

EL Environmental Initiative Support Programme

December 2023



**THE EUROPEAN
LOTTERIES**
FOR THE BENEFIT OF SOCIETY

The Support Programme for Lotteries

Origin

After some internal discussions, it appeared that, more than making commitments for the environment, most lotteries need HELP in achieving these goals efficiently, thus

the EL Support Programme for Lotteries

- ❖ Development of resources and incentives to overcome all barriers – some lotteries lack resources for basic actions like training or measuring emissions.
- ❖ There's no one-size-fits-all – resources provided will be tailored as much as possible and will evolve over time
- ❖ In order to benefit from the Support Programme, Lotteries must commit online

The Support Programme for Lotteries

Goals

The objective is to help **ALL** EL lotteries improve their environmental **IMPACT** now – because we can't afford to wait or delay actions

- ✓ especially those with limited resources – *what is simple for one lottery may not be for another*
- ✓ irrespective of your size or operating mode– *lotteries have different scopes and operations*
- ✓ not just those in the EU – *regulations can't be the only driver to cover all lotteries*



The Support Programme for Lotteries

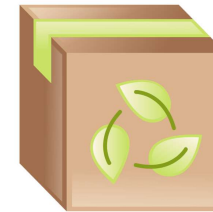
What we want to avoid

- ✗ Greenwashing
- ✗ Reporting as an end-goal
- ✗ Regulation as the only driver
- ✗ Reinventing the wheel (the EL Sustainability Guidelines will serve as a base)

The Support Programme for Lotteries

The Package

Package offered to EL Lottery Members who have committed to the initiative



3 e-learning modules on Emissions, Paper and Waste



Access to the DigitalRG platform, including EL Sustainability Guidelines self-assessment tool



Free use of a carbon emission measurement tool



Individual support upon-request offered by our partner DigitalRG



**THE EUROPEAN
LOTTERIES**
FOR THE BENEFIT OF SOCIETY

- The Support Programme for Lotteries
- E-learning modules (the basics, evolving over time)

Green Jackpot: Emissions across Lottery and Gambling Companies training.

Learning objectives

- Define greenhouse gas emissions and their impact on the environment.
- Identify the sources of Scope 1, 2, and 3 emissions for lottery and gambling companies.
- Understand the difference between the three scopes of emissions.
- Evaluate the carbon footprint of their organization.
- Develop strategies to reduce emissions and improve sustainability practices based on case studies of successful lottery companies.

 Digital
Responsible
Gaming

Module 1: Introduction to Greenhouse Gas Emissions



THE EUROPEAN
LOTTERIES
FOR THE BENEFIT OF SOCIETY

- The Support Programme for Lotteries
- E-learning modules (the basics, evolving over time)

Paper Usage in the Gambling and Casinos Industry

Learning objectives

- Understanding paper usage in the lottery and gambling industry
- Types of paper used in the industry
- What constitutes sustainable paper
- How to measure paper usage
- Effective reduction strategies
- Practical examples of sustainable practices



- The Support Programme for Lotteries
- E-learning modules (the basics, evolving over time)

Waste Reduction Strategies for Gambling and Lottery Companies

Learning objectives

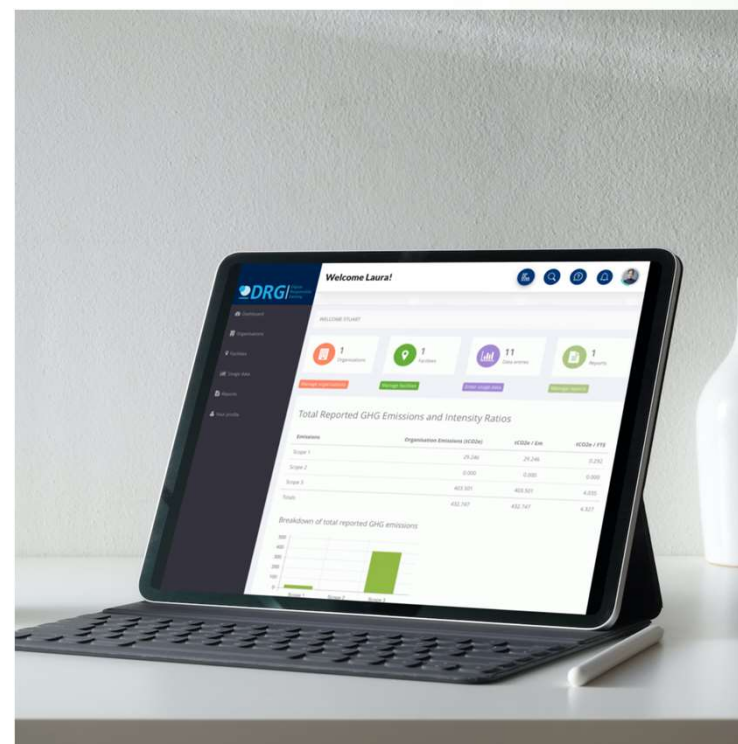
- Overview of waste reduction and its benefits
- Introduction to the concept of a circular economy
- Introduction to the waste hierarchy
- Implementing a waste management program
- Reducing packaging waste
- Reducing paper waste
- Creating a waste reduction plan
- Identifying waste reduction goals
- Engaging employees in waste reduction efforts
- Tracking progress and measuring success
- Communicating with stakeholders
- Creating a culture of waste



- The Support Programme for Lotteries
- Carbon Emission Measurement Tool

Carbon measurement is a powerful tool that enables organisations to assess their environmental impact and develop strategies to reduce their carbon emissions.

By identifying areas of high impact and implementing effective measures to reduce carbon emissions, organisations can not only improve their environmental performance, but also drive cost savings, enhance brand reputation, and increase competitive edge.



www.compareyourfootprint.com



**THE EUROPEAN
LOTTERIES**
FOR THE BENEFIT OF SOCIETY

- The Support Programme for Lotteries
- DigitalRG platform

Access to the online platform of our partner



A self-assessment tool will be included, to allow EL Members to assess themselves against the updated EL Sustainability Guidelines (published in September 2023).

A screenshot of the 'EL SUSTAINABILITY GUIDELINES' table of contents page. The page has a white background with a blue header bar. The title 'EL SUSTAINABILITY GUIDELINES' is in a bold, blue, sans-serif font. Below the title is a list of sections, each with a colored bar and a corresponding page range. The sections are: Overall Introduction (2-5), Business Ethics (6-7), Labour Practices and Human Rights (8-12), Environment (13-16), Supply Chain (16-18), Consumer Issues (19-22), Community (23-24), Governance and Risk Management (25), Stakeholder Engagement (26), Communication and Reporting (27-28), and Glossary (29-33). The EL logo and 'EL SUSTAINABILITY GUIDELINES' are in the top right corner. The page number '1' is in the top left corner. The footer contains '© THE EUROPEAN LOTTERIES' on the left and '2023' on the right.

Page Range	Section
2-5	OVERALL INTRODUCTION
6-7	BUSINESS ETHICS
8-12	LABOUR PRACTICES AND HUMAN RIGHTS
13-16	ENVIRONMENT
16-18	SUPPLY CHAIN
19-22	CONSUMER ISSUES
23-24	COMMUNITY
25	GOVERNANCE AND RISK MANAGEMENT
26	STAKEHOLDER ENGAGEMENT
27-28	COMMUNICATION AND REPORTING
29-33	GLOSSARY

- The Support Programme for Lotteries
- Individual Support

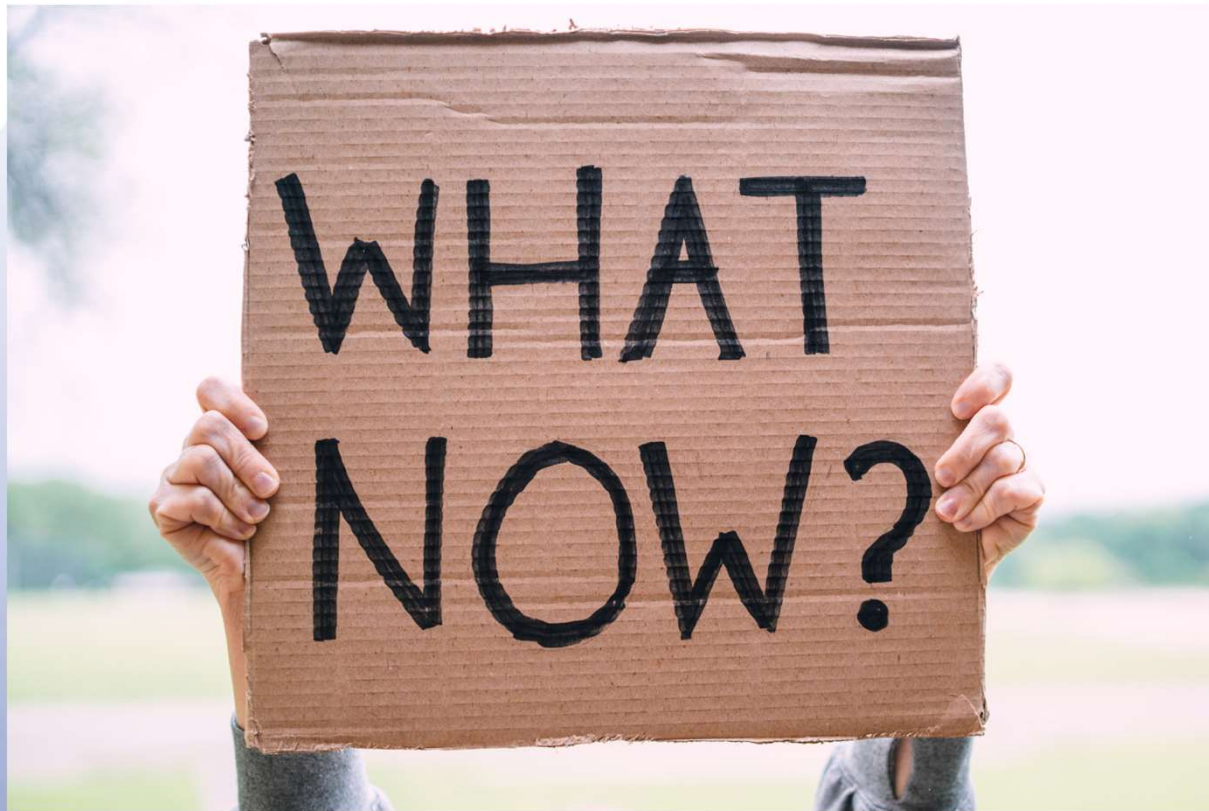
Upon request, individual support provided by our partner



This way, each EL Member can benefit from tailor-made support to reach the objectives of the commitment.



- The Support Programme for Lotteries
- Next steps



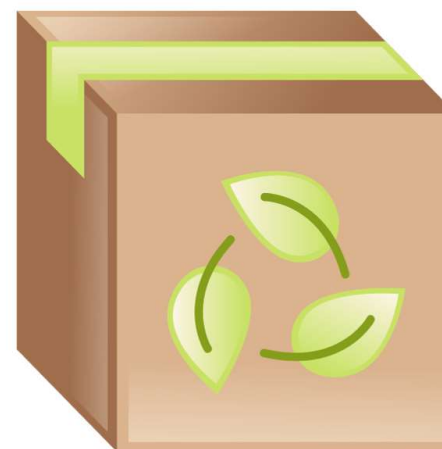
- The Support Programme for Lotteries
- Next steps

If your Lottery still hasn't committed to the Environmental Initiative, do it **NOW** through the MyEL environment on the EL website

The screenshot displays the MyEL environment on the EL website. The top navigation bar includes the logo for 'THE EUROPEAN LOTTERIES FOR THE BENEFIT OF SOCIETY', a 'Welcome!' message, and navigation links for Home, About EL, Our mission, News, EL Calendar, and Members. A 'Menu overview' sidebar on the left lists various options such as Account information, Association Docs, EL Library, Lottery Commercials Library, EL Network, EL News Briefing, EU Dossiers, EL Calendar, Reference Risk Cards, and Log out. The main content area features an 'Activity feed' with three items: 'NEW REGISTER NOW EL/WLA Marketing Seminar', 'CSR-SUSTAINABILITY EL Environmental Initiative' (circled in green), and 'LATEST NEWS! Latest news!'. To the right, a 'EL SUSTAINABILITY GUIDELINES' section provides an overview of the guidelines and lists benefits for members, such as reducing long-term risks, increasing competitiveness, and improving stakeholder relationships. A 'FIND OUT MORE >' link is provided at the bottom of this section. Green arrows point from the 'EL Environmental Initiative' in the activity feed to the 'EL SUSTAINABILITY GUIDELINES' section.

- The Support Programme for Lotteries
- Next steps

Once committed, if your lottery needs support, reach out to EL to start with your free package



- The Support Programme for Lotteries
- Next steps

If your Lottery doesn't need the Support Package, inform us on whether

A

You already have one or both commitments in place (by signing the initiative accordingly)

B

You are willing to commit on one or both commitments, but don't need the EL package and will have achieved both objectives by June 2024

In any case, please contact Mélissa Jacquérioiz (melissa.jacquerioiz@european-lotteries.org) to inform EL about your current status and obtain more information.

- The Support Programme for Lotteries
- Next steps



CONFIRMATIONS

Confirmation by EL Members of their voluntary commitments in the initiative



Sep – Dec 2023

Dec. 2023 – June 2024



SUPPORT PACKAGE

Members who need it will benefit from the support package



PROGRESS

Publication of EL Dashboard to show progress



March 2024
June 2024

June 2024



DEADLINE

Deadline for fulfilment of first commitments



THE EUROPEAN LOTTERIES
FOR THE BENEFIT OF SOCIETY

For any additional questions, please contact Mélissa Jacquério Steiner, EL Senior Sustainability & Membership Officer

melissa.jacquerioz@european-lotteries.org

www.european-lotteries.org

+41 76 348 07 39



**THE EUROPEAN
LOTTERIES**
FOR THE BENEFIT OF SOCIETY