



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 – Room Leonardo 2

19:15 – 21:30 Welcome Dinner – Room Leonardo 2

(The Room Leonardo 2 is located on the ground floor of the Marriott hotel)

THURSDAY, SEPTEMBER 17 AM

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

Laura DA SILVA, Founder, digitalRG, United Kingdom

09:10 – 09:25 **Welcome Addresses:**

- **Rosangela ROBBIANI**, Chief Public Affairs Officer, Sisal SpA, Italy
- **Sarah TAYLOR**, Chair of the WLA Corporate Social Responsibility Committee (TBC)
- **Piet VAN BAEVEGHEM**, EL Secretary General

09:25 – 10:05 **KEYNOTE – SUSTAINABLE COMPANIES WIN – AND THE REASON IS CLEAR**

Paolo TATICCHI, Professor of Strategy and Sustainability and
Co-Director UCL Centre for Sustainable Business, University College London

Follow-up on Sisal implementation by **Marzia ALETTA**, Lottery Senior Director &
Davide NOVA, Lottery & Gaming Italy Marketing Senior Director, Sisal SpA, Italy

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THURSDAY, SEPTEMBER 17 AM

RAISING THE BAR: NEW STANDARDS & GLOBAL INITIATIVE

10:05 – 10:20 *Update of the EL Responsible Gaming Standards and Framework*

Arno NAGELSCHMIED, RG Managing Director, Austrian Lotteries & Member of the EL Responsible Gaming & Sustainability Community of Experts

10:20 – 10:30 *Update on WLA Initiatives*

Lucile GOULARD, WLA Deputy Executive Director & **Mélissa AZAM**, WLA Project Coordinator

10:30 – 10:40 WLA Responsible Gaming Certification Ceremony

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

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

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- 11:55 – 12:35 **KEYNOTE – RESPONSIBLE USE OF AI**
Simone ROSATI, Philosopher of science, BLOOM, Italy
- 12:35 – 12:50 WLA Contributor 1
- 12:50 – 13:05 *New AI-based model for detecting risky behaviours in online lottery play (FDJ Protect)*
Vincent PERROTIN, Chief Sustainability Officer, La Française des Jeux, France
- 13:05 – 14:00 **LUNCH**

PLAYER PROTECTION

- 14:00 – 14:40 **KEYNOTE – EMPATHY ENGINEERING**
Dr. Michael WOHL, Professor of Psychology at Carleton University, Canada
- 14:40 – 14:55 WLA Contributor – Pollard Banknote
- 14:55 – 15:10 *Introducing lower loss limits for young adults*
Bjørn-Helge HOFFMANN, Chief Adviser Responsible Gaming, Norsk Tipping, Norway
- 15:10– 15:55 **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

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15:55 – 16:10 WLA Contributor – Brightstar Lottery

16:10 – 16:40 **COFFEE BREAK**

BREAKOUT SESSIONS

16:40 – 17:40 **Presentations and roundtables**

1. Sustainability & Environment (Scope 3 emissions)
2. IAP Panel – RG Trends

17:40 – 17:50 **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 Marañón University Hospital, Spain

09:50 – 10:05 *From Prescriptive to Inspirational: How Communication is Redefining Responsible Gaming*

Stefano DE VITA, General Director – FAIR Foundation, Sisal SpA, Italy

10:05 – 10:50 **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**, Corporate Communications & CSR Director, Sisal Şans, Türkiye

Moderated by Laura DA SILVA

10:50 – 11:05 WLA Contributor 4

11:05 – 11:35 **COFFEE BREAK**

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COMMUNITY

11:35 – 12:15 **KEYNOTE – DECARBONIZATION**

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

12:15 – 12:45 **BEST PRACTICE SESSION**

- All innovators projects, by **Davide ORFANELLI**, Open Innovation & Ecosystem Development Manager, Sisal SpA, Italy
- Sustainability Academy, by **Gianmario TROVÒ**, Brightstar Lottery SpA, Italy

12:45 – 13:00 *Update on the EL Environmental Initiative*

Mélissa JACQUÉRIOZ, EL Senior Sustainability & Membership Officer

13:00 – 13:10 **Closing Words by the Moderator**

Laura DA SILVA, Founder, digitalRG, United Kingdom

13:10 – 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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