

Status of GMI Outreach & Communications Efforts

Discussion Paper

1. 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.

2. 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 newsletter *Methane International*, and attending relevant conferences and workshops. 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 *Methane International* 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 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).

3. GMI Website

The ASG redesigned the website to reflect the launch of GMI. The website showcases the new look and feel of GMI through the new logo and incorporates the expanded scope of GMI. The redesigned website also included country-specific pages with native language features as well as an enhanced focus on success stories, current events, and news.

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 previous year, the average number of page views

per day increased by 14 percent. Additionally, the average number of distinct visitors per quarter increased by less than one percent from 2009 (see Table 1).

Table 1: Website Usage

Statistic	2009	2010	% change
Average Page Views per Day ¹	1,252	1,422	14%

Using tracking information, the ASG also identified the top 10 countries—all of which, with the exception of France, are 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

Rank	2009	2010	2011
1	United States	United States	United States
2	India	India	China
3	United Kingdom	United Kingdom	India
4	Mexico	China	United Kingdom
5	China	France	Unknown ²
6	Canada	Germany	Russia
7	Australia	Canada	Germany
8	France	Russia	Brazil
9	Unknown ²	Brazil	Canada
10	Colombia	Unknown ²	France

Suggested Next Steps:

- The 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.
 - Provide the ASG with information on potential sources of project funding and open Requests for Proposals (RFPs).
 - 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 that the website becomes a useful portal for all Partner countries.
 - There should also be a concerted effort to have Partners and PN members provide a link to the GMI website from their own websites.

¹ Number of page views divided by the total number of days in the log.

² Unable to discern country of origin based on IP addresses.

4. Newsletter

Coinciding with the redesigned website, the *Methane International (MI)* newsletter was converted to a Web-based (rather than PDF) format that was integrated with the GMI website. Since the March 2010 Steering Committee meeting in New Delhi, the ASG has completed seven issues of the *Methane International* newsletter:

- Issue #18 Special Post-Expo Edition (April 2010)
- Issue #19 (May 2010)
- Issue #20 (August 2010)
- Issue #21 (October 2010)
- Issue #22 (January 2011)
- Issue #23 (April 2011)
- Issue #24 (June 2011)

Current distribution of the Web-based newsletter is nearly 2,000 recipients, up 30 percent from March 2010. Recent analysis of the most recent *MI* issue revealed an average of 22 percent of these emails were opened by recipients, the same average percent of recipients that opened the newsletter email when it was distributed as a PDF attachment.

Of those who opened the newsletter email, an average 54 percent viewed the online articles. For the most part, articles containing information on recent developments and resources (e.g., project news, United Nations Environment Programme [UNEP] reports), project development opportunities and materials (e.g., Resources Assessments, landfill gas [LFG] handbooks), and funding mechanisms (e.g., grants) garnered the most readers. An analysis of the most viewed articles from 2011 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.
- Consider reducing frequency of publication of the newsletter to quarterly and focus issues more on project development and country success stories.

5. Tracking and Reporting GMI Projects and Activities

Tracking

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 online 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, landfills, and agricultural international data systems. The online tracking tool is designed to eventually include expanded site information such as IPCC baseline for emission calculations (e.g., waste characterization, unit processes for the agricultural and landfill sectors, characteristics for landfills), and other details (i.e., objective benefits, project lifetime, developers and gas end use developer).

Reporting

During its revision of the TOR in March 2010, the Steering Committee worked to establish a more systematic reporting process that retained flexibility regarding the frequency and type of information to be reported. The Steering Committee added the following elements for reporting:

Partners will seek to... Communicate their progress and accomplishments in implementing action plans and undertaking other activities to support the Partnership's goal. [section 2.11]

Periodically assess the effectiveness of the Partnership's efforts to achieve its goals. [section 2.12]

More consistent, thorough, and systematic reporting is 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 implementation of 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 Partner Action Plans, enabling the leveraging of resources and improved coordination of assistance efforts.

Suggested Next Steps:

- Partners could develop reports, data updates or project level information to the Steering Committee for review.
- The Steering Committee could explore the possibility of the creation of an accomplishments report, similar to the *Partnership-Wide Accomplishments Report* published in 2009.
- Steering Committee members could 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 Partner Action Plans (Partner Action Plan White Paper GMI1/Doc.5). Similarly, Partners could potentially link Partner Action Plans with project support funds as they become available (Futures White Paper GMI1/Doc.6).

6. GMI Materials

The ASG has developed several new GMI outreach materials. Two new fact sheets were developed to define GMI and its expanded scope of activities, as well as provide an overview of methane mitigation opportunities. These factsheets are available on the GMI website in Chinese, English, Korean, Russian, and Spanish. Additionally, sector-specific GMI factsheets have been revised to include case studies of recent project successes and the expanded scope of activities in each sector.

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.

7. Press/Media Exposure and Event Participation

Over the past year, U.S. EPA has issued several press releases about new Partners, GMI grants, and availability of methane-related studies (e.g., UNEP/World Meteorological Organization report), which have been posted on the "News" 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 website. As in the past, press releases will be a critical outreach mechanism for promoting and recapping results from the next Expo (see GMI Expo Discussion paper GMI1/Doc.3).

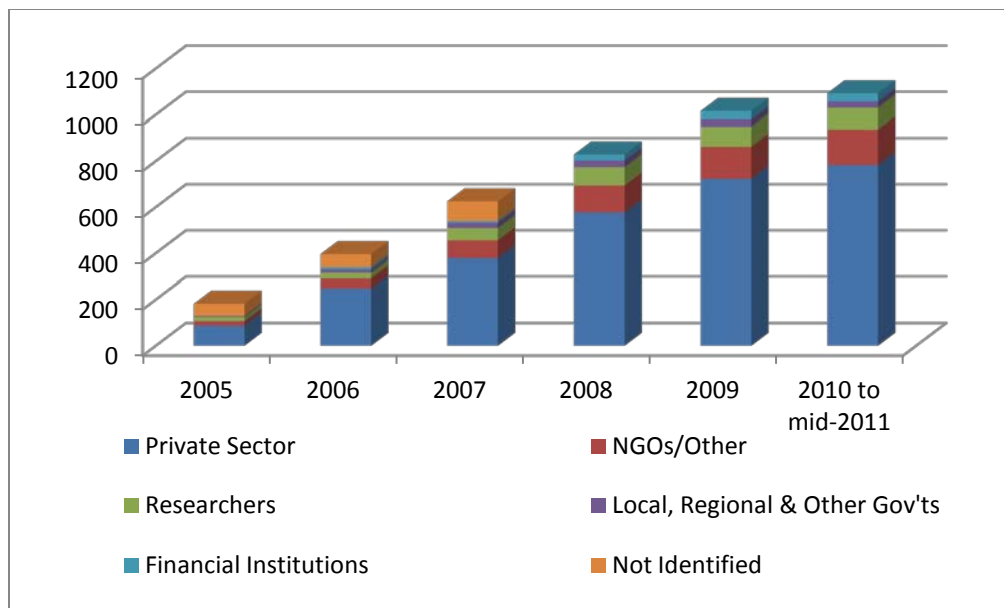
Suggested Next Steps:

- 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. The materials are available online and in some cases, hard copies may be ordered by contacting the ASG at +1 (202) 343-9683 or 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. Specifically, the ASG is looking for a country to host a side event at the Conference of Parties (COP) 17 in Durban South Africa. Partner countries that are interested in hosting such a side event please contact the ASG at +1 (202) 343-9683 or asg@globalmethane.org for further information.

8. PN Status

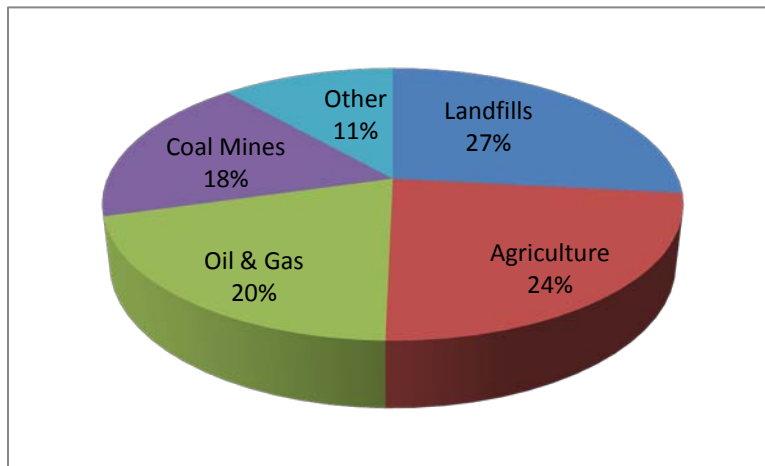
PN members continue to represent a diversity of organizations with an interest in developing and supporting methane capture and use projects. As of 31 July 2011, there were nearly 1,100 organizations in the PN—up from 110 members in the first six months following the Initiative’s launch (see Figure 1).

Figure 1: Project Network Distribution and Annual Totals



Many of the PN members are involved in more than one sector (see Figure 2).

Figure 2: Distribution Across Sectors*



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

The PN membership has grown from 110 to nearly 1,100 in 6 years. PN participation in GMI activities also shows improvement. At the 2007 Beijing meetings and again during the 2009 Mexico 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. The new GMI website features PN members in rotating “Project Spotlights” (e.g., Eni, Clarke Energy, Marubeni Corp.) and during the late 2010 round of Subcommittee meetings, the sectors scheduled their meetings around other industry- or sector-related events to facilitate greater PN attendance. Over the past 6 years, average PN participation levels typically ranged from 15 to 25 percent of the total Subcommittee meeting participants. Table 3 shows the 2010 sector and co-located meetings and the percentage of PN members in attendance.

Table 3: Project Network Participation in 2010 Sector-Specific and Co-Located Meetings

Sector	Date and Location	Industry- or Sector-Related Event	PN Members as % of Subcommittee Attendees
Agriculture	12 November 2010 Venice, Italy	3rd International Symposium on Energy from Biomass and Waste	5
Coal Mines	21 October 2010 Beijing, China	10th International Symposium on CBM/CMM in China	32
Landfills	11 November 2010 Venice, Italy	3rd International Symposium on Energy from Biomass and Waste	13
Oil and Gas	3 November 2010 New Orleans, LA, USA	U.S. EPA's Natural Gas STAR Annual Implementation Workshop	61

8. Summary: Partner Efforts Encouraged to Increase Outreach and Communication

- Website: Partners and Subcommittees are encouraged to work directly with the ASG to provide information for the newly redesigned website as described above, particularly as it relates to country resources and project success stories.

- Newsletter: Partners and Subcommittees are encouraged to utilize the 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 ASG will continue to highlight PN members on the website.

Appendix A

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

Article/Topic	Percent of Readers that Clicked-Thru
January 2011	
New Look for GMI	21%
Recent Developments	20%
USG Report	10%
Subcommittee Meeting Update	8%
PN Spotlight Article	7%
16th Conference of the Parties	6%
April 2011	
Project Development Opportunities (Resource Assessments)	11%
LFG Project Development Handbook (Poland)	10%
Upcoming Subcommittee Meetings	9%
Recent Developments and Resources	9%
GMI Spotlight on Nigeria	9%
ASG Welcomes Monica	7%
LFG Projects Moving Forward (RFPs)	7%
Newest Partner Country	6%
Upcoming Outreach Activities	4%
GMI Hits the Skies	3%
ONGC Wins Award	3%
Workshop in Serbia	1%
June 2011	
GMI Grants	18%
Subcommittee Updates	16%
Spotlight on Brazil	10%
Mexico LFG Project	9%
Recent Developments	9%
GMI Action Plans	5%
Upcoming Outreach Activities	4%
GMI Outreach	3%