Entain plc
Social Impact at Entain
# We are Entain

**Everything we do is for Entertainment.**

We are bold, ambitious and disruptive. Our purpose is to bring moments of excitement into people’s lives.

## Key facts

### Corporate

- Member of the FTSE 100
- Licensed in 27 jurisdictions
- Offices in 18 territories across five continents
- >24,000 full time employees and fixed-term contractors
- Our brands have a combined heritage of over 250 years
- Member of FTSE4Good and DJSI ESG indices

### Financial

In the 2020 financial year, on a proforma basis, Entain:

- Generated £3.6bn of NGR and £843m of underlying EBITDA (post IFRS 16)
- Underlying operating profit of £530m (post IFRS 16)
- Processed £11.8bn of sports wagers

### Technology

- Full integrated proprietary tech platform
- Full product suite
- Integrated retail and omni-channel solution
- Growth ready – extremely scalable
- Highly stable and secure with 99.93% service availability
- 3,000+ IT staff

### Customer

- More than 20 major established B2C gaming brands
- The UK’s leading high street bookmaker with >3,000 betting shops under the Ladbrokes and Coral brands
- Bets accepted in 33 languages, and 42 currencies

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### Leading Global brands | Employees and contractors

24 | c.24,000

### Offices worldwide | Languages

20+ | 33
As we adapt to the post-Covid world, we will continue to increase our support for the impactful partners that we work with – both in monetary contributions and in-kind support – to ensure we all emerge from the pandemic stronger.”

Jette Nygaard-Andersen
CEO, Entain plc
About this report

Our inaugural Social Impact Report explores the positive outcomes that we’re supporting through our contributions to partner organisations. Our Social Impact is mentioned in our other flagship reports, but we wanted to dedicate a standalone report to go into more detail about our work and impact. The primary focus of this report is the work that we’re enabling through partner organisations via charitable contributions and community investments.

In this report, we introduce our key focus areas of social impact, sharing some of our headline findings and case studies from around the world. We also outline how we plan to improve our approach to measuring and maximising our social impact in the future.

To produce this report, we asked our key partner organisations about the impact they’re having in delivering their mission, how they’re measuring this impact, and how Entain has played a role in enabling their work. What follows explains our approach to Social Impact, case studies and some statistics about how we support and deliver positive impact in the communities where we operate.

Where we report data, these figures are pro-rated based on the scale of Entain’s contributions, unless otherwise stated.
# Social Impact at Entain

We aim for our impact on society to be positive, whether in terms of creating a great place to work, supporting communities, and promoting diversity and healthy lifestyles, and entertainment. Our work with partner organisations helps bring this ambition to life.

## About the Entain Foundation

We originally launched our Global Foundation in September 2019 to help deliver the Group’s ambition to take the lead on safer betting and gaming and support the communities in which we operate. In November 2020, the Group and its renamed Entain Foundation committed to investing £100m to good causes over five years.

The work of the Foundation supports the Group’s pioneering Sustainability Charter and wider ESG initiatives, and plays an integral role in delivering against the Charter’s pillars of People and Communities, and Responsibility (Safer Gambling).

## How our social impact focus supports the Entain Sustainability Charter

<table>
<thead>
<tr>
<th>Entain Group Sustainability Charter</th>
<th>Social Impact areas of focus</th>
<th>Why it matters</th>
</tr>
</thead>
<tbody>
<tr>
<td>Regulation</td>
<td>Safer betting and gaming</td>
<td>We support partner organisations that are engaged in research, education and treatment of problem gambling to bolster our internal Changing for the Better safer betting and gaming strategy.</td>
</tr>
<tr>
<td>Responsibility</td>
<td>Grassroots, women’s and disability sport</td>
<td>Sports and sports betting are what we do. We give back by supporting the next crop of athletes, and work with organisations that are making sport inclusive to bring everyone into the game.</td>
</tr>
<tr>
<td>Corporate governance</td>
<td>Diversity in technology</td>
<td>As a technology company at heart, we are supporting organisations that are working with young people that may currently be underrepresented in the tech talent pool. Promoting tech careers and ensuring that the future talent pipeline is inclusive, making sure that Everyone’s in the Game.</td>
</tr>
<tr>
<td>People &amp; communities</td>
<td>Projects in the communities where we operate</td>
<td>Our operations are truly global – embedded in communities in over 15 countries.</td>
</tr>
</tbody>
</table>

Entain Group Sustainability Charter:
- Only operate in regulated markets by 2023.
- Taking the lead on responsible betting and gaming.
- Best-in-class standards of corporate governance.
- Creating the best place to work, net-zero emissions by 2035, and supporting the communities where we operate.

Our Social Impact is closely aligned with several of the United Nations Sustainable Development Goals (SDGs), with each focus area mapping directly to one or more of the Goals.
Commitments

**By 2024**

we will invest over £100m in our partner organisations.

**We will**

continue to increase the proportion of UK GGY to Research, Education and Treatment (RET) of betting and gaming related harm to 1%, significantly higher than minimum voluntary requirement of 0.1%.

**By 2030**

we aim to have impacted the lives of 1,000,000 people by giving them access to technology education, through one of our internal programmes or that of our partner organisations.

**Net zero**

greenhouse gas emissions in our own operations and value chain by 2035.

Our contributions

**£15m+**

expected to be contributed in 2021, including:

- £12m+ safer betting and gaming initiatives.
- £693,000 to supporting athletes and sports organisations.
- £1m+ contributed to various other organisations globally.

**15+**

strategic partner organisations supported in 2021 together with many smaller operations around the world, including support for local health and social outreach charities providing direct support in their communities.

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Our impact

### Safer betting and gaming

8 peer reviewed articles produced by the Harvard Faculty Division on Addiction – contributing to the body of knowledge and leading to several internal improvements, including improved training for our teams, new customer threshold checks and improved algorithms to identify potential signs of harm.

8 world-class researchers\(^1\) supported by Entain funding, working at the cutting edge of safer betting and gaming and player protection research.

**15,000+**
young people reached by our safer betting and gaming awareness raising and prevention programmes with GamCare, YGAM and EPIC Risk Management.

**67**
peoples receiving vital treatment for betting and gaming related harm, funded by Entain through Cognacity@Leon House since 2019.

### Grassroots, women’s and disability sport

**68**
up and coming elite athletes supported in the UK and Greece.

**15,000**
young athletes participating in the UK Trident Leagues which are supported by our flagship Pitching In initiative.

### Diversity in technology

**50,000**
women reached both with Entain and through our partnerships with organisations including Girls Who Code, inspiring young women to start and develop a career in tech.

### Supporting the communities where we operate

**116**
oxygen concentrators providing critical support to hospitals in India in response to the Covid-19 pandemic.

**714**
marginalised women, children and families across Africa supported through our partnership with Chance for Childhood.

**15**
apprenticeships supported for essential paramedic roles with London Ambulance Service via Apprenticeship Levy transfers.

1 Full-time equivalent
Safer betting and gaming

Our contributions to partner organisations support the delivery of the Group’s Changing for the Better safer betting and gaming strategy. Our work with our partner organisations supports this strategy across three key focus areas.

Supporting academic research
- Research papers
- Building credible institutions
- Generating interest in advanced methods of gambling research
- Using findings in our own operations

Raising awareness amongst key stakeholders
- Training
- Outreach and awareness training
- Signposting to high-quality resources

Providing treatment for those who need it
- Support and assessments
- Intensive treatment
- Improving retention

As part of our operations in the UK, in 2021 we will contribute 0.5% of our Gross Gaming Yield (GGY) to support Research, Education and Treatment (RET) of problem gambling. These contributions are provided to GambleAware – a wholly independent grant-making charity that has a framework agreement amongst the Industry to deliver the National Strategy to Reduce Gambling Harms.

In this section we outline the contributions we make that are in addition to those to GambleAware.

These organisations that are leading on ground-breaking safer betting and gaming initiatives and research. We also leverage the expertise of our academic partners to ensure our own player protection culture, processes and decisions are informed by scientific research and lived experience.

In the USA, as an increasing number of states launch regulated betting markets, we also are scaling up our level of support of safer gambling organisations to ensure that the correct support processes and pathways are established in these new and growing markets.
Supporting advanced gambling research methods and open science principles with Cambridge Health Alliance Division on Addiction, a Harvard Medical School Faculty

In 2019 we committed to a five-year collaborative with the Division on Addiction, to engage in a robust academic research and responsible betting and gaming training agenda. This is a ground-breaking partnership in the area of betting and gaming research. This bold move has challenged some of the toughest areas and questions in research around addiction, and with a full commitment from Entain to improve player protection as a result. The findings thus far have covered a range of areas from data-level behaviour findings, to reviewing existing literature on important areas of debate. These findings and the Faculty’s expertise have led to several internal improvements, including improved training for our teams, new customer threshold checks and improved algorithms to identify potential signs of harm.

Our ongoing support for the collaboration currently funds the equivalent of eight full-time researchers: six researchers at the doctoral level, a part-time researcher at the masters level, and two researchers at the baccalaureate level.

We also currently support one extramural research partnership with the University of Sydney that supports two doctoral level researchers part-time. Entain not only provides funding but gives access to anonymised data from player records, ensuring that the research is based on real-life data and behavioural patterns.

Now in its third year, the program has progressed beyond expectations. It was originally expected to produce three papers to advance the field of gambling studies. This research is published in peer-reviewed and high-impact scientific research articles, with worldwide circulation. The journals include Psychology of Addictive Behaviors, PLOS One and International Gambling Studies.

As well as the support for conducting research, the team at Harvard are helping us change for the better, including comprehensive reviews of 14 training programs, two teach-in seminars with select Entain employees to assist in the digestion and understanding of the findings, and the creation of four research snapshots with graphical summaries of published research.

Our collaborative with Harvard has ongoing projects in four key areas:

**Player data research projects**
Using real-life, anonymised player records from Entain to contribute to a growing body of knowledge revealing the nature of actual online gambling. These projects help refine our understanding of evidence-based markers of disordered gambling and expand our search for potential markers.

**Safer betting and gaming training projects**
Disseminating learnings from the research to employees through various training activities. Includes reviews of existing Entain employee training materials, and the development of research snapshots that will provide summaries, highlights and implications of Harvard’s ongoing research.

**Open science projects**
Projects that relate to the Division’s and Entain’s commitment to the highest standards, and upholding the principles of academic freedom. In addition to engaging in open science practices for these research projects, including research pre-registration and data transparency, the Division has engaged in multiple projects and papers to advance the field of gambling studies toward more open science practices.

**General research projects**
These projects address important areas in the field of gambling studies. So far, they have included a study on the state of the literature about gambling and self-harm and understanding gambling product safety features.

This important research is published in peer-reviewed and high-impact scientific research articles, with worldwide circulation. The journals include Psychology of Addictive Behaviors, PLOS One and International Gambling Studies.

In September 2021, we provided a founding grant to the IGI to establish a pioneering betting and gaming research initiative which, for the first time in the US, would combine scientific research with operational expertise to apply best practice in responsible gambling, policy, and health. Using a multidisciplinary approach, the IGI plan to take a holistic look at all aspects of betting and gaming from various perspectives, including problem gambling, responsible gaming, public health, education, economic impacts, research, and technology. The centre is planned to launch in 2022.

In addition, our support has led to a published report – Marketing Moment – aimed at informing critical conversations on advertising as played out in the US sports betting and gaming setting. Drawing on evidence and insights from other jurisdictions and bringing together experts from the fields of law, operations, regulation, problem gambling, responsible gaming, and sociology. The report sheds light on a series of advertising issues that arise in the online sports wagering sphere and provided recommendations for moving forward. Some of the key recommendations include:

- Sports gambling operators should ensure that advertising does not target vulnerable populations, particularly youth.
- The media also has a role to play, particularly in today’s digitized era.
- Restrictions pertaining to sports wagering messaging should be put in place with certain social media accounts – especially platforms that are particularly popular among under-age groups.
- Finally, the industry should ensure that its messaging is responsible, both in terms of content and location.

Entain plc | Social Impact at Entain
Raising awareness amongst our key stakeholders

We also support organisations that are running cutting-edge prevention programmes for key stakeholder groups who are at a higher risk of harm.

EPIC Risk Management

EPIC Risk Management is a leading provider of advice, training and expertise in minimising and preventing harm. In addition to commissioning EPIC to provide training sessions to Entain colleagues, we support EPIC to reach vulnerable populations and deliver awareness and harm minimisation programmes.

In the UK, we supported EPIC’s State Schools programme between 2019-2021. EPIC delivered impactful gambling harm awareness sessions to 15,284 young people across 81 school visits in the 2020/21 academic year. As a result of restrictions caused by the COVID-19 pandemic, EPIC explored alternative delivery methods to allow them to continue to reach this vulnerable and important audience. The outcome from this was enhanced materials to improve the resources available to teachers outside of the training sessions.

We also support EPIC to deliver awareness sessions in the USA, which is providing support as sports betting is licensed and launched in an increasing number of states. Over the past year, we supported EPIC to deliver 71 ‘first of its kind’ education and advice sessions to groups that may be more likely to experience problems with betting and gaming – such as college and professional athletes. EPIC have partnered with over 40 universities around the country, as well as national players’ associations, to deliver the sessions. This is putting harm prevention, sports betting integrity, and player protection at the front and centre of conversations at a time when it is needed most. In 63% of sessions at least one participant reached out for more information or for signposting to support. Signposting ensured that those seeking support were connected with the most appropriate individual for their personal situation.

As we look to develop new products for the nascent esports betting and wagering markets, we are supporting EPIC to educate and empower players, management teams and the wider esports audience to avoid the risks of harm. This includes our support of EPIC’s partnership with the Counter-Strike Professional Players’ Association (CSPPA). Announced earlier in 2021, it is a first-of-its kind safer gambling esports partnership to provide ‘impactful and proven awareness, education, and risk-management programmes’ to CSPPA members through a series of harm awareness sessions.

(Betting and gaming) is a topic that we take very seriously here at Monmouth and these sessions are providing our students with an increased understanding of the risks of problematic betting and gaming, and in particular, its close links to sports betting integrity breaches. Furthermore, they are now better aware of the support mechanisms that are available to them and have a deeper understanding and knowledge of this issue. We look forward to a long and successful partnership and would absolutely recommend this to all NCAA programs across the nation.”

AJ Schaufler - Associate Athletic Director for Compliance, Monmouth University.

Supporting the Young People's Gambling Harm Prevention Programme with GamCare and YGAM

We support leading charities YGAM and GamCare through the Betting and Gaming Council. By 2024, YGAM and GamCare aim to work with a minimum of 13,492 practitioners and partner organisations, resulting in millions of young people aged 11-19 receiving at least one awareness session during their secondary or further education.

Entain support has allowed the programme to expand its reach – with additional outreach staff and educational technology, there has been an increased focus on creating high-quality, innovative resources which helps deepen the impact on communities.

By the end of this year, the programme is expected to have delivered training to 4,500 young people. 90% of those participating reported that they better understand how to make safe choices about betting and gaming, and where to get help if they were experiencing problems.

In the year ahead, the programme will focus on recruiting a youth advisory board to embed the opinions and views of young people at the heart of the programme. The continual improvement of the BigDeal website dedicated to young people’s information; advice and support; and the roll out of a comprehensive content framework, which will allow parents, professionals and young people to pick workshops from a range of inter-related topics to betting and gaming related harms.

In addition, YGAM have delivered their City & Guilds Assured training to teachers, parents, youth workers and other professionals working with young people. This training is focused on identifying signs of harm, and signposting to the help and support available. The training equips participants with the skills to deliver interactive workshops to young people in the community. Since 2019, the partnership has reached 6,314 professionals.

Global Game Quitters

Game Quitters is a global platform for mental health awareness, education and advocacy for gamers and their families. Over the past year, with funding from Entain Foundation US, they recently launched Mind Your Game, a new awareness campaign to target specific gambling-related concerns in gaming and esports. In its first year, the initiative is on track to reach over 500,000 people online, with 18 people referred to online therapy sessions through Kindbridge teletherapy services.

Mind Your Game involved creating a Gaming & Gambling resource page on the Game Quitters website, which includes four educational videos that focus on specific issues to be aware of such as skins gambling (where online gamers exchange virtual goods that they’ve won or bought in multi-player games for virtual gambling chips) and esports betting, along with practical tips and strategies to reduce related-harms, and how to find professional support. The content is promoted via social media campaigns and email newsletters.
Providing treatment for those most affected by gambling

For those who find that they are experiencing problems with gambling, we partner with organisations that share our commitment to safeguarding the wellbeing and welfare of people who need help if their gambling starts to affect their lives. We highlight three leading organisations that we support directly, and which are providing cutting edge treatment for those most affected by gambling harm.

**Cognacity@Leon House**

In 2019 we committed to contribute £500,000 over two years for our partners Cognacity@Leon House to deliver support to those suffering from gambling-related harm. This treatment facility involves comprehensive assessments of individuals affected, delivering short-burst residential & outpatient treatment programmes, and providing care plans and signposting to other services.

Cognacity are a team of world-leading experts in mental health care and services, with specialist expertise in gambling-related harm. They work closely with Leon House Health and Wellbeing, the UK’s leading residential mental health and addiction clinic. Cognacity@Leon House delivers the short-burst residential treatment programs for problem gambling from their purpose-built 24-bedroom residential facility in Manchester.

Over the past two years, Entain funding has enabled 154 comprehensive assessments and 100 individuals to access support. This includes 67 individuals accessing 3-day intensive residential gambling treatment programme at Leon House (or online during the COVID-19 pandemic) followed by individual follow-up therapy and relapse prevention (a minimum of six sessions per person, with a total of 258 one-to-one sessions delivered).

I thought I was on my own, nobody understands why I gamble, how much I lost and that was not just money but everything from family, relationships, work and friends. Thanks to Leon House I am getting my life back on track.”

Leon House short-burst residential and aftercare participant. 18 months later, they still abstained from gambling.

This programme has had a significantly higher retention rate than the national average, suggesting patients attending the programme received the help they needed. According to their data, approximately 70% of those seeking support at Cognacity@Leon House completed the course. The outcomes from the programme have been positive, with 86% reporting abstinence from gambling at last observation (six or 12 months after the programme), with improvements in self-reported ratings of quality of life before versus after the programme.

Through the pandemic, some of the support that we provided allowed Cognacity to adapt their programmes to be held remotely. This has informed further thinking on development of a hybrid model suitable to provide wider and quicker access to these services, which will also include relapse prevention groups. In addition, Leon House has progressed development of targeted intervention work with UK armed forces veterans and serving military personnel to offer free assessment and treatment for gambling issues.

Using learnings and expertise from its treatment, Cognacity also provide us with advice on how to improve our internal safer betting and gaming processes, further strengthening our player protection. They also have an ongoing collaboration with Exeter University, enabling them to contribute to research into gambling treatment.

**Gordon Moody**

Gordon Moody is a charity dedicated to helping people reclaim and rebuild their lives free from gambling addiction through recovery in a safe, supported environment. Our support helped Gordon Moody make much needed improvements to their treatment facilities during the COVID-19 period.

Gordon Moody also developed a weekly support programme for those awaiting treatment who are at risk of disengaging and returning to harmful play. This has increased the retention rate of those initially seeking treatment who stay engaged in the programme and go on to receive the treatment they need. In 2021, the weekly support has helped to improve this retention rate to over 70% – up from 44% in 2019 – and helped Gordon Moody to better understand complex cases.

We also provided funding to Gordon Moody’s online Gambling Therapy service which has enabled the charity to reach an increasing number of people needing support worldwide, with over 5 million people accessing the service. Entain support enabled Gordon Moody to increase the number of advisers provided, including advisers fluent in languages such as Russian and Polish.
SportsAid

SportsAid is the only national charity in the UK of its kind, helping young British athletes aspiring to be the country’s next Olympic, Paralympic, Commonwealth and world champions. SportsAid as a whole supports over 1,000 young athletes each year by providing them with a financial award to help towards training, equipment and competition costs, as well as personal development training. SportsAid also provides access to a variety of online workshops for athletes and their parents, online access to Olympians and Paralympians, and attendance at the House of Commons (where MPs meet athletes). These athletes are Great Britain’s brightest sporting prospects. They are nominated to SportsAid by the national governing bodies of more than 60 sports.

SportsAid found that 61% (or 242 athletes) of those selected to represent Team GB at the Tokyo 2020 Olympic Games have received financial support and recognition from the charity during their careers. Through our multi-year strategic partnership, Entain’s contributions to SportsAid provides 50 up and coming athletes each year with financial support, recognition and personal development opportunities.

Ruth Mwandumba – Shooting

Supported by Entain in 2018 & 2019, Ruth made a huge social impact over the last year, using her voice and platform to be an advocate for young black athletes in Shooting. Picking up the GB Shooting 2020 Social Impact Award at the end of last year. Ruth has made it her mission to become a role model in her sport. Ruth is aiming to compete at the Paris 2024 Olympics.
Promoting grassroots, women’s and disability sport

➡️ UK

Pitching In

Pitching In launched at a time when football clubs and sporting organisations have been facing the unprecedented impact on their finances of the Covid-19 pandemic. Launched in September 2020, the multi-million-pound, multi-year, investment programme kicked off with a flagship partnership with the Isthmian, Northern Premier and Southern Leagues – collectively known as The Trident Leagues – which make-up levels seven and eight of the English football leagues pyramid.

The Trident Leagues, which trace their roots back to the nineteenth century, are at the heart of the national game, with 245 clubs and 15,000 players registered across the three leagues in many villages, towns and cities of England and Wales. The partnership, with each league taking the Pitching In title, will deliver vital financial support, as the leagues seek to cope with the consequences of the COVID-19 pandemic.

In the Northern Premier League, the contributions received were used to fund the purchase of footballs for all the clubs whilst also providing the ability for clubs to commit to community engagement projects. During 2021, these activities led to improved community engagement with 10 clubs receiving funding directly from the NPL. The league profile was improved with viewership on social media expanding into Twitter, Facebook, and Instagram. Finally, sponsor compliance improved due to being monitored by the NPL’s commercial and compliance manager.

The Southern Premier League used part of the contribution for their community fund, benefiting 16 clubs, with schemes such as youth football (boys and girls), disability, schools, military veterans, mental health, safeguarding and community engagement. Our contributions are used to benefit the member clubs for material items, such as to pay membership fees for the 2021/22 season, following the loss of income through the pandemic. Our contributions also covered the cost of insurance and supplied 32 match balls to each club. There was an 81% increase in website users and page views this year, raising the profile of the league.

In addition to financial support, a key focus is to facilitate and encourage community volunteers to do some pitching in of their own and contribute their time and effort. A Pitching In volunteering scheme will be established to link UK based Entain colleagues with their local clubs to further strengthen community ties.

I started out playing for Wealdstone FC before joining Coventry City so I understand how important funding is to the non-league game. Grassroots football is facing huge challenges at the moment and many clubs are struggling to stay afloat. Entain’s Pitching In investment will help make a big difference to hundreds of clubs and thousands of players across the country.”

Stuart Pearce, Pitching In Ambassador

➡️ Greece & Europe

Team Future: Supporting budding Greek Olympic athletes

Through Entain’s bwin brand, we promote sports in Greece by supporting clubs, European tournaments and individual athletes. Team Future supports the next generation of Olympic athletes consisting of 18 talented athletes, who strive daily to achieve their goals. Six of these athletes were selected for the Tokyo 2020 Olympics. In summer 2021, Elina Tzengko, who is part of Team Future, won the javelin gold medal at the European U-20s Championships in Tallinn, Estonia.

At the European level, bwin signed a ground-breaking partnership with UEFA to become an Official Partner of both the UEFA Europa League and the newly formed UEFA Europa Conference League, for the next three seasons. In addition, we have a successful multi-year partnership between EuroLeague, the largest basketball competition that continuously draws in thousands of fans.

bwin Cares also supports other local community initiatives in Greece via organisations including Médecins du Monde, Fire Service, NGO Boroume, and to children and young people through ELEPAP, Together for Children, Open Door, Make-A-Wish Greece, and Ark of the World. Overall bwin supports initiatives in 60 local communities in Greece.
Promoting diversity in technology

In November 2021 we launched EnTrain, a multi-million-pound global programme to promote increased access to, and diversity within, technology. The Group has set the ambitious target for EnTrain to positively impact the lives of 1,000,000 people around the world – either directly or through their families and dependents – by 2030.

As new and future generations face an increasingly digital world, the opportunity to level the playing field by diversifying human capital, reorienting, and reskilling the workforce has never been more pressing. As of July 2021, over 40% of the world’s population did not have access to the internet, which, if not addressed, could lead to a digital skills gap that results in a loss of $11.5 trillion by 2028.

As a company that develops cutting-edge technology, we’re determined to use our position to provide opportunities that will help to address this picture.

The EnTrain programme is comprised of four core initiatives:

- **Entain Academy:** Supplying transformative tech training for the next generation
- **Entain Scholarships:** Providing the platform for a diverse selection of candidates to become digital pioneers
- **Entain Apprenticeships:** Expanding internal and external apprenticeship schemes with new and existing partners. Enabling our apprenticeship partners to provide technology courses for people in developing countries
- **Entain Partnerships:** Building on our existing partnerships with organisations including Girls Who Code and Chance for Childhood and forming new collaborations with charities and non-profit organisations to improve diversity and increase access to technology for educational purposes.

As well as identifying new opportunities, EnTrain brings together a number of the Group’s existing initiatives under a single, focused banner. In this section, we outline some of these key initiatives.

Girls Who Code

Girls Who Code is an international non-profit organisation working to close the gender gap in technology and change the image of what a programmer looks like and does. With their initiatives, Girls Who Code are leading the movement to inspire, educate, and equip young women with the computing skills to pursue 21st-century opportunities.

In March 2021, we announced that we are providing $250,000 of funding to the organisation to expand its global pipeline of programmes to spark girls’ interest in technology. This pipeline includes free coding clubs, at home modules, virtual mentoring, panels and workshops as well as career fairs. Through these programmes, Girls Who Code has reached more than 300,000 young women globally and has nearly 90,000 college-aged alumni, who are majoring in Computer Science and related fields. Alumni are 15 times more likely to study such degrees, when compared to the US average for female enrolments. Over half of the girls served by Girls Who Code are from historically underrepresented groups.

In 2021, there are nearly 90,000 Girls Who Code alumni who are college-aged or post-college aged—almost 3 times the number of women graduating with computer science and related degrees in the US in 2019.

The COVID-19 pandemic response and shift to remote learning has allowed Girls Who Code to extend their reach and community to more female students, eliminating barriers to participation like geography.

In 2021, Andrea Gonzalez said, “Girls Who Code changed my life. I found a new interest that eventually became a plan for a college major, and a new confidence in my ability to accomplish things because I want to, not because they’re easy.”

Andrea Gonzalez, Girls Who Code Alumna

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Promoting diversity in technology

The Tech Girls Movement Foundation

The Tech Girls Movement Foundation was founded in Queensland, Australia in 2014 with the aim of actively challenging gender stereotypes that limit girls’ participation in Science, Technology, Engineering, and Mathematics (STEM) subjects. Their vision is to create a society in which girls confidently lead in STEM entrepreneurship and contribute to their community and the economy. They achieve this by championing Australian school girls using hands-on learning to transform their future and encourage equity in the technology industry.

Since 2014, Tech Girls Movement has organised an annual competition for female students aged 7 to 17 that combines problem-solving through a social, business and technical lens, producing high-quality business plans, pitch videos and working app prototypes. Over 10,000 girls have participated in the last eight years.

The Tech Girls competition takes a timely, holistic and evidence-based approach to provide girls with STEM skills, mentoring and positive role-modelling, and by engaging the community through industry partnerships, school and parent collaboration. The Tech Girls competition often comes at a crucial time in the formative stages of young people’s STEM education. Key interpersonal skills are also addressed as the competition is team-based, workshops provide entrepreneurial skills, and girls build rapport with their mentors who are female industry experts.

80% of students who participated in Tech Girls competition are now more confident about developing new ideas using technology (2020 participants).

I was never as interested in technology and science before... but now I’m intrigued about what science and technology can do.”

Tech Girls 2020 Competition participant

Through support from the Entain Foundation, Tech Girls Movement Foundation was able to provide free competition places for girls who faced financial barriers to participating.

Germany

Berlin University of Technology and the Nexus Institute

A team led by Professor Hans-Liudger Dienel (head of the Department of Work, Technology and Participation at the Institute for Vocational Education and Work Education at Berlin University of Technology (TU), and also director of the Nexus Institute) is developing a short-term executive training programme to promote Gendered Innovations. The project with TU Berlin and the Nexus Institute joins the list of internationally significant initiatives around increasing opportunities for more diversity in R&D and technology launched by the Entain Foundation.

Historically, the impact of gender perspectives in the R&D processes have not always been fully considered, leading to products, services and measures that are typically designed from a male perspective which fail to account the usage needs specific to females. This can lead to experiences that are sub-optimal for women and girls. In response to this, a large international research consortium led by Stanford University and funded by the European Commission developed the concept of Gendered Innovations.

Gendered Innovations employs methods of sex, gender and intersectional analysis to create new knowledge in medicine, engineering, and information and communication technology (ICT). The concept has garnered attention in recent academic discourse and is now being supported by numerous case studies (e.g. Gender Bias in Al). However, there has not been a set curriculum for teaching Gendered Innovations at university or online courses for industry representatives.

The programme developed by TU Berlin and the Nexus Institute aims to close this gap. It is aimed at innovation managers, founders and start-ups as well as R&D personnel in the private sector, higher education and research organisations. Consisting of seven modules, the course combines theoretical teaching with practical tips for implementation in participants’ own organisations.
Chance for Childhood

Chance for Childhood is an award-winning charity working in Africa to support the most vulnerable children, such as street connected children, disabled children, children affected by conflict or kids in prison. The charity believes the only way to break the vicious cycle of poverty and exclusion is through an approach tailored to the unique needs of each child.

Through support from the Entain Foundation, Chance for Children supported 714 marginalised women, children and families through four key programmes:

- Changing the first 1,000 days for children in Ghana by supporting 600 out-of-school street-connected children in Accra to access and thrive in early childhood education
- Enabling children affected by conflict in the Democratic Republic of Congo to access education, with 452 children expected to be re-integrated back into school in 2021.
- Providing critical legal support to children and women in Northern Uganda, where refugees who have fled war end up committing crimes just to survive. 75 children and 8 women refugees have received support through legal aid and psycho-social support, with preventative support provided to an additional 23 children and 108 women who are at risk of committing similar crimes.
- Changing lives for children with disabilities in Rwanda, with 48 families supported through the parents support groups and pig farming initiatives.

In Rwanda there still exists deep rooted discrimination towards children with disabilities, who are often subject to stigma, abuse, exploitation and neglect, and are at high risk of being excluded from early care and education. This stigma, coupled with a lack of education on disabilities, means that parents often don’t know how to communicate with their child, leading to a life of loneliness and isolation.

The Entain Foundation is helping to break through this loneliness by providing essential support to parents through Parent Support Groups that equip them with the knowledge to support their child’s development, wellbeing, and learning. The Group also provides parents with a space to share their experiences and learn from each other. Overall, Entain’s support has helped establish three new Parent Support Groups, benefiting 48 families in total.

Before, it was difficult for us to feel confident about having a child with a disability in the community. But after the training (received through the Parents Support Group), we learned more about what it means to have a child with a disability and the rights of that child. We have gained confidence to teach others in the community about the rights of children with disabilities.

Our communication has improved too, and I’ve learned how to communicate with my child by using sign language. Now I can even ask him to bring me something.

The support has had a tremendous impact on our family. Before, we didn’t see our son like the other children in our family, but today he plays with other kids and goes to church with us, something which was not possible before.”

Story from Cali, Parent Support Group member in Rwanda
Supporting local communities where we operate

The Ladbrokes Coral Trust

The Ladbrokes Coral Trust (LCT) was first established in 2003. LCT uses the Group’s network of Ladbrokes and Coral retail betting shops to run a variety of fundraising initiatives which provide funding for UK-registered charities across the three main areas of healthcare, education and community – three areas that are important to us and our customers. Since its inception, the LCT has raised almost £10 million for thousands of good causes across the UK. The LCT has two long term charitable partners: Children with Cancer UK – affiliated with Ladbrokes – and Prostate Cancer UK – affiliated with Coral.

Children with Cancer UK are the leading national children’s charity dedicated to the fight against childhood cancer. Their mission is to improve and support children and their families to live better with and after treatment. For example, they are investing in research to develop safer, kinder & more effective childhood cancer therapies, with less side effects. Children with Cancer is the official charity partner of the Group’s Ladbrokes brand. In 2019 the Group donated the shirt sponsorship rights it held for Charlton Athletic FC and AFC Sunderland to the charity.

Prostate Cancer UK’s top priority is funding research to stop prostate cancer killing men. They invest millions to find better treatments and create better tests that can spot fast-growing cancers early which could then be used in a screening programme to save thousands of lives.

Brynk

Brynk is an independent platform which facilitates tree planting and forest protection projects across the globe. Brynk partners with individuals and businesses to help address the climate crisis. With our ambition to become net-zero by no later than 2035, we are working hard to drastically reduce our own footprint – both in our own operations and value chain. However, we realise that on our net-zero journey there is likely to be residual emissions that will require us to invest in robust and certified carbon removal projects to offset those emissions that cannot be eliminated. We have commenced this journey by committing to plant one million trees with Brynk. Our contributions to Brynk are not considered as an offset to our carbon emissions in our GHG reporting but are expected to demonstrate positive environmental outcomes and wider societal benefits.

To deliver impact, Brynk invests in the Eden Reforestation Project, which has a holistic approach to reforestation and ecological restoration. They partner with villages to hire and train local people to plant new, local tree species, and protect their new local forests. The Eden Project operates globally, with projects in countries including Ethiopia, Madagascar, Nepal, Haiti, Indonesia, Mozambique, Kenya, Nicaragua, and Honduras.

Entain has funded the planting of half a million mangrove trees since the start of the partnership. These act as shock absorbers for the climate. They are fast growing, stabilise areas vulnerable to erosion and a rising sea level, provide habitat for fish, whilst also helping to sustain the livelihoods of local communities.

Supporting communities during Covid-19

With over 2,500 colleagues employed in our Hyderabad-based technical centre, Entain is closely linked with India. To provide support to Indian communities that were hit particularly hard by the covid-19 pandemic, we supported the work of Crown Agents. Crown Agents is a not-for-profit international development company that works in partnership with their clients to design and implement practical solutions to their needs. They work with leaders to accelerate self-sufficiency and prosperity for their communities, businesses, institutions and countries. These leaders could be heads of state or school teachers, global companies or local entrepreneurs, partners or donors.

During 2021, when the pandemic continued to affect communities across the world, India was hit with soaring case rates of Covid-19 and a lack of available oxygen for those being treated in hospitals. The biggest challenge when responding to emergencies is the limited access to funding and being able to respond quickly when disaster strikes. With our support, Crown Agents were able to respond quickly and provide 116 oxygen concentrators to hospitals in Patliputra Colony, Bihar in India. Entain’s support also kick-started similar responses from other foundations and corporates to support the appeal.

116
oxygen concentrators provided to hospitals in India in response to the Covid-19 pandemic.
Thank you for reading our first Social Impact Report. We have started this work already. For example, we recently committed to positively impact the lives of 1,000,000 people by 2030 through our EnTrain programme, providing access to technology education.

An increased global focus and empowering our global operations to deliver impact

In addition to the projects that are run with our global strategic partners, we also empower our local offices to partner with organisations in their markets and communities that are working to deliver impact in our key focus areas. In future reports, we plan to share more stories with partners from around the world.

We will not stop challenging ourselves to be bolder, better and braver on scaling up our positive impact on society in everything that we do. This report demonstrates that we have taken some big steps forward and we are excited for the journey ahead.

Virginia McDowell
Chair of the ESG Committee

We’re still learning, and have a plan to take our social impact and reporting to the next level.”
Acknowledgements

This report would not have been possible without the input and ongoing dedication from the partners that we work with.

Feedback
We welcome feedback and suggestions on the contents of this report, or any aspect of our social impact programmes. For information on how to get in touch, please visit https://entaingroup.com/contact-us/