



Conference “Biodiversity in European development cooperation”

**Workshop 5 Innovative Financial Mechanism
Wednesday 20th of September 2006**

Key points of the presentation by Ms. Tatiana van Lier (Dutch Postcode Lottery)

Introduction

The Dutch National Postcode lottery is the largest charity lottery in the Netherlands. 50% of every ticket we sell is distributed to our beneficiaries. We raise funds for NGOs in the fields of Nature & Environment, Development Cooperation, Human Rights and Social Cohesion. In total, 50 NGOs receive funding from the lottery. Some of the best-known beneficiaries are IUCN- Dutch Committee, WWF, the Dutch Society for the Preservation of Nature (*Natuurmonumenten*), Avalon Foundation, Oxfam Novib, Médecins sans Frontière and many more.

Main characteristics of the Lottery

1. Fundraiser
2. Private initiative
3. Non-earmarked contribution

We are *fundraisers*: 50% of each ticket we sell is distributed to non governmental organizations. The lottery is a *private initiative*, so there is no political interference in the distribution of the money. Finally, our contribution is non-earmarked, which means that organizations can spend the money as they see fit. So no detailed financial reports or extra 10% overhead.

Image....

In 2005, we raised € 83 million for organizations in the field of nature & environment. If we can do this with 16 million inhabitants in the Netherlands, Imagine what would it look like if we would do the same thing in France with over 60 million inhabitants, and only half of the population would participate? We would raise almost € 160 million, for biodiversity only. If we go further, imagine we would have a charity lottery in the European Union with over 435 million inhabitants, and half would participate, we would raise a sum of €1,2 billion for biodiversity.

Results since the start

In 2005, we raised €83 million for organizations in the field of nature & environment. In total, a sum of €211 million was distributed to NGOs in the fields of nature & environment, development cooperation, human rights and social cohesion. Part of this contribution was a sum of € 16 million for 40 beneficiaries working together on a special program on climate change. This way we stimulate our beneficiaries to cooperate.

Since the start of the lottery in 1989 we have raised over €2 billion for charity, of which €811 went to Nature and Environment organizations, and €868 to Development Cooperation.

Relationship lottery – beneficiary

The relationship between the lottery and the beneficiaries is much more than a financial one. Of course the beneficiaries receive large sums of money from the



lottery, but they are in turn essential in raising awareness and in shaping the profile of the lottery. Therefore, in our marketing and television programmes, we show how our beneficiaries spend the contribution. This way, the organization built up their image, which helps them finding other kind of funds. On other words: IT CUTS BOTH WAYS!

Exporting the model

If this lottery can be so successful in the Netherlands, you might be wondering, why don't we have a similar model in our own country? In the summer of 2005 we have successfully launched a Postcodelottery in Sweden and the United Kingdom. I am convinced this is possible in your country too!

What does *your* organization need in order to be able to benefit from this model of *smart funding*?

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