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M2M7/Doc.2

## **Status of Outreach & Communications Efforts and Other Partnership Activities**

### **Discussion Paper**

#### **1. Purpose**

This paper provides an overview of the progress made in achieving the Partnership's outreach and communication goals in 2009. This paper also provides an update regarding Project Network (PN) involvement, the online project tracking system, and the recently released *Partnership Accomplishments Report*, as well as activities leading up to the 2010 Partnership Expo.

#### **2. Background**

The Administrative Support Group (ASG) is responsible for facilitating communications between Partners and PN members as well as raising awareness of the Partnership among external stakeholders. The main elements of the Partnership's outreach strategy is the Web site, printed background and outreach materials, the online newsletter *Methane International*, and attending relevant conferences and workshops. In January 2009<sup>1</sup> at the meeting in Monterrey, Mexico, the Steering Committee agreed to the following outreach and communications goals:

Redesign and enhance the Partnership's Web site.

- Consider developing materials in native language(s)
- Add links to the Web site from Partner Country sites

Distribute outreach materials and/or make presentations at key conferences.

Utilize *Methane International* to highlight projects, conferences, or other success stories.

Secure greater press and media exposure.

Review, update, and/or add information to the online project tracking system to facilitate greater information sharing on projects and activities.

Develop and distribute a Partnership Accomplishments Report.

Provide support for the 2010 Partnership Expo.

#### **3. Methane to Markets Web Site**

A redesigned Methane to Markets Web site was launched in September 2009, placing more emphasis on providing streamlined access to tools and information from both country- and sector-specific perspectives. The redesigned Web site includes country-specific pages, more native language features, enhanced focus on success stories, current events and news, etc. Going forward, the ASG will work

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<sup>1</sup> Given the September 2009 focus on renewal and expansion of the Terms of Reference, there were no formal outreach and communication goals discussed. This paper provides an update on the typical outreach and communication goals that have been set forth in previous Steering Committee meetings.

closely with Partners and PN members to ensure the new Web site has the most up-to-date information on upcoming events, useful tools, and links to other relevant information.

Since 2006, the ASG has been monitoring and conducting analysis on the Methane to Markets Web site to help quantify the number of users accessing the Web site. 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 2008 (see Table 1).

**Table 1: Web Site Usage**

Statistic	2008	2009	% change
Average Page Views per Day <sup>2</sup>	2,082	2,365	14%
Average Number of Quarterly Distinct Visitors <sup>3</sup>	63,341	63,466	0.2%

Using tracking information, the ASG has 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 Methane to Markets Web site during the reporting periods (see Table 2).

**Table 2: Most Active Users by Country**

Rank	2008	2009
1	United States	United States
2	United Kingdom	India
3	India	United Kingdom
4	China	Mexico
5	Canada	China
6	Mexico	Canada
7	Australia	Australia
8	Italy	France
9	Germany	Unknown <sup>4</sup>
10	Brazil	Colombia

Suggested Next Step:

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 will require Partners to take ownership over the content of their country pages. Partners and PN members alike are encouraged to utilize the new Web site 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 to capture and use methane.

<sup>2</sup> Number of page views divided by the total number of days in the log.

<sup>3</sup> Average number of individuals who visited the site during quarterly reporting periods. If someone visits more than once, they are counted only the first time they visit.

<sup>4</sup> Unable to discern country of origin based on IP addresses.

- 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, Web sites, or other tools. These items should be included even if they are not in English so that the Web site becomes a useful portal for all Partner Countries.
- Based on the tracking information, English-speaking users are still the largest user group of the Web site. To help increase usage among non-English-speaking users, the ASG could work with other countries to help develop Partner country language portals for the Methane to Markets Web site. As Partner countries translate Partnership documents into other languages, these documents should be uploaded to the Methane to Markets Web site. There should also be a concerted effort to have Partners and PN members provide a link to the Methane to Markets Web site from their own Web sites.

#### 4. Newsletter

With the introduction of the new Web site, the newsletter has also undergone a significant change. The newsletter is now available in a Web-based (v. PDF) format that is integrated with the new Web site and the current circulation of the Web-based newsletter is approximately 1,500 recipients.

Using its electronic distribution software, the ASG is able to capture statistics on how many people receive the e-mail about the newsletter’s availability, open the e-mail, and click through the articles that are posted on the newsletter’s Web page. Recent analysis revealed 51 percent of these e-mails were opened by recipients, an increase from last year’s fall newsletter that was distributed as a PDF attachment and opened by only 22 percent of recipients.

Of those who opened the newsletter e-mail, 19 percent clicked through to the online articles. However, only 4 percent clicked through specifically to the Steering Committee update and 5 percent to the Subcommittee updates. The Dominican Republic and COP announcements got double that amount, and the Mumbai landfill article got even more hits (21 percent). This is consistent with the previous issue, where the Subcommittee and Steering Committee meeting articles only got 4 percent and 5 percent respectively, while the news/announcements and recent development links got 14 percent and 10 percent respectively. This might indicate that people prefer to follow what is happening in the field more than Methane to Markets program-related developments.

Since the 6th Steering Committee meeting, the ASG has completed three issues of the *Methane International* newsletter,

Issue #15 (released in November 2009)

Issue #16: Special Expo Edition (released in January 2010)

Issue #17: Pre-Expo Edition (released in February 2010)

These newsletters and future issues are available on the Methane to Markets Web site under a new tab titled “News and Events.”

#### Suggested Next Steps:

The ASG should publish a post-Expo edition of the newsletter that highlights the outcomes of the Expo, as well as future editions on a regular basis that highlight events and accomplishments of the Partnership.

Partner countries and Subcommittees are encouraged to utilize the newsletter to highlight projects, conferences, or other success stories. The newsletter is also an ideal outreach mechanism for featuring the PN. The ASG will also continue to actively solicit input for story ideas for future issues.

## **5. Press/Media Exposure and Event Participation**

Over the past year, U.S. EPA has issued several press releases about new Partners, Methane to Markets grants, and availability of the *Partnership Accomplishments Report*, which have been posted on “News” section of the Methane to Markets Web site. Other Partners are encouraged to provide the ASG with information and/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 recapping results from the Expo.

### 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 Partnership activities. Also, arranging for television and/or radio interviews with appropriate media outlets in each Partner country to discuss the Partnership would be beneficial. Subcommittee and PN members are encouraged to promote the Partnership by disseminating informational materials (e.g., brochures, fact sheets, *Partnership Accomplishments Report*) and/or displaying the Methane to Markets 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 (202) 343-9683 or <asg@methanetomarkets.org>.

Partners are encouraged to give presentations on the Partnership at relevant conferences, meetings, and events related to broader climate and sustainable development issues (e.g., CSD side event). Partners could utilize the general Methane to Markets presentation available on the Web site as the basis for their presentation. This broad exposure would increase the general understanding about the Partnership and its goals, and help to recruit key PN members.

Partners are encouraged to sponsor side events about the Partnership, display Methane to Markets’ literature at their country booths, and assist the ASG in raising awareness of the Partnership at UNFCCC events. A suite of fact sheets and reports are available on the Web site, and the ASG can assist in designing other materials as necessary. Partners are encouraged to consider Methane to Markets as a component of presentations and side events held in conjunction with the UNFCCC process.

## **6. Methane to Markets Project Tracking System**

In 2005, the Steering Committee charged the ASG with developing an online project tracking system to serve as the central location for all Methane to Markets projects. The database is intended to connect a variety of stakeholders and to help promote the development of new projects. The tracking system, located at [www.methanetomarkets.org/projects](http://www.methanetomarkets.org/projects), allows users to submit information and data on ongoing or proposed methane capture and use projects. For each, the database contains information such as a project description, anticipated benefits and outcomes, estimated annual GHG emission reductions, and primary contacts. Partners and PN members seeking technical support, financial support, or consultation have been invited to add project ideas and activities to this database. Additionally, the ASG has input multiple projects and activities from all sectors (e.g., Methane to Markets grants) as well as information on all the projects featured at the 2007 Partnership Expo. To date, more than 170 ongoing projects and project ideas have been entered into the system and the ASG will enter the projects displayed at the 2010 Expo.

Currently, entry of information into the database system could be improved. Partners and PN members are encouraged to view the online project tracking system and input their own projects so the Partnership can more easily report on activities to the Steering Committee. Partners and PN members are also encouraged to use the system so project information can be more readily accessed for highlights in future newsletters; thereby, garnering more exposure for these projects. Following the 2010 Expo, featured projects will again be entered into the system to help track future progress and report results.

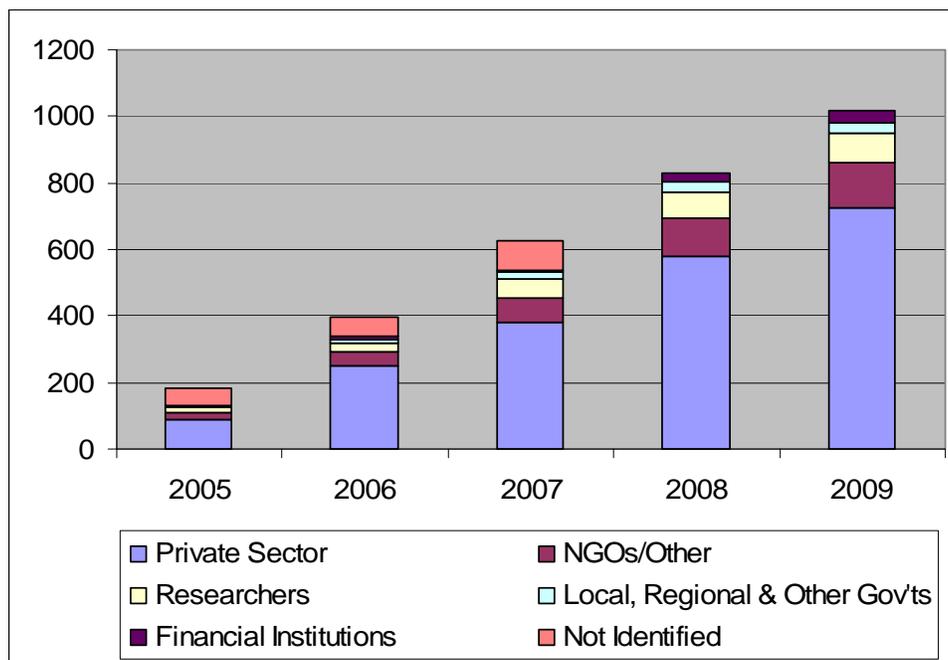
**Suggested Next Steps:**

Subcommittees, Partners, and PN members are encouraged to review, update, and/or add project information to the online tracking system to ensure the most accurate and up-to-date activities and results in order to boost the web site’s function of being a clearinghouse for information on methane project development as well as showcasing the full breadth of the Partnership’s accomplishments.

**7. PN Status**

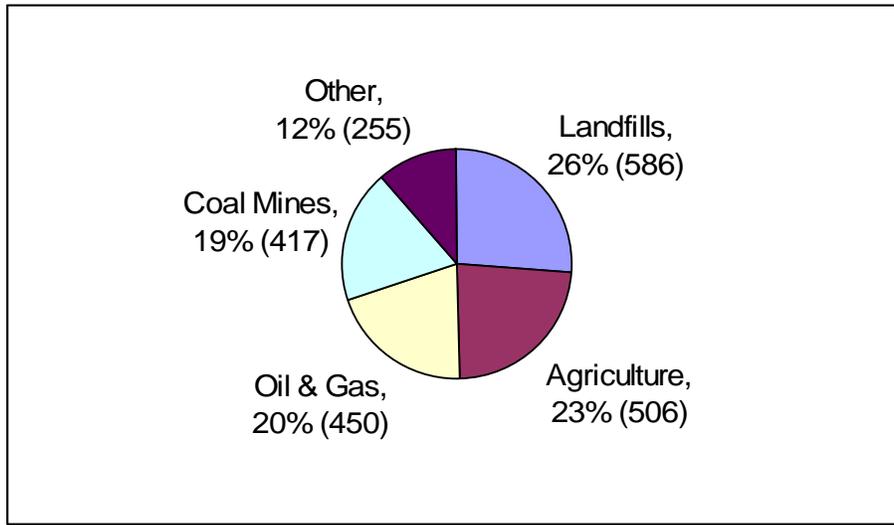
PN members represent a diversity of organizations with an interest in developing and supporting methane capture and use projects. As of 15 January 2010, there were 1,015 organizations in the PN—up from 110 members in the first six months following the Partnership’s launch (see Figure 1).

**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

While the recruitment efforts have been highly successful in growing PN membership from 110 to 1,015 in five years, PN participation in Partnership activities showed room for improvement. At the 2007 Beijing meetings and again during the 2009 Mexico meetings, Partners discussed various options for better engaging the PN, which included formal and 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 is in the process of implementing many of these suggestions. The new Web site features PN members in success stories (e.g., Eni) and during the last round of Subcommittee meetings, the sectors scheduled their meetings around other industry- or sector-related events to facilitate greater PN attendance. Over the past 5 years, average PN participation levels typically ranged from 15 to 25 percent of the total Subcommittee meeting participants. Table 3 shows the 2009 sector and co-located meetings and the percentage of PN members in attendance.

**Table 3: Project Network Participation in 2009 Sector-Specific and Co-Located Meetings**

Sector	Date and Location	Industry- or Sector-Related Event	PN Members as % of Subcommittee Attendees
Agriculture	3-4 September 2009 Guangzhou, China	International Conference on Water Pollution Reduction and Climate Change Mitigation	39
Coal Mines	12 October 2009 Geneva, Switzerland	5th Meeting of the UNECE Ad Hoc Group of Experts on Coal Mine Methane	26
Landfills	21 September 2009 Long Beach, CA, USA	Solid Waste Association of North America (SWANA) WasteCon	46
Oil and Gas	16 September 2009 Lake Louise, Canada	Joint Asia-Pacific Partnership (APP) and Methane to Markets Workshop	14

## **8. Partnership Accomplishment Report (PAR)**

The *Partnership Accomplishments Report: 2004 – 2009* (PAR) was announced on 3 December 2009 and is now available in hard copy from the ASG and has been posted on the Web site. The original concept for a comprehensive report highlighting the Partnership's first five years was initially raised at the 2006 Rome meeting and the preliminary outline was approved at the 2007 Beijing meeting. During the 2009 Mexico meeting, the Steering Committee charged the Subcommittees and PN members with completing project templates and serving as primary reviewers for the *Partnership Accomplishments Report*. The Steering Committee also agreed to review and comment on the overall report design (i.e., layout).

Over the last year, the ASG received numerous templates from Subcommittee and PN members describing ongoing projects and activities. The ASG compiled this project and activity information—along with background on the Partnership and our Partner Countries—into a comprehensive draft report that was reviewed by the Subcommittees and PN members in May 2009. In July, the ASG provided the Steering Committee with the proposed design or “look” for the report. Once approved, the ASG proceeded to lay out the text and provided a draft final mockup for the Steering Committee and Subcommittees' review in August 2009. Final comments were incorporated in October 2009 and printed copies of the report were delivered to the ASG in time for distribution at the December 2009 UNFCCC meetings in Copenhagen. The *Partnership Accomplishments Report* is now available on the Web site at [http://www.methanetomarkets.org/m2m2009/documents/par\\_110609.pdf](http://www.methanetomarkets.org/m2m2009/documents/par_110609.pdf).

Partners are encouraged to translate the PAR into their own languages to better communicate the Partnership's successes to audiences in their own countries.

## **9. 2010 Partnership Expo**

The ASG—in conjunction with its in-country partner, the Federation of Indian Chambers of Commerce and Industry (FICCI)—undertook a majority of the outreach and promotion for the Partnership Expo as outlined below.

### ***Web Site***

The Expo Web site ([www.methanetomarkets.org/expo](http://www.methanetomarkets.org/expo)) was established and included information on hosts and sponsors, logistics (e.g., expo venue, site tour information), sponsorship/exhibit opportunities, and the Calls for Presentations and Projects. The Web site also housed the Expo agenda and online registration as well as a pop-up window allowing participants to reserve hotel rooms.

### ***Marketing***

Expo marketing efforts included distribution of a 2-page Expo flyer at:

Carbon Expo: 27-29 May 2009 (Barcelona, Spain)

FICCI Environmental Conclave: 15-16 July 2009 (New Delhi, India)

FICCI Carbon Market Conclave: 2-3 September 2009 (New Delhi, India)

The Energy and Resources Institute (TERI) U.S. – India Energy Partnership Summit: 1 October 2009 (Washington, DC)

FICCI Climate Change Technology Development and Transfer Conference: 22-23 October 2009 (New Delhi, India)

TERI's 10<sup>th</sup> Delhi Sustainable Development Summit (DSDS): 5-7 February 2010 (New Delhi, India)

A comprehensive 8-page Expo brochure was developed in mid-2009 and distributed as follows:

Hard copies were provided at the Steering Committee and Subcommittee meetings.

Nearly 4,000 hard copies were mailed to all Partners and PN members, as well as past attendees from Methane to Markets workshops and the first Partnership Expo.

Approximately 8,000 hard copies were mailed by FICCI to a comprehensive mailing list in India.

Electronic copies of the brochure were posted to the Web site.

The ASG also developed clip art and placed Expo advertisements in various trade journals (e.g., *BioCycle*, *World Coal*, *Waste Management World*, *Oil and Gas Journal*, *Carbon Finance*). FICCI also arranged for ads to run in several Indian newspapers.

Lastly, the ASG posted information about the Expo to various online and trade association calendars and list serves (e.g., ConferenceAlerts.com, International Energy Agency, Clean Air Initiative–Asia, World Business Council on Sustainable Development).

### ***Project Network Involvement***

PN members accounted for nearly 40 percent of the 2007 Partnership Expo attendees. To help boost PN participation in the 2010 Expo, a Call for Presentations was issued to help identify speakers for the technical and policy sessions. As anticipated, numerous PN members submitted abstracts for consideration—representing more than half of the total Call for Presentations submittals. Of these abstracts, approximately half were accepted and included in the technical and policy program, and nearly a dozen additional PN members were invited to speak during the sector-specific sessions. Following the 2010 Expo, the ASG will reassess PN involvement to determine if PN participation increased compared to the 2007 attendance percentage. In addition, the ASG could develop a survey and assessment report in order to gauge the utility of the Expo to the PN and other participants.

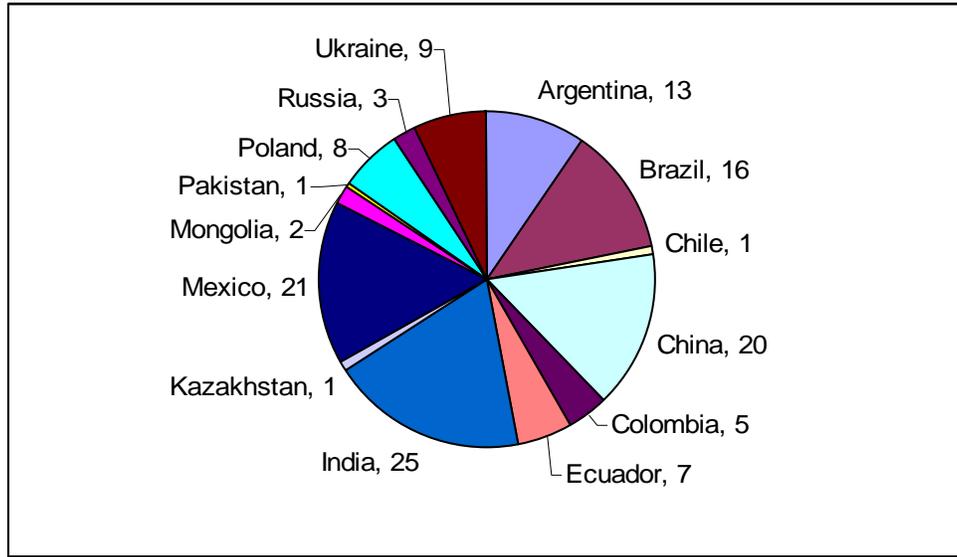
### ***International Methane Capture Marketplace***

In order to increase the number of potential project opportunities showcased at the Expo in the International Methane Capture Marketplace, the ASG issued a Call for Projects in mid-2009. This effort and all others to identify potential project opportunities were extremely successful—there are more than 130 project opportunities being showcased in the Marketplace. This includes 30 agriculture, 39 coal mines, 54 landfills, and nine oil and gas project opportunities (see Figure 3 for the country representation of project opportunities).<sup>5</sup> Thirty-three of the landfill project opportunities were showcased at the Beijing Expo, while all of the other project opportunities are new.

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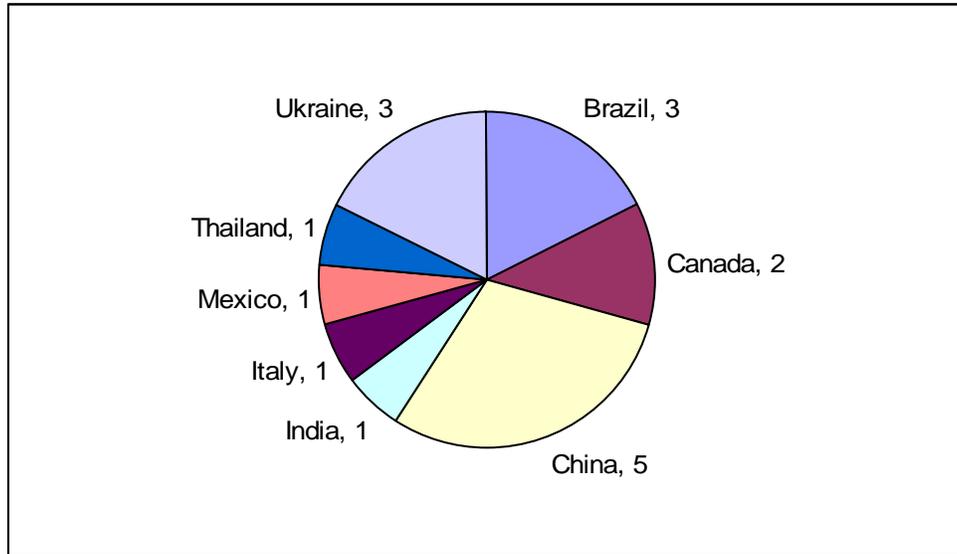
<sup>5</sup> Based on information received as of 8 February 2010.

**Figure 3: Project Opportunities by Partner Country**



In addition, the Marketplace also features nearly 20 success stories and spotlights that outline successful projects or technologies, which have been implemented as a result of the Partnership (see Figure 4 for country representation of successes or spotlights).

**Figure 4: Successes and Spotlight by Partner Country**



**10. Summary: Partner Efforts Encouraged to Increase Outreach and Communication**

Web site: Partners and Subcommittees are encouraged to work directly with the ASG to provide information for the newly, redesigned Web site 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 Methane to Markets Web site. Partners and Subcommittee are also encouraged to distribute Methane to Markets outreach materials and/or making presentations at energy- or industry-related conferences (e.g., side events), especially UNFCCC events.

Project Tracking System: Subcommittees, Partners, and PN members are encouraged to utilize the project tracking system to facilitate greater information sharing on projects and activities, particularly as it relates to projects displayed at the 2010 Expo.

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 Web site.

Partnership Accomplishments Report: Partners should promote its availability to government officials and/or organization management, as well as translate the document in their own language.

India Partnership Expo: Partners are encouraged to publicize their Expo participation by issuing press releases and describe their Expo experience participating in the follow-up survey (to be conducted by the ASG in late March). The ASG should also prepare an assessment report that summarizes the conclusions of that survey.