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## **Outreach & Communications Progress and Recommendations**

### **Discussion Paper**

#### **1. Purpose**

This paper provides an overview of the progress made in achieving the outreach and communication goals set forth by the Steering Committee during the 2007 Beijing meeting. This paper also provides suggested next steps for the Steering Committee's consideration for Year 5 of the Partnership.

#### **2. Background**

Following the first Ministerial Meeting in 2004, an Outreach and Communications Taskforce was created to develop a strategy for facilitating communication among the Partners and the Project Network (PN) members, recruiting new PN members and encouraging their active participation, and providing general background information to the public and policy makers.

By mid-2005, the Taskforce had developed the Partnership's Outreach Strategy and begun executing various elements. The main elements of this outreach strategy are the Methane to Markets Web site and background and outreach materials, including the quarterly newsletter *Methane International*. At both the 2006 and 2007 Steering Committee meetings, it was agreed that the ASG should continue to implement the key items in this outreach strategy. Specifically, in 2007, the Steering Committee agreed to the following outreach and communications goals:

Continue outreach and communications efforts currently under way.

- Methane to Markets Web site
- *Methane International* newsletter

Increase press coverage of Methane to Markets-related activities.

Encourage Partner countries to consider developing materials in their native language to increase dissemination of information to non-English speaking audiences.

- ASG can work with countries to provide links to Web sites

Continue to have Methane to Markets presence at major conferences (e.g. CSD, UNFCCC).

This paper provides a report on the ASG's efforts to update and/or expand each of these products and activities, along with recommendations for next steps in each area. This paper also provides an overview of Methane to Markets project tracking efforts.

#### **3. Methane to Markets Web Site**

The ASG launched the Methane to Markets Web site in October 2005. The overall goal and purpose of the Web site is to provide a centralized location for all Methane to Markets information and activities. Since 2006, the ASG has been monitoring and conducting analysis on the Methane to Markets Web site to help quantify the number of users accessing the site. In comparison with the previous year, the average

number of page views per day has increased by 14 percent, while the average number of distinct visitors per quarter has increased by nearly 75 percent (see Table 1).

**Table 1. Web Usage**

<b>Statistic</b>	<b>2007</b>	<b>2008</b>
Average Page Views per Day <sup>1</sup>	1,860	2,122
Average Number of Distinct Visitors per Quarter <sup>2</sup>	39,659	69,131

Using tracking information from the first three quarters of 2008 (i.e., 1 January – 30 September), the ASG has identified the top 10 countries—all of which are Partners—with the greatest number of users that visited the Methane to Markets Web site during that time (see Table 2).

**Table 2. Most Active Countries (January – September 2008)**

<b>Rank</b>	<b>Partner</b>
<b>1</b>	United States
<b>2</b>	United Kingdom
<b>3</b>	India
<b>4</b>	China
<b>5</b>	Canada
<b>6</b>	Mexico
<b>7</b>	Australia
<b>8</b>	Italy
<b>9</b>	Germany
<b>10</b>	Brazil

Suggested Next Steps:

Since its launch in 2005, the Web site has proved to be an invaluable resource for background on the Partnership, the targeted sectors and related Subcommittees activities, as well as announcing upcoming events. However, the ASG recognizes it has been four years since the Web site’s initial development. As a result, some of the structure and organization is outdated. Therefore, the ASG recommends redesigning the Web site to better reflect the growth of the Partnership—to make it easier to access country profiles, ongoing project descriptions, and native language materials, and to generally make its design more current.

As part of the redesign, Partners and PN members should be encouraged to work directly with the ASG by suggesting possible input or ideas for improvements during the redesign and/or providing other content and tools for users.

Partners and PN members also should be encouraged to utilize the new Web site to its full potential (e.g., add news items, post agendas for upcoming meetings, provide white papers for review). Specific items that might be useful in order to accomplish this include:

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<sup>1</sup> Number of page views divided by the total number of days in the log.

<sup>2</sup> Individuals who visited the site during reporting period. If someone visits more than once, they are counted only the first time they visit.

- Publicize availability of “News” section as area where countries can post highlights of recent projects and/or collaborative developments to capture and use methane.
- Provide the ASG with information on potential sources of project funding and open Requests for Proposals (RFPs).
- Provide links to relevant reports, reference documents, Web sites, or other tools. These items should be included even if they are not in English (see below) so that the Web site becomes a useful portal for all Partner Countries.

Based on the most active countries, English-speaking users are the most frequent. To help increase usage among non-English-speaking users, the ASG could work with other countries to help them develop Partner country language portals for the Methane to Markets Web site. As the ASG and Partner countries translate Partnership documents into other languages, these documents can be uploaded to the Methane to Markets Web site. There should also be a concerted effort to have Partners and PN members provide a link to the Methane to Markets Web site from their own Web sites.

- The ASG would be glad to post translations of key documents prepared by Partners (e.g., Italian versions of the original fact sheets, Thai landfill fact sheet) as well as inviting them to provide copies of documents that they have translated for their own purposes (e.g., Spanish translations of workshop presentations).

In general, the ASG will work closely with Partners and PN members to incorporate suggestions and/or improvements for the Web site redesign and ensure the new Web site has the most up-to-date information on upcoming events, useful tools, and links to other relevant information.

#### **4. Outreach Materials and Events**

##### ***Materials***

To help promote the Partnership and provide background information on its activities, Methane to Markets has developed and distributed the following key outreach materials:

Methane to Markets general outreach brochure: Provides an overview of the Partnership, the benefits of methane recovery and use, and how the sectors are meeting the challenge to utilize this clean energy source.

Sector-specific fact sheets: One each for Agriculture, Coal Mines, Landfills, and Oil and Gas, which describe the sector and associated methane emissions/mitigation opportunities.

Global Methane Emissions and Mitigation Opportunities fact sheet: Explains the significance of methane in the climate change realm, but also provides additional information on mitigation opportunities and overall methane emissions by sector.

PN brochure, fact sheet, and frequently asked questions: Designed for use at various conferences (e.g., Carbon Expo) to help better explain why a PN member might want to join Methane to Markets.

All of these materials (except the general outreach brochure) have already been translated into Chinese, Russian, and Spanish and can be found online at:

<http://methanetomarkets.org/resources/general/factsheets.htm>.

## ***Events***

In an effort to reach out to potential Partners and PN members, the ASG routinely participates in and/or exhibits at international climate- or renewable energy-related meetings and conferences to promote the Partnership. Over the past year, Methane to Markets had a presence at the following venues:

Washington International Renewable Energy Conference (WIREC), which included a Methane to Markets side event: Washington, DC (3-7 March 2008).  
Carbon Market Insights: Copenhagen, Denmark (11-13 March 2008)  
Carbon Expo: Cologne, Germany (7-9 May 2008)  
Carbon Markets USA: Washington, DC (16-17 September 2008)  
United Nations Climate Change Conference which also included a Methane to Markets side event hosted by the Government of Poland: Poznan, Poland (1-12 December 2008).

Prior to each Steering Committee meeting, the ASG also updates and reproduces the display listing country membership to reflect new Partners.

### Suggested Next Steps:

The Steering Committee should continue to encourage Subcommittee and PN members to promote the Partnership by disseminating informational materials (e.g., brochures, fact sheets) and/or displaying the Methane to Markets signs when attending meetings and conferences. The materials are available online and in some cases, hard copies may be ordered by contacting the ASG at (202) 343-9683 or <asg@methanetomarkets.org>.

The Steering Committee should also continue encouraging Partners to give presentations on the Partnership at relevant conferences, meetings, and events related to broader climate and sustainable development issues (e.g., WIREC side event). Partners could utilize the general Methane to Markets presentation available on the Web site as the basis for their presentation. This broad exposure would increase the general understanding about the Partnership and its goals, and help to recruit key PN members.

## **5. Newsletter**

Since the fourth Steering Committee meeting, the ASG has completed and released four issues of the *Methane International* newsletter. The newsletter review procedures utilizing Administrative Liaisons from Partner countries has been working well and the ASG will continue this process. The newsletter will also be an important outreach and publicity component for the 2010 Expo.

Eighth Edition (October 2007)  
Special Expo Recap Edition (November 2007)  
Tenth Edition (April 2008)  
Eleventh Edition (September 2008)

These newsletters and future newsletters are available on the Methane to Markets Web site at <http://methanetomarkets.org/resources/news/index.htm>.

### Suggested Next Steps:

The Steering Committee may wish to encourage Partner countries and Subcommittees to utilize the newsletter to highlight projects, conferences, or other success stories. The newsletter is also

## **6. Press/Media Exposure**

Over the past year, several press releases about new Partners have been posted on “News” section of the Methane to Markets Web site. The Expo itself captured substantial international attention in more than ten media outlets and several of these articles were reprinted in over 40 additional papers and/or journals. Partners are encouraged to continue to provide the ASG with information or updates about any media exposure for inclusion on the Web site. As in the past, press releases will be a critical outreach mechanism for promoting—as well as recapping results from—the Expo.

### Suggested Next Steps:

The Steering Committee may wish to encourage Partner countries and Subcommittees to secure greater media exposure by working with additional business, trade, environmental, and general press to write articles and op-ed pieces about Partnership activities. Also, arranging for television and/or radio interviews with appropriate media outlets in each Partner country to discuss the Partnership would be beneficial.

Particularly as it relates to the second Partnership Expo in 2010, members should consider ways to promote this venue in various media outlets (e.g., securing ad placement, utilizing list serves).

## **7. Methane to Markets Project Tracking System**

In 2005, the Steering Committee charged the ASG with developing an online project tracking system to serve as the central location for all Methane to Markets projects. The database is intended to connect a variety of stakeholders and to help promote the development of new projects. The tracking system, located at [www.methanetomarkets.org/projects](http://www.methanetomarkets.org/projects), allows users to submit information and data on ongoing or proposed methane capture and use projects. For each project submitted, the database contains information such as a project description, anticipated benefits and outcomes, estimated annual GHG emission reductions, and primary contacts. Partners and Project Network members seeking technical support, financial support, or consultation have been invited to add project ideas and activities to this database. Additionally, the ASG has input multiple projects and activities from all sectors (e.g., Methane to Markets grants) as well as information on all the projects featured at the Partnership Expo. To date, more than 160 ongoing projects and project ideas have been entered into the system.

Partners and Project Network members are encouraged to view the online project tracking system and input their own projects so the Partnership can more easily report on activities to the Steering Committee. Partners and Project Network members are also encouraged to use the system so project information can be more readily accessed for highlights in the planned Partnership-wide Accomplishments Report and future newsletters; thereby, garnering more exposure for these projects. Following the 2010 Expo, featured projects will again be entered into the system to help track future progress and report results.

### Suggested Next Steps:

The Steering Committee should encourage the Subcommittees, Partners and PN members to review, update, and/or add project information to the online tracking system to ensure the most accurate and up-to-date activities and results.

## 8. Items for Consideration

Web site: Does the Steering Committee wish to have the ASG work with the Subcommittees to redesign and enhance the Web site as described above?

Materials/Events: Does the Steering Committee wish to charge Partners and Subcommittee with distributing Methane to Markets outreach materials and/or making presentations at energy- or industry-related conferences (e.g., side events)?

Newsletter: Does the Steering Committee wish to encourage Partners and Subcommittees to utilize the newsletter to highlight projects, conferences, or other success stories—particularly as it relates to PN recognition (see “Project Network Update” Discussion Paper)?

Publicity: Does the Steering Committee wish to charge Partners and Subcommittees with undertaking outreach activities and providing links to press releases or other new items to the ASG for inclusion on the Methane to Markets Web site? In advance of the second Partnership Expo, does the Steering Committee wish to charge Partners and PN members with promoting the event?

Project Tracking System: Does the Steering Committee wish to encourage the Subcommittees, Partners and PN members to utilize the project tracking system to facilitate greater information sharing on projects and activities to ensure the Partnership-wide Accomplishments Report (anticipated in late 2009/early 2010) highlights the most relevant and up-to-date project information?