



More than a year ago we wrote an article for this magazine titled *A Sound and Sustainable Gambling Policy for the Benefit of the “European” Society*. Today we want to enlarge the discussion beyond Europe: How can Lotteries remain relevant in today’s society? Gaming technology is continuously changing with consumer trends. More and more, Lotteries are facing a fierce competition from new games-of-chance. But Lotteries are more than just operators of games. Lotteries are embedded in society, are potential drivers of innovation, and can help to enhance people’s trust in embracing new societal challenges. More than any other operator and/or business, Lotteries contribute to a better world. This unique position of Lotteries is a strength to explore further and to communicate to stakeholders and society at large. It is also the basis for our legal strategy as developed at Smart Tech in New York and at the EL industry Days in Lisbon.

Lotteries and their stakeholders need to reflect on all of

tion of disabled and the support of street sport are just a few of the many areas for Lotteries to continue to work on. Culture and cultural heritage, education, research and social projects are already on the list. Lotteries do so much on a jurisdictional basis in these areas. But Lotteries could probably reach out to other stakeholders and international institutions outside of their jurisdictions to forge collaborations that would enhance the impact even further.

There are other societal issues and challenges for Lotteries to take into consideration. A Lottery operator in Europe designed its contribution to society to align with two words: People & Planet. Lottery could play a much bigger role in fostering a more enlightened view towards nurturing a healthy and sustainable relationship between People & Planet. To stay relevant to the broader spectrum of stakeholders, Lotteries need to be future-oriented in every aspect of their business model including in their societal role. Creating a more inclusive society, respecting diversity, and supporting research, are important challenges to take on board when it comes to “people.” When it comes to “planet,” the vast climate change debate is one of the crucial questions. During the COP21 meeting in Paris a scratch ticket dedicated to climate change was launched. The ability to recycle scratch tickets is thereby equally important. Climate change questions and the need for closing the loop (the circular economy approach of the EU) are important features for Lotteries to consider. According to a study made by Mc Kinsey & Co, more than 20 billion Euros can be saved if a strong circular economy approach is implemented in Europe. Product development and distribution methods must be reinvented in ways that go far beyond the classic CSR approach.

The work currently done by working groups at the Association level provide Lotteries with Social responsibility guidelines to cover several of these items. This positive embrace will help us to better defend Lotteries and their societal role.

Lotteries, and their vendors/suppliers, can contribute to such innovative solutions and educational programmes to enhance green procurement, a more paperless society, and educational programmes to enhance the use of modern technology by elderly and more vulnerable people. By doing so they can contribute to the climate change programmes and enhance societal acceptance of these needs. Lotteries can be part of the pioneers of change.

A future-oriented business approach that focuses on the broader benefits to society will serve Lottery well with the broadest set of stakeholders. This is so important when it comes to preserving the public confidence and support for Lottery (along with improving the strategic legal position) as the respected and trusted brand for the 21st century. ■

# Contributing to the Future of the World

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their shared values and goals, and work together to establish a “pact for the future.” Vendors, suppliers and Lotteries need to clarify all the ways they can mutually help each other. Lotteries serve a role that extends far beyond its charter to channel funds to Good Causes. Just as important, government-gaming operators are driving change and innovation with a focus on building a better world.

Lotteries have always proven to be crucial partners when important changes take place that affect society. The introduction of the single currency in parts of Europe is an example. A decade later the European Ministers meeting in the Council emphasized the specific and important role of Lotteries for society.

The recent congress of the African Lottery Association in September 2016 in Casablanca also revealed how important Lotteries are in the development of Africa. Innovative ideas to address the position of women, the use of e-money, the accessibility of education through e-platforms, the improvement of health infrastructure—these all prove the significant contribution that Lotteries make to society.

Throughout the world, Lotteries contribute to society in many different direct and indirect ways. Sport is probably the best known and the easiest to understand, although even in sport there are still a lot of opportunities and needs to build on. Protecting the integrity of sport, better governance in sport, integra-

