

Status of GMI Outreach and Communications Efforts

**1st Steering Committee Meeting
12-13 October 2011**

Krakow, Poland

Monica Shimamura
ASG Co-Director



Outreach and Communications Efforts

- Background
- Website
- Newsletter
- GMI Materials
- Press/Media Exposure and Event Participation
- Tracking and Reporting
- Project Network Status

Background

- The ASG is responsible for facilitating communications among Partner and PN members and raising awareness among external stakeholders.
- At the March 2010 meeting, the Steering Committee charged Partner Countries and Subcommittees with these tasks:
 - Provide information to ASG to update GMI website.
 - Utilize *Methane International* newsletter to highlight projects, conferences, and success stories.
 - Undertake media outreach activities and provide links to press releases/news items.
 - Translate GMI materials into Partner languages.
 - Distribute GMI materials and make presentations at relevant conferences and meetings.
 - Work with ASG to ensure the Initiative is well represented at UNFCCC events.
 - Continue to engage PN members.

Website

- Redesigned website launched in September 2009.
 - More emphasis on providing streamlined access to tools and information.
 - Includes country-specific pages.
 - Enhanced focus on communicating accomplishments.



Website (con't)

- Since 2006, ASG monitoring and analyzing GMI website to quantify the number of users.
- Average number of page views per day increased by 14% through 2009.
- Average number of distinct of visitors per quarter increased by <1% from 2009.

Website (con't)

- ASG identified top 10 countries with greatest number of user visits:

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
6	Canada	Germany	Russia
7	Australia	Canada	Germany
8	France	Russia	Brazil
9	Unknown	Brazil	Canada
10	Colombia	Unknown	France

Website: Suggested Next Steps

- Country pages were designed to be portals for information, tools, and resources about methane capture and use in that country. Achieving this requires 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.

Newsletter – *Methane International*

- Now available in a Web-based (rather than PDF) format integrated with new website.
- Distributed via e-mail to ~2,000 recipients—30% increase since March 2010.
- Since 7th Steering Committee meeting in New Delhi, seven issues completed:
 - 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)

Newsletter – *Methane International* (con't)

- Recipient analysis since March 2010 reveals:
 - 22% of recipients opened the e-mail (same average % of recipients that opened attached PDF version).
 - An average 54% clicked through to online articles.
- In general, most read articles contained information on:
 - Recent developments and resources.
 - Project development opportunities and materials.
 - Funding mechanisms.

Newsletter: Suggested Next Steps

- Partner Countries and Subcommittees 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 decreasing the frequency of newsletter to quarterly and focus more on project development and country success stories?

Tracking and Reporting

■ New Tracking System

- More robust and simplified system to increase the capacity, speed, and efficiency for data collection.
- Incorporates sectoral databases including coal mine methane, landfills and agricultural international data systems.
- Will expand to include more project level details.

■ Reporting

- During its revision of the TOR in March 2010, the Steering Committee established a more systematic reporting process.
- Partner Action Plans.

Tracking and Reporting: 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. Similarly, Partners could potentially link Partner Action Plans with project support funds as they become available.

GMI Materials

- ASG developed several new outreach materials as part of re-branding transition.
- Two new factsheets available on website define GMI and its expanded scope of activities and provide an overview of mitigation opportunities.
- These factsheets available in Chinese, English, Korean, Russian, and Spanish.
- Sector-specific factsheets being revised to include case studies of recent project successes.

GMI Materials: Suggested Next Steps

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

Press/Media Exposure and Event Participation

- In the past year, press releases about new Partners, GMI grants, and availability of methane-related studies posted on “News” section of the website.
- Partners are encouraged to continue 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 Expo results.

Press/Media Exposure and Event Participation: Suggested Next Steps

- 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.
- ASG looking for a country to host a side event at COP 17 in Durbin, South Africa.

Project Network (PN) Status

- As of 31 July 2011, there were nearly 1,100 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.”
 - Most recent 2010 Subcommittee meetings were scheduled around other industry- or sector-related events.
 - Discernable increase in PN attendance over previous subcommittee meetings.

Summary

- **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.
- **Press/Media Exposure and Materials/Events:** Partners and Subcommittees should undertake outreach activities, provide links to press releases or other new items, distribute GMI materials, and make presentations at relevant conferences or meetings, particularly UNFCCC events.
- **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.
- **PN Status:** Subcommittees should continue to engage PN members in their meetings and activities. ASG will continue to highlight PN members on website.