

AI FOR HUMAN-TECH SYNERGY

A Responsible Bet to Shape the Future

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#EuropeanLotteries @EuropeLotteries
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A bet.

Every bet is about the future. About uncertainty. About what we can imagine.



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THE QUESTION

What can we become when we learn to work with AI responsibly?



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Where are we today?

Today we find ourselves in a **unique and unprecedented historical moment**, in an increasingly complex, fast-paced, and exponential world that sees **technological innovation and artificial intelligence** as the protagonists and drivers of **increasingly extraordinary inventions**.



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The singularity is nearer

«In just 100 years, we are about to experience 20.000 years of technological progress»

Ray Kurzweil



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Need for Transformation



«Any company designed for success in the 20th century is doomed to failure in the 21th»

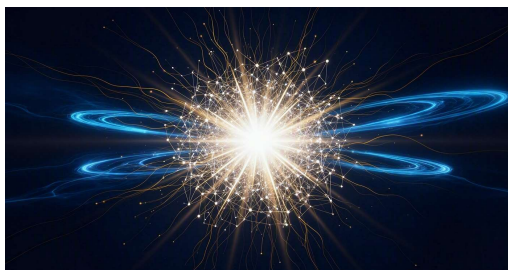
David S. Rose



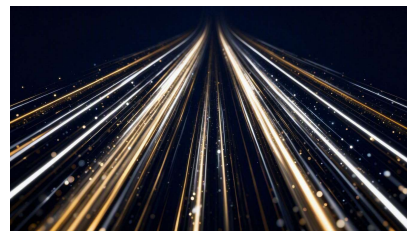
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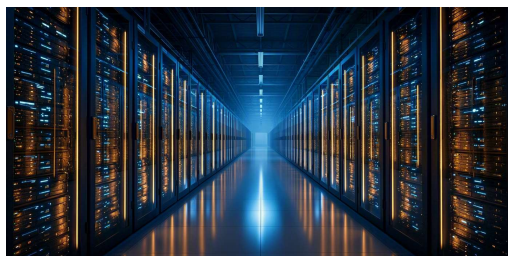
SOME RECENT NEWS FROM THE AI WORLD



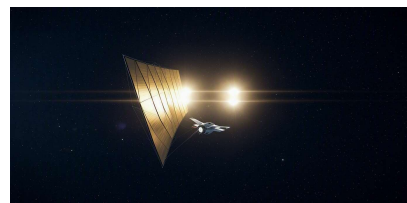
OpenAI launches GPT-6 Astra (September 3, 2026): the "most intelligent and aligned model in the world", with a 1.05M-token context window and the first-ever "Critical" cybersecurity classification under OpenAI's Preparedness Framework.



Model fatigue: in a single week (September 2-3, 2026) OpenAI, Anthropic, Google, Meta and Alibaba all shipped new frontier models — Gemini 3.8 Flash, Muse Spark 1.3 and Qwen3.8-Max among them. The release cycle is now measured in days, not years.



The buildout is unprecedented: PwC (September 2, 2026) projects \$31.6 trillion of global AI infrastructure investment through 2050, while Alphabet, Amazon, Meta, Microsoft and Oracle have issued a record \$159 billion in bonds in six months to fund data centers.



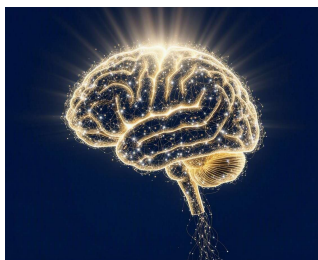
Intelligence leaves the solar system: the first interstellar spacecraft has been aimed at Alpha Centauri — an AI-designed mission that turns exponential technology into a genuinely cosmic project.



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After GPT-6 Astra's launch, OpenAI co-founder Greg Brockman declares: "Welcome to the AGI era" – while Sam Altman says the company is deliberately "pacing our progress" on safety. Astra was trained on more than 100,000 GPUs.



AI
Artificial Intelligence

Think of AI as a **truly intelligent assistant** that can perform specific tasks better (or faster) than we can.



AGI
Artificial General Intelligence

AGI is the stage where **machines can think, learn, and comprehend** like humans through different tasks.



ASI
Artificial Superintelligence

ASI is the sci-fi level where **machines become much smarter** than humans in everything.



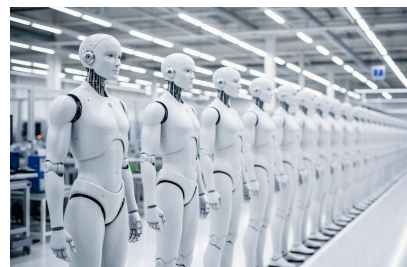
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SOME RECENT NEWS FROM THE AI WORLD



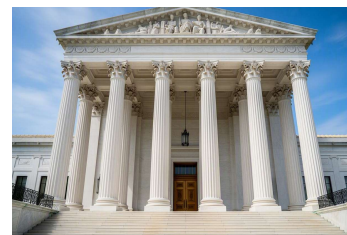
Alex Wissner-Gross launches Physical Superintelligence (PSI), a new venture built to push frontier AI out of the browser and into the physical world.



Humanoids scale up fast: Figure is producing one robot per hour, 13,000+ units shipped globally in 2025 and a \$5-10B market expected in 2026 — with China leading on volume.



Peter Diamandis (September 2026): "There is no job apocalypse" — but 70% of CEOs admit two people with AI agents could replicate their best business line in 90 days.



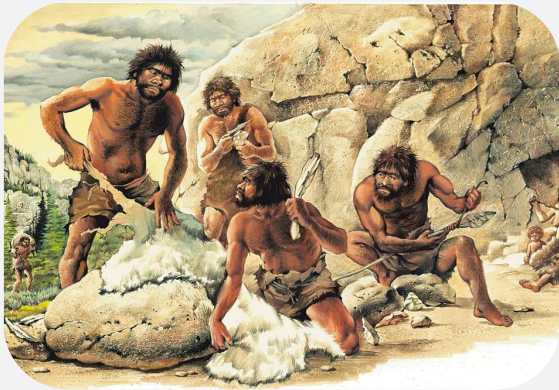
Governance catches up: in September 2026 the US moved to restrict imports of foreign humanoid robots on national-security grounds, while China banned AI companions for minors.



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Society is not ready



LIFE
Local & linear



LIFE
Global & Exponential



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Our Brain Is Not Ready



***Ancient
architecture***



***Torrents of
data***



***Hardwired
biases***



***Limited
bandwidth***



***Technological
amplification***



***Change
accelerating***



***Global
problems***



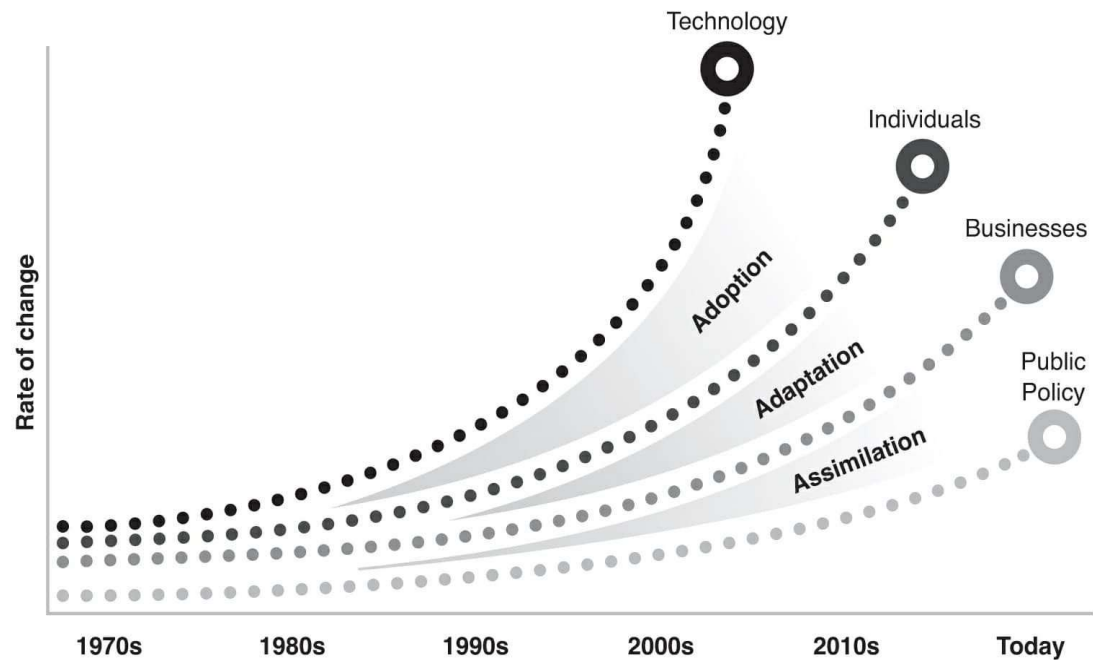
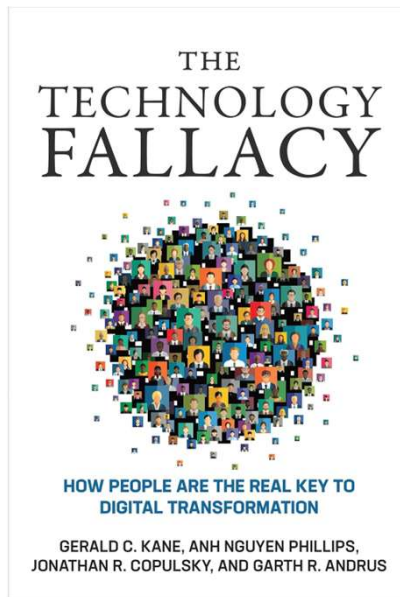
***Navigation
requirements
increasing***



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Our responsibility in the adoption process



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FROM TECHNOLOGY TO RESPONSIBILITY

AI is no longer just a productivity tool, but a strategic capability that transforms how organizations decide, operate, and compete.

The critical differentiator is not access to AI, but how people lead its adoption, integration, and ethical use across the organization.

Technology does not determine the outcome.
Human maturity does.

This is not fear.

This is responsibility.



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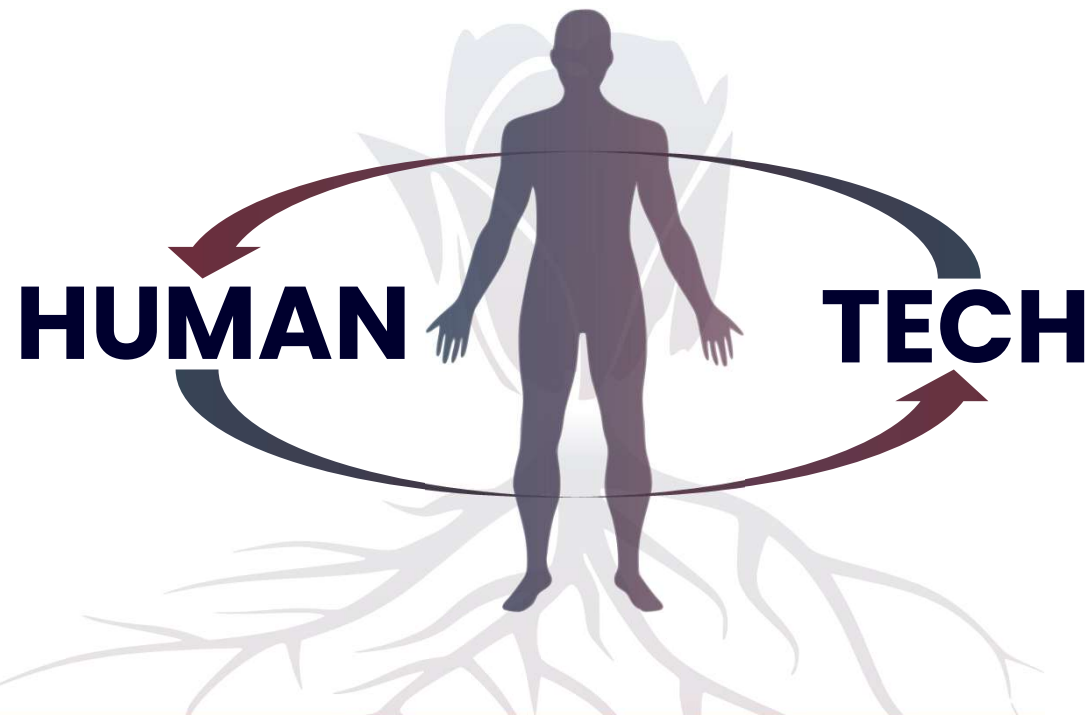


The quality of what emerges depends on the quality of the relationship we build between Human and Tech.



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AI AS A COPILOT - increasing our productivity helping us in each task
AI AS A COACH - helping us improving our mindset while performing the task



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HUMAN-TECH SYNERGY: THE DOUBLE WING APPROACH

When **technology** and **human development** work together, AI becomes a real **competitive advantage** and lets the organisation stand out uniquely in the market.

Human Wing HUMAN EVOLUTION

Purpose: turn everyday tasks into opportunities for learning and growth.

Awareness
Continuous learning
People development
Values turned into habits



Tech Wing + PRODUCTIVITY - STRESS

Purpose: raise productivity and quality of work while cutting repetitive load.

AI tools
Agents
Automation
Operational scalability



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**AI expands the space of possibilities.
Human beings define the space of
meaning.**

**Responsible AI is also a question of
human maturity.**

Attention. Judgment. Responsibility.



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Inner game & Outer game



The **Outer Game** is the external world in which we operate: technologies, AI, markets, global challenges and ever-changing organizational contexts. It represents the skills, strategies and tools we use to act in change.



The **Inner Game** is our internal world: mindset, emotions, beliefs and assets that determine how we interpret and react to complexity. It represents the quality of our presence and the ability to learn, adapt and transform.



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Exterior and interior technologies

We live immersed in **external technologies**: AI, smartphones, GPS, cloud...
But how much do we train our **inner technologies**?

Inner technologies

Concentration techniques, Memory techniques, Logic and rhetoric, Writing, Meditation and mindfulness, Stress and emotion management, Effective communication.

Exterior technologies

Polished stone, wheel, writing, movable type printing, Steam engine, Electricity, Computer, Internet, Artificial Intelligence.

?

Try asking yourself:

How much attention do you give every day to your inner technologies?
And ABOVE all how much do you use the external ones to train the inner ones?



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FROM PRINCIPLE TO PRACTICE

So how do we make this practical?



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The three gaps to integrate

ME



LEARNING GAP

OTHERS



EMOTIONAL GAP

SITUATION



WISDOM GAP



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The skill of skills

"The illiterates of the twenty-first century will not be those who cannot read and write, but those who will not be able to learn, unlearn and relearn"

- Alvin Toffler



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Learn, unlearn, relearn – concretely

- AI literacy: what these systems can and cannot do.
- Prompting & dialogue: ask better questions, not faster ones.
- Critical judgement: verify sources, spot bias and confident errors.
- Delegation design: what we hand to AI, what stays human.
- Learning agility: unlearn old routines and rebuild them with AI.



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The three gaps to integrate

ME



LEARNING GAP

OTHERS



EMOTIONAL GAP

SITUATION

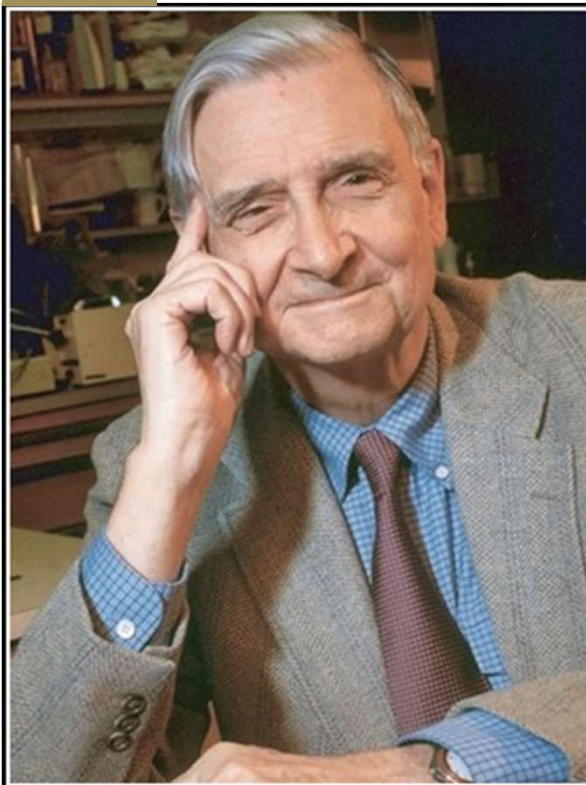


WISDOM GAP



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*"We have Paleolithic emotions,
medieval institutions and
futuristic technologies."*

E.O. Wilson



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Responsible Interaction

- Question & Co-create
- From asking for answers to designing a dialogue.
- Can AI challenge my assumptions? What is missing?
- Which perspectives are absent?
- Not only AI but the relationship with AI

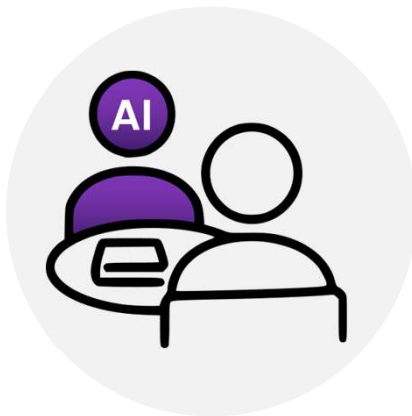


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The MAC 3D interaction model

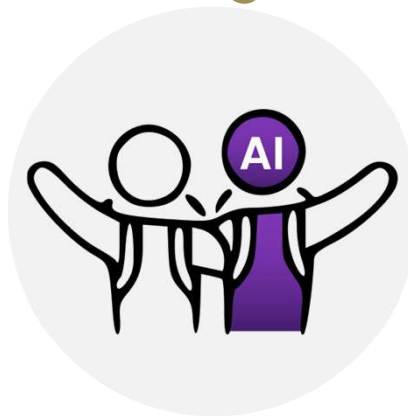
Demand



Mentor

You don't know, AI guides you

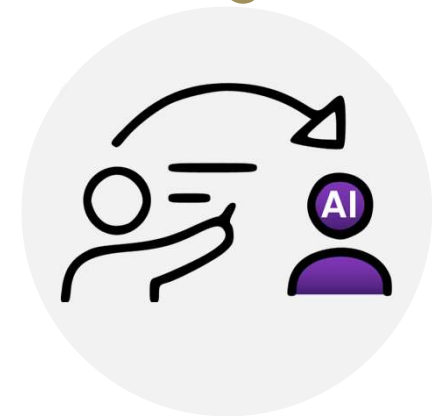
Dialogue



Ally

You know something, AI dialogues

Delegate



Contributor

You know, but you delegate for speed



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MAC Interactions



Mentor

- **Explain** a complex automotive trend and its business implications.
- **Guide me step by step** through an emerging market or technology shift.
- **Give me a concrete example** relevant to the automotive services industry.
- **Help me identify the risks and blind spots** I should consider.



Ally

- **Give me the pros and cons** of this strategic option.
- **Brainstorm with me** on possible cross-functional solutions.
- **Challenge my thinking** on this business priority.
- **Help me explore** this decision from different functional perspectives.



Contributor

- **Define the key steps** required to turn this idea into action.
- **Prepare an executive summary** of these insights.
- **Create a first draft** of this proposal for the Leadership Team.
- **Organize priorities, responsibilities and next steps** into a clear action plan.



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The three gaps to integrate

ME



LEARNING GAP

OTHERS



EMOTIONAL GAP

SITUATION



WISDOM GAP



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Wisdom Gap



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Responsible Impact

Complexity
increases



Our ability to respond
decreases

To bridge this gap, it is **not enough**
to **accumulate new information**:
we need to have an **orientation**
towards continuous learning and
constant application, which allows
us to

Turning knowledge
into **practice**



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USE CASE

Rather than talking about it, let's see it.

Responsible Prompting Challenge



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The scenario

“A lottery organisation wants to explore AI to personalise digital communication with its adult players - making communication more relevant and effective.”



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Step 1: the *trivial* prompt

"We are a European lottery organization. Help us design a personalized AI-enabled communication strategy for our adult players, in order to increase the relevance and awareness of the game and bets."

Structured. Reasonable. Maybe even impressive.



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But is it enough?



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What would you need to know?

- What engagement, exactly?
- Which players - and which data?
- Which vulnerable groups?
- Which unintended consequences?
- Who is accountable, and where is human oversight?



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**AI gave us an answer. Our Human
Intelligence expanded the question.**



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Step 2: responsible prompting

"We are a European lottery organization. Help us design a personalized AI-enabled communication strategy for our adult players, in order to increase the relevance and awareness of the game and bets."

"Before proceeding with the task, ask me the top 10 clarifying questions to get all the information you need to give me the best possible output: unique in the world and suitable for my noble purposes.

Proceed with one question at a time and each time give me a minimum of 2 and a maximum of 4 possible numbered answer options in order to make it easier for me to answer you, thank you."

Reverse Prompting is a technique that overturns the traditional logic of prompting: instead of simply giving instructions to the LLM, we are the ones **who are guided by the AI's questions.**

This technique allows you to:

- help the LLM better understand **what we really want**
- make us reflect on the details that we often take for granted
- Collect additional information that makes the output **more accurate, personalized, and responsible.**



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Same AI. Different relationship. Different quality of thinking. Different decision.

Prompting is not only a technical skill. It can become a discipline of thought.



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EVOLUTIONARY INTELLIGENCES

As Artificial Intelligence evolves, we can evolve the way we use our Human Intelligence.



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Three tips

1. Pause before you delegate.
2. Question before you optimise.
3. Own before you scale.



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THE RESPONSIBLE BET

A bet on a future where technological power and human potential evolve in synergy.



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HUMAN-TECH SYNERGY

One question at a time. One interaction at a time. One decision at a time.

Every interaction with AI is an opportunity to practice the future we want to shape.



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