

The New EL Responsible Gambling Standards: From Approval to Implementation

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

Arno NAGELSCHMIED

EL Community of Experts on RG and Sustainability



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FOR THE BENEFIT OF SOCIETY

A Journey Built by Members

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

01

April 2025 - Lausanne
SRG Working Group Kick-off

- Project Launched
- Initial Vision & Objectives Defined
- First discussions on the future of the EL RG Framework



02

December 2025 - Workshops with EL WGs

Broadening the perspective

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



04

June 2026 - Marrakech
Standards unanimously approved by the GA

- Unanimous approval by the EL GA
- New EL RG Standards formally adopted
- Shift from standards development to implementation



03

March 2026 - Brussels

50+ EL Members Engaged

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



05

September 2026 - Milan
implementation dialogue continues

- Dedicated workshop with EL Members
- Focus on the future Certification Framework and practical implementation
- Member input feeding into the 2026-2027 development phase



Slide 2

SH1 Review font size in roadmap

Make Title and subtitle consistent with rest of deck

Sarah Healy, 2026-09-04T11:29:22.135

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.



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The Biggest Shift

Current Framework

-  Policies
-  Documentation
-  Compliance
-  Assessment

Updated Framework

-  Outcomes
-  Evidence
-  Player Protection
-  Continuous Improvement

FROM PROCESS TO IMPACT

SH3

The question is not only *'Do you have the right processes?'* but increasingly *'What evidence shows that they contribute to player protection?'*

PV2



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Slide 4

PV1 In the context lotteries are operating in
Piet Van Baeveghem, 2026-06-01T17:05:34.762

PV2 Could we at least give some examples?
Piet Van Baeveghem, 2026-06-01T17:11:48.298

SH3 Align content in rows

Consistent font colours/ sizes

Sarah Healy, 2026-09-04T11:30:56.517

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



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Slide 5

SH1 Screen Grab looks cut too short
Sarah Healy, 2026-09-04T11:31:39.216

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.



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Slide 6

PV1

I would delete this on the slide.

Piet Van Baeveghem, 2026-06-01T16:59:52.515

SH2

Content great, emphasise continuous improvement in last line, check font alignment with other pages

Sarah Healy, 2026-09-04T11:33:19.395

From Standards to Certification

Building the framework that will turn the Standards into a consistent and practical certification process



Slide 7

SH1

As this is a screengrab, font is different and aligns different, suggest remove heading completely and focus on the visual

Sarah Healy, 2026-09-04T11:35:58.484

Making the Standards Easier to Use

Designed to support both experts and non-experts.



The Standards
(impact-focused)

Glossary of Terms
(clarity and consistency)

Assessment Guidance
(how assessors will evaluate)

Approved & Stable

Developed as part of implementation

Slide 8

SH1 Consider 'Approved and Stable'

Orange font should be same size if possible

Sarah Healy, 2026-09-04T11:34:33.207

SH1 0 Subheading font is 18- should be 20 to be consistent

Sarah Healy, 2026-09-04T11:35:24.668

From approval to implementation

Building the Certification Framework together towards July 2027



Slide 9

SH1 Highlight 'we are here' to anchor the page
Sarah Healy, 2026-09-04T11:36:13.445

Built by Members – Moving Forward Together

The new EL Responsible Gambling Standards are the result of a collective effort by EL Members, supported by independent expertise and a shared ambition to strengthen player protection.

With the Standards now approved, that collaboration continues as we build a **robust, practical and future-proof Certification Framework** – ready for the next chapter of responsible gambling in Europe.

SH1



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Slide 10

SH1 Font colour and size.

Sarah Healy, 2026-09-04T11:36:32.548

Thank You!

Arno NAGELSCHMIED, RG Managing Director, Austrian Lotteries
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