



# Running Responsibly: Our Sustainability & Waste Impact Journey

## Sustainability & Waste Impact

At the Vedanta Delhi Half Marathon (VDHM), sustainability remains a key pillar of our event planning and delivery. Our efforts are focused on reducing environmental impact, promoting responsible resource use, and ensuring that the event contributes positively to the city and its communities.

## Waste Management & Circularity



- A structured Zero-Waste Management System was implemented across the route, venue, and expo.
- Waste was segregated at source into wet and dry waste, with dedicated teams deployed at all key points.
- Green Collar® waste workers from Hasiru Dala Innovations led the operations along with local waste-picker groups, ensuring inclusive livelihoods and responsible disposal.
- Collected waste was directed towards recycling, composting, and co-processing, ensuring zero waste to landfill.
- Excess food was donated in partnership with certified Dream Foundation NGO, reducing food waste and supporting communities in need.
- Branding materials were effectively repurposed as durable roofing sheets and floor mats, providing a sustainable second life to event branding materials distributed for the needy

## Sustainable Consumption

- Refill water stations were placed strategically to reduce single-use plastics.
- Cloth bags and reusable crockery (in designated areas) helped further minimise disposable packaging.
- Local sourcing was prioritised wherever possible, supporting both sustainability and the local economy.

## Biodiversity & Environmental Monitoring

- A biodiversity and air-quality survey was conducted pre, during, and post event to understand ecological impact along the route and venue, by TERI School of Advanced Studies
- Noise, air quality, and habitat observations were studied, ensuring our event operations remain sensitive to the local environment.

## Community & Awareness

- Sustainability messaging was integrated across the expo, digital channels, and on-ground installations to encourage responsible behaviour among participants.
- Runners, volunteers, and partners were engaged through awareness touchpoints promoting waste segregation, use of public transport, and conscious consumption.

