

## **A deep dive into Flutter's UK&I Safer Gambling Strategy – 'Educate'**

### **Conor Grant, CEO of Flutter UK & Ireland**

Educating our colleagues and customers around gambling harm is another core pillar of our UK&I safer gambling strategy. We recognise the importance of increasing the awareness of higher risk behaviours for colleagues right across the business, as well as giving customers the tools they need so that they can be alert to specific signs.

The more our colleagues understand, the more embedded it will become in the culture of our business. And educating internally by sharing what we learn and discover, both from our own research and from external sources, is central to this.

We also want to normalise tool usage and remove the stigma around asking for help. Our 'Play Well' safer gambling tools are empowering and act as a safety net, rather than an indicator of problem gambling. They should also be tailored as we strongly believe there is no "one size fits all" solution, as every customer's gambling experience differs. This is why we're leveraging our global scale, capability and expertise to educate our customers and help improve gambling literacy through additional product information, tools and support.

To read more about our strategy in full, visit: <https://www.flutter.com/news-and-insights/insights/flutter-uk-i-safer-gambling-strategy-conor-grant-ceo-of-flutter-uk-ireland/>