

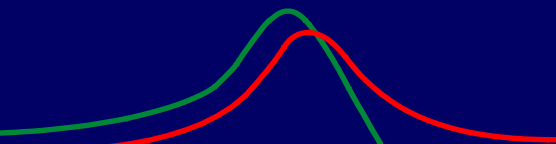
Evaluating the impacts of MTP – a scoping study

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Market Transformation Programme

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



Contents

- ➔ Overview of scoping study
- ➔ Proposed evaluation framework
- ➔ Questions for discussion.....

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Study Aims

- ➔ To develop an evaluation framework for the on-going monitoring and evaluation of the Programme
- ➔ (To evaluate the impacts of the Programme to date)

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MTP aims....a reminder

To minimise long-term environmental impact of traded goods and services through **providing reliable evidence** with which **Government** and **other policy-makers** can plan and implement effective product policies and programmes, and so help deliver the product-related aspects of the Government's Sustainable Consumption and Production strategy - Ref: MTP Annual Plan 05/06

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INPUTS

- Funding
- Expertise
- Stakeholder opinions

OUTPUTS

- Product scenarios
- Policy briefs
- Briefing notes
- Signposting policies
- Product databases
- Performance standards and test methodologies

MTP influence

meetings

OUTCOMES

- New and refined policies
- Better informed

3rd party influence

- Innovation and improved product design

IMPACTS

- Transformed products market
- Resource savings

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Evaluation framework

Two part evaluation framework

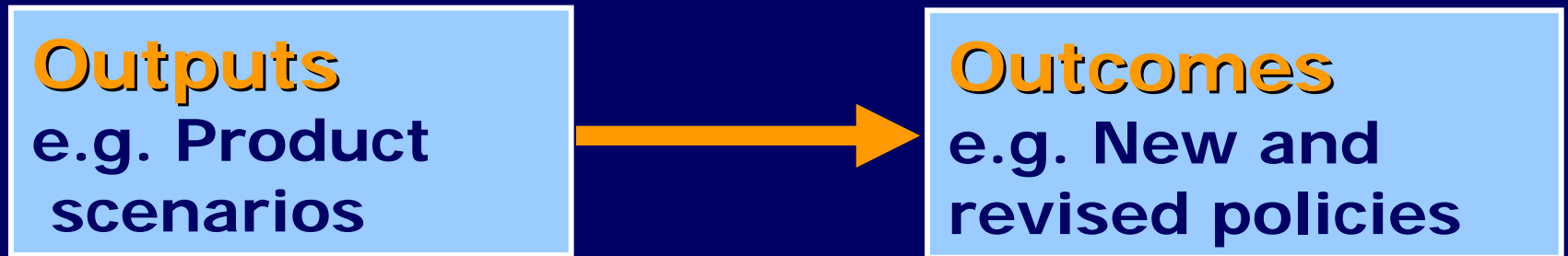
- Effectiveness in translating **outputs to outcomes** i.e. supporting Government, and other policy makers
- Effectiveness in translating **outcomes to impacts**. i.e. the improvement in the environmental performance (such as CO₂, waste, water savings) that can be attributed to MTP

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Part 1: Outputs to Outcomes



- Monitoring metrics
- Stakeholder consultation

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Monitoring metrics - example

How effectively has MTP supported policy decisions?

- Number of MTP recommended policies implemented (e.g. standards adopted in other policies)

How reliable is the evidence provide by MTP?

- Comparison of policy projections with other data sets

How effectively has MTP influenced product designs?

- Number of product designs influenced
- Change in resource efficiency of product stock over time

How effectively has MTP engaged with its stakeholders?

- Number of meetings with key stakeholder
- Number of new stakeholders consulted

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Monitoring metrics

- Indicative metrics to monitor the effectiveness of MTP in achieving its desired outcomes
- Leading and lagging measures
 - ✓ Builds upon existing management plan
 - ✓ Provides some quantitative measures
 - ✗ Does not assess 'impact' on environmental performance
- Cost is already included within Programme budget

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Consultation with stakeholders

- Face to face interviews with a selection of key stakeholders (Defra, EST, CT etc)
- Considers the same issues as monitoring metrics
- Undertaken by 'independent' evaluator
 - ✓ Detailed understanding of issues and impacts
 - ✓ Compiles evidence to inform future development of programme
 - ✗ Does not assess 'impact' on environmental performance
- Cost around £10-30k depending upon scope

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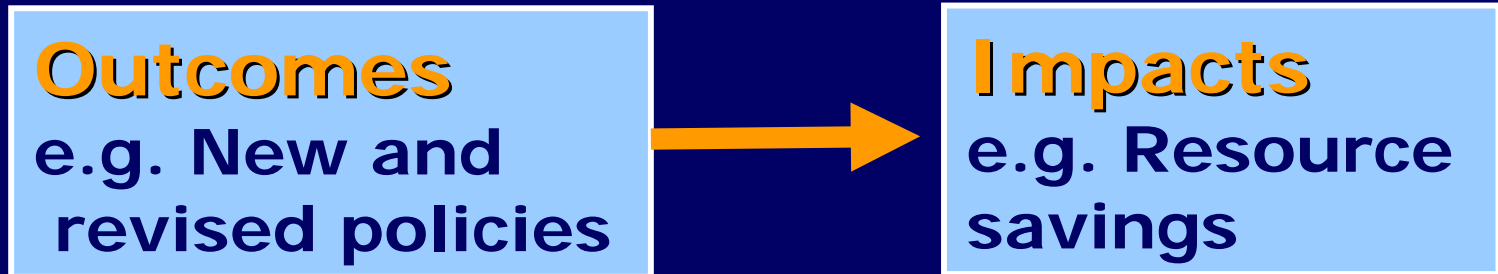
Part 1: Recommendations

- Implement both monitoring metrics and stakeholders consultation tasks
 - Incorporate metrics into management plan
 - Develop specification for stakeholder consultation
- Report results annually against each of the key evaluation questions
- **Key risks** – Provides no direct quantification of the effectiveness in delivering resource efficiency
 - Implement Part 2 of the framework

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Part 2: Outcomes to Impacts

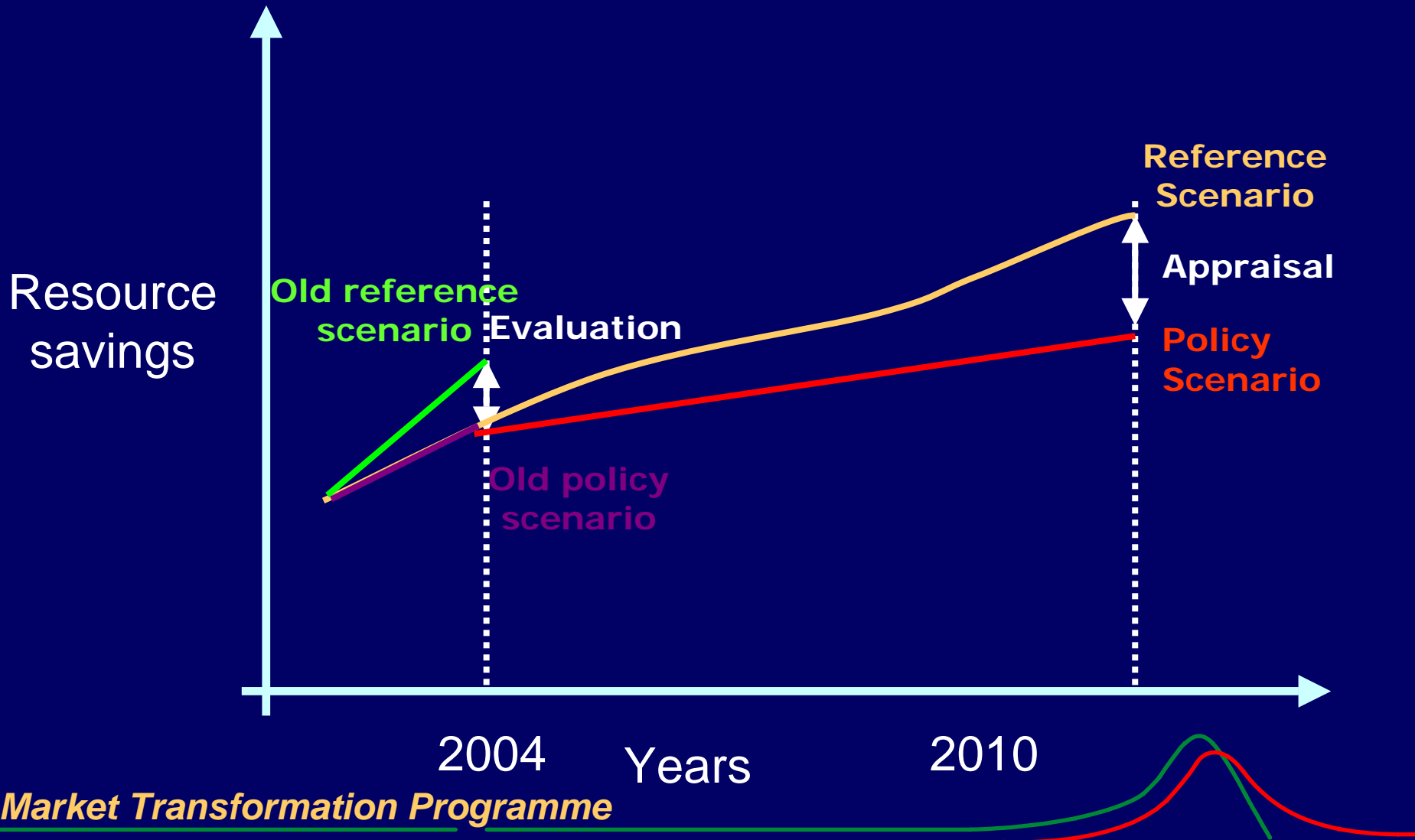


- Evaluate impacts of policies
- Attribution of impacts to MTP

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Evaluate impacts of policies



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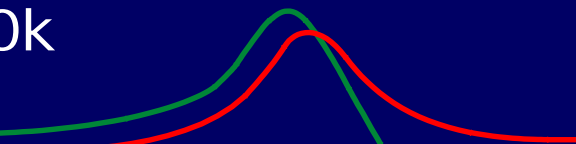
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Evaluate impacts of policies

- ✓ MTP evidence base already includes useful information (changes in stock, resource consumption etc.)
- ✓ MTP team are familiar with the challenges
- ✓ Provides a quantitative estimate of the impacts 'influenced' by MTP
- ✗ Many different policies to unravel
- ✗ Requires historical baseline to measure relative impacts
- ✗ Long lead time between policy and impact
- Costs could be potentially large >£50k

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Attribution of impacts to MTP

- Based on qualitative judgement, use evidence from Part 1 of framework
 - If MTP instigated the policy (working group, voluntary agreement, instrument)
 - Claim X% of impacts
 - If MTP was instrumental in securing a tightening of the policy
 - Claim Y% of impacts
 - If MTP provided data to support the development of the policy
 - Claim Z% of impacts

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Attribution of impacts to MTP

- ☑ Some policies can be claimed fully by MTP e.g. minimum standards
- ☑ Provides a quantitative estimate of the impacts 'attributed' to MTP

- ☒ Many other policies and actors
- ☒ Impacts may be claimed under other policies
- ☒ No 'without policy' scenario

- Costs involved in reaching consensus in approach £10k

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Part 2: Recommendations

- Put in place procedures to assess impacts of policies going forward
 - Define baseline for MTP going forward
 - Freeze historical policy briefs in time
- Consider estimating impacts of past policies
- Consult on methods for impacts attribution
- **Key risks** – Poor data quality
 - Evaluate impacts using Part 1 framework

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Key questions

Do you agree with our proposed approach for evaluating MTP?

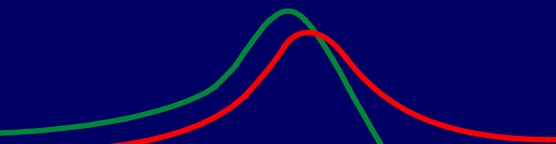
What components of the evaluation should be taken forward?

all/partial/only part 1

Will the framework provide us with all the information that is required?

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Study Approach

1. Clarify the Programme scope and rationale, objectives and targets;
2. Map out the inputs, outputs, outcomes and impacts;
3. Identify and review the existing monitoring and evaluation activities;
4. Develop an evaluation framework for use in the on-going evaluation of the programme.

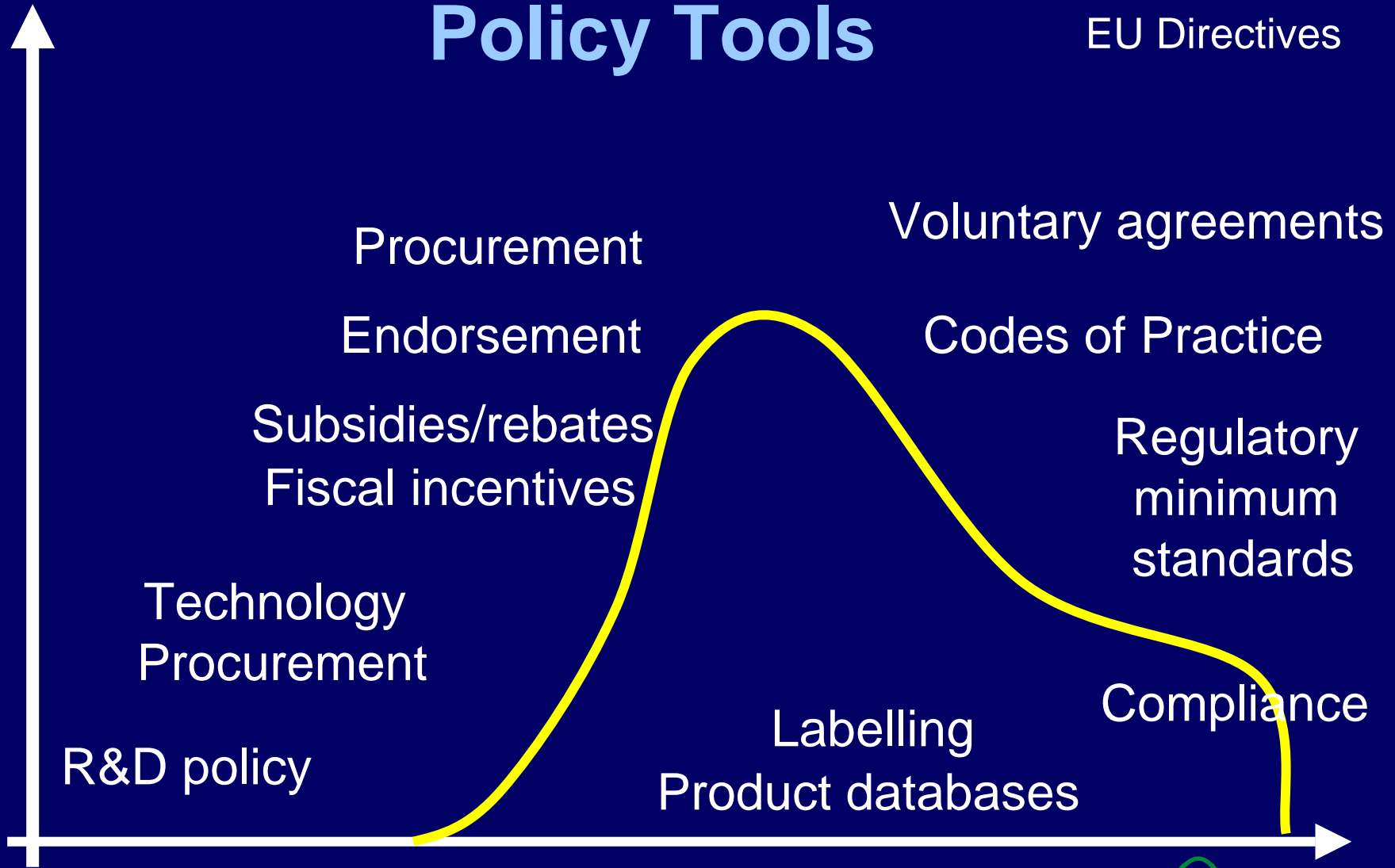
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Policy Tools

EU Directives



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OUTCOMES

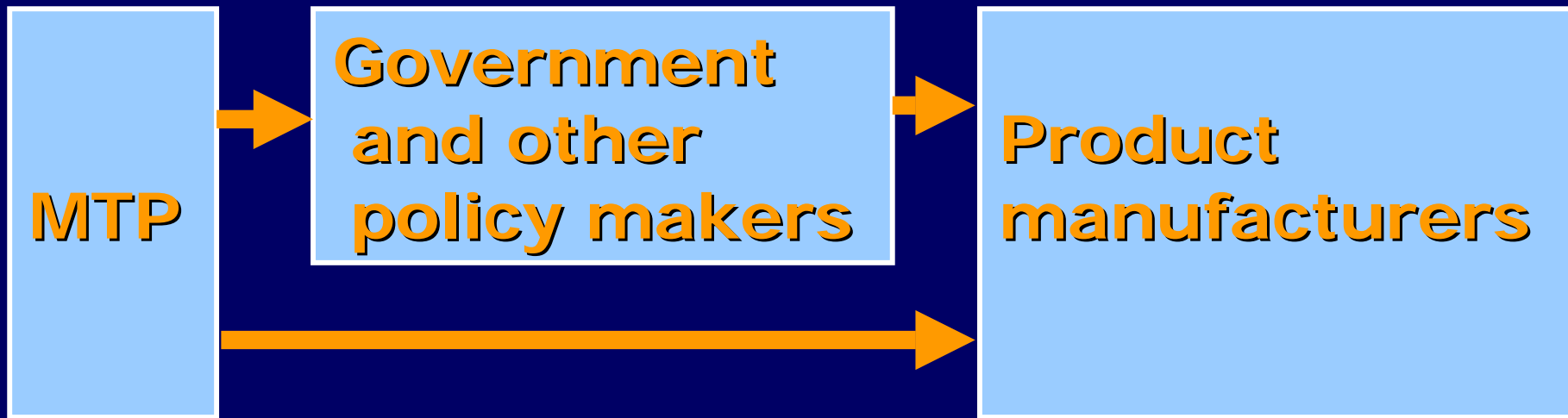
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