

Fair Foundation

Foundation for Listening, Innovation and Research on Responsible Gaming

Stefano De Vita

General Director

Milan, 18.09.2026



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#WLA @wla_org



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The role of Fondazione Fair

Established in 2024 by Sisal, the FAIR Foundation aims to be an open platform for the gaming sector, civil society, and stakeholder organisations committed to advancing Responsible Gaming and strengthening player protection.

FAIR Foundation promotes a culture of responsible gaming, where players are protected and gambling becomes more conscious and sustainable. Its mission is to develop awareness, prevention tools, and sector-wide practices that place Responsible Gaming at the heart of industry change.

The FAIR Foundation grounds its work in data and evidence. Research is therefore a core pillar, helping to understand behaviours, identify risks, and define effective measures to promote a healthy, sustainable gaming model focused on player protection.

 **BIRTH**

 **MISSION**

 **METHOD**

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 **WLA**
WORLD LOTTERY ASSOCIATION

The scope of our business



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Responsible Gaming Communication in Italy

Milan, 18.09.2026



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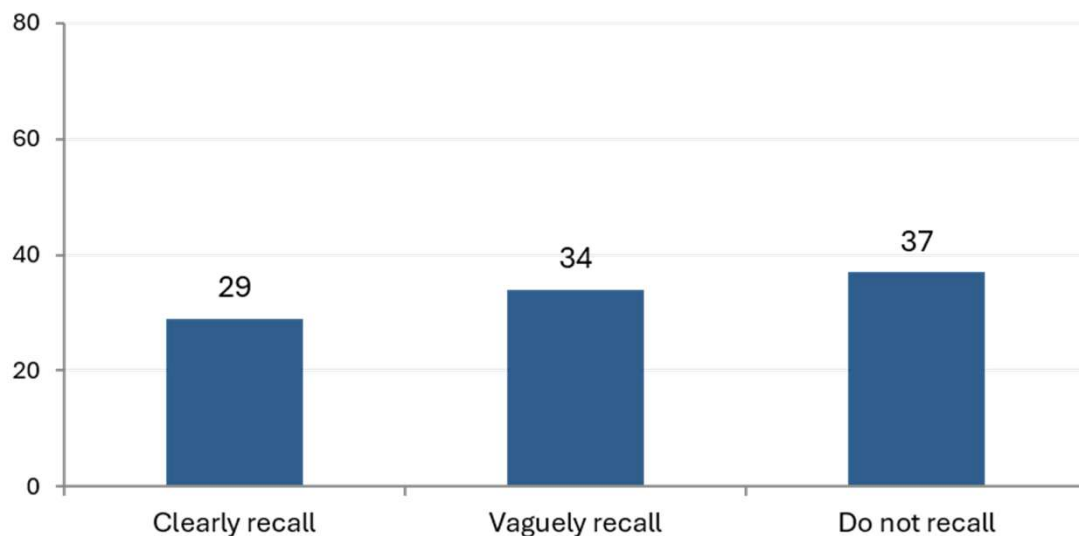


Awareness of Responsible Gambling Messages

Awareness exists, but strong recall remains limited

Recall of Responsible Gambling Messages

Share of Italian adults recalling Responsible Gambling messages in the last 12 months



- Less than one Italian in three clearly remembers Responsible Gambling messages.
- Communication is visible but not strongly memorable.

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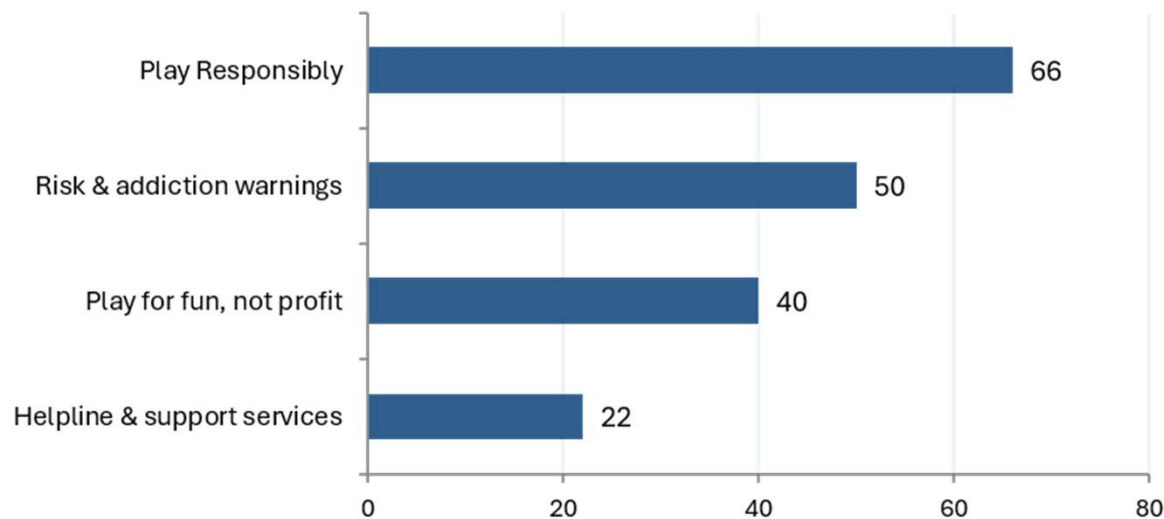


Which Messages Capture Attention?

Simplicity wins

Messages Most Likely to Attract Attention

First and second mentions combined



- “Play Responsibly” remains the most powerful attention trigger.
- More specific prevention messages attract less attention.

Responsible Gambling communication — Fondazione FAIR - Ipsos

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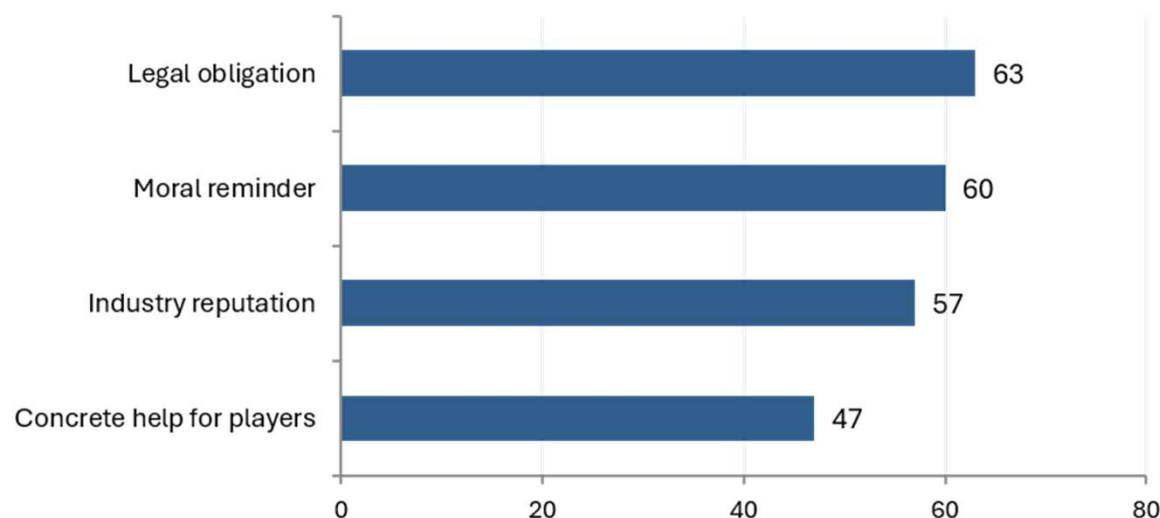


How People Interpret Responsible Gambling Messages

Messages are perceived more as compliance than support.

Meaning Attributed to Responsible Gambling Messages

Respondents agreeing (very + somewhat) with each statement



- The dominant perception is regulatory compliance.
- Fewer than half view messages as a practical support tool.

Responsible Gambling communication — Fondazione FAIR - Ipsos

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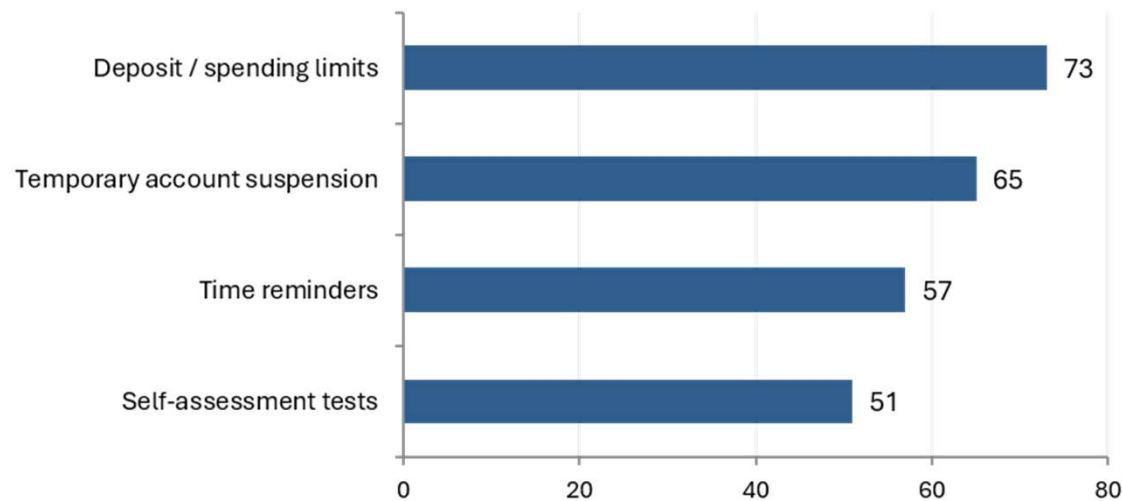


Online Players: Most Effective Protection Measures

Concrete interventions outperform informational tools.

Perceived Effectiveness of Responsible Gambling Measures

Online gamblers rating measures as effective (very + somewhat).



- Players trust measures that directly influence behaviour.
- Informational tools alone have limited perceived impact.

Strategic Implications

Awareness to Behavioural Impact

Current Situation

Generic recall

Compliance-driven perception

Generic claims

Information only

One-size-fits-all messages

Future Direction

Meaningful understanding

Player-protection perception

Behaviour-focused content

Actionable tools

Personalised communication

Closing message

Responsible Gambling communication is present and generally accepted,

but its future effectiveness will depend on

moving beyond awareness and making the concept tangible, actionable and behaviourally relevant for players.



Thanks

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Contact

- @ segreteria@fondazionefair.org
- 🌐 <https://www.fondazionefair.org/it>
- ☎ +39 3355705877



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