



# Cutting Carbon with Smart Energy Monitoring and Renewables

An interview with Jelena Tejić October 2025

## About Casinos Austria & Austrian Lotteries Group

Behind the bright lights of the casino floor, Casinos Austria and Austrian Lotteries Group have been working on reducing their carbon footprint. In line with Austria's national goal of reaching climate neutrality by 2040, the group is focusing on reducing energy consumption, switching to renewable energy, and promoting sustainable mobility.

In 2024, Jelena Tejić led the company through a project where a comprehensive energy monitoring system was rolled out across all of its Austrian casinos alongside new solar power installations and a big expansion of electric vehicle (EV) charging points. Together, these initiatives are expected to save energy, cut emissions, and nudge employee and customer behavior towards better choices for our environment.

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## Energy monitoring was the first step

“The introduction of the energy monitoring systems was initiated by EU Regulations that require companies to transparently publish environmental performance indicators. For this, it was essential to have accurate data,” explains Jelena. “At the same time, we also wanted to understand our energy consumption, identify the biggest energy users, and see where we could make savings.”

With support from senior management and approval for the budget, Jelena coordinated the project, working closely with technicians at the head office and colleagues within the casinos. “Everyone supported the project because it was strategically aligned with sustainability and cost optimisation.”

Every location was equipped with sensors to collect the data required for monitoring. The rollout of sensors was carefully planned for cost efficiency: “We managed to cover two casinos per day.”

## From data to action: reducing consumption and emissions

By tracking detailed energy data, the company can now spot high-consumption areas and develop tailored strategies to cut usage. The **goal is to reduce annual energy consumption by about 400,000 kWh that’s the equivalent to 144 tonnes of CO<sub>2</sub> emissions** through renovations and optimisation of venues.

Before committing to large financial investments in solar panels and EV charging, the team modelled the expected savings. “For energy monitoring, we used supplier benchmarks to estimate potential reductions,” Jelena explains. “With photovoltaics (PV), we first had to carry out structural analyses to see which casinos were even suitable. In Austria, ensemble protection sometimes limits building modifications, but once we had identified viable roofs or surfaces, we could calculate average returns and emissions savings with confidence.”

Solar power is playing a growing role. In 2024, panels were installed at Casino Velden and Bregenz, with more capacity added at Casino Baden. Together, these **provide 600,000 kWh of self-generated renewable energy and more casinos**, for example Salzburg, are being evaluated for similar installations.

“Installing PV systems wasn’t always straightforward,” Jelena recalls. “For example, at Casino Baden, the main building wasn’t suitable, so we had to use a garage roof and build extra infrastructure like a transformer box. Each site brought its own challenges, but we found solutions.”

**Today, 66% of the group’s total energy consumption already comes from renewable sources.**

## Expanding sustainable mobility

Another big step forward in 2024 was rolling out EV charging stations. Casinos in Baden, Velden, and Zell am See received **26 new charging points**, while the head office **gained 35 stations**, plus one at the central warehouse.

**The long-term plan is to fully electrify the company's fossil-fuel car fleet by 2030.** "Installing charging points is not just about the fleet," Jelena explains. "It's about encouraging employees and even customers to switch to EVs. That helps us reduce Scope 3 emissions from commuting too."

While usage data is still being collected, the infrastructure itself is a clear sign of commitment. "It's also about visibility, employees and guests can see that sustainability is part of who we are."

## Making the business case, Was it difficult to get leadership on board?

"Cost-benefit was the main concern from an internal perspective," Jelena explains. "That's why we made the business case on two fronts. First, the projects had to be economically viable and pay for themselves within a reasonable timeframe. Second, they needed to clearly advance our sustainability goals and show visible CO<sub>2</sub> reductions. The combination of cost savings and environmental protection was key to winning management's support."

### Lessons learned and advice for others

Looking back, Jelena highlights a few lessons:

- **Preparation is everything:** Research your funding options, both at a national and EU-level.
- **Involve stakeholders early:** This secures acceptance and a smoother implementation.
- **Choose experienced partners:** It makes a huge difference when working through technical or regulatory challenges.

Her final piece of advice?

“Don’t underestimate the cultural impact. These projects aren’t just about technology, they’re about people. Employees need to understand why sustainability matters and how they can contribute.”



**Jelena Tejić**

Senior Expert  
Sustainability Projects

**CASINOS AUSTRIA**

## A step towards Austria’s 2040 goal

By combining smart monitoring, renewable energy, and sustainable mobility, Casinos Austria & Austrian Lotteries Group is showing how the entertainment industry can play a role in climate action. Their efforts already contribute to reducing carbon emissions and, as Jelena puts it, “every kilowatt-hour saved brings us closer to Austria’s 2040 climate neutrality goal.”

### Key Results at a Glance



Reduce **400,000 kWh annually** to avoid **144 tonnes of CO<sub>2</sub>**



**600,000 kWh** of self-generated renewable solar energy



**66%** of total energy consumption now from renewable sources



**Full fleet electrification** planned by 2030



- **26 EV charging stations** installed at casinos (Baden, Velden, Zell am See)
- **35 EV charging stations** at headquarters + 1 at central warehouse