

ANNUAL REPORT 2017

THE RECYCLING

LOTTERY



PANTELOTTERIET



Røde Kors

The Recycling Lottery 2017

43% Lottery share
in #1 shop

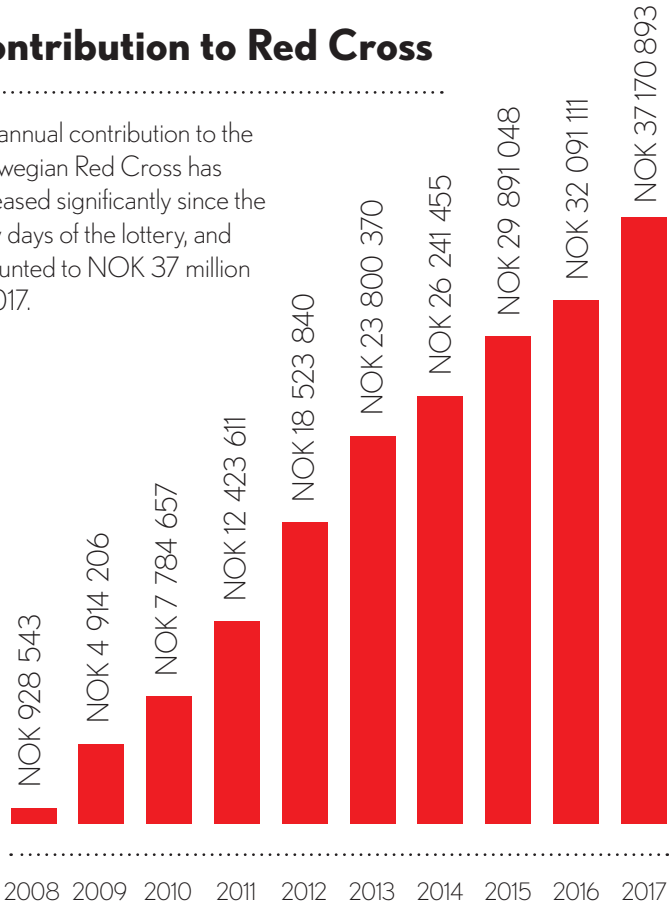
37 million
Contribution to Red Cross in 2017

194 million
Contribution to Red Cross since 2008

325 278 kroner
Lottery turnover in #1 shop

Contribution to Red Cross

The annual contribution to the Norwegian Red Cross has increased significantly since the early days of the lottery, and amounted to NOK 37 million in 2017.



Another amazing year

2017 turned into yet another amazing year for The Recycling Lottery, and several previous records were beaten.

At the end of December, the lottery experienced a new record market share of 18,26%, which is significantly higher than the average for the year of around 11,3%. During the course of the year, we have made eleven new millionaires, and also reached the milestone of making someone the 50th millionaire of the Recycling Lottery. For the first time in our existence we made three millionaires in a single month, and we reached our highest ever annual turnover of NOK 113,5 million.

As a result of these milestones being achieved, the lottery contributed a record NOK 37 million to the Red Cross for the year 2017. These funds enable the Red Cross to do even more humanitarian work, both abroad as well as domestically. Half of the proceeds from the lottery are distributed among the local Red Cross branch offices around the country, and for many local Red Cross societies, the proceeds from the lottery have become increasingly important over the years. It leads to better and more local activities, including a search and rescue service, visiting elderly people, homework assistance for youngsters, and refugee assistance, just to mention a few.

Thank you very much to each and everyone who have contributed to our success, both among the food stores and the chains, at the Red Cross, at the Olav Thon Group, as well as all our suppliers. Last, but not least, thank you so much to all of you who pressed the Red Cross button on the recycling machines in 2017.



Gaute Langdal
Managing Director of The Recycling Lottery



“ The Recycling Lottery
has turned into one of
our most important
revenue generators

Robert Mood

194 million to the Red Cross

Since the start of The Recycling Lottery in 2008, the aggregate contribution to the Red Cross has exceeded NOK 194 million. – These funds enable us to do more volunteer work for the benefit of those who need it, says newly elected president of the Red Cross, Robert Mood.

The Red Cross president thinks The Recycling Lottery is a brilliant idea and is naturally thrilled that the aggregated contribution to the Red Cross will soon exceed NOK 200 million.

Very happy

– This is a fantastic lottery where everybody wins. The Red Cross is very happy for all winners of small and big prizes in the lottery, and all the recycled empty bottles and cans that contribute millions to our volunteer work, says Mood, who is always contributing with his own bottles to the lottery.

– The Recycling Lottery has become one of our most important sources of revenue, especially for our local Red Cross branches across the nations. It is paramount and very motivating for our volunteers to have access to these funds every year, says the president.

Important contribution

More people in Telemark play the lottery compared to the other counties of Norway. This also means that the Red Cross of Telemark is one of the local branch that receives the greatest contribution from the lottery. Since it's beginning in 2008, seven people have become lottery millionaires in the county of Telemark.

– The high number of winners have for sure contributed to

higher rates of participation and yielded more funds to our local branches, says Eli Ducros, manager of Telemark Red Cross.

– For each of the local branches who receives these funds it means more money for saving lives, running local activities for vulnerable children and youngsters, and more volunteer visitors to elderly across the county, says Ducros.

Porsgrunn Røde Kors is the local branch of Telemark Red Cross, that received the most money last year. In 2017 the proceeds from the lottery exceeded NOK 240 000. Kim Jensen, the branch manager says that these funds are important contributions to their annual budget.

– Porsgrunn Røde Kors strives to have local presence for those who need us. In Porsgrunn more than 700 children are raised in families who live below the poverty threshold, which is why our increased focus on this group is absolutely needed, says Jensen.

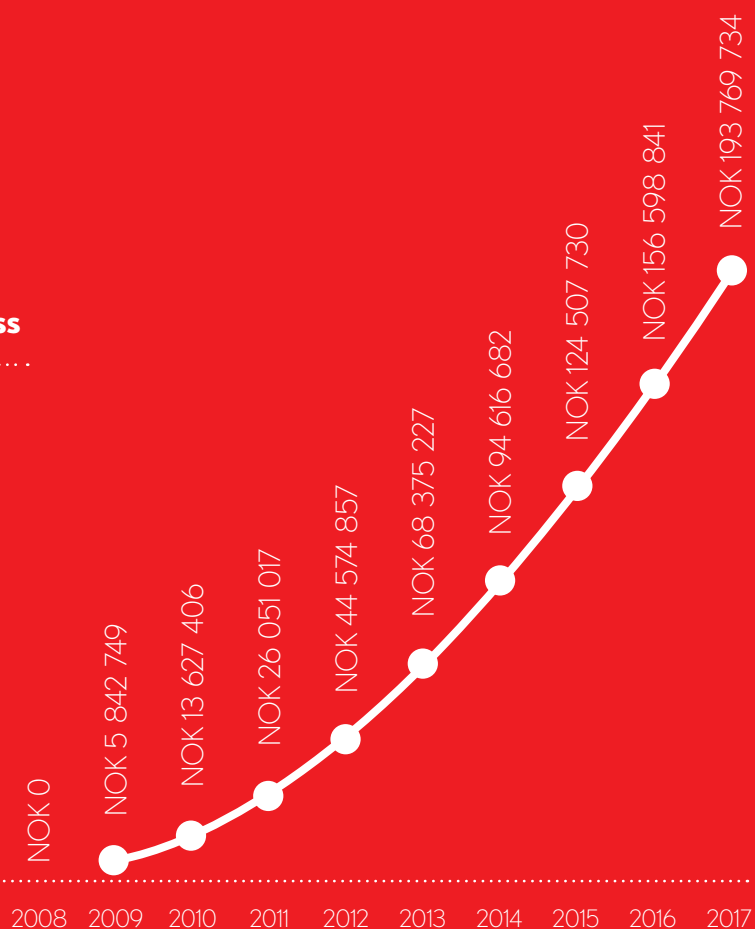
– We help this group by offering free, spare time activities through the Childrens Red Cross, Holidays for everyone, our first aid and various outdoor activities. We want all children to have the opportunity to participate in spare time activities irrespective of their parents' income or social status, and the funds from the The Recycling Lottery enables us to offer these opportunities, says the local manager.



CLOSING IN ON 200 MILLION: Robert Mood, president of the Norwegian Red Cross, is never in doubt which button to press.
 - The Recycling Lottery is a lottery with only winners, says Mood. (Photo: Katrine Lunke)

Accumulated contribution to the Red Cross

The contribution to the Norwegian Red Cross since the start of The Recycling Lottery in 2008 now exceeds NOK 194 million.





RECYCLING MILLIONAIRE: Thomas Rød pressed the Red Cross-button at his local store, and became one of three recycling millionaires in November. Shop manager Ingrid Haugnes and Even Bergan from The Red Cross congratulates him. (Photo: Katrine Lunke)

Millionaire-record in November

In 2017 the The Recycling Lottery made 11 new «recycling millionaires». Three of those were made in November, which is the first time we've had three million kroner prizes during a single month.

- The number of participants in the lottery grows consistently. That leads to more prizes being generated at a more rapid pace than ever before, including the top prizes, explains Gaute Langdal in The Recycling Lottery.

Buying diapers, got a million

Our first millionaire in 2017 was a 34-year old father from Elverum who was just buying diapers for his baby, and wanted to recycle



some bottles while he was in the shop. He pressed the Red Cross-button and left the store with a million kroner and no diapers. His girlfriend didn't believe him initially.

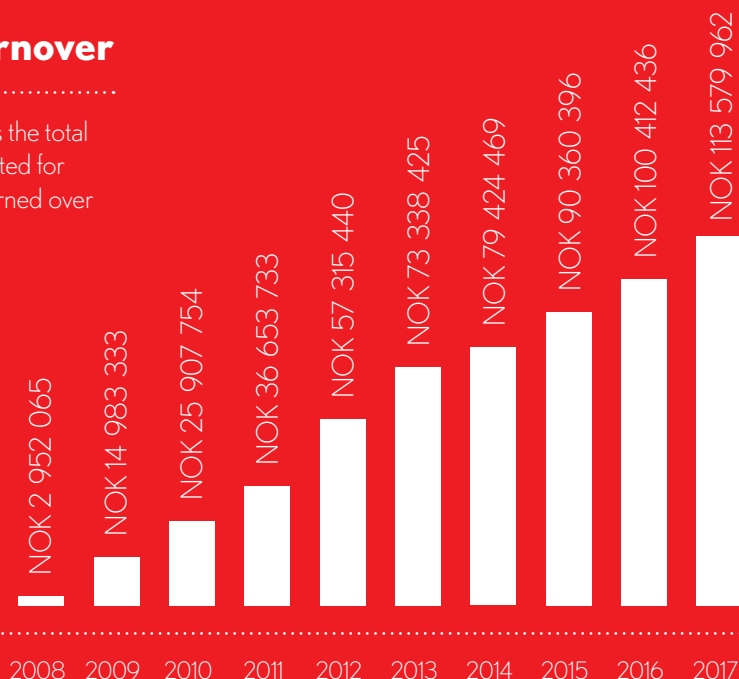
«She thought I was mocking her. She wanted to see the actual lottery ticket before she would believe me», said the lucky winner to Østlendingen.

Silje from Spikkestad was not buying diapers.



Recycling Lottery turnover

The Recycling Lottery turnover shows the total amount of the recycling value committed for the lottery. During our first year, we turned over close to NOK 3 million. In 2017, the amount increased to NOK 113 million.

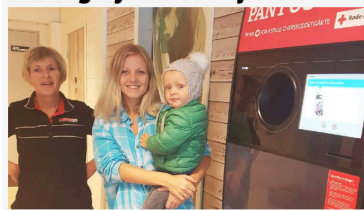


«I was just stopping by to get some nacho chips and recycle some bottles I had lying in the trunk of my car» she told the newspaper Drammens Tidene. At the end of the recycling session she pressed the Red Cross button as she always does, but this time a very long receipt with a very long number with many zeros came out of the machine. She is planning to use the money to build a new house for her family.

Can get a place of her own

In September, Gunhild had just picked up her baby son from kindergarten when she stopped by the local store to recycle some bottles. After pressing the Red Cross-button, the machine played a small fanfare and out came a very special recycling receipt.

Småbarnsmoren Gunhild skulle bare pante flasker – nå kan hun endelig flytte ut av kjelleren



Gunhild ble pantemillionær og har endelig råd til å flytte familien ut av kjelleren til mor og far.

She is living with her son and her boyfriend in the basement apartment of her parent's house, but now they can finally afford to take a mortgage and buy a place of their own.

«The money is already reserved for housing. And perhaps some wedding planning as well, says the happy millionaire.

The 50th millionaire won with one Pepsi Max

At the end of October, a person from Møre og Romsdal, aka «a sunnmørings» became lottery millionaire number 50. It happened in a shop in Ålesund, and the man in his 60's only recycled a bottle

Sunnmøring pantet én flaske – vant én million

ABCnyheter

24. okt. 2017 12:42 – Oppdatert 24. okt. 2017 12:43

Del (3.9K)

Tweet

Epost



På bilde, fra venstre: Kiwi-ansatte Ann-Elin Olsvik og assisterende butikksjef Katarina Holmæker feirer pantemillionær nummer 50! Foto: Kiwi

of Pepsi Max.

«It feels unbelievable. I almost feel sorry for the lady in front of me in the queue cause she recycled 25 bottles and didn't win anything», the winner told ABC News.

During the month of November, the The Recycling Lottery made three new millionaires. The top prize was won at Hamar,

Oppegård in Akershus and in Tromsø. The guy from Tromsø was planning to give some of the money to his relatives.

«I think some extra presents for Christmas are in order» he told iTromsø.



Tromsømann vant 1 million kroner på pantelotteriet

Hjelp tre personer har vundet pantelotteriet i pantelotteriet november. En av dem er en tromsømann.

Pantet flasker og ble millionær

Silje Larsen fra Spikkestad skulle bare en rask tur innom sin lokale matbutikk. Da hun kom ut igjen var hun millionær.

HEDI STRAND
hedi.strand@no

- Det er helt utrolig, det har ikke gått helt opp for meg enda, sier Silje Larsen, nybakt millionær fra Spikkestad tirsdag formiddag.

Dagen i forveien forvartet hun tur innom den lokale matbutikken seg noe helt utenom det vanlige.

Mens mann og barn satt i bilen, gikk 32-åringen en rask tur innom Rema 1000 på Spikkestad.

- Jeg skulle en rask tur innom for å kjøpe nachos og pante-flasker som lå bak i bilen, forteller hun.

- Trykker alltid

Som alltid når hun pante-flasker, trykker Larsen på knappen for Pantelotteriet da hun var ferdig. Overskuddet fra dette går til Røde Kors.

- Vi trykker alltid på den knappen. De få kronene kan gå til et veldig formål, sier hun til at det også er spennende.

hva skulle hun bruke pengene på?

- Vi har snakket mye om det, og har lenge drømt om å bygge hus. Den drømmen står enda, sier Larsen som også trekker fram å nyte litt av gevinsten og la litt gå til barna.

Knappen på Pantelotteriet har hun ikke trykket på for siste gang.

- Kommer nok alltid til å trykke på den, sier hun.

Millioninntekt

Røde Kors mottok 32 millioner kroner fra Pantelotteriet i 2016. Av dette gikk 1,15 millioner kroner til Røde Kors i Buskerud.

- Dette er fantastiske nyheter. Midlene vi får fra Pantelotteriet betyr enormt mye for oss, og vi er veldig takknemlige for at folk her i fylket velger å støtte Ann Morten, daglig leder i Buskerud Røde Kors i en pressemelding.

FAKTA

■ Topp 5 butikker i Buskerud i markedsandel andel av pante som satses i Pantelotteriet:

1. Meny Gulsås 20,74 %
2. Meny Union Brygge 20,51 %
3. Kiwi Toppeng 17,17 %
4. Meny Lier 16,87 %
5. Coop Mega Berntsen 16,47 %

■ Topp 3 butikker i Buskerud i markedsandel andel av pante som satses i Pantelotteriet:

1. Meny Gulsås 20,74 %
2. Meny Union Brygge 20,51 %
3. Kiwi Toppeng 17,17 %



Pantet seg

41-åringen var innom Coop Extra på Børstad mandag formiddag for å pante tomflasker og kjøpe seg en boks lapskaus til middag. Da han trykket på pante-lotteriknappen fikk han litt av en overraskelse.

EDVARD STENERSEN
redaksjonen@hamar-dagblad.no

Det var jo ganske uvirkelig og skjønte ikke helt hva

Lokal butikk bidro til se hvor de trykker på Røde Kors' pantekn

Smaalenenes Avis i 5 uker for kr

Rema 1000 i Hurrahølet er blant de tre butikkene i fylket som skapte mest penger til Røde Kors' pantelotteri i 2016.

I 2016 fikk Røde Kors inn rekordbidrag via Pantelotteriet. Til sammen 32 millioner kroner. Av det beløpet fikk Røde Kors i Østfold 846.625 kroner. Som er en økning på over 60.000 siden 2015.

Disse var på butikkåpning i Hurrahølet

- Dette er fantastiske nyheter, sier Øyvind Bruflat, daglig leder i Østfold Røde Kors. Han takker alle som har trykket panteautomatens Røde Kors-knappen i 2016.



Øyvind Bruflat, daglig leder Østfold Røde Kors

Sandefjordinger er de største pantegamblerne i Vestfold Flere satser pante

Sandefjord Røde Kors fikk inn over 200.000 kroner fra Pantelotteriet i 2016.

ERIK ANDREASSEN
erik.andreasen@no

Siden starten i 2008 har tomflasker bidratt med 156 millioner kroner til Røde Kors, der halvparten av midlene går til Røde Kors lokalt. I 2016 mottok de 32 millioner kroner. En million av disse pengene gikk til Vestfold.

- Dette er fantastiske nyheter. Det at vestfoldingene støtter Røde Kors på denne måten, øker kapasiteten vår og gjør at vi får hjulpet enda flere, sier daglig leder i Vestfold Røde Kors, Bjørn Hjalmar Andersen.

I Sandefjord pantes det tydeligvis mye. Hele 232.841 kroner gikk til Sandefjord Røde Kors, nesten 50.000 mer enn Larvik som andreplass over byer i fylket som bidro mest til Pantelotteriet.

Tre lokale på topp

Butikken i Vestfold som skapte mest penger til Røde Kors' Pantelotteri er Meny Indre Havn Sandefjord. Herfra kom det inn hele 173.728 kroner til lotteriet i 2016.



REKORD: Flere satser pante

Det at vestfoldingene støtter Røde Kors på denne måten, øker kapasiteten vår og gjør at vi får hjulpet enda flere.

BJØRN HJALMAR ANDERSEN
daglig leder i Vestfold Røde Kors

PANTELLOTTERIET

Topp 5 butikker i Vestfold i markedsandel (andel av pante som satses i Pantelotteriet)

1. Meny Åsane 21,57% (Fikk en pantemillionær i februar 2014)
2. Coop Extra Hvaltorget 18,17%
3. Meny Indre Havn Sandefjord 17,88%
4. Meny Teie Torg 17,44%
5. Meny Stavern 17,39%

Topp 5 butikker i Vestfold i omsetning (bidrag til Pantelotteriet)

1. Meny Indre Havn Sandefjord 173 728 kroner
2. Meny Revall 151 869 kroner
3. Meny Åsane 148 869 kroner

Ryddet i bilen - ble pantemillionær



Hamarsing ble pantemillionær: - Regna med at jeg hadde vunnet en 100-lapp, men så var det litt flere nuller



PRIVILEGIER: Hamarsing fikk en stor utbytte etter å ha trykket på Pantelotteriet på Tjerna. Samtidig mottar mange bedrifter i Tjerna og Høylandet Røde Kors et stort bidrag.

Vil du skal bruke knotten når du panter

Det knetter å drive Røde Kors-båten på Tjerna. Men spav de dag på dag på å bruke Røde Kors-knappen på panteautomaten.

64 millioner pantekroner til Røde Kors



President i Røde Kors i Norge, Sven Mollekleiv, setter stor pris på trykker på Røde Kors-knappen når de leverer sine tomflasker og til Foto: Katrine Lunke/Pantelotteriet.

Stadig flere støtter Røde Kors med tomflaskene sine. Til og med juli er det satset pante for 64 millioner kroner i Pantelotteriet i år. Det er ny rekord, 2,8

Kors-avdelingene. - Vi setter stor pris på trykker på Røde Kors-knappen. Pengene vi får fra Pantelotteriet betyr svært mye for våre arbeidere. Midlene vi kan hjelpe enda flere

Butikken i Sandefjord er den største pantegambleren i Vestfold. Herfra kom det inn hele 173.728 kroner til lotteriet i 2016.

til 1 million kroner

oo-lapp, men så var det litt nuller der, forteller ingen.

ge han var det helt tilfeldig han valgte å pante akku- andag.

eg skulle bare kjøpe litt ing, og tenkte jeg skulle ta omflaskene som sto der. ar helt tilfeldig, og kunne erne skjedd i morra. Det re flaks at det ikke skjedde.

nok betale ned noe gjeld, også blir det vel kanskje en tur over dammen for å se litt hockey.

Og det er laget Arizona Coyotes i den amerikanske hockeyli- gaen NHL som står hans hjerte nærmest.

- Da skal jeg se Arizona Coyotes. For å gjøre det må jeg helt ned til Phoenix, så det blir et reiseplan. Det blir nok en fin

rasket som meg. Det var et sjokk for alle.

Men selv om hamarsingen plutselig ble millionær ble det ingen luksurmiddag for å feire.

- Hva endte du opp med å spise?

- Jeg gikk allikevel for lapskaus, svarer hamarsingen og humrer lett.

- Jeg ble litt satt ut i butikken

il rekord - nest på app

24. januar 2017, kl. 06:00



Fold Røde Kors. (Foto: Røde Kors)



I fjor fikk de 556.580 kroner i pantelotteriet - og en butikk i Hunndalen bidro med mest penger

Porsgrunn kan skilte med 5 pantemillionærer - hvem blir nr. 50 i landet?



Pantelotteriet: Dette har aldri skjedd før

Hele tre stykker stakk av med milliongevinsten i Pantelotteriet

Sogningar og fjordingar satsa over 700.000 på pantelotteri

ema-panten bidrog mest

i Sogn og som bidrog engar til eriet samla i mabutikken

3. Kiwi Årdalstangen 11,33%
4. Rema 1000 Sandane 10,92%
5. Spar Kalvåg 10,88%

Topp 5-butikker i Sogn og Fjordane i omsetnad (bidrag til Pantelotteriet)

1. Rema 1000 Stryn 70.367 kr
2. Rema 1000 Sandane 61.190 kr
3. Rema 1000 Nordfjordeid 54.950 kr



35 MILLIONER I POTTEN PANT OG VINN!
TRYKK FOR Å SPILLE. OVERSKUDET GÅR TIL Røde Kors

Ny rekord for Pantelotteriet

I første halvår i år er det blitt satset pant for 64 millioner kroner i Pantelotteriet. Det er ny rekord.

(NTB): Tallet for samme periode i fjor var 55 millioner kroner.

Nyheter

NYHETER

5



FLASKEPANT GA MILLIONPREMIE: Thomas Rød (til venstre) vant én million i pantelotteriet. Et Bergan fra Oppegård Røde Kors, butikksjef Ingrid Haugnes og daglig leder Gaute Lang i Pantelotteriet gleder seg på hans vegne. FOTO: METTE KVIL

Ble pante-millionær

Rød fra Tårn-

ket han nærmest på autopilot på knappen som donerer pan- til Røde Kors.

Viktig inntektskilde
Selv om familien på fem millioner i premie i tors- det penger til overs i p- teriet. Deler av oversk- Røde Kors som

Spar Eivindvik nr. 2 på pantetoppen

Spar Eivindvik kom på andreplass her i fylket når det gjald Pantelotte- riet til Røde Kors i juli måned.

14,26 prosent av all panten i butikken gikk til Pantelotteriet. Berre Meny i Sogndal var bette med 16,31 prosent. Stadig fleire støtter Røde Kors med tomflaskene sine. Til og med når kroner i Pantelotteriet i år. Det er ny rekord. 761 945 kroner kom fra Sogn og Fjordane. Til sammenligning var det i fjor 55 millioner kroner. Juli var Pantelotteriets beste måned hittil i år, med 11 millioner kroner. I gjennomsnitt er det 12 prosent av all pant satsa i Pantelotteriet.

180 millioner

Sidan 2008 har Røde Kors fått 180 millioner kroner fra lotteriet. Halvparten av midlene går til dei lokale Røde Kors-avdelingane. - Vi sett stoy pris på alle som trykker på Røde Kors-knappen. Pengane vi får fra Pantelotteriet betyr svært mykje for vårt humanitære arbeid. Midlane gjer at vi kan hjelpe enda fleire som treng scier President i Røde Kors i Norge, Sven Mollekleiv.

47 pantemillionærer

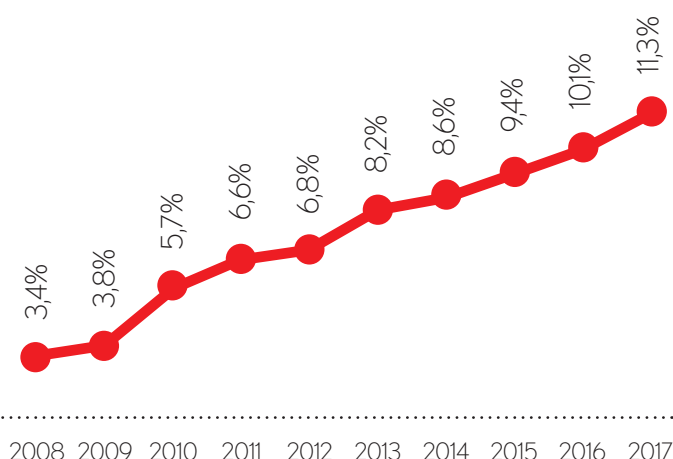
Til saman har 47 hellige blitt pantemillionærer. Den siste vann var ein 29-åring frå Porsgrunn, som i juli vann ein million kroner på sin lokale Kiwi-butikk. Oslo, Akershus og Telemark er fylka der det blir spela mest i fylket med flest pantemillionærer. Sju personar har vunne toppgevinsten.



Sidan 2008 har Røde Kors fått 180 millioner kroner fra lotteriet. Halvparten av midlene går til dei lokale Røde Kors-avdelingane.

Share of the recycling value committed for the lottery

In 2008, only 3,4 percent of the recycling value was committed for the lottery. The lottery share is currently exceeding 11,3 percent on average.



Record participation

Since 2014, Meny Ringnes Park in Oslo is the shop in the country with the highest percentage participation in the lottery. More than 40% of the value of returned beverage containers are used in the lottery.

For 2017 more than 11,3 percent of the value of all recycled beverage containers went to the lottery. Following another amazingly good year, the average for December reached 13,63 percent. At Meny Ringnes Park the lottery share increased from 40,7% the previous year to 42,96% last year.

Proud of the customers

Martin Sande Stensrud is shop manager for the 2 500 square meter Meny store. He is very impressed with his customers.

– Our customers at Ringnes Park are amazing, and it is very nice to see that so many people engage themselves and support the Red Cross in this way, says Stensrud. In his experience, the customers are very positive to the Recycling Lottery, and regard it as an easy and simple way of supporting a charitable cause.

He pledges that he presses the Red Cross button every time he recycles, always with a small hope that one day he will win the big prize.

– I think a lot of people have a small dream that one day it might be their turn to win the million. If I win, I will spend some of the money on a long trip to a warmer climate, says the store manager.

Important contribution

The large quantities of recycled beverage containers at Meny Ringnes Park contributes to increased revenue for Oslo Red Cross, and in 2017 the revenue exceeded 3 million NOK from the lottery. This revenue enables the local branches of Oslo Red Cross to do more humanitarian work for the population of Oslo.

– The large contribution from the Recycling Lottery enables the Oslo Red Cross to help more people in our beautiful city of Oslo, says Ane Sunde, local manager for voluntary activities work at the Oslo Red Cross.

Runners up in the contest of highest performing counties are Akershus and Telemark. The local branches in these counties have also benefitted greatly from the lottery in 2017.



GRATEFUL: Shop manager Martin Sande Stensrud and Ane Sunde from the Red Cross would like to thank everyone that supports the Red Cross at Meny Ringnes Park. (Photo: Katrine Lunke)



Top 3 shops by market share

42,96%

Meny Ringnes Park

37,01%

Meny Fornebu

36,48%

Coop Extra Sagene



Top 3 shops by turnover

NOK 325 278

Meny CC Vest

NOK 321 166

Rema 1000 Torshov

NOK 295 986

Meny Bjølsen



Top 3 Counties by market share

15,67%

Oslo

13,60%

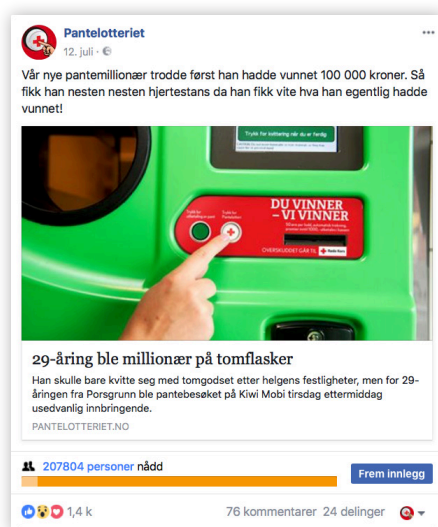
Akershus

13,31%

Telemark

Marketing increases turnover

The marketing efforts of The Recycling Lottery increases the lottery turnover. Our two important messages are that the lottery creates great value for the Red Cross, and our players do actually win.



Social media: Facebook is an important platform for our communication, and the number of followers have increased from 8 474 to 15 500 in 2017. On our page we are re-posting media posts from other news channels, and our

maximum reach on one post last year exceeded 450 000 views. The most popular clip received more than 8 000 likes. We are working actively with the supermarket chains and the Red Cross to share news and good stories about

the lottery from around the country. In addition, we are running other activities, like our annual Easter-egg competition which has become very popular.

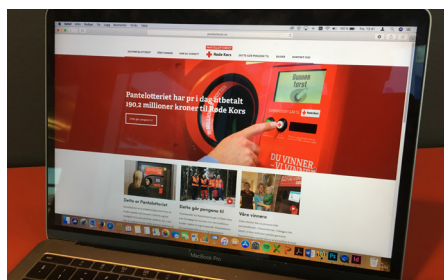
Radio: The The Recycling Lottery have had continued presence on radio also during 2017, particularly on Radio P4. Our message is very focused and the segments are short and to-the-point, to get the most value for money.





TV: Towards the end of the year, the Recycling Lottery also ran some TV commercials featuring our Red Cross ambassador «Stig». The result could instantly be recognized on the turnover statistics.

Web: In November the Recycling Lottery launched its brand new, mobile compatible website. The objective was to present our content in a clearer, cleaner and visually attractive style. On our website, we are focusing on what the lottery is, who benefits and who is winning.



Editorials: A very important part of our marketing effort is the focus on editorial exposure. We are actively working to create editorial content and the results are remarkable. In 2017 we received more than 180 positive articles in the press about the lottery. Most of the content was created by our communication bureau Apeland and focuses on the importance of the revenue for the Red Cross as well as focusing on our winners.

7 000

New followers on Facebook

400 025

Most unique users on a Facebook-post

180

Positive news articles/segments

2 200

Most number of comments on a Facebook-post

«Welcome to The Recycling Lottery!»

Every single day our customer service desk responds to phone calls, emails as well as posts from followers of our Facebook page.

The Recycling Lottery is currently available on more than 2 200 machines in more than 2 000 stores across the country, and every week more than 500 000 people participate in the lottery. This leads to a lot of interactions with our customer service staff.

Nice calls

Our customer service desk is open during shop opening hours, and receives questions from the customers on a daily basis, says customer service manager Lisbeth Andreassen:

- The most common question is if we can reveal where the next million kroner prize will be won. That is probably the only question we can't answer simply because we do not know, says Andreassen with a big smile.

Most calls are from people who have won more than NOK 1000, which is too large a prize to be collected at the store.

- Thankfully we do not receive any unpleasant calls. The best calls to respond to are of course from our million kroner winners. Most of the winners can hardly believe it is true, says Andreassen, who has been working as a customer service representative for several years and spoken to a lot of the big winners.

System developers

The customer service desk of the Recycling Lottery is run by Playsafe Norway AS in Sandefjord. The company has developed and also operates the lottery system. Playsafe is a specialized

software and database system developer, focusing entirely on lottery and gaming systems for national and international clients. The lottery system is approved by NMI Gaming Ltd. in England according to the regulation developed by Lotteri- og Stiftelseilsynet.



When a participant presses the Red Cross button, the machine communicates with a central game server. The server verifies the transaction, allocates the right amount of lottery tickets, and transmits the result back to the recycling machine for printing on the lottery receipt. If the participant has acquired one or more winning tickets, the machine will print the prize and a bar code on the lottery ticket automatically. The bar code is scanned at the till of the shop, and the prize is paid out.

Secure technology

In 2017 the Recycling Lottery had zero downtime on the lottery system. From time to time it could happen that individual machines are down, but in such rare cases the customer will receive a normal recycling refund. If this happens, the customer service desk will receive a message, and service personnel will respond to the matter, if needed. When the problem is solved, the lottery application on the machine is re-enabled and the machine can yet again offer customers the opportunity to support the Red Cross through the lottery option.

This is the Recycling Lottery

The Recycling Lottery is an environmentally friendly lottery option on reverse vending machines, whereby the consumer can select if they wish to buy tickets in a lottery that supports the Red Cross. The prizes in the lottery range from NOK 50 to NOK 1 million.

Every ticket in the lottery cost 50 øre (0.5 kroner). If you win a prize, it is instantly shown on the lottery ticket. The reverse vending machine will give a sound indication if you have won. The lottery is currently operational on 2 200 machines around the country.

Prizes up to NOK 1 000 kroner is paid at the shop. If you win more than 1 000 kroner the prize is paid by the lottery company. Unclaimed prizes are paid to the Red Cross after 90 days.

The lottery operator is Norsk Pantelotteri AS, a company owned by Norges Røde Kors (40%) and the Olav Thon Foundation (60%). The Recycling Lottery was granted a new lottery license in February 2017. The new license expires in 2026 and allows for a maximum lottery turnover of NOK 300 million per year.

Distribution of proceeds

The Recycling Lottery have become an important source of revenue for the Red Cross.

35% of the gross revenue is paid in prizes to the lottery participants. Thereafter, 32,5% of gross revenue is paid to the Red Cross, which is equal to 50% of net gaming revenue (after prizes). Half of the proceeds is paid to the Red Cross local branches, and the other half goes to the Red Cross nationally. 9,75% of gross revenue is paid in commission to the store where the recycling machines are located. The remaining share, 22,75%, is spent on investments, marketing and operational expenses at Norsk Pantelotteri AS.

PANTELOTTERIET



Røde Kors

Norsk Pantelotteri AS

Visiting adress: Stenersgata 2, Oslo

Postal adress: P.O. box 489 Sentrum, 0105 Oslo, Norway