

Charity lottery potential for Sweden

Sweden has a semi-restricted lottery market where, since 2019 reforms, charity lotteries benefit from the most favourable regulations. They now represent about 14% of the regulated gambling market, with 281 licences issued in 2024. Members such as *Miljonlotteriet* and *Svenska Postkodlotteriet* raised around €127 million for CSOs in 2024, nearly matching the €140 million the state lottery *Svenska Spel* contributed to public finances. Despite broad political support, charity lotteries still face heavy administrative burdens and are often unfairly included in stricter gambling proposals, while competing with a state that is both regulator and operator.



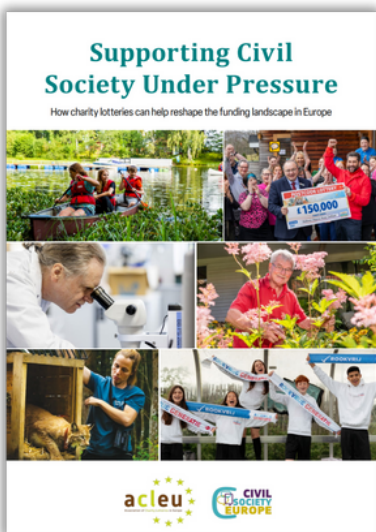
Charity lotteries could generate up to €300 million in additional funding for Swedish civil society each year!

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 Sweden;
- Complement the existing lottery activities of *Svenska Spel* and other lotteries, by growing the overall lottery market;
- Are a **low-risk** product that has a **positive impact** on Swedish society.

What can be done?

- Strengthen safeguards for charity lotteries by reinforcing Chapter 6 of the Gambling Act, introducing mandatory risk classification for new proposals, and closing loopholes such as shadow and hybrid games while ensuring fair rules for all lottery types.
- Protect key fundraising channels by making sure new telemarketing rules do not restrict non-profits' ability to engage supporters or sell charity lottery tickets, which are essential for sustainable income.
- Guarantee long-term, trust-based conditions by maintaining tax exemptions, lifting the ban on international cooperation, and easing administrative burdens — particularly for smaller operators facing complex technical certification requirements.



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

