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Sustainable Products & Materials team

Reporting on progress,

- Commitment last year (in Waste Strategy) - new Defra products and materials unit will publish report on progress in 2008
- Report will:
 - Take stock of the evidence
 - Set out a picture of where we should be aiming to get to
 - Take stock of the main set of tools for delivering change
 - Encourage business and other stakeholders to make change happen

Highlights in the report

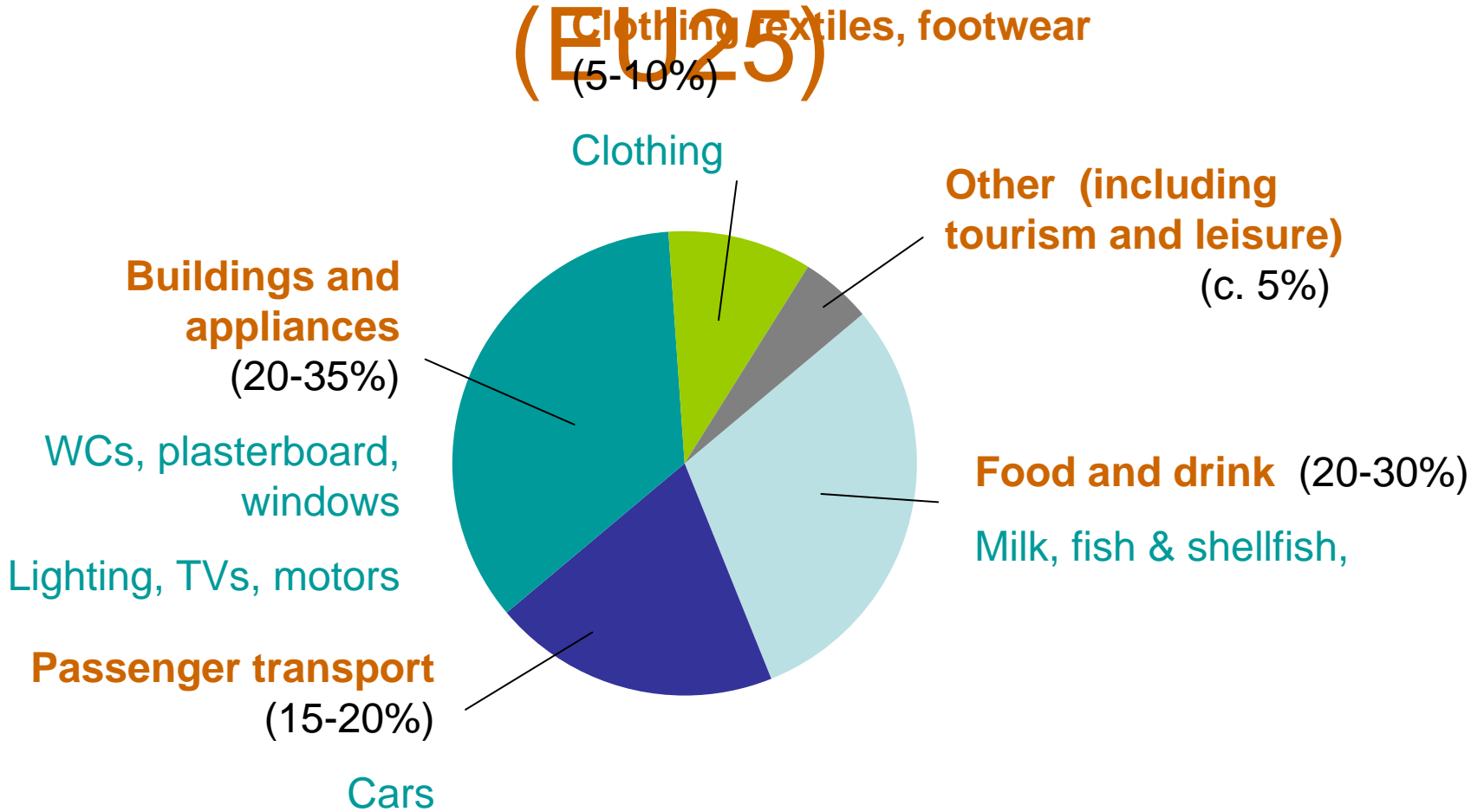
- Rationale for the growing policy emphasis on products and materials
- First attempt to describe a vision of the future
- Outline of how we propose to set priorities; develop evidence and methodologies; build up the key set of tools that business and government can use
- Kick off debate on who should take initiative and how

Product 'roadmap' areas

PRIORITY AREA	HIGHLIGHTED
Food	Milk
	Fish
Transport	Cars
Energy-using products	TVs
	Lighting
	Motors
Buildings	Window systems
	WCs
	Plasterboard
Clothing /	Clothing

Textiles

Environmental impacts of the priority product areas



Key features of 'roadmap' approach

- Establish a clear evidence picture of the product's impacts and expected 'trajectory'
- Stakeholders get engaged - to consider the potential for reducing impacts
- Identify the most effective set of actions for achieving the reduction
- Key players offer buy-in and commitment to these actions
- Government puts it side of the 'deal' in place

Range of 'interventions' that can change behaviour at key

life stages

