

**MARKET TRANSFORMATION PROGRAMME  
ADVISORY GROUP (MTAG)  
10<sup>th</sup> MEETING**

**Wednesday 6<sup>th</sup> October 2005  
Room 6ab, Ashdown House, 123 Victoria Street, London SW1**

**AGENDA**

1. Introductions
2. Minutes of Previous Meeting
3. Brief Overview of Progress in Last Quarter
4. What Is MTP – Presentational Approach
5. How MTP Has Built Its Business Plan
6. Open Forum
7. MTP Monitoring and Evaluation
8. Procurement and Quick Wins
9. International Collaboration: EU Energy Efficiency Conference/ Marrakech Task Force & G8 Initiative
10. EEDAL Conference

## **DRAFT MINUTES**

### **1. Introductions**

1.1 A brief tour de table was conducted.

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

2.1 The minutes of the 5 May 2005 meeting were approved and adopted without amendment. Action points from that meeting are updated below.

### **3. Brief Overview of Progress in Last Quarter**

3.1 AEAT (Mike Landy) briefly reported on progress during the quarter ending 30 September (A). In discussion, the following points were made:-

3.1.1 In response to an indication from AEAT that they were conducting work to develop a waste label (slide 8), Arnold Pindar indicated that we should avoid a proliferation of labels. Defra clarified that there has been no formal request to develop such a label, and that the work being carried out by MTP was, in fact, to develop the information which could be used to underpin a label or other policy measures. Bernie Walsh indicated that such work (including a label) could prove a useful driver for green procurement.

3.1.2 Defra/EBC indicated that energy labelling tolerances would be a key issue in the forthcoming review of the Energy Labelling Framework Directive. An initial proposal from the Commission was expected in the first half of 2006.

3.1.3 In answer to a question from John Chesshire, Defra/EBC (Martyn Webb) indicated that OGDs had contributed to the Lead Contract via collaboratively funded projects.

***Action – AEAT (Mike Landy) to produce Executive Summary for MTAG Members by late October.***

### **4. What Is MTP – Presentational Approach**

4.1 Jeremy Tait presented an overview of the MTP approach and what it was intended to achieve. (B). In discussion, the following points were made:-

4.1.1 John Chesshire indicated that MTP progress would need to take account of developing policies. For example the WEEE Directive was likely to impact on commercial lighting (slides 9-12). Anticipatory action would be key.

4.1.2 Samantha Armstrong indicated that a shorter presentation - 4 to 5 slides and a single case - would have more impact.

4.1.3 Brenda Boardman felt that the presentation needed to explain how Market Transformation (as distinct from MTP) was achieved (i.e. the use of a wide range of policies over time).

4.1.4 MTAG agreed that greater emphasis should be given to MTP's holistic approach, rather than on its past focus of energy.

4.1.5 John Chesshire indicated that MTP could afford to be more positive in its approach. The benefits of MTP were recognised by many among the informed policy audience.

4.1.6 Defra/EBC (Bernie Walsh) pointed out that, for BREW, benefits to businesses was a key issue.

***Action – AEAT (Jeremy Tait) to take on board MTAG’s comments as presentational material is developed***

## **5. How MTP Has Built Its Business Plan**

5.1 Mike Landy outlined how the MTP Business Plan had been developed (C). In discussion, the following points were made:-

5.1.1 Brenda Boardman felt that the priorities should be heating and hot water, refrigeration products and air conditioners, as the potential for savings from boilers had been exhausted in light of the recent update to the Building Regulations. Scope also remained for savings in the building fabric area. Jeremy Tait pointed to MTP’s work on a voluntary glazing label in this context.

5.1.2 On waste issues, John Chesshire emphasised the need for a joined-up approach to (e.g.) photovoltaics and the mercury implications of CFL disposal (para 4.1.1 above also refers). The energy content of water and “grey” water issues were also, in his view, material considerations - in connection with the latter, Defra/WSR (Grant Gahagan) explained that the main emphasis was on reducing primary water usage.

***Action – Defra/EBC (Martyn Webb/Amy Glover) to flag up waste issues with Waste Strategy Division***

***Action – MTAG Members to let AEAT (Mike Landy) know if they wish to participate in the current consultation exercise on prioritisation by 31 October (Energy) and 15 November (Water and Waste)***

5.1.3 John Chesshire indicated that there was a need for MTP to indicate what revenue streams it received for the whole range of work which it was undertaking, with particular emphasis being given to areas of current exposure. He wondered whether MTAG membership was truly representative of all potential interests. Defra/EBC (Terence Ilott) added, in this context, that some parties were MTP customers without fully appreciating the work which MTP undertook on their behalf. Defra was considering how this situation could be addressed.

***Action – Defra/EBC (Amy Glover) to set up a meeting of current and potential future key MTP stakeholders in the New Year***

5.1.4 Brenda Boardman felt that MTP should also consider the total contribution of products to meeting 2010 Kyoto targets, bearing in mind that energy consumption was still increasing. In her view, the Government needed to push the Energy Services and EUP Directives in order to achieve these targets. In reply, Defra/EBC (Terence Ilott) explained that, while every effort was being made to get MTP

involved in all relevant activities (such as through the Energy Efficiency Review), MTP was not responsible for policy delivery, but, rather, for acting as an informed facilitator in ensuring that policy was based on sound evidence and joined up.

5.1.5 Arnold Pindar emphasised the need for a holistic approach from the business angle to be adopted, so that the differing interests/standpoints of small, medium and large enterprises could be catered for satisfactorily. Andy Dawe added that there was greater scope for (a) integrating MTP's activities with other bodies' (e.g. WRAP) in working with business; and (b) incorporating water and, especially, waste dimensions into the methodology for product prioritisation.

***Action – AEAT (Mike Landy) to ensure that the 2006/07 Business Plan reflected a balance between environmental impacts, supporting business and supporting policy***

## **6. Open Forum**

6.1 Sam Armstrong outlined an Environment Agency (EA) project to identify priority products. EA focused on chemicals, hazardous substances and waste. The list, which was open for discussion, included waste oils, tyres and PVCs (windows and floor cladding). EA was currently considering scope for taking forward work on waste disposal implications of consumer electronics & sheep dips in partnership with MTP.

6.2 Terence Illott reported on project/policies where Defra/EBC was in the lead:-

6.2.1 Bob Ryder was developing a written strategy on the Government's role and priorities in relation to product policy for completion by end of 2006. Much of MTP's work would be relevant.

6.2.2 The EUP Directive was a key policy which had the potential to deliver on product policy. It offered a key opportunity for developing a more holistic approach for business and regulatory issues.

6.2.3 MTP had established links with Sam Rowbury in developing Environment Direct which would require soundly-based material. MTP was making a valuable contribution. A consumer-based tool in isolation was not likely to prove effective.

6.3 Richard Bawden reported on developments under the EST's ESR (previously EER) mark which was now 5 years old and covered 1,400 products:-

6.3.1 Endorsement for gas controls now required a crystal mark for user instruction manuals. .

6.3.2 Washing machines were now required to achieve an AAA rating plus the Ecolabel standards for water efficiency.

6.3.3 The introduction of a voluntary A to G label for glazing had enabled the ESR to be established at 1 or 2 bands above the requirements of the Building Regulations.

6.3.4 ESR would be extended to integrated digital televisions by January 2006.

6.4 Tim Gettins (DTI) updated MTAG on the digital TV switchover as announced by the Secretary of State for Culture, Media and Sport on 15 September (click [here](#) for details). This was a policy which many Government departments (e.g. DCMS, DTI and Defra) had a policy interest. MTP had been instrumental in identifying the consequential energy and environmental impacts of this policy through the need for additional set-top boxes to enable the continued use of analogue TV equipment. DTI were exploring with Intellect (the representative trade organisation for manufacturers of consumer electronics equipment) the scope for expanding outside their membership base on energy issues.

## **7. MTP Monitoring and Evaluation**

7.1 Jeremy Tait conducted a brief presentation (D) and pointed to a tabled report on the proposed Evaluation Framework, following discussions at the 5 May MTAG meeting (E). In discussion, the following points were made:-

7.1.1 In response to Sam Armstrong Jeremy Tait explained that BREW was looking for immediate impacts, whereas MTP was looking over a longer timescale. Hence it was difficult to quantify MTP benefits to business in the BREW context: a more qualitative approach might be more appropriate.

7.1.2 Andy Dawe and Arnold Pindar referred to similar difficulties being experienced by WRAP and in the area of standards respectively.

***Action – AEAT (Jeremy Tait/Dan Forster) to liaise with WRAP (Barbara Leach) on evaluation***

7.2 MTAG agreed that the Evaluation Framework should set out the objectives which needed to be defined and how these were to be achieved.

***Action – AEAT (Jeremy Tait/Dan Forster) to revise the Evaluation Framework to reflect MTAG's views***

## **8. Procurement and Quick Wins**

8.1 Jeremy Tait gave a brief update on procurement issues (F). In response to Andy Dawe about the potential for overlap between MTP and WRAP on procurement, he confirmed that MTP was in dialogue with David Moon at WRAP.

8.2. MTAG confirmed that procurement was a priority area for MTP.

## **9. International Collaboration: EU Energy Efficiency Conference/ Marrakech Task Force & G8 Initiative**

9.1 Paul White (AEAT) conducted a brief presentation (G). In connection with slides 2 and 3, Martyn Webb (Defra/EBC) clarified that the Gleneagles Plan Of Action went wider than the UK, with all G8 governments being involved. Defra (Terence Illott) asked that the third question on slide 8 be redrafted to be more open to avoid a “Yes/No” answer.

***Action – AEAT (Paul White) to revise the third question on slide 8***

## **10. EEDAL Conference**

10.1 AEAT (Paul White) reported briefly on this conference (H). In discussion, the following points were made:-

10.1.1 Brenda Boardman expressed concern about the dissemination of papers from previous EEDAL conferences.

10.1.2 Andy Dawe wondered whether there was potential for a more holistic approach at this conference (including e.g. product life issues and the effect of the WEEE and ROHS Directives) rather than just energy efficiency in isolation. However, Brenda Boardman felt that primary focus should be energy efficiency.

Defra/EBC  
October 2005

## ACTION POINTS SUMMARY – 6<sup>TH</sup> OCTOBER MEETING

Paragraph	Action	Responsible
3.1	Produce Executive Summary for MTAG Members by late October	AEAT (Mike Landy)
4.1	Take on board MTAG's comments as presentational material is developed	AEAT (Jeremy Tait)
5.1.2	Flag up waste issues with Waste Strategy Division	Defra/EBC (Martyn Webb/Amy Glover)
5.1.2	Let AEAT (Mike Landy) know if they wish to participate in the current consultation exercise on prioritisation by 31 October (Energy) and 15 November (Water and Waste)	MTAG Members
5.1.3	Set up a meeting of current and potential future key MTP stakeholders in the New Year	Defra/EBC (Amy Glover)
5.1.5	Ensure that the 2006/07 Business Plan reflected a balance between environmental impacts, supporting business and supporting policy	AEAT (Mike Landy)
7.1.2	Liase with WRAP (Barbara Leach) on evaluation	AEAT (Jeremy Tait/Dan Forster)
7.2	Revise the Evaluation Framework to reflect MTAG's views	AEAT (Jeremy Tait/Dan Forster)
9.1	Revise the third question on slide 8	AEAT (Paul White)

## ACTION POINTS UPDATE – 5<sup>TH</sup> MAY MEETING

Paragraph	Action	Status
4.1.2	Place BSI report on Test Methods on MTP website	Done
4.1.3	Make available for comment by MTAG Members the methodology for selecting products for Technology Innovation Roadmaps	Done
5.1	Make policy milestones available to MTAG Members when finalised	Done via Annual Plan
6.1.1	Make MTP proposal on behaviour change available to MTAG when produced	AEAT to produce reserve list proposal by 17/11/05
6.1.2	Consider and propose how the balance across MTP's activities might evolve beyond 2005/06, for subsequent consideration by MTAG	Done - part of BREW proposal
7.1.2	Include business satisfaction in the programme evaluation methodology	See agenda item 7 of current meeting
7.1.4	Ensure the programme evaluation methodology reflects the work done under the expanded budget	See agenda item 7 of current meeting
7.2	Report to MTAG on progress in the programme evaluation project in due course	See agenda item 7 of current meeting
9.2	Consider if and how re-manufactured products might be included in the MTP approach	Discussions in hand within Defra (EBC)

## ATTENDANCE

Name	Organisation	Comments
Abbie Cottrell	Department of Trade & Industry	Representing Steve Andrews
Amy Glover	Department for Environment, Food & Rural Affairs	
Andy Dawe	Waste & Resources Action Programme	Representing Liz Goodwin
Arnold Pindar	British Standards Institution	
Bernie Walsh	Department for Environment, Food & Rural Affairs	
Bill Nixon (Chair)	AEA Technology plc	
Brenda Boardman	Environmental Change Institute	
Grant Gahagan	Department for Environment, Food & Rural Affairs	Representing Michelle Kennard
Ian Kerrigan	Department for Environment, Food & Rural Affairs	
Jeremy Tait	AEA Technology plc	
John H Chesshire	Chair of the Energy Efficiency Partnership for Homes	
Mark Griffiths	Department of Trade & Industry	Representing April Vesey
Martyn Webb	Department for Environment, Food & Rural Affairs	
Mike Landy	AEA Technology plc	
Owen Emery	Department for Environment, Food & Rural Affairs	
Paul Egerton	Department of Trade & Industry	
Paul White	AEA Technology plc	
Paula Owen	Department for Environment, Food & Rural Affairs	
Richard Bawden	Energy Saving Trust	
Samantha Armstrong	Environment Agency	
Susie Allsop	Department for Environment, Food & Rural Affairs	
Terence Illott	Department for Environment, Food & Rural Affairs	
Teresa Smallbone	Independent Consultant	
Tim Gettins	Department of Trade & Industry	

## APOLOGIES

Name	Organisation	Comments
Anton Van-Santen	Department for Environment, Food & Rural Affairs	
April Vesey	Department of Trade & Industry	Represented by Mark Griffiths
Barbara Morton	Department for Environment, Food & Rural Affairs	
Ben Shaw	Green Alliance	
Bernie Walsh	Department for Environment, Food & Rural Affairs	
Brian Samuel	Energy Saving Trust	
Chris Baker	Department for Environment, Food & Rural Affairs	
David Moon	Waste & Resources Action Programme	
Deborah Brown	Ernst & Young	
Iris Rooney	Department for Environment, Food & Rural Affairs	
Jackie Jones	Department for Environment, Food & Rural Affairs	
Joe Findlay	Department for Environment, Food & Rural Affairs	
Karin Cavill	Department for Environment, Food & Rural Affairs	
Liz Goodwin	Waste & Resources Action Programme	Represented by Andy Dawe
Mark Filley	Department for Environment, Food & Rural Affairs	
Peter Jiggins	Department for Environment, Food & Rural Affairs	
Steve Andrews	Department of Trade & Industry	Represented by Abbie Cottrell