

# SHAPING THE FUTURE OF LOTTERIES

DUBLIN, IRELAND  
SEPTEMBER 25 - 27, 2024

Hosted by  Premier  
Lotteries  
Ireland

## Accommodation and Venue

The Gibson Hotel  
Point Square, North Dock | Dublin, D01 X2P2  
[www.thegibsonhotel.ie/](http://www.thegibsonhotel.ie/)

## PRELIMINARY PROGRAMME

### WEDNESDAY, SEPTEMBER 25 - Arrival of the participants (transfers will not be organized)

- 17:30 - 18:00 **Optional:** Lottery Run - 3K through Dublin | (Please register by email: [laura@silverfish.fr](mailto:laura@silverfish.fr))
- 18:30 - 19:30 **EL/WLA Welcome Desk** - hotel lobby | ground floor
- 19:30 - 22:30 Welcome Dinner in the hotel room **Stratocaster Suite** (3<sup>rd</sup> floor)

### THURSDAY, SEPTEMBER 26 | Meeting room: **Stratocaster Suite** | 3<sup>rd</sup> floor

- 09:00 - 09:10 **Opening Introduction by the Moderators**  
**Laura DA SILVA**, Sustainability Director, DigitalRG.com, United Kingdom  
**Jennifer CROWE**, Head of Corporate Affairs, Premier Lotteries Ireland
- 09:10 - 09:35 **Welcome Addresses:**
- **Cian MURPHY**, CEO of Premier Lotteries Ireland
  - **Rebecca PAUL**, WLA President
  - **Romana GIRANDON**, EL President
  - **Arjan VAN 'T VEER**, EL Secretary General
- 09:35 - 10:10 **KEYNOTE** **Benefits of Embedding Sustainability into Strategy & Purpose**  
**Nicola WOODS**, Chief Transformation Officer, An Post, Ireland



## BLOCKCHAIN

10:10 – 10:40 **KEYNOTE**      **Implications of Web3 for the Gambling Industry**  
**Vincenzo RANA**, CEO, Knobs, Italy

## SUSTAINABILITY

10:40 – 10:55 **Update EL Sustainability Guidelines & Main Results EL Sustainability Survey 2024**  
**Céline SCHLUNTZ**, CSR Manager, Loterie Nationale, Belgium

10:55 – 11:05 **EL Environmental Initiative – follow up and new objectives**  
**Mélissa JACQUÉRIOZ**, EL Senior Sustainability, Data & Membership Officer

11:05 – 11:20 **Presentation of the New WLA Sustainability Platform**  
**Lynne ROITER**, WLA General Secretary

11:20 – 11:45 **BREAK**  (Concourse Area)

## ENVIRONMENT

11:45 – 12:15 **Tickets dedicated to Environmental Good Causes**

- *GENAU Environmental Lottery*, by **Stefan WAYAND**, Head of Administration and Procurement, LOTTO Hessen, Germany
- *MISSION NATURE, a Scratch Card Game in Support of Biodiversity*, by **Vincent PERROTIN**, CSR Director, FDJ, France
- *Un Ticket pour la Planète : Engaging Players in Conservation Effort* by **Virginie PASNIN**, Communication & CSR Manager, Lottotech Ltd, Mauritius

12:15 – 12:35 **Carbon Footprint of Digital Games**  
**Susanna SAIKKONEN**, VP, Sustainability, Veikkaus Oy, Finland

12:35 – 13:10 **Supply Chain's role in environmental impact – Panel moderated by Laura Da Silva**

- **Stefania COLOMBO**, Director, Global Sustainability, IGT, Italy
- **Andrew JACKSON**, VP of ESG, Scientific Games, UK
- **Julia CLOUTIER**, Senior Director, Sales & Marketing, Pollard Banknote, Canada

13:10 – 14:10 **LUNCH**  (Coda Eatery)

14:10 – 14:40 **KEYNOTE**      **Gambling Prevalence, Behaviour, and Risk among Diverse Populations**  
**Michelle L. MALKIN**, Director, Gambling Research Policy Initiative, East Carolina University, USA





## BREAKOUT SESSIONS

14:40 – 16:00 **Presentations and roundtables on 4 different topics**

<p><i>Room: Stratocaster</i></p> <p><b>Protecting minors and mystery shopping</b> Moderated by Lynne Roiter</p>	<p><i>Room: Alhambra A</i></p> <p><b>CSRD &amp; Double Materiality</b> Moderated by Soma Housein, Nederlandse Loterij and Vincent Perrotin, FDJ</p> <p>Presentations of best practices on CSRD reporting / Q&amp;A and discussions</p>
<p><i>Room: Cordoba</i></p> <p><b>Identification at Retail</b> Moderated by Mari Rajala, Veikkaus Oy</p>	<p><i>Room: Alhambra B</i></p> <p><b>Climate change – Setting Targets (SBTi) / Environmental Initiative</b> Workshop moderated by Laura Da Silva</p>

16:00 – 16:30 **BREAK**  (Concourse Area)

## STRATEGY

16:30 – 17:00 **KEYNOTE** **AI Ethics in the Gambling Industry: A Balancing Act**  
**Dr. Kasa GHAHARIAN**, Director of Research, International Gaming Institute, University of Nevada, US

17:00 – 17:10 **Closing Words**  
**Laura DA SILVA & Jennifer CROWE**, Moderators

**18:15** **Departure from the hotel lobby (~10 minutes by bus)**

**18:30** **Drinks reception at CROKE PARK (Jones' Rd, Drumcondra, Dublin 3)**

**20:00** **Dinner**

Evening hosted by



**Dress Code: Smart Casual**





**FRIDAY, SEPTEMBER 27** | Meeting room: **Stratocaster Suite** | 3<sup>rd</sup> floor

09:00 – 09:10 **Opening Introduction**  
**Laura DA SILVA & Jennifer CROWE**, Moderators

09:10 – 09:50 **KEYNOTE Strategy View to Sustainability & RG**  
**Anne LARILAHTI**, Board Member at Veikkaus and Vice-President, ESG,  
Amer Sports, Finland

## RESPONSIBLE GAMING AND AI

09:50 – 10:35 **Best Practices from Lotteries on AI**

- **Annika HJÄLM**, Head of Responsible Gaming, Svenska Spel, Sweden
- **Elisabeth CRONE LINDING**, Director Responsible Gaming, Danske Spil AS, Denmark
- **Silvia CHIOGGIA**, RG Program Development Senior Specialist, Sisal SpA, Italy
- WLA Member

10:35 – 11:00 **Lived experience**  
**Lauren MONAGHAN**, Responsible Play Manager, Premier Lotteries Ireland

11:00 – 11:30 **BREAK**  (Concourse Area)

## RG TRENDS

11:30 – 11:45 **Presentation from D&R WG on latest data on RG from EL Reports**  
**Valteri MERIKALLIO**, Senior Market Insight Manager, Veikkaus Oy, Finland

11:45 – 12:00 **Young players entering the gambling market**  
**Bjørn-Helge HOFFMANN**, Chief Adviser Responsible Gaming, Norsk Tipping AS, Norway

12:00 – 12:15 **Inner Development Goals (IDG), from UN Global Compact**  
**Arno NAGELSCHMIED**, RG Managing Director, Austrian Lotteries, Austria

12:15 – 12:30 **How Digital Technology Will Transform Experience and Impact**  
**Jan MATUSKA**, Chief of Staff and Strategy, Allwyn

12:30 – 12:45 **Closing Words**  
**Laura DA SILVA & Jennifer CROWE**, Moderators

12:45 – 14:00 **DEPARTURE LUNCH**  (Coda Eatery)

Please leave any luggage with the hotel concierge until your departure.  
**Participants will receive access to the presentations after the event.**

