



TATA CONSULTANCY SERVICES

Using the Power of Sport and Technology to Advance Sustainability

CONTEXT

Global spending on sports sponsorship likely exceeded \$123 billion in 2024, giving companies significant influence to align their sponsorship strategies with responsible business practices. This investment represents a powerful lever to advance policy priorities and accelerate progress toward the Sustainable Development Goals (SDGs).

As a proud participant in the UN Global Compact, Tata Consultancy Services (TCS) follows the Tata Group philosophy of building sustainable businesses that are rooted in the community and demonstrate care for the environment. Their focus is on reducing carbon footprint, using renewable energies and adopting a regenerative approach to business — enabled through collaborations with employees, suppliers, customers and communities.

One of the most visible expressions of this commitment is their work in sports sponsorships — specifically, their leadership in making global sports events more sustainable, equitable and transparent.

TCS sponsors 14 major running events across the world, including five of the seven Abbott World Marathon Majors. But for TCS, sponsorship is not just about visibility — it's about responsibility. That's why TCS partnered with the Council for Responsible Sport, a leading nonprofit that certifies sustainable sporting events, to bring rigorous measurement and accountability to this space.

ACTION

Together, TCS and the Council for Responsible Sport developed ReScore, a digital platform that empowers sports events and organizers to measure and improve performance against the Council's comprehensive standards, spanning five pillars: planning and communications, procurement, resource management, access and equity and community legacy. These standards align closely with the Ten Principles of the UN Global Compact, particularly around environmental stewardship, labor practices and community engagement. ReScore not only empowers organizers to drive greater sustainability and accountability but also demonstrates TCS's strength in delivering innovative digital solutions to address complex global challenges.

TCS's marketing team played a central role in building this framework, collaborating across functions and with external stakeholders — from race directors to NGOs and technology leaders to sustainability experts. Through integrated campaigns and incentives, they've driven the adoption of sustainable practices across their partner events and the wider sports ecosystem, helping to normalize transparency, sustainable innovation and inclusivity in sport.

IMPACT

Since its launch, ReScore has transformed how sporting events set goals and report progress. For example, the TCS London Marathon became the first major marathon to introduce a carbon levy for international runners. All their medals are made from recycled zinc alloy and they offer a finisher “tree” as the default finisher item at most of their races. London Marathon Events, the marathon's organizing body, achieved the Council's “Evergreen” certification — the highest possible rating — while New York Road Runners became the first running organization certified. Similarly, the TCS Toronto Waterfront Marathon and the Chicago Marathon have earned Evergreen status, made reductions in energy and waste and improved material circularity.

In just two years, ReScore helped 53 events and organizations earn a certification from the Council after being measured against their rigorous standards. Furthermore, the Council's certification timelines have been reduced by over 50 per cent and 1,718 volunteers were upskilled in new technology through ReScore's development.

KEY TAKEAWAYS

- 1. Purpose-led sponsorship** can create measurable environmental and social benefits.
- 2. Cross-sector collaboration** is critical to building scalable sustainability tools like ReScore.
- 3. Drive systemic change** by embedding sustainability into brand partnerships and event strategies.
- 4. Technology and accountability tools** can accelerate the adoption of sustainable practices in high-visibility industries.
- 5. Take risks, be disruptive,** create experiences that move people.

This initiative embodies the Tata Group's triple bottom line focus on people, planet and purpose — and demonstrates how responsible marketing and technology can drive meaningful, measurable change. At TCS, sustainability is not a side initiative — it's part of how they show up in the world.

