

Programme Development and Outreach

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MARKET TRANSFORMATION PROGRAMME

Supporting UK Government policy on sustainable products



Strategy for Programme Development and Outreach

- Strategic Aim – effective working relationships between MTP and other policy stakeholders
- Approach:
 - Identify
 - Communicate
 - Coordinate
 - Collaborate

Identify Stakeholders

- Stakeholders identified my mapping their impact on product policy:
 - Encourage products that are less damaging (e.g. ECA scheme)
 - Encourage products that have an adverse effect (e.g. Broadcasting policy)
 - Unaware of the impact they have
- Stakeholders at UK, EU and worldwide

Communicate

- Prioritise stakeholders according to their ability to influence impacts
- High priority – regular face-to-face meetings
- Lower priority – occasional meetings to maintain awareness
- Wide area communication – web-site, e-bulletin, articles, presentations

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Coordinate

- Work with stakeholders to explore overlap of needs/activities
- Coordinate activities, share information and avoid duplication of effort
- One-to-one meetings and also working through “hubs”
- Coordination with stakeholders provides policy direction to all MTP activities

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Collaborate

- MTP and key stakeholders collaborate on joint projects/activities of mutual benefit
 - Develop and share evidence base
 - Development of standards
 - Compliance activity
 - Innovation

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Progress in 2005/06

- 80 relationships identified
- 54 relationships currently active
- 10 co-funded projects in progress
- Key relationships include:
 - SCP, BREW
 - Defra, DTI and other departments
 - Programmes (ESR, ECA, Envirowise, WRAP, EA, etc.)
 - International (Marrakech Task Force, UN, EuP, Energy Star, etc.)

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