



ANNUAL REPORT 2019  
**THE RECYCLING LOTTERY**

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**PANTELOTTERIET**

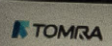
**+** Røde Kors

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## Best year ever

**2019 was the Recycling Lottery's best year to date. This has a tremendous impact on the Norwegian Red Cross's humanitarian efforts.**

In July alone, the lottery revenue from refundable deposits was kr 18 million, amounting to an increase of four million from the same period in the previous year. This is the highest monthly revenue ever achieved. During the whole year, revenue increased by a substantial 24 percent. In 2019, supermarkets belonging to Joker and Nærbutikken franchises joined the Recycling Lottery. This increased lottery distribution and boosted revenues.

In total, the Recycling Lottery contributed kr 62 million to the Norwegian Red Cross in 2019. This has a huge impact on the organisation's humanitarian efforts internationally, but mostly on a national and local level. Half of the total revenue per machine goes to the local branch of the Red Cross in the immediate vicinity of the machine. For many branches, these funds have become their most important source of income. This means, amongst others, improved emergency response capabilities, better visitor services, more school homework assistants and increased migrant support.

We would like to thank everyone involved in the success of this scheme; the Norwegian Red Cross, the participating supermarkets, the Olav Thon Group, our suppliers, and most of all, the people who press the Red Cross button when they return their empty bottles and cans.



Gaute Langdal  
Managing Director of The Recycling Lottery

**PANTELOTTERIET**



The Recycling Lottery is an environmentally friendly lottery in which you stake your deposit and have the chance to win prizes worth kr 50, 100, 1,000 or 1 million. Since the lottery started in 2008, 81 people have become millionaires and over four million prizes have been won, worth a total of kr 326 million.

## Innhold

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## The Recycling Lottery 2019

**45,43%**

Lottery share in top store

**Kr 62,7 million**

Contribution to Red Cross in 2019

**Kr 306,5 million**

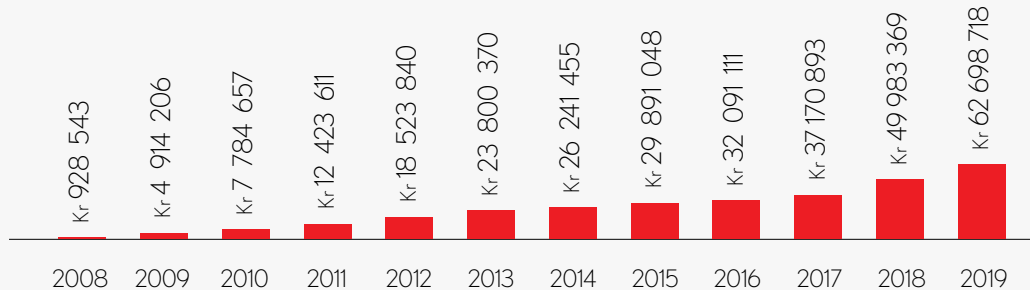
Contribution to Red Cross since 2008

**Kr 523,470**

Lottery turnover in top store

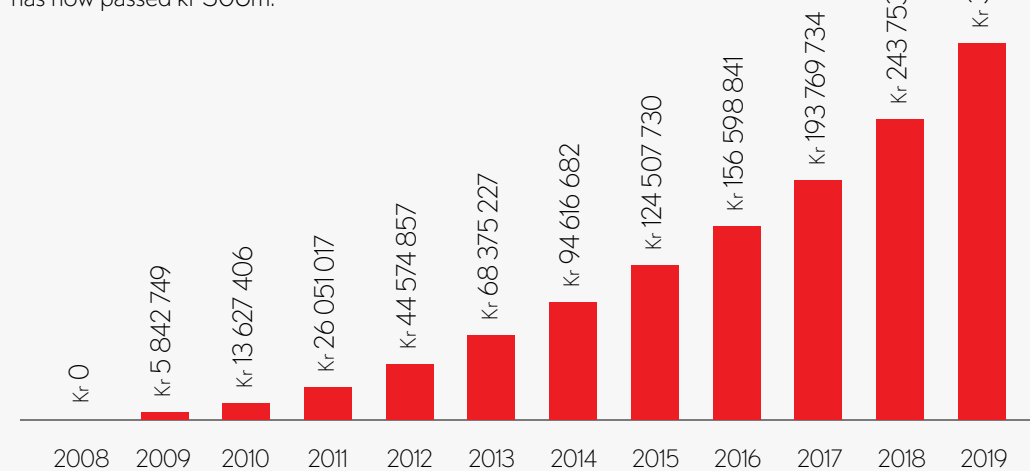
## Contribution to Red Cross in 2019

The Red Cross's annual income from The Recycling Lottery has risen sharply since the start, and amounted to kr 62,7m in 2019.



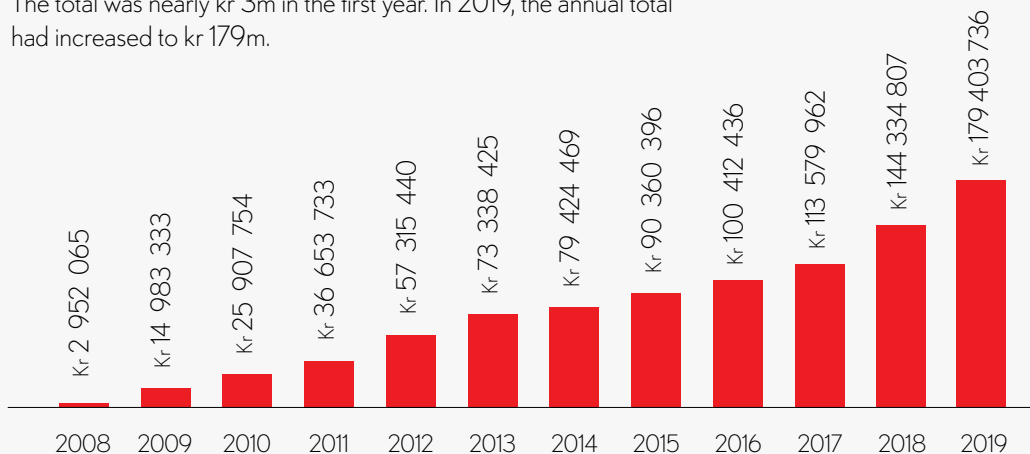
## Accumulated contribution to Røde Kors

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 kr 306m.



## Recycling Lottery turnover

The turnover figures show the total proceeds from every store. The total was nearly kr 3m in the first year. In 2019, the annual total had increased to kr 179m.



# Donations worth 62 million to the Red Cross

**“The Norwegian Red Cross has many important humanitarian aid tasks in 2020. I would like to thank everyone who donates their deposit refund, so we can expand the work that we do,” says Robert Mood, President of the Norwegian Red Cross.**

The Red Cross received kr 62m from the Recycling Lottery in 2019, up 24 percent from kr 50m in 2018.

“2019 was a year where extreme weather caused many catastrophes, and subsequent call-outs for our search and rescue teams. It is therefore crucial that we have the funds to enable us to act quickly. We are now embarking on another extremely challenging year, which is why the income from the Recycling Lottery means so much to us, and ultimately, to all the people that we are able to help. Locally, these funds strengthen our emergency response capability, combat loneliness and social exclusion, and create good conditions in which children and young people can grow up and thrive,” says Mood.

## **Oppland county’s most generous customers**

In 2019, Joker and Nærbutikken supermarket franchises joined the Recycling Lottery scheme. Although joining is voluntary for the individual supermarkets, almost 200 chose to do so. A few months after Joker Fjellbu had the machine installed, it became the store in Oppland County whose customers donate the largest proportion of their deposit refunds to the Red Cross.

“It used to be a bit of a chore to return empty bottles and cans,” says supermarket manager Lars Jølstad. “Also, the old noisy machine drove both our customers and staff a little crazy.”

That machine was 17 years old and due an update. Last summer, the new Tomra machine was installed, this time with the Recycling Lottery option. It led to a two-fold increase in the volume of bottles and cans being returned, and pushed Joker Fjellbu to the top of the donations list.

“It also looks like the new and faster reverse vending machine is attracting more customers, who embrace the opportunity to use their deposit refund as a means to support the Red Cross,” says Jølstad.

A additional reverse vending machine is music to the ears of Odd Magne Bjørge, leader of the Nord-Aurdal branch of the Red Cross Search and Rescue Team. The team currently consists of 14

active members, all of whom have undergone extensive training in first aid, as well as search and rescue techniques. “The funds from the Recycling Lottery are an important source of income for us,” he says. “I would like to thank everyone who donates! It is a blessing that yet another local supermarket has installed the lottery, as this will fund our search and rescue service.”

## **Support for water rescue activities**

The Red Cross Search and Rescue Team in Brumunddal is one of the branches that receives the most from the Recycling Lottery in Hedmark County. Its leader Pål Tyskeberg is grateful for the generosity of all those who return their empty bottles and cans in the county. The Search and Rescue Team specialises in water rescue and has a boat and a submersible drone. “The drone is unique and enables us to search underwater without divers,” says Tyskeberg.

20 people are engaged in water rescue activities, and many of them train every week. In the winter season, it takes place in the local swimming pool. This local branch consists of around 70 volunteers, ranging from 15-year-old cadets to veterans of 70. Several of them function as ambulance crew, or drive patients to and from the municipal medical centre in the evenings and at weekends.

“We also have a girls’ team, which specialises in climbing and rope rescues. All in all, this means we are very well equipped if there is a need for search and rescue services. As a result, we often assist areas outside of Hedmark and Oppland counties,” says Tyskeberg.

“*The Recycling Lottery means so much to us, and ultimately, to all the people that we are able to help.*”

*Robert Mood  
President of the Norwegian Red Cross*



# Chat-up line, snus purchase and an unidentified winner

**In September, a man from Hordaland was visited by his German girlfriend and wanted to show her how the Recycling Lottery works. He became a millionaire in the process: "It was a pretty good chat-up line," he said afterwards.**

"They don't have the Recycling Lottery in Germany yet, so I thought I'd show her how it works. I staked my kr 84 deposit refund and pressed the Red Cross button," said the man, who wished to remain anonymous.

Then there was a blaring fanfare from the machine, and a message that said he had won, recalled the man. But the display did not say how much. "I read the ticket several times. I could make out a lot of zeroes, but couldn't quite see what the amount was. Then I went very quiet, and my girlfriend asked what was the matter. 'I think I've won the jackpot,' I said."

The following month, the need to buy more snus (a tobacco product popular in Scandinavia) brought a 22-year-old student to a shop outside Bergen. He had to ask one of the employees if it really was true that there was six zeroes following the number one on the ticket.

"When he confirmed that I had become a millionaire, I didn't know what to do with myself - I never thought it would happen to me," he said to national news site TV2.no.

## **National campaign to find the missing millionaire**

In July, it took some time before the winner of the jackpot at the Meny supermarket in Tønsberg was identified. After 24 hours, the winner still had not come forward. "Check your ticket, you may have become a millionaire", wrote the largest daily tabloid, VG.

A couple of days later, a man in his eighties reported that he was the owner of the winning lottery ticket. He had just waited a while before contacting the Recycling Lottery. It was not clear what he intended to spend his winnings on, but, according to

the Recycling Lottery's customer service desk, he had joked that he might splash out on an electric bicycle.

## **Almost forgot their winning ticket**

2019's first jackpot came in mid-February. A woman in Larvik almost left her ticket worth one million behind. "I didn't realise that I'd won and forgot the printed receipt," she said. "I wasn't really thinking that it was a lottery and that I could win anything, just that it was nice to donate a bit of money to a good cause. But after I'd thrown away the other bottles, I remembered the printout. Fortunately, it was still hanging from the machine," said the woman, who wished to remain anonymous.

## **The year's happiest**

One of the lottery's happiest winners in 2019 was Bjørg Maria from Lørenskog. She had a shopping trolley full of empty bottles. When the machine asked if she wanted to donate her deposit refund to the Red Cross and take part in the Recycling Lottery, Bjørg Marie was uncertain. She had returned a lot of bottles and it would amount to quite a large sum of money. So she rang her husband. He advised her to donate the money to the Red Cross, as they always did. It resulted in a winning ticket worth a million.

"I sent out a lot of text messages that evening. Some ending 'best wishes, the millionaire'. I just had to tell everyone that it does happen; you can actually win the lottery jackpot. When I woke up yesterday, I wondered whether it was all a dream. Did it actually happen?" said the happy winner to the newspaper Romerikes Blad.

You can read the stories of all our jackpot winners at [pantelotteriet.no](http://pantelotteriet.no).



# Skulle demonstrere lotteri – imponerte jente med å bli millionær



– TIDENES SJEKKETRIKS: Vinneren på Fusa er den 75. personen som blir pantemillionær i lotteriet. Foto: Katrine Lunke/Pantelotteriet

Mannen hadde besøk av sin tyske venninne og skulle bare vise henne hvordan Pantelotteriet fungerer – endte opp som millionær. – Tidenes sjekketriks, sier han.

## Eldre herre vant pantemillionen

Av STELLA BUGGE  
**Den etterlyste pantemillioneren meldte seg går. Den heldige vinneren er en Tønsbergmann på over 80 år.**

Det var eiervinneren hans som ringte Pantelotteriet siden mannen selv har litt reduert hørelse.

Vinneren er en eldre herremann på godt over 80 år som ønsker å være anonym, forteller arkivleder Ingvil Drægni hos Pantelotteriets brukerstøtte til VG.

**Klar over gevinsten**

Han opplyste at mannen var fullt klar over at han hadde vunnet – han hadde hatt faste inntekter som spiller på noen tiener toppgevinsten på en million kroner.

– Og han sa spesielt at det var en god ting å vinne, og veldig mange muligheter til å kunne bli millionær på egen hånd for å se på dem i tv og på nettside.

Og så ble det en million kroner som han hadde vunnet.

Mannen ble overrasket litt med meldingen og ble veldig glad og ønsket å bekvemte seg til Pantelotteriet i Sjøtingtårnet, og rigget til at det var

etter at VG hadde skrevet om salen at det var en million kroner som han hadde vunnet.

**74 vinnere så langt**  
 Det var tirsdag 10.10.2019 hos Meny i Farmindrottedet at pantemaskinens spillere vant pantemillionen. Men da ingen hadde mødt seg over et døgn senere gikk Røde Kors ut og etterlyste vinneren.

**Hva skal han bruke pengene til?**  
 Det viste han ikke helt, men han spøkte med at han kanskje skulle kjøpe seg en bil, sier Sjøtingtårnet.

Han forteller at mannen har spilt Lotto i mange år, men i år ønsket han å prøve seg på pantelotteriet.

– Så han var veldig fornøyd at han vant det.

Siden Pantelotteriet startet i 2008 har 74 personer vunnet toppgevinsten, inkludert tirsdagens vinner.

I 2008, hos Spar i Skjervevåg, gikk vinneren fra Sjøtingtårnet som ble bransjens første pantemaskin. Det ble den første pantemaskin som ble bransjens første pantemaskin.

Den gangen gikk de brukerstøtte medarbeiderne Ingvil Drægni og Peter Meyer i Vestfold Røde Kors og fikk tilbake til Røde Kors.



**VENNE AUTOMATEN:** Butikkmedarbeider Andrea Karlsen hos Meny i Farmindrottedet og Peter Meyer i Vestfold Røde Kors ved pantelotteriet som tirsdag spyttet ut en pantemillion verdi en million kroner. Foto: MARIT PAULSEN

## Skulle kjøpe snus – ble millionær



Målet for butikkturen var en snusboks. Men 22-åringen pantet et par flasker i samme ørend. Dermed har han straks en million på konto. Foto: Terje Bendiksbj/NITB Scanpix

Studenten skulle bare på butikken å kjøpe snus, men kom ut igjen som millionær.

Ingvil Drægni 10.10.2019 (Kjeldertid: 10.10.2019)

Tirsdag kveld ble den 22 år gamle studenten fra Åsane utenfor Bergen sugen på snus.

Før han satte kursen mot den lokale

## Bjerg Marie ble pantemillionær



■ Bjørg Marie (59):

# Pantet seg til millionær

**LØRENSKOG:** - Jeg så ikke uten lesebriller. Men mannen bak meg sa det var seks nuller, forteller den nybakte millionæren på Finstadjordet.

NINA SKYRUD  
nik@rb.no  
414 08 208

Bjørg Marie Sollie er natssykepleier på Ahus og bor i Lørenskog. Fredag ble hun skikkelig lei av alle posene med tomflasker i boden og bestemte seg for å ta oppgaven med å få dem vekk, noe som egentlig er mannen idas faste oppdrag i heimen.

**- Jeg så ikke klart**

Det ble en handlevogn full. Da ble det om hun skulle...

mange nuller og spurte han som sto bak meg. Han sa at jo, det sto seks nuller der.

Bjørg Marie gikk til kassa for å spørre hva hun skulle gjøre nå som hun hadde vunnet.

- Hun som jobbet der var klar til å betale ut gevinsten. Men da hun fikk høre beløpet, skulle du sett ansiktsuttrykket hennes.

Idet hun kom hjem var en nabo den første hun møtte.

- Jeg måtte bare fortelle det, og fikk en klem. Jeg sendte gangen mange sms den kvelden. Noen med «Hilsen millionæren».

Jeg måtte bare fortelle at det faktisk går an. Noen er faktisk så heldige inni mellom. Da jeg våknet i går lurte jeg på om det var en drøm. Har jeg drømt, eller er det virkelig?

**- Kanskje en bil?**

- Hva skal du bruke pengene til?

- Jeg har tre barn, da. De må få noe, selv om jeg ikke...



**MILLIONPANT:** Butikksjef Bård Hermansen og den ferske pantemillionæren.

bruker dem heller på opplevelser; konserter og teater.

- Jeg var i ungdommens Røde Kors da jeg var ung og støttet organisasjonen. Skal jeg...

telle historien og skape blesst om Pantelotteriet støtter en god sak.

**Jeg skulle heller ønske de var fra...**

# Vant 1 million på Pantelotteri

## Samme følelse som...



**TOPP:** Rema-kjøpmann Øyvind Madsberg er fornøyd med at kundene bidrar til hans butikk på toppen av Hedmarken hva bidrag til Pantelotteriet angår.

# Har super-pant

Hedmarks tettest befolkede område - og det tynke kede - har...

**HAMA!** Frank Brands 918 28 968 / fbrg

Rema 1000 S Hedmarks all område - gen til Pantelotteriet Hedmark på tredjepil

**SPENT PÅ NYE KONKUR** Madsberg sier han...

til Rema 1000 Storhamar som sørget for mest penger til Pantelotteriet i årets første 11 måneder

spasert på n...

Wenche Eyde smiler over at lokalfolket trykker på pantelotteriet...

**Fikk inn 78.000 kroner på pantelotteriet i 2018**

Lokallaget fikk inn en...

**Økt juletrafikk på Eurospar i Brumunddal gir penger til ambulanse**

Pantelotteriet i 2018 er fra de lokale dagligvarebutikkene. Disse pengene går rett tilbake til lokalforeningene og...

- Utten frivillige, hadde ikke vært det. Derfor er Røde Kors elsket. Derfor er det viktig at vi bruker mye tid på å hjelpe dem som trenger det. Og penger på riktig oppfølging og...

frivillig som hjelper dem som trenger det. Derfor er Røde Kors elsket. Derfor er det viktig at vi bruker mye tid på å hjelpe dem som trenger det. Og penger på riktig oppfølging og...

**Opplysningsvesen** Eyde sier at hun...

engle-let-år-til-129. Pantelotteriet i 2018 er fra de lokale dagligvarebutikkene. Disse pengene går rett tilbake til lokalforeningene og...

**P** Røde Kors fikk inn 129 millioner på Pantelotteriet i 2018

**TO** Røkkere hele 2018 er fra de lokale dagligvarebutikkene. Disse pengene går rett tilbake til lokalforeningene og...

**47** Totalt kroner er det som er kommet inn på Pantelotteriet i 2018 er fra de lokale dagligvarebutikkene. Disse pengene går rett tilbake til lokalforeningene og...

**PANT:** Butikksjef Einar Brumunddal opplever en kraftig økning i salget i desember. Blant annet mer enn 100 millioner på Pantelotteriet i desember. Det gir også glede til Røde Kors. Foto: Spar

Av Tore Sæviand 12. desember 2018, kl. 07:22

Eurospar Brumunddal er en av butikkene i Spar-kjeden som har størst omsetningsøkning i desember. Det gir også glede til Røde Kors.



Butikkansatt Celine Tøen Olsen på Rema 1000 Fettsund måtte hjelpe pantemillionæren med å lese beløpet på pantelotteriet.

**NYHETER**

# Kvinne vant én million på Pantelotteri

Tirsdag kveld ble en kvinne i 40-årene millionær på Pantelotteriet. - Jeg ble helt skjelve da jeg skjået den heldige vinneren.

Av Pressemelding | 22. august 2019, 11:31

Rett før klokken åtte på kvelden skulle kvinnen innom Rema 1000 Fettsund for å handle middag og panten noen flasker. Hun puttet på pantelotteriet for 27 kroner og fikk ut en pantelotteri med en fanfare.

- Jeg bleidde å det!

**NYHETER**

# Meny Tangen topper Pantelotteriets statistikk

Akershus er det mest gavmilde kundene. I juli måned satset kundene pant for hele 29.232 kroner. - Det sier mye om nesodding, sier kjøpmann hos Meny Tangen, Per Arne Finstad.

AV ALEXANDRA EKORNES

er ofte med når familiens tomfø...

**FOTO:** ALEXANDRA EKORNES

l. Amta. - Hva synes du det si...

- Det betyr at vi i tillegg, og er villig til å dele. Støtte en god satsen.

Han forteller at det er Pantelotteriet som er mest populært, og beholder panten, og beholder den som donasjon.

- Vi bruker Pantelotteriet til å hjelpe dem som trenger det. Derfor er Røde Kors elsket. Derfor er det viktig at vi bruker mye tid på å hjelpe dem som trenger det. Og penger på riktig oppfølging og...

**FEIRER:** Butikkansatt Mathias Rokne (t.v.) butikksjef Eivind Trengreid (t.h.) feirer Joker-kjødens aller første pantemillionær. (Foto: Joker)

**- En helt uvirkelig opplevelse**

Tirsdag kveld ble en student fra Åsane millionær i Pantelotteriet på Joker Erikk.

Publisert: 30.10.2019 21:13, Oppdatert: 12.10.2019 19:32

10 - Det er fantastisk moro at en kunde har blitt pantemillionær hos oss. Som den gode naboen vil vi gratulere, og håpe at pengene kommer til god nytte, sier Eivind Trengreid, butikksjef hos Joker Erikk.

- Vi har hatt pantelotteriet i noen år allerede, og det er gøy å se at det har blitt veldig populært hele uken, og særlig på søndager. Da vi har søndagsåpen butikk, og mange panter hos oss da. Det virker som kundene våre er en hyggelig og enkel måte å støtte på.

**ANDRE SAKER**

**- Pengene dyrene i Åsiden det**



“The funds we receive through the Recycling Lottery, enables our search and rescue team to provide much needed assistance, it helps us make people feel less lonely, and also aids our youth organisation in providing social activities for youngsters.

Per Olav Stange  
Karmøy Røde Kors

## Straight to the top

**In September 2019, the supermarket franchise Joker Utsira had a brand new reverse vending machine installed, and was able to offer the Recycling Lottery for the first time. In just a few months, the store went straight to the top in terms of the proportion of refunded deposits being donated. “We have a very good collaboration with the Red Cross,” says supermarket manager Kjetil Klovning.**

On national average, 10 percent of the deposit refunds are donated to the Recycling Lottery, whereas an eye-watering 45 percent of refunds are donated at the Joker Utsira supermarket. In other words, the refund on almost half of all beverage containers returned are donated.

### Keen employee

“We’ve had an excellent relationship with our local branch of the Red Cross for many years, and they do vital work in our community,” says Klovning. “When we now have the Recycling Lottery option, we wanted it to make a difference for the Red Cross. As the saying goes, nothing comes from nothing, so we have publicised the lottery heavily, including on Facebook. We also have a member of staff who is really keen when it comes to the refundable deposit scheme.”

The staff member in question is 15-year-old Frikk. He works at the Joker Utsira supermarket every Thursday and is passionate about people returning empty bottles and cans. He even collects them from people’s houses and presses the Red Cross button for them and returns their winnings and deposit refunds.

### Thanks for playing

Klovning thinks that although the one million jackpot is one of the reasons so many customers play the lottery in his supermarket,

donating to the Red Cross is actually what matters most.

“A lot of people choose to give away their deposit refund to support the Red Cross. Our area is famed for its generosity, and normally donates the largest amount whenever there’s a televised fundraising event,” says the supermarket manager, who also usually presses the Red Cross button when he returns his empties.

“We’d only had the machine a few days when someone won kr 1,000. That was brilliant. Add together the chance of scoring the jackpot, helping the environment and supporting the Red Cross, and you have a winning combination,” he adds.

For Per Olav Stange from the Red Cross’s Karmøy branch, the supermarket manager’s efforts are extremely important.

“The funds we receive through the Recycling Lottery, enables our search and rescue team to provide much needed assistance, it helps us make people feel less lonely, and also aids our youth organisation in providing social activities for youngsters. So, we are very grateful for the work that the Joker Utsira supermarket is doing, and the generosity of all its customers,” says Stange.



Top 3 stores:  
Lottery share

45,43%

Joker Utsira

39,33%

Nærbutikken Fageråsen  
Handel

26,90%

Meny Brotorvet



Top 3 stores:  
Turnover

Kr 523,470

Meny CC Vest

Kr 464,251

REMA 1000  
Torshov

Kr 419,816

Meny Ringnes Park



Top 3 counties:  
Lottery share

13,42%

Oslo

12,22%

Akershus

11,80%

Telemark

# Marketing boosts revenues

Marketing and communication campaigns regarding the Recycling Lottery boost revenue and also the conversion rate. Research shows that the two most important messages communicated, are portraying the importance of the funds to the Norwegian Red Cross, and the fact that people actually do win the one million jackpot.



**Social media:** Facebook is used actively throughout the year, and the number of followers rose from 17,100 to 17,900 in 2019. The best media stories from around the web are posted and sponsored here. The most widely circulated post reached over 370,000 people. The most popular post received 2,000 likes. Efforts are also actively being made to get the supermarkets and local Red Cross branches to share news stories about winners and record beating figures. The lottery also runs its own marketing initiatives, such as the Easter campaign.

**Editorial coverage:** An important part of the marketing mix is editorial coverage. We are working systematically to achieve good results. In 2019, there were 280 positive articles and broadcast media items about the lottery in the Norwegian media. The vast majority of these articles cover both the important funds the Red Cross receives, and the jackpot winners' own stories.





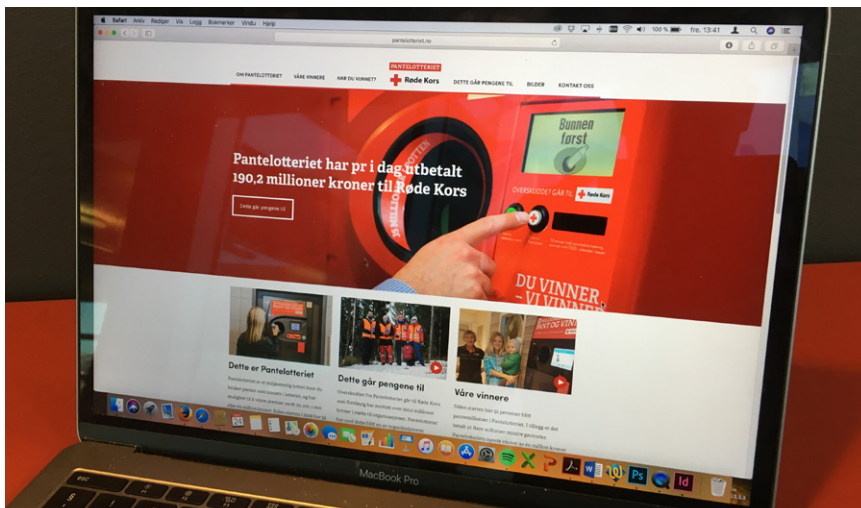
800

Number of new followers  
on Facebook

**TV, VOD and Youtube:** Throughout the year, the Recycling Lottery has broadcast video ads featuring Stig from the Norwegian Red Cross. The ads communicate that one bottle could be worth one million. Also, the lottery has made use of short, effective on-screen sponsorship credits before and after television shows.

370,000

Most people reached with  
a Facebook post



280

Number of positive  
press cuttings

**Website:** At pantelotteriet.no, people can find detailed information about the Recycling Lottery, including the jackpot winners' own stories and how the funds are used.



2,000

Most comments on  
a Facebook post

**Partnerships:** The Recycling Lottery is constantly working to increase cooperation between local Red Cross branches and the supermarket chains. The aim is to generate greater awareness of both the lottery, the local Red Cross branches' activities, the general public's generosity and the supermarkets' contribution.

# 4 views on the Recycling Lottery



## Peder

I play the Recycling Lottery because I have a chance of winning. And even if I don't, the money goes to a good cause. It's a nice way of donating to someone who needs it. I press the Red Cross button quite often, and I have actually won a few times, kr 100 or so.



## Anja

I sometimes press the Red Cross button if my deposit is small. I've never won anything, but I think it's nice that the money goes to a good cause. Today I'm returning the empties for work, so I won't play in case someone needs the money for something else.



## Rehanin

I play the Recycling Lottery now and again. Returning empty bottles and cans is good for the environment, and the money goes to a good cause. I think the work the Red Cross does is very good. They help the poor, and children who can't afford to go to school. I think that's fantastic!




## My

I always press the Recycling Lottery button. It gives meaning to my life, and it's great that the lottery donates money to the Red Cross. I've won a few times, but never more than kr 100.



ANT OG VINN  
NTIL 1 MILLION

 Røde Kors

PANTELOTTERIE

PANTELOTTERIE

 Røde Kors

PANTELOTTE

## 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 kr 50, 100, 1,000 or 1m.

Every entry in The Recycling Lottery costs 50 øre (kr 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 2,448 reverse vending machines throughout Norway.

Prizes of kr 50, 100 and 1,000 can be claimed at the checkout. If you win more than kr 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 kr 300m.

## 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.

## Driftssikker teknologi

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**

**PANTELLOTTERIET**



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**PANTELOTTERIET**

**+ Røde Kors**