



### **3. Common duties of the Board and Management**

- 1. Duty to safeguard shareholders.** — The Board of Directors and officers of PCSO must, at all times, be accountable to the people, serve them with utmost responsibility, integrity, loyalty, and efficiency; act with patriotism and justice, and lead modest lives. In order to promote integrity, accountability, proper management of public affairs, Republic Act No. 9485 otherwise known as the Anti-Red Tape Act of 2007 mandates the re-engineering/simplification of systems and processes/procedures to ensure delivery of fast, efficient, convenient and reliable service. To this end, the following shall be implemented:

1. There shall be created and implemented a service standard (citizen's charter) and posted in the PCSO website and conspicuous places within the agency to enumerate/describe in simple terms the step-by-step procedure for availing any and all services offered by PCSO to the public including standards to guarantee performance level that the public may expect for any particular service, such as but not limited to:
  1. The procedure to obtain a particular service;
  2. The person/s responsible for each step;
  3. The maximum time to conclude the process
  4. The document/s to be presented by the customer, if necessary;
  5. The amount of fees, if necessary; and
  6. The procedure for filing complaints.
2. All frontline service shall be attended to within 5 days (simple transactions) to 10 days or more (complex transactions). Appropriate criminal and administrative sanctions may be imposed for "fixers" who for pecuniary consideration expedite the processing of any PCSO service/transaction; and
3. Adoption of CSC's "No Noon Break" policy for all frontline services including allowance for flexible lunch break for all employees stationed at all front line offices.



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2. **Hierarchy of stakeholders.** — Consistent with the World Lottery Association (WLA) corporate social responsibility (communication standards) for lottery organization stakeholders; and PCSO's mandate under Section 1, RA 1169, as amended (Charter), the Board and Management shall observe the following order in the hierarchy of stakeholders: (1) The Government; (2) Gaming Public (Players); (3) Charity and Social Services Beneficiaries; (4) PCSO Workforce; (5) Retailers (Agents/Distributors); (6) Suppliers/Service Providers; and (7) Oversight/ Regulatory Authorities.
3. **Conflict of interest by, between and among stakeholders.**— In resolving conflict of interest by, between and among each category of stakeholders, the Government's interest and exercise of ownership over the PCSO shall, at any and all instance, be preferred, promoted and protected.
4. **Relations and communication plan for stakeholders.** —

### 1. The Government. —



*As a wholly owned and controlled Government Corporation (GOCC) created under Act 4130 (1935) and existing under Republic Act No. 1169, as amended), PCSO owes its fidelity, first and foremost, to the Government. To this end, PCSO shall, at all times, promote and protect the best interest of the Government in all its dealings. All conflict of interest by, between and among the category of stakeholders herein enumerated, as far as practicable and when legally allowed, shall be resolved in favor of the Government as the owner of PCSO.*



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### **What is expected of PCSO by the Government?**

1. To comply with the laws, rules, regulation, policies and directives issued by the Government including lawful orders of local Courts and quasi-judicial bodies;
2. To align its strategic goals and programs towards the attainment of the National Government's Development Plan specifically, programs that will alleviate poverty;
3. To promptly and diligently settle its statutory obligations to help raise revenues for its nation building specifically, alleviation of poverty thru fund provision for the Government's priority health and welfare programs or provision for accessible basic health services.

### **What is expected by PCSO from the Government?**

1. Support in the holding and conduct of its gaming activities and fulfillment of its mission to provide and/or augment Government funds for medical, health, charitable and social services programs and projects.

### **Projects or programs**

1. Obtaining authority for projects or programs that requires prior approval from the Office of the President;
2. Compliance with Presidential directives on matter affecting PCSO's gaming activities and operations;
3. Regular meetings and consultations with designated representatives from the Office of the President and oversight bodies with delegated authority to oversee the gaming operations of PCSO.

### **Means of dialogue**

1. Official communications (Memorandum Circulars, Joint Circulars, Executive Order, etc.);



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2. Dialogues and regular contacts through the emails, telephone, etc.;
3. Cluster meetings/seminars/workshop for agencies under the Office of the President, the GCG and the like.

### 2. The Gaming Public (Players). —



The lifeblood of PCSO comes from revenues generated by its gaming activities. As such, the ***protection, retention and trust of the gaming public (bettors/players)*** shall be a primary consideration in the holding and conduct of any and all number games by the agency.

Sustained and concerted effort shall be had to ensure and promote transparency, reliability, integrity and goodwill in PCSO's gaming activities. The agency shall also adopt responsible gaming practices for its players/patrons by protecting minors from playing its games and the instituting projects against the perils of excessive and irresponsible gaming habits. Further, the gaming public shall be informed, warned and protected against all forms of lottery scams; and at the same time, promote the social relevance of patronizing PCSO games (*i.e., the gaming public contributes to the Government's health and welfare programs with the earmarking of a substantial portion of all bets placed for medical, health, charitable and other social welfare programs and projects of the Government*).





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### **What is expected of PCSO by the gaming public?**

1. Integrity, reliable and secure holding and conduct of sweepstakes horse races, lotteries and similar activities;
2. Continuous product and market research and development to be able to provide the gaming public with more entertaining, competitively priced, interactive and market responsive product/game offerings.

### **What is expected by PCSO from the gaming public?**

1. Product loyalty and continued patronage of the gaming public;
2. Distinction of PCSO games as better and more competitive alternative to all forms of illegal number games.

### **Projects or Programs**

1. Market surveys and product studies shall be conducted regularly to suit the evolving needs and preferences of the gaming public;
2. Tried and tested “Responsible Gaming” (players protection) practices or programs [consistent with World Lottery Association (WLA) and/or Asia Pacific Lottery Association (APLA) standards or lottery industry best practices] shall be promoted at all times;
3. Anonymity of jackpot winners shall be guaranteed, except when the winner voluntarily requests for the public disclosure of his/her personal details (name/address) in writing.;
4. Public service announcement/warnings against SMS (text) and e-mail lottery scams and use of fraudulent tickets during the live telecast of daily draws; and for this purposes, PCSO shall be authorized to avail itself of a dedicated SMS services or use appropriate web applications to serve as one (1) of media and platform for public announcements and/or warning system to the gaming public, subject to availability of funds and the usual accounting and auditing laws, rules and regulation;



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5. Daily multi-media announcements of draw results and how to claim prizes;
6. Announcement (infomercial) of new product offerings during live TV draws; and
7. Continual improvements in its gaming operations including standardization of core processes in its gaming and branch operations, shall be introduced, such as, but not limited to, use of latest technology or engagement of new sales and marketing programs to maintain and penetrate or expand its current market.

### Means of dialogue

1. Provision for customer feedback page at [www.pcsso.gov.ph](http://www.pcsso.gov.ph);
2. Monthly publication of PCSO Newsletter (Latest News on Gaming and charity services) at [www.pcsso.gov.ph](http://www.pcsso.gov.ph);
3. Distribution of game brochures, posters and other reading are made available in all PCSO retail outlets including trade shows or seminars/fora;
4. Nationwide simulcast of live lottery draws and infomercials in the Government Channel (PTV 4);
5. Information about PCSO lottery, sweepstakes, programs and services shall be available at [www.pcsso.gov.ph](http://www.pcsso.gov.ph);
6. Draw schedules and game results shall be made available in all lotto outlets, select radio and TV stations, newspapers (broadsheet/tabloid) and at [www.pcsso.gov.ph](http://www.pcsso.gov.ph).