

FAQ

Is your project eligible?

What types of projects are eligible for funding?

Projects should align with Allwyn's responsible gaming priorities, focusing on

- Driving positive play through messaging and player engagement
- Digital innovation,
- Research into the development and effectiveness of safer gaming tools. Proposals should be original, address a clear knowledge gap and provide tangible benefits for player protection. sights that are key to staying in control and playing responsibly.

How much funding is available, and how should applicants request it?

We intend to fund a range of small and medium research projects. The number of projects awarded depends on the composition and size of projects submitted overall. There are two funding bands:

- Up to 50,000 EUR for small-scale projects,
- Or 51,000–100,000 EUR for medium-scale projects.

We are not inviting applications for multi-year projects at this stage but may do so in future funding rounds of the programme.

How will proposals be evaluated?

Applications are assessed against seven criteria: alignment with Allwyn Responsible Gaming priority areas (as above), innovation and originality, real-world impact, academic method and rigour, stakeholder relevance, applicant reputation and capability, and value for money. A structured scoring system will be used by our Allwyn RG panel for fairness. Compliance and conflict-of-interest checks will take place after selection.

What is the application and selection process?

Applicants should submit proposals via the Player Protection Lab form. The submission portal requests key mandatory fields in addition to a free text box to submit a short summary of the project and its objectives, as well as proposed methodology and overall project length.

For fairness, we will not discuss initial proposals with individual applicants. Screening against alignment with the priority areas will take place in the first instance. Further information will be requested from those longlisted, before taking shortlisted proposals to the RG panel for review. Shortlisted candidates will meet with the RG panel to discuss the collaboration before final selections are made.

What will Allwyn do with the research?

Findings may be published, shared with regulators or industry stakeholders, or applied directly to Allwyn products and markets. The aim is to improve player protection, drive industry innovation, and give appropriate recognition to researchers. Ensuring transparency and independence of approach will be reflected in contracts upon agreement.