

Company: Tata Consultancy Services, New York City, NY

Company Description: Tata Consultancy Services (TCS) is a global leader in IT services, consulting, and business solutions – and is renowned for its software development, digital transformation, and AI-driven solutions. With a presence in 46 countries, TCS partners with clients to deliver strategic goals, while focusing on sustainability and corporate social responsibility.

Nomination Category: Sustainability Categories

Nomination Sub Category: Sustainability Service of the Year - in Canada and the U.S.A.

Nomination Title: ReScore: simplifying sustainability certification

1. Which will you submit for your nomination in this category, a video of up to five (5) minutes in length about the achievements of the nominated organization since 1 January 2023, OR written answers to the questions for this category? (Choose one):

Written answers to the questions

2. If you are submitting a video of up to five (5) minutes in length, provide the URL of the nominated video here, OR attach it to your entry via the "Add Attachments, Videos, or Links to This Entry" link above, through which you may also upload a copy of your video.
3. If you are providing written answers for your submission, you must provide an answer to this first question: Briefly describe the nominated organization: its history and past performance (up to 200 words):

Total 198 words used.

What if a tech solution built in someone's spare time could transform sustainable sports events?

The power of marathon sponsorship

TCS began sponsoring marathons in 2009 to celebrate the health benefits of running and connections it fosters. Today, we partner with 14 global events, including London, New York City, and Sydney. These races are platforms for economic growth, innovation, and social impact. In 2024 alone, TCS-sponsored events generated \$2.25 billion for local economies and raised \$279 million for charity, according to the *Marathons 50 2025* report. Since entering this space, TCS's brand value has grown tenfold – demonstrating that sponsorship drives real value.

A new standard for sustainability

As sustainability expectations grow, sporting events must deliver more than competition. Participants, sponsors, and communities expect focus on environmental responsibility, reduced carbon impact, inclusive access, and lasting benefit. The Council for Responsible Sport offers certification to help events meet these demands, but the process was lengthy and costly for organisers and the Council.

To address this, the Council turned to TCS. Drawing on our experience with premier events, we developed ReScore – a cloud-based digital platform helping organizers track, report and verify sustainability efforts with greater ease and transparency.

4. If you are providing written answers for your submission, you must provide an answer to this second question: Outline the organization's achievements since the beginning of 2023 that you wish to bring to the judges' attention (up to 250 words):

Total 247 words used.

Created by a team led by TCS Manufacturing Sub Business Unit Head Vinamra Shukla, ReScore helps event organizers measure and evidence their sustainability practices while collaborating in real time with Council for Responsible Sport verifiers. Designed to simplify the certification process, it provides built-in support and streamlines each step.

Vinamra rallied a small internal team – including a key architect – and used the project to upskill volunteers in development. Over the course of a year, they collectively contributed 4,000-5,000 pro bono hours, sacrificing weekends and evenings to bring the vision to life.

TCS and the Council worked in close partnership, holding weekly status calls and actively managing tasks via GitHub. This enabled clear communication, rapid feedback, and continuous progress. With just four to five core contributors, the team ensured the tool remained on track and met user needs.

Built on AWS, ReScore is scalable, cost-efficient, and free to use – making it accessible even to the smallest events. It enables seamless collaboration, reduces manual data collection, and guides organizers through a framework to complete certification.

Since the beginning of 2023, ReScore has smashed all its objectives:

- Certification processing timelines have been reduced by more than 50% (vs 30% target).
- 53 events/organizations certified by end 2024 (vs target of 50), with 12 more in progress.
- Numerous volunteers upskilled through hands-on development experience.
- ReScore has helped the Council move from a negative financial position to a healthy bottom line by reducing admin burden and increasing efficiency.

5. If you are providing written answers for your submission, you must provide an answer to this third question: Explain why the achievements you have highlighted are unique or significant. If possible compare the achievements to the performance of other players in your industry and/or to the organization's past performance (up to 250 words):

Total 227 words used.

Rescore represents a powerful model for how purposeful, volunteer-led innovation can create long-term value – not just for a client, but for an entire sector. Developed by a small TCS team in their spare time, the platform has transformed a complex and manual process into something intuitive, adaptive, and future-ready. It's a shining example of TCS's commitment to business transformation for societal good.

Its significance lies not only in what's been achieved, but in how it was achieved. By collaborating closely with the Council for Responsible Sport, the team embedded adaptability and transparency into the development process, enabling quick iteration and ongoing refinement. Feedback isn't treated as an afterthought – it's baked into the workflow. Each suggestion is reviewed and added to a live queue that drives platform enhancements.

This user-first approach is already delivering tangible improvements. Recent updates include intuitive color coding to help users navigate standard criteria more easily, and rich text functionality for evidence submission – small but meaningful changes that make the tool even more usable for time-pressed event organizers.

The success of ReScore is also shaping what comes next. It sets a benchmark not only for sustainability in sport, but for how global tech firms can partner meaningfully with mission-driven organizations – combining technical know-how with social purpose to accelerate impact. ReScore is proof that even side-of-desk projects can drive systemic change.

6. You have the option to answer this final question: Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words):

Total 22 words used.

Please see the supporting document for a more detailed description of ReScore, including a link to a presentation demonstrating how it works.

Attachments/Videos/Links:

[ReScore: simplifying sustainability certification](#)



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