

# ANNUAL REPORT 2018

# THE RECYCLING LOTTERY



PANTELOTTERIET

 Røde Kors

# The Recycling Lottery 2018

**30%** Lottery share in top store

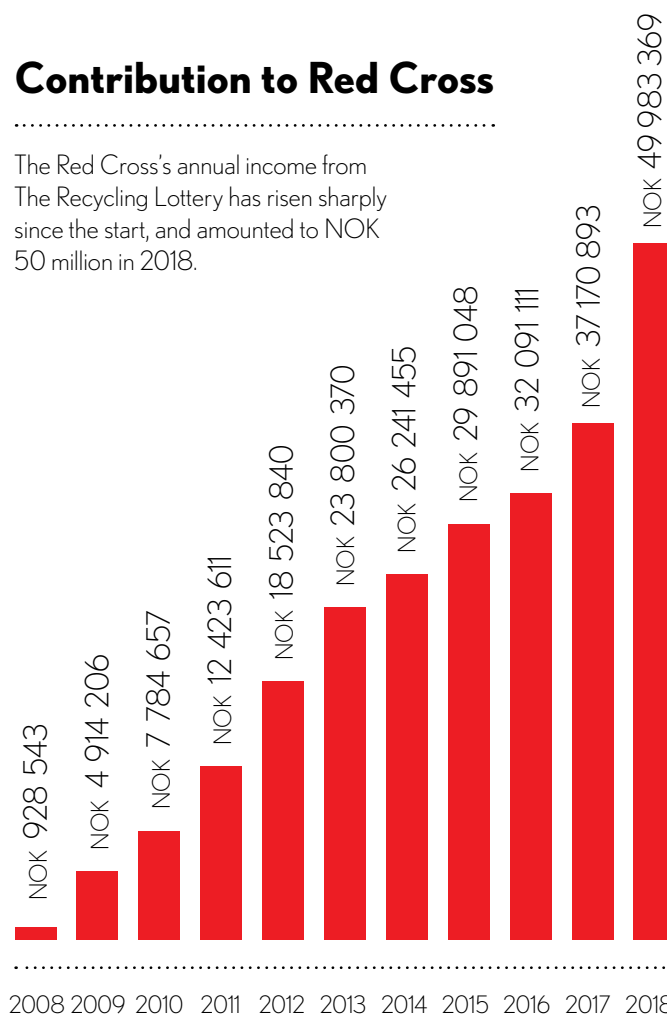
**50 million**  
Contribution to Red Cross in 2018

**250 million**  
Contribution to Red Cross since 2008

**NOK 415,914**  
Lottery turnover in top store

## Contribution to Red Cross

The Red Cross's annual income from The Recycling Lottery has risen sharply since the start, and amounted to NOK 50 million in 2018.





## An amazing anniversary

### **2018 turned into another amazing year for The Recycling Lottery, with record proceeds for the Red Cross.**

The Recycling Lottery celebrated its tenth anniversary in 2018. Since the start in 2008, proceeds from The Recycling Lottery have gone from modest to incredible. The deposit rates were also increased from NOK 1 and 2.50 to NOK 2 and 3 in 2018. This had a very positive impact on revenue, and we have seen growth in turnover of more than 40 per cent since September.

At the end of 2018, the owners of the Norwegian Recycling Lottery decided to increase the proceeds for the cause from 50 per cent, after deductions for prizes, to 53.08 per cent. This means that we can now contribute a record NOK 50 million to the Red Cross for 2018. These funds enable the Red Cross to do even more humanitarian work all over the world and, not least, here in Norway. Half of the proceeds go to the local Red Cross branches, for many of whom this money has become one of their most important sources of revenue. This means better emergency response readiness, as well as more visits to the elderly, help with homework for young people and assistance for refugees, for example.

Thank you very much to everyone at the supermarket chains, the Red Cross, the Olav Thon Group and our suppliers who contribute to our success, and to everyone who presses the Red Cross button when they recycle.

Gaute Langdal  
Managing Director of The Recycling Lottery

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

Robert Mood

# 50 million to the Red Cross

**In 2018, The Recycling Lottery was able to contribute an amazing NOK 50 million to the Red Cross. By way of comparison, that is nearly twice as much as in 2014**

Red Cross president Robert Mood is impressed by how much the proceeds have risen, and is very grateful that so many people choose to support the charity through the lottery.

“The funds from The Recycling Lottery have become very important, particularly for the local branches and the Search and Rescue Teams throughout Norway,” says Robert Mood, President of the Norwegian Red Cross. His thanks go to everyone who presses the Red Cross button.

“Seeing people’s generosity increase every year is amazing. The deposit money means that we can strengthen our search and rescue work, hold more courses and operate a wide range of activities all over the country,” says Mood.

## Readiness costs

Buskerud is one of the counties that benefit most from The Recycling Lottery, with the local Red Cross receiving NOK 1.7 million in 2018.

Ove Engene, head of the Search and Rescue Team in Gol and Hemsedal, is very appreciative of the proceeds from the reverse vending machines.

“Maintaining a high level of emergency response readiness throughout the year costs a lot of money. The funds from The Recycling Lottery are extremely valuable for us and help us do vital humanitarian work. Amongst other things, new, reliable snowmobiles are important for emergency response readiness in our area,” says Ove Engene.

The Search and Rescue Team currently has 19 approved volunteers and more in training.

“In our area, the population multiplies at certain times of year when you include the tourists. The Search and Rescue Team manages to turn out in less than half an hour when the need arises. Fortunately, most people give proper consideration to the weather and conditions before setting off,” says the team leader.

## Good local effort

Elisabeth Skåne of the REMA 1000 supermarket in Gol has had The Recycling Lottery on her machines for many years. She likes the fact that it is so easy to support the Red Cross.

“Our customers seem to appreciate the lottery as a simple and exciting way to give. Many people would often like to contribute, but don’t quite know how,” says Skåne, who very much appreciates the work that the local branch does in the area.

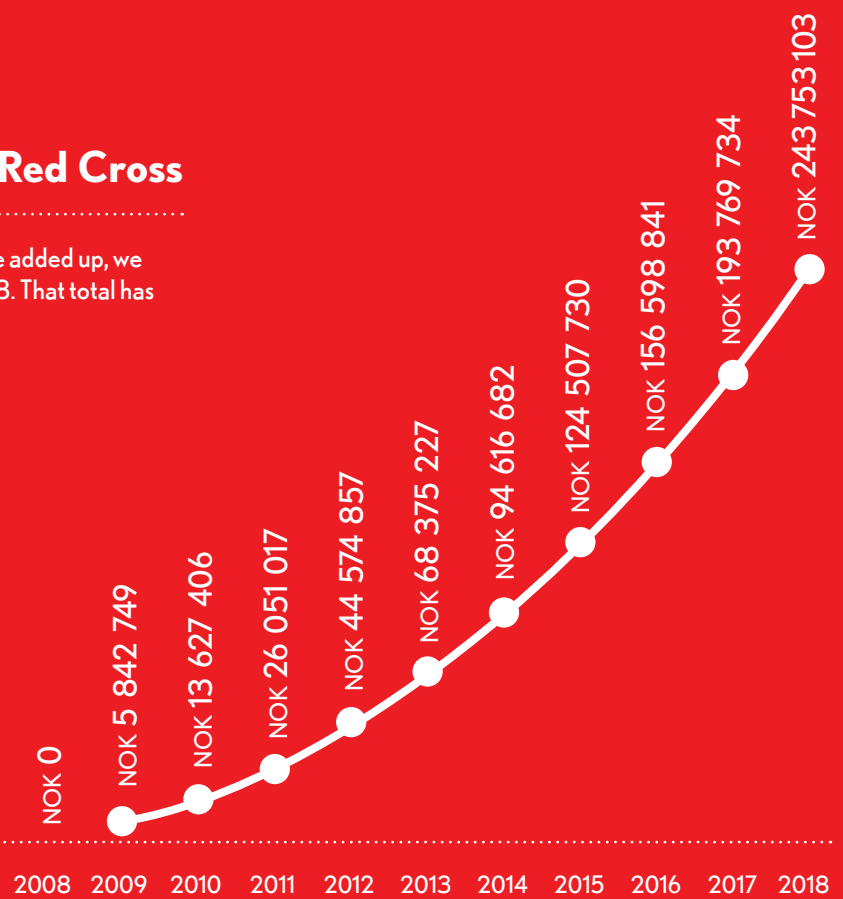
“I think the Red Cross puts in a great effort in our local area and I’m impressed with all the voluntary work they do.



**DELIGHTED:** "Seeing people's generosity increase every year is amazing," says Red Cross president Robert Mood, who is delighted about record proceeds from The Recycling Lottery this year. (Photo: Katrine Lunke)

## Accumulated contribution to Red Cross

If the annual proceeds from The Recycling Lottery are added up, we get the grand total contributed since the start in 2008. That total has now passed NOK 250 million.





**JACKPOT WINNERS:** Tom Erik and Anne Berit were caught on security camera at REMA 1000 in Hønefoss as they won a million kroner. Here they are, being congratulated by REMA's Geir Ante Stepanenko. (Photo: REMA 1000)

# Winner caught on security camera

**Fourteen people became recycling millionaires in the course of 2018. Amazingly, one of the wins was caught by a security camera in a REMA store in Hønefoss.**

The first person to hit the jackpot in 2018 was a 90-year-old who bet around NOK 50 in deposits at the Kiwi supermarket in Lærdal, Sogn, in February. He was never in any doubt about whether to press the Red Cross button or not.

"The Red Cross is an institution that does a lot of good and deserves all the support it can get," said the man, who wishes to remain anonymous.

### **A win in her son's store**

In March, it was Birgit's turn. She won in her son's store in Steinkjer.

"I got such a shock, I was shaking. My first thought was that it had to be a mistake," said the new recycling millionaire, who is the store manager's mum. He was not at work when it happened, so Birgit had to phone him.

"You've got to come, mum's won a million," she told her son, who thought she was kidding. It was too good to be true, but he came all the same.

### **Water slide and castle treat**

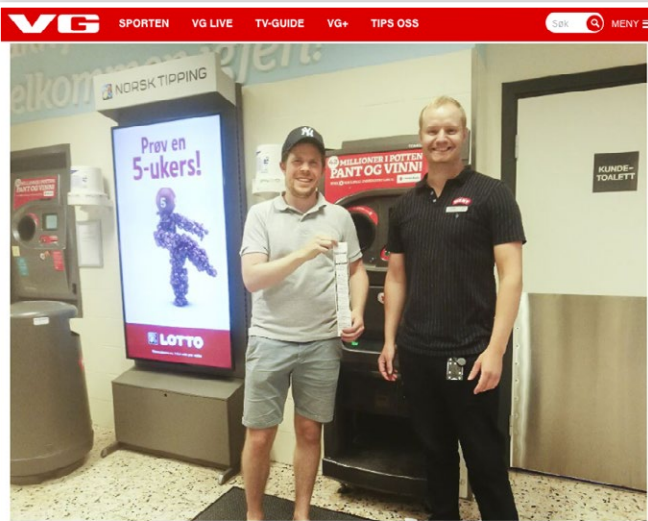
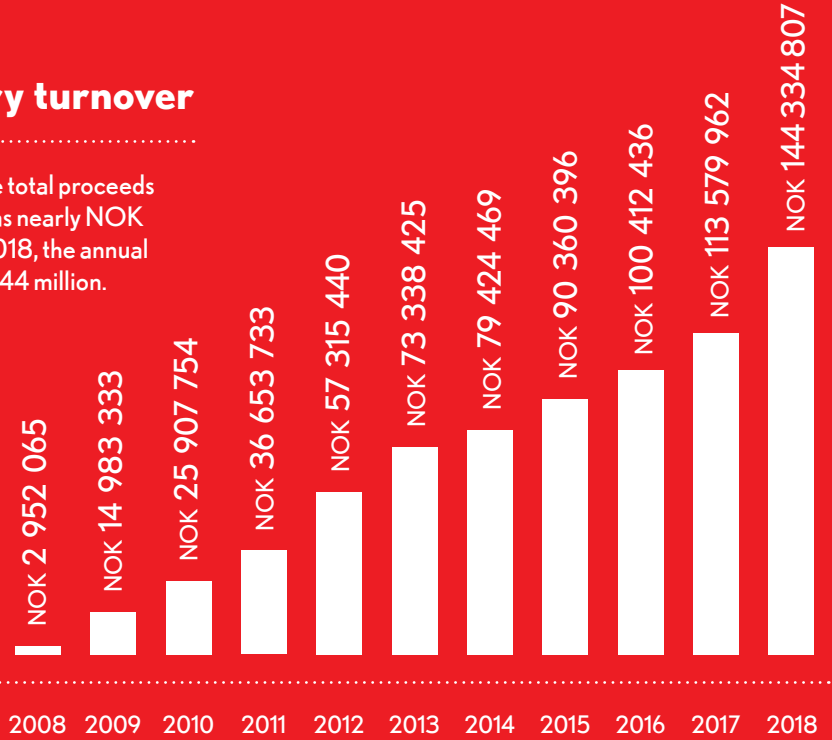
Right at the end of June, Torbjørn from Kristiansand had a day he will never forget. In



**- Du må komme, mamma har vunnet én million**

## Recycling Lottery turnover

The turnover figures show the total proceeds from every store. The total was nearly NOK 3 million in the first year. In 2018, the annual total had increased to NOK 144 million.



PANTEMILLIONÆR: Torbjørn Oftedal (t.v.), bio den 58. pantemillionæren i rekken. Assisterende butikksjef for Arne Svingen (t.h.) ... VIS MEH

### Pantet for 28 kroner - vant én million: - Sparing kommer i siste rekke

Torbjørn Oftedal fra Kristiansand vant en million kroner i Pantelotteriet lørdag formiddag. – Vi vil bli kongene i nabolaget, sier den heldige vinneren.

Av YASMIN SFRINTZERIS

fact, he was only going to buy lunch at the Meny supermarket in Grim, Kristiansand. The 28-year-old recycled NOK 28 worth of bottles and pressed the lottery button as usual. Then there was a fanfare and out came an extra-long recycling slip.

“I saw all the zeros on the screen and got a real shock. I was a bit taken aback and stood there thinking: ‘Right then,’” the winner told the VG newspaper.

He quickly thought about what to spend the money on.

“We’re going to be boring and pay off a few debts. But we intend to enjoy ourselves a bit too. We’ll be kings of the neighbourhood,” said Torbjørn, who went straight to Toys R’Us and bought a water slide, water castle and bath toys.

### “A lot of money”

At the end of October, the security camera at the REMA 1000 supermarket on Osloveien in Hønefoss captured the moment when Tom Erik pressed the Red Cross button - and won!

Seconds later, the camera also captured the jubilation of his wife, Anne Berit, when she realized what had happened.

“It was amazing. A million kroner is a lot of money,” said Tom Erik, who his wife now calls the ‘Golden Calf’.

The year ended with three people becoming recycling millionaires in December: in Oslo, in Haugesund and just outside Bergen. You can read all our winners’ stories at pantelotteriet.no.



# Kundene i denne butikken bidrar mest til Pantelotteriet Nærmer seg én mill.

# 406.28 denne



## Pantelotteri med VINNERE

Røde Kors er takknemlig for alle som bidrar med penger gjennom Pantelotteriet.  
FOTO: PER GILDI



### Se overvåkingsbildene: Her blir Tom Erik og Bente pantemillionærer

ble den første av 60 pantemillionærer i Norge. Men den største gevinsten over ti år er 200 millioner kroner til hjelpearbeidet til Røde Kors.

Takker for støtte Pantelotteriet.  
Tilskott: Torkel Vik Foto: Katrine Lunke og Ivar Guthu

## Tom Erik og Bente vant pantelotteriet: - Det føltes helt vanvittig



### Her vil han bygge Norges mest moderne

Måldene fra Pantelotteriet er utrolig verdifulle for oss, og gjør at Røde Kors kan drive enda unge og besøke eldre og ensomme på og aldershjem over hele fylket, sier Skolander, daglig leder i Telemark Røde

## Takker for flaskepant

I Harstad har flaskepantere bidratt med nærmere 392.000 kroner til Røde Kors, noe som er tredje mest i hele Troms.

- Det er ikke sikkert alle som trykker på Røde Kors-knappen vet for en viktig jobb de gjør, sier Tor Eriksen. Pantelotteriet feirer 10 år i år, og for Troms Røde Kors har det blitt en svært viktig inntektskilde. Midlene fra Pantelotteriet gjør at Røde Kors kan drive enda mer humanitært arbeid, sier Eriksen, som er daglig leder i Troms Røde Kors. Tusen takk til alle som trykker på Røde Kors-knappen.



## Skulle bare kjøpe wienerpølser Brandbu-kar ble millionær

**Torsdag ettermiddag skulle en mann fra Brandbu innom Kiwi i Brua for å kjøpe wienerpølser og pante flasker. Plutselig sto han med en pantelapp verdt én million kroner i hånda!**

**Bjørn Bjørkli**  
bjorb@adland.no

- Det er en helt utrolig følelse, sier mannen i en melding sendt ut av Pantelotteriet. Mannen, som er i slutten av 50-årene, ønsker å være anonym. Sambøren og jeg skulle bare på butikken for å handle de lokale wienerpølsene fra slakteren. Så hadde jeg med en pose tomflasker, som jeg brukte i Pantelotteriet slik jeg alltid gjør, forteller mannen. Så kom fanfaren fra panteautomaten, men han trodde ikke det var noen særlig stor gevinst.

**Nå blir det bobli!**



**GLADE BUTIKKSJEFER:** Assisterende butikksjef Pål Winger Tveit (til venstre) og butikksjef Erik Rode ved Kiwi Brandbu gratulerer den nye pantemillionæren.  
FOTO: LENE HAUGEN

## Vant én million før jul

Wol... ble pantemillionær under iule

## Rema-butikk dro inn million til Røde Kors

Rema 1000 Hassingen kan skryte av å være den butikken i Fredrikstad som har tjent inn mest penger til Røde Kors sitt pantelotteri gjennom ti år.

**KRISTIAN BOLSTAD**  
kristian.bolstad@f-b.no

Ifølge Røde Kors sine egne tall har Rema 1000 i Hassingveien tjent inn hele 934.032 kroner i de ti årene pantelotteriet har eksistert. I Østfold er det kun Rema 1000 Hurråholet i As-

fra pantelotteriet siden ordningen ble etablert i 2008. - Jeg må bare si tusen takk til alle i Østfold som støtter oss på denne måten ikke alle som trykker på Røde Kors-knappen vet jobben de gjør. Midret er helt av mange av aktivitetene over hele fylket, sier Kristian Bolstad, daglig leder i Telemark Røde Kors. Pantelotteriet inn mer penger til Røde Kors opplyser at i snitt tolv pant i Norge bruker sats i Pantelotteri



# 35 til Pantelotterie butikken i Ringsa

millionbeløp i pant til Røde Kors. Se hvilken butikk som bidrar mest



FOR Å SPILLE OVERSKUDET GÅR TIL Røde Kors

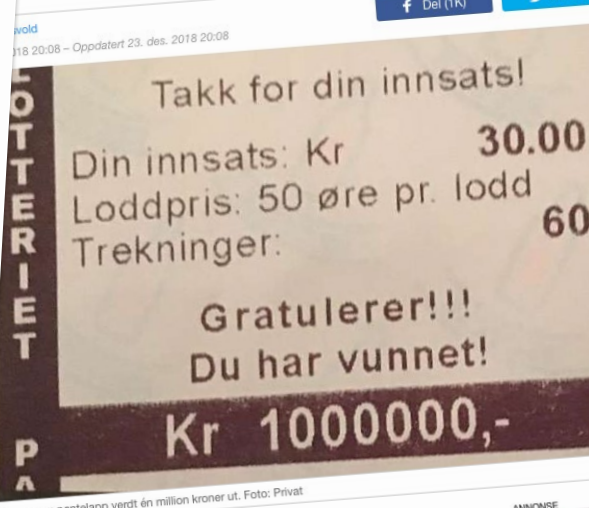
mange

## Sjekk hvor mye nærbutikken din har bidratt med til Pantelotteriet på ti år



GAVMILDE KUNDER: Kundene til kjøpmann Stian Landbakk i Rema 1000 Ski har gitt 789.417 kroner til Pantelotteriet på ti år. Knut Alstad (til venstre) og Per-Kristian Henriksen i Ski Røde Kors (til høyre).

## Set tretti kroner – vant én million



Slik ser en pantelapp verdt én million kroner ut. Foto: Privat



Robert Mood er glad for inntektene Røde Kors får

Gikk fra vinnerloddet Nær 60 personer har blitt på nærer i Pantelotteriet første som vant var I



## Kjempeøkning i pantepenger til Fana røde kors

Lørdag formiddag fikk Wolfgang fra Haugesund seg litt av en vant én million



## Pensjonist ryddet i kjelleren - ble pantemillionær

- Det var helt overveldende, sier han.

## Når noen blir pantemilli er det Lisbeth fra Sandefjord som svarer

## Har tjent nesten en million på pant

Troms Røde Kors har fått inn nesten en million kroner fra folk som panter.

handelen på S

Av Egil trykket på Røde K

satsset tomflasker

## Røde Kors i Porsgrunn og mble tjener godt på panting



“ I recycle several times a week and generally play The Recycling Lottery.

*Erling Krohn, customer*

# Norway's most generous customers

**No one contributes more deposits to The Recycling Lottery than the customers at the Meny CC West supermarket in Oslo. In 2018, they raised a grand total of NOK 405,914. "I'm glad I can help," says customer Erling Krohn at the reverse vending machine.**

Erling has a big bag of recycling this time and presses the Red Cross button as usual.

## **In order to help**

"I recycle several times a week and generally play The Recycling Lottery. I've won a few times," he says.

But he mainly presses the Red Cross button in order to help.

"The Red Cross does a wonderful job, so it's great to be able to contribute. So, I don't do it for the thrill," says Erling.

Assistant Store Manager Christian Østby Helverschou is delighted to hear how generous Meny customers are.

"There's no doubt that our customers find it both a simple and an exciting way to support the Red Cross," he says.

## **There for the people**

If customers are generous in Oslo, it also means that the Red Cross in the capital receives a large contribution from The Recycling Lottery. In 2018, it got an incredible NOK 3.9 million, much

to the delight of Per Anders Langerød, who is in charge of the Communications & Community Department at Oslo Red Cross.

"It's quite amazing. We would not have got these funds any other way. Thanks to the money that comes in via The Recycling Lottery, Oslo Red Cross can be there for the people who need us here in the city," says Per Anders.

"We can, for example, train even more volunteer befrienders to visit older people who are on their own. We can also continue to have low-threshold services for young people in Oslo. Our four resource centres are important meeting places and provide a respite for youngsters. Having an open house with safe adults present where young people can spend time with their peers without the need to show off is a good form of prevention," he says.



**BEST IN NORWAY:** Christian Østby Helverschou of Meny, Meny customer Erling Krohn and Per Anders Langerød of Oslo Red Cross are thrilled about the record amount contributed by customers at the Meny CC West supermarket. (Photo: Katrine Lunke)



### Top 3 stores by market share

**29,93%**

Meny Ringnes Park

**29,59%**

Meny Brotorvet

**26,35%**

Meny Fornebu



### Top 3 stores by turnover

**NOK 405 914**

Meny CC Vest

**NOK 391 303**

REMA 1000 Torshov

**NOK 353 796**

Meny Bjølsen



### Top 3 counties by market share

**15,42%**

Oslo

**13,58%**

Telemark

**13,52%**

Akershus

# Marketing boosts turnover

Marketing of The Recycling Lottery helps boost turnover. Two important messages to get across are that the lottery raises a lot of money for the Red Cross, and that people actually do win a million kroner.



**Social media:** Facebook is used actively throughout the year, and in 2018 the number of followers increased from 15,500 to 17,100. The best media stories from the internet are posted and sponsored there. The most widely disseminated post reached more than 224,848 people. The most popular post received 4,000 likes. We also work actively to encourage the relevant chains and Red Cross branches to share news about winners and record figures. We also run our own activities, like the Easter campaign.

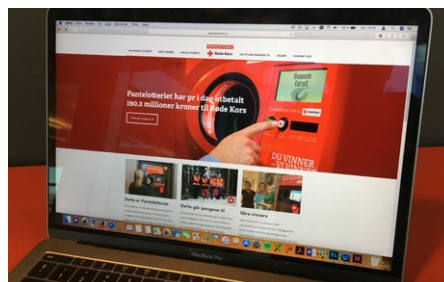


**Cooperation:** The Recycling Lottery is constantly working to increase cooperation between the local branches and the supermarket chains. The aim is that closer cooperation will raise awareness of both the lottery, the branches' activities and the stores' contributions.



**Television:** In the course of the year, The Recycling Lottery ran television adverts starring Red Crosser Stig. Among other things, they highlight how a bottle can be worth a million kroner. Short, cost-effective sponsor billboards for transmission before and after television programmes were also produced.

**Internet:** At pantelotteriet.no, you can find information on what The Recycling Lottery is and what the money is used for, and read recycling millionaires' stories.



**Skulle bare innom butikken på Rosenhoff og kjøpe brød. Vant en million i pantelotteriet**

En mann i 30-årene fra Rosenhoff fikk litt av en feilslutning siste mandag da han var innom Rema 1000 for å kjøpe et brød. Minutter senere var han millionær.

Av **Arntsen Linstad** 15. desember 2018 19:35



**Denne Rema-butikken har tjent inn nesten én million på pantelotteriet**

Rema 1000 Hassingen er den butikken som har tjent inn mest penger for Røde Kors via Pantelotteriet. Foto: Torgard Østnes

Av **Kristian Bekkedal** 03. mai 2018, kl. 19:27

Rema 1000 i Hassingen kan skytne av å være den butikken i Fredrikstad som har tjent inn mest penger til Røde Kors sitt pantelotteri gjennom ti år.

**Editorial coverage:** A very important part of our marketing is editorial coverage, where we specifically target our work in order to achieve results. In 2018, there were 223 positive articles and features about the lottery in the Norwegian media. Most of the articles were generated by The Recycling Lottery's communications agency, Apeland, and are about both the important funds received by the Red Cross and the new recycling millionaires.

1 600

Number of new followers on Facebook

224 848

Most people reached with a Facebook post

223

Number of positive press cuttings

4 000

Most comments on a Facebook post

# 4 on The Recycling Lottery



## Bendik

I play occasionally. The change I don't need might as well be spent on the lottery. Maybe I'll have a spot of luck. I think it's great that the Red Cross has such a lottery. It means that extra money gets to the people who need it most, and change that other people don't need can be put to better use sometimes.

## Helle

I play The Recycling Lottery because it's for a good cause, and I don't need the change anyway. I don't recycle that often, but when I do, I press the Red Cross button.



## Chris

I mainly do The Recycling Lottery in order to give to a good cause. You don't really need the change. The money going to a good cause is the most important thing. The Red Cross has shown over many years that it does a great job all over the world and makes good use of its resources.



## Jan

I play occasionally, and the times I do play, it's because I think it's a good cause. The Recycling Lottery is a good thing and I hope a lot of people use it. I'm very much in favour of the Red Cross and I've been a member for a long time.



## **This is The Recycling Lottery**

The Recycling Lottery is an environmentally friendly lottery in which you stake your deposit and have the chance to win prizes worth NOK 50, 100, 1,000 or 1 million.

Every entry in The Recycling Lottery costs 50 øre (NOK 0.50). You find out immediately whether you have won or not from the lottery ticket printed out by the reverse vending machine. Most of the reverse vending machines also play a short fanfare if you win. The Recycling Lottery can now be found on around 2,200 reverse vending machines throughout Norway.

Prizes of NOK 50, 100 and 1,000 can be claimed at the checkout. If you win more than NOK 1,000, you have to contact The Recycling Lottery's customer services. Unclaimed prizes are donated to the Red Cross after 90 days.

The lottery operator is Norsk Pantelotteri AS, a company owned by the Red Cross (40%) and the Olav Thon Group, which is owned by the Olav Thon Foundation (60%). The Recycling Lottery was granted a new lottery licence in February 2017. The new licence is valid for nine years and has an annual turnover limit of NOK 300 million.

## **Responsible gambling**

The Recycling Lottery is run as a responsible game. One of the principal ideas behind the lottery has always been to create a source of revenue for the Red Cross that does not cause gambling addiction. According to Gamgard, which evaluates games all over the world, The Recycling Lottery is a low-risk game as far as problem gambling is concerned. The lottery does not have the characteristics associated with problem games, such as replay, high or increasing stakes and the illusion that you can influence the outcome of the game.

The helpline for people with gambling problems reports that it has not been contacted about The Recycling Lottery.

Nor has the lottery received any approaches during this period to suggest that any of our participants are at risk of developing gambling problems as a result of playing The Recycling Lottery.

## **Distribution of proceeds**

The Recycling Lottery has become one of the most important sources of revenue for the Red Cross.

The Red Cross receives 34.5% of gross revenue. This is equal to 53.08% of revenue after prizes have been paid out. Half of the revenue for the Red Cross goes to the local branches in the areas where the reverse vending machines are located. A total of 35% of revenue is returned to the public in the form of prizes. The stores receive 9.75% for access to the reverse vending machines and the work involved in handling the lottery. The remaining 20.75% is spent on operations, marketing and investments by the operator, Norsk Pantelotteri AS. Any surplus is administered by the owners.

## **Reliable technology**

The Recycling Lottery as a whole suffered no downtime in the lottery system in 2018. Individual reverse vending machines may, however, be out of operation from time to time or not have a connection to the lottery server. In such cases, the customer will be given an ordinary deposit slip even if they wanted to take part in the lottery. The Recycling Lottery's customer services will also be alerted so that they can follow up on the problem. In some cases, the machine will require a visit from service personnel, but in most cases, it will be possible to resolve the problem remotely.

The Recycling Lottery's customer services are operated by Playsafe Norway AS, who also developed the lottery system and operate all The Recycling Lottery's technical systems. The lottery system is approved by GLI UK in the United Kingdom in line with the regulations drawn up by the Norwegian Gaming and Foundation Authority.

**GLI UK**

**PANTELOTTERIET**



**Røde Kors**

**Norsk Pantelotteri AS**

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