



Rethink

METHANE

removing the fossil from the fuel

Meeting California's Clean Energy and Climate Goals

Core Project Goals

1. Educate policy makers and key influential stakeholders on the crucial role that renewable methane can play in the state's efforts to meet climate protection and air quality improvement goals.



Core Project Goals

2. Redefine renewable methane to include that which can be produced as a storage medium for renewable “power-to-gas.”



Core Project Goals

3. Demonstrate renewable methane's role in helping CA realize a hydrogen energy infrastructure.



Core Project Goals

4. Demonstrate the role of renewable methane in strengthening CA's economy (i.e., job creation).



Project Strategy & Timeline



January 2015:

Educational Website:
RethinkMethane.org

February 2015:

4 to 7 Minute
Educational Video



February 2015:

Launch Email, Social
Media, Media Outreach
Campaign

June 9-10, 2015:

1.5 Day Policymaker
Workshop



Winter 2015/2016:

Host Annual Conference
& Expo



Project Strategy & Timeline

January 2015:

Educational Website:
RethinkMethane.org



February 2015:

Launch Email, Social
Outreach

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4 to 7
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Educational content including:

- Sources and production processes for renewable methane
- Ongoing event/workshop information (date, location)
- Educational video
- Links to key industry resources (project articles, related industry associations, regulation overviews)
- Sample projects taking place throughout the world



Project Strategy & Timeline



February 2015:
4 to 7 Minute
Educational Video



Animated video explaining:

- The importance of methane as a coal and diesel alternative for air quality, toxic contaminant and GHG reduction
- Various sources and production process for renewable methane
- Ability to reduce the need for traditionally extracted methane (taking the fossil out of the fuel)
- Renewable methane's ability to contribute to climate change goals
- Ability to leverage existing natural gas pipeline for renewable fuel advancement, including hydrogen fuel cells

Project Strategy & Timeline

February 2015:

Launch Email, Social
Media, Media Outreach
Campaign

Multi-prong campaign:

- Introduce expanded renewable methane concept to key stakeholders
- Generate buzz for the idea and drive traffic to educational website
- Build interest and attendance in 2015 workshop and 2016 first annual conference
- Build additional sponsor support

Project Strategy & Timeline



June 9-10, 2015:
**1.5 Day Policymaker
Workshop**

1.5 Day Workshop:

- Sacramento Sheraton
- 1 day of sessions focused on renewable methane's role in meeting CA's energy and climate change goals
- Table top displays
- Hosted networking opportunities
- ½ day off-site project tour(s)

Project Strategy & Timeline



June 9-10, 2015:
**1.5 Day Policymaker
Workshop**

1.5 Day Workshop:

- *150 – 200 Attendees*
- *Primary Target*
 - Legislative staff
 - ARB, CEC, CalEPA staff
 - Potential conference sponsors
- *Secondary Target*
 - Air quality districts
 - Energy researchers/academics
 - Environmental advocates
 - Hydrogen industry advocates
 - Renewable energy advocates

Project Strategy & Timeline

3 Day Conference & Expo:

- Location TBD
- 2.5 days of sessions, including renewable Methane sources, technologies, transportation and industrial uses, policy considerations, economic outlook
- Exhibit hall displays
- Hosted networking opportunities
- 1/2 day off-site project tour(s)

Winter 2015/2016:

Host Annual Conference
& Expo

Project Strategy & Timeline

3 Day Conference & Expo:

- 500 to 1000 Attendees
- Primary Target
 - Energy consumer that must meet AB 32 reduction goals
 - Fuel producers that must meet the LCFS standards
- Secondary Target
 - Air quality districts
 - Environmental advocates
 - Renewable energy advocates
 - NGV stakeholders
 - Biomethane producers
 - Utilities
 - Sanitation districts
 - Landfills
 - Wastewater plants
 - Biofuel companies
 - Ag operations
 - Wind/solar producers
 - Hydrogen advocates
 - Researchers/academics

Winter 2015/2016:

Host Annual Conference
& Expo



Target Endorsing Organizations

- Advanced Biofuels Association
- American Biogas Council
- Argonne National Laboratory
- Bioenergy Association of California
- BSR Future of Fuels
- California Hydrogen Business Council
- California Fuel Cell Partnership
- California Fuel Cell Summit
- California Municipal Utilities Association
- CCERT - Center for Energy Efficiency and Renewable Technology
- CE-CERT Center for Environmental Research and Technology (part of UC Riverside)
- Center for Sustainable Energy
- Dept. of Agriculture
- Dept. of Energy (Clean Cities)
- Environmental organizations (EDF, RFF, C2ES, NRDC, CCA, Next Gen, Center for American Progress, UCS, etc.)
- Fuel Cell and Hydrogen Energy Association
- National Hydrogen Association
- National Renewable Energy Laboratory (NREL)
- NGV Global
- Renewable Energy Association
- RNG Coalition
- Sacramento Municipal Utility District
- Sandia

Target Media Partners

- AgriNews
- Biofuels Digest
- Biomass Magazine
- Bloomberg
- California Dairy
- Farmer's Bureau
- Fleets & Fuels
- Fleet Owner
- Fuel Cell Magazine
- Fuel Cell Today
- GreenTech Media
- NGT News
- POWER Magazine
- Renewable Energy Focus
- Renewable Energy Magazine
- Solid Waste & Recycling



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Title Sponsor

- Highest level of branding on educational website
- Logo included in educational video
- Logo included on all promotional materials (emails, flyers, signage)
- Complimentary event registration for staff (up to 25)
- Prime exhibit space at both workshop and conference
- High-level speaking role at both workshop and conference
- Logo on cover of programs
- Full-page 4-color ad in programs
- Welcome letter from senior executive in programs
- Logo on select signage and projection screens
- Post-event attendee lists with full contact information



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Title Sponsor Role

Agenda support

- Session topics
- Speaker ideas/invites

Marketing support

- Endorsing org suggestions/introductions
- Outreach to key stakeholders



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removing the fossil from the fuel



A background image showing a landscape with solar panels, wind turbines, and a large agricultural field under a blue sky with clouds.

Next Steps