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Outreach & Communications Efforts and Progress 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 2009 Monterrey meeting. This paper also provides an overview of the progress and activities regarding the forthcoming Partnership Accomplishments Report and the 2nd Partnership Expo, planned for March 2010 in India.

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 subsequent Steering Committee meetings, it was agreed that the ASG should continue to implement the key items in this outreach strategy. Specifically, in 2009, the Steering Committee agreed to the following outreach and communications goals:

- Work with the ASG to redesign and enhance the Web site.
 - Consider developing materials in native language(s)
 - Add links to the Methane to Markets Web site from Partner Web sites
- Distribute outreach materials and/or make presentations at key conferences (e.g., COP side events).
- Utilize *Methane International* to highlight projects, conferences, or other success stories.
- Secure greater press and media exposure, and provide links to press releases or other new items to the ASG for inclusion on the Methane to Markets Web site.
- Review, update, and/or add information to the online project tracking system to facilitate greater information sharing on projects and activities.
- Develop a Partnership Accomplishments Report and provide communications support for a second Partnership Expo in 2010.

This paper provides a report on the ASG's efforts to update and/or expand each of these products and activities, along with Methane to Markets project tracking efforts and overall PN status. This paper also provides an overview and time line for the remaining tasks for both the Partnership Accomplishments Report and the 2010 Expo.

3. Methane to Markets Web Site

Web Site Redesign

Since its launch in 2005, the Web site has proved to be an invaluable tool to Methane to Markets Partners and PN members as the repository for all Partnership tools and resources, as well as the vehicle for announcing upcoming Methane to Markets events and Partnership news highlights. However, over the years since its launch, the Partnership has evolved beyond the format and organization of the original Web site. Therefore, at the January 2009 Steering Committee meeting in Mexico, the ASG recommended and the Steering Committee agreed to redesign the Methane to Markets Web site in order to better serve all the resource needs of the Partnership and improve access information.

The redesign, which is targeted for launch on September 18, 2009, puts much more emphasis on providing streamlined access to tools and information from both country- and sector-specific perspectives. With so many activities taking place in all the Methane to Markets countries across all the sectors, the Web site should enable individuals to easily find the information and resources that are most relevant to them, in their native language when possible. In order to achieve these objectives, the ASG has made the following noteworthy changes:

- Improved Native Language Features:
 - A “translate this page” function to translate the page content into more than forty languages.
 - A direct link to existing materials available in Chinese, Italian, Russian, and Spanish
 - An introduction paragraph on each Partner page in the country’s native language.
- Improved Access to Partner Information:
 - An interactive map displaying Partner countries and providing quick access to Partner country detail pages.
 - A highlights area where the country can bring attention to specific activities, actions, etc.
 - Quick access to country-specific information (e.g., partner organizations, success stories, projects, and resources).
- Enhanced Focus on Success Stories, Events and Current News:
 - Partnership activities specific to a country, organization, and project are highlighted. These would rotate periodically.
 - An event calendar providing at-a-glance access to events.
 - A function that allows other sites to add Methane to Markets “What’s New” content
 - A “Methane in the News” area that provides recent links to global methane news.
- Improved Sector Navigation and Sector Specific Information:
 - Recent or timely information is highlighted by sector
 - Quick access to sector specific information (e.g., committee members, fact sheets, tools, country action plans, partner organizations, success stories, projects, and resources).
 - At-a-glance access to this year’s sector subcommittee events.

Suggested Next Steps:

- As part of the redesign, Partners and PN members are encouraged to work directly with the ASG by providing other content and tools for users. The country pages were designed with the ultimate goal of being portals for information, tools, and resources about methane capture and use in that

- Partners and PN members are also 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:
 - 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.

Web Site Usage

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 27 percent, while the average number of distinct visitors per quarter has increased by nine percent (see Table 1).

Table 1. Web Usage

Statistic	2008	2009	% increase
Average Page Views per Day ¹	2,082	2,643	27 %
Average Number of Distinct Visitors per Quarter ²	63,341	68,902	9 %

Using tracking information, the ASG has also identified the top 10 countries—all of which are Partners—with the greatest number of users that visited the Methane to Markets Web site (see Table 2).

Table 2. Most Active Users by Country³

2008	Rank	2009
United States	1	United States
United Kingdom	2	United Kingdom
India	3	India
China	4	Mexico
Canada	5	Canada
Mexico	6	China
Australia	7	Australia
Italy	8	Italy
Germany	9	Germany
Brazil	10	Japan

¹ Number of page views divided by the total number of days in the log.

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

³ Based on Partner Country activity from 1 January 2008 to 30 September 2008 and from 1 January 2009 to 30 June 2009, respectfully.

Suggested Next Steps:

- Based on the tracking information, English-speaking users are the largest user group of the Web site. To help increase usage among non-English-speaking users, the ASG could work with other countries to help 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 will 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 is eager to post translations of key documents prepared by Partners (e.g., Italian versions of the original fact sheets, Thai landfill fact sheet) and encourages Partners 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 ensure the new Web site has the most up-to-date information on upcoming events, useful tools, and links to other relevant information.

4. 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. During 2009, Methane to Markets had a presence at the following venues:

- Carbon Market Insights 2009: Copenhagen, Denmark (17-19 Mar 2009)
- Carbon TradeEx America: Washington, DC, USA (7-8 April 2009)
- United Nations Commission on Sustainable Development (CSD) Policy Session: New York, NY, USA (4-15 May 2009), which included a Methane to Markets side event on 11 May 2009
- Carbon Expo: Barcelona, Spain (27-29 May 2009)
- Federation of Indian Chambers of Commerce and Industry (FICCI) Environmental Conclave: New Delhi, India (15-16 July 2009)
- FICCI Carbon Market Conclave: New Delhi, India (2-3 September 2009)

At the direction of the Steering Committee, in February 2009, the ASG applied for status as an Observer organization to the United Nations Framework Convention on Climate Change (UNFCCC) in order to participate in UNFCCC meetings and side events. The UNFCCC Secretariat declined to approve the application in April 2009, citing the absence of juridical personality (e.g., non-profit status). The ASG has appealed the decision, requesting that the application be forwarded directly to the Conference of the Parties (COP) for approval. Until this issue is resolved (likely at COP-16 in December 2010), the ASG cannot directly participate in side events or exhibit at UNFCCC meetings without country sponsorship. This greatly reduces the ability of the ASG to raise awareness about the Methane to Markets Partnership amongst international climate policy makers.

Suggested Next Steps:

- Subcommittee and PN members are encouraged 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>.

- Partners are encouraged to give presentations on the Partnership at relevant conferences, meetings, and events related to broader climate and sustainable development issues (e.g., CSD 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.
- Partners are encouraged to sponsor side events about the Partnership, display Methane to Markets' literature at their country booths, and assist the ASG in raising awareness of the Partnership at UNFCCC events. We encourage Partners to consider Methane to Markets as something they would include in their events tied to the UNFCCC process.

5. Newsletter

Since the 5th Steering Committee meeting, the ASG has completed and released three issues of the *Methane International* newsletter, with an additional year-end issue planned.

- Issue #12 (February 2009)
- Issue #13 (June 2009)
- Issue #14 (August 2009)
- Issue #16 (anticipated December 2009)

The newsletter will also be an important outreach and publicity component for the 2010 Expo and two Expo-related issues are planned.

- Issue #15: Special Expo Edition (anticipated October 2009)
- Issue #17: Pre-Expo Edition (anticipated February 2010)

These newsletters and future issues are available on the Methane to Markets Web site under a new tab titled "News and Events".

Suggested Next Steps:

- Partner countries and Subcommittees are encouraged to utilize the newsletter to highlight projects, conferences, or other success stories. The newsletter is also an ideal outreach mechanism for featuring the PN. The ASG will also continue to actively solicit input for story ideas for future issues.

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. 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:

- Partner countries and Subcommittees are encouraged 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, allows users to submit information and data on ongoing or proposed methane capture and use projects. For each, the database contains information such as a project description, anticipated benefits and outcomes, estimated annual GHG emission reductions, and primary contacts. Partners and PN 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 170 ongoing projects and project ideas have been entered into the system.

Partners and PN 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 PN members are also encouraged to use the system so project information can be more readily accessed for highlights in 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.

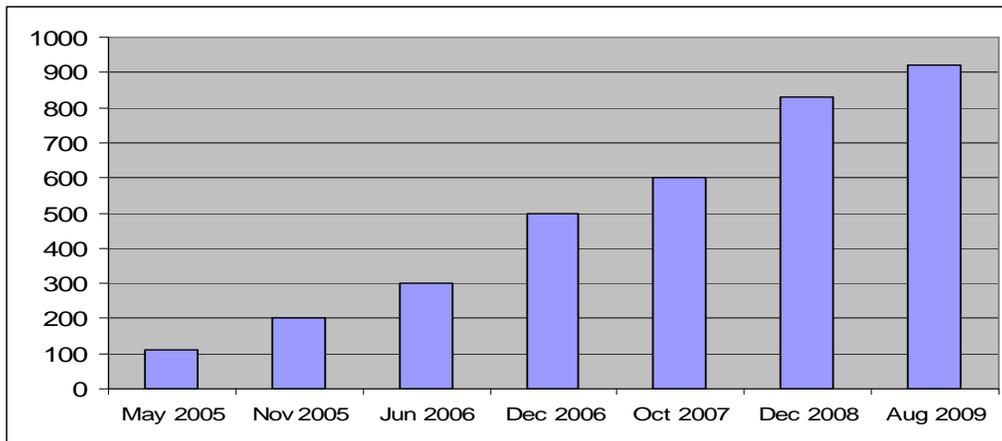
Suggested Next Steps:

- Subcommittees, Partners, and PN members are encouraged 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. PN Status

As of 15 August 2009, there were 921 organizations in the PN—up from 110 members in the first six months following the Partnership’s launch (see Figure 1).

Figure 1: Growth in PN Membership



PN members represent a diversity of organizations with an interest in developing and supporting methane capture and use projects (see Figure 2). Many of the PN members are involved in more than one sector (see Figure 3).

Figure 2: Diversity of PN Organizations

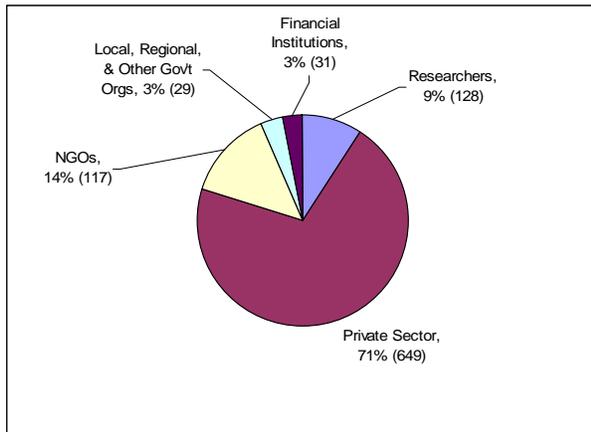
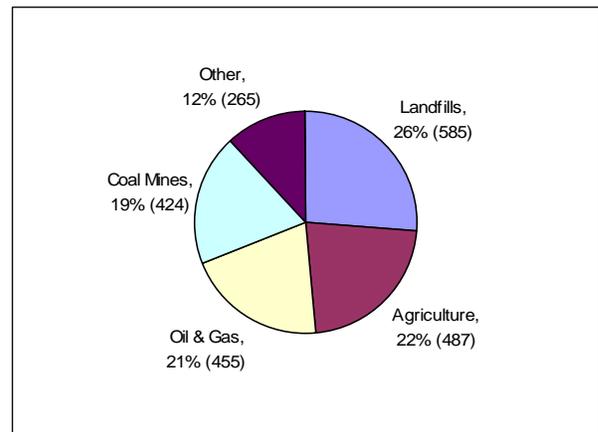


Figure 3: Distribution Across Sectors*



*includes overlap of many PN members in more than one sector

While the recruitment efforts have been highly successful in growing PN membership from 110 to 921 in five years, PN participation in Partnership activities could be improved. At the 2007 Beijing meetings and again during the 2009 Mexico meetings, Partners discussed various options for better engaging the PN which included formal and informal recognition (e.g., success stories), providing speaking opportunities at Subcommittee meetings, and scheduling Subcommittee meetings in conjunction with other industry- or sector-related meetings.

The ASG is in the process of implementing many of these suggestions. As noted above, with the launch of the redesigned Web site, there is now an opportunity to feature PN members in success stories. A Call for Presentations was also issued for the next 2010 Expo to help identify speakers for the technical and policy sessions (see item 10) and as anticipated, numerous PN members have submitted abstracts for consideration—representing 80 percent of the submittals to date. During the recent and upcoming Subcommittee meetings, many sectors scheduled their meetings around other industry- or sector-related events:

- The Agriculture Subcommittee held its meeting (3-4 September 2009) following the International Conference on Water Pollution Reduction and Climate Change Mitigation (1-3 September 2009) in Guangzhou, People’s Republic of China.
- The Oil and Gas Subcommittee Meeting (16 September 2009) will be held prior to a Joint Asia-Pacific Partnership (APP) and Methane to Markets Workshop (17 September 2009) in Lake Louise, Calgary, Canada.
- The Landfill Subcommittee will hold its meeting (21 September 2009) concurrently with the Solid Waste Association of North America (SWANA) WasteCon (21-24 September 2009) in Long Beach, California, USA.
- The Coal Mine Methane Subcommittee Meeting (12 October 2009) is being held in conjunction with the 5th Meeting of the UNECE Ad Hoc Group of Experts on Coal Mine Methane (13 October 2009) in Geneva, Switzerland.

Following the Subcommittee meetings and the 2010 Expo, the ASG will reassess PN involvement to determine if these measures (e.g., success stories, Call for Presentations, co-located meetings) increased PN participation.

9. Partnership Accomplishment Report

The Partnership Accomplishments Report is nearing the final stages of development. During the meetings in Mexico, the Steering Committee charged the Subcommittees and PN members with completing project templates and serving as primary reviewers for the Partnership Accomplishments Report. The Steering Committee also agreed to review and comment on the overall report design (i.e., layout).

Over the last six months, the ASG received numerous templates from Subcommittee and PN members describing ongoing projects and activities. The ASG compiled this project and activity information—along with background on the Partnership and our Partner Countries—into a comprehensive draft report that has been reviewed by the Subcommittees and PN members. In July, the ASG provided the Steering Committee with the proposed design or “look” for the report. Once approved, the ASG proceeded to lay out the text and provided a draft final mockup for the Steering Committee and Subcommittees’ review on 28 August 2009. Remaining activities and deadlines for completing and distributing the Partnership Accomplishments Report are outlined below:

Remaining Partnership Accomplishments Report Activities and Deadlines:

- 18 September 2009: Steering Committee and Subcommittees provide comments on draft final mockup.
- 2 October 2009: ASG incorporates Partner comments and provides final mockup for Steering Committee approval.
- 16 October 2009: Steering Committee performs final review and provides approval to print (only minor corrections will be made during this round of review so it is imperative that Partners provide comments prior to the 18 September deadline).
- 23 October 2009: ASG incorporates minor comments (if any) and finalizes electronic files for print vendor.
- 30 November 2009: Final printed copies of the report delivered to the ASG in time for distribution at December 2009 UNFCCC meetings in Copenhagen.

10. Next Partnership Expo

Significant progress on the next Expo—to be held on 2 – 5 March 2010 in New Delhi, India—has also been made in recent months. The Expo Web site (www.methanetomarkets.org/expo) has been established and includes information on hosts and sponsors, logistics, sponsorship/exhibit opportunities, and the Calls for Presentations and Projects (see corresponding sections below for more details).

Logistics

The ASG has successfully procured the Taj Palace Hotel meeting room and exhibiting space (<http://methanetomarkets.org/expo/expo-venue.htm>), and has negotiated contracts with in-country exhibition and registration companies.

Expo registration and travel/visa information will be posted on the Web site in September 2009. A broadcast e-mail will be sent to the entire Partnership once registration is live.

Marketing

Expo marketing activities are well underway. An advance 2-page Expo flyer was distributed at Carbon Expo (27-29 May 2009 in Barcelona, Spain) and the FICCI Environmental and Carbon Market Conclaves (15-16 July and 2-3 September 2009 in New Delhi, India, respectively). Preliminary copies of the 8-page Expo brochure (included in the Steering Committee packet) are being circulated at all of the Subcommittee meetings and a forthcoming final version will be distributed electronically to the entire Partnership in October 2009. The ASG can provide print-ready files to any Partner wishing to reproduce and distribute the brochure (at their own expense) within their country.

The ASG has also developed clip art for placement in various trade journals (e.g., BioCycle, World Coal, Waste Management World, Oil and Gas Journal, Carbon Finance). If Steering Committee members would like to receive the full-, half-, or quarter-page ads to share with associations and other media outlets within their country, please contact the ASG at asg@methanetomarkets.org.

Once registration is available, the ASG will also post information about the Expo to various online and trade association calendars and list serves (e.g., ConferenceAlerts.com, International Energy Agency, Clean Air Initiative–Asia, World Business Council on Sustainable Development).

Sponsorship and Exhibit Opportunities

The Expo has its first Platinum sponsor—Clarke Energy—and its first event sponsor for the Grand Opening Reception—Oil and Natural Gas Corporation. Additional sponsorship and exhibit opportunities are available (<http://methanetomarkets.org/expo/exhibit-oppt.htm>). Also, we are happy to report that both the Asian Development Bank and the World Bank have agreed to the use of their logos on our materials and will also be potentially providing assistance with plenary speakers and support for developing country travel. As in Beijing, Partner countries will receive free booth space to promote their activities under Methane to Markets.

Presentations and Projects

A Call for Presentations (<http://methanetomarkets.org/expo/call-presentations.htm>) went out in May and a Call for Projects (<http://methanetomarkets.org/expo/call-projects.htm>) went out in July. The deadline for presentation abstracts has been extended to 30 October 2009 (previously 15 August 2009) and project templates are due 15 November 2009.

The ASG has already received many abstracts by the initial deadline; Methane to Markets Subcommittees will review these abstracts and begin developing technical and policy sessions during their September and October meetings. The ASG will work with Partners and PN members that submit project templates to develop posters that will be displayed at the Expo. As a reminder, projects featured at the 2007 Expo can be viewed here: <http://methanetomarkets.org/events/2007/all/expoprojects.htm>.

Remaining Partnership Expo Activities and Deadlines:

- 30 October 2009: Deadline for submittal of abstracts
- 15 November 2009: Deadline for submittal of project templates (to be developed into posters)
- 1 December 2009: Notification of acceptance of abstracts (for development into Expo presentations)
- 15 January 2010: Final presentations due to the ASG

11. Summary: Partner Efforts Encouraged to Increase Outreach and Communication

- Web site: Partners and Subcommittees are encouraged to work directly with the ASG to provide information for the newly, redesigned Web site as described above, particularly as it relates to country resources and project success stories.
- Materials/Events: Partners and Subcommittee are encouraged to distribute Methane to Markets outreach materials and/or making presentations at energy- or industry-related conferences (e.g., side events), especially UNFCCC events.
- Newsletter: Partners and Subcommittees are encouraged to utilize the newsletter to highlight projects, conferences, or other success stories.
- Press/Media Exposure: Partners and Subcommittees should undertake outreach activities and provide 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, Partners and PN members should also assist with promoting the event.
- Project Tracking System: Subcommittees, Partners and PN members are encouraged to utilize the project tracking system to facilitate greater information sharing on projects and activities.
- PN Status: Subcommittees should continue efforts to better engage PN members in their meetings and activities (e.g., hold joint and/or concurrent meetings with industry events). The ASG will continue to highlight PN members on the Web site.
- Partnership Accomplishments Report: When completed, Partners should perform timely review during the final development stages and once printed, promote its availability to government officials and/or organization management.
- India Partnership Expo: All Partners and PN members are encouraged to promote the Expo and help determine possible attendees, presenters, and projects to ensure its success by:
 - Distributing brochures and making presentation to interested parties or at climate-related conferences.
 - Advertising in country-specific venues such as trade journals, country specific, and list serves (note: ad material is available from the ASG).
 - Seeking sponsors for the Expo from key PN members or other potentially interested entities from your country.
 - Encouraging Subcommittee members to develop project templates for display at the Expo.
 - Planning for a Country booth to distribute country specific Methane capture and use materials at the Expo and to highlight your country's activities (note: each country will receive a free booth space upon request).