

What is the Market Transformation Programme ?

“To bring forward products, systems and services which do less harm to the environment, using less energy, water and other resources”

- Government policy support programme
- Managed via the SCP Products Workstream
- AEA Lead Contractor

Market Transformation Programme



..... to bring forward products, systems and services which do less harm to the environment, using less energy, water and other resources

Products Policy Perspective

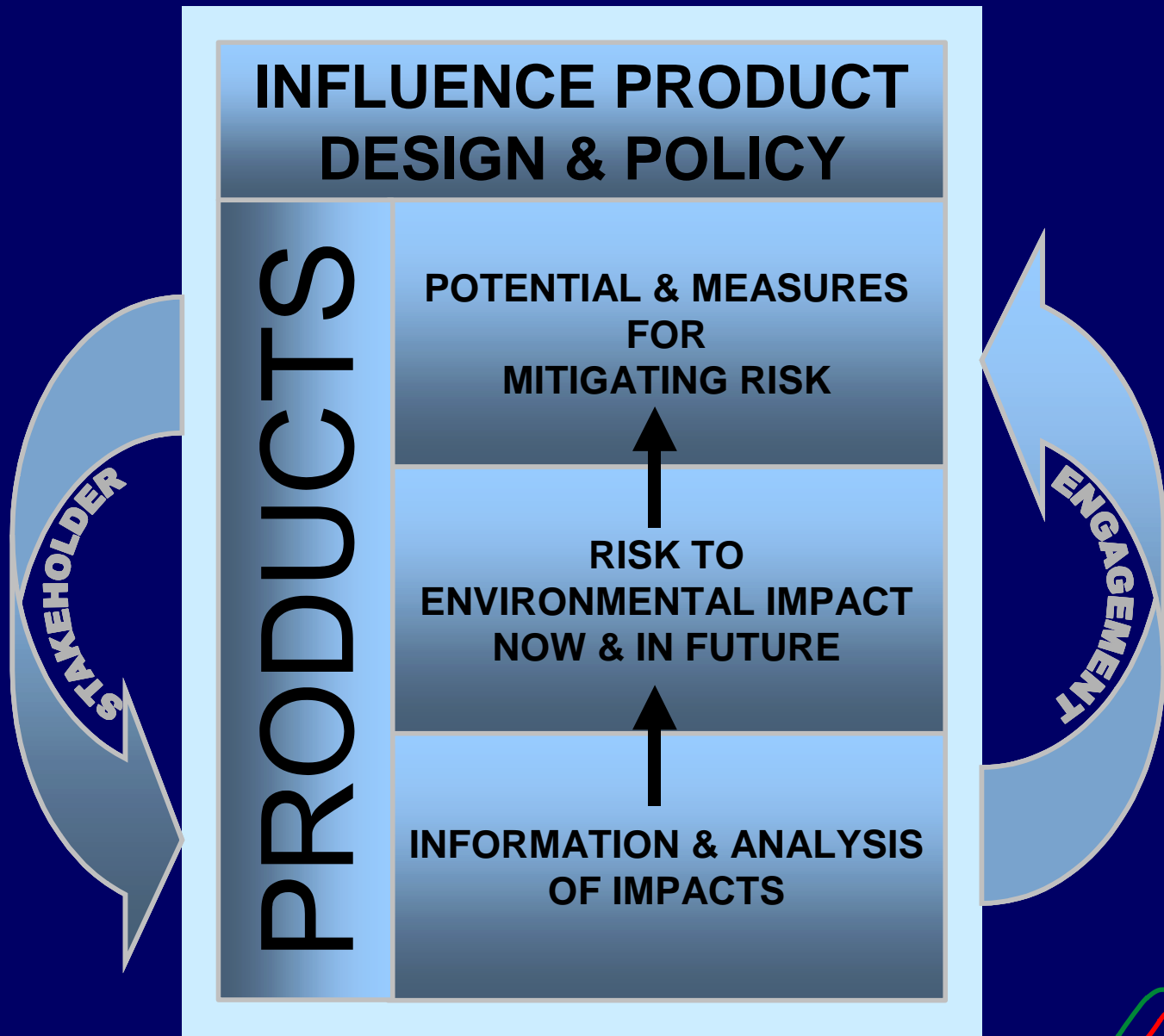
- ❑ An innovation process
 - promote the best
 - eliminate the worst
 - encourage forward thinking and timely action

- ❑ A global agenda

Market Transformation Programme

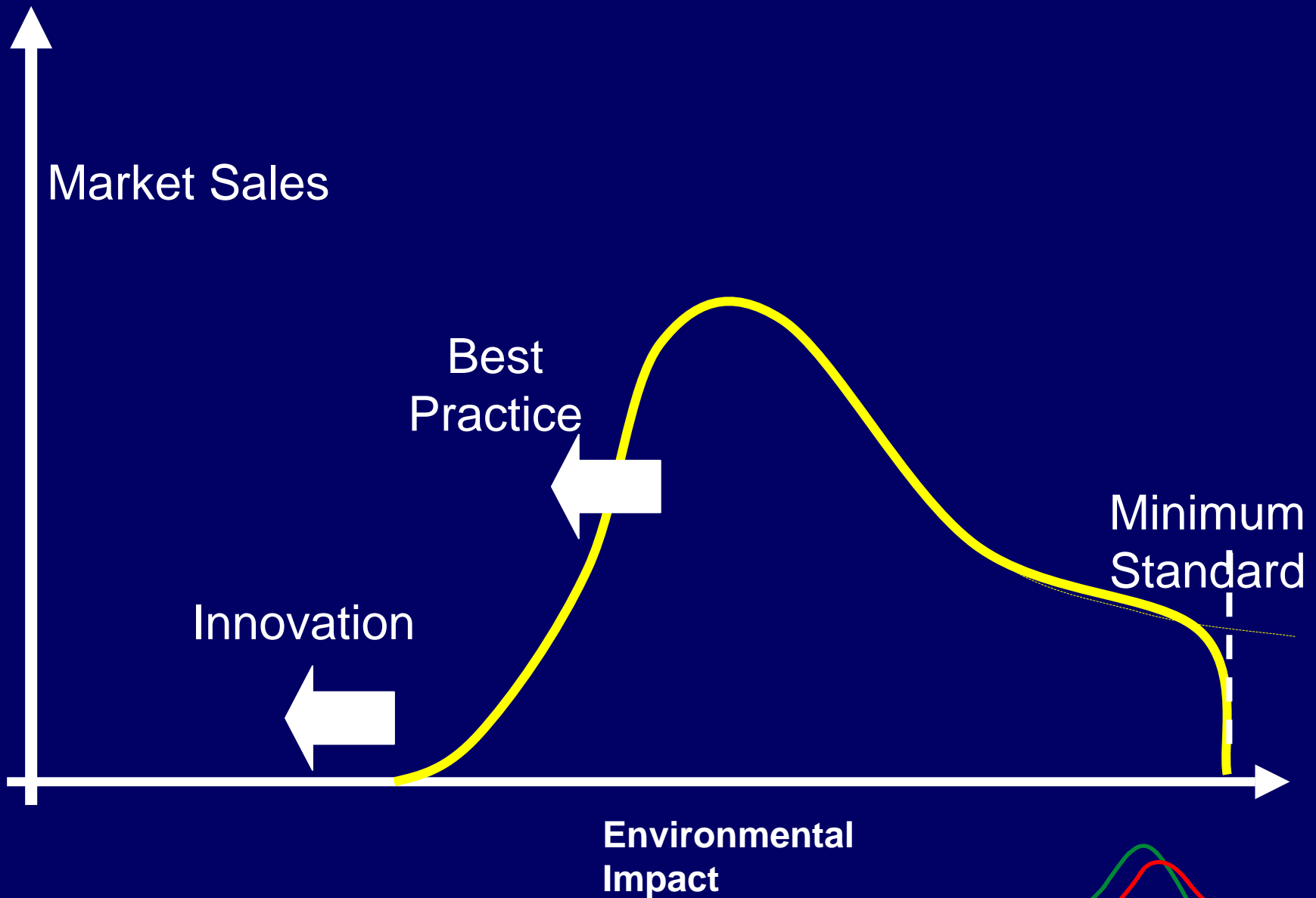


..... to bring forward products, systems and services which do less harm to the environment, using less energy, water and other resources



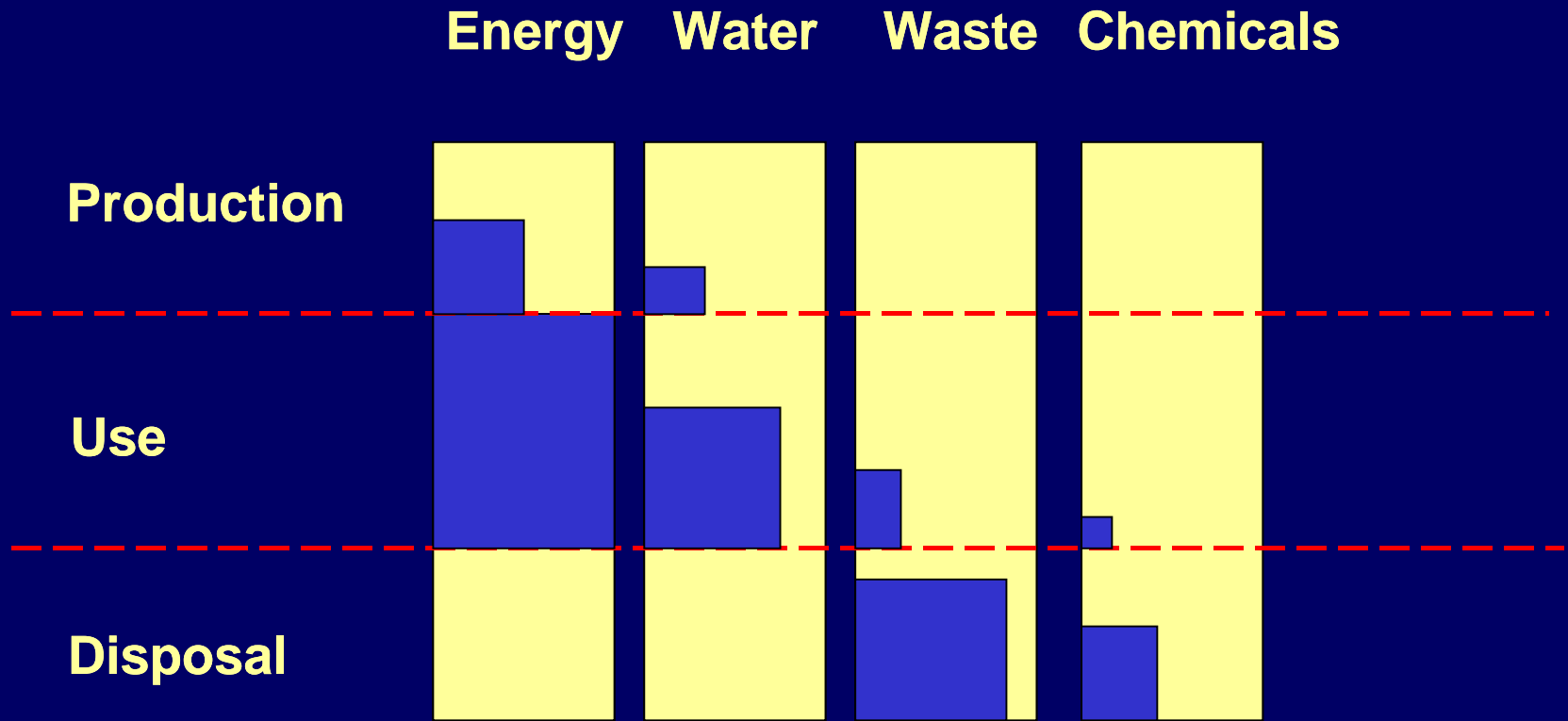
Market Transformation Programme

..... to bring forward products, systems and services which do less harm to the environment, using less energy, water and other resources



Market Transformation Programme

..... to bring forward products, systems and services which do less harm to the environment, using less energy, water and other resources



Market Transformation Programme

..... to bring forward products, systems and services which do less harm to the environment, using less energy, water and other resources

MTP Work Streams

- ❑ Outreach and communications
- ❑ Evidence base & policy critical paths
- ❑ Reliable product information
- ❑ Effective standards
- ❑ Assured innovation

Market Transformation Programme



..... to bring forward products, systems and services which do less harm to the environment, using less energy, water and other resources

Market Transformation Programme



..... to bring forward products, systems and services which do less harm to the environment, using less energy, water and other resources