

## Positioning the IE vis-à-vis the CE: suggestions for rebranding

First steps for implementing suggestions in the proposal ‘Positioning the ISIE towards synergy with the circular economy agenda’, which was approved by the ISIE membership.

**Original proponents:** Tomer Fishman, Tamar Makov, Benjamin Sprecher, Marian Chertow, Stijn van Ewijk, Weslynn Ashton, Rupert Myers, Colin Fitzpatrick, Anna Petit Boix

**Further supporters:** Jonathan Cullen, Erik Hansen, Ferdinand Revellio, Yuan Yao

The proposal argued that the ISIE should reposition itself to raise awareness of the role of IE in the CE, leverage the interest in the CE to further develop IE, and support the relevant elements of the CE agenda with IE approaches.

To this end, we suggest to further strengthen the ISIE brand. We suggest 1) the use of a slogan together with our logo/name and 2) an update of relevant text on the website. Future documents (e.g., the annual report) should reflect the updated branding on the website.

### Suggestion 1: A slogan to strengthen the IE brand

A slogan can instantly clarify the relation of IE & ISIE to the CE. Based on informal conversations, we found that industrial ecologists broadly agree that IE is the provider of scientific evidence in relation to the CE. We suggest complementing the ISIE logo/name with the following slogan to reflect this.

***International Society for Industrial Ecology (ISIE)***

*Science for a Circular Economy*

The slogan may be shown separately or in a single image that captures the ISIE logo together with the slogan in appropriate styling. The latter may require the development of a consistent identity with a standard set of colours, typefaces, and versions of the logo.

### Suggestion 2: Updated descriptions of the society

We suggest rewriting or expanding the following website sections:

- The ‘About us’ box near the bottom of the home page <https://is4ie.org/>
- The introduction to the society <https://is4ie.org/about/introduction>
- The history of the society <https://is4ie.org/about/history>

We do not provide rewritten content here but offer key statements (with key terms underlined) that reflect the message we would like to get across.

1. Industrial ecology has a long history of the interdisciplinary study of the metabolism of societies and provides scientific evidence regarding the present and potential product, material and energy cycles that underpin our economies.
2. Industrial ecology brings a systems perspective encompassing product life cycles and the economy, which is critical to understanding the complex interactions between producers, consumers, users, policymakers, and other stakeholders in a circular economy.
3. Industrial ecology develops and leverages important tools for sustainability assessment in a circular economy including material flow analysis, life cycle (sustainability) assessment, and environmentally extended input-output analysis.
4. Industrial ecology offers scientifically rigorous approaches and analysis such as industrial symbiosis and urban metabolism, policies such as extended producer responsibility (EPR), and strategies such as decoupling and material efficiency, which share goals with circular economy.