

**Global Methane Initiative  
Steering Committee Leadership**

**Global Methane Challenge Update and Discussion Paper**

**I. Purpose**

This discussion paper provides an overview of the Global Methane Challenge, gives a status report on submissions to date, and proposes options for discussion regarding the timeline for concluding the Challenge and options for recognizing participants at the Global Methane Forum and beyond.

**II. Background**

The Global Methane Initiative's (GMI) Global Methane Challenge (GMC) was endorsed by the Steering Committee in December 2018. The goal of the Challenge is to catalyze ambitious action to reduce methane emissions and showcase policies and technologies being used to reduce methane emissions around the world. Organizations submit information about their efforts to reduce methane emissions, and, following Administrative Support Group (ASG) review and approval, their submissions are posted to the [GMC website](#). These projects are also promoted via emails and social media and will be recognized at the Global Methane Forum in March 2020, in Geneva, Switzerland.

The Challenge launch was initially delayed because the ASG was closed due to the U.S. government shutdown in early 2019 but it became official when promotion of the Challenge actually began in spring 2019. GMC has since published 27 projects on the GMC website that highlight accomplishments in mitigating methane from organizations across the world spanning the Biogas, Oil and Gas, and Coal Mines sectors. As of 6 November 2019, there are approximately 10 additional submissions undergoing review, which will be posted on the website pending approval.

**III. Audience**

The GMC is meant to attract organizations that would like to showcase their actions, policies, research, or technologies to reduce methane emissions or advance the capture and use of methane worldwide. These organizations can be public or private including: governmental and non-governmental organizations, research and education institutions, private companies, public utilities, and any organization or group interested in committing to reducing methane. Reducing

methane emissions is critical to addressing climate change and these organizations' efforts are important to share globally in order to inspire, motivate, and teach others to take action with new technologies or policies.

#### **IV. Outreach Activities**

The Challenge and the actions of participants are promoted regularly in numerous ways, including via:

- The GMC website, launched in December 2018 and the GMI website.
- 23 emails (listservs) that highlight GMC sent to the GMI mailing list of approximately 1,100 subscribers; GMC emails in Spanish and French will also be sent.
- 87 GMC messages across GMI's Facebook, Twitter, and LinkedIn accounts.
- Fact sheets, available in English, Spanish, and French.
- Promotion at in-person and webinar events, including at the Biogas Subcommittee meeting in October 2019, the Oil & Gas Subcommittee webinar in September 2019, the Oil & Gas Subcommittee meeting in March 2019, GMI-hosted workshops held in Mexico and Kazakhstan in May 2019, the Biogas Subcommittee webinar in December 2018, and the Steering Committee webinar in November 2018.
- Four promotional videos (one general GMC and one for each sector).

In order to increase GMC participation, the ASG is currently undertaking additional efforts, including:

- Researching organizations who are actively posting about methane projects on social media or are featured in articles and preparing outreach to them in order to persuade them to submit their work for inclusion on the GMC website and/or to promote the Challenge.
- Reaching out to the 700+ member Project Network via listserv with the goals of promoting the GMC through the Partners' own listservs and placing a link to the GMC website on the Project Network members' websites.
- For the organizations that are actively posting about methane projects on social media, developing a boilerplate social media response message to invite contacts to submit to the GMC.
- Reaching out to GMI's strategic alliance partners, the United Nations Economic Commission for Europe (UNECE) and Climate and Clean Air Coalition (CCAC), to ask them to promote the GMC on their websites and via their email distribution and social media.

#### **V. Items for Steering Committee Consideration and Discussion**

We are seeking the input of the Steering Committee regarding the timing of the Challenge and the recognition of Challenge participants during the Global Methane Forum 2020 and beyond.

*a. Timing for ending the Challenge*

The Challenge is scheduled to conclude on 31 December 2019 but we believe the number of submissions could be higher and better represent the level of methane mitigation activity with additional time and promotion.

**Discussion question:** Should the Challenge be extended?

Options include, but are not limited to:

1. Extend the Challenge until 28 February 2020
  - This two-month extension would allow for additional participants to join in time to be recognized at the Global Methane Forum and would more closely represent a year-long Challenge given the delayed launch in 2019.
2. Extend the Challenge through 2020
  - A longer extension could provide an opportunity for greater promotion of the Challenge and more submissions, more accurately reflecting the level of methane reduction activity underway and providing a greater level of inspiration to others looking to replicate the mitigation successes.
  - An extension could be announced at the Global Methane Forum 2020 and the original submissions could be expanded after the forum to discuss how they were implemented, making it easier for others to replicate mitigation activities
3. Conclude the Challenge as of 31 December 2019
  - This would end the Challenge as originally scheduled and yield fewer methane mitigation success stories to promote and recognize than if there had been an extension.

*b. Options for Recognizing the Challenge Participants at the Global Methane Forum 2020*

The Challenge, as designed by the Steering Committee, included recognition at a capstone event, the Global Methane Forum 2020.

**Discussion question:** How should the Challenge participants be recognized at the GMF 2020? Beyond?

There are numerous ways that participants could be recognized, including but not limited to any and all of the following:

1. Feature during the plenary meeting one or more high-level officials from organizations who participated, motivating the audience through their success and enthusiasm.

2. Develop and play during the plenary session a brief and motivational video montage of all of the Challenge submissions.
3. Develop and distribute a PDF publication of all submissions that could include a congratulatory introductory letter signed by the Steering Committee Co-Chairs
4. Print out poster-size pictures of the submissions and post them on the walls in a prominent place at the Forum where attendees could frequently see them (e.g., during breaks).
5. If appropriate, announce post-Forum plans to continue the Challenge and/or expand original submissions to include how they were implemented, making it easier for others to replicate.