

SUSTAINABILITY REPORT



TATA MUMBAI MARATHON 2023



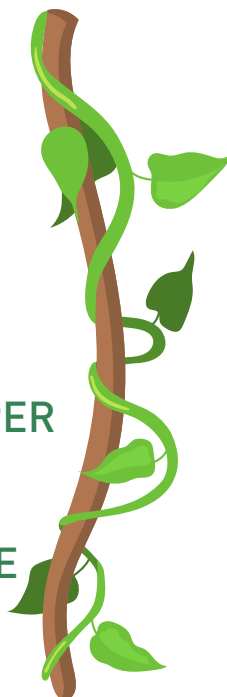
CONTENTS

01 ECO - STRIDE

02 3R PRINCIPLE

03 ELIMINATION OF PAPER

04 ADOPTING REUSABLE
OPTIONS



05 WASTE SEGREGATION

06 RECYCLING

07 REDUCTION OF
CARBON FOOTPRINT

10 PUBLIC - PRIVATE
PARTNERSHIP

ECO-STRIDE

The iconic Tata Mumbai Marathon has for long championed sustainability and followed eco-effective practices to balance its environmental impact.

The event's holistic approach and commitment to reducing each runner's carbon footprint encompasses registration, transportation, food services, and waste management.

The 18th edition witnessed a record turnout of over **55,000** participants, apart from **12,000** volunteers, and was, 100% waste-managed, underlining the event's commitment to environmental management.

Over **13** tonnes of waste was generated, but the sustainability practices in place saw zero-waste-to-landfill and the fast-tracking of last-mile waste disposal. The organizers cut down significantly on single-use plastic items, replacing them with paper-based products, that were recycled after the race.

The organizers made certain that the waste generated during the race was sorted for recycling and organic waste sent for composting. We also made an effort to educate runners, spectators, and helpers about how to compost at home.

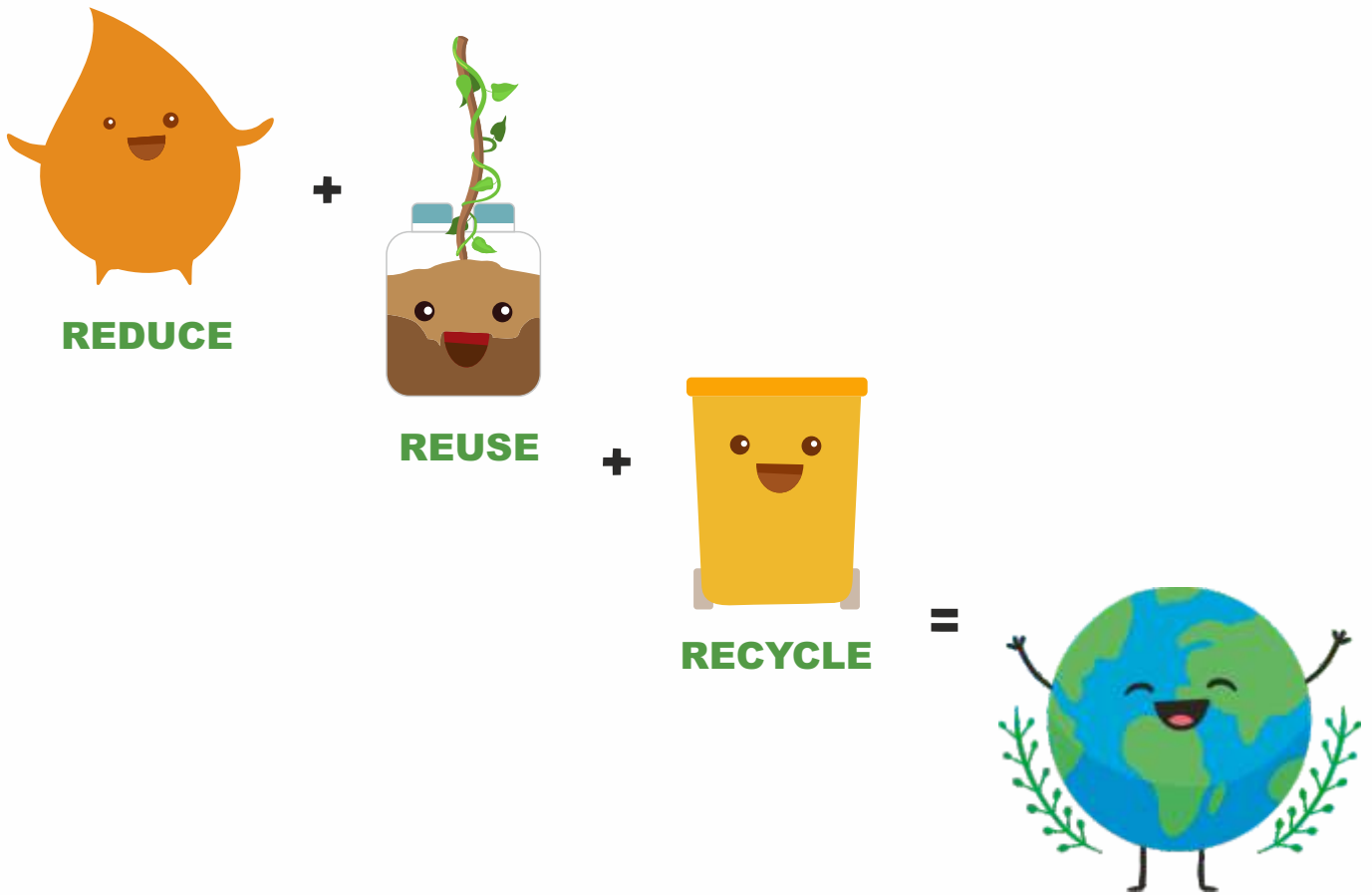
The entire race route was cleared of all the waste generated within five hours of the course closure coming to an end.

Leftover snacks from the event, such as energy bars, methi bhakri, fruits, and packaged juice was donated to NGO Mumbai Roti Bank



3R PRINCIPLE

Waste was managed through the 3R principle — Reduce, Reuse & Recycle. There was adequate signage for bins and motivational creatives to encourage correct disposal.



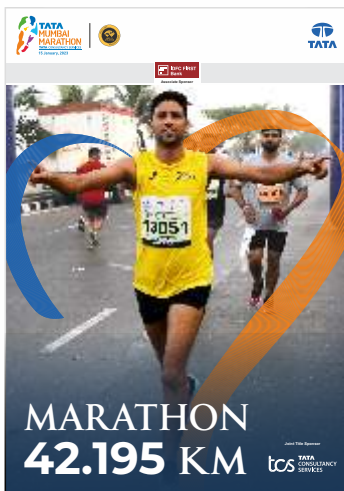
ELIMINATION OF PAPER

Digital options helped avoid printing registration forms and handbooks.

Application Type	Marathon	Half Marathon	Open 10K Run
Current Applicants (Online registration only)	₹ 200	₹ 150	₹ 100
Overseas Applicants (Online registration only)	USD 35	USD 30	USD 41
Age Grouping	18-24 yrs 25-34 yrs 35-44 yrs	18-24 yrs 25-34 yrs 35-44 yrs	18-24 yrs 25-34 yrs 35-44 yrs



60,000
Registration Forms
Saved



55,200
Handbooks
Saved

ADOPTING REUSABLE OPTIONS



Over 55,000 participants were given reusable cloth bags at the Expo for race day, thus eliminating the use of polythene bags.



Bibs were distributed without plastic covers.



Reusable paper bags were used for event kitting and refreshments



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



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, race route, holding areas, start/finish points, event marquees, 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.



RECYCLING

Organic and food waste was composted 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.

The branding flex from the entire event was collected, cut out, pasted and handed out to the marginalized and homeless for use as roofing sheets and mats.

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



4,236 KG
Flex

750 KG
Tetrapack

2,525 KG
Others

749 KG
Wooden Waste

2,500 KG
Wet Waste

698 KG
Pet Bottles

1,741 KG
Paper Scrap

491 KG
Cardboard

REDUCTION OF CARBON FOOTPRINT



The official lead cars were electric vehicles



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



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



To promote a greener mode of transport, on race day special train services were arranged by both Western and Central Railway while BEST provided shuttle bus services from the Mahim and Sion Railway stations to the start point of the half marathon in Mahim.



Carpooling was encouraged, and awareness of the same was raised during the Expo.

RECYCLING

The branding flex from the entire event was collected, cut out and pasted, and handed out to the marginalized and homeless for use as roofing sheets and mats.

NGO Stree Mukti Sangatana did a remarkable job in up-cycling the branding flex. The branding from the entire event was collected, cut out and pasted and handed out to the marginalized and homeless for use as roofing sheets and mats. 2,635 sheets were distributed.



ENVIRONMENTAL IMPACT



Recycled a total
13.69 tons of waste



Saved 37.94 trees
by recycling



Landfill area saved
78.43 cubic meters



Created employment
for 578 waste pickers

PUBLIC-PRIVATE PARTNERSHIP



The Municipal Corporation of Greater Mumbai has partnered with the event since 2019 to work closely in the execution and last-mile disposal of all the waste generated on-course, the holding area, and the event Expo, and deployed over a thousand workers to manage the waste.



In addition, for effective and sustainable waste management, Procam International worked with Hasiru Dala Innovations, a social enterprise, and NGO Stree Mukti Sanghatana, both of whom strive to create better livelihoods for waste pickers.



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