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M2M4/Doc. 2

Project Network Update

Discussion Paper

1. Purpose

This paper gives an overview of the status of the Methane to Markets Project Network (PN) and provides details on the number of organizations interested in each sector as of 15 October 2007. This paper also recommends possible ways to expand the PN and increase their involvement in the Partnership.

2. Background

Section 3.6 of the Terms of Reference (TOR) for the Methane to Markets Partnership states that “A Project Network is to be created for each Subcommittee to serve as a mechanism to “facilitate communication, project development and implementation, and private sector involvement” in the Partnership. Each PN is to be composed of individuals, groups, and organizations that have knowledge, experience, and interest in methane recovery and use. Active involvement by PN members, such as researchers, private-sector entities, financial institutions, and nongovernmental organizations, is vital to fostering development of methane capture and use projects, and ensuring the success of the Partnership.”

While becoming a PN member does not require any specific actions or commitment by the joining organization, it is expected that these organizations will be actively involved in developing activities for the Partnership. In order to facilitate their participation, PN members are notified of all Partnership activities and are encouraged to attend Subcommittee meetings, comment on and contribute to sector-specific Action Plans, engage in project development in coordination with Partner Countries, and generate ideas for projects and activities that will advance the goals of the Partnership.

3. Status

As of 15 October 2007, there are 636 organizations in the Project Network – many of whom are involved in more than one sector. Currently there are 280 members involved in the Agriculture sector, 306 members in the Coal Mine sector, 366 members in the Landfill sector, 331 members in the Oil & Gas sector, and 180 members who state they are interested in other areas of methane use and recovery.

4. Participation in Subcommittee Meetings

Although the Partnership has been successful in engaging 636 organizations to join the PN, attendance at Subcommittee meetings by these organizations continues to be somewhat limited (typically less than 30 percent). Specifically,

- 4 PN members attended the May 2007 Agriculture Subcommittee meeting in Buenos Aires, Argentina, comprising 27 percent of participants.

- 19 PN members attended the April 2007 Coal Subcommittee meeting in Geneva, Switzerland, representing 30 percent of the participants. It is important to note that an additional 22 participants hail from the private sector, research facilities, and/or financial institutions but are not PN members.
- 6 PN members attended the May 2007 Landfill Subcommittee meeting in Cologne, Germany, comprising 29 percent of participants. Four individuals representing the private sector, research facilities, and/or financial institutions attended but are not PN members.
- 2 PN members attended the April 2006 Oil and Gas Subcommittee meeting in Aberdeen, Scotland, accounting for 13 percent of participants. An equal number of persons representing the private sector, research facilities, and/or financial institutions participated but are not PN members.

5. Potential Next Steps

In the past few years, the Steering Committee has charged the Subcommittees and the ASG to increase recruitment and PN participation in a variety of ways including outreach at key meetings and conferences, encouraging Subcommittees to schedule their meetings in conjunction with workshops/conferences, and encouraging partners to recruit PN members from their own countries. To date, these efforts have been relatively successful and the Steering Committee may wish to consider continuing these activities. In addition, there is still opportunity to enhance engagement of the PN to further advance the goals of the partnership. The following are potential actions the Steering Committee may wish to consider to ensure both the continued growth of the PN and their contributions to the Partnership.

- The ASG and Partner countries over the past have participated in meetings in order to do outreach to potential PN members. Last year the ASG sponsored several successful outreach efforts including an M2M booth and participation in a side event at the U.N. Commission for Sustainable Development Meeting in New York, booth at the Carbon Expo, and at the International Solid Waste Association meeting in Amsterdam. Should the ASG and Partner countries continue to identify meetings where outreach to recruit new PN members can occur.
- Last year, Partners agreed to recruit members of the PN in their own countries in order to expand the PN membership. Should Partners continue this effort? Methods for recruitment could include: presenting on the Partnership at domestic and regional meetings; translating and using the outreach and communication materials developed by the ASG to recruit members; and developing a targeted country event to engage potential PN members.
- Subcommittees should plan meetings in conjunction with M2M Workshops or other events that will attract PN members.
- In cases where it is not possible for PN members to attend and participate directly in subcommittee meetings, the ASG requested input from PN members via email and teleconferences. Should the ASG should work with the co-chairs to implement mechanisms to receive PN input on key agenda items.
- Subcommittees can encourage additional PN participation at their meetings by providing incentives for attendance such as speaking opportunities for key PN organizations as appropriate.

Potential New Efforts to Enhance PN Involvement

Despite these successes, providing additional incentives for PN members to join and actively participate could further advance the goals of the Partnership. Over the course of the last year, the ASG has received feedback from existing PN members suggesting that one such incentive would be broader and more

formal M2M recognition for PN members. This recognition could be for both PN members who have demonstrated significant commitment to the work of Partnership as well as to those that have realized specific project implementation success.

To this end, the Steering Committee may wish to consider developing a mechanism(s) to provide such an incentive to PN members. Possible options include:

- The Partnership formally recognizes one PN member per sector per year as the “M2M PN Member of the Year”. Criteria for such recognition could be developed by the Subcommittees in conjunction with the ASG and would encourage PN members to participate at a higher level and communicate their accomplishments more broadly.
- Subcommittees could also formally recognize one M2M project per year in each sector.

6. Issues for Consideration and Decision

- PN Recruitment -- Charge to Partners and ASG: Does the Steering Committee wish to ask each Partner and the ASG to continue to engage in outreach efforts to recruit PN members?
- PN Recruitment and Participation -- Charge to Subcommittees:
 - Does the Steering Committee wish to task the Subcommittees with continuing their existing outreach efforts to recruit new PN members and encourage stronger PN participation?
 - Does the Steering Committee wish to charge the Subcommittees (in coordination with the ASG) to implement a process to recognize PN members that have been particularly active in the Partnership?
 - Does the Steering Committee wish to charge the Subcommittees (in coordination with the ASG) to implement a process to recognize PN members for specific project development achievements?