regulation.

B Lab's Public Complaints Process

Any party may submit a complaint about a current B Corp through [B Lab's Public Complaint Process](#). Grounds for complaint include:

1. Intentional misrepresentation of practices, policies, and/or claimed outcomes during the company's [certification process](#)
2. Breaches of the B Corp Community's core values as expressed in our [Declaration of Interdependence](#)