



EL Environmental Initiative

Background information on the proposal

The environmental challenges have reached a central position in the public debate. On February 28, 2022, the Intergovernmental Panel on Climate Change (IPCC)¹ published a report on the effects of climate change on human societies and biodiversity. On April 4, 2022, the IPCC published a report detailing a range of solutions to reduce greenhouse gas (GHG) emissions. The group of experts estimates that humankind has 3 years left to reverse the curve of GHG emissions, if we want to avoid the worst effects of future climate change. In this context, efforts and initiatives are expected at all levels of society, including the political sphere, public society, and the private sector. Thus, many economic sectors are making concrete commitments to protect the environment, and this is the case in the gambling sector.

In the CSR Resolution adopted in the EL General Assembly in 2021, the Association and its Members recognised the importance of environmental challenges and committed to *"carry out their operations taking full consideration of the necessary respect and safeguard of the interest of its stakeholders, society as a whole and operate with respect towards the environment"*, as established in the 2023 EL Sustainability Guidelines.

Building on this first important step endorsed by the EL General Assembly in June 2021, and in continuation of the work of the Sustainability/RG Working Group, the **EL Environmental Initiative** is taken as an initiative which objectives are for EL Members to connect on this subject, work together towards the implementation of concrete actions and allow them, and the Association, to be industry leaders in this field. Through this initiative, EL and its Members can promote and initiate future sustainable business for the benefit of the environment and society.

The initiative's objective is for EL and its Members to take an active part in the transition of the lottery sector towards more sustainable models, respectful of the environment, consistent with new consumption patterns and taking into account the potential challenges of future restrictive measures that could be put in place at European level to preserve natural resources and limit GHG emissions.

Main objective of the initiative

The main objective is to create a **collective dynamic** among EL Members around concrete commitments in the environmental field. This initiative, coordinated by the **Sustainability subgroup**, is proposed on a **voluntary basis**, and is open to all EL Members. Its goal is to bring together a substantial proportion of Members who would commit to initially **1 to 3 specific environmental actions**. As such, the initiative is **not striving for another certification; it is a future oriented voluntary commitment**.

¹ The United Nation Intergovernmental body responsible for advancing knowledge on human-induced climate change.

As the EL Members do not all have the same means and maturity in the field of environment, a **step-by-step** as well as **flexible** approach is necessary. A third commitment has been added to the initiative in 2024, in order to create a natural progression from the original focus on reducing greenhouse gas (GHG) emissions. This new commitment aims to further expand the initiative's impact by building on the momentum of the first commitment. By addressing not just the reduction of emissions but also broader sustainability goals, this addition allows EL Members to continue their efforts in a more holistic way. It ensures that the initiative evolves to meet new challenges, while reinforcing its role in fostering long-term environmental responsibility and impactful actions.

The three proposed environmental initiatives are identified as:

- **Use of paper coming from certified sustainable forests (FSC, PEFC) for gaming material (including scratch tickets):** using paper that is harvested responsibly is a natural commitment, considering the impact that lotteries' scratch ticket activities have on forests and the environment.
- **Monitoring of greenhouse gas emissions:** the monitoring by participating EL Members of their carbon emissions associated to their gaming activity, with the goal of quantifying their impact on the environment, and further, define individually goals for their reduction, is also a natural step to address climate change issues.
- **Decreasing greenhouse gas emissions:** the effort made by participating EL Members to reduce the amount of carbon emissions associated to their gaming activity. These emissions are primary contributors to climate change and global warming. This commitment involves disclosing their 2030 emissions reduction targets, implementing sustainable practices (such as energy efficiency, renewable energy, etc.), and adopting policies that aim to lower the carbon footprint over time.

Support Programme

To support those lotteries with less resources to reach those initiatives, EL has put in place, together with its partner DigitalRG, a support programme including e-modules, access to the DigitalRG platform, free use of a carbon emissions measurement tool and individual support on request. For more information, please contact Mélissa Jacquériorz (melissa.jacqueriorz@european-lotteries.org)

Timetable

- **September 26, 2024** – official announcement of the new commitment in Dublin and through EL comms channels
- **September 2024 – June 2025:** Confirmation by EL Members of their voluntary commitments (3 existing ones) in the initiative
- **September 2024 – June 2025:** SUPPORT PACKAGE / Members who need it will benefit from the support package
- **September 2024, March and June 2025:** Publication of EL Dashboard to show progress
- **June 2025:** Deadline for fulfilment of third commitment and discussion on possible addition of new commitments



Annex

Implementation

The following commitment form allows each lottery to commit to (a) specific environmental action(s):

Commitment to use of paper coming from certified sustainable forests (FSC, PEFC) for a substantial part of the gaming materials (including scratch tickets)*

- Use of paper coming from certified sustainable forests (FSC, PEFC) for gaming materials (including scratch tickets) already in place
- Use of paper coming from certified sustainable forests (FSC, PEFC) for gaming materials (including scratch tickets by [2024])

[* 50% of scratch game activity should at least be covered]

Commitment to realize a regular monitoring of GHG emissions *

- Regular carbon footprint evaluation (including an action plan to reduce carbon emissions) already in place
- Regular carbon footprint evaluation (including an action plan to reduce carbon emissions) by [2024]

[* The carbon footprint evaluation should take place at least every two years]

Commitment to publicly disclose 2030 emissions reduction targets and action plan *

- Disclosure of 2030 emissions reduction target in place
- Disclosure of 2030 emissions reduction target by [2025]

[* Disclosure can be through annual reports, sustainability reports, website, etc.]