

# ReScore

Simplifying sustainability  
certification in sport

Supporting Information



# Benefits of the ReScore app

- A cloud-based, mobile-enabled app – with the flexibility to be tailored to **individual needs**.
- **Simplifies** the **challenges** and **expectations** faced by events – from how to think about environmental impact to supporting social and economic justice.
- **Guidance and standards** backed by the Council for Responsible Sport.
- Allows teammates to **seamlessly share information** on performance and improvements.
- Individual event project tracking, or responsible sport performance for organizations as a whole – ReScore provides **exceptional flexibility**.
- Allows networking among event professionals, allowing users to **give and receive** insights.
- Informs strategic decision-making – **data-driven insights can be used** in an ongoing, organized way.

## Case study: Indianapolis Motor Speedway

Indianapolis Motor Speedway (IMS), home to the largest single-day sporting event in the world, the Indianapolis 500, has achieved organizational certification from the Council for Responsible Sport.

The venue earned this certification by tracking progress in the ReScore app and taking action to improve sustainability in the five main categories: planning and communications, procurement, resource management, access and equity and community legacy. IMS ultimately accomplished 210 credits across these categories, earning silver level distinction as a Certified Organization.

“Achieving Responsible Sport certification at an organizational level is not only a real milestone in the venue’s own storied history but also demonstrates leadership in motorsport and beyond and should be celebrated as vigorously as any checkered flag waved on the famous Yard of Bricks,” said Rico Tesio, Chair, Council for Responsible Sport.



## Case study: New York Road Runners



TCS partner New York Road Runners (NYRR) recently achieved an organization-wide gold certification from the Council for Responsible Sport, using the ReScore app, powered by TCS.

NYRR utilized ReScore to track and refine sustainability initiatives across the entire organization, which helped it meet the stringent requirements set by the Council. By doing so, NYRR demonstrated a strong commitment to reducing its environmental impact while hosting world-class running events.

Shukla praised NYRR's efforts, stating, "We developed ReScore to be a one-stop shop for responsible event planning, offering a tracking and monitoring system, templates, resources, and best practices. ReScore increases transparency and efficiency for everyone. NYRR has been a model user of ReScore, using it to enhance and track a strategy that was already in place."

This gold certification is a testament to NYRR's leadership in promoting sustainable practices in the sports world, supported by TCS' innovative technology.

## Case study: TCS London Marathon

The London Marathon Events (LME) used the ReScore app to measure the environmental and social impact of the marathon for the first time. This proved to be a game changer for sustainability reporting. It enabled the event to become the first in the UK to be certified and the biggest running event in the world to receive a gold certification from the Council for Responsible Sport.

Some of the initiatives that scored credits within the app include:

- Partnership with The Felix Project to ensure all leftover food and drink is donated to help feed local communities.
- Offering participants the option of planting a tree instead of receiving the official finisher T-shirt.
- 57% of the vehicles used for the event were electric or biodiesel-generated power
- Extensive support programme for female participants, as well as Muslim runners who were training through Ramadan.
- Rainbow Row, a special section of the route created to celebrate London's LGBTQAI+ community.



# Testimonials

*“We were proud to be a beta tester for the TCS ReScore App, which made reporting our social and environmental responsibility initiatives and impact to the Council for Responsible Sport easier and more efficient. Through measuring, tracking, and reporting our sustainability goals, efforts to reduce greenhouse gas impacts, and diversity, equity, and social responsibility initiatives, we were ultimately awarded the gold-level certification from the Council for Responsible Sport, acknowledging our year-round sustainability efforts as we work towards our goal to achieve Net Zero by 2040.”*

**Rob Simmelkjaer, CEO, New York Road Runners**

*“The ReScore app streamlines the responsible sport certification process by enabling event organizers to measure, track, and report their sustainability and social responsibility efforts within one hub. The developers at TCS have been instrumental in driving continuous improvements, enhancing overall efficiency.”*

**Michelle Sandquist, Certification Director,  
Council for Responsible Sport**