



# Methane to Markets

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**Partnership Update:**

**Outreach and Communications Efforts and Progress**

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Methane to Markets Partnership**

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Washington, DC

# Outreach and Communications Efforts

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- Web site
- Outreach Materials and Events
- Newsletter
- Press/Media Exposure
- Project Tracking Systems
- Project Network Status
- Partnership-wide Accomplishments Report
- Next Partnership Expo

## Web Site

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- Since its launch in 2005, Web site has proved to be an invaluable source of information.
- Recently redesigned the Web site to better reflect the Partnership's growth over the last 4 years.
  - More emphasis on providing streamlined access to tools and news from both country- and sector-specific perspectives (e.g., interactive map).
  - Focus on using the Web site to better broadcast the accomplishments and success of the Partnership (e.g., success stories).
- Encourage Partners to translate/provide documents in native languages, links to their Web sites.

# Redesigned Home Page



Contact Us | About the Partnership | About Methane

How to Participate | Partner Countries | Project Network | Projects | Tools & Resources | News & Events

E-MAIL | RSS | SHARE

Agriculture  
Coal Mines  
Landfills  
Oil & Gas Systems  
Steering

Translate this page

Methane to Markets provides fact sheets and links to resources in Chinese, Italian, Russian, and Spanish.

Translate this page to:  
Select Language

The Methane to Markets is an international initiative that advances cost-effective, near-term methane recovery and use as a clean energy source. The goal of the Partnership is to reduce global methane emissions in order to enhance economic growth, strengthen energy security, improve air quality, improve industrial safety, and reduce emissions of greenhouse gases.

what's new



Methane International NEWSLETTER

Methane to Markets Partnership Expo

2 - 5 March 2010  
New Delhi, India

Call for Presentations



Resource Assessment for

SUCCESS STORIES

Country | Organization | Project

Mexico

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September 2009

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9-14  
9-16

Steering  
Lake Louise, Canada

# Outreach Materials and Events

- Key outreach materials (e.g., brochures, fact sheets) available online in Chinese, English, Russian, and Spanish.
- Routinely participates in international meetings or conferences (e.g., WIREC, Carbon Expo, FICCI conclaves, COP).



# Newsletter

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- Prepared three issues to date, with additional year-end issue planned.
  - Issue #12 (February 2009)
  - Issue #13 (June 2009)
  - Issue #14 (August 2009)
  - Issue #16 (~ December 2009)
  
- Will serve as important outreach component for 2010 Expo. Two issues planned:
  - Issue #15: Special Expo Edition (~ October 2009)
  - Issue #17: pre-Expo Edition (~ February 2010)

# Press/Media Exposure

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- Several press releases about new Partners have been posted on “News” section of the Methane to Markets Web site.
- Partners are encouraged to continue to provide the ASG with information or updates about any media exposure for inclusion on the Web site.
- As in the past, press releases will be a critical outreach mechanism for promoting (e.g., Call for Presentations)—as well as recapping results from—the Expo.

# Project Tracking System

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- Includes project description, anticipated benefits/outcomes, and estimated annual GHG emissions reductions.
- More than 170 ongoing projects and project ideas entered to date.
- Following the 2010 Expo, featured projects will be entered into the system to help track future progress and report results.

# Project Network (PN) Status

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- As of 15 August 2009, there were 921 PN members.
- Options for better engaging PN underway:
  - New Web site features PN members in success stories.
  - PN members have submitted Call for Presentations abstracts for consideration.
  - Recent/upcoming Subcommittee meetings scheduled around other industry- or sector-related events:
- In 2010, will reassess PN involvement to determine if these measures (e.g., success stories, Call for Presentations, co-located meetings) increased PN participation.

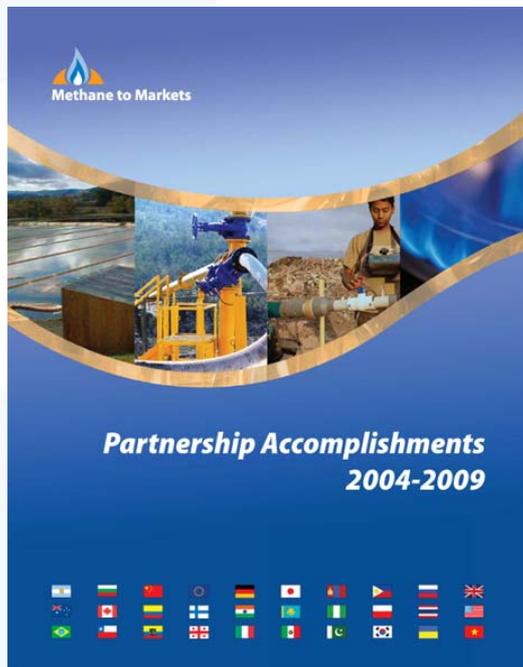
# Accomplishments Report

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- Objective: to provide a broad summary of the Partnership, its activities, and progress over 5 years (2004 – 2009).
- ASG led development of the report, including initial compilation of data and information.
- Subcommittees and PN members submitted projects for inclusion (April 2009), and served as primary reviewers of draft text (June 2009).
- Steering Committee reviewed/approved proposed design or “look” (July 2009).

# Accomplishments Report (con't)

- Draft final mockup currently being reviewed by Steering Committee and Subcommittees (Aug/Sept 2009).



- Remaining development schedule:
  - Incorporate comments ~ Sept 2009
  - Final graphic layout ~ Oct 2009
  - Electronic files to vendor ~ Nov 2009
  - Printed report ~ Dec 2009

## Next Partnership Expo

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- Scheduled for 2 – 5 March 2010 in New Delhi, India at the premier Taj Palace Hotel.
- Hosted by the Government of India (see Ministries below) and EPA, with in-country partner FICCI.
  - Ministry of Coal
  - Ministry of Environment and Forests
  - Ministry of New and Renewable Energy
  - Ministry of Petroleum and Natural Gas
- Sponsorship to date:
  - Clarke Energy (Platinum)
  - Oil and Natural Gas Corporation (Grand Opening Reception for Exhibit Hall)
  - Coal Indian Limited (Platinum)

# Next Partnership Expo (con't)

- Marketing is critical to promoting the Expo!
  - 2-page flyer
  - 8-page brochure
  - Clip-art ads in trade journals
  - Online event postings/list servers
- Call for Presentations:
  - Abstracts due: 30 Oct 2009
  - Notification by: 1 Dec 2009
  - Presentations due: 15 Jan 2010
- Call for Projects:
  - Project templates due: 15 Nov 2009
  - Posters will be displayed in International Methane Capture Marketplace



# UNFCCC Observer Status

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- The ASG applied for observer organization status under the UNFCCC in February 2009.
- The UNFCCC Secretariat did not approve the application in April 2009, citing the absence of juridical personality (e.g., non-profit status)
- The ASG has appealed the decision, asking that the application be forwarded directly to the COP for approval.
- Until the issue is resolved, the ASG cannot apply for side events, reserve booth space, display Partnership materials, or badge attendees at UNFCCC events.

# Continuing Communications and Outreach Efforts

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- **Web site:** Provide information for the newly, redesigned Web site.
- **Outreach:** Distribute Methane to Markets outreach materials and/or make presentations.
- **Newsletter:** Utilize the newsletter to highlight projects, conferences, or other success stories.
- **Press/Media Exposure:** Undertake outreach activities and provide links to press releases or other new items.
- **Project Tracking System:** Utilize the project tracking system to facilitate greater information sharing on projects and activities.

# Continuing Communications and Outreach Efforts (cont'd)

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- **PN Status:** Better engage PN members (e.g., success stories, speaking opportunities, concurrent meetings with industry events).
- **Partnership Accomplishments Report:** Perform timely review and once printed, promote availability to government officials and/or organization management.
- **Next Expo:** Promote the Expo and help determine possible attendees, presenters, and projects to ensure its success.