



Methane to Markets

Administrative Support Group (ASG) Update

Landfill Subcommittee Meeting
Cologne, Germany
4 May 2007

Henry Ferland, Director
Administrative Support Group (ASG)

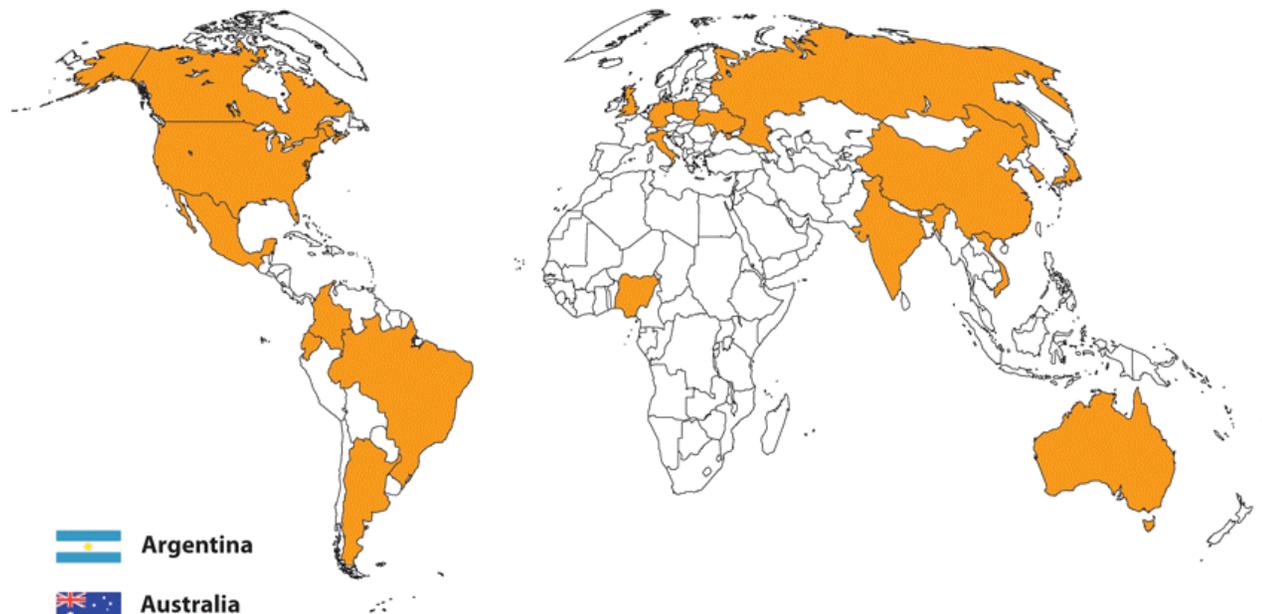
Overview

- Partnership Background and Partner Update
- Steering Committee Meeting Outcomes
 - Miscellaneous Business
 - Year 3 Charge to Subcommittees
- Partnership Expo Planning and Next Steps
 - Expanded Web site
 - Marketing and Outreach
 - Call for Projects
- Tracking M2M Progress
- Other Announcements

Partnership Overview

- Advances recovery and use of methane as a valuable clean energy source.
- Encourages development of **cost-effective** methane recovery and use opportunities in:
 - Agriculture (e.g., animal waste management)
 - Coal mines
 - Landfills
 - Oil and gas systems
- Poland and Vietnam joined = 20 Partner Countries (see map next slide).
- Private companies, multilateral development banks and other relevant organizations participate by joining the **Project Network** – **more than 500 organizations now participating.**

Partner Update = 20 Countries



- | | | | | | |
|-------------------------------------------------------------------------------------|-----------|-------------------------------------------------------------------------------------|---------|---------------------------------------------------------------------------------------|---------------------------------|
|  | Argentina |  | India |  | Republic of Korea (South Korea) |
|  | Australia |  | Italy |  | Russia |
|  | Brazil |  | Japan |  | Ukraine |
|  | Canada |  | Mexico |  | United Kingdom |
|  | China |  | Nigeria |  | United States |
|  | Colombia |  | Poland |  | Viet Nam |
|  | Ecuador | | | | |
|  | Germany | | | | |

Steering Committee Meeting – Major Outcomes

- Decided to maintain existing protocol for adding New Steering Committee Members.

- Developed Year 3 Charge to Subcommittees.
 - Support the Partnership Expo.
 - Contribute to overall Partnership outreach and communications efforts.
 - Recruit Project Network members.
 - Submit and Review/Update Projects for Tracking System.

- Nominated US to host ASG functions for two more years and continue to serve as Steering Committee chair (US accepted).

Steering Committee Meeting – Activities and Outcomes (cont'd)

- Decisions on Partnership Expo
 - NDRC will be official Ministry to Host Event.
 - Reduced event duration to 3 days.
 - Agreed not to make ministerial-level event.
 - Asked Partners to consider levels of commitment (e.g., financial, in-kind services) and encouraged participation in the Expo (i.e., attendance).

- Agreed to develop of Partnership-wide accomplishments report in mid-2008. Will include results from the Expo.

Partnership Expo: A Forum for Projects, Technology, Financing, and Policy

- Premier international forum for promoting methane recovery and use project opportunities and technologies.

- Provides Partners and Project Network members with opportunities to:
 - Showcase project opportunities and technologies.
 - Meet with potential project partners and financiers.
 - Learn about the latest technologies and services.
 - Explore key technical, policy, and financial issues.
 - Interact with high-level government officials from 20 Partner countries.

Expo Planning Update

- Dates and Location:
 - 30 October – 1 November 2007
 - China World Hotel
 - Beijing, China
- Expo Web site (www.methanetomarkets.org/expo/index.htm) includes :
 - Draft Agenda
 - Sponsorship information
 - Templates for submitting projects
- Outreach Efforts and Related Materials
 - Exhibited at Point Carbon's Carbon Markets Insight (13-15 March 2007).
 - Call for projects issued March 9 and expanded Web site launched.
 - Presenting at the United Nations Commission on Sustainable Development (30 April – 11 May 2007).
 - Exhibiting at Carbon Expo (2-4 May 2007).
 - Developing Expo marketing brochure – in both English and Chinese.
 - M2M Expo Web site will also be mirrored in Chinese.
 - Ads in targeted Journals

Expo Draft Agenda

- Day 1
 - All day: Exhibits open.
 - Morning Opening Plenary: Welcome and Host Introductions, Keynote Speakers.
 - Afternoon: Begin Sector-specific Policy and Technical Sessions.
 - Evening: Opening Ceremony/Reception in Exhibit Hall.
- Day 2
 - All day: Exhibits open, Sector-specific Policy and Technical Sessions.
 - Steering Committee meets concurrently.
 - ***Press Event to announce projects.***
- Day 3
 - Morning Closing Plenary:
 - Report out from Steering Committee on Key Decisions and Charge to Subcommittees.
 - Report out from Sector-specific Sessions.
 - Late Morning into Afternoon: Subcommittee Meetings.

Expo Sponsorships and Exhibits

- Paying sponsors will be provided booth space to display information relating to their organization, company, or technology.
- Each Partner country will be provided a free booth to highlight activities under the Partnership and to feature project opportunities.
- Free space will also be provided to display specific project opportunities in each sector.
 - Participants with projects to promote are encouraged to submit information about their projects and to let the ASG know that they would like this project to be featured in the Expo. **Deadline is 2 July 2007.**

Charge to Subcommittees: Support Partnership Expo

- Sector-specific policy and technical sessions
 - Issue a “draft final” after this Subcommittee meeting to post on Web site.
 - Contribute expertise and/or serve as speakers or moderators.
 - Coordinate with ASG and our Chinese hosts to finalize agenda.

- Project Assistance
 - Complete project opportunity templates on projects to showcase at the Expo.
 - Provide advice and support to improve project templates for selected project opportunities.

- Outreach to organizations to participate in the Expo

Charge to Subcommittees (cont'd)

- Outreach and Communications Efforts
 - Contribute information to enhance the Web site.
 - Contribute to the Methane to Markets newsletter to highlight projects, conferences, or other success stories.
 - Participate in outreach events and issue press releases.
 - Provide links to press releases and other news items for ASG to include on the Methane to Markets Web site and Methane International newsletter.

- Recruit Project Network Members

- Track country activities to showcase at Expo

Reporting Progress

- Need to track ongoing Methane to Markets activities for expo, reports to steering committee and 2008 Accomplishments Report.
- Initial testing of online tracking system revealed a need to simplify the information requested.
 - New focus on capturing ongoing and completed activities to report.
- Stopgap Word form for inputting project ideas now available at
 - www.methanetomarkets.org/projects/submit-ideas.htm.

Continued ASG Structure

- 2 EPA Staff Leading Efforts
 - Mr. Henry Ferland: Landfill and Oil/Gas Subcommittees
 - Ms. Erin Birgfeld: Coal and Agriculture Subcommittees
 - Shared responsibility for Steering Committee and Partnership Expo Planning

- ERG Consulting Providing Dedicated Staff to Each Subcommittee
 - Amanda Singleton, Landfill Subcommittee

For More Information

- Web site
 - www.methanetomarkets.org

- Administrative Support Group
 - asg@methanetomarkets.org
 - Tel: +1.202.343.9683
 - Fax: +1.202.343.2202

- Direct Contact information for ASG leads:
 - Ferland.Henry@epa.gov Birgfeld.Erin@epa.gov
 - Tel: +1-202-343-9330 +1-202-343-9079