

Vancouver, Canada  
March 2013

GMI2/Doc.5

## **Status of GMI Outreach & Communications Efforts Discussion Paper**

### **I. Purpose**

This paper provides an overview of the progress made in achieving Global Methane Initiative's (GMI) outreach and communication goals. This paper also provides an update regarding Project Network (PN) involvement.

### **II. Background**

The Administrative Support Group (ASG) is responsible for facilitating communications among Partners and PN members as well as raising awareness of the Initiative among external stakeholders. The main elements of GMI's outreach strategy include the GMI website, printed background and outreach materials (e.g., brochures, fact sheets), the online *Methane International* newsletter, and attendance at relevant conferences and workshops. Over the years, the Steering Committee has charged Partner countries and the Subcommittees with the following outreach and communication tasks:

- Provide information to the ASG on an ongoing basis to enable updates of the GMI website country and sector pages.
- Utilize the newsletter to highlight projects, conferences, or other success stories.
- Undertake media outreach activities and provide links to press releases or other news items.
- Translate GMI materials (e.g., fact sheets) into Partner languages, when relevant and possible.
- Distribute GMI materials and/or make presentations at relevant conferences or meetings.
- Work with the ASG to ensure that the Initiative is well represented at United Nations Framework Convention on Climate Change (UNFCCC) events (e.g., sponsor side events, display materials, secure booth space for GMI display).
- Continue to engage PN members (e.g., success stories, speaking opportunities, concurrent meetings with industry events).

### **III. GMI Website**

In conjunction with the 2010 launch of GMI, the ASG redesigned the website to reflect the new look and feel of GMI (i.e., new logo) and incorporate the expanded scope of GMI (e.g., addition of methane abatement, municipal wastewater sector, and new focus on sector and national methane action plans). The ASG continues to make improvements to the website and welcomes any feedback partners might have on ways to increase the usefulness of the site.

The ASG has been monitoring and conducting analysis on the GMI website to help quantify the number of users accessing the website. In comparison with the same quarter from the previous year, the average number of page views per day nearly tripled (see Table 1). Additionally, the average number of distinct visitors per quarter nearly doubled from 2011.

**Table 1: Website Usage**

<b>Statistic</b>	<b>2011</b>	<b>2012</b>	<b>% change</b>
Average Page Views per Day <sup>1</sup>	55	156	184%
Average Distinct Visitors per Quarter	2,320	4,474	92%

Using tracking information, the ASG also identified the top 10 countries—all of which are GMI Partners—with the greatest number of users that visited the GMI website during the reporting period (see Table 2).

**Table 2: Most Active Users by Country**

<b>Rank</b>	<b>2010</b>	<b>2011</b>	<b>2012</b>
<b>1</b>	United States	United States	United States
<b>2</b>	India	China	Unknown
<b>3</b>	United Kingdom	India	China
<b>4</b>	China	United Kingdom	Canada
<b>5</b>	France	Unknown <sup>2</sup>	Japan
<b>6</b>	Germany	Russia	Russia
<b>7</b>	Canada	Germany	India
<b>8</b>	Russia	Brazil	Australia
<b>9</b>	Brazil	Canada	United Kingdom
<b>10</b>	Unknown <sup>2</sup>	France	Mexico

Suggested Next Steps:

- The Partner Country pages were designed with the ultimate goal of being portals for information, tools, and resources about methane capture and use in that country. Achieving this goal requires Partners to provide regularly up-dated content for their country pages. Partners and PN members alike are encouraged to utilize the GMI website to its full potential. Specific actions that might help accomplish these goals include:
  - Utilize the “News” section to post highlights of recent projects and/or collaborative developments on methane abatement, capture and use with other programs and initiatives (see white papers on GMI financing and GMI engagement with the CCAC).
  - Provide the ASG with information on potential sources of project funding and open Requests for Proposals (RFPs). The ASG could work with developed country Partners and development institution Project Network member to identify sources of project funding and proactively approach them to share funding and RFP information.
  - Work directly with the ASG by providing links to relevant reports, reference documents, websites, or other tools. These items should be included even if they are not in English so the GMI website becomes a useful portal for all Partner countries.
  - Partners and PN members are encouraged to provide a link to the GMI website from their own websites that include methane activities.

<sup>1</sup> Number of page views divided by the total number of days in the log.

<sup>2</sup> Unable to discern country of origin based on IP addresses.

#### **IV. Newsletter**

In recent years, the *Methane International (MI)* newsletter has been distributed as a Web-based (rather than PDF) format that is fully integrated and accessible on the GMI website. Since the last “Outreach & Communications” update, the ASG has completed five issues of the *Methane International* newsletter, with an additional issue anticipated prior to the Methane Expo 2013:

- Issue #25 (August 2011)
- Issue #26 (November 2011)
- Issue #27 (February 2012)
- Issue #28 (June 2012)
- Issue #29 (November 2012)
- Issue #30 (*anticipated February 2013*)

Current distribution of the Web-based newsletter is nearly 3,500 recipients, up 78 percent from June 2011.<sup>3</sup> Analysis of the most recent *MI* issues revealed an average of 21 percent of these emails were opened by recipients, about the same number of recipients that opened the newsletter emails over the previous 18 months (i.e., Jan 2010 to June 2011).

Of those who opened the newsletter email, an average 39 percent viewed the online articles. Articles containing information on EPA grants, Methane Expo 2013, GMI projects (e.g., Plug Flow digesters, LFG energy), Partner Country features and/or projects (e.g., Biogas in Pakistan) and other recent developments and resources (e.g., CCAC, Climate Action Reserve Mexico Landfill Project Protocol) garnered the most readers. An analysis of the most viewed articles from the respective 2011-2012 issues is provided in Appendix A.

#### Suggested Next Steps:

- Partner Countries and Subcommittees are encouraged to utilize the newsletter to highlight projects, conferences, or other success stories.
- The ASG will continue to actively solicit input for story ideas for future issues. Are there communication entities within partner country ministries that the ASG should more directly engage with?
- Consider focusing more on project development and country success stories that attract the most readers.

#### **V. Tracking and Reporting GMI Projects and Activities**

As reported in 2011, the ASG has developed a more robust and simplified tracking system to increase the capacity, speed, and efficiency for data collection among Partners. The new tracking system will act as a centralized clearinghouse not only for GMI activities but broader methane activities by combining data from existing sectoral databases including coal mine methane (CMM), municipal solid waste (MSW), and agricultural international data systems. The ASG is willing to post all GMI-related country activities that countries wish to share. The Agriculture database has a web-based form to submit information, and for other sectors, the ASG is more than happy to take information in whatever format is easiest for countries to share.

More consistent, thorough, and systematic reporting, however, will be critical to GMI’s future. First, such reporting would enable the Partners to effectively communicate their actions and accomplishments and promote the GMI’s successful endeavors. Second, with the GMI encouraging the development and

---

<sup>3</sup> Newsletter distribution increased by nearly 1,000 recipients from June to November 2012 in anticipation of Methane Expo 2013.

implementation of GMI Partner Action Plans, improved reporting will be important to focus assistance efforts and gauge progress. In particular, clear, effective reporting would allow Partners to strategically plan appropriate, complementary work in support of the GMI Partner Action Plans and/or Nationally Appropriate Mitigation Actions (NAMAs), enabling the leveraging of resources and improved coordination of assistance efforts.

Suggested Next Steps:

- Partners should review and/or provide new information on in-country activities (e.g., feasibility studies, technology demonstration, sector-specific workshops) and ongoing project updates (e.g., associated emission reductions) for the tracking system. This could begin with Partners' designation of communications points of contact who have expertise in and responsibility for producing outreach materials.
- The Steering Committee could explore the possibility of creating a 10<sup>th</sup> Anniversary accomplishments report (with targeted release in 2014), similar to the *Partnership-Wide Accomplishments Report* published in 2009. Steering Committee members need decide on what metrics the tracking and reporting tools will be most useful to encapsulate the accomplishments and activities of Partners.
- Partners could commit to annual reporting of their activities and accomplishments in support of their GMI Partner Action Plans and/or NAMAs. Similarly, Partners could potentially link Action Plans and/or NAMAs with project support funds as they become available.
- The ASG, could review the barriers to increased and improved reporting on GMI activities by GMI partners, and continue to expand Initiative efforts to improve and enhance all modes of communication.

**VI. GMI Materials**

In 2012, the ASG revised the GMI general outreach and PN brochures, as well as the “GMI Overview” and the “Global Methane Emissions and Mitigation Opportunities” fact sheets. Additionally, sector-specific GMI factsheets revised in 2011 have been translated into Chinese, French, Russian, and Spanish and posted on the GMI website. A “Municipal Wastewater” fact sheet is in-process and should be finished shortly after the Expo (input will be solicited from the wastewater subcommittee).

Suggested Next Steps:

- As Partner Countries translate GMI documents into other languages, these documents should be provided to the ASG to upload to the GMI website.

**VII. Press/Media Exposure and Event Participation**

Since July 2011, U.S. EPA has issued several press releases about new global initiatives (e.g., Climate and Clean Air Coalition), GMI-supported efforts (e.g., Clean Cities, Clean Climate Solid Waste Partnership), and availability of methane-related studies and reports (e.g., World Bank's *What a Waste: A Global Review of Solid Waste Management* study; International Energy Agency's World Energy Outlook *Golden Rules for a Golden Age of Gas* report on unconventional gas), which have been posted on the “News & Events” section of the GMI website. Partners are encouraged to provide the ASG with information and/or updates about any media exposure for inclusion on the GMI website. As in the past, press releases will be a critical outreach mechanism for recapping results from Methane Expo 2013.

In 2012, the ASG participated in and/or exhibited at the following venues to highlight the Initiative's efforts and more importantly, promote the Methane Expo 2013:

- GLOBE 2012: 12<sup>th</sup> Biennial Conference & Trade Fair on Business and the Environment (14-16 March 2012 in Vancouver, Canada)
- Carbon Expo 2012 (30 May – 1 June 2012 in Cologne, Germany)
- Carbon Forum North America 2012 (1-2 October 2012 in Washington, DC)
- Future World of Biogas: Europe 2012 (21-22 November 2012 in London, England)

Additionally, EPA GMI sector leads and Environment Canada distributed Expo flyers and postcards at all their international meetings and workshops in the latter half of 2012.

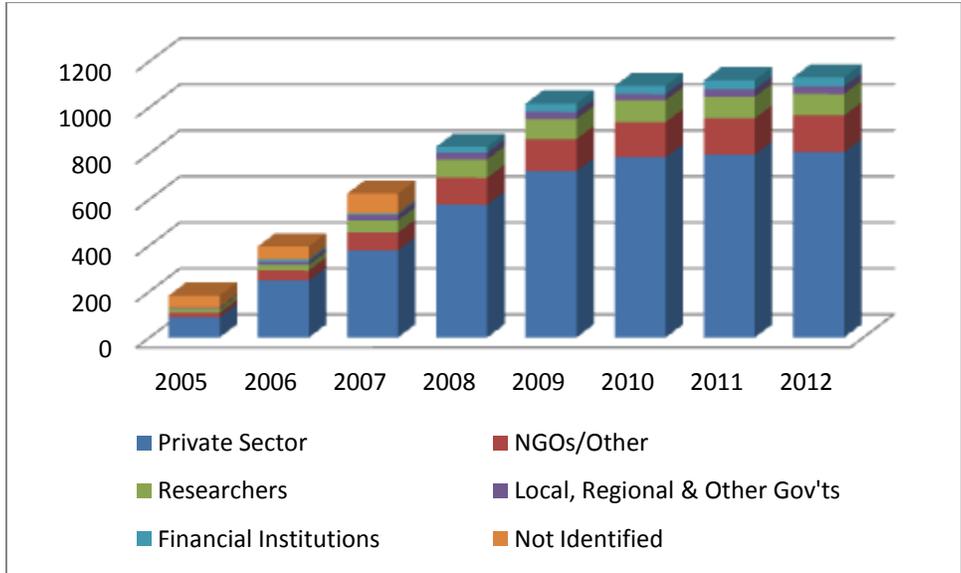
#### Suggested Next Steps:

- The Steering Committee could consider whether a task force focused on improved communications & outreach would be needed or relevant.
- 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 Initiative activities.
- Subcommittee and PN members are encouraged to promote the Initiative by disseminating informational materials (e.g., brochures, fact sheets) and/or displaying GMI signs when attending meetings and conferences. Subcommittee and PN members are encouraged to send information on relevant conferences to the ASG for inclusion in the GMI calendar, and to ensure timely provision of communications materials. The materials are available online and in some cases, hard copies may be ordered by contacting the ASG at [asg@globalmethane.org](mailto:asg@globalmethane.org).
- Partners are encouraged to give presentations on GMI at relevant conferences, meetings, and events related to broader climate and sustainable development issues. Partners could utilize the general GMI presentation available on the website as the basis for their presentation. This broad exposure would increase the general understanding about the Initiative and its goals, and help to recruit key PN members.
- Partners are encouraged to sponsor side events about the Initiative, display GMI literature at their country booths, and assist the ASG in raising GMI awareness at UNFCCC events. Partners are encouraged to consider GMI as a component of presentations and side events held in conjunction with the UNFCCC process.

#### **VIII. PN Status**

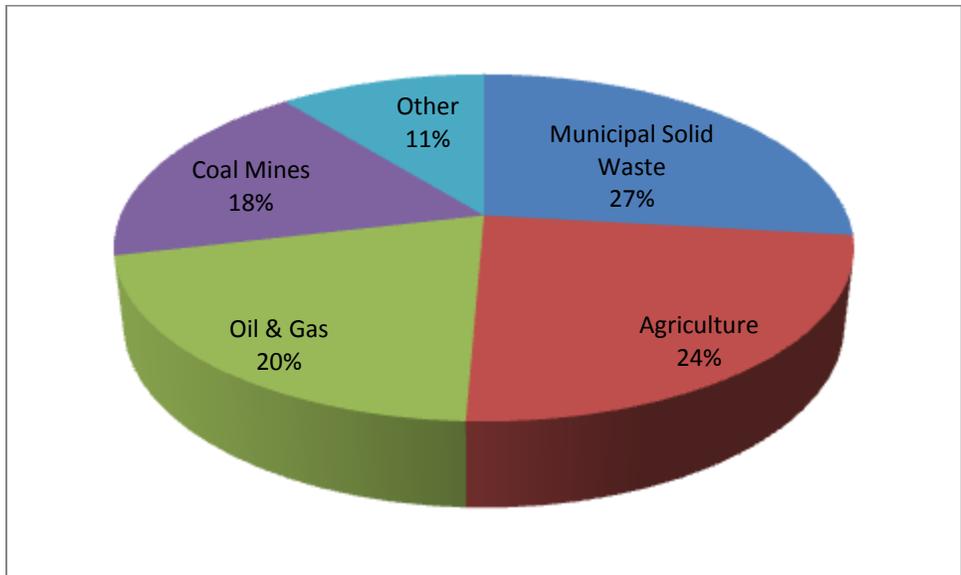
PN members continue to represent a diversity of organizations with an interest in developing and supporting methane capture and use projects. As of 30 October 2012, there were more than 1,100 organizations in the PN—up from 110 members in the first six months following the Initiative's launch (see Figure 1).

**Figure 1: Project Network Distribution and Annual Totals**



Many of the PN members are involved in more than one sector (see Figure 2).<sup>4</sup>

**Figure 2: Distribution Across Sectors\***



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

The PN membership has grown from 110 to more than 1,100 in 7 years. PN participation in GMI activities also shows improvement. At the 2007 Beijing meetings and again during the 2009 Mexico

<sup>4</sup> The Municipal Wastewater Subcommittee is currently in the process of identifying its Project Network members.

meetings, Partners discussed various options for better engaging the PN, which included 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 has implemented many of these suggestions and will continue to explore additional ways to further engage the PN in the future. The new GMI website features PN members in rotating “Project Spotlights” (e.g., Eni, Clarke Energy, Marubeni Corp.) and during the late 2012 round of in-person Subcommittee meetings, the sectors scheduled their meetings around other industry- or sector-related events and/or held joint, multiple sector meetings to facilitate greater PN attendance. Over the past 7 years, average PN participation levels typically ranged from 15 to 25 percent of the total Subcommittee meeting participants. Table 3 shows the 2012 sector and co-located meetings and the percentage of PN members in attendance.

**Table 3: Project Network Participation in 2012 Sector-Specific and Co-Located Meetings**

<b>Sectors</b>	<b>Date and Location</b>	<b>Industry- or Sector-Related Event</b>	<b>PN Members as % of Subcommittee Attendees</b>
Oil and Gas	12 April 2012 (United States)	U.S. EPA Natural Gas STAR Annual Implementation Work	60
Agriculture, MSW, and Municipal Wastewater	2-3 July 2012 (Singapore)	WasteMET Asia – ISWA Beacon Conference, The World Cities Summit, and Singapore International Water Week	35
Coal Mines	5 September 2012 (Australia)	CMM Abatement Seminar (presented by the Australian Government)	67

## **IX. Expo Stats**

Nearly 350 people were registered as of 27 February 2013 from more than 42 countries (does not include onsite registrants). In the methane marketplace exposition, more than 90 project posters will be displayed from 26 countries, with project opportunities and success stories in all five targeted GMI methane sectors. These ongoing activities and project opportunities, if fully implemented, will reduce GHG emissions by 131 million MTCO<sub>2</sub>E annually.

## **X. Summary/Next Steps - Encourage Partners/Subcommittees Efforts Toward:**

- Website: Partners and Subcommittees are encouraged to work directly with the ASG to provide information for the GMI website as described above, particularly as it relates to in-country resources and project success stories for Partner pages.
- Newsletter: Partners and Subcommittees are encouraged to utilize the *Methane International* newsletter to highlight projects, conferences, or other success stories.
- Press/Media Exposure and Materials/Events: Partners and Subcommittees should undertake outreach activities and provide links to press releases or other new items to the ASG for inclusion on the GMI website. Partners and Subcommittees are also encouraged to distribute GMI outreach materials and/or making presentations at energy- or industry-related conferences (e.g., side events), especially UNFCCC events.

- Tracking and Reporting GMI Projects and Activities: Partners and Subcommittees should develop metrics to report and share activities with other members of the Partnership, either in the form of GMI Partner Action Plans or in other forms of data updates.
- 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 Steering Committee could encourage the subcommittees to consider PN engagement activities that best advance subcommittee action plans while appealing to PN member interests and needs. The ASG will also continue to highlight PN members on the GMI website.
- Expo Results: Partners and Project network members should leverage Methane Expo 2013 results (e.g., number of attendees, projects and/or success stories featured) to further promote GMI.

**APPENDIX A**  
**Analysis of GMI Methane International Newsletter Article Click-Thrus**

<b>Article/Topic</b>	<b>Percent of Readers that Clicked-Thru</b>
<b>Issue #29 (November 2012)</b>	
Methane Expo 2013	12.8%
Australia Feature	10.6%
GMI Outreach	8.9%
Biogas in Pakistan	8.4%
CCAC	7.8%
LFG Workshop in Philippines	5.6%
Subcommittee Update	4.5%
Developments & Resources	4.5%
<b>Issue #28 (June 2012)</b>	
Results from EPA Grants	22.0%
Methane Expo 2013	15.1%
Plug Flow Digesters	9.1%
Canada Feature	8.1%
CCAC	6.5%
GMI Outreach	5.4%
Subcommittee Update	4.3%
Action Plans	4.3%
<b>Issue #27 (February 2012)</b>	
LFG Energy Project	19.7%
GMI Projects	10.7%
Recent Developments	9.6%
2013 Expo	9.0%
Subcommittee Update	7.9%
USG Report	5.1%
COP17 Side Event	4.5%
GMI Outreach	3.4%
<b>Issue #26 (November 2011)</b>	
2011 Grants	27.3%
Partnership-Wide Meeting	17.6%
Recent Developments	13.1%
GMI Outreach	8.0%
Partner Countries	4.5%
<b>Issue #25 (August 2011)</b>	
Grants	35.2%
New Tools for China	11.0%
Landfill Feasibility Study	7.7%
Partnership-Wide Meeting	6.6%
GMI Travels to Europe	6.6%
Recent Developments	6.6%
GMI Outreach	3.8%
GMI Upcoming Events	3.8%