



Inside the New EL Responsible Gambling Standards

Developed by Members. Designed for Members. Ready for the Future.

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EL Community of Experts on RG and Sustainability

LEVEL I PARTNERS



LEVEL II PARTNER



A Journey Built by Members

From Lausanne to Brussels: shaping the future of EL Responsible Gambling Standards together

01

April 2025 – 📍 Lausanne

SRG Working Group Kick-off

- Project launched
- Initial vision and objectives defined
- First discussions on the future of the EL RG Framework



02

December 2025 – 📍 Workshop with EL WGs

Broadening the Perspective

- Multidisciplinary review of the draft framework
- Input from experts beyond responsible gambling
- Challenging assumptions and refining priorities



03

March 2026 – 📍 Brussels

50+ EL Members Engaged

- Interactive review of the proposed Standards
- Open discussion on implementation and practical realities
- Final refinements before General Assembly approval



What Guided Us Throughout the Process?

Not what is easiest.

Not what is most ambitious.

What is most useful for European lotteries considering the specific context each of them operate in.



Robust

Ensuring standards withstand scrutiny and provide solid protection.



Effective

Delivering tangible results in player protection.



Pragmatic

Practical standards that are feasible to implement.



Future-Proof

Designed to adapt to evolving industry landscapes.

Why We Needed to Evolve

To ensure lotteries remain the benchmark for responsible gambling in Europe.



Regulation

Higher expectations for accountability, transparency and player protection.



Technology

Digital channels, new technologies and evolving player behaviours.



Society

Growing focus on trust, sustainability and measurable impact.

The Biggest Shift

Current Framework

-  Policies
-  Documentation
-  Compliance
-  Assessment

Updated Framework

-  Outcomes
-  Evidence
-  Player Protection
-  Continuous Improvement

FROM PROCESS TO IMPACT

The question is no longer 'Do you have a process?' but 'What difference does it make? in the context lotteries are operating in.'

A Structure That Reflects Reality



Organisation

- RG Governance
- Employee Training & Awareness



Player Protection

- Game Design
- Advertising & Marketing
- Player Support
- Retail Channels
- Digital Channels



Community

- Stakeholder Engagement
- Research

A simpler and more intuitive framework

A Different Approach to Continuous Improvement



No Bronze. No Silver. No Gold.

The framework does not assign an overall rating to a Member. It provides tailored feedback to support continuous improvement according to each Member's context.

Independent Assessors, Flexible Approach

More consistency. More quality. More choice.

EL Assessment Panel

-  European coverage
-  Multi-language capability
-  Harmonised methodology
-  Consistent quality assurance
-  Cost efficient

Assessments may be delivered through a centrally managed assessment model overseen by EL.

Prefer to Keep Your Current Assessor?

 Possible

Members may continue working with their existing assessor, at their own cost, provided the assessment follows EL Standards, procedural guidelines and quality requirements.

A Simpler Certification Experience

Supporting Members through a Digital Certification Platform

Evidence Management

Reuse existing policies, reports and procedures. No need to create standalone documentation.

Security & Access Management

Role-based access controls ensure that users only access information relevant to their role. Strict permission management and full traceability of actions and exchanges.

Secure Collaboration

A single space for communication between Members, assessors and EL.

Continuous Improvement Roadmap

Clear visibility of assessment results, timelines and improvement opportunities.

Structured Workflow

Replacing manual and email-based processes with a simpler, standardised approach.

- **Less administration.**
- **More focus on responsible gambling.**
- **More cost-efficient and tailored to Members' realities**

Making the Standards Easier to Use

Designed to support both experts and non-experts.



The image shows a table of contents for the 'European Responsible Gambling Standards' document. It lists various sections and their corresponding page numbers, providing a clear overview of the document's structure. The table is organized into columns, with the first column listing the sections and the second column listing the page numbers.

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• **The Standards**
(impact-focused)

• **Glossary of Terms**
(clarity and consistency)

• **Assessment Guidance**
(how assessors will evaluate)

What Comes Next?



Member Safeguards & Assurances

Designed with flexibility, transparency and practicality in mind

One common framework.
Multiple pathways.
Full respect for Member realities.



Confidentiality

Detailed assessment results remain private.
Only certification status is public.



Flexibility

The Standards respect different market realities and national frameworks.



Choice

Members may continue working with their existing assessor, subject to common EL standards and quality requirements.



Transparency

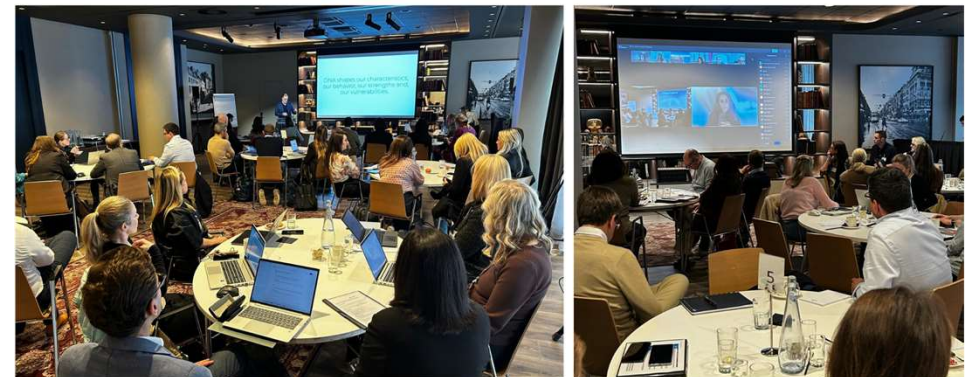
Clear guidance, assessment criteria and evidence expectations will be available to Members.

Built by Members Designed for the Future

The new EL Responsible Gambling Standards are not the product of a single organisation or a small group of experts.

They are the result of a collective effort by EL Members, supported by independent expertise and driven by a shared ambition:

to ensure that lotteries remain the benchmark for responsible gambling.





Thank You!

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