

Committed, Smart, Responsible!

An EL/WLA Event



Accommodation & venue

SANA LISBOA HOTEL

Av. Fontes Pereira de Melo, 8 | PT – 1069-310 Lisbon

t +351 21 006 4300

www.lisboa.sanahotels.com

DRAFT PROGRAMME

Wednesday, September 5 - Arrival of the participants (transfers will not be organised)

- 18:00-18:30 **Optional:** Lottery Run (Please register by email: laura@silverfish.fr)
- 18:00 Working documents available at the EL/WLA welcome desk in the hotel lobby
- 20:00 Welcome dinner at the hotel restaurant "Contemporâneo" – floor -2

Thursday, September 6 - Meeting room "ALFAMA" – floor -2

- 09:00-09:30 Welcome Addresses by:
- **Edmundo MARTINHO**, President of SCML & Supervisory Chair of the EL CSR-RG Working Group
 - **Arjan VAN'T VEER**, EL Secretary General
 - **Rebecca PAUL HARGROVE**, WLA Senior Vice President
- Introduction to the seminar by the moderators **Laura DA SILVA GOMES** & **Raymond BOVERO**
- 09:30-10:00 **KEYNOTE: Youth Gambling - New Trends & Challenges**
Dr. Tobias HAYER, Institut für Psychologie und Kognitionsforschung (IPK), Bremen University, Germany
- 10:00-11:00 **CASE STUDIES from Lotteries on RG**
- *Proactive RG Communications* by **Monica MEDVALL**, Director CSR Strategy & International Relations, Svenska Spel, Sweden
 - *Cooperation with the Helpline (contact model)* by **Johanna LIPPONEN**, Head of CSR, Veikkaus Oy, Finland
 - *Retail Self-exclusion without a Mandatory Player's Card* by **Pedro LEITÃO**, RG Research & Development Manager, and **André MIRANDA**, Sports Betting Offer Manager, SCML, Portugal
 - *Mandatory Global Loss Limit* by **Bjørn Helge HOFFMANN**, Chief Adviser Responsible Gambling, Norsk Tipping, Norway

11:00-11:45 Coffee break – foyer "Castelo"

11:45-12:45 **Interactive Session** (based on AZAP - Accelerated Zone for Accelerated Project)
Collaboration to Achieve Success – all participants will be challenged to come up with the best concept in groups

12:45-14:00 Lunch – restaurant "Contemporâneo" – floor -2

- 14:00-14:30 **KEYNOTE: Getting Grounded in Problematic Play - Using Digital Grounded Theory to Explore the Impact of Winning on Problem Gambling**
Dr. Jonathan PARKE, Founder & Director, Sophro Ltd, UK
- 14:30-15:00 **THE WINNERS' SUPPORT AT THE HEART OF FDJ CSR POLICY**
Isabelle CESARI, Big Winners Service Manager, & **Sophie ROYER**, Big Winners Service Officer, FDJ, France
- 15:00-15:30 **KEYNOTE: Responsible Gambling, Marketing & Advertising**
Dr. Mark GRIFFITHS, Director, International Gaming Research Unit, Psychology Department, Nottingham Trent University, UK

15:30-16:15 Coffee break – foyer "Castelo"

- 16:15-16:45 **Marketing & RG**
- *Responsible Gaming – Part of the Veikkaus Brand*, **Sanna PIETIÄINEN**, Brand Manager, Veikkaus, Finland
 - *Testing the Use of Personalized Data to Promote a Responsible Gambling Message to Players at Risk*, **Bjørn Helge HOFFMANN**, Chief Adviser Responsible Gambling, Norsk Tipping, Norway
- 16:45-17:15 **Panel Discussion - GAME DESIGN, CAN A GAME BE RISK FREE?**
- **Dr. Mark Griffiths**
 - **Dr. Jonathan Parke**
 - **Dr. Tobias Hayer**

19.30 Meeting in the hotel lobby & departure by bus

20.00 Dinner at:

DOM AFONSO o GORDO

R. Santo António da Sé 18 – Lisbon

<http://www.afonsogordo.pt/>

23.00 Return to the hotel by bus

Evening hosted by

**SANTA
CASA**

Misericórdia de Lisboa. Por boas causas.



Friday, September 7 – Meeting room "ALFAMA" – floor -2

- 09:00-09:10 Opening by the moderators **Laura DA SILVA GOMES** & **Raymond BOVERO**
- 09:10-09:40 **KEYNOTE: Agenda2030, SDGs, for the Private Sector**
Parul SHARMA, Dean, The Academy for Human Rights in Business /CSR, Sweden
- 09:40-09:55 **The SDGs Explained for the Gaming Industry**
Stefania COLOMBO, Manager - CSR, Lottomatica, Italy & **Christine PROUIN**, Performance Manager – CSR Group, Française des Jeux, France

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09:55-10:10 **How we Have Identified our SDGs**
Zenita STRANDÄNGER, CSR Director, Svenska Spel, Sweden

10:10-11:00 Coffee Break – foyer “Castelo”

11:00-12:00 **Best Practices on CSR**

- *FSC Paper & Scratch Cards* - **Bettina DI LELLO**, CSR Manager, Loterie Romande, Switzerland & **Christine PROUIN**, Performance Manager – CSR Group, Française des Jeux, France
- *Community Involvement Through the EL-EDF Agreement* - **Oscar CASTRO**, Senior Advisor – Gaming, ONCE, Spain
- *Engaging with SDGs: using the value chain* - **Virginie PASNIN**, CSR Manager, Lottotech, Mauritius
- *The Volta Project: Smart Working in Sisal Experience* - **Gianmario TROVÓ**, CSR Manager, Sisal S.p.A., Italy

12:00-12:30 **KEYNOTE: Online Therapy for Problem Gamblers**
Maurizio FEA, Director of Training, Italian Federation of Addiction Departments & Services & Project Manager of the Helpline, *GiocaResponsabile*, Italy

12:30-12:45 **The Danske Spil Game Scanner**
Elisabeth CRONE LINDING, CSR Manager, Danske Spil AS, Denmark

12:45-13:45 Lunch – restaurant “Contemporâneo” – floor -2

13:45-14:00 **Newbies to the Certified Family**
Eva TOMÁNKOVÁ, International Relations & RG & **František CARBOL**, Compliance Specialist, SAZKA a.s., Czech Republic

14:00-15:00 **PARALLEL SESSIONS**

Room “ALFAMA” – floor -2

INFORMATION ON NEW COMMITMENT LEVEL – for Non-certified Lotteries

- Intro by **Willemijn JANSEN**, Responsible Gaming Manager, Nederlandse Loterij, The Netherlands
- *Interactive Session moderated by the RG Subgroup*

INFORMATION ON WLA LEVELS 2-3

- **Emilia MAZUR**, Director Corporate Affairs, Camelot Global, UK

Room “CASTELO IV + V +VI” – floor -1

CSR CAFÉ

Interactive Session – Networking & Coaching

15:00-15:30 **New National Lottery 'Responsible Play' Messaging Campaign**
Zoe THEOCHARIS, Data & Insights, Behavioural Scientist, Camelot UK Lotteries Ltd, UK

15:30 Wrap-up of the seminar

15:45 **End of the seminar** - departure of the participants - coffee available

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