

LESS PAPER, MORE IMPACT:

# National Lottery Belgium's new ticket size creates big savings



THE EUROPEAN  
LOTTERIES  
FOR THE BENEFIT OF SOCIETY

In 2022, the Belgian National Lottery undertook an ambitious project to cut down on paper use for terminal tickets, both to reduce the environmental impact and to save costs.

## Collaboration Across Departments

Led by Sustainability Coordinator Karol De Decker, this initiative involved close collaboration across multiple departments, including business, supply chain, IT, and retail. The stakes were high, as the company was spending approximately

**€1.1 million**

annually on paper for tickets alone

**28,000 km**

of paper, a length sufficient to span **70% of the Earth's perimeter.**



## Measuring Paper Consumption

Karol and her colleagues meticulously analysed transaction data across retail stores to determine the volume of play and win tickets required to be printed each year. The total number of thermo paper rolls needed to meet current demand and the annual expenditure on thermo paper was based on the distributed number for 2022.

The team's findings paved the way for two strategic paper and cost-saving initiatives:

- 1 Making it optional for store operators to print a winning ticket twice.**  
(player and operator)

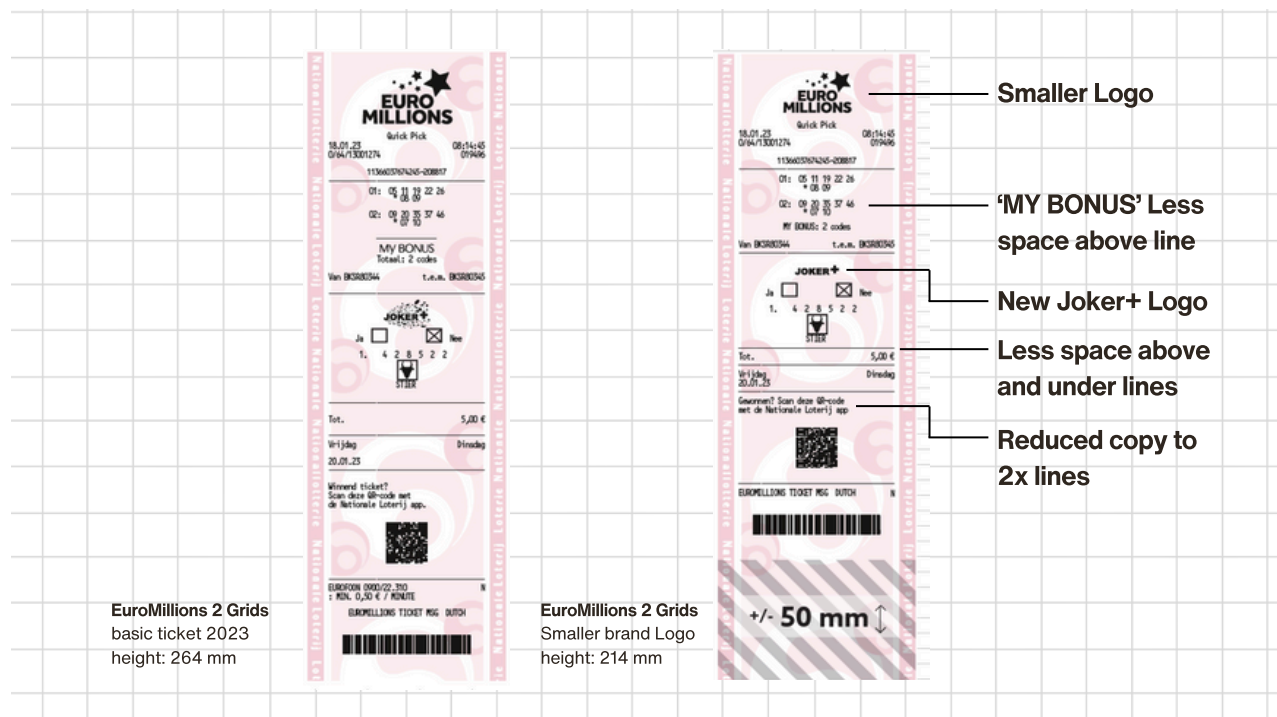
- 2 Designing a new, more compact layout for play and win tickets.**

These initiatives were projected to save The National Lottery approximately **26% of their paper-related costs annually**. Additionally, the changes would also reduce paper use by about **9,380 kilometres per year**—approximately 23% of the Earth's circumference.

## Designing for Efficiency: Compact Ticket Layouts

To maximise impact, Karol and the team prioritised redesigning the most frequently played tickets before expanding the design modifications across all ticket types. The new layouts involved scaling down the size of the logo, reducing blank space and compacting copy, resulting in EuroMillions play tickets that were shortened by 5 cm and Lotto tickets by 6 cm.

Planning Changes to the Euro Millions Play Ticket Layout:



## New Layout Play Tickets



## A Model for Change

Through these measures, The National Lottery Belgium achieved meaningful reductions in both costs and environmental impact. This project serves as an inspiring example of how targeted, cross-department collaboration can lead to solutions that benefit various stakeholder groups with different priorities and concerns.

## Thank you to Karol De Decker

**Sustainability Coordinator, National Lottery Belgium** for providing this case study.

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