

THE
AIM
PLATFORM 

Standard and Guidance Launch Webinar

April 21, 2026

An initiative jointly developed by



Gold Standard[®]

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AIM Platform Overview: Scaling Decarbonization Solutions

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Panel – Users of the AIM Standard

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Q&A

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Closing and Next Steps

AIM Platform



Kim Carnahan | President and CEO
Center for Green Market Activation



Owen Hewlett | Chief Technical Officer
Gold Standard



Verena Radulovic | Vice President for Business Engagement
Center for Climate and Energy Solutions

Guest Speakers



Alberto Carrillo Pineda | Chief Technical Officer
Science Based Targets initiative



Ralf Pfitzner | Acting Lead
GHG Protocol's AMI TWG



Mel Shank | Senior Environmental Impact Program Manager
Patagonia



Ian Nachemson | Head of Technology Business Development
Stegra



Tim Juliani | Director, Corporate Climate Engagement
World Wildlife Fund



01 – AIM Platform Overview:

Scaling Decarbonization Solutions

Corporate scope 3 climate goals have significant potential to reduce emissions

THE OPPORTUNITY:

>12,000

Companies have validated targets under SBTi¹

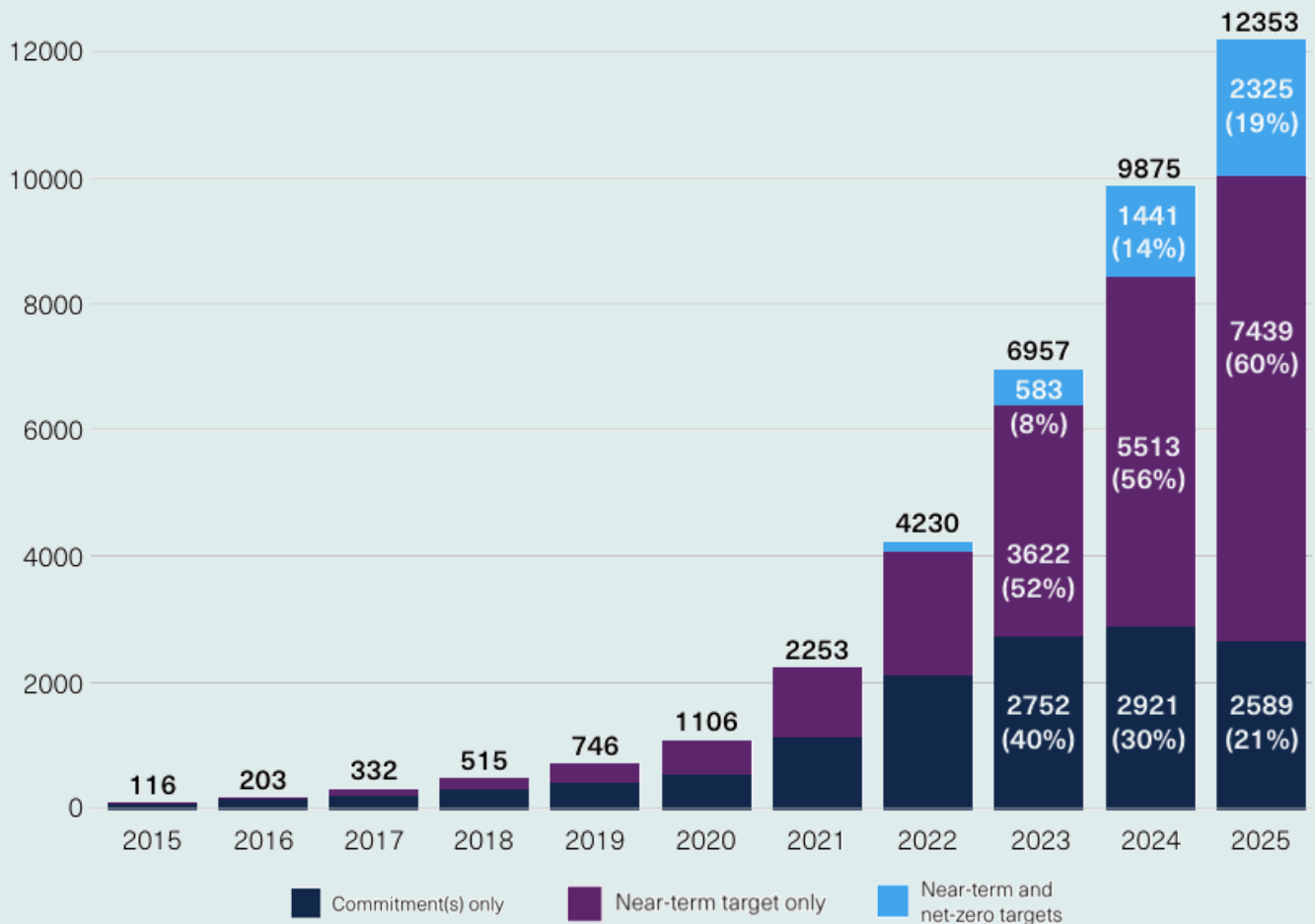
70%+

of SBTs include scope 3 targets¹

75%

of corporate emissions come from scope 3 value chain activities²

Companies with SBTi commitments or targets, cumulative, by target type



1) SBTi 2) CDP

However, companies are limited by current value chain realities and the Standards landscape

THE CHALLENGE:



The Solution:

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THE AIM PLATFORM

Standard & Guidance

INTRODUCTION
ASSOCIATION TEST
QUALITY
ACCOUNTING
REPORTING

PUBLICATION DATE: APRIL 2026
VERSION: 1.0

AIMPLATFORM.ORG
AIM-PLATFORM

The AIM Standard will drive the deployment of advanced, low-carbon technologies

The AIM Platform Standard and Guidance...



Gives companies with complex supply chains the confidence to invest in solutions even when they lack supplier visibility



Allows companies to invest in low carbon products even when they can't physically access them at the time or location they need



Enables companies to feel confident making long-term climate investments even when their supply chain is dynamic

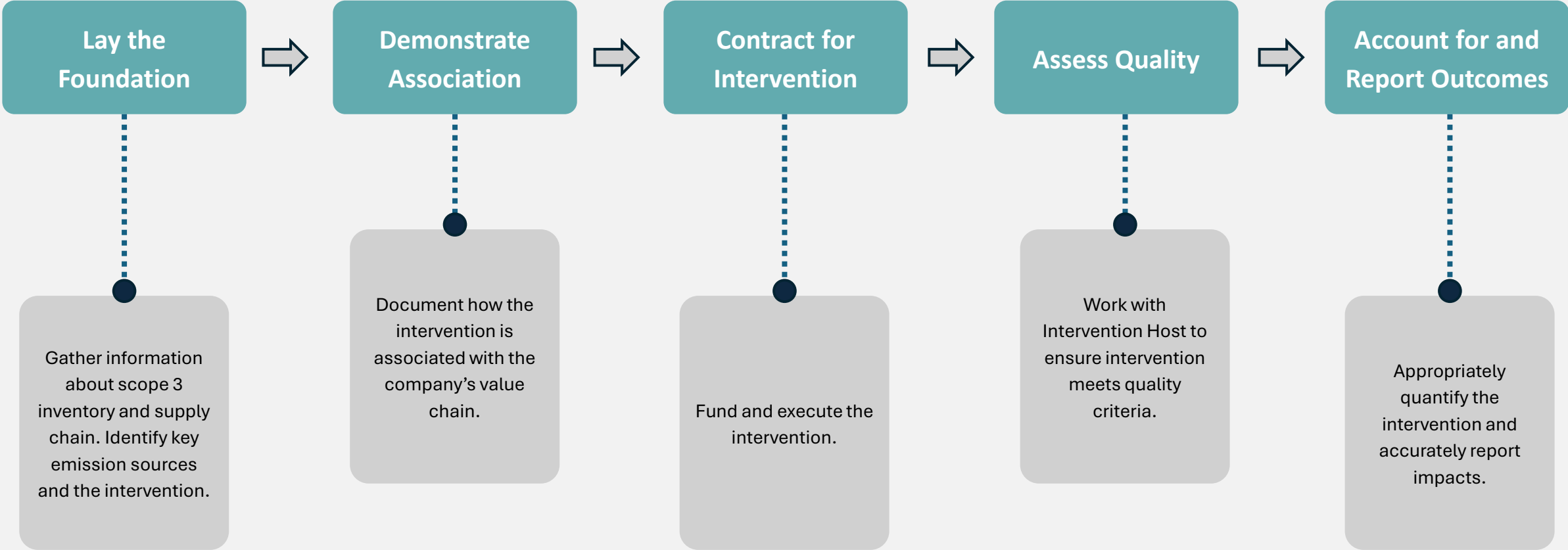
OUR VISION



The AIM Platform's vision is a world where businesses can easily account for and claim value chain emissions interventions, driving the deployment of advanced, low-carbon technologies, and enabling the transition to a sustainable economy

The AIM Standard provides clear and actionable steps and requirements for companies investing in low carbon solutions

High Level Overview of the AIM Standard's steps:



The AIM Standard has prioritized a robust multi-stakeholder process over its three-year development timeline

AIM Platform Development Pillars:



Diverse Governing Committee

The decision-making body for the AIM Platform, composed of experts from civil society, academia, and the private sector



Pilot Testing

Corporate pilot testing to ensure standard clarity and usability



Public Consultation

Broader industry feedback on core concept and requirements

The Governing Committee includes expert representation from civil society, standard setting bodies, and the private sector

Governing Committee Members:



Alexia Kelly
 Managing Director
 High Tide Foundation



Andrew Chen
 Principal Climate-Aligned Industries
 RMI



Arianna Baldo
 Programme Director
 Roundtable on Sustainable
 Biomaterials



Derik Broekhoff
 Sustainability and Climate
 Expert Leader
 Stockholm Environment Institute (SEI)



Devon Lake
 Head of Net Zero Strategy
 Meta



Jordan Faires
 Senior Manager, Net Zero
 Environmental Defense Fund



Kerry Constable
 Director,
 Decarbonization Strategy
 Amazon



Kelley Kizzier
 Director of
 Corporate Action and Markets
 Bezos Earth Fund (BEF)



Marvin Henry
 Director, Climate Action
 World Business Council for
 Sustainable Development



Peter Skovly
 Head of Decarbonization
 Standards
 Maersk



Silvana Paniagua
 VCI Director
 Sustaincert



Tim Juliani
 Director,
 US Corporate Climate Engagement
 WWF

**Observer
 Organizations:**



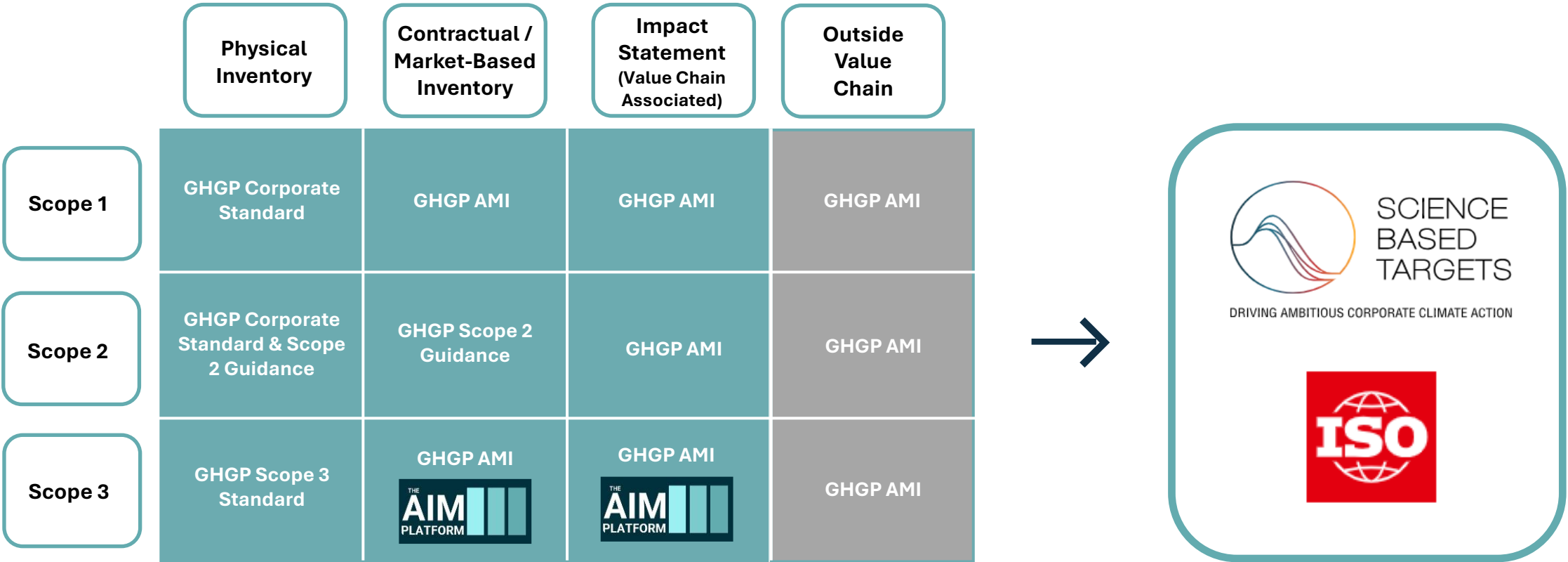
The AIM Standard is narrowly focused on a key aspect of the GHG reporting and target setting ecosystem

GHG Accounting and Reporting Bodies

Determine how to count emissions of actions

Target-Setting Bodies

Establish how to set and attain targets



This figure is heavily simplified and does not include the full scope of the GHG Protocol and ISO partnership, nor does it include other emerging standards that may cover similar scopes and ledgers such as TCAT. The "GHG Accounting and Reporting Bodies" section of this figure is based on the draft multi-statement reporting structure from the GHG Protocol AMI TWG and may not reflect final outputs.



02 – Standard Setter Testimonials

The value of the AIM Platform in the scope 3 standards ecosystem

Testimonials from other standard setters

Moderator



Owen Hewlett

Chief Technical Officer | Gold Standard

Panelists



Alberto Carrillo Pineda

Chief Technical Officer | SBTi



Ralf Pfitzner

*Acting Lead | GHG Protocol's AMI
TWG*



03 – Panel - Users of the AIM Standard

Decarbonizing scope 3 emissions requires meaningful engagement across the value chain

The AIM Platform has engaged with reporting companies and intervention hosts across a wide range of sectors during its pilot processes and public stakeholder comment periods and has incorporated NGO perspectives throughout drafting.

Moderator



Verena Radulovic

Vice President for Business Engagement | C2ES

Panelists



Mel Shank

Senior Environmental Impact Program Manager | Patagonia



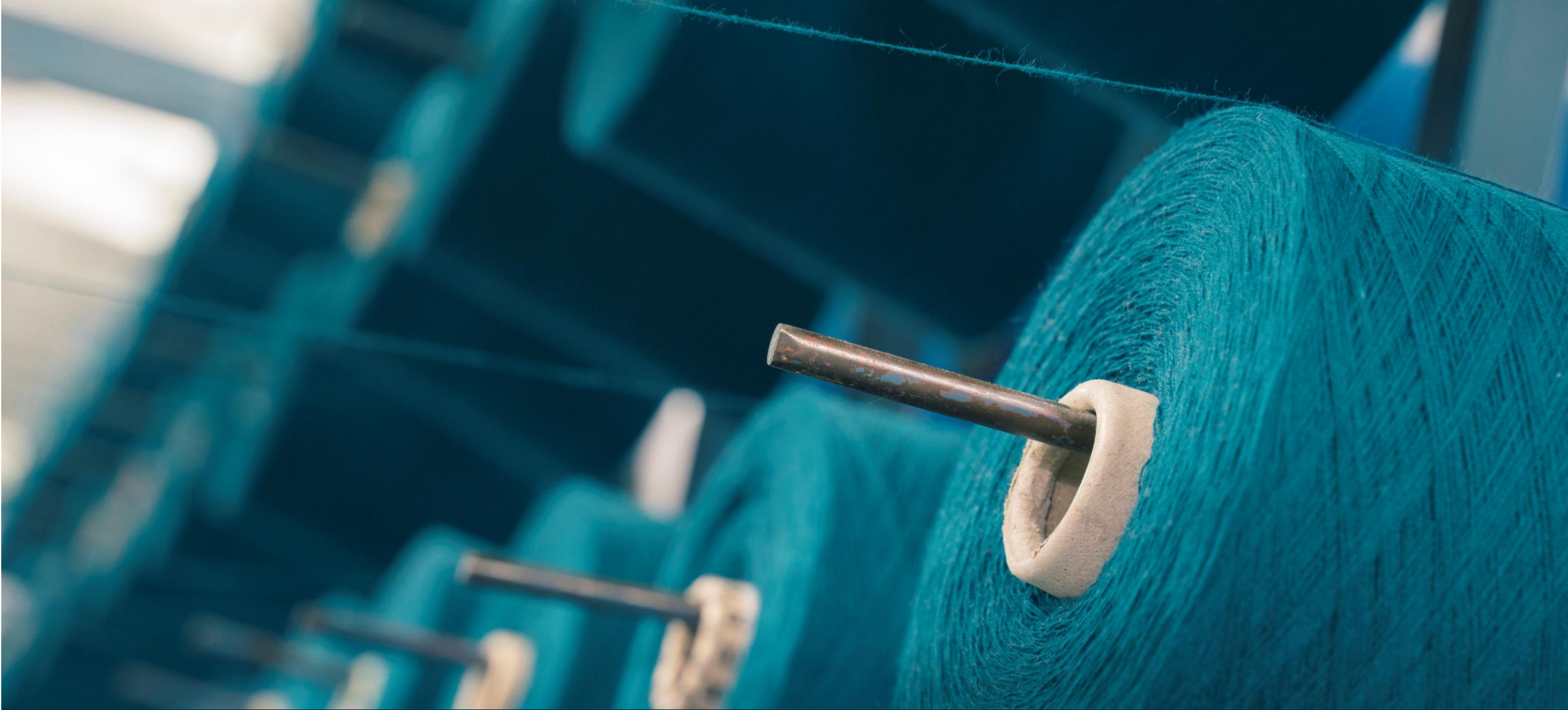
Ian Nachemson

Head of Technology Business Development | Stegra



Tim Juliani

Director, Corporate Climate Engagement | WWF



04 – Q&A

Q&A



Please share your questions using the Q&A feature.



05 – Closing and Next Steps

Get involved with the AIM Platform

WAYS TO CONNECT



Stay up to date on future opportunities and sector-specific guidance with our email list. Sign up on aimplatform.org



Follow us on LinkedIn for the latest updates!



Have questions, want to schedule a 1:1 conversation group webinar? Reach us at info@aimplatform.org



Find the AIM Platform at the following conferences:

Decarb Connect EU | June 2-3

Scope 3 Peer Group Chicago | June 16-18

London Climate Week | June 21-29

Trellis Impact | June 23-25

New York Climate Week | September 21-24

Download the AIM Platform Standard and Guidance at aimplatform.org!





Thank you!