

at the same time these materials will replace coal to a certain extent inside the kiln. This sustainable initiative made Insee cements much greener.

Insee launched many programs to propagate the concept called “Green Building” or “Sustainable Construction”. These will help to reduce the global carbon footprint to a greater scale as a lot of construction is going on in line with current rapid urbanization. The company started many projects to promote sustainable construction and usage of green products starting from construction craftsmen level to university professor level. Insee has many professional tie-ups with industry stakeholders to promote green construction. While activating all such green initiatives, Insee made sure to give more visibility to their green cements which are essential for sustainable constructions. The company uses key industry figures to introduce these products and concepts thus Insee is becoming one of the most respected players in the industry.

As the Company completely rehabilitates the escalated quarry and rescues all animals during the process, environmental impact is virtually zero. Not only in manufacturing but in inbound logistics too the Company uses creative sustainable avenues to minimize the carbon footprint to the environment. At the same time Insee in the mission of promoting other cement related building products, which will bring Insee image more greener and making an impact on sales. Marketing and Sustainable development departments of the company make sure all such products and initiatives are professionally communicated and marketed among all stakeholder groups. There are three intentions behind Insee’s green marketing strategy, one is to position Insee products as green/sustainable products in order to generate some differentiation against competitors. We can define that as “generating Green Equity” around the Insee brand. Because no competitor has entered in to that market space yet and that will obviously create a unique competitive advantage in the medium and long run. Growing the green building market in order to get the highest share via their green products is the second objective in Insee’s Sustainability marketing strategy. The third objective, Insee capitalizes its green agenda to generate “Corporate Brand Equity” to position Insee as a superior socially responsible corporate brand. These help the company to achieve a lot of corporate objectives and get lots of industry approvals to boost cement volumes.

After all these efforts Insee maintains a very dominant position in the Sri Lankan cement market being the most high-priced cement. Through this Sustainability marketing strategy company is making sustainable construction a “must to have” with heavy stakeholder involvement. With this,