

# *Programme*



**Tomorrow in Mind – Addressing the  
Expectations of the Next Generation**

**October 1–3, 2025 – Vienna**



THE EUROPEAN  
LOTTERIES  
FOR THE BENEFIT OF SOCIETY



## 2025 SRG Seminar

Hosted by Österreichische Lotterien

# Programme

## Welcome

Wednesday, October 1, 2025

Vienna Marriott Hotel – Foyer – 1<sup>st</sup> floor

Arrival of the participants (transfers will not be organised)

18:30 – 19:30 **EL/WLA Welcome Desk**

19:30 – 21.30 **Welcome Reception in the hotel**

## Day 1 AM

Thursday, October 2, 2025

Vienna Marriott Hotel – Conference room: Ballroom B/C/D – 1<sup>st</sup> floor

09.00–09.10 **Opening Introduction by the moderator**

Anne PATTBERG, Chair of the WLA RG IAP, Germany

09.10–09.30 **Welcome Addresses**

- Sarah TAYLOR, WLA Chair of the CSR Committee & and Executive Director, Hoosier Lottery, USA
- Piet VAN BAEVEGHEM, EL Secretary General
- Austrian Lotteries (speaker TBC)

09.30–10.00 **KEYNOTE – The New Generations (Gen Z & Alpha) – What do we know?**

Mag. a Dr.in Elisabeth PONOCNY-SELIGER, Clinical and Health Psychologist, University of Vienna Austria

### Communicating with young adults

10.00–11.00 **Best practices session**

- The Dream Duo – Responsibility Through Young Eyes, Ida MELLBYE LØVÅS, Brand Manager, Norsk Tipping, Norway
- Engaging Youth Through Social Media, Partnerships & the Use of Influencers, Desiree SOTO, Program Director, Problem Gambling Services, Rhode Island Lottery, USA and Victor Baez, Founder Club Ambition Podcast
- A Responsible Gaming Hackathon, Oscar CASTRO VILLAR, Senior Advisor Gaming, ONCE, Spain

Seminar venue : Vienna Marriott Hotel – [website](#)

Parkring 12a | Vienna, Austria





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11.00–11.30 Coffee break – Foyer – 1<sup>st</sup> floor

### Protecting young adults

11.30–12.30 Prevention projects – Prevention in schools

- Prevention in schools – Vincent PERROTIN, CSR Director, FDJ, France
- GameShift NRW – Christina HEMKER, Westdeutsche Lotterie, Germany
- Prevention Project – Khalid JONES, CEO and Executive Director, Virginia Lottery, USA

### Gaming & Gambling

12.30–12.50 Risk-assessment tool of gambling products in Belgium

Michael KÜBBELER, Head of Lottery Consulting, Adesso SE, Germany

12.50–13.10 Supporting Responsible Gaming Through Data

Julia CLOUTIER, Senior Director of Sales & Marketing, Pollard Banknote, Canada

13.10–14.10 Lunch – Parkring Restaurant – 1<sup>st</sup> floor

14.10–14.40 KEYNOTE – Research on 18–24 players + whitepaper

Michelle L. MALKIN, Director, Gambling Research Policy Initiative, East Carolina University, USA

14.40 –15.00 RG Research Initiative

Stephanie McCUMMINGS, Director of Public Policy & Corporate Responsibility, Scientific Games, USA



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Day 1 PM

Thursday, October 2, 2025

Vienna Marriott Hotel – Conference room: Ballroom B/C/D – 2nd floor



### Breakout sessions – 1<sup>st</sup> floor

15.00 – 16.00 **Presentations and roundtables on 3 different topics**

<b>Calculation Scope III – Environment</b> Heidi FLORENCE, Carbon Reporting Manager, DigitalRG	<b>Addressing the Expectations of the Next Generations (Gen Z &amp; Alpha)</b> Elisabeth PONOCNY-SELIGER, University of Vienna
<b>Emerging Adult Gambling: WLA Pole of Expertise Initiative plus advertising/ messaging impact</b> Panel with Lynne ROITER, Legal Counselor, WLA, Prof. Michelle MALKIN, Director Gambling Research Policy Initiative, East Carolina University, USA, Gretchen CORBIN, CEO Georgia Lottery, USA, Rebecca PAUL, CEO Tennessee Lottery, USA and Luca ESPOSITO, Executive Director, WLA	

16.00–16.30 **Break – Foyer – 1<sup>st</sup> floor**

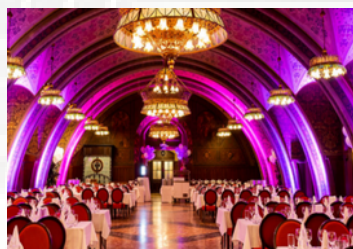
### Update of EL RG Framework

16.30–16.50 **ELFRA project, Update of the EL Responsible Gaming Standards & Framework**

- Susanna SAIKKONEN, Executive Chair of the EL SRG working group &
- Mélissa JACQUÉRIOZ, EL Senior Sustainability & Membership Officer

16.50–17.00 **Closing Words**

### Evening activity



This year's event will be hosted by our member Österreichische Lotterien (Austrian Lotteries) who are inviting us to a Vienna Evening Walk & Dinner at the Rathauskeller, a historic cellar restaurant beneath Vienna's grand City Hall. The stunning Rathauskeller combines imperial architecture with warm hospitality and offers dinner in an elegant setting—vaulted ceilings and timeless charm—perfect for unwinding and connecting with fellow guests.

Practical details will be communicated in due time.

Seminar venue : Vienna Marriott Hotel – [website](#)

Parking 12a | Vienna, Austria



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## 2025 SRG Seminar

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## Day 2

Friday, October 3, 2025

Vienna Marriott Hotel – Conference room: Ballroom B/C/D – 1<sup>st</sup> floor

09.00–09.10 **Opening introduction**

### RG & Sports

09.10–09.40 **KEYNOTE – Disability in sport**  
Teresa PERALES, Paralympic swimming champion, Spain

09.40–10.00 **BEST PRACTICE SESSION**  
**Preventive RG and anti-matchfixing education among athletes**  
Per Einar KARLSEN, Senior Adviser Responsible Gaming, Norsk Tipping AS, Norway

10.00–10.30 **KEYNOTE – Sports Gambling Among Youth**  
Dr. Jeff DEREVENSKY, Professor Emeritus and Director of Clinical Training, Department of Psychiatry, McGill University, Canada

10.30–11.00 **Break – Foyer – 1<sup>st</sup> floor**

### Circularity & Ecodesign

11.00–11.30 **KEYNOTE: Circular economy. A different vision for the future**  
Nadia LAMBIASE, CEO and Co-founder of Mercato Circolare. Phd in Innovation for the Circular Economy – Research Fellow, University of Turin, Italy

11.30–11.50 **Best practice session**  
Stefania COLOMBO, Director Global Sustainability, Brightstar, Italy



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## Day 2

Friday, October 3, 2025

Vienna Marriott Hotel – Conference room: Ballroom B/C/D – 1<sup>st</sup> floor

### Environment

11:50 – 12:50

#### Best Practices on the supply chain

- Kate CARLSON, Director of CSR and Compliance, Hoosier Lottery, USA
- Speaker TBC, Lotto New Zealand
- Speaker TBC, Nederlandse Loterij

13:00 – 13:15

#### Presentation of the new EL Initiative on Emissions Measurement Across the Supply Chain and EUDR Compliance

Heidi FLORENCE, Carbon Reporting Manager, DigitalRG

13:15 – 13:30

#### Closing Words

**13.30–14.30 – Departure Lunch – Parking 1<sup>st</sup> floor**

Please leave any luggage with the hotel concierge until your departure.

**Participants will receive access to the presentations after the event.**

Program updated August 21, 2025

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