Advanced and Indirect Mitigation (AIM) Platform

Governing Committee Meeting Minutes | June 11, 2025

An initiative jointly developed by:

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The Advanced and Indirect Mitigation (AIM) Governing Committee
June 11, 2025 | 10:00AM – 12:00 AM US Eastern Time | Meeting #23.5

Attendees (via Teams):

Governing Committee Members:

- Alexia Kelly (High Tide Foundation)
- Andrew Chen (RMI)
- Cynthia Cummis (Deloitte)
- Derik Broekhoff (SEI)
- Jordan Faires (EDF)
- Kelley Kizzier (BEF)
- Kerry Constabile (Amazon)
- Tim Juliani (WWF)
- Lisa Spetz (H&M)
- Silvana Paniagua (SustainCert)

Observers:

- Jonathon Alcock (Verra)
- Brad Schallert (Winrock)
- Nemi Vora (Amazon)

Secretariat:

- Rebecca Berg (C2ES)
- Owen Hewlett (Gold Standard)
- Kim Carnahan (GMA)
- Kristen Mertens (GMA/Engie)
- Sam Pearl-Schwartz (GMA)
- Stacey McCluskey (GMA)
- Andrew Alcorta (GMA)
- Dan Smith (GMA)

Discussion Topics:

Recap of last Governing Committee Meeting

- Sam Pearl Schwartz welcomed the Governing Committee to the meeting and provided an overview of the agenda.
- Sam Pearl Schwartz reminded Governing Committee members and Observers to provide feedback on Chapter 1 of the Quality, Accounting, and Reporting (QAR) Criteria.
- Sam Pearl Schwartz updated the group on the AIM Platform timeline and tentative vote dates for the Association Test and QAR Criteria.

VOTE: Proposed GC Member

- Sam Pearl Schwartz noted that the AIM Platform Secretariat would like to propose Perrine Toledano to the Governing Committee. Sam highlighted Perrine's experience in developing countries, book-and-claim systems for the steel sector, and academic research.
    - Multiple Governing Committee members voiced support for Perrine joining and noted she seemed to bring new sector (steel) experience to the Governing Committee.
    - Multiple Governing Committee members reiterated the desire for future Governing Committee members to have experience with other market mechanisms or private finance and that member to represent the Global South to further diversify the Governing Committee.
        - Sam Pearl Schwartz noted that Perrine would be the 14th member and mentioned that the Secretariat is still seeking one more Governing Committee member. Sam reminded the Governing Committee that they are allowed to bring forward recommendations.
- Sam Pearl Schwartz put the following motion to a vote: "Appoint Perrine Toledano to the Governing Committee for a two-year term"
    - 8 (eight) Governing Committee members voted in favor
    - 0 (zero) Governing Committee members abstained or opposed
        - Note: Two Governing Committee member joined the call after the vote concluded.
    - 2 (two) Governing Committee members voted in favor via email prior to the meeting.

- With 13 Governing Committee members as of June 11, 2025, and the Terms of Reference requiring ¾ approval (i.e., 9.75 votes), the motion passed with 10 affirmative votes.
- The AIM Secretariat will follow up with remaining members not present to confirm their votes.

Accounting Guidance Overview

- Dan Smith introduced the five accounting approaches outlined in the QAR Criteria: Substitution, Enhanced Substitution, Activity Estimation, Project Approach, Other Program-Specific Approach. Dan noted these approaches are not ranked—companies should select the one best suited to their context.
  - One Governing Committee member noted that Substitution may not be accepted by GHGP.
  - An Observer remarked that Enhanced Substitution appears similar to the "subtraction" method used by Verra and SustainCERT/VCI.
  - One member asked whether AIM will provide guidance on ledger placement or defer to GHGP.
    - Dan confirmed that the AIM Platform will provide its own thoughts on ledgers.
  - Multiple members expressed support for the Project Approach, but emphasized the need for further detail in the QAR for this to be credible.
  - One member suggested that it may be more effective to define situations where an approach should not be used, rather than prescribing when it should be used.

Introduction to new pilot workstream

- Stacey McCluskey announced the AIM Secretariat's plans to launch a pilot program to gather feedback on the QAR Criteria. The goal of the pilot would be to ensure the QAR is both actionable and assurable across sectors.
- Stacey McCluskey shared an overview of the pilot timeline. Noted that a public announcement will be made later in June with a planned launch in August following the July 23 Governing Committee meeting where the document will be voted on.

Revisiting Criterion 2 and Aggregation Levels

- Sam Pearl Schwartz reminded the Governing Committee what the original Criterion 2 stated. Sam reminded the Governing Committee that Criterion 2 as written only works when inventory units directly match intervention units, and outlined circumstances in which conformance with Criterion 2 was difficult or impossible.
- Sam Pearl Schwartz reviewed the four previous options shared with the Governing Committee and highlighted the two approaches that gained the most support. Noted that these two methods are now called the Product/Emissions Matching Approach and the Total Emissions Approach.
    - One Governing Committee member reaffirmed their support for the two options, citing the flexibility they offer
- Sam Pearl Schwartz shared proposed text for Basic Association and open questions for both the Product/Emission Matching Approach and the Total Emissions Approach.
    - Sam Pearl Schwartz shared the open question for the Product/Emission Matching Approach: should the addressable emissions of an intervention be limited by the decarbonization potential of the technology, or just the percent of the total emissions that the identified component/subcomponent accounts for (i.e., if an LCA indicates methane is 30% of dairy emissions, can a company address that full 30%, or is it further limited by the decarbonization of the intervention)
        - One Governing Committee expressed concern about creating perverse incentives through strict matching requirements
        - One Governing Committee noted enforcement challenges in limiting emission reduction claims to decarbonization potential
        - Multiple Governing Committee members agreed that flexibility is critical and more realistic
        - One Governing Committee member stressed that if multiple options are permitted, the reporting method must be clearly disclosed
        - Governing Committee members eventually aligned on not limiting addressable emissions by technology decarbonization potential due to the challenges of identifying the decarbonization potential for many technologies
    - Sam Pearl Schwarts shared the open question for the Total Emissions Approach: should emissions be categorized into buckets (electricity, thermal heat, and process emissions), with interventions only allowed to target emissions within their respective buckets I.e., can a company purchase RECs to address the full amount of dairy emissions and claim it

decarbonized its ice cream, even if electricity accounts for only 10% of total emissions?

- Several members emphasized the importance of incorporating additionality and avoided emissions/emissionality into both GHGP and AIM Platform assessments
- Governing Committee members agreed on the need for limitations to prevent companies from claiming a product or service is fully decarbonization when only addresses one part of its emissions. Governing Committee members agreed that further exploration is needed on what the limitations should be.

Several Governing Committee members indicated that "process emissions" may not be the right terms because it has a connotation around industrial processes.

Stakeholder Feedback on Association Test

- Sam Pearl Schwartz noted this topic will be revisited during the June 24 meeting due to time constraints.

Next Steps

1. Sam Pearl Schwartz noted that key discussion points for the Association Test and continued QAR review will be the main focus of the June 24th meeting.

Meeting concluded at approximately 12:00PM US Eastern Time.