

Business strategy revitalization aligned with principles of circular economy

Service Category - Anvarta



Project status:
In-progress

Project duration & time:
8-weeks, 10/22 to 12/22

Client profile and context

INSEE Ecocycle Lanka (Pvt) Ltd., is a fully owned subsidiary of Siam City Cement (Lanka) Limited (a member of the INSEE Group, Thailand) and holds the unique position as Sri Lanka's largest sustainable resource recovery solutions provider and the operator of Sri Lanka's only facility for co-processing industrial waste in cement kilns.

INSEE Ecocycle intends to take the next step and revitalize their strategy to aligned with circular economy to broaden its horizons, opening new opportunities to align themselves with INSEE Sustainability Ambition 2030 by reducing their CO2 emissions by 15%, electricity by 10% and lowering water consumption by 20%.

Scope

The project proposes what strategic perspectives to be considered, aligned with principles of circular economy, as a resource recovery company, primarily engaged with co-processing of waste in cement kilns.

The project identifies strategic options to pursue to increase revenue from non-kiln-based solutions, aligned with INSEE Ecocycle's current strategic capabilities, and informs its long-term strategic and business plans.

Lead Advisory Organization

Anvarta

Client Organization & Contact

Sanjeewa Chulakumara, General Manager,
INSEE Ecocycle Pvt Ltd.

Project team

Dr Mayuri Wijayasundara - Project lead, Lead advisor, Anvarta
Kasun Ranasinghe - Research Specialist, Anvarta
Anjulee Boralessa - Research Specialist, Anvarta
Nipuni Ponnampereuma - Management trainee, Anvarta

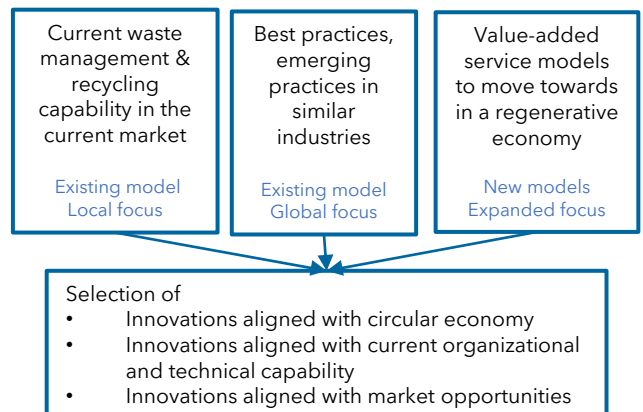
Project Partners



Project Approach

The project collected data through interviews, other organizational data and secondary research.

The research captured data focusing on three pillars.



Project Outputs

A report and a presentation highlighting the key strategic options to pursue will be provided to the executive management of INSEE Ecocycle.

Key Outcomes

- Strategic options for critical realignment of business strategy as a resource recovery service provider, aligning with principles of circular economy
- Strategic direction and guidance to rethink business model, aiming to capture opportunities through regeneration