

Methods for facilitating responsible gaming

Svenska Spel is certified in line with the responsible gaming standards of the European Lotteries (EL) and the World Lottery Association. Standards. The standards are based on a framework comprising ten areas.

Area	Criteria
1 Research	<ul style="list-style-type: none"> • Svenska Spel shall help to raise social understanding of gambling problems. • Svenska Spel shall use research findings in the development and monitoring of responsible gaming measures, business development and strategies.
2 Responsible gaming training for business partners and retailers	<ul style="list-style-type: none"> • Svenska Spel shall have a responsible gaming message that is regularly communicated to employees, at least once a year. • Svenska Spel shall have identified key activities in the field of responsible gaming that require special training to ensure consumer protection. • Svenska Spel shall have a method to track levels of understanding for and implementation of responsible gaming.
3 Game development	<ul style="list-style-type: none"> • Svenska Spel shall highlight responsible gaming for its business partners, and their obligations in terms of responsible gaming measures and requirements. • Svenska Spel shall assist with adequate responsible gaming training. • Svenska Spel shall have an effective method to monitor and evaluate processes/performance of retailers and business partners.
4 "Remote channels" (Internet, gaming via mobile and Vegas)	<ul style="list-style-type: none"> • Svenska Spel shall use trustworthy tools to evaluate the social implications of the development of products, situations and organisations. • Svenska Spel shall develop trustworthy tools for all games and channels whenever possible and shall behave responsibly by minimising, removing or modifying high-risk products.
5 Advertising and marketing	<ul style="list-style-type: none"> • Svenska Spel shall have implemented the appropriate preventive measures listed in the EL standard and shall ensure that the above is also observed in new development of these channels. • Svenska Spel shall be able to justify reasons for any absence of measures, e.g. self-imposed suspension and Playscan™.
6 Treatment referrals	<ul style="list-style-type: none"> • Svenska Spel shall meet the requirements of national legislation, regulations and restrictions according to the EL standard. • Svenska Spel must have functioning systems to assure ethical marketing.
7 Responsible gaming measures for players/ consumer protection	<ul style="list-style-type: none"> • Svenska Spel shall refer players, in line with prevailing directives, to recommended treatment coordinators (the Swedish National Institute of Public Health has referred to the Help Line).
8 Stakeholder dialogue	<ul style="list-style-type: none"> • Svenska Spel shall take initiatives for training/communicating/informing players in the areas identified in the EL standard (information on products, age limits, help and responsible gaming tools). • Svenska Spel shall have an adequate policy and control to ensure that effective implementation and periodic monitoring facilitates.
9 Reporting, measurement and certification	<ul style="list-style-type: none"> • Svenska Spel shall have a regular formal and informal stakeholder dialogue and include it in its reporting. • Svenska Spel shall integrate the results of the stakeholder dialogue in strategic decision processes and feedback mechanisms.
10 Reporting, measurement and certification	<ul style="list-style-type: none"> • Svenska Spel shall publish a formal report or series of communications that measure the requirements of the EL Responsible Gaming Standard.

The accounting company Deloitte AB conducted a verification of Svenska Spel's gaming responsibility work in 2009.