



Minimum Commitments



#PlaySafeAfrica



**AFRICAN
iGAMING
ALLIANCE**



Africa Safer Gambling Week (ASGW)

7-11 September 2026

To ensure a coordinated, impactful and truly pan-African Africa Safer Gambling Week, participating regulators are kindly requested to commit to the following minimum level of participation:

Minimum Commitments

PRESS & VENUE

- Coordinate the press conference for the ASGW by ensuring participation of **at least one national TV media and 2 National print media.**
- Lead **one in-country awareness activity** during ASGW. This could include an out reach at a university, secondary school, public market, community centre or other appropriate public venue.

SOCIAL MEDIA

- Support the continental campaign by disseminating the **approved ASGW messages** and materials through the **regulator's social media** and/or other available communication channels.
- Use **#PlaySafeAfrica** on all social media activity and tag **African iGaming Alliance**
- Like and follow AiA channels on Facebook, X, Instagram and LinkedIn by **1st September 2026.**
- Encourage licensed operators and relevant industry stakeholders within the jurisdiction to participate in and amplify the ASGW campaign especially by **posting daily on their social media channels throughout the campaign week 7th-11 September 2026.**



ONLINE

- Participating regulators required to add an external web link to the AiA campaign web page from their own website.
- Link to africanigaming.org/africa-safer-gambling-week
- Participate and encourage licensed operators to participate in the ASGW **webinar on Friday 11th September**, subject to the agreed programme and availability.

COMMUNICATION COLLATERAL

- Use the agreed ASGW branding and campaign materials across relevant communications to ensure consistency and strengthen the visibility of the continental initiative.

EVALUATION INFORMATION

Provide a brief post-event summary of activities undertaken, including photos, media links, social media links and/or key reach/participation figures, where available.

GET INVOLVED

Please show your support for Africa Safer Gambling Week 2026 by

- Sharing social media posts
- Linking to us via your website
- Printing and circulating campaign artwork
- Participating in local outreach and press activity

For more information and resources, contact African iGaming Alliance. Email Peter Emolemo Kesitilwe at pkesitilwe@africanigaming.org



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