PROGRAMME

WEDNESDAY, SEPTEMBER 27 – Arrival of the participants (transfers will not be organized)

17:30 – 18:00 Optional: Lottery Run – 3K through Oslo | (Please register by email: laura@silverfish.fr)
19:00 – 19:30 WLA/EL welcome desk – hotel foyer | ground floor
19:30 – 22:30 Welcome Dinner in the hotel restaurant

THURSDAY, SEPTEMBER 28 | Meeting room: Flagstad

09:00 – 09:10 Opening Introduction by the Moderators
Laura DA SILVA, Sustainability Director, DigitalRG.com, United Kingdom
Carly Grace ALLEN, UX Designer, Norsk Tipping, Norway

09:10 – 09:35 Welcome Addresses:
• Representative of Norsk Tipping, Norway
• Rebecca PAUL, WLA President
• Romana GIRANDON, EL President
• Arjan VAN ‘T VEER, EL Secretary General

RG NORMALISATION

09:35 – 10:15 KEYNOTE RG Normalisation
Sally GAINSBURY, Director, Gambling Treatment & Research Centre, University of Sydney, Australia
10:15 – 10:50 Panel discussion

- Stefania MAZZOTTA, RG, IGT Lottery S.p.A., Italy
- Bjørn–Helge HOFFMANN, Chief Adviser RG, Norsk Tipping, Norway
- Lynne ROITER, Secretary General, WLA
- Sally GAINSBURY, Director, Gambling Treatment & Research Centre, University of Sydney, Australia

10:50 – 11:20 BREAK

GAMBLING–RELATED HARM

11:20 – 12:00 Preventing Harm in Co–operation with Operator & Experts by Experience

Jenna MÄKELÄ, Project Planner/Expert by Experience, Sosped Foundation &
Susanna SAIKKONEN, VP Sustainability, Veikkaus Oy, Finland

12:00 – 12:40 Norsk Tipping Case Study

- Preventing Gambling Problems in Digital Channels & Higher–Risk Game,
  Bjørn–Helge HOFFMANN, Chief Adviser RG
- Digital Interaction with Players in Real–time
  Tanja SVEEN, Responsible Gaming Advisor

13:00 – 14:00 LUNCH (TBC)

YOUTH AND GAMING

14:00 – 14:20 Attention to Players 18–20

Axel LYCKBERG, Responsible Gambling Specialist, AB Svenska Spel, Sweden

14:20 – 14:40 PLI Think 21 Programme

Susan LAWSON, Responsible Play Manager, Premier Lotteries Ireland

COMMUNICATION & AWARENESS

14:40 – 15:00 Experience with Māori and Pacific Communities

Kelly BLEAKLEY, Senior Social Responsibility Manager, Lotto New Zealand

15:00 – 15:10 EL Advertising Awards – Winner in the Responsible Gaming Category

Bettina DI LELLO, Communication/CSR, Loterie Romande, Switzerland

15:10 – 15:30 Awareness through Cooperation with Football Clubs

Nienka KROESEN, Responsible Gaming Specialist iGaming, Nederlandse Loterij, the Netherlands

15:30 – 15:50 Building your Brand through Cause Marketing

Virginie PASNIN, Communication & CSR Manager, Lottotech Ltd, Mauritius

15:50 – 16:15 BREAK
SOCIAL COSTS OF LOTTERIES

16:15 – 17:00  KEYNOTE  The Social Value of Gambling  
Sophie MASSIN, Full Professor of Economics, Lille University, France

17:00 – 17:10  Closing Words  
Laura DA SILVA & Carly Grace ALLEN, Moderators

Evening hosted by  
Norsk Tipping

FRIDAY, SEPTEMBER 29 | Meeting room: Flagstad

09:00 – 09:10  Opening Introduction  
Laura DA SILVA & Carly Grace ALLEN, Moderators

SUSTAINABILITY GUIDELINES
09:10 – 09:30  Introduction to the New EL Sustainability Guidelines  
Stefania COLOMBO, Director, Global Sustainability, IGT Lottery S.p.A., Italy

EMERGING INDUSTRY ISSUES
09:30 – 09:50  AI & Illegal Gambling  
Lee LEEMON, Senior Director, Strategy & Analytics, Singapore Pools, Singapore

09:50 – 10:10  Climate Change Response  
Ian JAMESON, Head of ESG & Sustainability, Lotto New Zealand

GOVERNANCE & RISK MANAGEMENT | COMMUNICATION & REPORTING | STAKEHOLDER ENGAGEMENT
10:10 – 10:50  Risk Map  
Oscar CASTRO VILLAR, Senior Advisor, Gaming, ONCE, Spain  
New Materiality Approach  
Riccardo TROIANI, IGT Lottery S.p.A., Italy  
WLA Lottery – TBC

10:50 – 11:20  BREAK  🍵 (Atrium Foyer)

ENVIRONMENT
11:20 – 12:00  Circular Economy  
Gianmario TROVÒ, Global Sustainability Manager, IGT Lottery, Italy  
Biodiversity  
Speaker tbc, Française des Jeux, France  
Climate Change  
Susanna SAIKKONEN, VP Sustainability, Veikkaus Oy, Finland
12:00 – 12:15  **EL Environmental Initiative – Next Steps**  
Méllisa JACQUÉRIOZ, EL Senior Sustainability & Memberships Officer

12:15 – 12:45  **KEYNOTE**  **Diversity & Inclusion**  
Lise KLAVENESS, President, Norwegian Football Union, Norway

12:45 – 13:00  **Closing Words**  
Laura DA SILVA & Carly Grace ALLEN, Moderators

13:00 – 14:00  **DEPARTURE LUNCH**

Before checking out, all participants are kindly requested to pay their personal extras such as minibar, phone, as well as extra nights, etc. Please leave any luggage with the hotel concierge until your departure.

Participants will receive access to the presentations after the event.

*Lausanne, August 14, 2023*