



BAGO

Belgian Association
of Gaming Operators

The war against gambling addiction

How can we make games less addictive but still attractive enough?

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Together for a better protection of gamblers – 22.09.2020

Multiple factors induce addiction



*“How can we make games **less addictive** but still attractive enough?”*

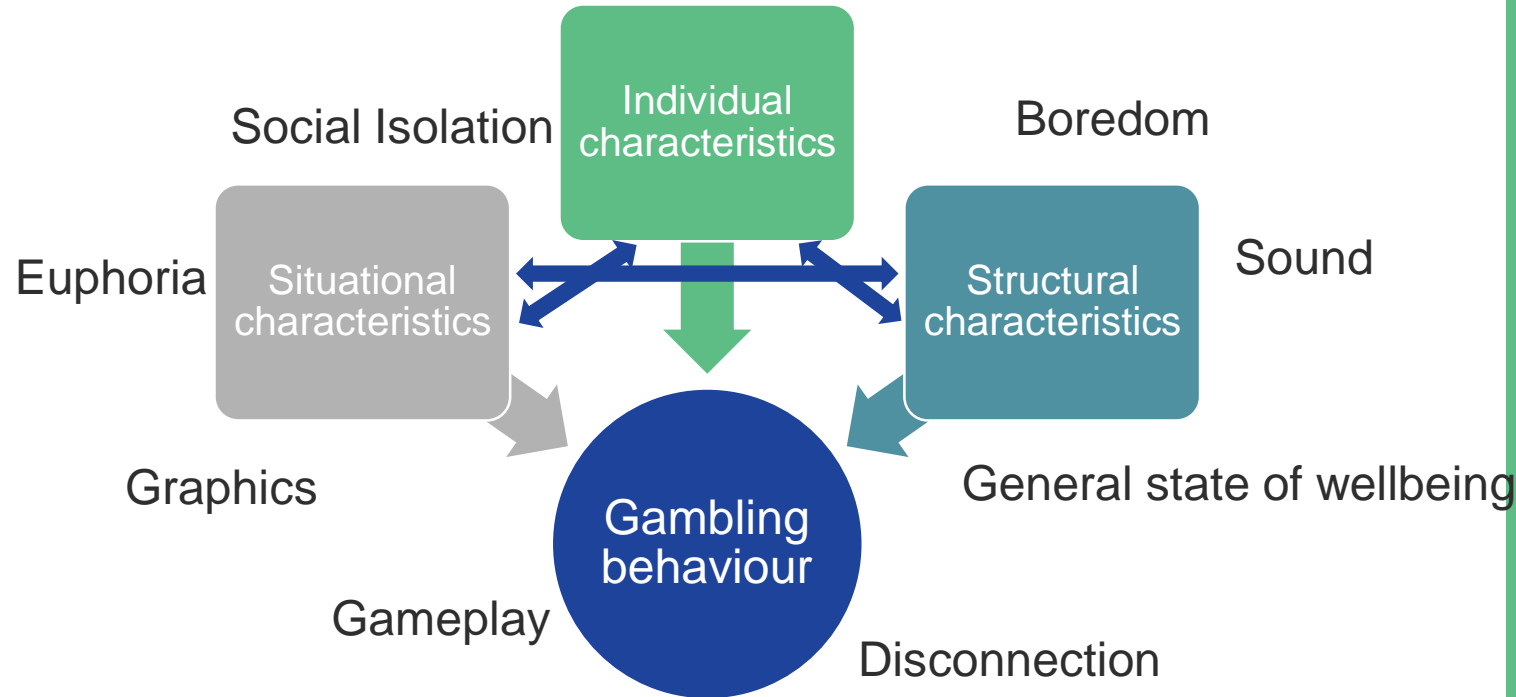
This question implies that games are solely responsible for addiction

1. Multiple factors induce addiction

2. Responsibility of multiple stakeholders

- *Reno Model shows how collaboration could work*

The war against gambling addiction



Three sets of characteristics
 provoking (gambling) addiction, which, if unattended, can lead to pathology

Multiple factors induce addiction

- Even though the industry uses these characteristics for commercial benefit, by **understanding them**, it can allow the platforms to provide tools to the customers to **positively influence** his gambling behaviour
- **Responsibility** of the platform is key in cooperation with the individual customer to successfully battle problem gambling

Reno model shows how collaboration could work



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*“A **strategic framework** should guide key stakeholders to develop **socially responsible policies** that are founded on **sound empirical evidence** rather than those that emerge solely in response to anecdotally-based socio-political influences”.*



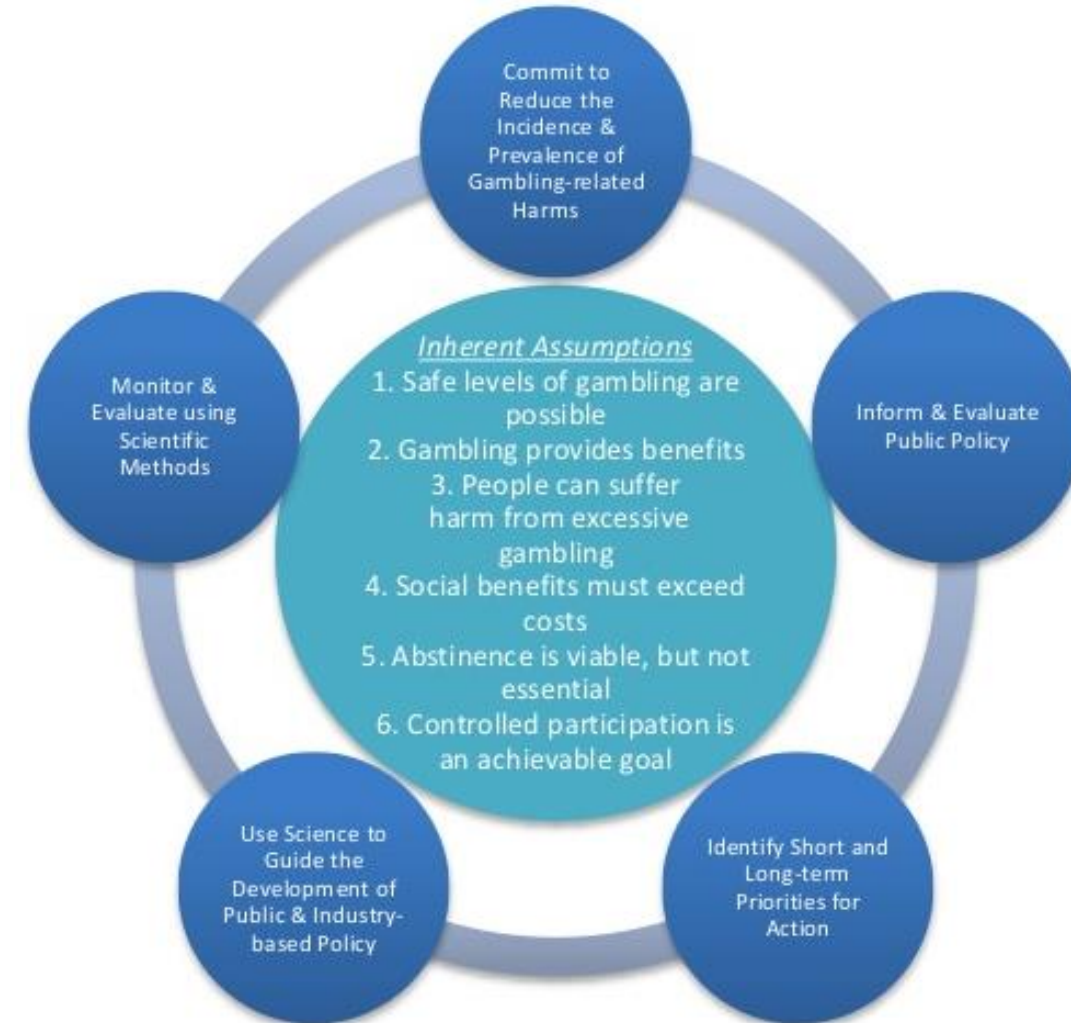
Reno model shows how collaboration could work

Establish a **global body** representing interests of all key elements and stakeholders

Establish and agree upon **definitions, terminology and standardized measurements**

Coordinate a program of **cooperative research** that permits data sharing

Develop resources that can advance the objectives of the spectrum of **prevention efforts**





Conclusion

Returning to the initial question



Focus needs to be on **duty of care** of the platforms instead of the offer



Collaboration and research are key in battling addiction



A licensed and monitored offer that is attractive enough is the **best barrier against the illegal sector**



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