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SUSTAINABILITY REPORT



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SUSTAINABILITY IN MASS-PARTICIPATION SPORTS EVENTS

The Tata Steel Kolkata 25K is the beacon of running in eastern India, and has set a very high benchmark for sustainability in mass-participation sports events in the region.

Since its inception in 2014, TSK25K, the only World Athletics Elite Label Road Race over this unique distance, has laid exemplary standards of eco-effective practices to make it greener and cleaner with every passing year.

The seventh edition held on December 18, 2022, after a two-year pandemic-forced break, attracted over 15,000 enthusiastic participants, apart from 2000 volunteers. And in what was a glowing tribute to the event's environmental commitment, the race was 100 percent waste-managed.

Almost 6.5 tonnes of waste was generated on race day, but the sustainability practices in place saw zero-waste-to-landfill and the fast-tracking of the last-mile waste disposal. As always, the TSK25K successfully promoted awareness about waste management and environmental practices through adequate communication.

Hosting a sustainable road race like the TSK25K is no mean feat, if you take into account the volume of runners, volunteers, and tens of thousands of spectators witnessing the race from the streets and parks.

Race organizers Procam International, pioneers of road running in India, have taken sustainability seriously across their four global properties and delivered consistently on this front.

An environment-friendly TSK25K couldn't have been achieved without the wholehearted support of the Kolkata Municipal Corporation. The journey starts with reducing waste generation, continues with the segregation of waste generated throughout race week and race day, and is followed by recycling and composting processes.

Procam roped in the services of waste management experts Hasiru Dala Innovations, who worked closely with the Kolkata Municipal Corporation and local waste management partners Disha (Society for Direct Initiative for Social & Health Action) in executing housekeeping and waste management services.

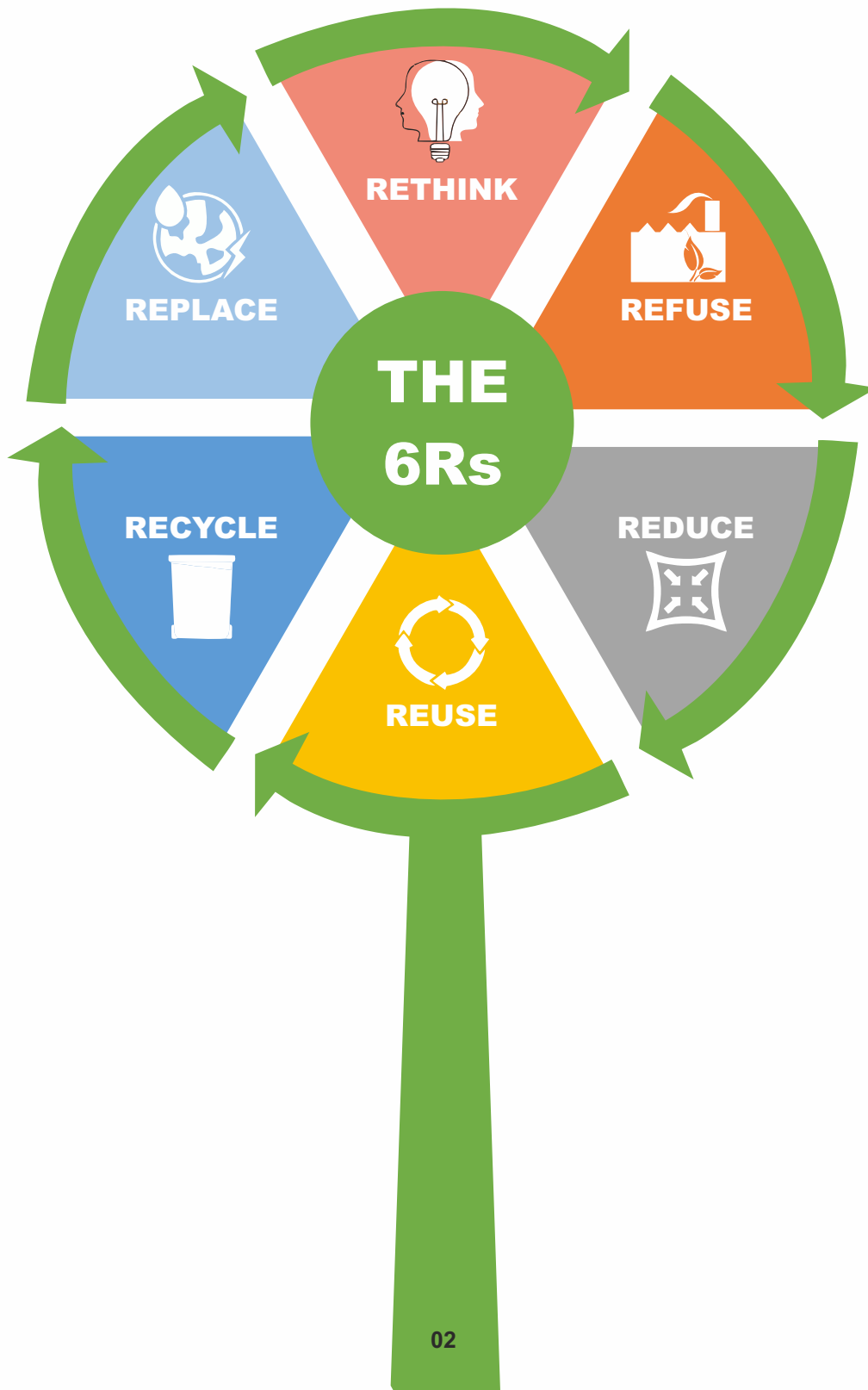
“We constantly look for ways to improve what we do, but we also want to tell the whole story. People need to know what goes in beyond the 'reduce, reuse, recycle' slogan. I put my bottle in a recycling bin, but what happens beyond that? To raise and improve awareness, a closed-loop story needs to be told. We try to do that,” Claudius Saldanha, Head Sustainability, Procam International, said.

The organizers cut down significantly on single-use plastic items, replacing them with paper-based products that are recycled after the race.



TSK25K ECO-STRIDE - 6R PRINCIPLE

We are happy to submit that the Tata Steel Kolkata 25K is a 100% waste-managed and zero-waste-to-landfill event, with a focus on managing waste through the 6R principle — Rethink, Refuse, Reduce, Reuse, Recycle & Replace.



ELIMINATION OF PAPER



5,050
Registration Forms
Saved



9,930
Handbooks
Saved



CHOOSING REUSABLE OPTIONS



Over 15,000 participants were given reusable cloth bags at the Expo for race day use, thus eliminating the use of polythene bags.



Bibs were distributed without plastic covers.



Reusable paper bags were used for event kitting.



Participants were encouraged to return the plastic covers of race day event tees in designated bins at the event Expo.



Refreshments to participants and volunteers were served in recyclable cardboard boxes.



Runners were encouraged to bring their own water bottles and refill them at the hydration points along the route.



WASTE SEGREGATION

Participants were encouraged to dispose of waste in appropriate bins with waste handlers present to assist them.

Dry and wet waste was segregated at its source of generation at the Expo, the race route, holding areas, start/finish points, event marquees, and at the media centre, among others.

Large waste pods/kiosks with separate bins – DRY for

paper, PET for plastic, and PET bottles, TETRA PAK for tetra packs, & WET for banana peels and food waste — were used on race day.

Proper treatment of bio-waste & sewage waste.

The Kolkata Municipal Corporation has partnered with the event since 2014 to work closely in the execution and last-mile disposal of all the waste generated on-course, the holding area, and the event Expo.



RECYCLING

Organic and food waste was composted at a facility managed by Disha for reuse as manure.

Pet bottles and other plastics were sent for shredding to flakes to be upcycled into backpacks, raincoats, umbrellas, etc.

Waste paper and cardboard were recycled into fresh

paper, files, craft paper, etc.

The branding from the entire event was collected, cut out, pasted, and sent to flood-affected areas like Sundarbans, Kakdwip and Sagar Island.

Sewage waste generated was transferred to the Sewage Treatment Plants designated by the KMC.



363 KG
Paper Scrap

428 KG
Pet Bottles

218 KG
Wood Waste

57 KG
Tetrapack

1,803 KG
Wet Waste

1,172 KG
Flex

1,595 KG
Others

797 KG
Cardboard

REDUCTION OF CARBON FOOT PRINT



The official lead cars were electric vehicles.



Carpooling was encouraged, and awareness of the same was raised during the Expo, requesting participants to carpool on race day. Car parking stickers were provided only to runners who committed to Carpooling.



Participants were encouraged to carry their reusable water bottles and refill them at hydration stations along the route.



One hundred percent of the recyclable waste generated by the event was collected and processed.



MANAGING BRANDING LEFTOVERS



NGO Disha did a fantastic job of up-cycling the branding flex. The branding from the entire event was collected, cut out, pasted, and sent to flood-affected areas like Sundarbans, Kakdwip and Sagar Island. Large sheets to be used for roofing, medium size sheets given to street vendors, and smaller sheets used to make shopping bags. They were able to produce about 538 nos of flex sheets.



In addition, for effective and sustainable waste management, Procam International worked with Hasiru Dala Innovations, a social enterprise, who strive to create better livelihoods for waste pickers.

