



MEASURE WHAT MATTERS

How Allwyn UK turned 300+ supplier relationships into a working carbon dataset and cut emissions from redesigned permanent retail point-of-sale units by 18%

For most lotteries, the biggest source of emissions is not the office or the vehicle fleet. It sits with suppliers. When Allwyn UK measured its carbon footprint, it found that 97% of its emissions were in Scope 3. The picture was much the same at its parent company, Allwyn Group, where Scope 3 accounts for 96% of emissions. With a Group decarbonisation goal to cut Scope 1 and 2 emissions by 42% and Scope 3 emissions by 25% by 2030, the message was clear: those targets cannot be met without suppliers. This is the story of how Allwyn UK, operator of The National Lottery since February 2024, made supplier engagement practical, manageable and effective"

Key Stats

**97%**

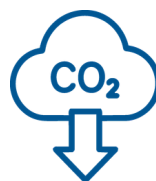
of Allwyn UK emissions
sit in Scope 3

**300+**

suppliers narrowed to just 25
by focusing on 80% of spend



Supplier response rate
grew from
40% to 72% to 78%

**18%**

reduction in CO2 impact on
redesigned points of sale



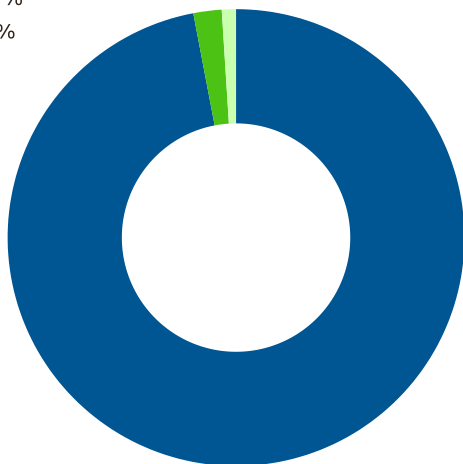
Upto

80%

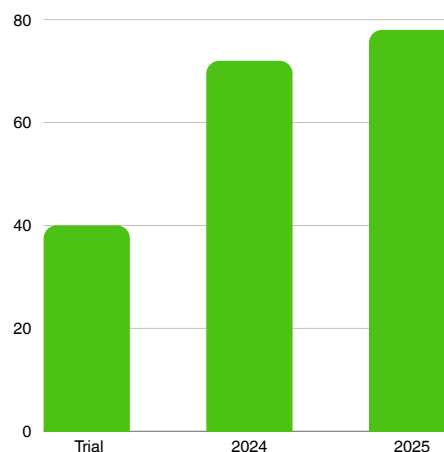
recycled metal in the new
POS components

Where emissions sit

- Scope 3: 97%
- Scope 2: 2%
- Scope 1: 1%



Supplier response rate



Smarter Targeting

300+ **25**

number of suppliers narrowed by focusing on top 80% of spend.

Point of sale

18%

lower CO2 vs previous design

Recycled PPOS content

up to 80%

recycled metal in new components

Why supplier engagement matters

Most of Allwyn UK's emissions are not within its direct control. They are generated across the value chain. Engaging suppliers is the only way to measure these emissions accurately and act on them.

It also improves data quality: spend-based estimates are acceptable under the GHG Protocol, but they carry a margin of error of around 40%, which can cause large swings in a footprint. Activity-based data, collected directly from suppliers, is far more reliable.

Beyond the numbers, supplier engagement pinpoints where emissions are highest, encourages suppliers to track and manage their own emissions, and opens the door to joint decarbonisation work. As Vernon Power-Silson, Senior Net-Zero Manager at Allwyn UK puts it, your suppliers' emissions are really your emissions.

Designing the approach: start small, be smart

With over 300 suppliers, contacting everyone at once was never realistic. Instead, Allwyn UK focused on the suppliers responsible for 80% of its spend, on the basis that this is where the majority of emissions would sit. That single decision cut the group to a far more manageable 25 suppliers.

From there, the approach combined four practical steps:



Transparent communication.

Allwyn UK contacted suppliers directly to explain the data request, the objectives behind it and why it mattered, building trust and making clear this was not a one-off ask.



Standardised data collection.

Working with its consultants, Allwyn built a standardised emissions data template so responses were consistent and easier to analyse.



A supplier webinar.

Allwyn hosted a session to explain what net zero and decarbonisation mean, share terminology, and point suppliers to free online tools for assessing their greenhouse gas emissions.



A trial run.

Rather than collecting everything straight away, Allwyn ran a three month trial first, purely to surface the issues suppliers would face before the real collection.

From measurement to reduction: Allwyn and HH Global

Supplier engagement should not stop at data collection. In 2024, Allwyn UK began redesigning and replacing all of its old permanent points of sale (PPOS) with supplier HH Global. With more than 43,500 retail partners nationwide, this meant replacing tens of thousands of pieces of equipment, a significant potential carbon sink. The brief was to deliver a more modern retail environment, attract players responsibly, give retail partners equipment they enjoy using, and reflect Allwyn's social value agenda, including carbon reduction.

HH Global applied a sustainable design methodology: design for disassembly, recyclable materials, light weight materials (which also cut transport fuel), and CO2 measurement using lifecycle carbon analysis to find and reduce emissions.

The results:

- **18% reduction in CO2 impact compared with the previous design**
- **Metal PPOS components made from up to 80% recycled materials**
- **All materials can be easily separated at end of life for better recycling**
- **Modular design means a damaged sign needs only the affected part replaced, not the whole unit**

This is the heart of the story:

measurement is only the beginning. The real value of carbon data comes when it drives better design and lower emissions in practice.

Recommendations for other lotteries

Be smart by design. Use a trial run, do not target all of your suppliers at once, and give advance notice. Focusing on the 80% of spend is what turned an impossible 300 into a workable 25.

Support your suppliers. They will have questions. Accept that some, especially smaller ones, may not yet be able to provide activity-based data, and be sympathetic to their size, as resource is often the real constraint. Be patient, and build an improvement plan together. Allwyn knew it would not get full returns in year one, shared that openly with suppliers, and has seen data improve year on year as a result.

A model for change

Allwyn UK's experience shows that supplier engagement does not need to be perfect or linear to be effective. By starting with the suppliers that matter most, explaining the purpose, providing support and improving each year, lotteries can build stronger data, stronger relationships and a clear path from carbon measurement to real reduction.

Thank you to Vernon Power-Silson, Senior Net-Zero Manager, Allwyn UK, for sharing this case study as part of the European Lotteries Environmental Initiative.



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SENIOR NET-ZERO MANAGER