THE EUROPEAN LOTTERIES
FOR THE BENEFIT OF SOCIETY

WLA
WORLD LOTTERY ASSOCIATION

Programme

SUSTAINABILITY & RESPONSIBLE GAMING SEMINAR 2026

MILAN, 16–18 SEP 2026

EL/WLA Sustainability & Responsible Gaming Seminar 2026

16–18 September, 2026
Milano, Italy

Hosted by

Sisal

Seminar venue : Marriot Hotel Milan – website
Via G. Washington 66 – 20146 Milan | Italy

EL/WLA SRG 2026

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WEDNESDAY, SEPTEMBER 16

Arrival of the participants (transfers will not be organized)

18:30 – 19:15 **EL/WLA Welcome Desk** and Welcome Drink – Room Leonardo 2

19:15 – 21:30 Welcome Dinner – Room Leonardo 2

(*The Room Leonardo 2 is located on the ground floor of the Marriott hotel*)

THURSDAY, SEPTEMBER 17 AM

09:00 – 09:10 **Opening Introduction by the Moderator**

Laura DA SILVA, Founder, digitalRG, United Kingdom

09:10 – 09:25 **Welcome Addresses:**

- **Rosangela ROBBIANI,** Chief Public Affairs Officer, Sisal SpA, Italy
- **Sarah TAYLOR**, Chair of the WLA Corporate Social Responsibility Committee
- **Piet VAN BAEVEGHEM**, EL Secretary General

RAISING THE BAR: NEW STANDARDS & GLOBAL INITIATIVE

09:25 – 09:40 *Update of the EL Responsible Gaming Standards and Framework*

Arno NAGELSCHMIED, RG Managing Director, Austrian Lotteries & Member of the EL Responsible Gaming & Sustainability Community of Experts

09:40 –09:50 *Update on WLA Initiatives*

Lucile GOULARD, WLA Deputy Executive Director & **Mélissa AZAM**, WLA CSR & Security Coordinator

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THURSDAY, SEPTEMBER 17 AM

ORGANISATION

09:50 – 10:05 *Sustainability Compliance in Europe: Understanding emerging EU Regulations and EmpCo*

Stefania COLOMBO, Senior Director of Global Sustainability, Brightstar Lottery, Italy and **Susanna SAIKKONEN**, Vice President Sustainability, Veikkaus Oy, Finland

10:05 –10:35 **BEST PRACTICE SESSION ON RESPONSIBLE GAMING GOVERNANCE**

- *Enhance player protection by preventing dark patterns.* by **Pauline FIEUX**, Head of Responsible Gaming, FDJ United, France
- *Governance for Good: Sustainable frameworks to elevate RG* by **Kelly BLEAKLEY**, Senior Manager – Social Purpose, Lotto New Zealand

10:35 – 10:45 WLA Responsible Gaming Certification Ceremony

10:45 – 11:15 **COFFEE BREAK**

ORGANISATION

11:15 – 11:55 **KEYNOTE – SUSTAINABLE COMPANIES WIN – AND THE REASON IS CLEAR**

Paolo TATICCHI, Professor of Strategy and Sustainability and Co-Director UCL Centre for Sustainable Business, University College London

Follow-up on Sisal implementation by **Marzia ALETTA**, Lottery Senior Director & **Davide NOVA**, Lottery & Gaming Italy Marketing Senior Director, Sisal SpA, Italy

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11:55 – 12:35 **KEYNOTE – AI FOR HUMAN-TECH SYNERGY: A RESPONSIBLE BET TO SHAPE THE FUTURE**

Simone ROSATI, Executive Coach, International Keynote Speaker & Integral Leadership & Human-Tech Synergy Expert, BLOOM SRL, Italy

12:35 – 12:50 *WLA Contributor – Scientific Games*

Andrew Jackson, Vice President Corporate Responsibility, Scientific Games, UK

12:50 – 13:05 *New AI-based model for detecting risky behaviours in online lottery play (FDJ Protect)*

Vincent PERROTIN, Chief Sustainability Officer, La Française des Jeux, France

13:05 – 14:00 **LUNCH**

THURSDAY, SEPTEMBER 17 PM

PLAYER PROTECTION

14:00 – 14:40 **KEYNOTE – RESPONSIBLE GAMBLING BUILT TO MATTER: LANGUAGE, EMPATHY AND PLAYER-CENTRED DESIGN**

Dr. Michael WOHL, Professor of Psychology at Carleton University, Ottawa, Canada

14:40 – 14:55 *Informed Play is BETTER Play*

Kelley-Jaye Rosberg, Vice President, iLottery Operations and Games & **Julia Cloutier,** Senior Director Sales & Marketing, Pollard Banknote, USA and Canada

14:55 – 15:10 *Introducing lower loss limits for young adults*

Bjørn-Helge HOFFMANN, Head of Responsible Gaming, Norsk Tipping, Norway

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15:10– 15:55 **From detection to impact: What works in preventive player interactions?**

- *Proactive messages (Spillepuls)*, by **Carly Grace ALLEN**, Senior UX Designer and Ph.D. Candidate, Norsk Tipping, Norway
- *"Check Your Gambling Habits" Campaign*, by **Tina DJINOVSKI**, Head of Sustainability and Stakeholder Engagement, Loterija Slovenije, Slovenia
- *Identified play reduces underage gambling and gambling-related harm among young players*, by **Eeva RISSANEN**, RG Development Manager, Veikkaus Oy, Finland

15:10– 15:55 **Innovation and Continuous Improvement – How a supplier Support its Customers**

Jade LUCHAUER, Director of Global Responsible Gaming & Community, Brightstar Lottery, Rhode Island, USA

16:10 – 16:40 **COFFEE BREAK**

BREAKOUT SESSIONS

16:40 – 17:40 **Panel discussions**

1 – Sustainability & Environment (Scope 3 emissions) With • **Kate CARLSON**, Director of CSR & Compliance, Hoosier Lottery, US • **Marta RODELAS GARCIA**, Finance and Sustainability Manager, Loteries de Catalunya, Spain • **Marija DŪDUMA,** Environmental protection and sustainability specialist, Latvijas Loto, Latvia	**2 – Anticipating Tomorrow with WLA Independent Assessment Panel – What RG Challenges should the sector be preparing for?** Moderated by **Lucile GOULARD,** with • **Dr. Jeff DEREVENSKY**, Professor Emeritus & Director of Clinical Training, Department of Psychiatry, McGill University, Canada • **Prof. Kahlil SIMEON-ROSE**, Associate Professor, Washington State University, US • **Dr. Anke QUACK**, Head of Competence Centre for Player Protection & Prevention, Department of Psychosomatic Medicine and Psychotherapy, University Medical Centre Mainz, Germany • **Anne PATTBERG**, Chair of the WLA RG IAP, Germany

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17:40 – 17:50 **Closing Words by the Moderator**

Laura DA SILVA, Founder, digitalRG, United Kingdom

EVENING HOSTED BY SISAL SpA

Discover Milan before an unforgettable evening at the iconic SNAI San Siro Racecourse. Participants will enjoy a guided sightseeing tour through the city's historic centre before heading to one of Europe's most prestigious racecourses for a welcome aperitif, dinner, and the opportunity to explore this unique sporting venue through an optional guided visit.

FRIDAY, SEPTEMBER 18 AM

09:00 – 09:10 **Opening Introduction by the Moderator**

Laura DA SILVA, Founder, digitalRG, United Kingdom

COMMMUNITY

09:10 – 09:50 **KEYNOTE GAMBLING DUAL DISORDER. THE EXPECTATION NOT THE EXCEPTION**

Dr. Néstor SZERMAN, President of WADD (World Association on Dual Disorders), Institute of Psychiatry and Mental Health, Gregorio Marañon University Hospital, Spain

09:50 – 10:05 *From Prescriptive to Inspirational: How Communication is Redefining Responsible Gaming*

Stefano DE VITA, General Director – FAIR Foundation, Italy

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10:05 – 10:50 **Panel on Responsible Gaming research evolution and possible applications**

- Dr. **Michael WOHL**, Professor of Psychology at Carleton University, Canada
- Dr. **Steffen OTTERBACH**, Director of the Gambling Research Center, University of Hohenheim, Germany
- **Stefania MAZZOTTA**, Responsible Gaming Manager, Brightstar Lottery SpA, Italy
- **Alev ŞAMAN**, Corporate Communications & CSR Director, Sisal Şans, Türkiye

Moderated by Laura DA SILVA

10:50 – 11:05 **Why do we gamble?**

Dr. **Michael AUER,** Managing Director, neccton, Austria for OpenBet

11:05 – 11:35 **COFFEE BREAK**

11:35 – 12:15 **KEYNOTE – DECARBONIZATION – RESPONSIBILITY IN THE SUPPLY CHAIN**

Jacopo BASSI, Senior Manager, ALTIS Advisory, Italy

12:15 – 12:45 **BEST PRACTICE SESSION**

- *All innovators - Intrapreneurship for safer, smarter play* by **Davide ORFANELLI**, Open Innovation & Ecosystem Development Manager, Sisal SpA, Italy
- *Brightstar Sustainability Academy*, by **Gianmario TROVÒ**, Global Sustainability Manager, Brightstar Lottery, Italy

12:45 – 13:00 *Update on the EL Environmental Initiative*

Mélissa JACQUÉRIOZ, EL Senior Sustainability & Membership Officer

13:00 – 13:10 **Closing Words by the Moderator**

Laura DA SILVA, Founder, digitalRG, United Kingdom

13:10 – 14:15 **DEPARTURE LUNCH**

Please leave any luggage with the hotel concierge until your departure.
Participants will receive access to the presentations after the event.

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