World Health organisation (WHO)

Submission to the public Consultation related to the DRAFT WHO
Global Action Plan on physical activity 2018-2030

• The European Lotteries (EL) and the Global Lottery Monitoring System (GLMS) highly welcome the work of the World Health Organisation (WHO) towards the adoption of Global Action Plan on Physical Activity 2018–2030. Especially in an era that physical activity is rapidly decreasing⁴ and the cost of physical inactivity is considerable⁵, such an action plan is more relevant than ever.

• EL and GLMS particularly welcome the way in which the Draft Global Action Plan of Physical Activity perceives the promotion of physical activity not exclusively as a health issue, but from a wider perspective as a human right which will enhance the social, cultural, economic development and wellbeing of nations. Particularly, the proposed action 3.4., for the increase of programmes providing physical activity for marginalised or vulnerable populations is really important and is highly welcomed by our associations, especially given the support of many Members of ours to relevant projects.

• The comprehensive and multi-sectoral approach of the Global Action Plan, aiming to build and reinforce the interconnections and cross-cutting elements of the proposed actions with sectors other than health, in particular but not limited to, urban planning, transport, education, recreation and sports is also welcomed.

• Given the document also refers to funding schemes and the proposed action 4.4. calls for the strengthening of “financing mechanisms to secure sustained implementation of national actions”, it is submitted that the financing of Lotteries for grassroots sport and physical activity programmes needs to be safeguarded. Lotteries, driven by their core values have been for decades a sustainable source of financing for grassroots sport all over the world. Only in Europe, the contribution of Lotteries to grassroots sport programmes reaches the amount of more than 2 bn EUR per year, and according to a study⁶ this funding has a further impact on economy and employment, with 40,000 direct and indirect jobs secured every year thanks to this funding.

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¹ 2013 the Eurobarometer indicated that 60% of Europeans rarely or never practice any sport
² a study published by the Centre for Economics and Business Research (commissioned by ISCA) which has revealed that the cost to the European economy of “doing nothing” is over 80bn Euros per year
³ SportsEconAustria, the role of Lotteries as a funding source for European Sport, 2015
The sustainable lottery funding for grassroots sport is undermined by the growing phenomenon of illegal betting. As also highlighted by the Recommendations of the High level group Grassroots Sport of the European Commission, it is important that states take concrete measures against illegal betting, so that the sustainable financing of grassroots sport is also safeguarded.

It is, therefore, submitted that an additional recommendation to Member–States should be added about the safeguarding of the sustainable financing of grassroots sport, and especially the funding coming from Lotteries.

As already submitted, we consider the proposed action 3.4. of the utmost importance, and with being in line also with the Kazan Action Plan of UNESCO (July 2017), we would encourage joint efforts between Who and UNESCO towards this direction.

European Lotteries (EL) is the European umbrella organisation of national lotteries operating games of chance for the public benefit. EL has members from 45 European countries including all 28 EU Member States. The association’s EU members contribute more than 20 billion € p.a. to the state budgets and the funding of sport, culture, social projects, research and other causes of general interest. Unlike many commercial online gambling operators, EL members only offer gambling and betting services in the jurisdictions in which they are licensed by the respective national government.

For more on the European Lotteries (EL), please visit their website at: www.european-lotteries.org

GLMS is the state lotteries’ mutualized monitoring system on sports betting. It aims at detecting and analyzing suspicious betting activities that could question the integrity of a sport competition. Building on six years of experience with the establishment in 2009 of ELMS with European Lotteries, GLMS went global in January 2015 extending the network to other continents. GLMS facilitates the sharing of sports betting information as part of the collective efforts of its members in ensuring sports integrity globally, and is dedicated to effective cooperation with all key stakeholders: regulators, law enforcement authorities, sports organizations.

For more on the GLMS, please visit their website at: www.glms-sport.org

A video featuring some indicative activities of EL/GLMS Members within the field of sport for development can be accessed here.