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## **Dr Richard Wood evaluates the Green Gaming tool**

### **Mr Green has signed Dr Richard Wood, to evaluate the Green Gaming Predictive Tool that was launched in September.**

Dr Richard Wood, Canada, is a chartered psychologist who specializes in the study of gaming behaviour. His research focuses on developing effective responsible gaming strategies and he investigates both the individual causes of problem gambling, as well as the structural characteristics of games that can influence the gambling behaviour of vulnerable players. Dr Wood is the owner of [GamRes](#), an independent research and consultancy service that designs, implements and evaluates responsible gambling strategies.

Mr Green recently launched the Green Gaming Predictive Tool, a next generation responsible gaming initiative for the gaming industry, that utilises the most up-to-date, cutting edge technology. Dr Richard Wood and Mr Green intend to publish the findings for the benefit of the entire gaming industry and their customers.

With Green Gaming Mr Green wants the customers to understand and maintain control of their playing. Using a simple dashboard, customers can continually monitor their playing style using a kind of speedometer, where green indicates low risk and red alerts of higher risk playing behaviours.

”This evaluation will examine if the players get value from using this sort of high-tech tool. By combining player’s behavioural data and player feedback, we should be able to see the extent to which players agree with and act on the feedback, information and recommendations that they get,” said Dr Wood.”

The Green Gaming Predictive Tool analyses the actual playing behaviour of a customer and combines it with the customer's own perception of his or her playing behaviours. In this way, players can get personalised insights and analysis about their gaming and alerts if their plays start to become risky. Mr Green, in turn, will adjust its offerings and communications based on the individual customer's risk assessment. Players who exhibit increased risk behaviours may be asked to set different limits for their playing or to step back from playing for a period of time. Mr Green will also refrain from sending direct sales messages to customers who show high risk behaviours.

The tool has been developed together with Sustainable Interaction and Sebastian Gassner. Sustainable Interaction is a company based in Lund, Sweden, and specializes in developing digital products and diagnostic tools in the fields of responsible gaming and psychosocial health. Sebastian Gassner is an expert in responsible gaming technical development, based in Austria.

”The best way to constantly develop and move forward is to test, evaluate and be transparent. This is how we and the gaming industry can learn what works based on our customers' need to control their own risk behaviour”, said Jesper Kärrbrink, CEO of Mr Green Ltd, Malta.

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*Mr Green is a leading online gaming company with operations in twelve countries. The business concept is to offer entertainment and a first-class gaming experience in a responsible environment. The business was founded in 2007 and has developed into a well-established online gaming company with a broad customer offer and a strong globally viable brand. In 2016, Mr Green generated sales of SEK 924.5 million and the company has over 200 employees. The headquarters and technical development are based in Stockholm, and operations in Malta. Mr Green has gaming licenses in Malta, UK, Italy, casino license in Denmark and Sportsbook license in Ireland. The company is listed on Nasdaq Stockholm's main market. Read more at [www.mrg.se](http://www.mrg.se).*