



ANNUAL REPORT 2020
THE RECYCLING LOTTERY

PANTELOTTERIET

+ Røde Kors



All-time high during a difficult time

The Norwegian Red Cross received a record-breaking income of 91,5 million NOK in 2020 from the Recycling Lottery. This amounts to a year-on-year growth of 42 percent.

Last year the Norwegian Red Cross received 91,5 million NOK from the Recycling Lottery, compared to 63 million in 2019. This includes 3,5 million from uncollected winnings, as these are donated to the Red Cross in full. July was the best month ever, with a lottery turnover of 26 million NOK (year-on-year growth of 45 percent).

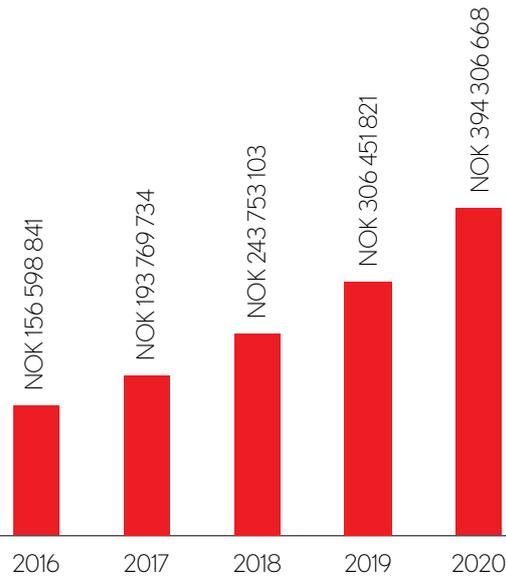
The customers of a supermarket in Oslo, Meny CC Vest, donated the most through the Recycling Lottery, as 700 000 NOK came from this store alone. A store on the West coast of Norway, Joker Utsira, had the highest share of the deposit turnover (market share) through the lottery, namely 32 percent.

In comparison, the average national lottery market share was 11,5. The total market share had a growth of 13,2 percent.

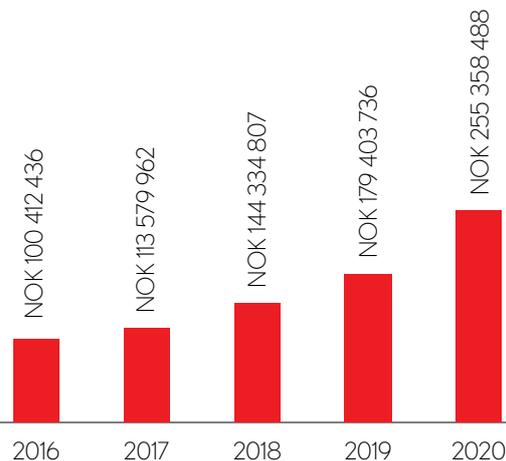
The Recycling Lottery launched a new marketing strategy in 2020 with an increased focus on brand building. This proved to be beneficial, as the share of people who use the Recycling Lottery increased from 35 percent in 2019 to 39 in 2020.

18 people won the top prize in 2020 and became 'Recycling-Millionaires'. There has been 96 millionaires since the lottery started in 2008.

Accumulated contribution to the Red Cross



Recycling Lottery turnover





Recycling Lottery funding more important than ever for the Red Cross

– The funding we receive from the Recycling Lottery is more important than ever, says the newly appointed President of the Norwegian Red Cross, Thor Inge Sveinsvoll.

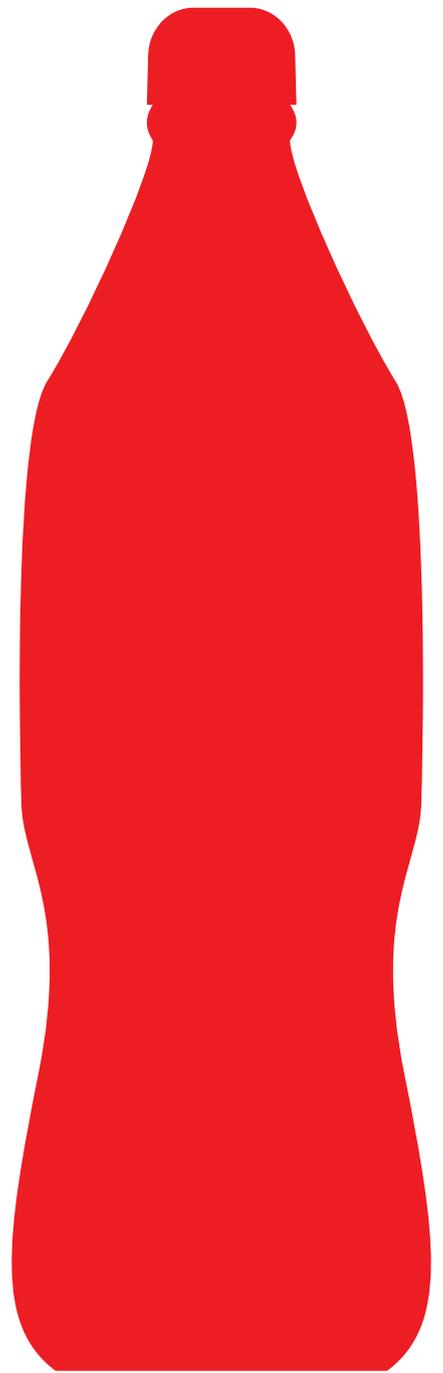
The Recycling Lottery has since its inception in 2008 become one of the most important sources of funding for the Red Cross in Norway. The President is very pleased about last year's record-breaking figures:

– The funds we receive from the Recycling Lottery have been vital during the pandemic. More people than usual need our help, also here in Norway. I would therefore like to say thank you to all those who press the Red Cross button on the reverse vending machines, this ensures that we can offer many important services, like making sure our search and rescue corps is on stand-by, says Thor Inge Sveinsvoll.

Half of the funds the Red Cross receives from the lottery go to the local divisions in Norway. The local branches that received

the most funding from the lottery in 2020 was Oslo Red Cross with 7 million, Trondheim Red Cross with 1.4 million and Bergen Red Cross, which received 1.3 million for its local humanitarian work. The funds are used to counteract loneliness by visiting those who are alone or not able to get out, homework assistance for young people, youth clubs, and holidays for children who do not have the opportunity to do so otherwise.

– It is a great advantage for everyone to ensure that the Red Cross is present almost everywhere, and able to react quickly to all kinds of emergencies. The lottery funds are so incredibly important to our work, as they ensure the alertness of all our divisions across the country. Our local branches know what it takes to make a difference in their specific area, says Sveinsvoll.



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