



Biogas Subcommittee Working Group Webinar

Chris Voell, U.S. EPA

14 December 2017



Agenda

- Welcome
- Introduction
- Outreach/Marketing Ideas Presentation
 - Joe Miller, ERG
- Outreach/Marketing Discussion
- Global Methane Forum Agenda
- Upcoming Biogas Events

Welcome

- Co-chairs
 - Matthew Hamilton, Environment and Climate Change Canada (Canada)
 - Jorge Hilbert, INTA (Argentina)
 - Chris Voell, U.S. EPA (United States)
- Vice-chair
 - Tom Frankiewicz, U.S. EPA (United States)
- Technical Leads
 - Grigor Stoyanov, European Compost Network (Austria)
 - V.K. Vijay, India Institute of Technology (India)
- Administrative Support Group
 - Monica Shimamura, U.S. EPA (United States)
 - Cortney Itle, ERG (United States)
 - Charlie Goff, ERG (United States)
 - John Carter, ERG (United States)
- Presenter
 - Joe Miller, ERG (United States)

Introduction

- This is the first meeting of the Biogas Subcommittee working group
- We will be discussing:
 - Marketing Strategies
 - Global Methane Forum
 - Other Upcoming Events

Marketing Strategies

- GMI has a wealth of existing web content

Global Methane Initiative Fact Sheet

Global Methane Initiative Agriculture Subcommittee

International Best Practices Guide for Landfill Gas Energy Projects
EPA/ISWA

A Global Perspective of Anaerobic Digestion Policies and Incentives
NOVEMBER 2014

Emissions mondiales de méthane et mesures de réduction possibles

BioWAT (Biogas Wastewater Assessment Technology Tool)

Parameter	Value	Unit	Comment
Average hydraulic load	40,000	m ³ /d	Typical: 100 m ³ /d (2.2-4.2)
Average influent BOD ₅ concentration	100	mg/L	Typical: 100 mg/L (1.0-2.0)
Average TSS concentration	500	mg/L	Typical: 100 mg/L (1.0-2.0)
Average VSS/TSS concentration	30	mg/L	Typical: 100 mg/L (1.0-2.0)
Average VSS/TSS concentration	30	mg/L	Typical: 100 mg/L (1.0-2.0)
Average influent TSS concentration	50	mg/L	Typical: 100 mg/L (1.0-2.0)
Average influent BOD ₅ production	4,000	kg/d	Typical: 100 mg/L (1.0-2.0)
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Methane Mitigation Matters: Biogas

0:00 / 4:16

YouTube

Marketing Strategies



However, many of the materials are rarely viewed and the way people consume information these days has changed dramatically; which is why GMI is looking for a way to better promote our existing content.

Joe Miller of ERG will be presenting some ideas; and then we welcome discussion.

CROSS-CHANNEL OUTREACH



Proposed outreach plan for the GMI biogas sector.



OUR APPROACH



HOLISTIC

Outreach materials will generally be usable across both the international and domestic programs.



UNIQUE

Because different topics typically have different audiences and goals, the materials we create may vary.



PERSONALIZED

Materials can be localized to specific countries to reflect population sizes or relevant industries.



COLLABORATIVE

Outreach products are all produced outside the website, meaning they can be packaged for partners.

CROSS-CHANNEL CONTENT





TYPES OF OUTREACH CONTENT

1 SOCIAL MEDIA

Series of short posts, each with an associated “card” that shows a single fact.

2 CASE STUDIES

Five longer, embeddable, card-based versions and four short, photo-based.

3 EXPLAINERS

Three card-based, embeddable, and reusable explainer stacks.

4 BLOG POSTS

Two case studies written in narrative style and two 1st-person travelogues.

5 VIDEO

One silent-movie style introductory video, reused across many pages.

6 LONGFORM

One long, scrolling, research product in a narrative style.

SAMPLE SOCIAL MEDIA POSTS



Two kinds of reusable
**CASE
STUDIES**



BIOGAS RECOVERY



LONG HAIKU DECK CASE STUDIES

SHORT PHOTO-BASED CASE STUDIES



DIGESTER TYPE

EARTH-SUPPORTED MIXED

YEAR BUILT

2008

SYSTEM PRODUCTS

BEDDING & COMPOST

BASE POPULATION

900 DAIRY COWS

BIOGAS PRODUCTION (FT³/DAY)

113,000 FT³/DAY

ENGINE SIZE (kW)

215 kW

RECEIVING UTILITY

SMUD

Three types of
EXPLAINERS





MODULAR CONTENT IS MULTI-USE BY DESIGN

EXPLAINERS WILL INCORPORATE
SOCIAL MEDIA CARDS AND
PHOTOS FROM **CASE STUDIES**.

What is FOLD?



By FOLD
March 29, 2016

Follow

Welcome!

FOLD is an open publishing platform with a unique structure that lets writers link media cards to the text of their stories. Media cards can be [videos](#), [photos](#), [gifs](#), [maps](#), [tweets](#), [audio](#), [free text](#), or [links](#). They are created by [searching](#) through YouTube, Flickr, Soundcloud, and more from inside the text editor.

FOLD was initially developed at the MIT Media Lab's



FOLD

TEXT BASED EXPLAINER WITH
SUPPLEMENTARY MULTIMEDIA.
COVERS THE **BENEFITS** OF
ANAEROBIC DIGESTION.

STACKER

Are New York State's Buildings
Ready for Climate Change?

Adapting Buildings for a Changing Climate



LIGHTLY ANIMATED EXPLAINER: HOW
DOES **ANAEROBIC DIGESTION** WORK?

Two types of

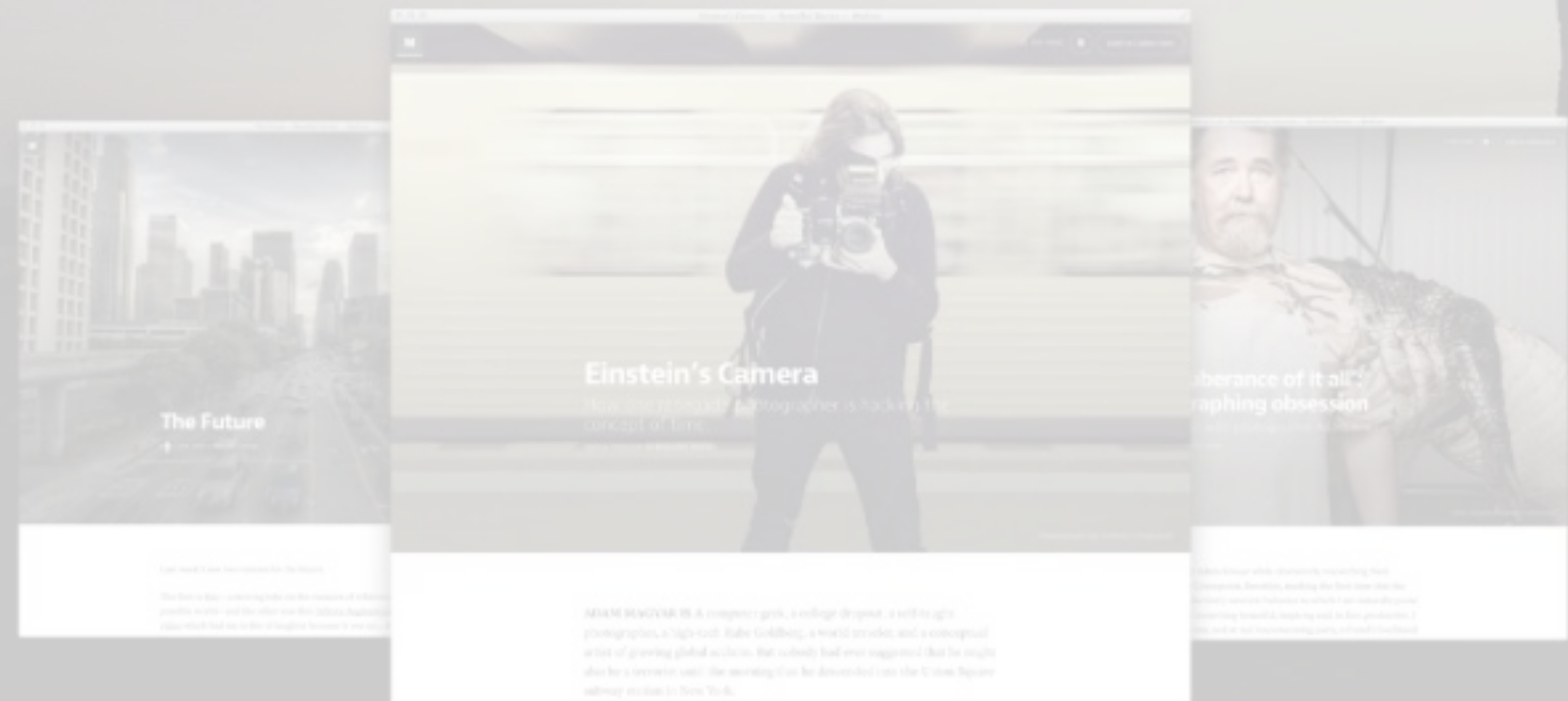
BLOG POSTS



M

Your audience awaits. Tell a story
on Medium today.

Start writing





CASE STUDIES

Written as narrative **magazine style** features, supplemented with photos.



TRAVELOGUES

Written as first-person **journal style** “what I learned on my trip” essays.

One
**SILENT
ANIMATION**



AD 101 VIDEO



There are
67,800,000
cows and pigs in
the United States.

One
**LONGFORM
REPORT**



Snow Fall
The Avalanche at Tunnel Creek
By JOHN BRANCH

SCROLLING MULTIMEDIA REPORT

The snow burst through the trees with no warning but a last-second whoosh of sound, a two-story wall of white and Chris Rudolph's piercing cry: "Avalanche! Elyse!"

CROSS-CHANNEL DISTRIBUTION



CONTENT EVERYWHERE

Content that is **liberated** from a **website** is content that can be posted by anyone...or by **everyone**.



POSSIBLE OUTREACH TOPICS





POSSIBLE TOPICS

PHILIPPINES

Content already exists and is in approval process.

AD 101

Presentation focused on Ag, but could expand to biogas broadly.

BIOGAS 101

What is biogas? Why should you care about it?

BIOGAS ADVANTAGES

What makes biogas better than other alternatives and why should you care?



AD BYPRODUCTS

AD is more than biogas. It's fertilizer, animal bedding, even building material.

CO-DIGESTION

Manure might be the best product for AD, but it's hardly the only source.

RNG 101

Natural gas isn't all from decaying dinosaurs.

BIOGAS END USES

From cooking to heating to lighting to fueling transportation.

QUESTIONS?



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2018 Global Methane Forum



GLOBAL METHANE FORUM

**April 16-18,
2018**
**Toronto,
Canada**



2018 Global Methane Forum

Monday, April 16, 2018	
AM	Site tour of organics recycling facility (3 hrs)
PM	Site tour(s) of wastewater treatment plant
Tuesday, April 17, 2018	
AM	Plenary
	GMI and CCAC Joint sector-specific technical sessions (2 hrs)
	Biogas SC & CCAC Ag working session (2 hrs) - TBD
PM	GMI Subcommittee meetings and technical sessions (3 hrs)
Wednesday April 18	
AM	Key Note Opening
	Plenary – Methane Science
PM	Update on latest SLCP Science (CCAC lead, open to all)
Thursday April 19	
All day	CCAC Working Group Meeting (Open to GMI)
Friday April 20	
All day	CCAC Working Group Meeting (CCAC Partners Only)

2018 Global Methane Forum

- We have 3 hours Tuesday afternoon
 - Brief subcommittee meeting to discuss any needed business
 - Technical presentations
 - *Any suggested topics?*
- There may be a side event with the CCAC Agriculture Initiative



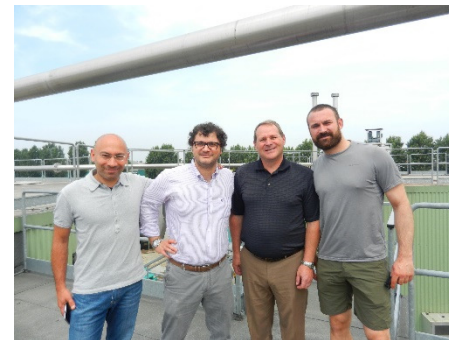
GMI Biogas Events



2017 Biogas Events Completed

- **REGATEC, Verona, Italy, May 2017**
 - RNG/biomethane focused; GMI exhibited and presented
- **World Biogas Expo/UK AD-Biogas, Birmingham, United Kingdom, July 2017**
 - GMI sponsored, exhibited, and presented
- **ISWA World Congress, Maryland, United States, September 2017**
 - GMI sponsored, presented, exhibited, & hosted a Biogas Subcommittee Meeting
- **RedBioLac Conference, Buenos Aires, Argentina, November 2017**
 - GMI presented and exhibited
- **ManuREsource, Eindhoven, Netherlands, November 2017**
 - GMI plans to sponsor, exhibit, and present

Italy – Dairy Farm



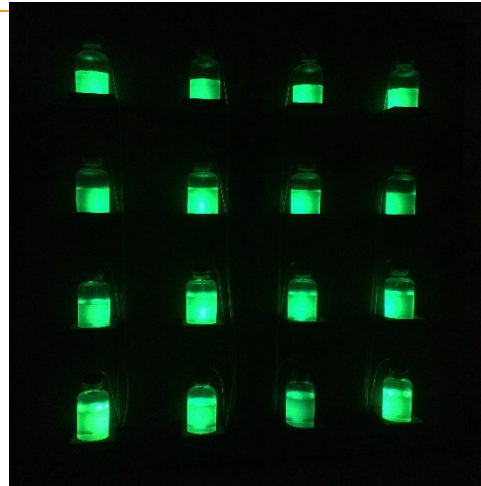
Italy – Centralized Digester



Italy – Dairy Farm



Catlebosco – Museo Della Merda



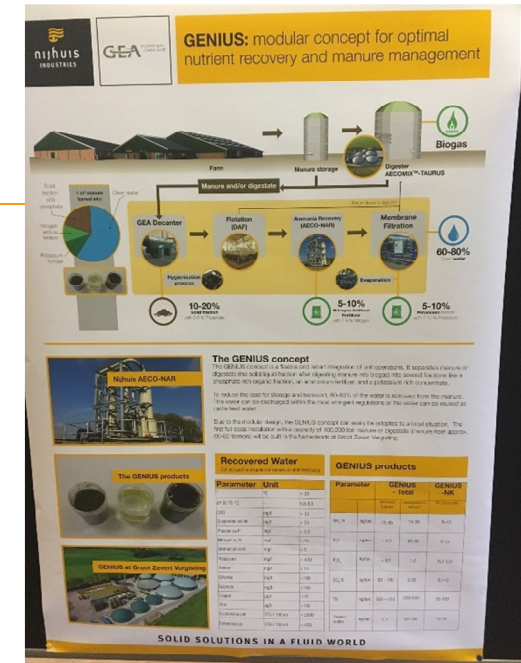
WBE/UK AD-Biogas



GMI Biogas Subcommittee



The Netherlands



Other Biogas Events – Upcoming 2018

- Value of Biogas Conference West, British Columbia, Canada, January 2018
- Conference of the European Biogas Association, Antwerp, Belgium, January 2018
- Biogaz Europe, Nantes, France, February 2018
- Value of Biogas Conference East, Quebec, Canada, March 2018
- *Any others?*



27th WORLD GAS
CONFERENCE | JUNE 25-29
WASHINGTON DC | 2018
IGU

- June 25-30, 2018 – Washington, DC
- 12,000 attendees; 350 exhibitors
- Activities
 - GMI Booth
 - ‘Industry Insight’ Technical Session on Renewable Natural Gas
 - ‘Global Biogas Opportunity’ presentation as part of Business Debate Session
 - Sponsorship (TBD)



UNFCCC COP 23 (Bonn 2017)

- Subsidiary Body for Scientific & Technological Advice - Issues Relating to Agriculture (draft)
 - “Invites Parties and observers to submit, by 31 March 2018, their views on elements...”
 - “Improved livestock management systems.”
 - “Improved nutrient use and manure management towards sustainable and resilient agricultural systems.”
 - “Improved soil carbon, soil health, and soil fertility under grassland and cropland as well as integrated systems, including water management.”

Wrap Up

- Any questions?
- Any topics for discussion next time?
- When should this group meet again?

Thank you

- Thank you for you time and attention today!