



THE EUROPEAN
LOTTERIES
FOR THE BENEFIT OF SOCIETY



Programme

Driving Impact

Raising

Standards

SUSTAINABILITY &
RESPONSIBLE GAMING
SEMINAR 2026

MILAN, 16-18 SEP 2026



EL/WLA Sustainability & Responsible Gaming Seminar 2026

16-18 September, 2026
Milano, Italy

Hosted by



Seminar venue : Marriot Hotel Milan – [website](#)

Via G. Washington 66 – 20146 Milan | Italy

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WEDNESDAY, SEPTEMBER 16

Arrival of the participants (transfers will not be organized)

18:30 – 19:15 **EL/WLA Welcome Desk** and welcome drink

19:15 – 21:30 Welcome Dinner in the hotel – room Leonardo 2

THURSDAY, SEPTEMBER 17 AM

09:00 – 09:10 **Opening Introduction by the Moderator**

Laura DA SILVA, Founder, DigitalRG, United Kingdom

09:10 – 09:30 **Welcome Addresses:**

- **Roberto DI FONZO**, CEO, Sisal SpA, Italy
- **Sarah TAYLOR**, Chair of the WLA Corporate Social Responsibility Committee (TBC)
- **Piet VAN BAEVEGHEM**, EL Secretary General

09:30 – 10:10 **KEYNOTE**

Details TBC

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THURSDAY, SEPTEMBER 17 AM

RAISING THE BAR: NEW STANDARDS & GLOBAL INITIATIVE

10:10 – 10:25 *Update of the EL Responsible Gaming Standards and Framework*
EL (speaker TBC)

10:25 – 10:40 *Update on WLA Initiatives*

Lucile GOULARD, WLA Deputy Executive Director (TBC)

10:40 – 11:10 **COFFEE BREAK**

ORGANISATION

11:10 – 11:40 **BEST PRACTICE SESSION ON RESPONSIBLE GAMING GOVERNANCE**

- *Dark Patterns*, by **Pauline FIEUX**, Head of Responsible Gaming, La Française des Jeux, France
- **Kelly BLEAKLEY**, Senior Manager – Social Purpose, Lotto New Zealand (title tbc)

11:40 – 11:55 *Sustainability – Update on EU Regulations*

Stefania COLOMBO, Director, Global Sustainability, Brightstar Lottery SpA, Italy
and **Susanna SAIKKONEN**, Sustainability Director, Veikkaus Oy, Finland

11:55 – 12:35 **KEYNOTE – Responsible use of AI**

Simone ROSATI, Philosopher of science, BLOOM, Italy

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12:35 – 12:50 *New AI-based model for detecting risky behaviours in online lottery play (FDJ Protect)*

Vincent PERROTIN, Chief Sustainability Officer, La Française des Jeux, France

12:50 – 13:50 **LUNCH**

PLAYER PROTECTION

13:50 – 14:30 **KEYNOTE on Empathy Engineering**

Dr. Michael WOHL, Professor of Psychology at Carleton University, Canada

14:30 – 14:45 *Introducing lower loss limits for young adults*

Bjørn-Helge HOFFMANN, Chief Adviser Responsible Gaming, Norsk Tipping, Norway

14:45– 15:30 **From detection to impact: What works in preventive player interactions?**

- *Proactive messages (Spillepuls)*, by **Carly Grace ALLEN**, Senior UX Designer, Norsk Tipping, Norway
- *"Check Your Gambling Habits" Campaign*, by **Tina DJINOVSKI**, Head of Sustainability and Stakeholder Engagement, Loterija Slovenije, Slovenia
- *Identified play reduces underage gambling and gambling-related harm among young players*, by **Henna VUORENTO**, Responsible Gaming Specialist, Veikkaus Oy, Finland

15:30 – 16:00 **Panel on Innovation and Continuous Improvement—How Suppliers Are Supporting Customers**

- Speakers TBC

16:00 – 16:30 **COFFEE BREAK**

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BREAKOUT SESSIONS

16:30 – 17:30 **Presentations and roundtables on 4 different topics**

1. Mystery Shopping
2. Sustainability topic (Scope 3 emissions)
3. RG and AI
4. IAP Panel – RG Trends

17:30 – 17:40 **Closing Words by the Moderator**

Laura DA SILVA, Founder, DigitalRG, United Kingdom

EVENING HOSTED BY SISAL SpA

Discover Milan before an unforgettable evening at the iconic SNAI San Siro Racecourse. Participants will enjoy a guided sightseeing tour through the city's historic centre before heading to one of Europe's most prestigious racecourses for a welcome aperitif, dinner, and the opportunity to explore this unique sporting venue through an optional guided visit.

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FRIDAY, SEPTEMBER 18 AM

09:00 – 09:10 **Opening Introduction by the Moderator**

Laura DA SILVA, Founder, DigitalRG, United Kingdom

COMMUNITY

09:10 – 09:50 **KEYNOTE Gambling Dual Disorder. The expectation not the exception**

Dr. Néstor SZERMAN, President of WADD (World Association on Dual Disorders), Institute of Psychiatry and Mental Health, Gregorio Marañon University Hospital, Spain

09:50 – 10:05 *Fair Foundation*

Sisal SpA, Italy (speaker TBC)

10:05 – 11:00 **Panel on Responsible Gaming research evolution and possible applications**

- Dr. **Michael WOHL**, Professor of Psychology at Carleton University, Canada
- Dr **Steffen OTTERBACH**, Director of the Gambling Research Center, Institute for Health Care & Public Management, University of Hohenheim, Germany
- **Jade LUCHAUER**, Director of Global Responsible Gaming & Community, Brightstar Lottery SpA, Italy
- **Alev ŞAMAN**, Responsible Gaming & CSR Director, Sisal Şans, Türkiye

11:00 – 11:30 **COFFEE BREAK**

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COMMUNITY

11:30 – 12:10 **KEYNOTE – Decarbonization**

Prof. **Jacopo BASSI**, Senior Manager, ALTIS Advisory, Italy

12:10 – 12:40 **BEST PRACTICE SESSION**

- All innovators projects, Sisal SpA, Italy (speaker TBC)
- Sustainability Academy, by **Gianmario TROVÒ**, Brightstar Lottery SpA, Italy

12:40 – 12:55 *Update on the EL Environmental Initiative*

Mélissa JACQUÉRIOZ, EL Senior Sustainability & Membership Officer

12:55 – 13:05 **Closing Words by the Moderator**

Laura DA SILVA, Founder, DigitalRG, United Kingdom

13:05 – 14:15 **DEPARTURE LUNCH**

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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