

Memorandum Order No. 2025-106
23 April 2025

POLICY ON RESPONSIBLE GAMING STAKEHOLDERS' ENGAGEMENT PROGRAM

I. BACKGROUND

This policy document outlines the approach for engaging stakeholders in the development, implementation, and ongoing evaluation of responsible gaming practices within the Philippine Charity Sweepstakes Office (PCSO). The purpose of this policy is to ensure that responsible gaming is integrated into all aspects of lottery operations, thereby minimizing risks to players while maintaining public trust, adhering to regulatory standards, and ensuring the long-term sustainability of the lottery industry.

II. OBJECTIVES

The main objectives of stakeholder engagement are to:

1. Ensure that responsible gaming practices are effectively developed, implemented, and continuously improved in alignment with both legal and ethical standards.
2. Foster open communication between lottery operators, players, regulators, problem gambling support services, advocacy groups, and the broader community.
3. Promote transparency, accountability, and ethical practices in all aspects of lottery operations.
4. Build long-term relationships with stakeholders to ensure the ongoing success and responsible growth of the PCSO gaming products.

III. IDENTIFICATION OF KEY STAKEHOLDERS

A. Internal Stakeholders:

1. Senior Management/Board of Directors considering the high-level overview with strategic implications and ROI (Return on Investment) insights.
2. Human Resources Department (HRD) and Gaming and Technology Department (GTD) as they are interested in detailed feedback on the training effectiveness for future improvements and capacity building.
3. Branch Operations Sector (BOS) and Legal Department (LD) as they are responsible for ensuring that the training meets regulatory standards and industry guidelines.



B. External Stakeholders:

1. **Agents** (High Interest/High Influence): Lotto, Small Town Lottery (STL), Instant Sweepstakes and other Gaming Agents of PCSO who are responsible for directly interacting with players and ensuring that responsible gaming principles are communicated and supported at the retail level.
2. **National Local Government** (High Interest/Low Influence): These stakeholders are essential for ensuring that policies are in line with national and international laws such as, Commission on Audit, Bureau of Internal Revenue, Government Commission GOCC, Executive, Legislative, Judiciary Branches, etc.
3. **Local Government Units** (High Interest/Low Influence): These stakeholders are issuing local ordinances that affects operations of the gaming industry. Operations of gaming industry directly impact the communities—economically, socially, and culturally. They are responsible for maintaining local order, protecting the welfare of their constituents, and generating local revenues.
4. **Customers** (High Interest/Low Influence): The primary group affected by responsible gaming policies. Engaging with them helps to ensure that their needs and concerns are addressed through well-designed player protection tools.
5. **International Regulatory Body** (Low Interest/High Influence): Organizations such as World Lottery Association (WLA) and Asia Pacific Lottery Association (APLA) that provide guidance, support, and setting global standards in Responsible Gaming in the areas of integrity, security and industry development.
6. **Suppliers and Broadcast Network** (Low Influence/Low Interest): Technology providers, game developers, ticket printers, airtime suppliers, and digital platform creators serve a supportive function within the gaming industry. While not central to strategic decision-making, these stakeholders may participate in responsible gaming initiatives, often as part of their corporate social responsibility efforts or to meet regulatory/contractual requirements.

PCSO RG Stakeholders



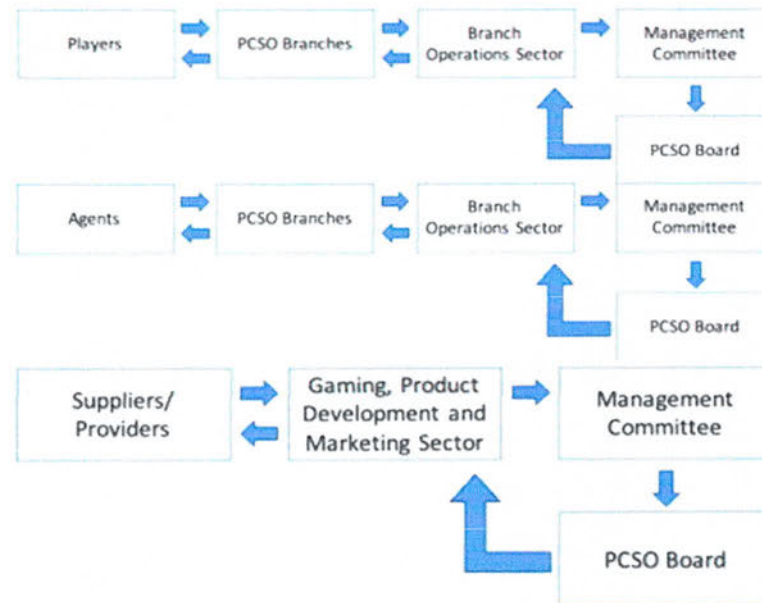
Identifier	Stakeholder	Level of Importance	Level of Interest
A	Agents	9	6
B	National Government	3	10
C	Local Government Units	4	8
D	Suppliers and Broadcast Network	4	4
E	WLA & APLA	8	4
F	Customers	4	6

IV. STAKEHOLDER ENGAGEMENT PROCESS

The engagement process is based on transparency, collaboration, and continuous improvement. It involves the following steps:

1. **Initial Consultation:** Engaging with key stakeholders at the outset to discuss responsible gaming objectives, gather input on potential risks, and establish a baseline for responsible gaming policies.
2. **Co-Creation of Policies:** Collaborating with relevant stakeholders—including regulators, addiction specialists, and community groups—during the development of responsible gaming policies. This ensures that policies are both effective and aligned with industry standards.
3. **Ongoing Dialogue and Feedback Loops:** Maintaining regular communication with stakeholders through surveys, public forums, focus groups, and advisory panels. Continuous feedback helps identify areas of improvement and adapt policies to evolving challenges and concerns.

4. **Clear Communication of Policies and Expectations:** All stakeholders should be well-informed about the objectives, tools, and guidelines of responsible gaming policies. This includes ensuring that players have access to information on self-exclusion programs, age verification, and spending limits.
5. **Regular Stakeholder Meetings:** Hosting regular meetings (quarterly, bi-annually) with key stakeholders, including advocacy groups, regulators, and addiction professionals, to review the effectiveness of existing responsible gaming initiatives and make adjustments as necessary.



V. EDUCATION, TRAINING, and AWARENESS

Effective stakeholder engagement in responsible gaming requires comprehensive education and training programs:

1. **Employee and Retail Partner Training:** PCSO employees and Agents should receive regular training on responsible gaming practices, including how to recognize signs of problem gambling, how to engage with players responsibly, and how to offer resources for help.
2. **Player Education and Public Awareness:** Public campaigns should be developed to educate players about responsible gaming practices. This includes providing clear information on setting personal limits, recognizing problem behavior, and accessing support services.
3. **Community Outreach Initiatives:** Partnerships with community organizations can provide localized awareness programs. PCSO Agents should invest in supporting mental health services, addiction treatment programs, and community education on gambling-related harms.

VI. MONITORING, REPORTING, and ACCOUNTABILITY

To ensure that responsible gaming policies remain effective, consistent monitoring, and reporting are necessary:

1. Ongoing Monitoring: The effectiveness of responsible gaming tools (self-exclusion, age verification, etc.) must be monitored and assessed regularly. Lottery operators should use data analytics to track trends in player behavior and identify any emerging risks.
2. Stakeholder Feedback Mechanisms: Regular feedback from stakeholders—such as Customers, Agents, National and Government Agencies, and Suppliers/Broadcast Networks—should be collected and reviewed. This feedback will inform policy adjustments and help to continuously improve responsible gaming initiatives.

VII. COLLABORATION WITH EXTERNAL PARTNERS

Building and maintaining strong partnerships with external stakeholders is critical for long-term sustainability:

1. Partnerships with Gambling Support Services: PCSO Agents should collaborate with mental health organizations and addiction specialists to provide resources and support for individuals affected by problem gambling.
2. Collaboration with Regulators: Engaging regularly with regulators ensures compliance with legal requirements and aligns with best practices in the responsible gaming sector.
3. Industry Collaboration: Joining forces with other lottery organizations, as well as other sectors of the gaming industry, allows for the sharing of best practices and the development of standardized responsible gaming measures.

VIII. REVIEW AND CONTINUOUS IMPROVEMENT

Responsible gaming policies should not remain static. Regular reviews of policies and practices should be conducted, taking into account new research, evolving stakeholder concerns, and emerging industry trends. Stakeholder engagement should be a dynamic process, with stakeholders continuously involved in refining and improving the policy framework.

Effective stakeholder engagement is critical to ensuring the success of responsible gaming policies in the lottery sector. By actively involving internal and external stakeholders in the development and implementation of responsible gaming measures, lotteries can create a balanced approach that

protects players, meets regulatory standards, and promotes the long-term sustainability of the industry.

This policy document serves as a guide for creating a collaborative, transparent, and ethical framework for responsible gaming, ensuring that all stakeholders are engaged and that the lottery sector continues to operate in a socially responsible manner.


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