

A common initiative for a sustainable gaming market

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SPER-
The Ethical Council for the Swedish
regulated gaming industry

SPER believes that self-regulation is that best way to navigate in the changing landscape of gambling.

A legislation can not keep up with the rapid change that characterizes the gaming industry today, and would therefore delay the development of a healthier gambling market



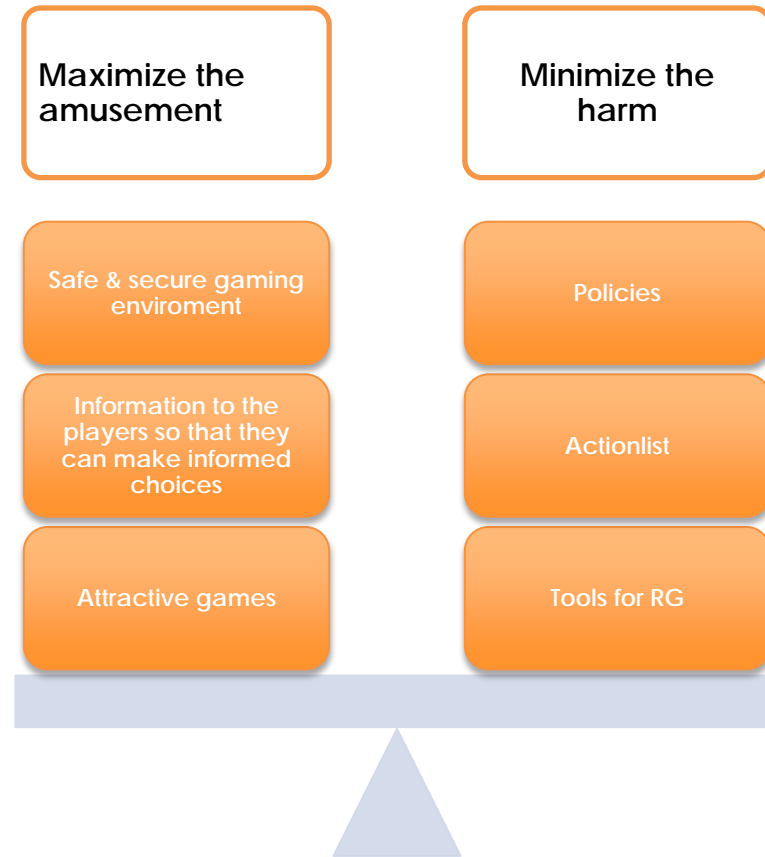
HISTORY / BACKGROUND

- The Ethical Council was formed in 2002 (SMER)
 - Discussions on restrictions of marketing
 - Common guidelines on marketing
 - Referral to Help-Line number
-
- SPER was formalized in 2009
 - Formal association with bylaws
 - A broader ethical perspective
 - Consultative bodies in ethical issues
 - Active Part of the debate

Members

- Members of SPER shall hold the Government or the Gaming Board's authorization to operate gaming and lotteries in Sweden
- Members:
 - *ATG*
 - *Folkspel*
 - *Ideella Spel*
 - *Kombispel*
 - *Lottericentralen*
 - *Miljonlotteriet*
 - *Svebico*
 - *Svenska Spel*

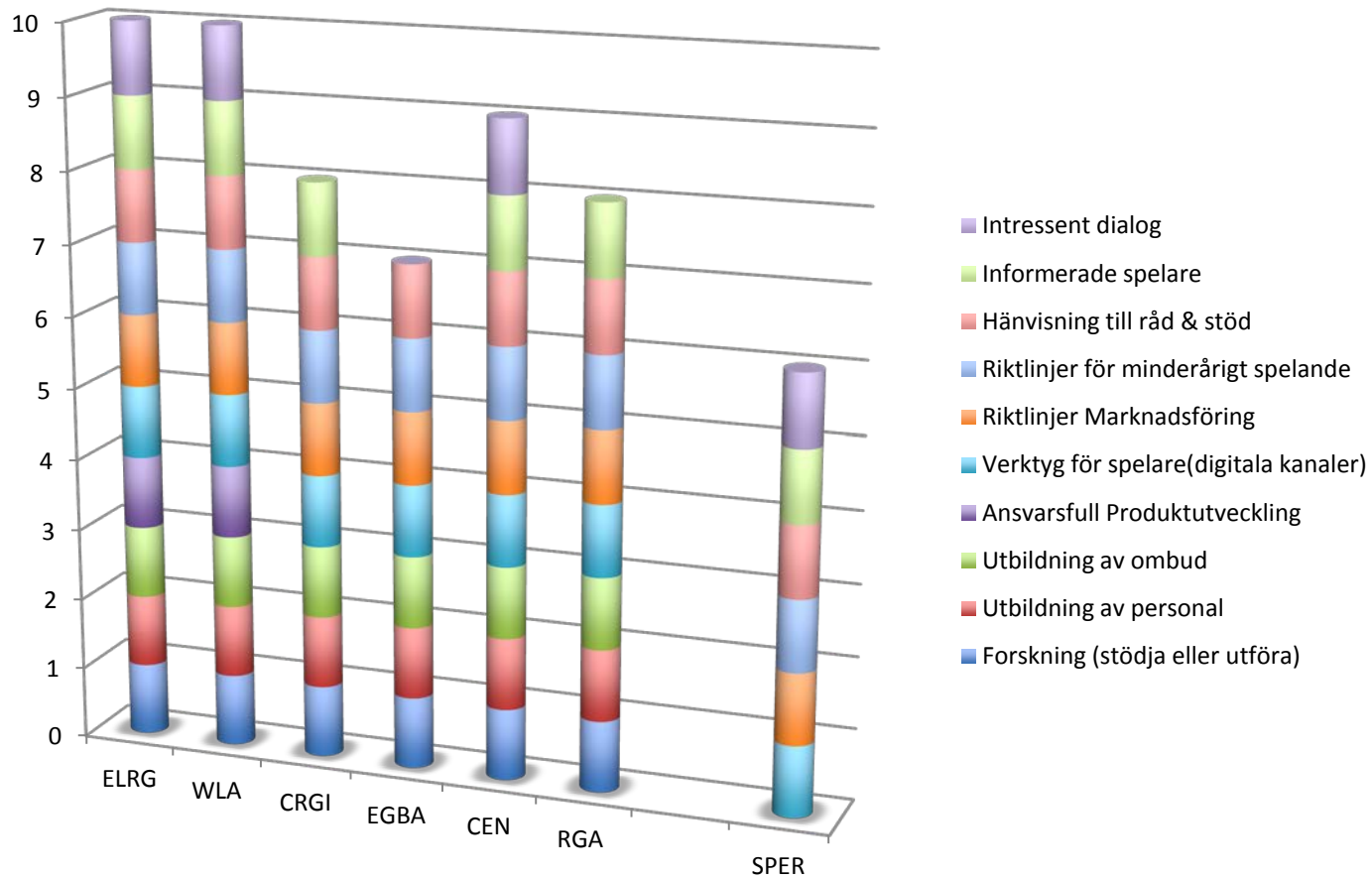
Gaming is a prerequisite for gaming pleasure



SPER'S guidelines for responsible gambling should be a complement to the legislation and create practical applications



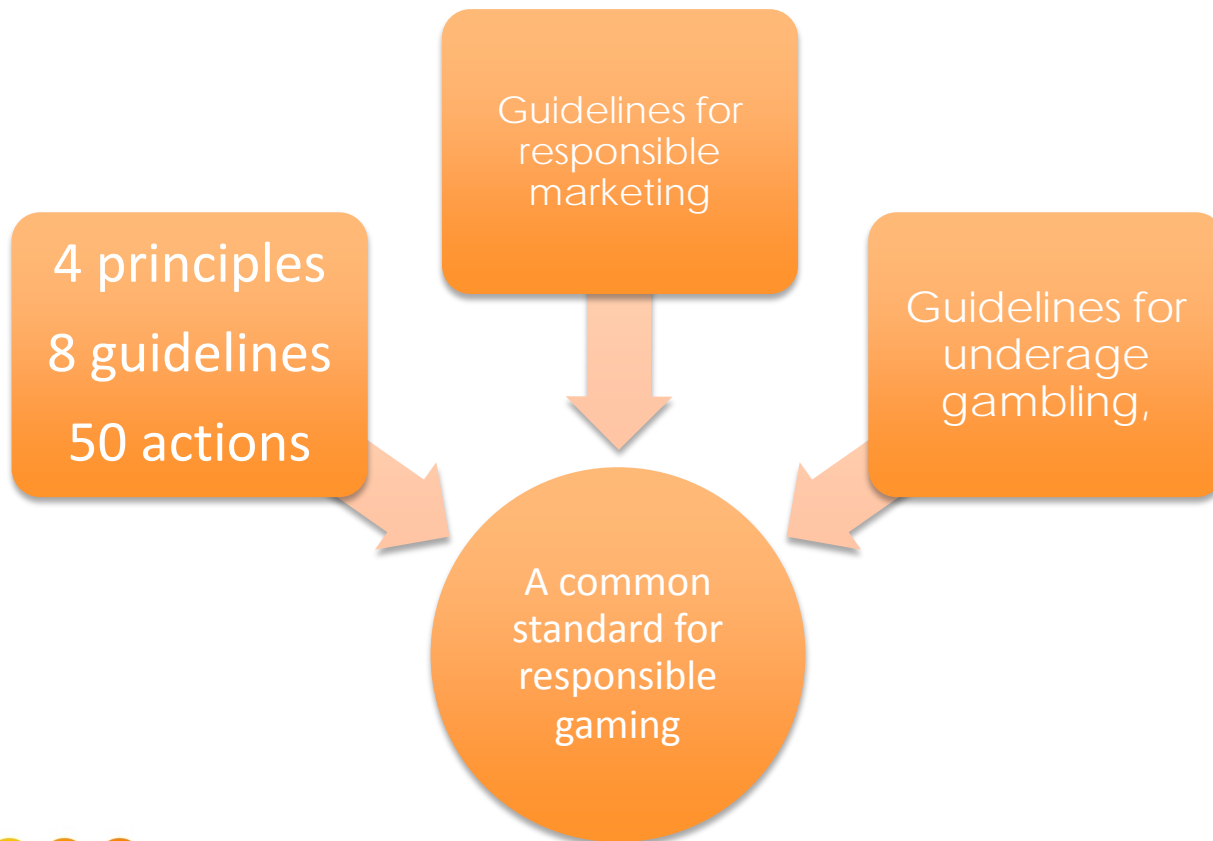
Benchmark



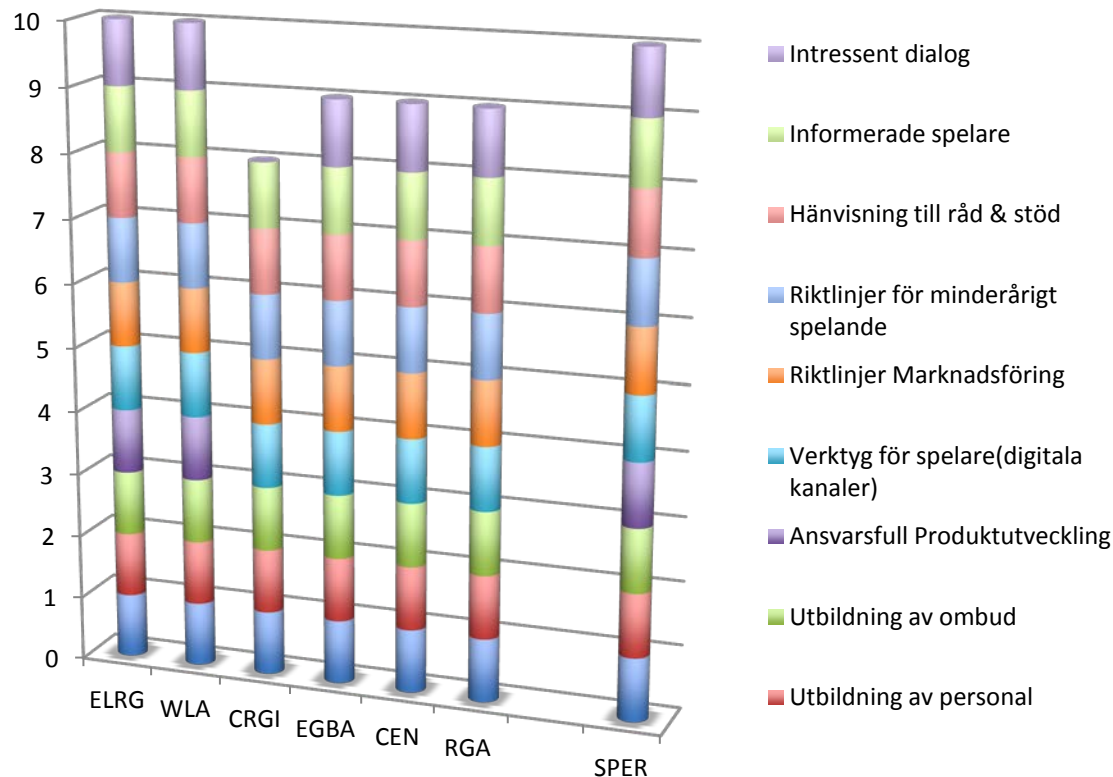
Targets

- 1) ensure that the customer and stakeholder confidence in the industry is preserved,
- 2) operate in accordance with best practice for gaming and beyond current legislation. The level of accountability measures should be based on risk analysis.
- 3) work to reduce the harm associated with excessive gambling.
- 4) strength of commitment and compliance by agreeing to strict guidelines and evaluations.

National Guidelines for Responsible Gaming 2013



We have created a world-leading standard for responsible gambling



SPER:s standard for responsible gambling

Principer

Guidelines

Level of
engagement



Principal A:

A safe & secure gaming activities

Example actions:

- Self-exclusion
- Self-test
- Gaming tools tailored for channel & type of game
- Gambling Impact



Principal B: The consumer's informed choice

Example actions:

- Details of game function and chance
- Responsible marketing
- Age limit all games
- Information about the risks
- referral to care and treatment



Princip C:

Education for employers and retailers

Example actions:

- Education for everyone at an adequate level
- Ensure that training is up to date
- Current information



Princip D:

Research and best practise

Examples of actions:

- contribute to knowledge through stakeholder cooperation in order to gain insight
- Continuous evaluate gaming work
- transparent reporting

Schedule



Q 1- Q 3

**implementation of a national standard
for responsible gaming
Conduct workshops and training**

Q4 2013

Evaluation of the work

2014

**A culture with an ethical
approach that contributes
to maintain a healthy
gaming environment.**

Any

?

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