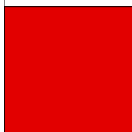


20 years on and still a lot to do:

problem gambling and responsible gaming in Europe

Nova Scotia Responsible Gambling Conference 2009, Halifax, Canada
4 - 6 October 2009
Pieter Remmers, Assissa Consultancy Europe

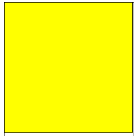


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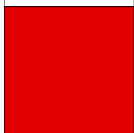


No details on:

- Games of skill vs games of chance
- The risks of the game
- Integrated mix of factors
- Biological / genetic predisposition
- Psychological constitution
- Social environment
- Nature of the activity itself



VSS|SSV



Other factors

- Stake size
- Event frequency
- Amount of money
- Prize structures
- Probability of winning
- Size of jackpot
- Skill and pseudo skill
- Near miss
- Light and color
- Sound effects
- Social and antisocial
- Accessibility
- Location
- Type of gambling



Fourteen points of the Nijpels Committee

I Breaking through the process of automatically playing on

1. Every game should be started consciously
2. All credit points are stored into a win-bank instead of the current credit meter
3. Automatic pay-out
4. After every automatic pay-out there should be a waiting period of 15 seconds
5. The obligation of a limit to € 40,00 max., in combination with a info. system on playing the game

II breaking through prolonged playing

6. Restriction of saving constructions
7. An act of the player may lead to a max. win of € 40,00

III Restriction of attractiveness of the game

8. Extension of the minimum average playing time from three to four seconds, with a minimum of 3.5 seconds
9. Restriction of the bets in the repeat game

IV Restriction of recruiting character of gaming machines

- 10. Static lighting when the machine is not being played
- 11. Sound limitation with pay-outs

V Flanking exchanging measures

- 12. No devices on the machine itself
- 13. Mention of the incidental character on the machine
- 14. Quicker adjustment of the rules



European Lotteries

Responsible Gaming Standards

European lotteries are committed to address illegal gambling and related criminal activities while at the same time minimising and potential harm on society and vulnerable groups in particular by means of a controlled expansion of gaming education and prevention is seen at the forefront of European lottery's commitment to responsible gaming.

VSSV
SSV
SSV
SSV



EL/ Objectives

1. To foster the continuity of public order, integrity and the fight against illegal gambling and financial irregularities as defined under European legislation.
2. To identify best practice in respect of Responsible Gaming in the Lottery Sector
3. To enable EL members to make Responsible Gaming an integral part of their daily operations and in doing so, to minimise harm to society.
4. To state clear rules for EL members relating to their operations.
5. To enable EL members to demonstrate to society that their Responsible Gaming programmes are of an appropriate standard and have been independently verified.



EL/ Standards

1. Research
2. Employee training
3. Sales agents' programmes
4. Game design
5. Remote gaming channels
6. Advertising and marketing
7. Treatment referrals
8. Player education
9. Stakeholder engagement
10. Reporting, measurement & certification



Code of Practice for Responsible Gaming in the Casino Environment

Introduction

The Code of Practice for Responsible Gaming in the Casino Environment provides a proactive across-industry approach.

The code of Practice is based on the casino industry's commitment to the best practice in respect of responsible gaming.

Advertising and Marketing

- 1) Complies with the appropriate national regulation of the member of ECA or with EU regulation, if any.
- 2) Is not false, misleading or deceptive.
- 3) Does not give the impression that gambling is a responsible strategy for financial benefits.
- 4) Does not include misleading statements about odds, prizes or chances of winning.
- 5) Is not implicitly or explicitly directed at minors, vulnerable or disadvantage society / community groups.
- 6) Reflects generally accepted contemporary standards of good taste.



Promoting responsible gaming

- 1) ECA members will make ready and available brochures describing responsible gaming and where to find assistance.
- 2) ECA members will provide opportunities not to be sent promotion materials

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Casino employees

- 1) ECA members will train gaming managers in respect of responsible gaming and provide periodic refresher training
- 2) ECA members will inform all gaming staff

Prevention under age gambling

- 1) ECA members will communicate the legal age to gamble through appropriate signage at the casino entrance.
- 2) ECA members will make diligent efforts to prevent under age individuals from loitering in the gaming area of a casino, and provide suitable barriers or controls to prevent unauthorized entry.



Serving Alcoholic Beverages Responsibly in a casino

- 1) Casinos will not knowingly serve alcoholic beverages to visibly intoxicated
- 2) Casinos will make an effort not to permit gaming by visibly intoxicated
- 3) Casinos will train appropriate casino employees in the company's responsible alcoholic beverage service policy

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Problem Gamblers

- 1) ECA members will implement their own schemes of self – exclusion for players
- 2) ECA members will implement their own remedial actions by providing information about counseling services and advising that counseling can be effective
- 3) The responsibility for an individual's gambling rest with that person, but being approached by problem gamblers, ECA members will be supportive/ and direct to where they can find support

EUROMAT Statement on Responsible Gaming



- 1 The European Gaming and Amusement Industry represented by EUROMAT provides citizens with a service that society demands: regulated entertainment and gaming in public places with the appropriate controls.
- 2 It is our aim that all those involved in the provision of these services do so in the best possible way, respecting the legitimate interests of all parties involved – citizens, site owners, operators, administrations – while contributing to the prevention of any damaging consequences of our activity for more vulnerable individuals.
- 3 We wish and need to co-operate with those involved in the regulation of our sector to make “Amusement With Prizes” what it is meant to be: a safe, reasonably priced and properly regulated entertainment experience.



- 4 A person exercising a rational and sensible choice and acting upon that choice based on his/her individual circumstances and awareness of the intention of the entertainment experience and its limitations is what we understand to be a “Responsible Gambler”.
- 5 With all the above in mind, EUROMAT urges its member associations, and through them, the entire gambling sector, to co-operate with national authorities, public and private institutions, user groups and organisations concerned with Responsible Gambling, in the development of prevention programmes to avoid the risks associated with the abuse or misuse of gaming devices and facilities.



- 6 EUROMAT understands the diversity of regulations and control practices existing in Europe, but considers that such diversity should not be an obstacle for a clear, honest and continued effort to promote Responsible Gambling within each jurisdiction.

- 7 To that end, EUROMAT encourages its Member Associations to promote or co-operate in specific programmes which make it possible for players to identify gambling operations that are run in agreement with the principles and practices of Responsible Gambling.

Four strategies to promote RG / CSR

- Environment of the product
- Awareness through public education
- Staff education
- Awareness through software tools

Social responsibility and the web

- Access 24 / 365
- Forms of payment
- Access to betting / gambling at home
- Value of money decreases
- No control / alcohol & drugs
- Intervention limited
- Gambling from social to antisocial
- Customer at risk

What to do (1)

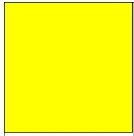
- Check on age and identification (new customers)
- Method of payment
- Advertising and promotional material
- Customer led deposit limits
- Customer led session limits

What to do (2)

- Self-exclusion / limited visits
- Social Responsibility/Player Protection information
- Reality checks within game play
- Customer account
- Free play
- Training/Support
- Audit/Review of operations

RG / CSR Standards

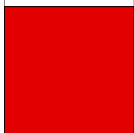
- Ethical Business Practices
- Information
- Staff Training
- Intervention
- Policy Procedure Manual



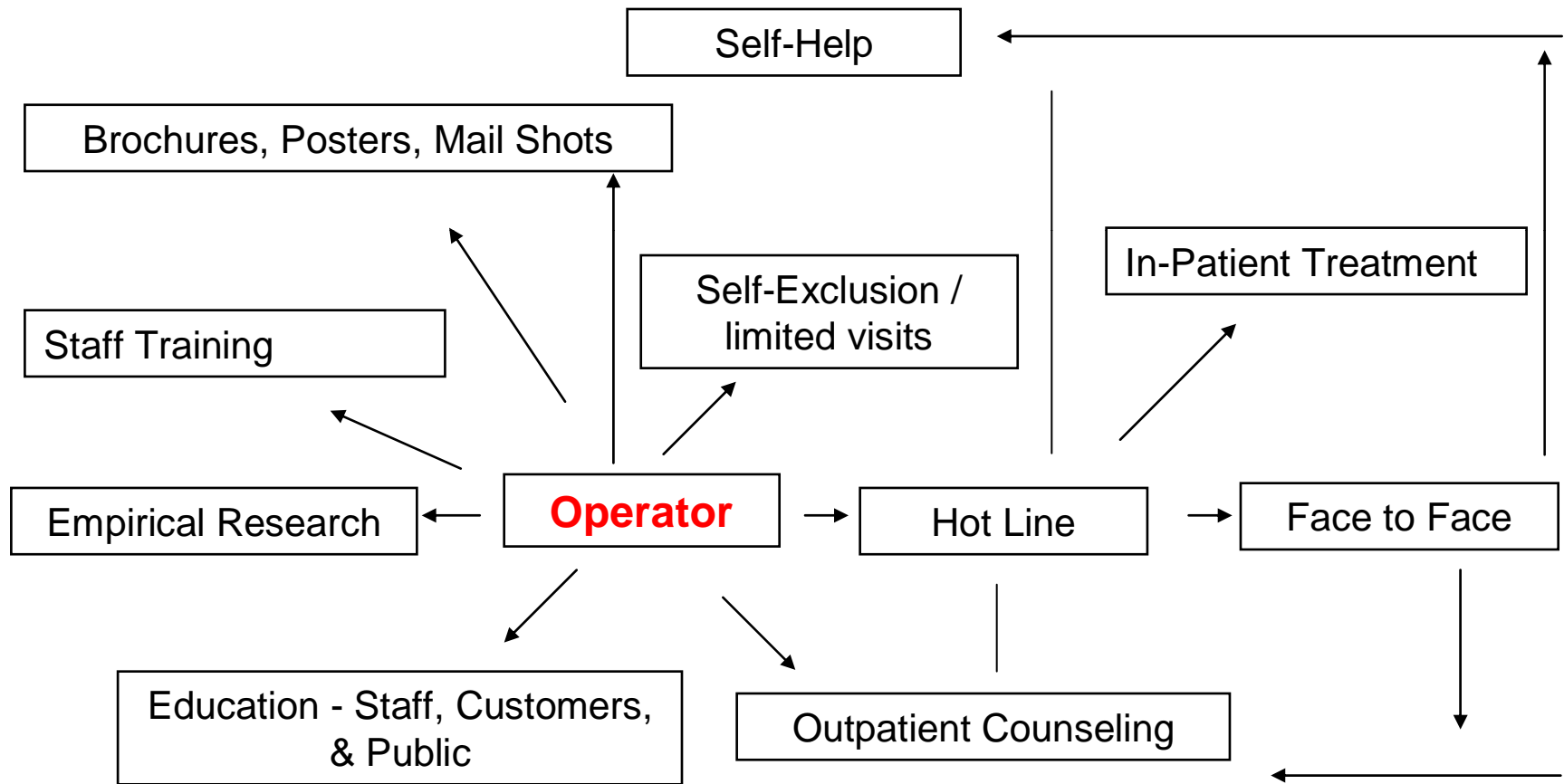
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The State of Art

- U.K.
- Netherlands
- Germany
- France
- Italy
- etc



Preventive and Curative measures



Or legislative framework in place?

PUBLIC

- * General
- * Gamblers
 - * All
 - * At

risk

RESEARCH INSTITUTES

- * Scientific exploration & development of a relatively new domain

INDUSTRY

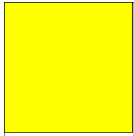
- * Public Image
- * Most economical strategy
- * Competitive edge

GOVERNEMENT

- * Regulation
- * Tax Income
- * Elections

PREVENTION & TREATMENT PROFESSIONALS

- * Quality improvement services
- * Development of methodology and skills
- * Lower threshold to services



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Thank you very much

For more info:

www.gx4.com

www.assissa.nl

www.easg.org

