

**MARKET TRANSFORMATION PROGRAMME  
ADVISORY GROUP (MTAG)  
9th MEETING**

**Thursday 5 May 2005**

**Room 7abc, Ashdown House, 123 Victoria Street, London SW1**

**AGENDA**

1. Introductions
2. Minutes of previous meeting
3. Brief Orientation to the MTP Programme
4. Highlights from 2004-05
5. Gearing up for 2005-06
6. Programme balance for 2005-06
7. Programme Evaluation Methodology
8. Issues arising from 3 MTP mapping studies exploring relationships with other policies. These include direct policy (eg WEEE), indirect policy (eg broadcasting policy) and test standards.
  - Relationships within Defra
  - Relationships with other Government departments
  - Relationships with Standards
9. How we are dealing with some specific topics:
  - International products strategy: an important pro-active expansion of MTP international activity is proposed in the programme this year
  - Product waste issues: MTP has developed its approach to informing policy addressing the reduction of waste arising from products.
  - Procurement: a common products agenda and MTP recognising the value of procurement policy in stimulating product innovation through its emphasis in the MTP work plan

**Circulation:** All MTAG members

# **DRAFT MINUTES**

## **1. Introductions**

1.1 A brief tour de table was carried out to help the large number of new participants to familiarise themselves with one another.

## **2. Minutes of previous meeting**

2.1 The minutes of the 15 December 2004 meeting were approved and adopted without amendment. The request for more communication between the MTP team and MTAG between meetings was noted.

## **3. Brief Orientation to the MTP Programme**

3.1 Paul White briefly gave an overview of the MTP (A). In discussion, the following points were made:-

3.1.1 While the MTP's focus was likely to be on energy, water and waste impacts wider issues such as chemicals and minerals would be considered as part of those impacts but were unlikely to be major work areas.

3.1.2 In response to a request from John Chesshire for an assurance of an effective outreach process given increased funding, Jeremy Tait commented that the MTP's scope would be broadened. Terence Ilott added that the Energy Efficiency Innovation Review would provide an early test – to date, feedback on the MTP had been good.

3.1.3 John Chesshire commented that MTP had to date had trajectory based upon 'consensus', but that in future to meet the longer term Government objectives this was more likely to become 'collision'. Brenda Boardman raised a later point relevant to this – in that perhaps we should be considering labels for products based upon consumption rather than on efficiency (hence large fridges would get 'worse' labels than small ones).

3.1.4 John Cockady found the 5<sup>th</sup> slide of the presentation confusing – energy ran through products and disposal. In response, Paul White indicated that, like all programmes, MTP was resource constrained and could not cover all areas. Thus we had to consider how best to use the resources we had. Jeremy Tait added that links would be established with as many programmes as possible.

## **4. Highlights from 2004-05**

4.1 Jeremy Tait gave a brief overview of the programme highlights in the past year (B). In discussion, the following points were made:-

4.1.1 In response to Brenda Boardman's question as to why separate work streams were needed for C4 & C5. Jeremy Tait indicated that, in our view, innovation was so important that it warranted a separate focus.

4.1.2 For clarification, Jeremy Tait indicated that the BSI report on Test Methods (referred to in the C3 slide) had not been published but had been disseminated via trade associations, Trading Standards, EST, OFGEM, etc. But he undertook to place the report of the MTP website as soon as possible.

***Action – AEAT (Jeremy Tait) to place BSI report on Test Methods on MTP website***

4.1.3 In response to Brenda Boardman's question as to how the MTP had decided which products to produce for Technology Innovation Roadmaps (referred to in the C5 slide), Jeremy Tait stated that, at present, the MTP was still working out how this would be done. But, once a methodology had been finalised, this would be made available for views.

***Action – AEAT (Jeremy Tait) to make available for comment by MTAG Members the methodology for selecting products for Technology Innovation Roadmaps***

## **5. Gearing up for 2005-06**

5.1 Mike Landy briefly indicated what work had been carried out in preparation for an expanded MTP this year (C). In response to a question from Brenda Boardman, he confirmed that the milestones referred to in the slide headed "Supporting policy on sustainable consumption" were indicative, and that work was still underway to finalise these.

***Action – AEAT (Mike Landy) to make policy milestones available to MTAG Members when finalised***

## **6. Programme balance for 2005-06**

6.1 Paul White summarised the work which had been carried out to date in order to establish resource allocation within the programme for this year (D). In discussion, the following points were made:-

6.1.1 Brenda Boardman indicated that, as far as she could see, no resources were being made available for behavioural or lifestyle issues. She considered this to be particularly important given the recent ECI report (the 40% house) which highlighted the need for significant behavioural change by consumers and, more especially, manufacturers if we were to achieve the 60% carbon savings target by 2050. In response, Jeremy Tait indicated that work was under way to develop proposal to enable the MTP to look at this area more strategically. In addition, Arnold Pindar pointed to the BSI's work in this area.

***Action – AEAT (Jeremy Tait) to make MTP proposal on behaviour change available to MTAG when produced***

6.1.2 John Chesshire felt that more consideration would need to be given to how the balance should move forward as the MTP built up.

***Action – AEAT (Bill Nixon and Mike Landy) to consider and propose how the balance across the MTP's activities might evolve beyond 2005/06, for subsequent consideration by MTAG***

6.1.3 Carsten Rohr pointed out that systems aspects were important, and products should not be looked at in isolation: e.g. account should be taken of house insulation – as well as boilers – performance. Chris Baker indicated that the MTP was already taking account of such issues.

6.1.4 Peter Jiggins was pleased to see the consolidation of MTP work on water resource efficiency, which had shown how the MTP approach worked in areas other than energy. He particularly looked forward to continuing working with the programme in the development of a potential labelling scheme for water consuming products and the possible need for regional information in areas where the future availability of water resources (e.g. the South-East ) might become an issue.

6.1.5 John Chesshire emphasised the importance of forging links across Government – in particular, other departments & agencies should acknowledge MTP's impact by co-funding relevant projects, rather than regard the MTP as a free resource. Chris Baker referred to the inter-dependent relationship which Defra was formalising with the Energy Saving Trust on product testing in this context.

## **7. Programme Evaluation Methodology**

7.1 Dan Forster of AEA Technology gave a brief overview of the work which has been carried out to develop an evaluation methodology for the MTP (E). In discussion, the following points were made:-

7.1.1 John Chesshire felt that it was important to clarify the evaluation's aims and beneficiaries. Was it intended to be a Defra/MTP management tool, or to pre-empt National Audit Office, Parliamentary Select Committee, etc enquiries? In reply, Terence Ilott stated that the evaluation's main purpose was to enable the UK to evaluate the real impact that the programme had in order to support this approach being used more widely.

7.1.2 Simon Giverin suggested that the programme should be looking into business satisfaction with MTP. John Chesshire echoed this, suggesting that the programme might consider engagement with the World Business Community on Sustainable Development (WBCSD), or through Davos or the Lisbon Accords.

***Action – AEAT (Dan Forster) to include business satisfaction in the programme evaluation methodology***

7.1.3 While Brenda Boardman saw 2 problems with attribution – firstly that minimum standards should not be claimed fully by the MTP since the UK was 1 of 25 EU Member States all aiming for the same outcomes and secondly, it would be impossible to predict social trends which could muddy the waters – she was in favour of evaluating the programme if evaluation was used to help it learn where it could be most effective.

7.1.4 Terence Ilott saw a need to ensure that this evaluation focussed on what the MTP was doing with its expanded budget. It should not be picking up dissatisfaction with historic funding levels.

***Action – AEAT (Dan Forster) to ensure the programme evaluation methodology reflects the work done under the expanded budget***

7.2 Summing up the discussion, the Chair said that there was general MTAG consensus to proceeding along the lines proposed, subject to service levels being measured and a forward-looking approach adopted.

***Action – AEAT (Dan Forster) to report to MTAG on progress in the programme evaluation project in due course***

## **8. Issues arising from 3 MTP mapping studies exploring relationships with other policies. These include direct policy (eg WEEE), indirect policy (eg broadcasting policy) and test standards.**

- Relationships within Defra
- Relationships with other Government departments
- Relationships with Standards

8.1 Paul White and Frauke Roser gave brief presentations on the work they had carried out to date to map MTP relationships within Defra and other Government departments (F and G respectively). Owing to a lack of time, no discussion was possible on these issues other than for participants to note the contents and indicate that this had been a worthwhile activity which should be built upon.

8.2 Arnold Pindar briefly presented the work carried out by BSI on the relationship between product policy and standards (H). The key message was that, in order to move this whole area forward more quickly, standards were key and needed to move away from being product specific towards being more performance based. It was also felt that, in general, greater clarity was necessary if standards were to be more easily understood “CEN Workshop Agreements” were highlighted as a fast-track means to consolidate industry agreement on environmental performance standards (taking months to develop, rather than years that conventional standards take).

## **9. How we are dealing with some specific topics**

- International products strategy: an important pro-active expansion of MTP international activity is proposed in the programme this year
- Product waste issues: MTP has developed its approach to informing policy addressing the reduction of waste arising from products.

**- Procurement: a common products agenda and MTP recognising the value of procurement policy in stimulating product innovation through its emphasis in the MTP work plan**

9.1 Paul Davidson conducted a presentation on the international products strategy (I). In discussion, the following points were made:-

9.1.1 Frauke Roser saw a need for closer involvement with the North European retail & supply chain and with international manufacturers.

9.1.2 In response to a question from Brenda Boardman, Chris Baker stated that MTP's involvement during the forthcoming UK EU Presidency would be driven by a forthcoming Commission Green Paper on Energy Efficiency.

9.1.3 It was felt that Japan was also a suitable target area for MTP activity.

9.1.4 Terence Illott stressed the need to engage with the Marrakech/UNEP Task Force process. He also emphasised the need to forge closer links between product waste issues & product energy issues – the EUP Directive would lead this process.

9.1.5 Brenda Boardman referred to a G8 event on Energy Technology in Oxford the following week.

9.2 Phil Dolley conducted a presentation on product waste issues (J). Bernie Walsh commented that the MTP offered the potential for a more fundamental approach to designing waste out of products than the Envirowise programme. On re-manufacturing, he felt that it would be difficult to assess what was required: since MTP was a product-related process, we would need to be clear on what it could offer in the area of re-introduced products (as distinct from newly-manufactured ones).

***Action – Defra (EBC6 in consultation with EBC2) to consider if and how re-manufactured products might be included in the MTP approach***

## **10. Conclusion**

10.1 The Chair thanked everyone for their time and undertook to let everyone know the proposed next meeting date shortly.

Defra/EBC  
June 2005

## ACTION POINTS SUMMARY

Paragraph	Action	Responsible
4.1.2	Place BSI report on Test Methods on MTP website	AEAT (Jeremy Tait)
4.1.3	Make available for comment by MTAG Members the methodology for selecting products for Technology Innovation Roadmaps	AEAT (Jeremy Tait)
5.1	Make policy milestones available to MTAG Members when finalised	AEAT (Mike Landy)
6.1.1	Make MTP proposal on behaviour change available to MTAG when produced	AEAT (Jeremy Tait)
6.1.2	Consider and propose how the balance across the MTP's activities might evolve beyond 2005/06, for subsequent consideration by MTAG	AEAT (Bill Nixon and Mike Landy)
7.1.2	Include business satisfaction in the programme evaluation methodology	AEAT (Dan Forster)
7.1.4	Ensure the programme evaluation methodology reflects the work done under the expanded budget	AEAT (Dan Forster)
7.2	Report to MTAG on progress in the programme evaluation project in due course	AEAT (Dan Forster)
9.2	Consider if and how re-manufactured products might be included in the MTP approach	Defra (EBC6 in consultation with EBC2)

## ATTENDANCE

Name	Organisation
Anna Mayne	Department for Environment, Food & Rural Affairs
Arnold Pindar	British Standards Institution
Bernie Walsh	Department for Environment, Food & Rural Affairs
Bill Nixon (Chair)	AEA Technology plc
Brenda Boardman	Environmental Change Institute
Carsten Rohr	Department for Environment, Food & Rural Affairs
Cathy Crofts	Department for Environment, Food & Rural Affairs
Chris Baker	Department for Environment, Food & Rural Affairs
Dan Forster	AEA Technology plc
David Capper	Department for Environment, Food & Rural Affairs
Deborah Brown	Ernst & Young
Frauke Roeser	Enviros
Heidi Pearson	Department for Environment, Food & Rural Affairs
Ian Kerrigan	Department for Environment, Food & Rural Affairs
James Lingard	Department of Trade & Industry
Jeremy Tait	AEA Technology plc
Jim Smith	British Standards Institution
John Cockaday	Department of Trade & Industry
John H Chesshire	Private Consultant
John Newman	Department of Trade & Industry
Martyn Webb	Department for Environment, Food & Rural Affairs
Michelle Kennard	Department for Environment, Food & Rural Affairs
Mike Landy	AEA Technology plc
Nicola King	ITS Research & Testing Centre
Owen Emery	Department for Environment, Food & Rural Affairs
Paul Chambers	Department for Environment, Food & Rural Affairs
Paul Davidson	BRE Ltd
Paul White	AEA Technology plc
Paula Owen	Department for Environment, Food & Rural Affairs
Peter Jiggins	Department for Environment, Food & Rural Affairs
Phil Dolley	AEA Technology Environment
Richard Bawden	Energy Saving Trust
Simon Giverin	Department for Environment, Food & Rural Affairs
Terence Illott	Department for Environment, Food & Rural Affairs
Tim Gettins	Department of Trade & Industry

## APOLOGIES

Name	Organisation
Anton Van-Santen	Department for Environment, Food & Rural Affairs
Ben Shaw	Green Alliance
Bob Ryder	Department for Environment, Food & Rural Affairs
Brian Samuel	Energy Saving Trust
Carlie Smith	British Standards Institution
Chris Evans	Consumer Expertise
David Wilson	Waste Management Consultant
Ian Dixon	Department of Trade & Industry
James Cooper	Department for Environment, Food & Rural Affairs
Karin Cavill	Department for Environment, Food & Rural Affairs
Martin Shouler	Arup
Matthew Grek	Office of Government Commerce
Peter Mallaburn	Carbon Trust
Simon Cox	Department for Environment, Food & Rural Affairs
Susie Allsop	Department for Environment, Food & Rural Affairs
Teresa Smallbone	Private Consultant
Vanessa Fandrich	Department for Environment, Food & Rural Affairs