



**GLOBAL METHANE INITIATIVE  
BIOGAS SUBCOMMITTEE  
INTERNET-BASED MEETING**

14 December 2017

**Meeting Minutes**

- 1 The Global Methane Initiative (GMI) Biogas Subcommittee conducted an Internet-based meeting on 14 December 2017.
- 2 Chris Voell (EPA) welcomed participants and went over the agenda for the meeting. The agenda and all the slides presented during the meeting can be found on the GMI website. Participants included:
  - Chris Voell, co-chair (USEPA)
  - Jorge Hilbert, co-chair (Argentina National Institute of Agriculture Technology (INTA))
  - Matthew Hamilton, co-chair (Environment and Climate Change Canada)
  - Chantal Quesnal (Environment and Climate Change Canada)
  - Joe Miller, Presenter (ERG)
  - Charlie Goff, GMI Municipal Wastewater Technical Group Coordinator (ERG)
  - Cortney Itle, GMI Agriculture Technical Group Coordinator (ERG)
  - John Carter, GMI Municipal Solid Waste Technical Group Coordinator (ERG)
- 3 Mr. Voell noted this is the first meeting of the Biogas Subcommittee working group and introduced GMI's plans for new marketing strategies.
- 4 Joe Miller (ERG) provided a presentation on the various types of marketing campaigns that will be implemented for GMI to capitalize on existing and new content. The marketing campaigns will vary based on the audience, the target region or country, and the type of content to be distributed. The general goal is to move away from the previous model of posting PDF documents on the GMI website to capitalize on new formats and methods of information consumption online.
  - Mr. Hilbert agreed about the new trends in consumption of information on the web. That participant specifically mentioned the prevalence of short videos with embedded links to more information and possibly extraction of information in existing PDF documents into HTML format to facilitate translation to different languages.
  - Mr. Hamilton agreed, saying the suggested types of marketing campaigns are right on target and noted a recent project for which the target audience did not speak English. That participant noted that creation of new content requires good writers and editors but suggested that GMI Partner Countries could step up to share the cost of translation to languages that would benefit their populations and stakeholders.
  - Mr. Hilbert suggested that new content could be developed for topics including by-products of anaerobic digestion (AD) and the correct/best use of effluent from AD.
  - Mr. Hamilton agreed with the addition of new content on the topic of renewable natural gas (RNG), adding that Canada recently published a design framework for RNG.
  - Mr. Voell concluded the discussion by stating his desire to make a strong push for content development through the end of the current fiscal year.

- 5 Mr. Voell provided background on GMI's upcoming Global Methane Forum (GMF) to be held in Toronto, Canada on 16-18 April 2018. Mr. Voell walked through a preliminary agenda for GMF, including the 3-hour session for the Biogas Subcommittee meeting and technical sessions currently slated for the afternoon of Tuesday, 17 April. Mr. Voell noted that Mr. Hilbert, Mr. Hamilton, and he were working together on ideas for filling out the agenda.
- Mr. Hilbert suggested web-casting the event live for delegates and Project Network members that could not attend. That participant also suggested including a presentation or discussion on the topics of:
    - The beneficial use of AD effluent (e.g., as fertilizer)
    - Life-cycle cost analyses for AD projects
    - Alignment with the United Nations' Sustainable Indicators
  - A participant suggested another webinar or conference call to further discuss additional topics and presenters for GMF.
- 6 Mr. Voell outlined several global biogas events at which GMI has recently presented and/or exhibited, including the ISWA World Congress and SWANA WASTECON event in September 2017 at which the GMI Biogas Subcommittee convened. Mr. Voell also listed a handful of upcoming 2018 events GMI plans to attend, including the 27<sup>th</sup> World Gas Conference in Washington, DC in June 2018.
- 7 Mr. Voell concluded the meeting by noting a couple of on-going activities GMI is supporting:
- Collaboration with the World Biogas Association (WBA) and C40 on a food waste study. GMI is providing specific content for inclusion in the report and technical review.
  - GMI is also developing a list of biogas-related NGOs that will be sent to the Biogas Subcommittee and Project Network for input.
- 8 Mr. Voell thanked the participants and concluded the meeting.

## **Meeting Adjourned**

### **Action Items**

- Schedule another call to discuss GMF agenda and presenters for Biogas
- Send information on the World Gas Conference to Mr. Hilbert
- Send NGO list to co-chairs for review and input when it is ready