

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

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)
- 18:30 – 19:30 **EL/WLA welcome desk** – hotel lobby | ground floor
- 19:30 – 22:30 Welcome Dinner in the hotel restaurant **Scala** | 3rd floor

THURSDAY, SEPTEMBER 28 | Meeting room: **Flagstad** | 4th 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:**
- **Bjørn-Helge HOFFMANN**, Chief Adviser RG, 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** **Normalising Lower-Risk Gambling**
Dr. Sally GAINSBURY, Professor of Psychology, Director, Gambling Treatment & Research Clinic, University of Sydney, Australia



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10:15 – 10:50 **Panel Discussions on RG Normalisation**

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

10:50 – 11:20 **BREAK**  (Foyer | 4th 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 | 3rd 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 **Think 21, Age Control**
Susan LAWSON, Player Protection Manager, Premier Lotteries Ireland

COMMUNICATION & AWARENESS

14:40 – 15:00 **Harm Minimisation Strategy – Vulnerable Groups**
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, CSR Manager, Loterie Romande, Switzerland

15:10 – 15:30 **RG 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 | 4th 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



18:00 Departure by bus from the hotel lobby
19:00 Dinner at **Ekebergrestauranten**
Kongsveien 15, Oslo | [website](#)
22:00 Return by bus to the hotel

Evening hosted by



FRIDAY, SEPTEMBER 29 | Meeting room: **Flagstad** | 4th floor

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

EMERGING INDUSTRY ISSUES

09:10 – 09:25 **AI & Illegal Gambling**
Lee LEEMON, Senior Director, Strategy & Analytics, Singapore Pools, Singapore

09:25 – 09:40 **Responding to Climate Change: A Perspective for Lotteries**
Ian JAMESON, Head of ESG & Sustainability, Lotto New Zealand

09:40 – 09:55 **Leveraging Gambling for Sustainable Positive Impact on Americans**
Sarah TAYLOR, Executive Director, Hoosier Lottery & NASPL President, USA

SUSTAINABILITY GUIDELINES

09:55 – 10:10 **Introduction to the New EL Sustainability Guidelines**
Stefania COLOMBO, Director, Global Sustainability, IGT Lottery S.p.A., Italy

GOVERNANCE & RISK MANAGEMENT | COMMUNICATION & REPORTING | STAKEHOLDER ENGAGEMENT

10:10 – 10:50 **Risk Map**
Oscar CASTRO VILLAR, Senior Advisor, Gaming, ONCE, Spain

GRI Universal Standard – New Materiality Approach

Riccardo TROIANI, Global Sustainability Manager, IGT Lottery S.p.A., Italy

10:50 – 11:20 **BREAK**  (Foyer | 4th floor)





ENVIRONMENT

- 11:20 – 12:00 **Sustainable Paper Path: IGT's Review of Impact & Mitigation**
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 | 3rd 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, September 19, 2023

