

23<sup>rd</sup> of Jun 2016

## Happy Olympic Day! The sustainable lottery model as a driver for promotion of the Olympic Values!

*The Olympic Day held annually on June 23, is celebrated by millions of people around the Globe. Commemorating the birth of the modern Olympic Games in 1894, Olympic Day's mission is to promote fitness, well-being, culture and education, while promoting the Olympic values of excellence, friendship and respect. On the occasion of the Olympic Day, we reflect over the contribution of Lotteries in Europe to the Olympic movement.*

The sustainable lottery model based on values, like *solidarity, integrity and precaution* being fully in line with the Olympic values, ***excellence, friendship and respect***, has enabled Lotteries in Europe to sustainably support the Olympic movement. Indeed, Lotteries in Europe perceive Olympism as a philosophy of life which places sport at the service of humanity and have been enthusiastically supporting the Olympic movement in many different ways.

### Supporting directly the hosting of the Olympics and the Olympic participation

The Olympics is by far the biggest sporting event in the world. Hosting the Olympics is a great honour and privilege for the hosting state, but also requires a lot of costs. On the occasion of the London 2012 Olympics, ***Camelot UK***, offered 2,1 bn pounds to the organisation of the Olympics, a support which made possible the huge venture of hosting the Games. Camelot UK has also traditionally supported the UK's elite athlete. It is characteristic that in the 1996 Olympics, the UK won only one gold medal. Since lottery funding was awarded to elite athletes in 1997, 633 Olympic and Paralympic medals have been won. In Norway, also, very recently, the Norwegian Lottery, ***Norsk Tipping***, was a national sponsor of the Winter Youth Olympic Games in Lillehammer. In addition to that, Norsk Tipping is also the main sponsor of the Norwegian Paralympic team, which is currently preparing for the Rio Paralympic Games.

In Belgium through the recent initiative of the ***Belgium National Lottery «Be Gold»***, young talents are identified and supported in view of their potential participation in the 2020 Olympics. Additional financial means have been provided this year for the participation of Belgian athletes to the Rio Games. In Israel, ***TOTO***, over the last 2 years offered 3 million NIS for scholarship for young prospect Olympics athletes, 4 million NIS for equipment, and around 1 million for extra support to female Olympic athletes.

Many Lotteries have been also supporting the preparation of Paralympic athletes. For instance, the Greek Lottery, ***OPAP SA***, prior to the 2012 Paralympic Games, strategically decided to be a standard supporter of the Hellenic Paralympic Track & Field Team. Recently at the 2015 IPC Athletics World Championships in Doha, Qatar, OPAP was the grand sponsor of the Greek team and this sponsorship is enhanced to the Rio 2016 Paralympic Games.

## **Direct Support to the National Olympic Committees**

Of course, the Olympic movement needs constant support for its day to day operations as well as for the preparation of the Olympic athletes, etc. Switzerland is an excellent example with the 65% of the budget of the Swiss Olympic Committee coming from the 2 Swiss Lotteries, **Loterie Romande** and **Swisslos**. The Belgian National Lottery finances every year the Belgian Olympic Committee and the Belgian Paralympic Committee up to more than € 2.000.000. What is also quite interesting is that in Slovenia, the Slovenian Lottery, **Sportna Loterija**, is actually owned by the Slovenian Olympic Committee.

## **Promoting the Olympic Values, Special Projects and the #BEACTIVE message**

Most importantly, however, the Olympics is about the values, about spreading out the Olympic ideals and Lotteries in Europe, driven by their core values, have on many occasions supported special projects with the objective to promote the Olympic messages, to socially integrate and empower underprivileged groups and promote physical activity. One example is **Lottomatica** in Italy, which in cooperation with the Italian Olympic Committee has developed the project «*Vincere Da Grandi*», with the objective to empower youth in underprivileged parts of Italy through sport activities. In the Netherlands also, **De Lotto**, in cooperation with the Dutch Olympic Committee since 2004 has been organising the National Sport Week, which through sport activities all over the country reaches out to more than 1 million citizens. Also, in Czech Republic, through the **SAZKA** Olympic Combined events, children are introduced to physical activity, Olympic disciplines and Olympic values. All the aforementioned three Lotteries used these initiatives to promote the European Week of Sport and the #BEACTIVE message as well.

## **Joining forces with the Olympic movement to fight against negative phenomena**

Both the lottery core values and the Olympic values are not in line with any sense of unfair play and any sort of manipulations. This is why in many countries the NOC and the Lottery work together to tackle negative phenomena. In France, **FDJ** has been collaborating with the French Olympic Committee – CNOSF – already since many years towards the fight against match-fixing and in the Netherlands **De Lotto** also has developed cooperation with the Dutch NOC about fighting match-fixing.

Sharing the same values, the lottery movement in Europe and the Olympic movement have been working hand in hand for the benefit of society, for the well-being of citizens and the safeguarding of the very credibility and true meaning of sport.