



Methane to Markets

Overview of Discussion Papers

28 January 2009

Discussion Paper Topics

- Project Network Status and Future Engagement
- Outreach and Communication Efforts
- Partnership-wide Accomplishments Report
- Next Partnership Expo
- Potential Agriculture Sector Expansion
- Potential Ministerial Meeting and Future Direction of Partnership

Project Network Status and Future Engagement

This White Paper provides an overview of the status of the Methane to Markets Project Network. The paper also provides an update on discussions regarding recommendations on possible ways to boost PN recruitment and increase participation.

- More than 800 PN members as of December 2008, up from 110 in May 2005.
- Private sector companies represent 70% of PN organizations.
- Relatively equal distribution (~ approx 20%) across all sectors.
- On average, PN participation ranges from 15 to 25% of total attendees in Subcommittee meetings.
- Partnership Expo and Subcommittee meetings held in conjunction with other meetings garnered 40% PN participation.

Project Network Status and Future Engagement (con't)

- Current recruitment strategies have been successful:
 - Conducting targeted outreach at key meetings and conferences (e.g., Carbon Expo, ISWA).
 - Scheduling Subcommittee meetings in conjunction with broader industry- or climate-related conferences.
 - Encouraging Partners to recruit more PN members from their countries.
 - Developing outreach materials targeting PN members (e.g., brochure).

Project Network Status and Future Engagement (con't)

- Options for Providing Future PN Recognition:
 - Develop PN member or project features for Web site or newsletter.
 - Incorporate stronger project focus in Web site redesign.
 - Enhance PN listing to include more robust service/technology provider directory.

- Option for Increasing Future PN Participation:
 - Work with Subcommittees to receive PN input on agenda items.
 - Request PN input via e-mail and teleconferences.
 - Provide PN organizations with speaking opportunities.
 - Organize regional meetings.

Project Network (Recruitment) – Items for Decision

- PN Recruitment: Does the Steering Committee wish to ask Partners and the ASG to continue outreach efforts to recruit PN members? Does the Steering Committee also wish to charge Partners with identifying contacts within non-PN organizations for recruitment?
- PN Recruitment: Does the Steering Committee wish to task the Subcommittees with continuing their existing outreach efforts to recruit new PN members?

Project Network (Participation) – Items for Decision (con't)

- PN Participation: Does the Steering Committee wish to task the Subcommittees with encouraging stronger PN participation (e.g., agenda input, teleconferencing, speaking opportunities)?
 - Hold Subcommittee Meetings in Conjunction with Other Conferences: Does the Steering Committee wish to continue encouraging Subcommittees to schedule their meetings in conjunction with other sector-related or climate change conferences (e.g., ISWA, Carbon Expo)?
 - Coordinate Regional or Sector-Specific Roundtables: Does the Steering Committee wish to charge the Subcommittees with exploring the possibility of coordinating at least one regional or sector-specific meeting per year?

Project Network (Recognition) – Items for Decision (con't)

- PN Recognition: Does the Steering Committee wish to place greater emphasis on promoting PN success stories and/or activities in existing outreach venues (e.g., newsletter, Web site, Expo) and continue to explore additional options to recognize Project Network accomplishments?

Outreach and Communications

This White Paper provides an update on follow-up to the Beijing meeting and our recommendations for how to continue to improve outreach and communications.

- **Web site**
 - Since its launch in 2005, has proved to be an invaluable source of information.
 - Recommend redesigning the Web site to better reflect the Partnership's growth over the last 4 years.
 - Encourage Partners to translate and provide documents in native languages.

- **Outreach Materials and Events**
 - Key outreach materials (e.g., brochures, fact sheets) available online in Chinese, English, Russian, and Spanish.
 - Routinely participates in international meetings or conferences (e.g., WIREC, Carbon Expo, COP).

Outreach and Communications (con't)

- **Newsletter**
 - Prepared 4 issues over past year.
 - Will serve as important outreach component for next Expo.

- **Press/Media Exposure**
 - Expo captured substantial international attention in more than 10 media outlets, with articles reprinted in over 40 additional papers/journals.
 - Also critical outreach mechanism for next Expo.

- **Project Tracking System**
 - Includes project description, anticipated benefits/outcomes, and estimated annual GHG emissions reductions.
 - More than 160 ongoing projects and project ideas entered to date.

Outreach and Communications – Items for Decision

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

Outreach and Communications – Items for Decision (con't)

- 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?

Accomplishments Report

This White Paper provides an overview of a proposed Partnership-wide Accomplishments Report. This Accomplishments Report will serve as an overview of the Methane to Markets history, international participation, and activities and achievements since the program's inception. This paper also provides a proposed development schedule (to publish by 12/2009) for the Steering Committee to review.

- ASG has led development of the report, including initial compilation of data and information.
- Templates will be distributed to Subcommittees to solicit additional information:
 - Project and activity description
 - Potential or actual methane reductions
 - Financial support (e.g., budget, leveraged funds)
 - Outcomes and results, including other environmental co-benefits
 - Photos or other associated graphics

Accomplishments Report (con't)

- Proposed development schedule:
 - Draft text ~ June 2009.
 - Graphic layout ~ September 2009.
 - Final report ~ December 2009.

Accomplishments Report – Items for Decision

- Primary Reviewers: Does the Steering Committee wish to charge the Subcommittees with providing information (as previously listed) to the ASG and serving as primary reviewers in lieu of a Report Task Force?
- Development Schedule Approval: Does the Steering Committee concur with the proposed development schedule?

Stage of Development*	Response Timeframe/ Anticipated Deadline
The ASG will provide Subcommittee delegates and Project Network members with project and activity templates to populate with Partner activities.	Mid-February 2009
Subcommittee delegates and Project Network members will provide the ASG with project and activity information.	60 days from receipt of templates (~ mid-April 2009)
The ASG will provide the Steering Committee with design concepts for the report cover as well as interior page layouts for its consideration and comment.	April 2009
Steering Committee will provide comments on the cover and page designs.	45 days from receipt of design concepts and interior page layouts (~ mid-May 2009)
The ASG will incorporate the information provided by the Subcommittees and Project Network and produce a full text draft of the report, complete with charts and descriptions of figures. If necessary, the ASG will send inquiries for more or clarifying information to the Subcommittees, Project Network members, or project contacts.	30 – 45 days from receipt of project and activity information (no later than late May or early June 2009)
Subcommittees will review text version of the report and provide comments to the ASG. Project Network members who submitted information to the ASG will also review relevant sections of the report and provide comments.	45 days from receipt of full text version (~ early to mid-July 2009)
The ASG will incorporate comments and produce a graphic layout version of the report.	30 – 45 days from receipt of comments on full text version (no later than late August or early September 2009)
Steering Committee and Subcommittees will review the graphics version of the Report, and provide comments to the ASG.	45 days from receipt of graphics version (~ early to mid-October 2009)
The ASG will incorporate comments from Partners and Subcommittees and prepare final report.	30 to 45 days from receipt of comments (October 2009)
ASG will circulate final version of the report to Steering Committee for final approval. Only minor typos and corrections will be accepted during this review.	14 days from receipt of final version (late October 2009)
ASG will incorporate any corrections, prepare electronic files, and deliver them to printer.	November 2009
Final printed copies delivered to ASG.	December 2009

Next Partnership Expo

This White Paper provides the status of planning for the second Methane to Markets Partnership Expo, tentatively scheduled for early 2010. This paper provides a summary of the success of the 2007 Beijing Expo, an update on the progress of Task Force's planning efforts for the 2010 expo, and discusses key resource and other planning issues that are critical to ensure the success of the next Expo.

- **First Partnership Expo – held in Beijing, China in 2007 – deemed great success!**
 - More than 750 attendees from over 40 countries.
 - 91 project opportunities from 11 countries.
 - Follow-up survey revealed another similar event would be well-received.
- **Based on response, the Expo Task Force recommended to the Steering Committee that a second Expo be held, which was approved in early 2008.**

Next Partnership Expo

- Early marketing will be critical to promoting the second Expo.
- Sponsorship by the Project Network and/or in-kind services from Partner countries will be integral to the Expo's execution.
- The Subcommittees could be called upon to develop sector-specific sessions.
- India was identified as a good potential site by survey respondents and the Task Force.

Next Partnership Expo – Items for Decision

- Location and Date: Does the Steering Committee agree that New Delhi, India is a good site for the next Expo in early 2010?
- Marketing: Does the Steering Committee wish to encourage Partner Country representatives to distribute brochures and make presentations to interested parties (e.g., government colleagues) and ? at conferences? Does the SC wish to task the ASG with using successes from the Beijing Expo to help market the next Expo?

Next Partnership Expo – Items for Decision (con't)

- Commitment and Participation: Does the Steering Committee wish to ask Country Partners to request that appropriate ministries within their country help sponsor the next Expo by offering in-kind services or sponsorship funds?
- Role of Subcommittees/Projects: Does the Steering Committee wish to charge the Subcommittees with providing assistance in developing the sector-specific policy and technical sessions? Does the Steering Committee also wish to charge the Subcommittees with identifying new projects to feature at the next Expo and with obtaining updates on the projects presented at the 2007 Expo?

Agriculture Sector Expansion

See Ag Presentation

Ministerial Meeting/Future Direction of Partnership

The White Paper was designed to stimulate discussion on the future of the Partnership. It identifies some of the issues that might be considered as Partners reevaluate the original Methane to Markets Terms of Reference and outlines some of the possible options for advancing the discussion of the Partnership's future.

- **The original Terms or Reference (TOR) is up for renewal in late 2009.**
- **Over the last 4 years, the Partnership has made significant strides:**
 - Grown to include 28 Partners that represent more than 60% of the world's estimated anthropogenic methane emissions.
 - Subcommittees have developed comprehensive Action Plans for each target sector, along with country-specific strategies to better identify major barriers in each Partner country.
- **But there is still enormous potential for enhanced action!**

Ministerial Meeting/Future Direction of Partnership (con't)

- Potential areas for consideration include:
 - Adding new target methane emission sources (e.g., waste water).
 - Expanding to methane sources offering benefits beyond clean energy (e.g., enteric, rice).
 - Incorporating new and increased commitments from Partner governments.
 - Enhanced monitoring and reporting.
 - Interaction with other international efforts.

- Suggest developing a white paper on these issues (and any others) for the Steering Committee's review and comment.

Ministerial Meeting/Future Direction of Partnership (con't)

- Consider scheduling a future meeting(s) and/or developing a process to further explore any possible changes to the original TOR.

- To mark the adoption of a renewed TOR, a Ministerial-level meeting would likely need to be held in late 2009 or early 2010. Options include:
 - In conjunction with another Ministerial-level event (COP).
 - As a stand-alone meeting.
 - In conjunction with the Expo.

Ministerial/Future Direction – Items for Decision

- Future Role: How do Partner countries view the potential future of the Methane to Markets Partnership within the international climate change environment? In addition to the issues raised above, what are some other ideas for consideration?
- Terms of Reference: Should the ASG develop a detailed white paper exploring some of the major issues regarding the Partnership's future for the Steering Committee's consideration? Would the Steering Committee like to establish a process or schedule a future meeting later this year to discuss the evolution of the Partnership and any potential changes to the TOR?
- Ministerial-Level Meetings: Does the Steering Committee wish to initiate planning for a second Methane to Markets Ministerial meeting and if so, what would be the preferred option?