



Award-winning ICE Consumer Protection Zone moves closer to achieving fund-raising target

Industry supporters of the ICE Consumer Protection Zone (CPZ) have raised a total of £40,000 for safer gambling charities with the 2023 fund just £6,000 short of its target figure established last year. Industry donors comprising Kindred Group, Flutter, IGT, Betsson and Greentube have each pledged in excess of £5000 with Les Ambassadeurs donating £10,000 in respect of its two brands. As it currently stands CPZ sponsors have raised £186,000 over the last four editions of ICE with the funds being distributed amongst the not-for-profit community of safer gambling organisations.

Ewa Bakun, Clarion Gaming's Director of Industry Insight and Engagement has seen the Consumer Protection Zone grow in both presence and prestige. She stated: "The CPZ first appeared on the ICE London show floor in 2018 when it hosted eight exhibitors comprising a mix of technology providers and safer gambling charities.

"In February an expanded CPZ in its high profile position adjacent to the boulevard will feature 20 exhibitors populated by the charities, treatment facilities and not for profit organisations that we gift the space to alongside commercial organisations, including providers of Responsible Gambling tools, solutions and technology."

Brands featured on the 2023 CPZ include the Gambling Commission, Focal Research, Casino Guru, Future Anthem, Department of Trust, Mindway AI, Epic Gaming,

LexisNexis, Rightlander, IGT, SG:Certified, W2, Crucial Compliance, GamCare, YGAM, Gordon Moody, Gamstop, BetKnowmore, Responsible Gaming Council and the National Center Problem Gaming.

The CPZ, which was recognised by the industry at the 2022 Global Regulatory Awards where it won the Responsible Approach to Advertising/Marketing category is highly regarded throughout the industry.

Jonna Danlund, Head of Sustainability, Betsson Group stated: “The Consumer Protection Zone has become a central platform to raise awareness and educate the industry on the importance of responsible gaming, and Betsson is proud to be part of this initiative. We believe that it is essential for the industry to work together to promote responsible gaming and showcase the work that is being done as it is fundamental for the long-term sustainability of the industry and the well-being of our customers. We look forward to participating in the upcoming event and to the opportunity to share ideas with other industry leaders and regulators from around the world.”

Lisa O’Connor, Head of Safer Gambling Strategy, Flutter UK&I added: “Flutter are very proud to be supporting the Consumer Protection Zone again this year. The dedicated zone allows for a real focus on developments, opportunities and innovations in the area of Safer Gambling to be openly shared during the ICE conference. It is a real focal point for many guests attending the event, and it’s continued success demonstrates how important Safer Gambling is to colleagues in the industry.”

ICE London is the biggest b2b gambling industry event in the world and features games creators, distributors, operators, retailers, innovators, trade associations, safer gambling charities, strategic bodies and regulators representing every gaming vertical.

Organisations wishing to contribute to the CPZ fund should contact Ewa.Bakun@clariongaming.com
To register for ICE: www.icelondon.uk.com.