

amounts of energy via coal thermal power and electricity. Main raw material used for cement production is limestone and it is heated under very high temperatures to convert limestone into cement. Carbon dioxide is mainly produced in two occasions, one is during the limestone conversion and the second occasion is burning coal to generate heat. Excavation of limestone too contributes to some environmental complications.

“Sustainability development” is considered as the development that meets the needs of the present without compromising the ability of future generations to fulfill their own needs. “Traditional Marketing” activities will make adequate profits for the manufacturer and create consumer satisfaction. However, that approach will not certainly look at long term impacts to the environment and society. “Sustainability marketing” is a new notion in marketing and business, but it is promising to become the game changer. Based on theories of social sustainability, Sustainability marketing seeks to meet the needs of this generation without compromising the future. In late 90s Insee (then known as Holcim Lanka) adopted Sustainability Marketing replacing their “Sanstha” cement formula with a new environmentally friendly blend which is called Portland Limestone cement (PLC). This green product produces substantially low amount of carbon dioxide to the atmosphere and consumes less water in construction process while offering all other technical requirements which cement must produce. More than reducing emissions, green cements consumes certain industrial waste material and at the same time improve the longevity of the limestone reserves as it consumes less limestone. This was nominated as Sri Lanka’s first and only Green Labeled cement. Recently Insee introduced two more sustainable green products called Insee Rapid Flow Plus and Insee Mahaweli Marine Plus. With all these products, Insee drives the Sri Lankan cement market towards the green direction, where the company can easily out beat competition and gain share. It will be extremely difficult for their competitors to gain green status and Insee will use this massive competitive corporate advantage to be ahead of their main competitors.

Along with that the Company launched a state-of-art sustainable initiative called Insee Ecocycle (known as Holcim Geocycle before the acquisition). This concept introduced professional waste management systems for industrial and hazardous waste and converted them as alternate fuel for heating the limestone in the cement kiln, where cement clinker is produced. This methodology reduces carbon dioxide emissions in comparison to traditional waste management processes and