

# Programme Development and Outreach

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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

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# 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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