

Charity lottery potential for Italy

Italy currently has no charity lotteries due to the absence of a legislative framework, despite having a competitive and well-developed lottery market. Lottery products operated under concession by *Sisal* and *IGT* generate around €4 billion in annual tax revenue, but there is no evidence to suggest that any of this income is channelled toward funding for civil society. However, the Italian government is now overhauling its gambling legislation, creating a unique opportunity to introduce charity lotteries that would strengthen civil society across Italy.



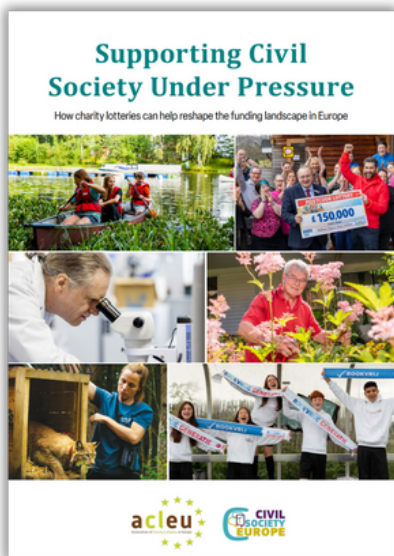
Charity lotteries could generate up to €1.5 billion in additional funding for Italian civil society each year!

A series of research reports, commissioned by the Association of Charity Lotteries in Europe and produced by Regulus Partners, show that charity lotteries:

- Have **great potential** to raise more funds for charities in Italy;
- Would complement the existing lottery activities of *Sisal* and *IGT*, by **growing the overall lottery market**;
- Are a low-risk product that would have a **positive impact** on Italian civil society.

What can be done?

- **Introduce a clear legal framework for charity lotteries**
Italy's gambling reform should create a distinct category for charity lotteries, reflecting their low-risk profile and public-benefit purpose.
- **Draw on European best practices**
Countries like the Netherlands and Sweden show how charity lotteries can raise billions for good causes without affecting state lotteries.
- **Involve civil society in shaping the framework**
CSOs should have a voice in designing rules that ensure sustainable funding and fair, independent distribution of proceeds.
- **Ensure transparency of existing lottery revenues**
Greater clarity is needed on how commercial lottery revenues from operators like *Sisal* and *IGT* benefit civil society.



With endorsement of these policy recommendations, we hope the Italian government will take action to create an enabling policy environment that allows charity lotteries to raise substantial and much-needed funds for Italian civil society.



The report “Charity Lotteries and the European Lottery Sector: Impact analysis” (2022) shows how charity lotteries complement state lotteries across Europe.



The report “The €10 Billion Opportunity: The potential benefit for civil society across Europe from charity lottery fundraising” (2023) sets out the scale of the opportunity in each European country.



The report “Beyond the Jackpot: analysing the safety of charity lotteries” (2024) confirms charity lotteries are a very low-risk gambling product.

Click on the images to read the full reports or visit www.acleu.eu/publications

About ACLEU

The Association of Charity Lotteries in Europe (ACLEU) is an international non-profit organisation, established in 2007 to promote the charity lottery model and to give a voice to charity lotteries and their beneficiaries in the European debate on games of chance and fundraising.

Charity lotteries have **proven successful** in several European countries, such as the Netherlands, Sweden, Norway, Ireland, Germany, and Great Britain. These lotteries have joined forces in ACLEU to promote this **effective fundraising model** throughout Europe by raising awareness among politicians, policy-makers, regulators and charities.

The members of ACLEU believe charities in every European country should be empowered to use a charity lottery as a fundraising tool to **support civil society**.

