



SEPTEMBER
19 – 21, 2016
PARIS, FRANCE



Accommodation & venue

NOVOTEL PARIS VAUGIRARD MONTPARNASSE

257 rue de Vaugirard | FR – 75015 PARIS

t + 33 1 40 45 10 00

www.novotel.com

PROGRAMME

Monday, September 19

Arrival of the participants, no transfers are organised.

- 18:00 Working documents available at the EL welcome desk in the hotel lobby
19:30 Buffet Dinner (panoramic restaurant of hotel – top floor)

Tuesday, September 20

09:00–09:30 Welcome address by:

- **Stéphane PALLEZ**, CEO, Française des Jeux, France
- **Hansjörg HÖLTKEMEIER**, EL President

Introduction to the seminar by the co-moderators:

- **Alison GARDNER**, Head of Corporate Responsibility, Camelot UK Lotteries Ltd
- **Raymond BOVERO**, Responsible Gaming Director, Française des Jeux

09:30–10:15 **KEYNOTE**

Catherine DEVRYE, author & winner of executive woman of the year, Australia
The 7 most expensive words in business: We have always done it that way

10:15–10:40 Coffee Break

10:40–11:25 **Laura DA SILVA**, Founder and Director, Silverfish Ltd, United Kingdom

The emerging art of doing good to drive growth - CSR & Behavioural / Technological Trends

11:25–12:10 **EL work on CSR Guidelines and related best practices**

- **CSR Guidelines**: **Stefania COLOMBO**, CSR Manager, Lottomatica, Italy & **Christine PROUIN**, CSR Manager, Française des Jeux, France
- **Best practice: Human Rights**, by **Monica MEDVALL**, Director CSR, Strategy & International Relations, AB Svenska Spel, Sweden
- **Best practice: Community Involvement**, by **Gianmario TROVÒ**, CSR Manager, Sisal SpA, Italy
- **Best practice: Environment**, by **Bettina DI LELLO**, CSR Manager, Loterie Romande, Switzerland and **Christine PROUIN**

OUT OF THE BOX

12:10 – 12:55 **KEYNOTE**

Elena PEREZ, Senior Coordinator Corporate & Stakeholder Relations, GRI group, Netherlands
GRI & the benefits of sustainability reporting

12:55–14:00 Lunch

14:00–14:45 **KEYNOTE**

Malcom BRUCE, Founder & Director of Gambling Integrity, & **Dr. Henrietta BOWDEN-JONES**, Founder & Director of National Problem Gambling Clinic, United Kingdom
Do we have to worry about ourselves as well as our customers ?

14:45–15:30 **KEYNOTE**

Jon KELLY, CEO, Responsible Gaming Council, Canada
Is it time to rethink the “responsible gambling”

15:30–15:50 Coffee break

15:50–16:30 **CASE STUDIES on innovation – LOTTERIES EXAMPLES**

- NUDGE, by **Brigitte ROTH & Gersande EGAL**, Française des Jeux, France
- Program to promote responsible play and beneficiaries through different activities, by **Johanna LIPPONEN**, Head of CSR, Veikkaus, Finland

16:30–17:30 **WORLD CAFÉ**

Tables, facilitated by CSR/RG Working Groups from EL and WLA:

- EL and WLA RG Certifications
- How to start the process? What's stopping you?
- Stakeholder engagement
- Evaluating your RG programme
- Reporting
- Remote gaming channels

Bring any other questions or comments you may have!

Evening sponsored by



(dinner while discovering Paris from the Seine River)

Wednesday, September 21

09:00 –09:45 **KEYNOTE**

Dr. Alessia COELI, Key referent of division “Welfare & Social Innovation”, Università Cattolica Milan, Italy
CSR 2.0: How to enhance CSR in the digital era ?

09:45 – 10:45 **CASE STUDIES FROM OVERSEAS**

- Rewarding customers for using RG features on machines by **Kim WILSON**, CSR Manager, Atlantic Lottery, Canada



- Taking special care of retailers by **Emilia MAZUR**, General Manager, Corporate Communications & Social Responsibility, Lotto New-Zealand
- Share their experience of WLA RG certification by **Sandra CONDE**, General Manager, Banca de Quinielas de Montevideo, Uruguay

10:45 – 11:15 Coffee break

11:15–12:00 **KEYNOTE**

Jean-Pierre COUTERON, President of Addiction Fédération Addiction, France
Exploring new paths of Harm Minimisation with FDJ

12:00–12:45 **KEYNOTE**

Lia NOWER, PhD, co-director of center for gambling studies, New Brunswick, United States of America
Harm Minimisation

12:45 – 14:00 Lunch

14:00 –14:40 **CASE STUDIES – LOTTERIES EXAMPLES**

- *The Problem Gambling – program for the operator’s own staff: Case study of RAY*, by **Jaana KORKIAKOSKI**, CSR specialist, RAY, Finland
- *Big Data Techniques for early detection of problem gambling in FDJ’s retail network (Axel Bolot Gitler, FDJ, Anna Benichou, IBM)*

14:40-15:00 Wrap-up of the seminar by **Alison GARDNER & Raymond BOVERO**

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.