

EL/WLA CSR-RESPONSIBLE GAMING SEMINAR



ACCOMMODATION & SEMINAR VENUE

HOTEL NH MADRID VENTAS

Calle Biarritz, 2 | ES - 28028 Madrid

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www.nh-hotels.com

Programme

Wednesday, September 20 - Arrival of the participants, no transfers are organised.

- 18:00 Working documents available at the EL/WLA welcome desk in the hotel lobby
- 20:00 Welcome Dinner at the hotel in the room "Carpa" (-1 floor)

Thursday, September 21 - Meeting room: "Cepeda/Conde/Liria" (-1 floor)

07:00 - 08:15 **Optional:** Lottery Run (Please register by email: laura@silverfish.fr)

09:00-09:30 Welcome address by:

- **Ángel SÁNCHEZ CÁNOVAS**, General Manager, ONCE, Spain
- **Rebecca PAUL HARGROVE**, WLA Vice-President
- **Edmundo MARTINHO**, Chair of the EL CSR/Responsible Gaming Committee

Introduction to the seminar by the co-moderators:

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

09:30-10:15 **KEYNOTE: Resilience and CSR**

Sylvain LAMBERT, Partner, Sustainability - Strategy Group, PwC, France

10:15-10:45 **EL and EDF collaboration**

- **Ángel SIERRA**, Consultant, ONCE, Spain
- **Virginia CARCEDO**, General Manager, INSERTA Employment, Spain
- **Júlia MECSÉRI**, Charity Manager, Szerencsejáték Zrt., Hungary

10:45-11:15 Coffee Break – room "Carpa" (-1 floor)

11.15-11:20 **Short intro/update on CSR guidelines**

- **Stefania COLOMBO**, Social Responsibility, Lottomatica, Italy
- **Christine PROUIN**, Head of CSR, Française des Jeux, France

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11.20-11:50 **CSR Guidelines**
Alessio PAGNOTTA, Senior Manager CCaSS - Climate Change & Sustainability Services, EY, Italy

11:50-13:05 **PARALLEL SESSIONS**

Room1 "Cepeda/Conde/Liria"

Social Innovation

Beata GUZIK, Director EU Public Affairs, Pharumlegal, Belgium

Room 2 "Cordobes"

Are we sure we're best in class? RG examples from elsewhere

Laura DA SILVA, Director, Silverfish CSR, UK

CSR Guidelines – Self-assessment Experiences

- LOTTO Hamburg by **Birte ENGELKEN**, Manager CSR / Responsible Gaming, Germany
- Norsk Tipping, by **Silje BYE-VANGEN**, Communication Adviser CSR, Norway
- Veikkaus Oy by **Johanna LIPPONEN**, Head of CSR, Finland

Case studies from lotteries on RG

- *Mr SMART*, **Gianmario TROVÓ**, CSR Manager, Sisal SpA, Italy
- *Harm minimisation in POS*, **Brigitte ROTH**, Responsible Gaming Manager, Française des Jeux, France
- *Retailer education*, **Alison GARDNER**, Head of Corporate Responsibility, Camelot UK Lotteries Ltd
- *Renewed Svenska Spel Responsible gaming website*, **Monica MEDVALL**, Director CSR Strategy & International Relations, Svenska Spel, Sweden

13:05-14:00 Lunch – room "Carpa" (-1 floor)

14:00-14:15 **RG Certification**

Willemijn JANSEN, Responsible Gaming Manager, Nederlandse Loterij, Netherlands

14:15-15:30 **Early detection and harm minimisation using analytics – panel discussion**

- **Chris PERCY**, Lead Researcher, BetBuddy, UK
- **Lucy GRIFFIN**, Data Scientist, Featurespace, UK
- **Michael AUER**, Director, Neccton, Austria
- **Judit TORSTENSSON**, Project Manager, Playscan, Sweden

15:30-16:00 Coffee break – room "Carpa" (-1 floor)

16:00-16:45 **KEYNOTE: Youth, brain development and vulnerability to problem gambling**

Professor Ken C. WINTERS, Senior Scientist, Oregon Research Institute & Adjunct Faculty, University of Minnesota, USA

16:45-17:30 **Problem gamblers: when the game becomes serious**

- **Emilie COUTANT**, Sociologist, Tendance Sociale, France
- Problem Gambler from Spain

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19:30 Meeting in the lobby & departure by bus
Bus guided tour around Madrid

20:30 Dinner at:

"El Pabellón"

Paseo República de Panamá, 1, 28009 Madrid (Retiro Park)

<http://www.floridaretiro.com/el-pabellon/>

~ 23:30 Return to the hotel by bus

Evening hosted by



Friday, September 22 – Meeting room: "Cepeda/Conde/Liria" (-1 floor)

07:00 - 08:15 **Optional:** Lottery Run (Please register by email: laura@silverfish.fr)

09:00-09:45 **KEYNOTE: CSR trends**

Tomás SERCOVICH, Director of External Relations, Foretica, Spain

09:45-10:05 **RG from the Regulator's perspective**

Juan ESPINOSA, General Director, Spanish Gaming Regulator (DGOJ), Spain

10:10-11:00 **PARALLEL SESSIONS**

Room 1 "Cepeda/Conde/Liria"

CASE STUDIES on implementing CSR programmes

- *Business Ethics & Anti-corruption*, **Zenita STRANDÄNGER**, Head of CSR, Svenska Spel, Sweden
- *Community Involvement*, **Stefania COLOMBO**, Social Responsibility, Lottomatica, Italy
- *CSR training for employees*, **Kim WILSON**, Manager, Corporate Social Responsibility, Atlantic Lottery, Canada
- *Total Value: how business generates value outside the organization*, **Riccardo TROIANI**, Social Responsibility, Lottomatica, Italy

Room 2 "Cordobes"

Risk factors in lottery games analysis from Quebec & France

Jean-Michel COSTES, General Secretary of French Observatory of Games, France

Contacting customers at risk – experiences from an ongoing project at Norsk Tipping

Tanja SVEEN, Responsible Gambling Advisor Norsk Tipping, Norway

11:00-11:25 Coffee break – room "Carpa" (-1 floor)

11:25-12:10 **KEYNOTE: Harm minimisation – age limits, compliance and sales protocols**

Joris VAN HOOF, Assistant Professor, University of Twente, Netherlands

12:10–13:10 **CASE STUDIES from lotteries on RG**

- *Developing a Level 4 RG programme*, **Nedim HAMZIĆ**, Head of Public Relations and Standardization, Lottery of Bosnia & Herzegovina
- *RG as Core Business: How OLG's PlaySmart Strategy transforms Player Experience*, **Paul PELLIZZARI**, Executive Director - Policy & Social Responsibility, OLG, Canada

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- *Best CSR Practices for Internet-Based Lottery Sales*, **Chip POLSTON**, Senior VP - Communications, Public Relations & Social Responsibility, Kentucky Lottery Corporation, USA
- *Hoosier Lottery Employee Program – An Empirical Approach*, **Tracy McNUTT**, Sr. Director & Deputy General Manager, Hoosier Lottery, USA

13:10-14:10 Lunch – room “Carpa” (-1 floor)

14:10-14:30 **Diversity and gender equality**

Zenita STRANDÄNGER, Head of CSR, Svenska Spel, Sweden

14:30-14:50 **Impacts of gambling adverts on young people**

Professor Ana ESTEVEZ, winner of the 3rd ONCE International RG research competition, Department of Psychology, Deusto University, Spain

14:50-15:00 Wrap-up of the seminar and feedback survey by **Alison GARDNER & Raymond BOVERO**

End of the seminar - departure of the participants - coffee available in the room “Carpa” (-1 floor)

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

Lausanne, September 12, 2017