



Methane to Markets

Partnership Update:

Outreach and Communications Efforts and Progress

**Henry Ferland, Co-Director
Administrative Support Group
Methane to Markets Partnership**

2-5 March 2010
New Delhi, India

Outreach and Communications Efforts

- Web Site
- Newsletter
- Press/Media Exposure and Event Participation
- Project Tracking System
- Project Network Status
- Partnership Accomplishments Report
- 2010 Partnership Expo

Web Site

- Redesigned Web site launched in September 2009.
 - More emphasis on providing streamlined access to tools and information.
 - Enhanced focus on communicating accomplishments.
- Partners are encouraged to utilize new Web site to full potential.



Newsletter – Methane International

- Now available in a Web-based (v. PDF) format integrated with new Web site, distributed via e-mail to ~1,500 recipients.
- Since September 2009, three issues completed:
 - Issue #15 (November 2009)
 - Issue #16: Special Expo edition (January 2010)
 - Issue #17: Pre-Expo Edition (February 2010)
- Recipient analysis reveals:
 - 51% of recipients opened the e-mail (v. 22% that opened previous PDF version).
 - Nearly 20% clicked through to online articles.
- Future issues will highlight Expo outcomes and other Partnership accomplishments, as well as Partner and Project Network activities.

Press/Media Exposure and Event Participation

- Press releases about new Partners, Methane to Markets grants, and availability of the *Partnership Accomplishments Report* have been posted on “News & Events” section of the Web site.
- As in the past, press releases will be a critical outreach mechanism for recapping Expo results.
- Partners are encouraged to:
 - Continue to provide the ASG with information or updates about any media exposure for inclusion on the Web site.
 - Secure greater media exposure through articles and op-ed pieces about the Partnership.
 - Make presentations on the Partnership at relevant conferences/meetings—particularly UNFCCC side events.

Project Tracking System

- Includes project description, anticipated benefits/outcomes, estimated annual GHG emission reductions, and primary contacts.
- More than 170 ongoing projects and project ideas entered to date, including Methane to Markets grants and 2007 Expo project opportunities.
- Following the 2010 Expo, featured projects will be entered into the system to help track future progress and report results.
- Partners and Project Network members are encouraged to review, update, and/or add project information to the online system.

Project Network (PN) Status

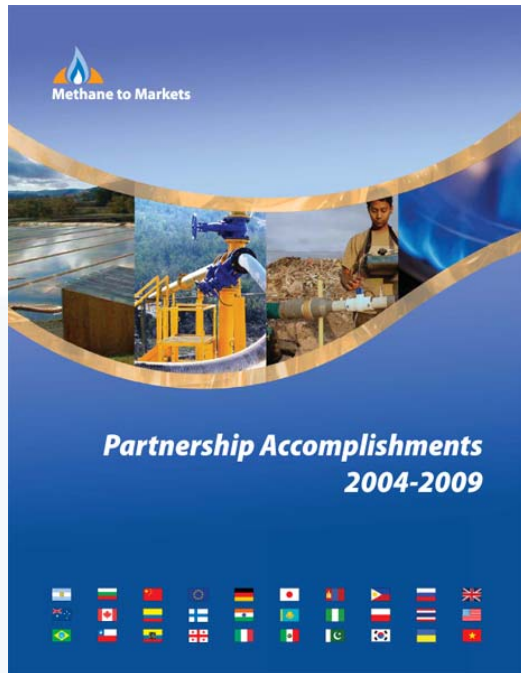
- As of 15 January 2009, there were 1015 PN members.
- Options for better engaging PN underway:
 - New Web site features PN members in success stories, which rotate periodically.
 - Most recent Subcommittee meetings were scheduled around other industry- or sector-related events.
 - Discernable increase in PN attendance over previous subcommittee meetings.
- Throughout 2010, the ASG will continue to assess PN involvement to determine if these measures (e.g., success stories, co-located meetings) increased PN participation.

Accomplishments Report

- 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).
- ASG developed graphic layout (August 2009).

Accomplishments Report (con't)

- Objective: To provide a broad summary of the Partnership, its activities, and progress over 5 years (2004 – 2009).
- The ASG finalized the report in Nov 2009.



- Printed copies distributed at UNFCCC meetings (Dec 2009).
- Electronic/downloadable PDF version posted on the Web site.
- Partners are encouraged to translate the *Partnership Accomplishments Report* in their native language(s).

2010 Partnership Expo

- Outreach was critical to promoting the Expo!
- Web site included information on hosts and sponsors, logistics, and Calls for Presentations and Projects. Also housed agenda and online registration.
- Marketing efforts included:
 - Distribution of 2-page flyer at numerous international venues.
 - Distribution of 8-page brochure at Partnership meetings as well as 12,000 mailed copies.
 - Ad placement in international trade journals and Indian newspapers.
 - Online calendars and list serves postings.



2010 Partnership Expo (con't)

- Greater PN involvement was encouraged through Call for Presentations, with PN members representing more than half of submittals.
- Approximately 500 participants from more than 30 countries are expected.
- Call for Projects issued for potential methane capture and use projects. More than 130 project opportunities from 17 countries will be showcased along with 20 success stories.
 - 30 Agriculture project opportunities
 - 39 Coal Mine project opportunities
 - 54 Landfill project opportunities
 - 9 Oil and Gas project opportunities
- If all projects and success stories are implemented, they will result in reductions of more than 17 million MTCO₂E .

Continuing Communications and Outreach Efforts

- **Web site:** Provide information for the redesigned Web site.
- **Newsletter:** Utilize the newsletter to highlight projects, conferences, or other success stories.
- **Press/Media Exposure and Materials/Events:** Undertake outreach activities and provide links to press releases or other new items as well as distribute Methane to Markets materials and/or make presentations at relevant conferences or meetings, particularly UNFCCC events.
- **Project Tracking System:** Utilize the project tracking system to facilitate greater information sharing on projects and activities.

Continuing Communications and Outreach Efforts (cont'd)

- **PN Status:** Continue to better engage PN members (e.g., success stories, speaking opportunities, concurrent meetings with industry events).
- ***Partnership Accomplishments Report:*** Promote its availability to government officials and/or organization management, as well as translate into native language
- **2010 Expo:** Publicize Expo participation through press releases and describe/evaluate experience in follow-up survey (to be conducted by ASG in late March).