

# CSR/Responsible Gaming Seminar

16–18 September 2015, Helsinki

Responsibility in Action: **Building the Future of Gaming**



**VEIKKAUS**  
Joy for life.

## ACCOMMODATION AND VENUE (both in the same building):

**HOTEL SCANDIC PAASI** (Accommodation)  
Paasivuorenkatu 5 B, 00530 Helsinki  
T: +358 9 2311 700 [www.scandichotels.com](http://www.scandichotels.com)

**HELSINKI CONGRESS PAASITORNI** (seminar venue)  
Paasivuorenkatu 5 A, 00530 Helsinki  
T: +358 9 7089 611 [www.paasitorni.fi/en](http://www.paasitorni.fi/en)

Dress code for the seminar: Business casual

## PROGRAMME

### Wednesday, September 16

Arrival of the participants, no transfers are organised.

- 18:00 Working documents available at the EL welcome desk in the hotel lobby  
19:30 Dinner in restaurant Restaurant Meripaviljonki (Paasitorni congress centre)

### Thursday, September 17 - Meeting room "Sirkus", Floor 0

- 09:00–09:30 Welcome address by **Juha KOPONEN**, *President & CEO, Veikkaus Oy*  
Introduction to the seminar by the moderator: **Ray BATES**, EL Honorary President
- 09:30–10:15 **KEYNOTE: *Innovation & the Responsible Future of Lotteries***  
**Alf REHN**, Management Professor, Åbo Academy University, Finland
- 10:15–10:45 **Coffee Break**
- 10:45–11:30 **KEYNOTE: *Responsible gaming certification - who cares and why bother?***  
**John LUFF**, Founder Sustainable Marketing
- 11:30–12:00 *Social Gaming from a legal point of view*  
**Philippe VLAEMMINCK**, EL Legal Advisor
- 12:00–12:45 **RESPONSIBILITY TALKS**
- *Sisal's Responsible Gaming awareness campaign: Choose your options with Mr Smart*  
**Gianmario TROVÒ**, CSR Manager, Sisal SpA, Italy
  - *Personalized & Responsible Customer Communication*  
**Antti MATTILA**, Development Expert for CRM, Veikkaus Oy, Finland
  - *Training and Tools to help Retailers enforce Responsible Gaming Policy*  
**Brigitte ROTH**, Responsible Gaming Manager, Française des Jeux, France
- 12:45–13:45 **Lunch**
- 13:45–14:30 **KEYNOTE: *Risk and protective factors for Problem Gambling: findings from 4<sup>th</sup> Italian prevalence study***  
**Prof. Claudio BARBARANELLI**, University of Rome "La Sapienza", Italy

# Responsibility in Action: **Building the Future of Gaming**

14:30–15:00 **EU update**  
Arjan VAN'T VEER, Chair of the EL CSR/Responsible Gaming Committee and Member of the Board, Nederlandse Staatsloterij, Netherlands


15:00–15:30 Coffee break

15:30–16:15 **CASE STUDIES – LOTTERIES EXAMPLES**

- *The effect on players behavior from personal feedbacks on losses - an experiment with 17'000 players*, by Tanja SVEEN, Adviser Responsible Gaming, Norsk Tipping AS, Norway
- *How to improve the efficiency and effectiveness when working with responsible gambling - a case study with AB Svenska Spel and Ramböll Management*, by Johan ARNTYR, Consultant, AB Svenska Spel, Sweden
- *Underage Sales & Mystery Shopping*, by Alison GARDNER, Head of Corporate Responsibility, Camelot UK Lotteries Ltd, UK and Birte ENGELKEN, CSR/Responsible Gaming, LOTTO Hamburg, Germany

16:15–17:00 **WIDER AND DEEPER**

Open discussion regarding the future of Responsible Gaming - from EL certification process to CSR guidelines.



Evening hosted by **VEIKKAUS**

18:00 Meeting in the lobby of the Scandic Paasi Hotel  
18:15 Departure by bus

Evening and dinner at the **VILLA HAKA** - Munkkineimenranta 31, Helsinki

-22:30 Return to the hotel by bus

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**Friday, September 18 - Meeting room "Sirkus", Floor 0**

09:00–09:45 **KEYNOTE: *Influencing behaviour with NUDGE Theory***  
Odile PEIXOTO, Director, BVA Healthcare, France

09:45–10:30 **BEST PRACTICES – LOTTERIES EXAMPLES**

- *Certification Experience - Croatian Lottery*, by Irena KRKLEC, CSR Specialist, Hrvatska Lutrija, Croatia
- *Practice what you preach?*, by Willemijn JANSEN, Corporate Lawyer, De Lotto, Netherlands
- *Using Behaviour Analytics to understand problem play*, by Alison GARDNER, Head of Corporate Responsibility, Camelot UK Lotteries Ltd, UK

10:30–11:00 Coffee break

# Responsibility in Action: **Building the Future of Gaming**

11:00–11:30 **FOCUS ON REPORTING** (Section X of the EL Responsible Gaming Standards)  
*Non-financial reporting disclosure: insights, regulation and management*  
**Stefania COLOMBO & Riccardo TROIANI**, CSR, Lottomatica, Italy

Q&A session

11:30–12:15 **KEYNOTE: *Happy and Unhappy Gamblers***  
Prof. **David FORREST**, University of Liverpool, United Kingdom

12:15–13:00 Wrap-up of the seminar, moderated by **Ray BATES**

13:00 Lunch

**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.