

EL INDUSTRY
DAYS 2024
SALZBURG

Creating
Positive
Social Impact

Organized by



THE EUROPEAN
LOTTERIES
FOR THE BENEFIT OF SOCIETY

Hosted by



österreichische
LOTTERIEN

EL Level 1 partners



IGT



SG
SCIENTIFIC GAMES

EL Level 2 partner

neogames®

Salzburg (Austria), 16 – 19 June 2024

Sunday, 16 June

16:00 – 18:00 Registration desk open | [SALZBURG CONGRESS](#)

19:00 – 23:00 **WELCOME EVENT CASINO SALZBURG** (ID required)
18:30 – 19:00 Shuttle bus (departure Sheraton Hotel)
22:00 – 23:00 Return shuttle bus to hotel

Monday, 17 June

All day Meetings and other business gatherings (upon invitation)

08:00 – 18:00 Registration desk open | **SALZBURG CONGRESS**

11:00 – 12:30 **Positive Social Impact Workshop ([brochure](#)) | EUROPA SAAL (SALZBURG CONGRESS)**

12:30 – 14:30 WELCOME LUNCH – SALZBURG CONGRESS

13:30 – 14:30 Meeting of non-EU EL members | **WOLF – DIETRICH 2 (SALZBURG CONGRESS)**

15:00 – 16:00 EL Executive Committee meeting (EL ExCom members only)

15:45 – 16:30 Registration desk and papers General Assembly | **KARAJAN SAAL (SALZBURG CONGRESS)**

16:30 – 18:00 **EL General Assembly 2024**

**19:30 – 23:30 EL PARTNERS DINNER EVENING
DOMQUARTIER SALZBURG**

18:45 – 19:15 Shuttle bus (departure Sheraton Hotel)

22:45 – 23:30 Return shuttle bus to hotel

Tuesday, 18 June

09:00 – 09:30 **Opening ceremony | EUROPA SAAL (SALZBURG CONGRESS)**

Romana GIRANDON, EL President
Erwin VAN LAMBAART, Chairman of the Board Austrian Lotteries and General Director Casinos Austria
Martin ŠKOPEK, Director Austrian Lotteries and Director Casinos Austria

Welcome by Presenter and programme overview

09:30 – 10:15 **Grand Opening**

Keynote by **Kristina HAMMER**, President, Salzburger Festspiele

10:15 – 10:45 **The Social Value of Lotteries**

Sophie MASSIN, Full Professor of Economics, Lille University, France

10:45 – 11:15 **COFFEE BREAK**

11:15 – 12:15 **Positive Social Impact – Creating impact together**

CEO Debate

Stéphane PALLEZ, President & CEO, FDJ
Olli SAREKOSKI, President & CEO, Veikkaus
Erwin VAN LAMBAART, Chairman of the Board Austrian Lotteries and General Director Casinos Austria
Cindy POLZIN, Director, Wisconsin Lottery, USA
Hansjörg HÖLTKEMEIER, CEO, Deutsche Klassenlotterie Berlin
Mélissa JACQUÉRIOZ, Executive Chair, EL Positive Social Impact Group

Moderated by Arjan VAN 'T VEER EL Secretary General and Lucy LENAERS-MATHIESON, EL Communications Officer

12:15 – 13:00 **EL Level 1 Partner – Scientific Games**

Driving Lottery Sustainability and Beyond: Aligning People, Profit and Purpose Across a Global Portfolio

Andrew JACKSON, VP of ESG, Scientific Games

13:00 – 14:00 **LUNCH BREAK**

14:00 – 14:45 **EL Level 1 Partner – IGT**
Sustainable Play in Action

Wendy MONTGOMERY, SVP, Marketing, Communications and Sustainability, IGT
Laura FELIZIANI, Product Communication Senior Manager, IGT Lottery

14:45 – 15:30 **Creating Positive Social Impact**

EL Impact Report
Susanna SAIKKONEN, VP Sustainability, Veikkaus

EL Environmental Initiative
Laura DA SILVA GOMES, Director, Silverfish, CSR
Vincent PERROTIN, CSR Director, FDJ

EL DEI /WiLL Programme
Panel of WiLL participants moderated by **Suzanne MAU-ASAM**, Director, DoorsOpen

15:30 – 16:00 **EL Level 2 Partner – NeoGames**

Chris SHABAN, Managing Director, iLottery, NeoGames

A learning mindset to thrive in times of accelerated innovation

16:00 – 16:45 **KEYNOTE by Katja SCHIPPERHEIJN**, Founder of Habit of Improvement and sCooledu

16:45 – 17:00 Conclusions of the day

19:00 – 23:30 **EL DINNER EVENING HANGAR 7**
18:30 – 19:00 Shuttle bus (departure Sheraton Hotel)
22:30 – 23:30 Return shuttle bus to hotel

Wednesday, 19 June

09:30 Welcome by Presenter

09:30 – 10:10

**Book of Dreams and the Maidens Hopes.
The Aesthetical and Social Surroundings of Lottery.**
Rainer BULAND, Head of Archive Game Research & Playing
Arts, Mozarteum University Salzburg

10:10 – 10:30

EL Heritage Project
Jannie HAEK, CEO, The National Lottery Belgium
María NÚÑEZ, Head of Communications, SELAE

10:30 – 11:00

COFFEE BREAK

11:00 – 12:30

Positive Impact of Sport

Panel Discussion

Friedrich STICKLER, EL Honorary President, Play Fair Code
President

Andreas KÖTTER, CEO, WestLotto

Anna-Maria WIESNER, Member Executive Committee,
European Non-Governmental Sports Organisation (ENGSO)

Jens NIELSEN, Sport Betting Director, Danske Spil and ULIS
Board Member

Laurent THIEULE, Founder & President, Sport & Citizenship

Orsolya TOLNAY, Member of the Board of Directors, Sport and
Sustainability International

*Moderated by **Alvise ANGELINI**, EL Sport Secretary*

12:30 – 13:00

Summary and conclusions

Presentation of the 2025 EL Congress, Bern (CH)

13:00 – 14:30

FAREWELL LUNCH