

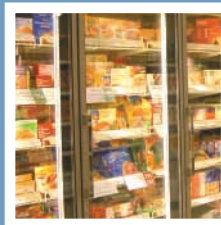
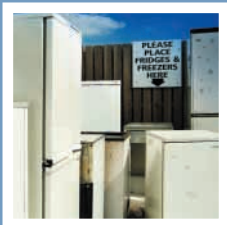
The Market Transformation Programme supports Government policy on sustainable products.



# What the Market Transformation Programme does

MTP works with policy makers, industry and other experts in the UK, EU and worldwide to improve the sustainability of goods and services. MTP focuses on the development of products that will have a lower impact on the environment throughout their life cycle by using less energy, water and material, and producing less waste.

This approach ensures that policy is underpinned by robust evidence and provides business with the opportunity to participate fully in policy development.



## How the Market Transformation Programme works

MTP collects data to quantify the current and future environmental impacts of products and identify the priority areas.

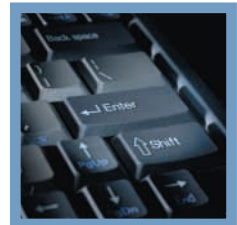
A plan of action for each product or policy area is then agreed with key organisations and individuals who need to be involved (eg people in Government who influence policy, manufacturers, retailers, researchers and consumer organisations).

Finally, MTP works with stakeholders to implement the plan.

## Information available through the MTP web site

### Case studies

MTP case studies illustrate the work carried out on certain products (eg external power supply units, domestic boilers, non-domestic lighting, commercial refrigeration and digital TV adapters).



## Product strategies

MTP produces and maintains Policy Briefs, which provide clear statements of the actions that need to be taken to improve the resource efficiency of a particular product. They inform Government decisions by demonstrating consensus on workable policy options and their impacts.

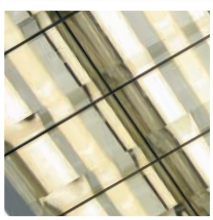
MTP also produces Briefing Notes, which are linked to Policy Briefs. They provide further explanation, definitions, assumptions and important background information.

## Product data

MTP has developed powerful information tools to collate and present product information:

- The on-line *What-If? Tool* allows users to examine and download data on current and likely future UK markets, and to develop and explore scenarios to reduce environmental impacts.
- The Performance Standards Information Base (PSIB) provides indicative eco-design performance benchmarks for current and future products together with a summary of the available reference test and measurement standards.

# influence



MTP influenced the development of lighting targets and a UK rebate programme that saved 1.3 TWh/year of electricity.

# improve

Within 5 years, the improvements in performance brought about by MTP's



involvement with just five products could save the same amount of energy as that used by at least 1.5 million homes.

# save

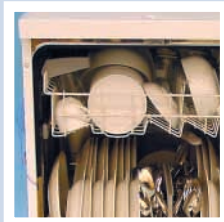
The influence MTP had on the eco-design of digital TV technology was a major factor in avoiding unnecessary energy consumption of 1 TWh/year in 2005.



[www.mtprog.com](http://www.mtprog.com)

## MARKET TRANSFORMATION PROGRAMME

Supporting UK Government policy on sustainable products



### Products covered

MTP covers domestic appliances, and some non-domestic products and systems that consume large amounts of energy and water at the point of use and are responsible for significant waste and hazardous materials arising at the end of their useful life (eg lighting, white goods, consumer electronics, office equipment, plasterboard, window systems (especially PVC), space heating and hot water, motor-driven systems and comfort cooling).

### Open consultation

MTP operates an open consultative review process to develop policy proposals with scrutiny and comment being key to the success of the programme. MTP strategies and all underpinning information and policy assumptions are published at [www.mtprog.com](http://www.mtprog.com).

By engaging with business and other key stakeholders at an early stage, MTP helps ensure effective policy and good outcomes for Government, business and consumers.

More information  
is available from:

[www.mtprog.com](http://www.mtprog.com)

[info@mtprog.com](mailto:info@mtprog.com)

Tel +44 (0)845 600 8951

MTP is managed on behalf of the Department for Environment, Food and Rural Affairs by a consortium of consultancies that includes:

AEA Technology Environment (an operating division of AEA Technology plc); the Building Research Establishment Sustainable Energy Centre; Intertek Research and Testing Centre.

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