Preliminary Programme

Wednesday, September 21 – Arrival of the participants (transfers will not be organized)

18:00 – 19:30  EL/WLA welcome desk – ground floor
17:30 – 18:00  Optional: Lottery Run – 3K through Amsterdam
(Please register by email: laura@silverfish.fr)
19:30  Welcome Dinner in the hotel restaurant Silk Road – 2nd floor

Thursday, September 22
Meeting room: Zurich I+II – 1st floor

09:00 – 09:10  Opening Introduction by the Moderators
Laura DA SILVA, Sustainability Director, DigitalRG.com, United Kingdom
Floris VAN DRIEL, Responsible Gaming Specialist iGaming, Nederlandse Loterij, the Netherlands

09:10 – 09:35  Welcome Addresses:
René JANSEN, Chairman of the Gambling Authority, the Netherlands
Niels ONKENHOUT, CEO, Nederlandse Loterij, the Netherlands
Arjan VAN ‘T VEER, EL Secretary General
Rebecca PAUL, WLA President

09:35 – 09:45  Energizer from the Moderators

09:45 – 10:30  KEYNOTE Reaching Out to Highly Involved Players: the Effects of e-mail and Phone Contacts on Money and Time Spent among a Sample of Dutch Online Players
Michael AUER, Director, Neccton, Austria & Remco VAN GASTEL, Sr. Analyst
Responsible Gaming, Nederlandse Loterij, the Netherlands
10:30 – 11:00 Break (Atrium Foyer)

11:00 – 11:15 Quiz Time with Moderators

GAMBLING ADVERTISING & MARKETING

11:15 – 11:30 Recent Evolutions in Regulating Gambling Advertising & Marketing
Piet VAN BAEVEGHEM, Executive Chair of the EL Legal & Regulatory Affairs WG, Belgium

11:30 – 12:00 Panel Discussion, moderated by Arjan VAN ’T VEER, EL Secretary General
- Laura FELIZIANI, Head of Brand Content & Consumer Engagement, IGT Lottery, Italy
- Virginie PASNIN, Communications & CSR Manager, Lottotech, Mauritius
- Julia SCHNEIDER, Advisor, Deutscher Lotto- und Totoblock, Germany
- Piet VAN BAEVEGHEM, Executive Chair of the EL Legal & Regulatory Affairs WG, Belgium
- Dries POELS, Head of Marketing, Nederlandse Loterij, the Netherlands

RESPONSIBLE GAMING & LOTTERIES

12:00 – 12:15 RG Data Risk and Predictive Models
Vincent PERROTIN, CSR Director, La Française des Jeux, France

12:15 – 12:30 Lotteries’ Approach to Responsible Gaming
Alan McMAHON, Head of Analytics, Premier Lotteries Ireland

12:30 – 13:30 Lunch (Atrium Foyer)

13:30 – 13:45 Quiz Time with the Moderators

Richard WOOD, President, GamRes, Canada & Lauren DIMAMBRO, Senior Specialist, Player Health Programs, BCLC, Canada

PARALLEL SESSIONS 14:30 – 16:05

ROOM Zurich I+II
14:30 – 15:15 Keynote Setting the scene: EU Taxonomy Regulation and the Corporate Sustainability Reporting Directive
Anne PATTBERG, Managing Director, PB Consulting, Germany

ROOM Matterhorn III (1st floor)
14:30 – 15:15 Metaverse, New Tendencies
Ignacio MARTÍN, Innovation Consultant Total Gaming Systems, Spain

15:15 – 15:45 Break (Atrium Foyer)
**ROOM Zurich I+II**
15:45 – 16:05
*Presentation of the EL Environmental Initiative*
Arjan VAN'T VEER, EL Secretary General, Romana GIRANDON, Supervisory Chair of the EL CSR-RG WG & Mélissa JACQUÉRIOZ, EL CSR Officer

16:05 – 16:50
**KEYNOTE – New Ideas in Harm Minimization in Gambling**
Jakob JONSSON, Psychologist, PhD, Sustainable Interaction, Sweden

16:50 – 17:05
**Closing Words**
Laura DA SILVA & Floris VAN DRIEL, Moderators

19:00 –
DINNER, HOSTED BY

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**FRIDAY, SEPTEMBER 23**
Meeting room: Zurich I+II – 1st floor

09:00 – 09:10
**Opening Introduction**
Laura DA SILVA & Floris VAN DRIEL, Moderators

09:10 – 09:55
**KEYNOTE Brew a Better World**
Jan-Willem VOSMEER, Manager Sustainable Development & Stakeholder Engagement/Global Corporate Affairs, Heineken International, the Netherlands

**CSR BEST PRACTICES**
09:55 – 10:15
**Results of the EL CSR Survey**
Stefania COLOMBO & Gianmario TROVÓ, Co-Chairs of the EL CSR Subgroup

10:15 – 10:45
**BREAK** (Atrium Foyer)

10:45 – 11:45
**Stakeholder Engagement Best Practices**
- Michelle VAN TROTSENBURG, Head of Marketing Corporate Affairs, Ithuba Holdings, South Africa
- *Basic Principles for Successful Stakeholder Engagement Strategy* Paula PODOLSKA, Head of CSR & Quality, Latvijas Loto, Latvia
- *How to Help Professional Athletes to Get Help with a Gambling Problem?* Emilia PAJURIUTTA, Manager of Marketing cooperation and Sponsorship, Veikkaus Oy, Finland
- Thorsten LEITGEB, Corporate Communications/CSR Expert, Austrian Lotteries, Austria
11:45 – 12:15  Environment Best Practices

- Decarbonising Games in Digital Age
  Susanna SAIKKONEN, VP Sustainability, Veikkaus Oy, Finland
- Riccardo TROIANI, Global Sustainability Senior Supervisor, IGT Lottery, Italy

12:15 – 12:30  Closing Words
Laura DA SILVA & Floris VAN DRIEL, Moderators

12:30 – 13:30  DEPARTURE LUNCH  ⏰ (Atrium Foyer)

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.

Lausanne, September 1, 2022