

Advanced and Indirect Mitigation (AIM) Platform

QAR Pilot Meeting Minutes | September 3, 2025

An initiative jointly developed by:



Gold Standard[®]

The Advanced and Indirect Mitigation (AIM) Governing Committee
September 3, 2025 | 10:00AM – 12:00 AM US Eastern Time | QAR Pilot Meeting #1

Attendees (via Teams):

Pilot Participants:

- Alice Chang (Indigo Ag)
- Amita Kanti (P&G)
- Brendan Denker (WSP/Meta)
- Caitie Reck (Netflix)
- Cynthia Cummis (Deloitte)
- Danees Chaudhry (Anthesis Group)
- Devon Lake (Meta)
- Elizabeth Rolfes (AmexGBT)
- Ibrahim Eryazici (Dow)
- Ignacio Cariaga (Heidelberg Materials)
- Jasmin Martinez (P&G)
- Jeffrey Pinsker-Smith (Deloitte)
- Jennifer McCullars (Southern Company)
- Jos Cozijnsen (Anthesis Group)
- Julia Bower Green (Southern Company)
- Kayla Carey (ClimeCo/Heidelberg Materials)
- Kayla Fenton (Amazon)
- Kim Drenner (Patagonia)
- Krutarth Jhaveri (Apple)
- Lisa Newman-Wise (Deloitte)
- Lisa Spetz (H&M)
- Louise Dobler (NORDEN)
- Mackenzie Murphy (Netflix)
- Mark Staples (Shell)
- Mel Shank (Patagonia)
- Michael Pan (Schneider Electric)
- Nora Lovell Marchant (AmexGBT)
- Noora Singh (PepsiCo)
- Olivia Donner (lululemon)
- Richard Green (Shell)
- Taylor Gries (REI Co-op)
- Thuy Phung (PepsiCo)

**The AIM Platform is noting one company requested that it and its participants remain anonymous.*

AIM Platform Secretariat:

- Kim Carnahan (GMA)
- Sam Pearl-Schwartz (GMA)
- Stacey McCluskey (GMA)
- Laura Hutchinson (GMA)
- Laura Draucker (GMA)
- Michelle Kolacz (GMA)
- Rebecca Berg (C2ES)
- Owen Hewlett (Gold Standard)

Discussion Topics:

Welcome and Introduction

- Sam Pearl Schwartz thanked everyone for joining and welcomed the pilot participants. Sam introduced himself and the AIM Platform Secretariat.
- Sam Pearl Schwartz introduced the agenda and mentioned the in-person meeting coming up at Climate Week. Sam noted that this in-person meeting is exclusive for Governing Committee members and pilot participants.
- Sam Pearl Schwartz went over the Antitrust reminder for participants.
- Pilot members were encouraged to introduce themselves and share their goals in the chat, so participants have a chance to know who else is going through this process.

Overview to Date

- Sam Pearl Schwartz gave an overview of the barriers companies face to identifying and implementing value chain interventions. He gave context on why the three founding companies - Center for Green Market Activation, Gold Standard, and Center for Climate and Energy Solutions - created the AIM Platform.
- Sam Pearl Schwartz presented the three goals of the AIM Platform and how the goal is to serve as a resource to GHGp and SBTi.
- Sam Pearl Schwartz noted that the target is to have the completed AIM Platform Standard and Guidance completed by the end of this year, early 2026.

Pilot Testing Goals and Expectations

- Stacey McCluskey shared the drafting assumptions and objectives of the pilot test. Noted that the hope is pilot feedback will improve clarity and assurability of the QAR Standard and expand the awareness of the AIM Platform. Participants were also given an overview of the expectations of how their participation can be the most effective.
- Stacey McCluskey established operating rules to facilitate effective discussion during the pilot calls and asked participants to familiarize themselves with Chatham House rules if not already familiar.
- Stacey McCluskey reminded participants that the other pilot meetings will be on Wednesday, October 8th and Wednesday, November 5th.

- A reminder was shared on the different roles in the pilot (i.e., Reporting Companies and Interventions Hosts) and how they may differ but are equally valuable.

QAR Standard Walkthrough

- Laura Hutchinson introduced key organizing concepts and terms in the QAR Standard to level set the participants. The intended audience was specified, as well as the following key technical concepts:
 - Outcomes
 - Other impacts
 - Products vs projects
 - Intervention procurement vs mechanisms and records

Quality Criteria Review (Chapters 1 – 7)

- Laura Hutchinson noted that the focus of the first pilot meeting is Chapters 1-7 which covers the Quality criteria.
- Chapter 1: Assure Outcomes and Other Impacts
 - Laura Hutchinson provided an overview of Chapter 1, noting that this chapter is important for preventing inaccurate claims about interventions. As part of this, Intervention Hosts need to choose at least one publicly available standard or methodology. Laura highlighted the distinction between standard and methodology to provide clarity.
 - A pilot participant noted that ISO Standards are not publicly available as there is a fee associated with them. The participant wondered if publicly available specification in this requirement was limiting.
 - Laura Hutchinson specified that, in the context of the QAR Standard, publicly available does not necessarily mean free. Laura noted this will can be made clearer in revisions.
 - Laura Hutchinson noted the three focus areas that the AIM Platform Secretariat is seeking feedback on as part of the homework.
 - Laura Hutchinson opened the floor for questions.
 - One pilot participant asked if it was permitted to choose a standard or methodology that is still in development.
 - Laura Hutchinson responded that some coverage for that case is in the document, but it is common for accreditation to follow

a broader ISO standard. However, this case is something that would be helpful to test in the pilot.

- One pilot participant asked if there is a stocktaking of all the standards out there to guide companies?
 - Laura Hutchinson noted that Appendix B contains some standards as a reference guide. However, Laura noted that the Secretariat hopes to expand the list as part of the pilot.
- Chapter 2: Accurate Emissions Outcome
 - Laura Hutchinson provided an overview of Chapter 2, noting it builds on Chapter 1. Noted the two components of this chapter are the calculation considerations and determining that the intervention happened to avoid overstating. Criteria for the intervention outcome's independent assessment were given and it was specified that the Secretariat is looking for feedback on the well-to-gate minimum.
 - One pilot participant asked what the procedure is if the existing standard a company or intervention host is following differs from the guidance outlined in the QAR.
 - Laura Hutchinson clarified that we are looking to establish a minimum set of criteria.
 - One pilot participant asked about the definition of mass balance used in the QAR Standard.
 - Laura Hutchinson noted that mass balance in context of the QAR is referring to upstream. Noted that the Secretariat is happy to have further conversations on this in a separate call.
 - One pilot participant asked what the procedure would be if a detailed methodology is not made publicly available since the intervention provider considers the methodology CBI. The participant questioned if the supplier of the intervention would need to make their detailed methodology publicly available to be in conformance with the criteria.
 - Laura Hutchinson acknowledged this is a grey area, and one that we will have to assess the landscape of what is being done. The Governing Committee will ultimately have to decide this.
 - Laura Hutchinson reviewed the five focus areas that the AIM Platform Secretariat is seeking feedback on as part of the homework.
 - Laura Hutchinson opened the floor for questions.
 - No additional questions were raised.
- Chapter 3: Stakeholder Engagement and Social and Environmental Safeguards

- Laura Hutchinson provided an overview of Chapter 3. She noted that the goal is to make sure interventions are not causing harm. Further noted that not all intervention types have relevance across these criteria.
 - One pilot participant asked for clarity on whether the requirement has to be evaluated against everything listed in the table. The participant noted that some of the safeguards were strict and may not be feasible.
 - Laura Hutchinson specified that the intention of the “shall” is that these criteria shall all be considered, then a subset may be relevant. Laura also said the consideration in the draft text is intended to highlight where an auditor needs to focus, but are not intended to be overly prescriptive. She mentioned that the Secretariat would take a look and make sure they are not being too stringent.
- Laura Hutchinson reviewed the three focus areas that the AIM Platform Secretariat is seeking feedback on as part of the homework.
- Laura Hutchinson opened the floor for questions.
 - No additional questions were raised.
- Chapter 4: Regulatory Surplus
 - Laura Hutchinson provided an overview of Chapter 4. Noted that the goal is to ensure that emission outcomes go outside of legal obligations, so that those investing in value chain emissions can claim them towards voluntary climate disclosure. The goal is to make sure regulatory surplus is met. Laura shared an introduction to the draft decision tree for determining regulatory surplus.
 - Laura Hutchinson reviewed the three focus areas that the AIM Platform Secretariat is seeking feedback on as part of the homework.
 - Laura Hutchinson opened the floor for questions.
 - No additional questions were raised.
- Chapter 5: System of Record
 - Laura Hutchinson provided an overview of Chapter 5. Noted that the goal is to make sure things are accurately tracked. As part of this chapter, there are two components: 1) the basis requirements which should be applied in all cases and 2) the registry requirements which should be used when available.
 - Laura Hutchinson reviewed the three focus areas that the AIM Platform Secretariat is seeking feedback on as part of the homework, specifically on system of record.
 - Laura Hutchinson opened the floor for questions.

- Pilot participants expressed desire for a Microsoft Word and PDF version of the homeworks.
 - Michelle Kolacz noted that these can be shared alongside the survey link.
 - Michelle Kolacz noted that the homework will have a mix of general questions, chapter-specific questions, and overarching questions for additional feedback. Michelle noted that written responses are especially valuable; multiple choice selections should be supplemented with explanations where possible.
 - Michelle Kolacz announced that Homework #1 is due October 3rd

Next Steps and Conclusion

- Stacey McCluskey reminded pilot participants of the upcoming second and third meetings and mentioned the possibility of a fourth session.
- Stacey McCluskey requested that pilot participants confirm whether their companies can be listed in the forthcoming press release.
- Stacey McCluskey asked if participants had any questions before the meeting concludes.
 - A question was raised regarding the intent and structure of the in-person engagement during Climate Week.
 - The AIM team acknowledge that the pilot testers will have only completed work on Chapters 1-7 by this time. Thus, the team is open to broader conversations on where AIM fits into the broader ecosystem. The session will also involve breakout groups on key QAR topics.
 - Stacey McCluskey noted that the NYCW session will be a way for pilot participants to interface with the Governing Committee members, who are responsible for making final approval decisions.
 - Laura Hutchinson also encouraged participants to share any priority topics they would like to discuss in advance by reaching out to the AIM Platform team.
 - A pilot participant asked if the outcomes of the NY Climate week discussion be shared out with those not in attendance.
 - The AIM team confirmed that the plan is for some key outcomes to be shared, in line with Chatham House rules.

Meeting concluded at approximately 11:43AM US Eastern Time.