

# Advanced and Indirect Mitigation (AIM) Platform

Governing Committee Meeting Minutes | February 26, 2025

An initiative jointly developed by:



**Gold Standard**<sup>®</sup>

The Advanced and Indirect Mitigation (AIM) Governing Committee  
February 26, 2025 | 10:00AM – 11:00 AM US Eastern Time | Meeting #20

**Attendees (via Teams):**

Governing Committee Members:

- Charles Hernick (Amazon)
- Cynthia Cummis (Deloitte)
- Derik Broekhoff (SEI)
- Devon Lake (Meta)
- Elena Schmidt (RSB)
- Kai Nino Streicher (SustainCert)
- Kelley Kizzier (Bezos Earth Fund)
- Peter Skovly (Maersk)
- Tim Juliani (WWF)
- Jordan Faires (EDF)

Observers:

- Jonathon Alcock (Verra)
- Kristin Komives (ISEAL)
- Mike Taptich (Amazon)
- Brad Schallert (Winrock)
- Yvonne Reed (Aspen Institute)

Secretariat:

- Verena Radulovic (C2ES)
- Kim Carnahan (GMA)
- Sam Pearl-Schwartz (GMA)
- Holly Lahd (GMA)
- Stacey McCluskey (GMA)
- Dan Smith (GMA)

## **Discussion Topics:**

### Recap of last Governing Committee Meeting

1. Stacey McCluskey reviewed what was discussed at the January 22<sup>nd</sup> meeting. This included the launch of the revised AIM Platform website, proposals for governance updates and feedback received from Governing Committee members thus far, and a summary of the first pilot testing meeting.

### Programmatic Updates

1. Stacey McCluskey provided the following AIM Platform updates, 1) February 6<sup>th</sup> press release on the Association Test, 2) Trellis article about the Association Test and work of the AIM Platform, and 3) Holly Lahd and Owen Hewlett's panels at GreenBiz and the feedback received on the AIM Platform.
2. Stacey McCluskey announced that the AIM Platform Association Test is now open for stakeholder comment through April 15<sup>th</sup>, 2025.

### Overview of Current Workstreams

1. Sam Pearl Schwartz provided an overview of the three key workstreams currently underway: 1) the AIM Platform Association Test pilot, 2) the Input-Output Subgroup, and 3) drafting the Accounting and Reporting Standard and Guidance. These three workstreams are keeping the AIM Platform in line with the goal of final publication by the end of 2025.
2. Sam Pearl Schwartz gave more detail on the Association Test pilot timeline. This included what has been discussed at the first two Pilot Test meetings, as well as what the AIM Platform hopes to accomplish at future meetings. Sam provided an overview of overall themes that emerged from Homework #1, which covered Step 1, from the pilot.
  - a. One Governing Committee member noted that there is a link between association and accounting, and we need to be clearer in the Association Test.
    - i. Holly Lahd agreed that there is link, but we are trying to help companies distinguish that, even if products don't exactly match, there can still be association.
  - b. One Governing Committee member asked for further clarification on the goal and workstream of the AIM Platform Association Test pilot.

- i. Sam Pearl Schwartz clarified that the meetings are to make sure that companies understand the different steps of the Association Test, as well as to have substantive discussions regarding how companies are approaching the Association Test. Noted that there are also homework questions for companies to complete and that the final publication will include case studies from pilot participants.
- 3. Sam Pearl Schwartz noted that the appropriate level of aggregation was an important topic during the last pilot participant meeting. Sam noted that we are pushing pilot testers for examples of how higher/lower aggregation examples will impact potential investments in interventions.
  - a. One Observer asked if we are finding there is a differing option between sectors regarding aggregation. For instance, apparel is often specific, whereas agriculture is more broad.
    - i. Sam Pearl Schwartz noted that this has been brought up during the pilot calls. The AIM Platform is trying to balance this by referring to sector specific guidance where it exists. He asked the Governing Committee to share sector specific guidance if they are aware of it.
  - b. One Governing Committee member noted another justification for higher aggregation levels. Interventions often span 5+ years, but a company cannot be sure what will be in their inventory in the future. Therefore, if the aggregation level was very granular, it would make it difficult for a company to make an investment in a long term project.
    - i. Multiple other Governing Committee members agreed with this point.
  - c. One Observer asked if there have been concerns on relying on EEIO data. Otherwise sees the value in doing aggregation, especially for deep supply chain interventions.
    - i. Holly Lahd noted this concern has not been brought up. Noted a good thread to keep in mind is what would we gain, what would we lose, and how does this influence what a company would invest in
  - d. One Governing Committee member suggested looking at LCA databases and see what kind of aggregation level they are using for reporting.
  - e. One Governing Committee member asked to what extent the homework's and pilot are drawing out data uncertainty.
    - i. Sam Pearl Schwartz noted that, in pilot homework assignments, we are asking pilot participants to specifically note the data sources they are using. It is for them to show us how they are working through the Association Test

4. Holly Lahd noted that there is a pilot subgroup to further define and develop Input-Output use in the Association Test. Noted the key challenges companies face when using IO/EEIO and how it works with draft Criterion 2. Also provided an overview of potential outcomes of the IO subgroup.
  - a. One Governing Committee member noted we need to be flexible and practical so it can be achieved.
  - b. One Observer wondered if there needs to be a standard conversion from \$ to quantity or emissions to quantity. The Observer asked if we are considering publishing such a crosswalk?
    - i. Holly Lahd noted this is a project the AIM Platform Secretariat plans to look into.
    - ii. One Governing Committee member agreed that it would be really valuable to provide some guidance that everyone can use.
  - c. One Governing Committee member flagged that product quantities might be required for aligning with allocation rules of reporting frameworks (e.g. how much milk is impacted and then turned into butter).
5. Holly Lahd provided an overview of the Accounting and Reporting Standard and Guidance. Noted that the AIM Secretariat would like to pilot and open this document to stakeholder comment feedback. Holly asked the Governing Committee members how they would like to be informed of the drafting process.
  - a. One Governing Committee member asked if Holly Lahd was proposing a formal working group for the Accounting and Reporting workstream.
    - i. Holly Lahd noted that the Secretariat is working on the Accounting and Reporting outline now. Noted that the Secretariat is not proposing a formal working group, but if a member would like to work on drafting to let the Secretariat know.
    - ii. Governing Committee members largely aligned around the idea that if monthly Governing Committee meeting are used to discussed tricky technical questions that come up during the drafting, a separate working group is not necessary.
  - b. One Governing Committee member asked if the plan was to still have a final Standard and Guidance document by EOY. If so, strongly suggested that the Accounting and Reporting publication is piloted by companies and auditors.
    - i. One Governing Committee member agreed.
    - ii. Holly Lahd noted the Secretariat is currently trying to get auditors to test the Association Test and that a similar route would be taken for the Accounting and Reporting publication. The Accounting and

Reporting document would ideally have a company pilot, an audit pilot, and a public stakeholder comment period.

#### Next Meeting

1. Holly Lahd provided a review of the agenda for the March 25<sup>th</sup> meeting. Noted that votes will be held at the next meeting on new Governing Committee members and on governance docs. Holly also noted that Kai Nino Streicher is leaving the Governing Committee as he is leaving his current position.

#### Open Discussion

1. Kim Carnahan opened the floor to discuss the GHGp Actions and Market Instruments Technical Working Group work and how it relates to the work of the AIM Platform.

**Meeting concluded at approximately 11:02AM US Eastern Time.**