

CSR/ Responsible Gaming Seminar  
**"WHO DARES WINS"**



Florence / Italy, September 30 – October 2, 2014

**PROGRAMME**

**ACCOMMODATION AND VENUE:**

**Starhotels Michelangelo (Seminar venue)**

Viale Fratelli Rosselli, 2 - 50123 Florence  
 T: +39 055 27841 [www.starhotels.com](http://www.starhotels.com)

**NH Firenze**

Piazza Vittorio Veneto, 4/A - 50123 Florence  
 T: +39 055 2770 [www.nh-hotels.it](http://www.nh-hotels.it)

**Tuesday, September 30**

Arrival of the participants, no transfers are organised

- 18:00 Working documents available at the EL welcome desk in the hotel lobby
- 20:00 Dinner in restaurant Assaggi (floor -1)

**Wednesday, October 1<sup>st</sup> (room Michelangelo)**

- 09:00-09:15 Welcome addresses by:
  - o **Friedrich STICKLER**, EL President
  - o **Giovanni MAGGI**, V.P. Institutional Relations, Sisal SpA, Italy
 Introduction to the seminar: **Ray BATES**, Moderator
- 09:15-10:00 **KEYNOTE**  
*Challenge the Model*, by **Baroness Jean COUSSINS**, Consultant on CSR, United Kingdom
- 10:00-10:45 **THE ITALIAN COLLABORATION**
  - o *The Italian Gaming Market: Industry Cooperation on Responsible Gaming* by **Simonetta CONSIGLIO**, VP Marketing, Communication & CSR, Sisal SpA and **Stefania COLOMBO**, Corporate Social Responsibility, Lottomatica
  - o *Advertising self-regulation in Italy and beyond in the gaming sector* by **Vincenzo GUGGINO**, Secretary General, Istituto di Autodisciplina Pubblicitaria (IAP), Italy
- 10:45-11:15 Coffee Break in American Bar (ground floor)
- 11:15-12:15 **BRAND-LED MARKETING**
  - o Underage Gaming Operation during the World Cup, by **Raymond BOVERO**, Responsible Gaming Manager, Française des Jeux
  - o Communicating Responsible Gaming Issues, by **Herbert BECK**, Head of Responsible Gaming, Austrian Lotteries
  - o Presentation of Marketing material from EL Members by **Bettina DI LELLO**, CSR Manager, Loterie Romande (**MINI-AWARD SESSION**)

Panel Discussion



12:15-13:00

### RESPONSIBLE GAMING & SOCIAL MEDIA

- **Stéphane LEFEBVRE**, Director Research Product Development, Responsible Gaming & Subsidies, Loterie Nationale, Belgium
- **Merav BRANDFELD**, Head of Regulation, Mifal Hapais, Israel

13:00-14:00 Lunch in restaurant Assaggi (floor -1)

14:00-15:00

### BACK TO BACK SESSION ON MULTIPLATFORMS

- **Zenita STRANDÄNGER**, Head of CSR Department, AB Svenska Spel, Sweden
- **Bjørn HOFFMANN**, Director Strategy & Business Development, Norsk Tipping AS, Norway

15:00-15:45

### PLAYERS' CARDS

By **Christopher O'CONNELL**, Manager for ID & Payment services, Norsk Tipping AS, Norway

15:45-16:15 Coffee Break in American Bar (ground floor)

16:15-17:00

### INTERNET & RESPONSIBLE GAMING

By **Brigitte ROTH**, Offer Responsibility Manager, & **Raymond BOVERO**, Responsible Gaming Manager, Française des Jeux, France



Evening sponsored by 

18:15 Meeting in the lobby of the Starhotel Michelangelo

18:30 Departure from the hotel by bus and city tour of Florence

20:00 Dinner at *Ristorante Paoli*

Via de' Tavolini, 12R - FIRENZE

22:30 Return to the hotels by bus

## Thursday, October 2 (room Michelangelo)

09:00-10:00

### SUSTAINABILITY

*Daring sustainably - Gaming Integrity and Sustainability*, by **André Noël CHAKER**, Senior Advisor to the President, Veikkaus Oy, Finland

10:00-10:20

### LEGAL IMPLICATION OF THE EU RECOMMENDATIONS

By **Roland LOUSKI**, Legal & Regulatory Affairs, Loterie Nationale, Belgium

10:20-10:45

### THE COSTS OF RESPONSIBLE GAMING

*Combination Gross Gaming Revenue & Responsible Gaming – Facts and Myths*, by **Jarmo KUMPULAINEN**, Director, Business Intelligence, CSR & International Affairs, RAY Raha-automaattiyhdistys, Finland



10:45-11:15 Coffee Break in American Bar (ground floor)

11:15-11:45

### GAME DESIGN

*Slow eInstants*, by **Harri JÄRVINEN**, Game Group Manager, Daily Games, Veikkaus Oy, Finland

11:45-12:30

### KEYNOTE

*"New Media & Social Gaming"* by **Keith WHYTE**, Executive Director of the National Council on Problem Gambling (NCPG), Washington D.C., US

12:30-13:30 Lunch in restaurant Assagi (floor -1)

13:30-14:15

### ROUNDTABLE ON THE FUTURE OF SOCIAL GAMING

- **Keith WHYTE**, Executive Director of NCPG, US
- **Harri JÄRVINEN**, Game Group Manager, Veikkaus Oy, Finland
- **Julian PRICE**, Chair of the EL CSR/Responsible Gaming working group

14:15-15:00

### CERTIFICATION EXPERIENCES FROM LOTTERIES

- Maltco Lotteries Ltd in Malta, by **Dr Ioannis KATAKIS**, CEO
- ONCE in Spain, by **Oscar CASTRO**, Consultant
- Totalizator Sportowy Sp. z.o.o. in Poland, by **Daria BAZYDŁO-EGIER**, Manager

15:00-15:45

**5 YEARS OF THE EL RESPONSIBLE GAMING STANDARDS & CERTIFICATION**  
by **Julian PRICE**, Chair of the EL CSR/Responsible Gaming working group

16:00

End of the seminar – departure of the participants or free evening

*Before checking out, participants are kindly requested to pay their personal extras such as minibar, phone, fax, as well as extra nights.*