

Case Study:



THE EUROPEAN
LOTTERIES
FOR THE BENEFIT OF SOCIETY

How the Croatian Lottery is Tackling the Challenge of Measuring Emissions

About the Croatian Lottery

The Croatian Lottery (Hrvatska Lutrija) is a state owned company with a network of several hundred retail outlets across the country. Over the years, it has become a familiar presence in local communities, offering everything from traditional lottery games to modern digital entertainment. Behind the scenes, the company has also been quietly making progress on their sustainability journey and recently, took a major step by starting to measure its greenhouse gas emissions across all three scopes.

Natalija Woska, Senior Specialist - CSR and ESG at the Croatian Lottery explained how they are approaching this complex challenge, what they've learned so far and what advice they have for others getting started.

Why start measuring emissions across Scope 1, 2, and 3?

“Our motivation came from a mix of responsibility and necessity,” Natalija explains. “As a state-owned company, we’ve always felt a duty to be transparent about our impact, not just financially, but environmentally too. We’ve been publishing non-financial reports for years, so measuring greenhouse gas emissions felt like the natural next step.” Natalija added that aligning with European regulations and ESG standards played a big role as well.

“By understanding where our emissions come from, we can start setting meaningful reduction targets, cut energy use, and decarbonise parts of our value chain. It’s about going beyond ticking boxes. We want to actively contribute to the fight against climate change.”

Gathering data from hundreds of retail locations

With several hundred retail outlets spread across the country, gathering accurate data was no small task. “For locations we own or directly pay utility costs for, we reached out to suppliers to get exact figures on electricity, gas, and water use. For leased locations, we contacted property owners. In most cases, they were happy to share the data.”

And what about the locations where data wasn’t available? “We used estimates based on similar sites looking at size, location, and type of operation. It gave us a realistic overall picture.”

Waste data was handled just as carefully. “We follow the Waste Management Act and work with authorised collectors. Keeping those records not only ensures legal compliance but also helps us make our emissions calculations more accurate.”

Filling the gaps and improving data collection

In cases where complete data simply wasn’t available, the team applied a clear, consistent approach. “We compared those locations with similar ones where we did have data. That way, we didn’t leave gaps and we’ve created a comprehensive view of our overall retail footprint.”

Natalija and the team are also thinking ahead: “We’re developing an internal app that will track energy consumption across all our locations. It’ll make collecting and analysing data faster, easier, and more accurate in the future.”





Tackling the tricky part: Scope 3 emissions

Scope 3 emissions which cover indirect impacts from things like travel and supply chains are notoriously hard to measure. Taking a practical approach, The Croatian Lottery decided to start small. Natalija explained “In our first year, we focused on categories where data was already available, like employee commuting, business trips, hotel stays, and flights. We used internal records and reliable emission factors.” Natalija sees this as just the beginning.

“We know Scope 3 is where the biggest impact often lies, so we plan to expand in 2025 and 2026 to cover purchased goods and services and value chain waste. We want to do it gradually but thoroughly, with a focus on credible data.”

Collaborating with internal and external stakeholders

Collecting data for retail locations meant working with a lot of different people. Natalija explained: “For the sites we own, we spoke directly to utility providers. For leased locations, our regional colleagues reached out to landlords. This decentralised approach worked really well, it showed us the power of internal collaboration.”

Advice for other lotteries starting out

Natalija’s key takeaway is don’t try to do it all at once. “Start with the Scope 3 categories where you can easily get data for example travel, commuting, hotels, and flights. Use what you already have: HR data, travel systems, invoices. And if you can, invest early in digital tools for tracking.”

And perhaps most importantly:



“Don’t wait for perfect data before starting. Even partial information is a valuable step toward understanding your footprint and becoming more transparent.”



Thanks to

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