

Case Study:



THE EUROPEAN
LOTTERIES
FOR THE BENEFIT OF SOCIETY

Norsk Tipping's 'Road to Paris'

Engaging Employees in Climate Action

Engaging employees in climate action is one of the biggest challenges organisations face, yet it is also one of the most powerful levers for change. Norsk Tipping set out to bridge this gap by turning sustainability from a strategic ambition into something practical, relevant, and owned across the business. Through its 'Road to Paris' initiative, the organisation has created a structured, people-led approach to identifying and delivering real climate impact.

At a glance:



56 employees engaged across key business areas



278 ideas generated from across the organisation



50 high-impact actions prioritised using AI



26 actions validated for implementation



4.57 / 5 satisfaction score from participants

The result:

a clear, structured pipeline of climate actions owned by the people closest to the impact.

The opportunity

Climate action can feel distant from everyday work. For Norsk Tipping, the challenge was making it real.

As a state-owned company, there was both a responsibility and an expectation to contribute to Norway's climate goals. The business also recognised its own footprint and the role it could play in reducing it. The question was not whether to act, but how to bring the whole organisation with them.

Why it mattered

Norsk Tipping's approach was grounded in five clear principles:

- Climate change is a shared global challenge
- Norway is committed to the Paris Agreement
- State-owned companies are expected to lead
- The business has a measurable footprint
- Businesses can be part of the solution

This created a strong foundation for action. The next step was engagement.

The approach: 'Road to Paris, Domain by Domain'

To engage employees meaningfully, Norsk Tipping launched the 'Road to Paris – Domain by Domain' initiative.

The programme focused on domains within the business with the largest climate impact, ensuring efforts were directed where they would matter most. These included:

- Digital gaming systems and software
- Physical scratchcards, transport, and distribution
- Hardware and equipment
- Procurement
- CX and product teams
- Paid advertising

Each domain was engaged through structured workshops designed to build knowledge, generate ideas, and empower teams to act.

How it worked



FootprintLAB: turning insight into ideas

The FootprintLab workshops brought together employees from high-impact areas. Each session focused on:

- Building a shared understanding of climate impact
- Generating ideas specific to each team
- Prioritising actions that could work in practice

Over the course of 6 workshops, 56 employees participated leading to the generation of 278 ideas.



AI Lab: focusing on what matters most

With hundreds of ideas on the table, the next step was prioritisation. AI was used to structure and evaluate the ideas based on:

- Emissions reduction potential
- Feasibility
- Complexity

AI prioritisation reduced the initial list of 278 ideas down to a refined list of 50 high-potential actions. This stage of the process brought clarity and focus.



EffectLAB: turning ideas into action

The final stage was about validation. The sustainability team worked through the shortlisted actions to assess:

- Real emissions impact
- Cost and feasibility
- Implications for customers and employees

The Sustainability team reduced the list of 50 actions down to a refined list of **26 validated actions**.

The result

Norsk Tipping created a clear and credible plan of climate actions grounded in real business activity shaped by the people closest to the impact. Employee engagement was strong across the organisation, with participants rating the experience 4.57 out of 5.

What stood out most was the response from the teams involved who all showed curiosity, ownership, and willingness to act.

Even with 26 climate actions identified, Norsk Tipping found there is still a gap to fully align their environmental impact with the reductions required to meet the Paris Agreement. Further innovation will be needed to close the gap.

Key lessons

- Start early, progress matters more than perfection.
- Focus on the areas with the biggest impact first.
- Involve employees directly. They understand the challenges best.
- Use structure and tools to manage complexity.
- Be clear when communicating to employees, this is not optional work.

Conclusion

Norsk Tipping's 'Road to Paris' shows what happens when climate action becomes a shared responsibility. By combining employee insight, structured processes, and data-driven prioritisation, the organisation is moving from ambition to action.

Case study created with:

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“Involving the people closest to where the impact is greatest is key to finding the right solutions.”



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