

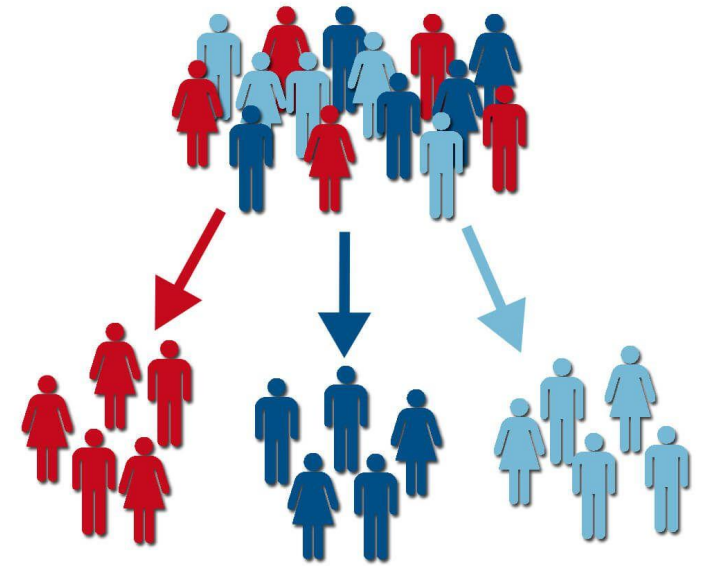
Reaching and influencing policymakers

Best practices presenting
complex technical and policy
information to broad audiences



Know your audience

- What do they already know/believe?
- What do they care about?
- What do I want them to think/feel/do?
- Who do they trust / listen to?



Segment & tailor your approach

Decide the best formats

Web version



PDF version



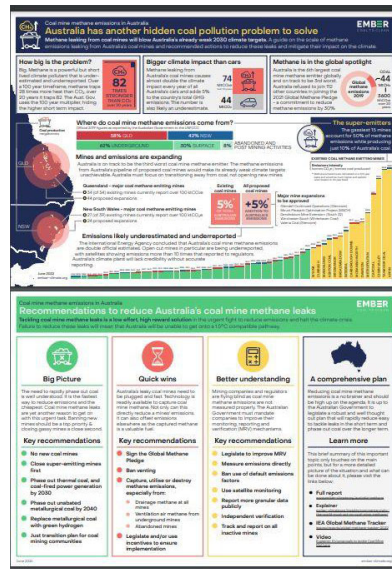
Methane leaking from coal mines will blow Australia's already weak

Tackling Australia's Coal Mine Methane Problem

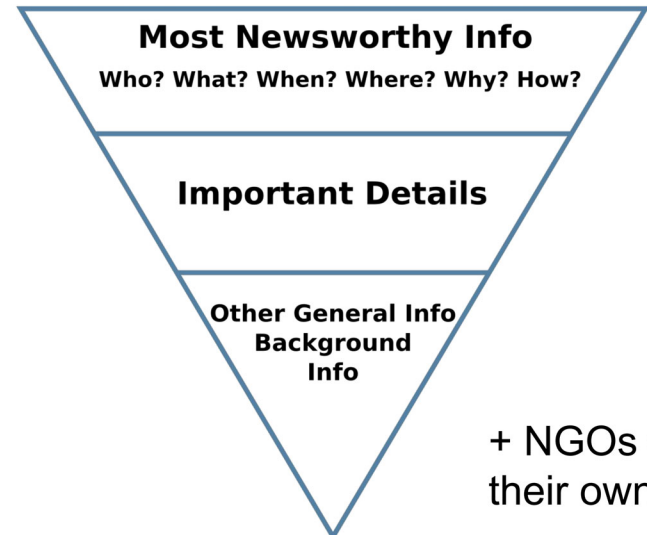
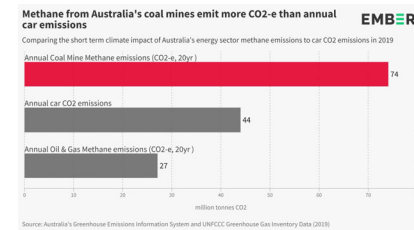
An in-depth briefing on the scale of methane emissions from Australia's coal mines and potential actions to reduce leaks and mitigate their impact on the climate.

Published date: June 8th 2022
Lead author: Dr Sabina Assan
Reviewed by: Conal Campbell, Dave Jones & Sam Moorhead

2-page summary



Data viz



+ NGOs created their own resources

Making it stick

- Punchy headline figures
- Make it relatable (stories, analogies, comparisons)
- Always ask 'So what?' Why should my audience care?
- Land it at the right moment

ABC NEWS

Just In Watch Live Voice Referendum Politics World Business Analysis Sport Science Health

Australia's total coal mine methane emissions double official estimates, Ember report finds

By national regional reporter Nathan Morris
Posted Tue 7 Jun 2022 at 9:55pm, updated Wed 8 Jun 2022 at 6:52am

Australia's gassiest coal mines EMBER

Scope 1 emissions (total in 2020) Emission intensity (in CO2e tonnes per tonne)

Scope 1 emissions (total in 2020)	Emission intensity (in CO2e tonnes per tonne)
0.5-1%	< 0.00
1-5%	0.00-0.05
5-10%	0.05-0.10
10-20%	0.10-0.20
20-50%	0.20-0.50
50-100%	0.50-1.00
> 100%	> 1.00

Capcoal and Moranbah North have the highest Scope 1 emissions of all coal

EMBER Ember @EmberClimate

⚠️ Australia's methane super-emitters ⚠️

15 coal mines cause HALF of reported mining emissions but produce just 10% of Australia's coal. #MethaneCrisisAU

Australia's hidden coal mine methane pollution problem

Australia's leaky coal mines need to be plugged and fast, particularly the gassiest mines

The super-emitters

The gassiest 15 mines account for 50% of methane emissions while producing just 10% of Australia's coal

Emissions intensity of existing coal methane emitting mines (tonnes CO2e / tonnes coal produced)

EMBER
ember-climate.org
June 2022

ember-climate.org
Report #MethaneCrisisAU

11:00 PM · Jun 7, 2022

Find routes to policymakers

- **Direct outreach** - emailed policymakers the report & summary, delivered briefings to federal and state gov, with support from NGOs incl Australian Conservation Foundation
- **Media coverage** across Australia's major outlets ([ABC News](#), [The Australian](#), [The Guardian](#), [Australia Associated Press](#)) and internationally ([Bloomberg](#), [BBC](#), [Financial Times](#), [The Times](#), [The Straits Times](#))
- **NGO campaign** from Lock the Gate & Sunrise calling on public to target policymakers on social media

Success

- Australia joined Global Methane Pledge four months later!
- Ember called upon to give evidence as part of the Safeguard mechanism reforms
- Ongoing collaboration with Australian NGOs who are now engaged in this issue
- Key politicians are now championing CMM as an issue