

Impact of Lotteries on Europe's Olympic Movement



THE EUROPEAN
LOTTERIES
FOR THE BENEFIT OF SOCIETY

82%

of EL members support the Olympic movement*

123mln

allocated to direct support**

50%

of EL members also support Paralympic and Special Olympic movements*

79%

provide direct support to athletes/teams*

627mln

allocated to indirect support***

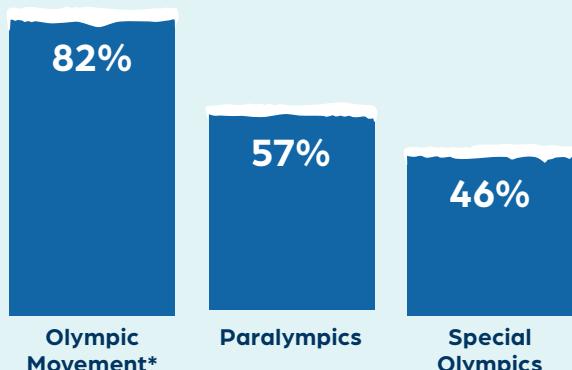
2/3

of EL members consider their impact on the Olympic movement as high to essential*

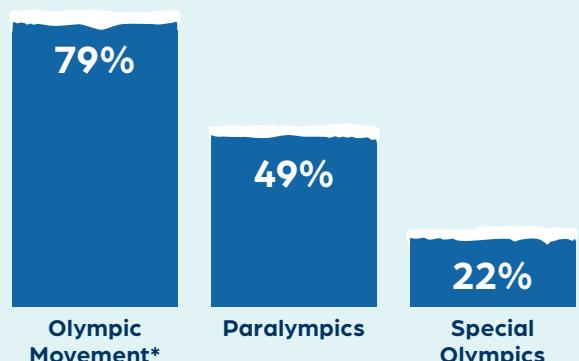


"Behind every successful Olympic Games are years of investment in athletes, programmes, infrastructure, and communities. Without funding from national lotteries, the Games would not be the success they are today." - Piet Van Baeveghem, EL Secretary General

Percentage of EL members supporting



Percentage of EL members with direct support to athletes/teams/committees



Definitions

- **Olympic Movement:** Led by the International Olympic Committee (IOC), the Olympic movement is a global effort to promote sport, education, and culture as a means of fostering peace, friendship, and respect among nations through the Olympic Games.
- **Olympic Games:** The Olympic Games are the world's leading international multi-sport event featuring the best athletes from around the globe. They are held every four years, alternating between Summer and Winter Games, and include a wide range of sports disciplines. The Olympics are governed by the IOC and emphasise excellence, friendship, and respect among nations.
- **Paralympic Games:** The Paralympic Games are an international multi-sport event for athletes with physical, visual, and intellectual impairments. They are held every four years, immediately following the Olympic Games, and feature elite athletes competing at the highest level in sports adapted for various disabilities. The Paralympics are also governed by the IOC.
- **Special Olympic Games:** The Special Olympics is a global organisation that provides year-round sports training and competitions for individuals with intellectual disabilities.

Its focus is on inclusion, participation, and personal development rather than elite performance. Unlike the Paralympics, the Special Olympics are not tied to the Olympic Games schedule; the Special Olympics World Games generally alternate between summer and winter games, in two-year cycles, recurring every fourth year.

- **Direct Support:** Financial or material contributions provided **specifically to Olympic athletes, teams, or committees** (e.g., sponsorships, training grants, equipment).
- **Indirect Support:** Contributions that **benefit the Olympic movement without being earmarked for athletes or committees**, such as funding grassroots sports programmes, infrastructure, or general sports development.
- **Support can have different forms:**
 - **Subventions (Good Causes):** Allocations of lottery proceeds to public-interest projects, including sports development and/or
 - **Sponsorship:** Commercial agreements where the lottery brand is visibly associated with Olympic athletes, teams, or events.

About The European Lotteries (EL)

EL is the European umbrella organisation 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 organisation in Europe, present in 40 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, sustainability 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 2024, EL members secured more than €26 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.

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