

## **GMI Task Force: Global Methane Challenge Co-Chairs Proposal**

### **Objectives**

Building on the key momentum of the Global Methane Forum (GMF), and as announced in the 2018 GMF communique, the Global Methane Initiative (GMI) will launch the Global Methane Challenge. This Challenge is seeking broad participation, inviting any country or organization to make voluntary commitments or pledges for specific actions to reduce methane emissions. It will also provide an opportunity for participants to showcase their ongoing efforts to address methane emissions.

The Challenge is intended to result in voluntary, concrete actions that will be measured by tangible indicators to track progress. It will also help continue to build international momentum on methane action and complement efforts already undertaken to reduce greenhouse gas and short-lived climate pollutant (SLCP) emissions.

A key component of the Global Methane Challenge will be education and awareness-raising related to the impacts of methane on both climate change and air pollution, and existing opportunities to take action on methane.

As a momentum-generating, catalytic initiative, the Global Methane Challenge could serve as a platform for initiating and leveraging voluntary global methane actions that will continue to be impactful long after the Global Methane Challenge itself.

### **Eligibility**

The Challenge is open to GMI member countries, the GMI Project Network as well as non-GMI countries and organizations interested in showcasing their methane mitigation activities.

The Administrative Support Group (ASG) for the GMI will develop a template that can be used by participating organizations to indicate the voluntary actions or commitments pledged in support of the Challenge. Voluntary commitments in support of the Global Methane Challenge may be either new actions or efforts, or a continuation of past or ongoing efforts. All participants are encouraged to submit to the ASG a summary of their planned activities in support of the Global Methane Challenge; this will be used to assist in tracking efforts and participation.

### **Actions**

Given the diversity of methane sources and existing approaches to methane reduction around the globe, a matrix of proposed categories, with examples of actions, is available as a reference

for potential participants (see Annex A). This list of actions is not exhaustive, and participants may pledge other actions in support of the Global Methane Challenge.

### **Outreach**

The GMI will reach out to other international organizations and initiatives, including the Climate and Clean Air Coalition (CCAC) and the United Nations Economic Commission for Europe (UNECE), to join the Global Methane Challenge. Opportunities for leveraging synergies with other relevant initiatives and coalitions, such as the SLCP Challenge recently launched by the US Climate Alliance,<sup>1</sup> will also be explored.

In consultation with the Global Methane Challenge Task Force and the GMI Subcommittees, the ASG will develop and implement a communications and outreach strategy.

The strategy will include the following elements: key messages, questions and answers, an outreach package with a template for subscribing to the Challenge, press releases, social media posts, regular updates for the GMI subcommittees and Partners, a website with an interactive map, and a logo. If possible, the strategy will be developed in collaboration with the CCAC.

### **Launch**

The GMI ASG will work with the GMI co-chairs and the Global Methane Challenge Task Force to determine suitable venues at which to announce and raise awareness about the Challenge to a broad diversity of audiences and stakeholders. Instead of a single event, the launch would be a series of events aimed at awareness raising and promoting the Global Methane Challenge to generate participation. Listed below are some possible events at which one or more GMI Partners would present or exhibit, as an opportunity to both discuss the upcoming Challenge and recruit interested parties to participate in the Challenge. A range of events will allow for GMI to increase participation across diverse geographies and sectors.

Upcoming events that could be considered include:

- Global Climate Action Summit 2018 (San Francisco, CA, September 12-14, 2018)
- GMI Coal Subcommittee meeting / UNECE Group of Experts Meeting on Coal Mine Methane (Geneva, Switzerland, September 24-25, 2018)
- CCAC Working Group Meeting (Bangkok, Thailand, October 8-12, 2018)
- COP 24 (Katowice, Poland, December 3-14, 2018)

The ASG will continue to explore additional events.

GMI Partners could participate and/or hold a side event as well as issue a press release as appropriate to the venue.

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<sup>1</sup> <https://www.usclimatealliance.org/slcpchallenge/>

Outreach should begin ahead of each of these events and before the official launch of the Challenge (to take place on or about January 1, 2019) so that GMI partner organizations (e.g., CCAC, UNECE) will be ready to issue statements in support of the launch of the Challenge.

An outreach package, including a letter signed by the GMI co-chairs inviting GMI Partners to participate in the Global Methane Challenge and a template for them to submit their commitments/actions, will be sent out by the GMI ASG. Potential participants will also be invited to sign a pledge/letter indicating their intention to reduce methane emissions in the short term.

Partner organizations could also undertake similar outreach to their respective memberships.

### **Recognition**

As part of the communications strategy, a website will be created for the Challenge. Success stories will be profiled on the website, offering the opportunity for participants to showcase their voluntary pledges and their new and ongoing actions. GMI also encourages participants to profile country and/or regional efforts, both past and ongoing, to foster and promote successful cases that serve as examples and could be replicable.

The GMI ASG will develop tools or visual graphics on the website, such as an interactive map, to showcase actions taken in support of the initiative.

GMI will not designate or award prizes, beyond recognition of the activities undertaken by GMI Partners and Project Network members in support of the Challenge.

GMI Partners are encouraged to consider nominating their fellow Partners or Project Network members for appropriate recognition in other contexts (e.g., annual CCAC SLCP Awards).

### **Closure**

A capstone event will be held to celebrate the conclusion of the Global Methane Challenge. The GMI ASG, the GMI Steering Committee, and the Co-Chairs will consider options for holding a Global Methane Forum in 2020 and organizing an event to highlight the successes of the Global Methane Challenge as part of the 2020 GMF.

Independent of the closure event, the GMI Steering Committee may wish to consider, at some point during the Challenge implementation, the possibility of extending the duration of the Challenge to keep it active beyond its planned duration of a single year. If the GMI Steering Committee and Partnership support such an extension, the 2020 GMF would become a celebration of the (initial) achievements of the Global Methane Challenge, rather than focusing on the conclusion of the Challenge.

## **Reporting**

The GMI ASG will develop a reporting mechanism that will allow participants to submit information on the results achieved under the Global Methane Challenge. The mechanism will allow the ASG to aggregate information and disseminate it in a clear and simple format.

After the official closure of the Global Methane Challenge (December 31, 2019), the GMI ASG will publish a summary report highlighting the accomplishments achieved during 2019, based on information submitted by participants through the reporting mechanism. This report will be made available on the GMI website and distributed to GMI Partners and participants.

Even if the GMI Steering Committee/Partnership does not formally extend the duration of the Challenge beyond 2019 (see above), reporting could continue beyond 2019, potentially until completion of actions undertaken in 2019, to help support momentum on methane action.

Reporting should focus on the outcomes of actions launched, initiated, or undertaken during the Global Methane Challenge, and highlight results including emissions reductions, additional actions or investments that may have been catalyzed or leveraged, and actions that will have long-lasting impacts on methane reductions. The reporting should include a way to showcase the actions that are a platform to future activities and reductions.