

Programme



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

October 1–3, 2025 – Vienna

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

Parkring 12a | Vienna, Austria



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 – 1st 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 – 1st 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
- Erwin VAN LAMBAART, CEO, Austrian Lotteries, Austria

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

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

Communicating with young adults

10.00–11.00 **BEST PRACTICE SESSIONS**

- 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, Influencer & Founder of Club Ambition Podcast
- A Responsible Gaming Hackathon, Oscar CASTRO VILLAR, Senior Advisor Gaming, ONCE, Spain

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11.00–11.30

Coffee break – Foyer – 1st floor

Protecting young adults

11.30–12.30 Prevention projects

- GAMESHIFT NRW – Christina HEMKER, Strategic communications, Westdeutsche Lotterie, Germany
- Prevention programs for teenagers and young adults – Vincent PERROTIN, Chief Sustainability Officer, FDJ, France
- Meet Them Where They Are, Talk Like They Talk: RG Outreach in the Age of the Influencer – Khalid JONES, CEO and Executive Director, Virginia Lottery, USA

Gaming & Gambling

12.30–12.50 Risk Assessment of Gambling Products

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 – 1st floor

14.10–14.40 KEYNOTE – Gambling and gambling-related harms among emerging adults (18–24): Strategies for Harm-Reduction

Dr. Michelle L. Malkin, Director Gambling Research & Policy Initiative, East Carolina University, USA

14.40 –15.00 Tomorrow in Mind: Responsible Gaming Insights for the Next Generation

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



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Breakout sessions – 1st floor

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

Calculation Scope 3 Emissions – Environment Heidi FLORENCE, Carbon Reporting Manager, DigitalRG Room: Palais Sachsen Coburg I + II	Addressing the Expectations of the Next Generations (Gen Z & Alpha) Elisabeth PONOCNY-SELIGER, Occupational & Clinical and Health Psychologist, University of Vienna Room: Palais Sachsen Coburg III
Emerging Adult Gambling: WLA Expertise Initiative and CEO Messaging Insights 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 Room: Ballroom B/C/D (Main Conference room)	

16.00–16.30 **Break – Foyer – 1st floor**

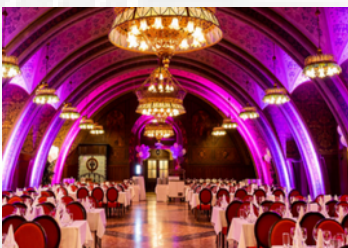
Update of EL RG Framework

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

- Susanna SAIKKONEN, Executive Chair of the EL SRG working group, VP Sustainability, Veikkaus
- 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.

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Day 2

Friday, October 3, 2025

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

09.00–09.10 **Opening introduction**

RG & Sports

09.10–09.40 **KEYNOTE – Sports Gambling Among Youth**

Dr. Jeff DEREVENSKY, Professor Emeritus and Director of Clinical Training,
Department of Psychiatry, McGill University, Canada

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

Environment

10.00–10.30 **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

10.30–11.00 **Break – Foyer – 1st floor**

11.00–11.20 **BEST PRACTICE SESSION**

Life Cycle Thinking in Lottery Terminal Design

Stefania COLOMBO, Global Sustainability Senior Director, Brightstar, Italy



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11:20 – 11:45

BEST PRACTICE SESSIONS ON SUPPLY CHAIN

Circular economy & the Hoosier Lottery

Kate CARLSON, Director of CSR and Compliance, Hoosier Lottery, USA

11:45 – 12:00

EL Environmental Initiative Impact in Focus

- Heidi FLORENCE, Carbon Reporting Manager, DigitalRG
- Mélissa JACQUÉRIOZ, EL Senior Sustainability & Membership Officer

12:00– 12:10

Closing Words

12.10–13.10 – Departure Lunch – Parkring 1st floor

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

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