



TCS
WORLD 10K
BENGALURU
 TATA CONSULTANCY SERVICES

#FeelThePride

Green initiatives at TCS World 10K 2019

Overview





Tata Consultancy Services World 10K, an IAAF Gold Label Race, besides establishing itself as the World's Premier 10K as well as the largest sporting charity platform in South India is also committed to putting the environment first and has successfully undertaken projects such as the Madiwala Lake Urban Forest and Cubbon Park Water Rejuvenation.

As a commitment to set up an environmentally sustainable event, Procam International has tied up with Hasiru Dala Innovations Private Limited to ensure a 100% Waste Managed Race at the TCS World 10K 2019, by implementing green initiatives that reduce waste, re-use resources and recycle materials in an effective way.

TCSWorld 10K 2019 followed the norms of the recently introduced Events Waste Management Notification 2019 both in letter and spirit and were granted the necessary permission from BBMP in that regard.

Due to the green initiative undertaken there was a 40% reduction of waste generated in the 2019 edition as compared to 2018.

Sustainability Initiatives undertaken:

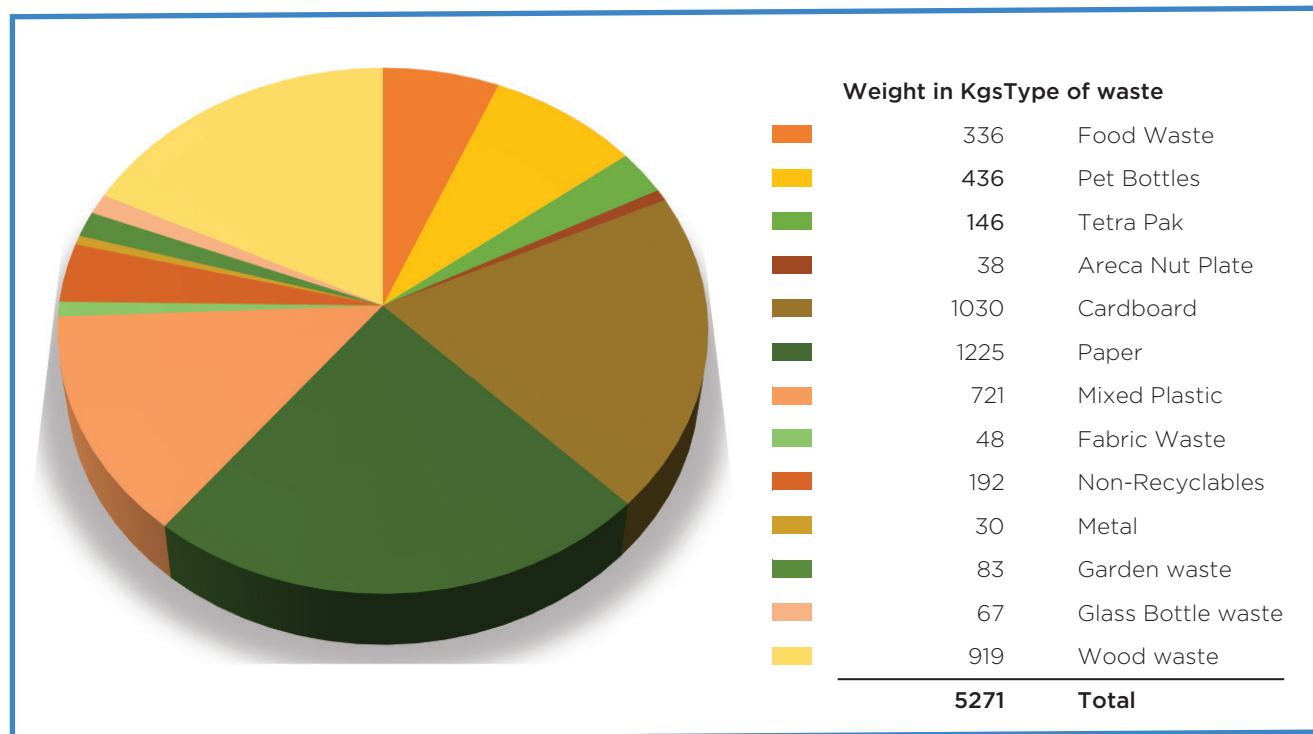
<p>ZERO WASTE TO LANDFILL</p>	<p> Reduction in usage of plastic bottles by as much as 83%.</p>	<p> Plastic trash bags replaced by HDPE re-usable bags.</p>
<p> All branding in Cloth. Non re-usable branding materials were given to NGO 'Swabhimaan' to stitch 14000 cloth bags which were distributed in the slums.</p>	<p> Encouraged runners to carry personal bottles on race day to be re-filled en-route at Water Stations.</p>	
<ul style="list-style-type: none"> • Water served in Paper Cups without plastic lining, used for the first time at such events. • Majja Run medal produced from recycled medals accumulated over the past many years. • Bibs at the expo, distributed to the runners directly without plastic envelopes. • Food and Refreshments on Race Day given out in handy, reusable cloth bags. • Goody Bags handed out in the expo made from Cloth. • Directly connecting with the waste-picker community to ensure that they benefit from waste generated as an added incentive apart from the part-time job opportunity. • Special Bus services provided from various parts of the city to ferry 10K runners to the venue. 		



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Details of the waste generated and disposal*



Details of waste type

Food Waste: This includes all fruits and left-over food.

Plastic Bottles/ Pet Bottles: This includes the water bottles from race day.

Tetra pak: This includes tetra pak from race day.

All other dry waste: This includes paper, glass bottle, plastic wrappers and cardboards.

Areca Nut Plates: This includes the plates used to serve the food at the SCR zone.

Fabric/Cloth Banner waste: This includes all banners used for branding in the expo, stadium and route.

Non-Recyclables: This includes wood pieces, sponge & banner shreds from expo, stadium and route.

Details of disposal methods

Plastic Bottles / PET Bottles/ Plastic Wrappers: Transported to the aggregation centre of Hasiru Dala Innovations. This was baled and sent for recycling.

Cardboard, Tetra Pak & Paper Waste: Transported to Sripathi paper Recyclers in Tamil Nadu for recycling.

Areca Nut Plates: Transported to farmers for composting. This is a collaborative effort by HDI and farmers to return back the rich food waste to soil as compost.

Cloth Banner Shreds & Non-recyclables: Banner shreds, wood and other waste transported to cement kilns as fuel for co-processing.

Garden Waste / Food Waste: Transported to farmers for composting. This is a collaborative effort by HDI and farmers to return back the rich food waste to soil as compost.

Glass Bottles and Metals: The glass bottles and metal were sent to existing recycling streams in Bangalore.

* Report provided by Hasirudala Innovations Private Ltd.