



Jean-Luc MONER-BANET

Director General, Société de la Loterie de la Suisse Romande
President, World Lottery Association

Setting the Standards for a Global, Integrated Games-of-Chance Industry

PGRI Introduction: Mr. Moner-Banet joined Suisse Loterie Romande in 1998, was appointed Deputy Director General in 2001, and Director General in 2007. Mr Moner-Banet was also appointed to the World Lottery Association (WLA) Executive Committee in 2008 and elected to the position of President of the WLA in September 2012. His leadership of the WLA, his service to the members, is so very much appreciated! The WLA numbers approximately 150 official Lottery organizations from 82 countries around the globe, most of whose revenues (over \$200 billion) are redeployed for good causes that serve the interests of society.

Legislators and Regulators are struggling to adapt to disruption and changes in the games-of-chance market-place. Legal and political frameworks may function on regional and jurisdictional levels. But the issues we face are global. And the solutions will involve multi-jurisdictional alliances and initiatives. A primary mission of the WLA is to promote collaboration and unity among its government-lottery members. It is by working together, forming a united front in the effort to protect the Government-Lottery model, that Lottery operators all around the world will protect the interests of the good causes that they are dedicated to serving.

Paul Jason, PGRI: *What are your top priorities for the WLA in 2016?*

Jean-Luc Moner-Banet: WLA's priorities for the year 2016 are in keeping with the previous years. A top priority is the development of the two standards that have been developed by the WLA for our industry—the WLA Security Control Standard (SCS) and the WLA Responsible Gaming Framework—in particular in the domain of security and risk management. Important domains such as the operation of games on the interactive channels (Internet, tablets,

smartphones, etc.) as well as the operation of sports-betting are subject to specific sections in our standard in order to always be more relevant for our members. To date, a total of 66 Lottery Members and 12 Associate Members were certified to the SCS standard.

Beyond this element, the WLA works to strengthen the operations of the Global Lottery Monitoring System (GLMS) in collaboration with the European Lotteries (EL), the new General Secretary of the association – Mrs Sarah Lacarrière—and all members of the

Executive Committee. The year 2016 will be rich with the European Football Championship (UEFA Euro 2016) in France and the summer Olympic games in Rio de Janeiro, Brazil, which makes the development of a quality tool all the more important in order to contribute to the integrity of sports worldwide.

Beyond those major projects, the WLA remains active in the educational program by collaborating to the workshops and seminars organized by the regional associations, in particular by developing the scholarship program of

which 69 individuals took advantage of since its launch in 2013 to participate to those events, at WLA's expenses.

What are some of the obstacles to accomplishing what we need as a community of government-gaming operators? What can individual lotteries do to help our common cause to defend the lottery model on the legal/political/regulatory front? Or compete in the consumer market-place?

J.L. Moner-Banet: The community of WLA Lottery Members has to cultivate its historical values which are the operation of games for the profit of the public utility, good causes and public treasuries, whilst respecting the best practices and standards in place in the domain of integrity, transparency and social responsibility.

By being faithful to all these values,

our members defend what was their purpose, the reason for which they were created and contribute to making our community of members unique on the gaming and gambling market which is, by the way, largely governed by purely mercantile laws from which we essentially distinguish ourselves by the destination of our profits to good causes.

How does the WLA help them in their mission to prosper and grow in an increasingly challenging market-place and regulatory environment?

J.L. Moner-Banet: To come back to the first question and my answer, the WLA contributes to the prosperity and growth of its members by developing the standards of our industry, favoring the education, exchange of experiences and best practices with our members as well

as by being quality partners of international entities in all domains, in particular sports, such as the IOC or FIFA.

What do you see as the most important trends when it comes to the game-styles that consumers are drawn to?

J.L. Moner-Banet: More than a question of game-style, I think that the evolution of these last years and the ones we see for a close future concern more the ways of marketing rather than the games themselves. Saying that, I think of course of the increasing development of interactive channels, mobile terminals, social networks, but also of the importance of following the evolution of technology by being able to implement it in the retail market which remains—and for a long time to come—the number one source of revenue of our members. ■