

EL/WLA Responsible Worldwide Webinar Week



THE EUROPEAN
LOTTERIES
FOR THE BENEFIT OF SOCIETY



An EL/WLA Event

"From Ambition to Action"

September 20–24, 2021

Live translations in PORTUGUESE & SPANISH will be offered by CIBELAE

PROGRAMME

An event moderated by **Arjan VAN'T VEER**, EL Secretary General & **Luca ESPOSITO**, WLA Executive Director

MONDAY, SEPTEMBER 20, 2021 starting at **14:00 CEST (Brussels) / 08:00 EDT (New York) / 09:00 ART (Buenos Aires) / 20:00 CST (Beijing)**

A POST-PANDEMIC NEW ERA

Opening speeches by **Rebecca HARGROVE**, WLA President &
Romana DERNOVŠEK, Supervisory Chair of the EL CSR-RG working group



KEYNOTES

Sanjay KHANNA, Futurist | Strategic Advisor |
ESG & Climate Risk Expert, Canada

Marie-Agathe NICOLI, Head of Brand Domain
– Insights Division, Kantar, France

CASE STUDIES / BEST PRACTICES

- *WLA CSR Best Practices Database Project*, **Lynne ROITER**, General Secretary, WLA
- **Sigrid VAN AKEN**, CEO & Chair of the Boards of
Novamedia/Postcode Lotteries, the Netherlands

TUESDAY, SEPTEMBER 21, 2021 starting at **14:00 CEST (Brussels) / 08:00 EDT (New York) / 09:00 ART (Buenos Aires) / 20:00 CST (Beijing)**

CUSTOMER BEHAVIOUR

CASE STUDIES / BEST PRACTICES

- *Real-time, Data-driven Player Interactions*, **Tanja SVEEN**,
Responsible Gaming Advisor, Norsk Tipping AS, Norway
- *AI and Gambling Addiction*, **Elisabeth CRONE LINDING**,
Head of Responsible Gambling, Danske Spil, Denmark
- *How to Implement Effective Interventions?*, **Willemijn
VORDERMAN**, Head of Responsible Gaming & CSR,
Nederlandse Loterij, the Netherlands
- *Identifying & Responding to High-risk Indicators*, **Jamie
WIEBE**, Director, Player Health, British Columbia Lottery
Corporation, Canada

KEYNOTE



Kasra GHAHARIAN, Payments Collaborative
Research Lead, International Gaming
Institute, University of Las Vegas, US

*Payments Modernization: Implications for
Responsible Gambling & the Role of Data
Science*

WEDNESDAY, SEPTEMBER 22, 2021 – 14:00 CEST (Brussels) / 08:00 EDT (New York) / 09:00 ART (Buenos Aires) / 20:00 CST (Beijing)

KEYNOTE



Vlasta NUSSDORFER, Former Human Rights Ombudswoman of Slovenia, Senior Advisor of the President of Slovenia

CSR & HUMAN RIGHTS

CASE STUDIES / BEST PRACTICES

- *Development & Implementation of the WIN-Charta*, **Stefan WANDRES**, Head of Strategy & Responsible Gaming, LOTTO Baden-Württemberg, Germany
- *Implementation of Various Internal Acts*, **Nives SLEMENJAK**, Human Rights Asignee, Loterija Slovenije, Slovenia
- *Human Rights Impact Assessment at Veikkaus*, **Susanna SAIKKONEN**, VP Sustainability, Veikkaus Oy, Finland
- *Human Rights along the Supply Chain*, **Stefania COLOMBO**, CSR Senior Manager, IGT Lottery, Italy
- *Sustainability Promises*, **Randi RØED**, Chief Adviser Sustainability & **Silje Bye VANGEN**, Adviser Sustainability, Norsk Tipping, Norway

THURSDAY, SEPTEMBER 23, 2021 starting at 14:00 CEST (Brussels) / 08:00 EDT (New York) / 09:00 ART (Buenos Aires) / 20:00 CST (Beijing)

KEYNOTE



Dr. **Richard WOOD**, Principal and Founding Director, GamRes, Canada

Positive Play

ADVERTISING AND COMMUNICATION

CASE STUDIES / BEST PRACTICES

- *Your Mental Coach for Safer Gambling – a TOTO RG Campaign*, **Floris VAN DRIEL**, Responsible Gaming Specialist iGaming, Nederlandse Loterij, the Netherlands
- *Advertising and Communication during Covid*, **Nicola GAMBLE**, Head of Insights & CSR, Lotto New Zealand
- *A Positive Approach to Positive Play*, **Brittany D'HAENENS**, Director of Marketing & **Katie CARLSON**, Director of CSR & Compliance, Hoosier Lottery, US
- *RG Campaign*, **Suvituuli TUUKKANEN**, SVP, Corporate Brand, Veikkaus Oy, Finland

FRIDAY, SEPTEMBER 24, 2021 starting at 14:00 CEST (Brussels) / 08:00 EDT (New York) / 09:00 ART (Buenos Aires) / 20:00 CST (Beijing)

KEYNOTES



Henna VIRKKUNEN, Member of the European Parliament, Finland

How Can Digitalization of Services Market Help us to Achieve Environment and Climate Policy Goals

Roberto RACCANELLI, Senior Manager – EY Italy – Climate Change and Sustainability Services

Development of a Carbon Neutrality Journey

CSR & ENVIRONMENT

CASE STUDIES / BEST PRACTICES

- *Forest Protection Programmes*, **Vincent PERROTIN**, CSR Director, FDJ, France
- *Navigating the Tightrope*, **Nathalie RAJOTTE**, Corporate Director Strategy, Innovation & Business Intelligence, Loto-Québec, Canada

Closing Remarks by **Romana DERNOVŠEK**, Supervisory Chair of the EL CSR-RG working group & **Luca ESPOSITO**, WLA Executive Director