



Raising Standards Together

Progress, Priorities, and What's Next

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RG Certification: Growth and Current Status

Record submission growth in 2025 and certification status following the May 2026 round

37

submissions in 2025 — highest on record

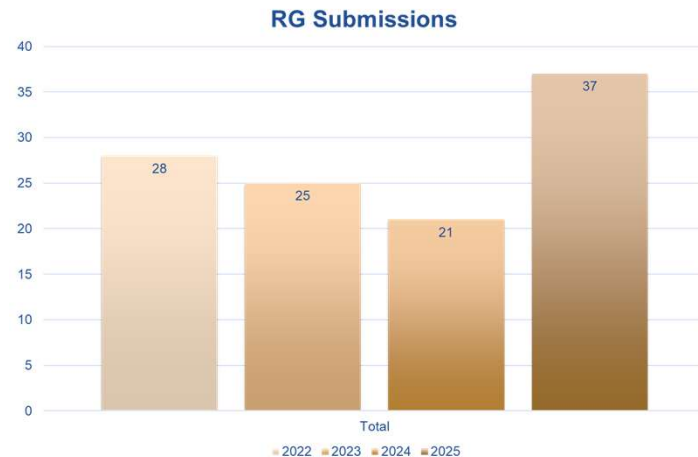
+32%

vs. 2022

18

submissions in the May 2026 round

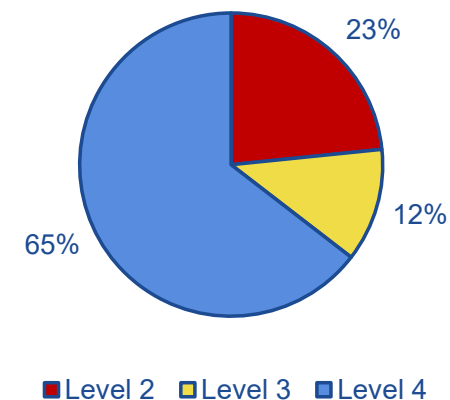
RG submissions per year, 2022–2025



What drove the growth

Digital RG Support Initiative — targeted assistance on digital RG frameworks, accelerating technical readiness. **By-Laws amendment — mandatory progression from Level 1 to Level 2 within 18 months.**

Certification by level — Following the May 2026 round



What the May round shows

18 submissions received, with a strong majority at Level 2 (baseline compliance). Emerging progression toward higher maturity levels; several members advanced this round.

Takeaway: the 2025 surge is not incidental — it reflects the alignment of governance reform and operational support. Our certification framework is scaling, institutionalized, and increasingly embedded across the membership.

WLA ongoing CSR work

INITIATIVE	WHAT IT PROVIDES	HOW MEMBERS BENEFIT
Project RED	Benchmarking tools, directory, case studies, peer exchanges	Learn from peers, identify gaps, improve faster
Emerging Adults (18–24)	Research repository, education and support materials	Address emerging risk profiles with evidence-based tools
Play for Society	Showcases WLA member support for good causes.	Strengthening communities and learn from peers.
Responsible Gaming Awards	Recognition of excellence and innovation across levels	Incentivizes improvement, showcases best practices <u>WLS 2026 in Sydney!</u>



PROJECT RED

Pooling CSR expertise across the
global community

Project RED

The Intelligence Database

Gain valuable insights from the Project RED Survey with our Intelligence Database. This tool presents key findings through interactive graphs and summaries, allowing you to explore industry trends in environmental impact and Responsible Gaming. Use this data to inform strategy, benchmark against peers, and strengthen compliance efforts. Need assistance navigating the database? Contact us for support: [Click here](#)

Responsible Gaming | Environment | **Paper** | Success Stories | Company Size | Games | Channels | Verified | Region

Is your lottery monitoring the amount and type of paper used in your products?



Based On 34 Submissions

Does your Lottery use paper from sustainably managed forests with an FSC or PEFC certification for Scratch Tickets?



Based On 13 Submissions

Paper use and certification insights

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Responsible Gaming | **Responsible Gaming** | Environment | Success Stories | Company Size | Games | Channels | Verified | Region

Do you have a responsible gaming policy, strategy, report or programme?



Based On 39 Submissions

Do you measure the effectiveness of any of your responsible gaming initiative?



Based On 20 Submissions

Responsible gaming policy and effectiveness

Project RED

Responsible • Ethical • Dynamic: a WLA initiative that helps members strengthen CSR practice through shared data, tools and peer learning.

R Responsible

E Ethical

D Dynamic

Project purpose Create and share targeted resources, tools and strategies that help member lotteries tackle responsible gaming, environmental and broader CSR challenges.

Available to WLA members on DigitalRG.com and developed with regional lottery associations: ALA, APLA, CIBELAE, EL and NASPL.

What members gain

Learn

best practices from lotteries in WLA's five global regions.

Connect

with peers across continents to exchange CSR experiences.

Benchmark

performance and spot trends using shared member data.

Source: WLA Responsible Gaming publications page and Project RED materials

Project RED

A practical member pathway: complete the survey, unlock the platform tools, compare practices and turn insight into action.

HOW IT WORKS

- 1 Self-assessment survey** Covers responsible gaming practices, environmental impact and success stories.
- 2 Intelligence database** Translates survey answers into graphs, trend lines and regional or global benchmarks.
- 3 Case studies** Shows real-world solutions from peer lotteries facing similar challenges.
- 4 Directory & peer network** Connects CSR and RG specialists for questions, exchange and collaboration.

Case examples



October 9, 2025

Strengthening Age
Verification at Lotto NZ



September 9, 2025

Reducing Paper Waste at
SELAE



September 9, 2025

Transforming Lottery Supply
Chains for Environmental
Impact



September 1, 2025

Protecting the Future

Source: publications.world-lotteries.org/responsible-gaming#project-red

Project RED

From Project → to Program

The project is becoming a permanent WLA program and a core pillar of our CSR policy.

01

A core CSR pillar

Project RED becomes a structured WLA program, with clear objectives and long-term support.

02

New case studies

More member case studies go live on DigitalRG.com in the coming weeks.

03

A new name

“Project” sounds temporary. A new name will match what it has become: a lasting WLA program.

04

A dedicated campaign

A dedicated communications push to grow participation with ALA, APLA, CIBELAE, EL, and NASPL.



Take part ! Let's connect and put you on the map.

The more you share, the more you take away. [Visit the WLA website](#) or visit [DigitalRG.com](#).



Reaching Emerging Adults

From global research to everyday
safeguards

Reaching Emerging Adults

A WLA resource hub helping members understand and respond to gambling risk among young adults.

18–24 emerging adults

A life stage marked by independence, identity-building, new money decisions and rapid digital influence.

Why the project matters

- 1 **Digital & social influence** — Social media, influencers, apps and online communities can normalize risk-taking.
- 2 **Mental health vulnerabilities** — Stress, anxiety, ADHD and financial pressure can make harmful habits easier to form.
- 3 **Family & transition pressures** — Overprotection, conflict or instability can affect resilience and decision-making.

Project purpose

Turn research on 18–25 gambling behavior into practical prevention, engagement and support resources for lotteries.



Source: WLA "Reaching Emerging Adults" publication

Reaching Emerging Adults

The microsite combines research, practical communication assets and a self-screening pathway.

WHAT MEMBERS CAN USE

- Research hub** — Curated studies on prevalence, regional differences, product forms, digital design and policy context.
- Rack cards** — Ready-to-use or adaptable materials on gaming, mobile gambling, sports betting risk and conversations with young adults.
- EAGS® screen** — A self-check for 18–24 year-olds who have bet or gambled in the last year to identify possible harm.
- News & updates** — Examples and insights on responsible gaming, certification, player safety and emerging adult engagement.

Core message

Emerging adulthood is not just an age band — it is a transition point where timely, evidence-based support can prevent long-term harm.

MEMBER ACTION PATHWAY

- 1 Understand** Use research to identify where emerging adults are most exposed.
- 2 Adapt** Localize rack cards and messages for youth, students and first-time players.
- 3 Engage** Work through digital channels, education partners, retailers and support services.
- 4 Measure** Track reach, engagement, training completion and behavior indicators.



Source: publications.world-lotteries.org/reaching-emerging-adults

Play for Society

The difference our members make

Play for Society

How WLA members turn play into public value — and respond when communities need support most.

USD 376.9B

raised by WLA members in 2024

USD 91.1B

returned to good causes worldwide



PLAY FOR SOCIETY

Strengthening Communities,
Supporting Good Causes



PROGRAM EVOLUTION

2020

Play for Society launched to promote members' contribution to society, showcased during WLS.

2025

Emergency Aid added as a new category. Members can now submit their contribution throughout the year.

Emergency Aid in action

Recent examples of member support in crisis situations in 2025:

Hong Kong Jockey Club

Tai Po fire

made funds available to victims.

Philippine Charity Sweepstakes Office

Typhoon Uwan

helped deliver essential supplies to affected families.

Loterie Romande

Blatten avalanche

contributed to relief efforts for the village of Blatten.



Play for Society

Share your most inspiring examples of social impact:

- ☀ initiatives that have transformed lives
- ☀ projects that support communities and causes
- ☀ examples of how your organization has made a real difference

Your stories will help us highlight the power of our **collective commitment** and show the world what our sector can achieve when we come together.

This is an opportunity to inspire others, celebrate achievements, and demonstrate how we are truly playing for society.

Share your stories now!

Submit your story to: playforsociety@world-lotteries.org





WLA Awards

Recognizing excellence

Responsible Gaming Awards

Recognizing initiatives that make safer play practical, measurable, and shareable across the lottery sector.

WHAT THE AWARDS RECOGNIZE

- 1 **Impactful, innovative and scalable initiatives** — that promote responsible gaming across key stakeholder groups.
- 2 **Best-practice knowledge sharing** — among WLA Regular Members ahead of WLS 2026 in Sydney.
- 3 **Evidence-led submissions** — with real-world impact, measurable outcomes and alignment to RG principles.

AWARD CATEGORIES

- **Player Engagement**
Youth & young adults awareness
- **Employee Engagement**
Responsible gaming culture inside the organization
- **Retailer Engagement**
Safer-play support at the point of sale
- **Jury Recognition**
Exceptional initiatives deserving special distinction

Judged by the WLA Independent Assessment Panel

Our independent group of international CSR experts with lottery and gaming industry knowledge evaluates submissions and supports continued improvement in Responsible Gaming.



Responsible Gaming Awards

Evaluation criteria, submission requirements and selection milestones for WLS 2026.

JUDGING CRITERIA

Impact & Effectiveness		30%
Relevance & Alignment		25%
Innovation		25%
Scalability & Replicability		10%
Engagement Quality		10%

ENTRY REQUIREMENTS

- **Video-based submission** — 2–3 min. initiative video
- **Language** — English dubbing or subtitles
-  **Deadline: Wed. 30 September 2026**



SELECTION & CEREMONY

- 1 IAP selects**
3 finalists per category (9 total)
- 2 Finalists screened**
Awards Ceremony
Thu Nov. 12, 2026
- 3 Delegates vote**
Winners receive trophies;
Jury Recognition at dinner



Next steps

Raising our voice, raising the bar

Next Steps

Raising our voice, raising the bar

Two directions for the year ahead: a WLA that is heard where the debate happens, and continue helping our Members reaching higher standard inside our own community.



Shape the policy debate

Shape external frameworks rather than react to them

Example: contribution to the Better Gambling Forum's RG3P Framework

Extend outreach to regulators and multilateral bodies



Take our seat at the wider industry table

Reach the wider gaming and policy community, not only our own events

Example: IAGA Gaming Summit – Sarah Taylor's participation on the responsible gaming panel

Turn speaking slots into visibility for the WLA model



Set the bar higher

Turn CSR commitments into practical guidance

Example: WLA Sustainability Guide for members

Raise the standard, not just document it

**Thank you,
And see you in Sydney!**

