

# EL General Assembly 2021 Highlights and Outcomes



THE EUROPEAN  
LOTTERIES  
FOR THE BENEFIT OF SOCIETY

- EL Members elect new Executive Committee
- Resolution on Corporate Social Responsibility adopted
- Mandatory Responsible Gaming Certification for all Members
- Annual Report 2020 published

## EL elects new Executive Committee for the period 2021-2023

During the special live EL General Assembly announcement event on 4 June 2021, **EL Members elected the new Executive Committee and (re)appointed Hansjörg Höltkemeier as President for the period 2021-2023.**

**Re-elected EL President Hansjörg Höltkemeier said, "For the second time in EL's history, we held the 2021 General Assembly as a virtual edition. With the experience of last year, the Association decided for a digital but interactive way to connect with EL Members while at the same time striking the right balance between the "legal requirements" of a General Assembly and an attractive format."**

**Hansjörg added "I am personally very happy to be re-elected as EL President. I am proud of what the Association has achieved, and which continues to work in a professional way. I look forward to fulfilling my responsibilities together with a strong and experienced Executive Committee, to serve for the benefit of society. Together we can turn uncertainties into new**

*strength and provide new momentum that will take us into the world of tomorrow."*

## From ambition to action: EL CSR Resolution and mandatory RG certification

An important project in recent months has been a support programme for those Members not yet certified under the Responsible Gaming Framework. During the General Assembly EL Members adopted the mandatory certification of all Members, as well as a Resolution on Corporate



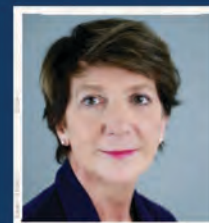
Olli SAREKOSKI, Veikkaus Oy (FI)



Jean-Luc MONER-BANET, Loterie Romande (CH)



Hansjörg HÖLTKEMEIER, Deutsche Klassenlotterie Berlin (DE)



Stéphane PALLEZ, FDJ (FR)



Mario MUSA, Hrvatska Lutrija (HR)



Olgiert CIEŚLIK, Totalizator Sportowy Sp. z o.o. (PL)



EL EXECUTIVE  
COMMITTEE  
2021-2023



Romana DERNOVŠEK, Loterija Slovenije, d.d. (SI)



Francesco PAROLA, IGT Lottery (IT)



Jesús HUERTA ALMENDRO, SELAE (ES)



Jannie HAEK, Loterie Nationale Loterij (BE)



Robert CHVÁTAL, Sazka a.s. (CZ)

**The newly elected members of the EL Executive Committee are (in alphabetical order):** Robert CHVÁTAL, Sazka a.s. (CZ), Olgiert CIEŚLIK, Totalizator Sportowy Sp. z o.o. (PL), Romana DERNOVŠEK, Loterija Slovenije, d.d. (SI), Jannie HAEK, Loterie Nationale Loterij (BE), Hansjörg HÖLTKEMEIER / Deutsche Klassenlotterie Berlin DKL (DE), Jesús HUERTA ALMENDRO, Sociedad Estatal de Loterías y Apuestas del Estado (SELAE) (ES), Jean-Luc MONER-BANET, Loterie Romande (CH), Mario MUSA, Hrvatska Lutrija (HR), Stéphane PALLEZ, La Française des Jeux (FDJ) (FR), Francesco PAROLA, IGT Lottery (IT) and Olli SAREKOSKI, Veikkaus Oy (FI). More information on the EL Governance here

Social Responsibility (EN - DE - FR - ES) another key topic for the Association.

**Romana Dernovšek, President & CEO, Loterija Slovenije and Supervisory Chair of the EL RG/CSR Working Group** expressed her happiness and gratitude with regard to the adoption of the mandatory RG Certification and the CSR Resolution.

*"We, Members of EL put our values first. Responsibility, sustainability, and integrity are the way we do business. By adopting the EL CSR Resolution and making the Responsible Gaming Certification mandatory, we have shown that we really do live up to these values. This is our way to continue prioritising the well-being of our players and to empower sustainability initiatives and programmes for the benefit of the society. I am proud to have been part of these processes and look forward to supporting all EL Members on our common journey".*

## Further highlights

**EL welcomed NOVAMEDIA/Postcode Lotteries (NL) as a new Regular EL Member and Degree53 (GB) as a new Associate Member.** A revised Responsible Gaming Certification Framework and changes to the EL Statutes were adopted - including the move of the Statutory seat from Switzerland to Belgium, the forming of an Advisory Board and making the statutes "pandemic proof".

## EL publishes 2020 Annual Report

2020 was a year like no other. **In the third edition of the Annual Report (<https://www.european-lotteries.org/news/el-publishes-2020-annual-report>),**

*Digital Engagement from page 21*

players through digital – web site, apps, social media updates," he said. "And let's not forget about payments as well. This is so important as more people move away from using cash at retail. We're fortunate in that we can accept all forms of payment but now we need to consider how we can award players through their mobile device, which will move us to where the rest of the world is with payments. It's basically putting lottery in line with other products at retail."

Even for a successful iLottery jurisdiction like New Hampshire, retail is still the key focus. "About 70 percent of our sales are still through our scratch product sold at retail," said Kelley-Jaye, "so it is still

our main focus. But we try to undertake omnichannel initiatives such as launching a scratch ticket that rewards players with online play. We need to increase driving players from online to retail and things like couponing online players to play at retail will be an increased focus for us. But we have not forgotten important initiatives like retailer winner-awareness and check presentations with winners at retail locations which are very popular with players and retailers. We are not looking to move players from retail to online. Instead, we want to attract new players through our digital programs, including iLottery, and keep them engaged.

**EL reflects on an unforgettable year.** Services to Members continued despite the pandemic, and EL quickly adapted to the "new normal". A move from physical events to successful online meetings, a state-of-the-art new website and e-learning platform, all proved that the Association could continue its services fully to Members.

There is no doubt that the pandemic which presented Europe and the rest of the world with the biggest health, economic and social crisis in modern history, had a significant impact on the lottery sector. Yet, national lotteries upheld their historic support to society in times of need. EL Members continued to fulfil their core values of responsibility, sustainability, and integrity by supporting local communities.

The 2020 Annual Report includes examples of how EL Members supported society during the global pandemic, as well as testimonies from the EL President, Secretary General and EL Team on how the pandemic had an impact on their lives professionally and personally.

## Looking ahead

Despite the many challenges faced over the past year, the 2021 EL virtual General Assembly successfully and positively brought together over 70 Members from across Europe. The work of EL now continues with further webinars, e-learning modules and continuing to advocate the interest of EL Members. The work also begins for the 2022 Industry Days in Wiesbaden, Germany and the 2023 Congress and Trade show in Sibenik, Croatia. More information can be found on the EL website [www.european-lotteries.org](http://www.european-lotteries.org).

Gregg spoke for the many lotteries that can't/won't sell products online. "Our digital world in Arizona is now defined for us which is a bit of a blessing because we know what the rules are and how we'll be playing for the next 20 years," he said. "So we're looking at ways we can thrive in the digital world, ways we can transform our digital footprint and drive our cultural connection to a younger demographic. Not offering iLottery does not mean the end of creative thinking. We're excited about what is ahead of us and how we can build on our success." ■