



# For the Benefit of Society

## PURPOSE

We promote and defend a sustainable lottery model, empowering our members to become successful and responsible organisations that inspire millions of players across Europe and generate funds for the public good.

## VISION

United in diversity, EL will be recognized as an association of responsible and successful members making the most positive social impact.

EL will deliver outstanding services that understand and illuminate the times and future challenges of lottery sector. It will help its members implement the highest standards of safe entertainment, lead the sustainability transition and proactively facilitate innovation.

Members and employees will be proud to be part of EL and will see it as a key long-term driver of their success, one that enhances their reputation and stakeholders' trust.

EL will be known as a proactive expert organization. It will be a stakeholder that will regularly be consulted by EU institutions and invited in decision making processes regarding gambling sector and related policy areas.

To defend sustainable lottery model, EL support its members on a supra-national (EU), as well as, where deemed needed by the concerned Member, on a national level.

## VALUES

### Forward thinking

We are assertive and ambitious. We actively foster innovation, creativity and development. We collaborate to anticipate trends, share visions and discover new ways. We see opportunities and introduce changes. Our initiatives bring fresh perspectives, marked by change, adaptability and improvement. We are committed to learn and grow.

### Sustainability

We are a diverse community that aims to make our positive social impact bigger and more far reaching. Our common heritage of responsible games for public good is our core, but we understand sustainability comprehensively. We promote diversity, embrace equality, operate transparently and visibly enact environmentally friendly practices. We share sustainability know-how, while actively engaging our stakeholders.

### Integrity

We promote clarity – in messages, activities, operations and intentions. Collectively we are raising industry standards and narrowing tolerance levels for any kind of unethical practices. We strictly enact compliance and respect legal frameworks. Through awareness raising and advocacy work with governments and regulators, we strive towards greater public safety. In our actions and communication, we are reliable, honest, truthful and transparent. We treat internal and external stakeholders fairly and equitably.

## OUR CORE MESSAGE For the Benefit of Society

## STRATEGIC GOALS FOR THE PERIOD 2023 – 2025

To pursue our vision and purpose, we will be aiming to achieve three Strategic Goals.

1

EL will be recognized as a representative association whose members generate an outstandingly positive social impact.

2

Members will describe EL services as important to their activity and evolution of the sector.

3

EL will be influencing the debates and made itself known to relevant stakeholders as an expert to consult on the sector's policies, regulations and developments.

## FOCUS AREAS

There are three key topics – Focus Areas – that we consider essential for achieving our Strategic Goals. They also shape the plans, priorities and outputs of our Working Bodies.

1

### POSITIVE SOCIAL IMPACT

**By putting our purpose first, we aim to position EL and its members as recognized leaders in Positive Social Impact.**

We want to clearly distinguish and distance EL and its members from irresponsible practices, by effectively researching, measuring, reporting, communicating & demonstrating that EL members operate in the best interest of society. Specifically, we want to show and compare that the EL community is a clear leader in maximizing social contribution (through funding good causes; employment; DEI, sustainable governance and more), while minimizing social harm (through concrete RG effects, environmental impact, etc).

2

### EFFECTIVE COMMUNICATION

Although EL has established the highest Responsible Gaming standards that all its members are committed to and has also developed several advanced tools, initiatives, guidelines, programmes and platforms that are available to our members, we still feel that our messages are not reaching our members deeply enough, while external stakeholders are completely unaware of them.

**We want to communicate our standpoints and messages to all relevant parties (members, regulators, political bodies, media, players, public etc) with engaging content in a clear and creative way.**

3

### RESPONSIBLE INNOVATION FACILITATION

**While EL does not operate games itself, the association will be taking an even more proactive role as a facilitator for innovation, sharing best practises and insights with its members, addressing future challenges, customer experiences, demographic shifts, digitalization, marketing, communication, and more.**

EL, in its role as an association, will also innovate towards the evolving landscape of the lottery sector and keep offering state-of-the-art services. Collaboration with strategic partners and sector suppliers is encouraged where needed.

## ABOUT EL

**The European Lotteries association (EL) is the European umbrella organization of entities operating national lotteries and other games of chance, including sports betting. The members of EL are operating their services for the public benefit.**

EL is the largest and most representative lottery and gambling sector's organization in Europe, present in 39 European countries with a total of 70 members, including all EU member states (50 members are in the EU and 20 non-EU member states). EL stands for the sound and sustainable activity model for the benefit of society,

based on the values of forward-thinking, responsibility and integrity. EL members only operate in those jurisdictions in which they are licensed by the state and where they comply with the legal requirements (e. g. anti-money laundering, responsible gaming policies, etc), and act as the most responsible operators in each jurisdiction.

In 2021 only, EL members secured more than €20 billion for society and directly supported valuable projects related to sport, cultural heritage, art, health care, individuals with disabilities/disadvantages, education, science and many other areas. It is estimated that around half of the European adult population annually participates in the games that are offered by the EL members.



**THE EUROPEAN  
LOTTERIES**

FOR THE BENEFIT OF SOCIETY