

# Status of GMI Outreach and Communications Efforts

**2<sup>nd</sup> Steering Committee Meeting  
March 2013**

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**Vancouver, British Columbia  
Canada**

# Outreach and Communications Efforts

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- Background
- Website
- Newsletter
- Tracking/Reporting GMI Projects and Activities
- GMI Materials
- Press/Media Exposure and Event Participation
- Project Network Status
- Expo Stats
- Summary/Next Steps

# Background

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- The ASG is responsible for facilitating communications among Partner and PN members and raising awareness among external stakeholders.
- Over the years, the Steering Committee charged Partner Countries and Subcommittees with these tasks:
  - **Website:** Provide updates/information to ASG
  - **Newsletter:** Highlight projects, conferences, and success stories
  - **Media:** Undertake outreach activities, provide links to press releases.
  - **GMI Materials:** Translate into Partner languages, distribute at relevant conferences and meetings
  - **UNFCCC:** Work with ASG to ensure GMI is well represented
  - **Project Network:** Continue to engage members

# Website

- Redesigned website as part of 2010 GMI launch.
  - Incorporated expanded scope (i.e., methane abatement, wastewater).



# Website

- The GMI Website is one of main mechanisms for storing and communicating GMI information
- ASG monitors and analyzes GMI website to quantify the number of users.
  - Average number of page views per day tripled in comparison to same quarter of last year.
  - Average number of distinct of visitors per quarter nearly doubled from 2011.



# Website: Suggested Next Steps

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- Country pages were designed to be portals for information, tools, and resources about methane capture and use in that country. Encourage Partners to provide regular updated content for their country pages.
- Specific actions include:
  - Utilize “News” section to highlights recent projects.
  - Inform ASG about potential sources of project funding and open RFPs.
  - Work with ASG by providing links to relevant materials.
  - Partners and PN members provide links to the GMI website from their own websites.
- The ASG will continue to upgrade the website to make it easier to access information

# Newsletter – *Methane International*

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- Available in a Web-based format integrated with new website.
- Since last Outreach & Communications update, five issues completed:
- Distributed via e-mail to ~3,500 recipients—78% increase since June 2011.
- Analysis of most recent issues reveals:
  - 21% of recipients opened the e-mail (same average % of recipients that opened emails over previous 18 months).
  - An average 39% clicked through to online articles.

## Newsletter – *Methane International* (2)

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- In general, most widely read articles contained information on:
  - EPA grants
  - Methane Expo 2013
  - GMI projects
  - Partner Country features and/or projects
  - Other recent developments and resources

## Newsletter: Suggested Next Steps

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- Partner Countries and Subcommittees are encouraged to utilize newsletter to highlight projects, conferences, or other success stories.
- The ASG will continue to actively solicit input for story ideas for future issues.
- Consider focusing more on project development and country success stories that attract the most readers.

# Tracking and Reporting

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- **New Tracking System**
  - More robust and simplified system to increase the capacity, speed, and efficiency for data collection.
  - Serves as a centralized clearinghouse for not only GMI activities, but other methane activities from existing sectoral databases including coal mine methane, municipal solid waste, and agricultural international data systems.

# Tracking and Reporting (2)

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- Reporting
  - More consistent, thorough, and systematic reporting is critical to GMI's future.
  - Would enable Partners to effectively communicate actions and accomplishments and promote GMI.
  - Will be important for focusing assistance efforts and gauging progress.
  - Would allow Partners to strategically plan appropriate, complementary work in support of GMI Partner Action Plans and/or NAMAs, enabling the leveraging of resources.

# Tracking and Reporting: Suggested Next Steps

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- Partners encouraged to review and/or provide new information on in-country activities and ongoing project updates for the tracking system.
- The Steering Committee could explore the possibility of creating a 10<sup>th</sup> Anniversary accomplishments report, similar to the *Partnership-Wide Accomplishments Report* published in 2009.
  - Need to decide 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. Similarly, Partners could potentially link plans with project support funds as they become available.

# GMI Materials

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- In 2012, ASG revised the GMI general outreach and Project Network brochures as well as “GMI Overview” and “Global Methane Emissions and Mitigation Opportunities” factsheets.
- Sector-specific factsheets revised in 2011 were translated into Chinese, French, Russian, and Spanish. All posted on GMI website.
- A “Municipal Wastewater” factsheet is in progress.

# GMI Materials: Suggested Next Steps

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- As Partner Countries translate GMI documents into other languages, these documents, please provide to ASG to upload to the GMI website.

# Press/Media Exposure and Event Participation

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- Press releases about new global initiatives, GMI-supported events, and availability of methane-related studies and reports are posted on “News & Events” section of the website.
- Partners are encouraged to provide the ASG with information or updates about any media exposure for inclusion on the website.
- As in the past, press releases will be a critical outreach mechanism for recapping Methane Expo 2013 results.

# Press/Media Exposure and Event Participation (2)

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- In 2012, GMI participated in and/or exhibited at the following:
  - GLOBE 2012: 12th 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).
- U.S. EPA sector leads and Environment Canada distributed Expo flyers/postcards at international meetings/workshops in late 2012.

# Press/Media Exposure and Event Participation: Suggested Next Steps

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- Partner Countries and Subcommittees are encouraged to secure greater media exposure.
- Subcommittee and PN members are encouraged to promote the Initiative by disseminating informational materials and/or displaying GMI signs when attending meetings and conferences.
- Partners are encouraged to give presentations on GMI at relevant conferences, meetings, and events related to broader climate and sustainable development issues.
- 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.

# Project Network (PN) Status

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- As of February 2013, there were 1,195 PN members (grown from original 110 members in 2004).
- ASG implemented several suggested options for better engaging PN, including:
  - New website features PN members in rotating “Project Spotlights.”
  - 2012 in-person subcommittee meetings were scheduled around other industry- or sector-related events and/or held joint, multiple sector meetings to facilitate greater attendance.

# Expo Stats

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- Participation: 400 attendees from 42 countries
- Number of posters displayed: nearly 100
  - From 26 Countries, Total emission potential of 131 million MTCO<sub>2</sub>e annually

# Summary

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- **Website:** Partners and Subcommittees encouraged to provide information to ASG for website.
- **Newsletter:** Partners and Subcommittees encouraged to utilize the newsletter to highlight projects, conferences, or other success stories.
- **Tracking and Reporting:** 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.
- **Materials/Events:** Partners and Subcommittees are encouraged to distribute GMI materials and make presentations at relevant conferences or meetings, particularly UNFCCC events.

## Summary (2)

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- **Press/Media Exposure:** Partners and Subcommittees should undertake outreach activities, provide links to press releases or other new items.
- **PN Status:** Subcommittees should continue to engage PN members in their meetings and activities. ASG will continue to highlight PN members on website.
- **Expo Results:** Partners and Project Network members should leverage Methane Expo 2013 results to further promote GMI.