

September 27–29, 2023

Oslo, Norway



THE EUROPEAN  
LOTTERIES  
FOR THE BENEFIT OF SOCIETY



Sustainability  
New Normal

EL/WLA  
SUSTAINABILITY /  
RESPONSIBLE GAMING  
SEMINAR



Hosted by  
Norsk Tipping

### Accommodation and Venue

Thon Hotel Opera  
Dronning Eufemias Gate 4 | 0191 Oslo  
[www.thonhotels.no](http://www.thonhotels.no)

## 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](mailto:laura@silverfish.fr))
- 19:00 – 19:30 **EL/WLA welcome desk** – hotel lobby | ground floor
- 19:30 – 22:30 Welcome Dinner in the hotel restaurant **Scala** | 3<sup>rd</sup> floor

### THURSDAY, SEPTEMBER 28 | Meeting room: **Flagstad** | 4<sup>th</sup> floor

- 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



THE EUROPEAN  
LOTTERIES  
FOR THE BENEFIT OF SOCIETY





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**   (Foyer | 4<sup>th</sup> floor)

## 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**  Restaurant Scala | 3<sup>rd</sup> floor

## 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**   (Foyer | 4<sup>th</sup> floor)





## 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



---

**FRIDAY, SEPTEMBER 29** | Meeting room: **Flagstad** | 4<sup>th</sup> floor

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

## SUSTAINABILITY GUIDELINES

09:10 – 09:25 **Introduction to the New EL Sustainability Guidelines**  
**Stefania COLOMBO**, Director, Global Sustainability, IGT Lottery S.p.A., Italy

## EMERGING INDUSTRY ISSUES

09:25 – 09:40 **AI & Illegal Gambling**  
**Lee LEEMON**, Senior Director, Strategy & Analytics, Singapore Pools, Singapore

09:40 – 09:55 **Climate Change Response**  
**Ian JAMESON**, Head of ESG & Sustainability, Lotto New Zealand

09:55 – 10:10 **Title tbc**  
**Sarah TAYLOR**, Executive Director, Hoosier Lottery, United States

## 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


**Title tbc**  
**Maureen WOJICK**, VP, Customer Engagement, Atlantic Lottery, Canada

10:50 – 11:20 **BREAK**   (Foyer | 4<sup>th</sup> floor)





## ENVIRONMENT

- 11:20 – 12:00 **Circular Economy**  
**Gianmario TROVÒ**, Global Sustainability Manager, IGT Lottery, Italy
- Biodiversity**  
**Vincent PERROTIN**, CSR Director, Française des Jeux, France
- Climate Change**  
**Susanna SAIKKONEN**, VP Sustainability, Veikkaus Oy, Finland
- 12:00 – 12:15 **EL Environmental Initiative – Next Steps**  
**Mélissa 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**  Restaurant Scala | 3<sup>rd</sup> floor

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 22, 2023*

