



**Atlantic  
Lottery**

## Learning & Leading

# World Lottery Association's Responsible Gaming Framework Comes to Life

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# World Lottery Association – Highlights

- A global professional association of State lottery and gaming organizations from 76 countries and 5 continents whose mission is to advance the interest of State-authorized lotteries.
- Vision: to be recognized as the global authority on the lottery business, to uphold the highest ethical principles, and to support our members in achieving their vision for their own communities.
- Values: **Responsibility** – highest standards of corporate and social responsibilities; **Integrity** – transparency and accountability; **Professionalism** – excellence in service to our members, to all stakeholders and in our performance and **Innovation** and creativity.



## Like any good story, there is always a beginning.....

- In 2006, the World Lottery Association (WLA) adopted seven Responsible Gaming Principles and a Responsible Gaming (RG) Framework aimed at protecting lottery players around the world and making Responsible Gaming an integral part of daily operations.
- Atlantic Lottery's CEO, Michelle Carinci is the Chair of the WLA's Corporate Social Responsibility Committee and a key driver in the adoption of the WLA's RG Framework.
- The RG Framework outlines what members must carry out to demonstrate their commitment to the RG principles. It consists of seven RG principles; 10 Program Elements and four levels of accreditation: **Level 1** – Commitment (Mandatory for all WLA Members); **Level 2** – Self-assessment and Gap Analysis; **Level 3** – Planning and Implementation and **Level 4** - Continuous Improvement.



## The 10 Program Elements Include:

1. Research
2. Employee Training
3. Retailer Program
4. Game Design
5. Remote gaming channels
6. Advertising and marketing communications
7. Player education
8. Treatment referral
9. Stakeholder engagement
10. Reporting, measuring and certification



# ALC's Journey to Accreditation

- ALC's Responsible Gambling Team was the author of the Level III submission.
- Over the course of one year, the team met monthly to review the progress and status of our submission.
- Each member of the team was accountable to complete specific sections of the submission.
- ALC's commitment to Social Responsibility extends beyond the Responsible Gambling Team and therefore we reached out to the rest of our organization to assist us with content for the submission (i.e. marketing; sales, interactive team, research, etc.)
- At ALC – Social Responsibility is truly a team effort and we are all accountable to ensure that we operate in the most socially responsible manner.
- The independent assessment panel reviews all submissions. The panel is made up of individuals who are experts in the field of corporate social responsibility around the world.



Submission for:

# World Lottery Association RG Level III Accreditation



Lottery: Atlantic Lottery Corporation

Date of Submission December 15, 2008



## What does WLA Level III RG Accreditation mean to ALC?

- This acknowledgement is proof that we are heading in the right direction and that our commitment to RG has never been stronger.
- The WLA RG Framework outlines what actions WLA members must carry out to demonstrate their commitment to the seven Responsible Gaming Principles.
- Level 3 indicates that ALC has a solid responsible gambling plan in place that is tied to specific RG programs.
- ALC has been asked to feature our Level 3 submission on the WLA website ([www.world-lotteries.org](http://www.world-lotteries.org)) as a “best practice” case study for other lotteries around the world seeking Level 3 certification.
- The work does not stop here - ALC is committed to continuing our investment in RG program development and implementation throughout Atlantic Canada.



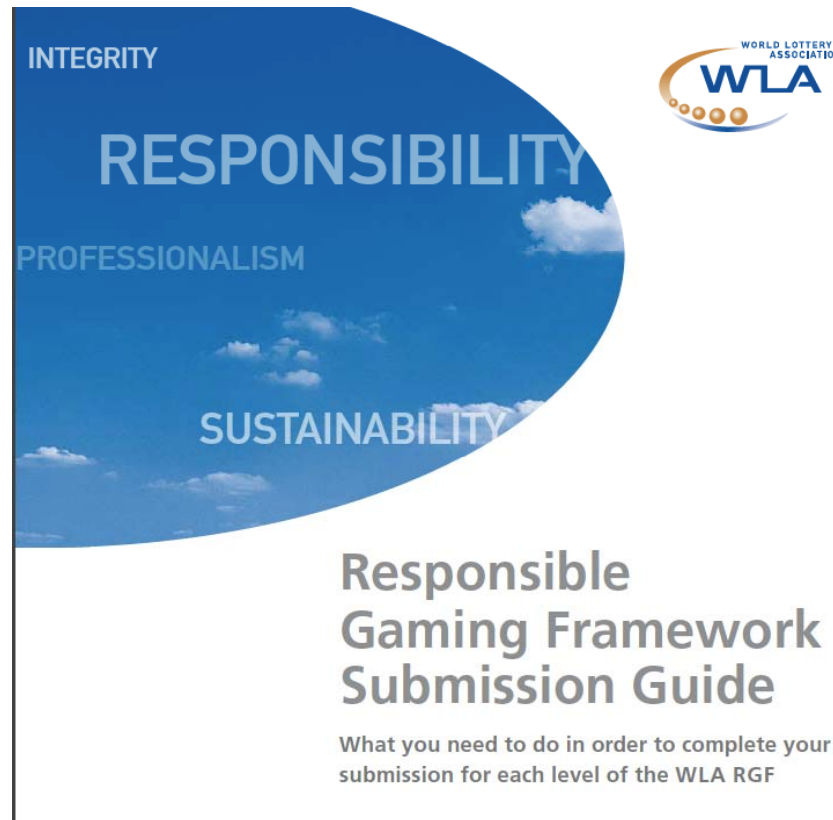
## **Can you effectively execute a worldwide accreditation despite cultural and political differences?**

- “Yes” - many areas of the world have developed extensive expertise in a particular area and the WLA forum allows members to share that expertise with one another.
- The execution of the framework may differ from country to country but the philosophy behind the framework remains the same despite location.
- The accreditation provides lotteries around the world with an opportunity to challenge one another to raise the bar in the area of responsible gambling and to learn from one another.



# Responsible Gaming Framework Submission Guide

The WLA has recently developed a RGF Submission Guide. This step-by-step guide outlines what is needed for each level of the WLA Responsible Gaming Framework for lotteries around the world.



# Appendix A:

## The 7 Responsible Gaming Principles

1. WLA members will take reasonable and balanced measures to meet their objectives while protecting the interests of their customers and vulnerable groups; at the same time upholding their respective commitments to defend public order within their own jurisdiction.
2. WLA members will ensure their practices and procedures reflect a combination of government regulations, operator self-regulation and individual responsibility.
3. WLA members will develop their practices concerning responsible gaming-related issues on the fullest possible understanding of relevant information and analysis documented research.
4. WLA members will work with stakeholders – including governments, non-governmental organizations, regulators, researchers, public health professionals, and the general public – to share information, develop research and promote responsible gaming as broadly as possible, and encourage a better understanding of the social impact of gaming.
5. WLA members will promote only legal and responsible gaming in all aspects of their activities, including the development, sale and marketing of their products and activities; and will make reasonable efforts to ensure their agents do the same.
6. WLA members will provide the public with information in an accurate and balanced manner to enable individuals to make informed choices about gaming activities within the lotteries' jurisdiction. WLA members will make a reasonable effort to monitor, test, and revise as appropriate, those activities and practices related to responsible gaming. Their findings will be publicly reported.

