

European Lotteries
**For the Benefit
of Society**



*“The European State Lotteries and Toto Association”, generally referred to as **“European Lotteries” (EL)**, is the European umbrella organisation of national lotteries operating games of chance for the public benefit in more than 40 European countries - with around 50 members in all EU Member States.*

OUR VALUES



**RESPONSIBILITY/
PLAYER PROTECTION**



**SOCIETY/
SUSTAINABILITY**



INTEGRITY



EL IS THE EUROPEAN LOTTERY AND GAMBLING SECTOR'S LARGEST AND MOST REPRESENTATIVE ORGANISATION.

It has been for many years and remains a trusted partner of the European Institutions and other relevant stakeholders such as ENGSO - the European Sports NGO and the European Disability Forum (EDF). EL is an official partner of the European Week of Sport (EWoS) and supports several European initiatives such as ASPIRE and the Council of Europe project KCOOS+.



EL MEMBERS ARE BOTH STATE-OWNED AND PRIVATE OPERATORS OFFERING LOTTERY, GAMBLING AND BETTING SERVICES ON-AND-OFFLINE.

EL MEMBERS ONLY OPERATE IN THE JURISDICTIONS IN WHICH THEY ARE LICENSED AND WHERE THEY PAY ALL TAXES AND COMPLY WITH THE LEGAL REQUIREMENTS (ANTI-MONEY LAUNDERING, RESPONSIBLE GAMING POLICIES, ETC.).





EL CALLS ON EUROPEAN POLICYMAKERS TO:



SUSTAIN

the current widespread and successful model of national lotteries in Europe



SAFEGUARD

the benefits of national lotteries for society



SUPPORT

national gambling policies through the principle of subsidiarity

LOTTERIES ARE PART OF STRONG AND LONGSTANDING NATIONAL TRADITIONS

1726



**THE DUTCH
GOVERNMENT
ESTABLISHED
STAATSLOTERIJ**

the first nationwide lottery.

1783



**PORTUGAL'S
SANTA CASA
CREATED A LOTTERY**

with the purpose of collecting funds to rebuild after the Lisbon earthquake.

1945



**AFTER THE SECOND
WORLD WAR SISAL
(IT) & VEIKKAUS (FI),**

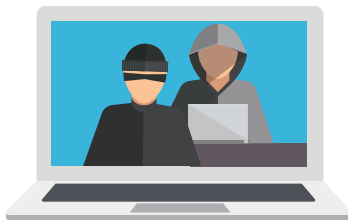
like many EU Member States followed the same path and founded their own national lotteries.

EL MEMBERS PROVIDE SECURE GAMES IN A CONTROLLED AND SAFE ENVIRONMENT

Strict regulation, based on national principles, ensure that the games provided by EL members can be played in a safe and transparent environment. Protecting the well-being of the players is of utmost importance to national lotteries.

THERE IS A FINE BALANCE BETWEEN MEETING THE DEMAND FOR GAMBLING AND ENSURING GAMBLING DOES NOT NEGATIVELY IMPACT PLAYERS AND SOCIETY.

National lotteries strive to strike this balance by channelling players away from unlicensed or illegal operators and providing secure games in a controlled and safe environment.



IN ALL EU MEMBER STATES, NATIONAL LOTTERIES MUST COMPLY WITH THE NATIONAL REGULATIONS FOR THEIR GAMES AND OVERALL OPERATIONS.

Every single game is subject to a strict set of rules, covering impact tests, advertisement regulations, the number of draws, age and stakes limits, and the way results are published. All operations are regularly monitored and checked by the competent Gambling Authorities.



THE NATIONAL LOTTERY MODEL IS JEOPARDISED BY THE PRACTISES OF UNREGULATED AND ILLEGAL OPERATORS. THEY RUN THEIR ACTIVITIES FROM OFFSHORE HUBS AND TAX HAVENS AND ARE POTENTIALLY HARMFUL FOR CONSUMERS BECAUSE THEY DO NOT COMPLY WITH THE NATIONAL RESPONSIBLE GAMING REQUIREMENTS.

They represent an unfair competition for legal operators and notably lotteries by avoiding both gambling taxation and the cost of compliance with legal requirements.

EL AND ITS MEMBERS ARE COMMITTED TO ADDRESSING ILLEGAL GAMBLING AND RELATED CRIMINAL ACTIVITIES WHILE MINIMISING ANY POTENTIAL HARM ON SOCIETY AND VULNERABLE GROUPS.

EL has developed a standard that aims to promote the adoption of best practise across the EL membership: the EL Responsible Gaming Certification.



Examples of player protection/responsible gaming



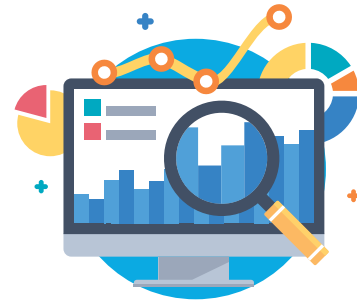
PORTUGAL

Jogos Santa Casa runs annual trainings for personnel and retailers on responsibility/player protection standards and its core value of duty to the customer. In 2017 alone, 13,082 retailers participated in this training.



ESTONIA

All retailers of Eesti Loto must comply with the guidelines for the responsible management of lottery tickets, which include refusing instant loans or credit for gambling, ensuring all staff are aware of the helpline number and website, and refusing to serve anyone underage.



FRANCE

Together with health experts, La Française des Jeux has created an analysis tool called Serenigame to assess the risks of its products based on their components (attractiveness of prizes, incitement to play again, etc.).

LOTTERIES IN NUMBERS



**CONTRIBUTED
TO EU MEMBER
STATES' BUDGETS**



**OF INCOME
GENERATED BY EL
MEMBERS WENT
BACK TO SOCIETY**



TURNOVER

PLAYING NATIONAL LOTTERY GAMES ACTIVELY SUPPORTS SOCIETY, CULTURE AND SPORT

At a time when national and local government funding is in ever shorter supply, the challenges faced by communities across Europe are ever more complex.

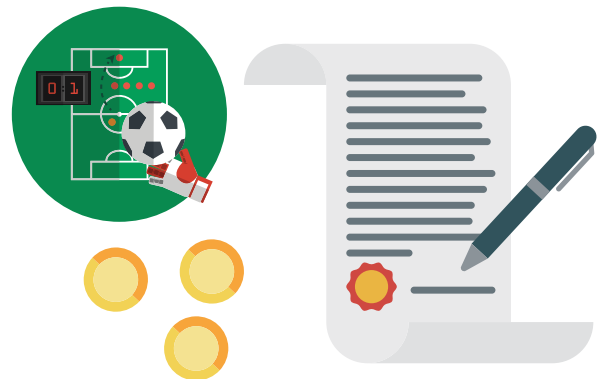


FROM EDUCATION, SCIENCE TO ART AND CULTURE, SPORT AND LEISURE TO SUPPORTING THE DISADVANTAGED AND DISABLED,

there are many deserving calls on limited funding. Without National Lotteries, European society, culture and welfare would be €21 billion poorer.

As a founding Member of the Global Lottery Monitoring System (GLMS), EL works to fight against match fixing and to safeguard the values and the integrity of sport.

EL ADOPTED ITS OWN SPORT BETTING CODE OF CONDUCT TO REASSURE THE PUBLIC THAT ITS MEMBERS ARE AND WILL ALWAYS BE RELIABLE AND RESPONSIBLE OPERATORS.

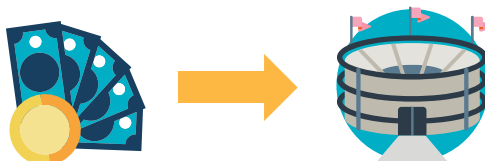


Funding contributions to sport examples



HUNGARY'S SZERENCSEJATEK

helps promising athletes compete in national and international sporting events.



POLAND'S TOTALIZATOR SPORTOWY

has spent more than €2.8 billion on the development of sports and sports infrastructure in the country since its inception.



AUSTRIAN LOTTERIES

has contributed 2 billion Euros to sports in its 33-year history.

UK NATIONAL LOTTERY

contributed over £80 million (€88 million) to support more than 1,300 athletes in preparation for the Rio Olympics and beyond.



Funding contributions to health & disability organisations examples

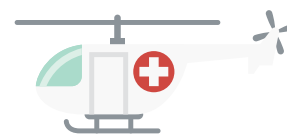


SPAIN'S NATIONAL ASSOCIATION FOR THE BLIND (ONCE)

established a lottery in 1938. ONCE supports 71,000 jobs (57% are people with disabilities) and provides €230m every year in dedicated funding of social support for people with disabilities.

GREECE'S OPAP

has renovated 64% of the two largest Children Hospitals, investing 12 million euros and sharing smiles with 200,000 children. The project, launched in 2014, is still in progress.



BELGIUM'S LOTERIE NATIONALE LOTERIJ

funded medical services and studies to fight cancer.

Funding contributions to culture examples



GERMANY'S GLÜCKSSPIRALE

has provided more than €500 million for the conservation of monuments in the country since 1991.



FINLAND'S VEIKKAUS

provides roughly half of Finland's Ministry of Education and Culture's budget for arts and culture - around €224 million in 2019.



ITALY'S LOTTOMATICA

co-funded the restoration of Michelangelo's statue of Moses in 2017.

Funding contributions to state budgets examples



LA FRANÇAISE DES JEUX

provided €3.6 billion to the national exchequer in 2018.

THE GERMAN STATE LOTTERIES

contributed nearly €3 billion to the state budgets of the 16 German Länder and to other good causes in 2018.



NEDERLANDSE LOTERIJ

contributes €92 million a year to the Dutch state budget.

ITALY'S LOTTO,

Superenalotto and instant lotteries contributed, in 2018, €2.65 billion to the Italian state budget from taxation.



NATIONAL LOTTERIES DESERVE TO BE SAFEGUARDED AND SUPPORTED AT NATIONAL AND EU LEVELS

Nationally licensed and regulated lotteries have proved to work successfully for generations. They are a transparent and consistent source of financing for the benefit of European society.

Currently, the gambling sector within the EU is regulated in strict observance of the

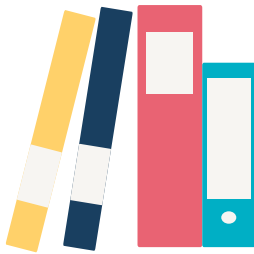
“PRINCIPLE OF SUBSIDIARITY”. EU MEMBER STATES HAVE THE EXCLUSIVE COMPETENCE TO SET THE OBJECTIVES OF THEIR GAMBLING POLICY AND TO DEFINE THE MODALITIES TO ACHIEVE THEM FOR THEIR CITIZENS.



EL fully supports the continued application of the “principle of subsidiarity” in the gambling sector, as the key element to secure and safeguard the common objectives of general interest:

THE PROTECTION OF CONSUMERS, PARTICULARLY MINORS, THE FIGHT AGAINST GAMBLING ADDICTION AND THE FIGHT AGAINST ILLEGAL OPERATORS.

EL is defined by the core values of responsibility/player protection, sustainability/society and integrity. These values differentiate its members clearly from all other gambling operators.



ACTIONS AT NATIONAL LEVEL IN THE GAMBLING SECTOR ARE MORE EFFECTIVE THAN AT EU LEVEL.

EL supports EU action where it is relevant, such as in the protection of personal data and the fight against money laundering.

THE SUSTAINABLE LOTTERY MODEL ADVOCATED BY EL

is continuously threatened by thousands of illegal operators.



OUR CORE VALUES

- **RESPONSIBILITY/
PLAYER PROTECTION**
- **SUSTAINABILITY/SOCIETY**
- **INTEGRITY**





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The European Lotteries

