Responsible Gaming Framework: Guidance for Applicants Level 2

At Level 2 the Independent Assessment Panel needs to understand the current status of your Responsible Gaming Programme. At this level you do not need to have any RG elements implemented. It is only required to have a plan identifying the priorities elements you would like to develop in the future.

To achieve Level 2 certification, lotteries need to submit a document that contains the following three areas:

1 Description of your organisation profile. (Maximum 5 pages)

Please describe your organisation, your commercial offerings and regulatory context as this information is helpful for the Independent Assessment Panel.

2 Self-assessment of your existing RG program. (Maximum 10 pages in total – one for each programme element)

- Please describe what RG program elements, if any, are already be in place and what needs to be improved and what needs to be undertaken. This should be signed off by your CEO.

- At this stage, it is not expected that you have developed a program for each of the 10 RG elements nor a full program of activities for any element you have undertaken activities for.

3 Gap analysis and priorities (Maximum 0.5 page for each programme element)

- Please describe the gaps identified in your self-assessment for your future priorities based on these gaps

- Please indicate for any element that is not yet being addressed the reasons for so far not addressing it and what if anything you aspire to do in the next 3 years.

Please find on the following pages guidance on the kind of information you should include in your submission.

Tips for Success

LEVEL OF DETAIL

Your submission will be reviewed by the Independent Assessment Panel (IAP). It is composed of experts in RG (see for more information: https://www.world-lotteries.org/about-us/committees/supporting-committees/corporate-social-responsibility-committee). Although the panel has sector knowledge, they will not have detailed knowledge about your lottery operation. Therefore, it is important that your submission includes as much information as possible for them to understand your RG programme and your RG priorities for the future.

RECERTIFICATION

If your lottery is recertifying at Level 2, you should outline what has been done in the three years since the initial certification, providing explanation of commitment and future program elements that were included in the initial Level 2 submission and what has not yet been actioned. The submission should also illustrate that the IAP recommendations from the initial Level 2 submission have been considered providing explanations as to their status.

EVIDENCE

This should be provided to support your submission as part of the assessment document but may also be attachments or links to external resources. The IAP's evaluation is based exclusively on the information you provide with the submission, including supporting documentation.

ORGANIZATIONAL PROFILE AND GENERAL INFORMATION ABOUT RESPONSIBLE GAMING (maximum 5 pages)

Please describe your organisation, your commercial offerings and regulatory context. The following information is helpful for the Independent Assessment Panel:

General information about your organisation

- Organizational history and other relevant background, including recent major changes (mergers, takeovers, etc.)
- Ownership structure and/or beneficiaries, Organizational structure/business model (including high level organizational chart, fee's, points of sale)
- Please describe the different products you are offering and on which platforms (If you offer remote gaming channels please describe your offerings)
- Overall revenue and key financial indicators that the lottery feels provide helpful context
- Outline what marketing and advertising channels and tactics do you typically use (e.g. print, broadcast, social media, etc.). Provide a short overview highlighting channels & tactics used for commercial if any and marketing and communications (example of RG Marketing).
- Regulator/regulatory context (to provide a concise summary of regulatory context the lottery functions under what is/is not under its direct control especially regarding Responsible Gaming; whether the lottery itself has any role in regulatory enforcement or compliance monitoring etc.)

General information on Responsible Gaming[1]

- Please describe how Responsible Gaming is overseen in your organisation.
- Please describe whether you have an RG policy or similar in place and what programme elements are covered in this policy.
- Please describe whether you have any personnel dedicated to the subject
- Please describe whether you have a committee or similar dealing with RG
- Please describe whether you have a budget allocated for RG
- Please describe whether you have benchmarked your RG performance against other lotteries?

If you do not have these RG elements in place, please provide some information whether you are planning to introduce any of the RG elements.

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[1] Definition Responsible Gaming: Responsible Gaming (RG) summarises social responsibility initiatives that promote awareness of harms associated with gambling, educate employees and retailers, drive prevention and collaboration with stakeholders such as treatment organisations and academics. It also includes the encouragement of research initiatives and to achieve an appropriate balance between revenue, entertainment and customer expectations.

Self-Assessment

(Maximum 1 page per programme element)

1. Research

Your lottery might not have yet carried out studies on responsible gaming. If you are allowed to carry out research in your jurisdiction, research activities might also mean that you have supported research in conjunction with academics and specialists, or have shared research findings that have been carried out in other jurisdictionsor conduct research on your customers' behavior that might help you in understanding issues around responsible gaming. The following questions might guide your assessment:

- Are you legally allowed to conduct RG research in your jurisdiction? If not, please include this information in your submission.
- Do you conduct any research in relation to Responsible Gaming? Describe the kind of research you have undertaken.
- Do you have access to prevalence survey in your jurisdiction? If yes, how do you use the results from this research.
- Do you have access to prevalence survey in the region or internationally? (to start getting involved in RG Research)
- Do you attend seminars on Responsible Gaming e.g., WLA seminars? Webinars? What did you learn that has influenced your approach to RG?

2. Employee training

You might already train employees when they join your organisation, or you might train particular positions within you organisation. Please also consider whether you have already communicated RG principles to your employees and how you have done this. The following questions might guide your assessment:

- Do you already have an employee training for RG in place?

  If yes,
  - What areas does it cover (e.g., under-age, identifying signs of problem gambling, available policies, and programmes etc.)?
  - Please describe how it is delivered (e.g., online, classroom training, internal publications, conferences, meetings etc.).

  If not, how do you plan to do it?
  - Do you have a training calendar in place to cover the length of this certification?
  - Do you work with any third parties on your employer training?

3. Retailer program	If you have your own retail network, you might already train your retailers when they join your organisation, or you might train particular functions within you organisation.

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If you have your own retail network, you might already train your retailers when they join your organisation, or you might train particular functions within you organisation.

Please also consider whether you have already communicated RG principles to your retailers and how you have done this. P lease inform us of how you update and inform retailers about RG. You might for example have RG already included in your retailer agreements. You might also supply the retailer with information on RG. The following questions may guide your assessment:

- Do you already train retailers on Responsible Gaming?

  If yes,
  - What areas does it cover (e.g., preventing underage gaming, protection of other vulnerable groups, identifying signs of problem gambling, treatment referral, hotline help number)?
  - Please describe how it is delivered (e.g., online, classroom training, internal publications, conferences, meetings etc.)?
  - Do you work with any third parties on your retailer training?
  - Do you provide RG terminal messages to retailers? If yes, what is your experience with this measure?
  - How do you communicate with retailers on RG (e.g., via internet, presentations at conferences, call-centre support etc.)?

- Do you already provide retailers with information on Responsible Gaming? If yes, what kind of information do they receive and how they receive it?

- Have you consulted other lotteries on their retailer training and do you intent to implement elements?

4. Game design

Whether you are allowed to launch new games in your jurisdiction, or if you are modifying your existing game portfolio, it would be useful to understand whether you ensure that RG principles are considered included in your game design process. This might be a structured process which you use when designing games in general, a regulatory approach that you need to follow and that includes RG principles or just ad hoc research that you use when designing new games. The following questions might guide your assessment:

- Do you have a game design process in place? If yes, please describe it.
- Do you work with stakeholders (e.g., games suppliers, treatment organisations etc.) on RG in the game development process?
- If you are buying new games from your suppliers, are the suppliers certified by the WLA RG Certification for suppliers?
- Do you ask your games supplier if it has advice and/or information on the RG component of the game it is providing to you? (not appeal to minors etc)
- Do you ask supplier if there is any negative impact of games when used in other jurisdictions?

5. Remote gaming channels (Refers to Internet/ mobile gaming	If you are allowed to sell games via a remote channel, please provide any details on RG measures that you have included or plan to include in the future. Please also describe whether there are any regulatory requirements with regards to RG. The following questions might guide your assessment:

• How do you conduct a risk assessment of games offered prior to launch? Describe your process.

• What RG functions do you use on your website (e.g., age verification and controls, limits, self-tests, etc.)?

• How do you assess whether RG functions are used by your players? |
| **6. Advertising and marketing communications** | If you are legally permitted to advertise and market your products, you might have regulatory requirements that you need to adhere to. Additionally, please elaborate on whether you have already studied any advertising or marketing codes or RG principles from other lotteries. The following questions might guide your assessment:

• There is regulatory requirements for advertising and marketing in your jurisdiction? If yes, explain.

• Do you adhere to any regulatory or voluntary standards for advertising and marketing? If yes, please explain the various standards.

• Have you applied the WLA Marketing guidelines? If yes, how?

• Do you ensure compliance with any codes or regulations on advertising and marketing? If so how?

• Have you studied or benchmarked other WLA members' RG approaches to their advertising and marketing communications? Which ones? |
| **7. Player education** | If you already communicate RG information to your players, please list how it is done. Additionally, please outline whether you have reviewed any good practice examples on your communication or which communication channels could be used for RG communication. The following questions might guide your assessment:

• Do you produce information to players on RG?

• Do you have a RG logo or catchphrase, such as "Play Responsibly". If yes, where, and how is it displayed?

• What information do you offer on your website?

• What information do you have on RG in retail?

• Do you have a helpline? |

8. Treatment referral	If you are legally allowed to refer to treatment programmes, or if there are treatment services on (gambling) addiction in your country, please provide details of how you work with them. The following questions might guide your assessment: • Is there one or more treatment centres in your jurisdiction? If yes, do you have established a relationship with them? How are they funded? • Problem and Pathological Gambling is considered a Public Health issue in your jurisdiction? • Are you allowed to promote a helpline number? If yes, do you do it? How?
9. Stakeholder engagement	List and describe your stakeholders, communication methods and material aspects in relationship. Stakeholder could include, for example, retailers, players, employees, academics, treatment organisations, regulators. if you plan to work with any organisations in the future on RG related issues it would be useful to include this information. The following questions might guide your assessment: • Who are your stakeholders with regards to RG? • How do engage or communicate with them? • How do you envisage a successful relationship with you stakeholders when it comes to RG? • Do you have a process in place to share information from stakeholders in your organisation?
10. Reporting and measurement	Reporting could be general updates to your regulator on RG related issues, any kind of information that you share with stakeholders, or any information that you use in your financial reports relating to RG. The following questions might guide your assessment: • How do collate information on RG? • Do you publish RG information either amongst stakeholders or publicly? What kind of information do you share and how? • Do you report your RG activities to your regulator/government? • Have you studied or benchmarked the RG reports of other WLA members? If yes, what did you find?