



THE  
EUROPEAN  
LOTTERIES

FOR THE BENEFIT OF SOCIETY

ethics quality  
accuracy truthfulness  
**integrity**  
strong moral principles  
honest actions

# LEADING THE FIGHT FOR SPORTS INTEGRITY

## WE FIGHT FOR CLEAN SPORT, THEREFORE WE FIGHT MATCH-FIXING!

Helping sport protect its competitions from manipulations associated with sports betting is an issue which is currently at the top of the agenda of all European and international sport governing bodies and public institutions including SportAccord, the Olympic movement, UEFA, FIFA, the Council of Europe and the major EU institutions.

EL is the only association of betting operators to argue that match-fixing is probably the greatest threat to the integrity of sport. We agree with Michel Platini, President of UEFA, that match-fixing is a “mortal danger” to sport and, sharing a strong commitment to fair play and sport integrity, obviously we could not stay idle towards this growing problem.

## OUR ACTIONS AGAINST MATCH-FIXING

As the historic partner of sport in the EU Member States, we are actually the strongest defenders of the integrity of sport and daily contribute to the fight against match-fixing and fraud. Indeed, we have undertaken a number of concrete actions and commitments to fight match-fixing and fraud:

### WE SET AN EXAMPLE

First and foremost, we fight match-fixing by setting an example: we are legal, responsible and transparent in terms of the bets we offer.

### WE ARE LEGAL

EL Members only operate in countries where they are authorised and never offer games without an explicit regulatory authorisation issued in the jurisdiction of the consumer (in compliance with the EPAS Convention against the manipulation of sport events).

### WE ARE TRANSPARENT

Our supervision is carried on by relevant State authorities, regulators and Government Audit Offices in the country where we operate.

### WE ARE RESPONSIBLE

We feel it is necessary to avoid any conflict of interest which could affect our mission. We protect minors. They cannot bet on the internet. We carefully choose sports events, they have to be fair, open and shall give fun to the public.

### EL SPORTS INTEGRITY ACTION PLAN-THE 7-POINT PROGRAMME

EL adopted in 2013 the Sports Integrity Action Plan, the 7-point Programme, which, with due respect for the principle of subsidiarity and the applicable regulatory framework, calls for

- the intensification of the fight against illegal operators,
- effective sanctions in place,
- education and prevention,
- corporate governance and conflict of interests provisions,
- monitoring,
- strong regulatory framework
- international cooperation and coordination

### CODE OF CONDUCT ON SPORTS BETTING

Based on the Sports Integrity Action Plan, the 7-point programme, EL adopted in 2014 a new Code of Conduct on Sports Betting. The Code, which should be seen as complementary to the jurisdictional, legal and regulatory requirements within each national jurisdiction, addresses numerous issues, like consumer protection, protection of minors, responsible advertising, restrictions on the events and betting types to be offered, strict conflict of interest provisions, obligation to report suspicious betting activities etc.

### EDUCATION AND PREVENTION

- In 2011, EL and the World Lottery Association (WLA) launched a sport integrity education programme for athletes and sport officials together with SportAccord, which unites 89 international sports federations. SportAccord plans to tailor this programme to the specific needs of each International Federation.

- EL was a key partner in the IRIS project, a pan-European programme that sought to raise awareness and inform sport and state authorities about the risks linked to sports betting and match-fixing and, mainly, create a platform for national dialogue among all relevant stakeholders: sport authorities, public officials, law-enforcement and the betting sector.
- As we feel that sport journalists are in need of operational information about the issue, we support WLA in its partnership with AIPS (the International Association of Sport Press) and we have contributed to the development of an educational programme addressed to sport journalists about illegal betting and match-fixing.

### MONITORING SYSTEM

To help keep sport competitions free from betting manipulations, EL and its Members were the first to develop an international cooperation to be able to detect irregular betting patterns, which started in 1999. This cooperation resulted in the creation of ELMS (European Lotteries Monitoring System) in 2009 (the ELMS was operating unofficially already since 2005 when an agreement with UEFA was signed). As match-fixing clearly has a global dimension, EL and WLA realised that the ELMS should be lifted onto a global level in order to best address the phenomenon. In January 2015 EL and WLA founded the Global Lottery Monitoring System (GLMS), with the participation of Lotteries from 4 continents. The GLMS will implement the most up-to-date technology offering global coverage on sports betting activity, service around the clock 365 days a year, and automatic alerts on live betting.

### INTERNATIONAL CONVENTION ON THE MANIPULATION OF SPORT COMPETITIONS

EL fully supports the initiative of the Council of Europe towards the adoption of a Convention against the manipulation of sport competitions and encourages all states to sign and ratify the Convention.

EL also supports the initiatives undertaken by the European Commission, the IOC, UEFA, FIFA and other sport organisations against match-fixing and we call for enhanced coordination of all projects and initiatives.