



News

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Camelot Sees Green

Lottery Operator Shows Off Its Environmental Credentials

In a re-creation of iconic photographer Annie Leibovitz's new Vanity Fair front cover, Camelot employees enact the poses of some of the world's most famous faces to highlight the company's environmental achievements.

Hollywood idols George Clooney and Julia Roberts feature on the cover of May's issue of Vanity Fair, which includes a green supplement, and are joined by Washington hard-hitters Robert F Kennedy Jr and former US Vice President Al Gore.

The famous foursome, posing in a secret garden style setting to raise the profile of environmental issues, has been dubbed the 'Green Team' and Camelot's own Green Team jumped at the chance to emulate this glamorous shot. Behind the fun, however, as with Vanity Fair's issue of the magazine, there is a serious message about what can be achieved with a little effort from a lot of people pulling together to help the planet.

Camelot's Green Team, made up of 20 volunteers from across the business and run by Business Improvement & Environment Manager Simon Cayless – who takes on the role of Robert Kennedy in the Camelot shot – has been working together for over two and a half years to decrease the company's environmental footprint.

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Through office campaigns, roadshows, the staff magazine and intranet, the Green Team ensure that every member of the 900 strong staff is aware of what they can do every day to reduce Camelot's impact on the environment.

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From recycling cans, bottles and paper, to turning off computer screens at night and using stairs instead of lifts whenever possible– every little counts.

In addition to the Green Team activities, Camelot has introduced a number of environmental initiatives that drive forward change. For example, 75% of all company cars now run on diesel instead of petrol, which will rise to 100% by the end of the next financial year. In 2005 Camelot introduced 50% recycled paper into the production of tickets and playslips. Over four million winners a week are created across all National Lottery games – but now in excess of 1,000 tonnes of virgin paper per year is also being saved, while still making players' dreams come true.

Thanks to the efforts of Camelot employees, in the first nine months of the financial year 2005/06:

- Waste decreased by 33.5 tonnes (or 20%)
- Recycled materials accounted for more than 42% of all waste produced at Camelot's head office site in Watford
- 24 tonnes of cardboard were recycled
- 6.5 tonnes of plastic and aluminum cans were recycled
- Fuel consumption was down 6.5% year-on-year to 134 tonnes.

Nikki Hodges, Julia Roberts in Camelot's version of the photograph, has only recently joined both Camelot and the Green Team. She said: "It really does make a difference to do small things every day to help the environment. It's our responsibility, not just to ourselves, but to future generations to look after the planet today.

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"I am so pleased I have joined a company that cares and where I can easily get involved in making our working days greener days."

And with even more demanding targets set for this year, while returns for the Good Causes continue to rise, Camelot's Green Team will make sure the same is not true for the company's effect on the environment.

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Notes to Editors:

- Camelot Group plc is the operator of The National Lottery[®] and is committed to raising money for the Good Causes designated by Parliament. Camelot is not responsible for distributing or awarding these funds
- To date, over £18 billion has been raised for Good Causes by The National Lottery, and more than 230,000 individual awards have been made across the UK – the biggest programme of civic and social regeneration since the 19th Century. The National Lottery has given away over £26 billion in prizes and created more than 1,800 millionaires or multi-millionaires since launch in 1994
- Camelot runs one of the most cost-efficient lotteries in the world, with around 5 per cent of total revenue taken in operating costs. At 40 per cent of total sales (28 per cent to Good Causes and 12 per cent in lottery duty to the Government), Camelot returns a higher proportion of lottery revenue back to society than any other lottery operator in the world. National Lottery retailers receive 5 per cent of total revenue in commission, and 50 per cent of sales is paid out to players in prizes
- Camelot is committed to the highest standards in player protection and social responsibility in both the retail and interactive environments. The National Lottery website, Sky Active and Play By Text services have been accredited by GamCare, the UK's national centre for information, advice and practical help regarding the social impact of gambling – while Camelot's approach to game design, test purchasing and retailer vigilance campaigns ensures player protection at retail. Camelot has been ranked among the top 30 UK companies in Business in the Community's 2005 Corporate Responsibility Index, becoming a sector leader in the leisure category
- For further information on Camelot, The National Lottery and its games, please visit the following websites: www.camelotgroup.co.uk and www.national-lottery.co.uk
- Players of all National Lottery games must be aged 16 or over.

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