



WLA Responsible Gaming week

19-21 November 2025

Check out the WLA Responsible Gaming Week!

*Immerse yourself over **three exciting days (November 19–21, 2025)**, into the latest strategies and innovations promoting responsible gaming. Learn from global experts, uncover ethical approaches to game design, and gain insights into the international standards that drive industry-wide excellence.*

Day 1 – November 19 | Risk Evaluation in Game and Loyalty Program Design

Learn how to assess and manage gaming-related risks using the latest research, data, and practical tools.

■ **15:00 CET | Dr. Paul Sacco**, Associate Professor, Maryland University

■ **15:45 CET | Lotteries' experiences**

Hear from lotteries that have effectively implemented games and risk evaluation tools and their impact.

- **Sandra Conde**, General Manager, Banca de Quinielas de Montevideo, Uruguay
- **Ben Johnson**, General Manager Marketing Operations, The Lottery Corporation, Australia
- **Eeva Rissanen**, Development Manager, RG, Player Protection, Safer Gambling, Veikkaus, Finland

The WLA RG certification program is built on the principle of continuous improvement. 85% of WLA members are presently RG certified level 2 or higher. With the certification being valid for three years, it is an opportune time to examine and clarify what is expected from lotteries when they are applying to renew their certification:

- *Should a lottery be applying for a higher certification level every three years? (level 2 to 3, level 3 to 4)*
- *How can the requirement of continuous improvement be met if a lottery is recertifying at the same level?*
- *How does the lottery determine if it should be applying for the same certification level it has or a higher one?*

15:00 – 17:00 CET |

Learn from the Chair of the WLA Independent Assessment Panel (IAP), Anne Pattberg, what the IAP is looking for when a lottery is renewing its certification as well as the experiences of lotteries who have achieved recertification at the same or a higher level.

- **Anne Pattberg**, Chair of the WLA Independent Assessment Panel
- **Sacha Pakes**, Marketing & Awareness Programs Specialist, Wisconsin Lottery, USA, Level 2 recertification
- **Aamelia Termizi**, Vice President ESG & CSR, Magnum Corporation, Malaysia, Level 3 recertification
- **Jacyn Tan**, Manager, Compliance, Singapore Pools, Singapore, Level 4 recertification

Day 3 – November 21 | Measuring the Effectiveness of RG Messaging

WLA members have implemented RG messaging on different platforms in order to reach the broadest client base possible. We know that RG messaging is seen by many, but does it impact change in behaviour? Researchers will present their recent work on ways to measure RG messaging effectiveness.

■ **15:00 CET | Dr Laplante & Dr. Gray**, Harvard University, USA. Paul Sacco, Associate Professor, Maryland University

| **Dr. Travis Sztainert**, Director of Research and Education, International Center for Responsible Gaming

■ **16:00 CET | Lotteries' experiences**

Hear from lotteries on how they are measuring the effectiveness of their messaging and lessons learned.

- **Krystal Smith**, Program Manager, Responsible Gaming/Safer Play, Oregon Lottery, USA
- **Luis Sprandri**, Project Manager, Mineira da Sorte, Brazil

💡 Did you know?

The **WLA Responsible Gaming Framework (WLA RGF)** consists of four levels of achievement and 10 Program elements. It outlines how lotteries can demonstrate their level of commitment to the WLA Responsible Gaming Principles. **The WLA RGF** allows for cultural and regional differences and is designed to complement and improve – not replace – the safeguards that individual lottery operators have in place.

Each of the **four levels achievement** reflects how successfully a lottery has implemented the RG Principles into its day-to-day operations. The more advanced the responsible gaming program, the higher the level of achievement.

Key Stats:

- 33 members certified at Level 2
- 19 members certified at Level 3
- 88 members certified at Level 4