



THE EUROPEAN
LOTTERIES
FOR THE BENEFIT OF SOCIETY

SUSTAINABILITY

MAKE
POSITIVE
IMPACT
MORE
VISIBLE

THERE'S NOT A
LOT TO WIN
HERE FOR
LOTTERIES

MEASURE & TALK
ABOUT THE THINGS
WE ALREADY DO!

GREEN IT
IN OUR
DATA CENTERS

SHOW OUR BRILLIANCE
IN SOCIAL SUSTAINABILITY

ATTRACT
TALENTS
BY BEING SEEN
AS A GOOD
EMPLOYER!

RESPONSIBLE GAMING

EXTERNAL
STANDARDS &
CERTIFICATIONS

TRUST IS A
KEY FACTOR

BE A FIRST MOVER
AND BUILD UP
CREDIBILITY!

RG-STANDARD

SHOW OUR
FULFILLMENT!

IS IT SMART TO
COMPARE WITH
ILLEGAL OPERATORS

WE WANT TO
HEAR YOUR
VOICES!

THE EUROPEAN LOTTERIES INDUSTRY DAYS 2024

EL WORLD CAFE
MONDAY JUNE 17, SALZBURG CONGRESS



COMMUNICATION & MARKETING

VERY DIVERSE
REGULATIONS...

RECALL OUR
CULTURAL
HERITAGE...

FOCUS
ON OUR
PRODUCT

... AND FOCUS ON
WHAT WE
TRULY ARE!

CAREFUL WITH YOUR
MESSAGES...

NOW MAINLY
THROUGH
OUR APPS &
POINT OF SALES

ONLY CONDITIONAL
MESSAGES

"YOU COULD WIN"

TRANSPARENCY

DEI
DIVERSITY
EQUITY
INCLUSION

QUOTAS IN SOME
COUNTRIES

SHOW THAT
WE'RE PART
OF THE
SOCIETY!

SHOW THE GOVERNMENT
THAT WE ARE
INCLUSIVE

"LADY FORTUNA"
PLAYERS ARE CHOOSING
WHERE THE MONEY
GOES TO

SPORTS

LET'S NOT ONLY
TALK ABOUT
MONEY...

OUR PRESENCE IN
THE CITIES CREATES
SOCIAL CONTACTS

VISION & VALUES

FAIRNESS

INTEGRITY

YOUTH WORK IS
IMPORTANT FOR
THE FUTURE

FACILITATING
INNOVATION

ENHANCE
VISIBILITY
OF OUR
CONTRIBUTION

IT'S ABOUT
DISTRIBUTING
PURPOSE AND
IMPACT

SPORT LINKS
BIG
COMMUNITIES!

DIVERSITY IN
THE SPONSORING

GRASS ROOTS
SPORT...
... FINANCING
THE BASICS!

THE KNOWLEDGE
IS IN THE ROOM!

WE GENERATE A LOT OF
FUNDING FOR THE
BENEFIT OF SOCIETY... BUT THE BENEFICIARIES
OFTEN REMAIN UNKNOWN

IT'S ALL ABOUT
PERCEPTION

STAKEHOLDER ENGAGEMENT



THE LINK BETWEEN
LOTTERIES AND LOCAL
GRASSROOT SPORTS
IS VERY STRONG!

MAKE FUNDING
MORE VISIBLE

MAKE OUR
BENEFICIARIES
OUR EMBASSADORS

... AND
TELL A GOOD
COMMON
STORY

IMPROVE OUR
ABILITIES TO
SHOW THE
EFFECTS

FUNDING OF GOOD CAUSES

LOTTERY MONEY
IS NOT "BAD MONEY"

CROSS-BORDER
COLLABORATION
BENEFICIARIES EVENINGS
AT EU / EL LEVEL!

SMART^{UP}
VISUALS

TABLE 1

TABLE 2

TABLE 3