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LOTTERIES

FOR THE BENEFIT OF SOCIETY

# The important role of Lotteries in financing grassroots sport

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# About EL



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**81 Members from 46 countries**

**Explicit authorisation in the jurisdiction of the consumer**

**Return to good causes 25 billion EUR (close to 25% of annual turnover) / to sport 2,5 billion EUR**

**Significant contributors to grassroots sport**

# The role of Lotteries in the classic lottery model



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- ❖ In Europe Lotteries were often created by States to support and finance sport and society

# Lotteries' contribution to sport



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- ❖ Grassroots sport: a priority
- ❖ Also supporting : Olympic Movement
- ❖ Also supporting : disability sport

# Keeping Grassroots sport strong

## Practical Examples



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### ≡ Austria

- 80 Mio. Euros per year (by law) to the “Bundessportorganisation” – since 1986 -1.149 billion Euros
- supporting school sport - “school challenge” project

### ≡ Finland

- 150 million Euros for Finnish sport every year (through the Ministry of Sport)

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### ❖ France– CNDS

- A part of the lotteries and sports betting stakes is paid to the National Agency for the Development of Sport (CNDS) (EUR 4,5 bn since 1985).
- CNDS is a public body whose mission consists in promoting access to grass roots sports and contributing to the construction or renovation of sports facilities.
- In 2013, more than EUR 230 million were allocated to the CNDS, i.e 80% of its overall budget.

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## Practical Examples



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### ❖ Greece– OPAP S.A.

- OPAP S.A. is traditionally the grand sponsor of all sports
- finances the participation of school delegations to international school events
- Supports sports festivals for primary and secondary schools in numerous regions of Greece
- Grand Sponsor of the Athens “Classic” Marathon

### ❖ Israel- TOTO

- New programme "Sport Blossoms" for encouraging children to take part in sports activities
- supporting a project with the goal to encourage female sport activities
- 1 bn EUR to the strategic national programme for constructing sports facilities all over the country

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- ❖ **ICELAND**: 60% of profit goes directly to the National Olympic and Sport Association of Iceland and the Youth Organization.
- ❖ **BULGARIA**: 17 % of the Lottery's turnover in every drawing goes for the benefit of all licensed sports federations under their principal – the Ministry of Physical education and Sports (MPES).
- ❖ **SLOVENIA**: *significant annual contribution* to the Slovenian Sports Foundation (EURO 8.920.747) by the 2 Slovenian Lotteries. This money is allocated to various sports clubs, unions and associations and more than 500 sport programmes.
- ❖ **BELARUS**: Sport-Pari, according to its Charter, allocates up to *69% of its profit* to the support and the development of sport in Belarus.



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- ❖ GERMANY: Lotto-Bayern contributes around *400 million Euros* to the state budget (of which a big part is allocated to culture and sport)
- ❖ In NORWAY, punters have the possibility to contribute directly to **grassroots sport** by offering *5% of the stake* to the sport activity/organisation they would like to support / (50 million Euros allocated to grassroots sport in 2013)
- ❖ In POLAND, 25% of the lottery ticket price, and 10% of every raffle ticket price is being used for good causes and sport – around *1.53 million PLN (around 365,000 EUR)* to support the *local sport per day!*

# Supporting the Olympic movement & Promoting Olympic Values



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- ❖ In the UK our Member CAMELOT offered 2.185 bn pounds in total to London 2012 Olympics & Paralympics
- ❖ Switzerland – 65% of the NOC's budget comes from Loterie Romande and SWISSLOS
- ❖ In Italy, part of the revenue of EL's Members Lottomatica and Sisal is allocated to CONI, the National Olympic Committee
- ❖ In Norway , Norsk Tipping is supporting the Youth Winter Olympic Games 2014 in Lillehammer

# Promoting Diversity & Disability Sport



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- ❖ UK: Camelot – main funder of 2012 Paralympics
- ❖ Austria: Austrian Lotteries offered around 900,000 Euros to Austrian Paralympic Committee, since 1996
- ❖ Germany: Lotto-Toto GmbH Sachsen-Anhalt has supported “Special Olympics” athletes in 2013, regional sport games for people with disabilities and their friends in 2014 as well as the Wheelchair sports festival in 2014

# Promoting Diversity & Disability Sport



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- ❖ Spain: ONCE has contributed to the creation of the SPANISH FEDERATION OF BLIND SPORTS (FEDC) in 1993 and since then is its main funder. ONCE is also a huge supporter of disability sports in Spain through supporting the Paralympic Committee and numerous disability sports federation.



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# Integrity: top priority

- ❖ Natural mission of EL and its Members
- ❖ Policy Documents (Sport Charter and Sports Integrity Action Plan)
- ❖ Key partnerships (SportAccord, AIPS)
- ❖ IRIS Project 2013/2014 (participation of 22 EU Member-States)
- ❖ **Participation in a new project** (2015-2016) – «Kicking Corruption out – Enhancing national networks and developing a risk-management approach in sport organisations» (**ENGSO is also a major partner in this project**)

# Conclusion



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**Lotteries are the natural and good partners of sport!**

*Don't let illegal betting operators undermine the sustainable financing of grassroots sport in Europe!*