



Leading Companies will direct \$100m to accelerate action against Superpollutants

FOR IMMEDIATE RELEASE

[NEW HAVEN — March 5] — A group of leading global companies has today announced a \$100 million initiative to accelerate the reduction of superpollutants - powerful warming agents such as methane, black carbon, and refrigerant gases that are responsible for roughly half of all climate warming to date and can contribute to harmful air pollution.

This new effort – the **Superpollutant Action Initiative** – aims to deliver positive climate, health, and economic benefits by scaling funding for projects that cut these often short-lived but highly potent pollutants. Through the initiative, companies including **Amazon, Autodesk, Figma, Google, JPMorganChase, Salesforce, and Workday**, will each identify and fund high-impact projects targeting superpollutants around the world. The aim of this initiative is to deploy \$100 million through 2030 to unlock action in areas where progress is critically needed.

“Superpollutants are a major part of the equation to limit atmospheric warming. Experts agree that eliminating them where we can is one of the most powerful levers we have to deliver near-term impact, playing a vital and complementary role to removing CO₂. Google is excited to join our peers in accelerating progress to eliminate superpollutants,” said **Randy Spock, Carbon Credits and Removals Lead, Google**.

Superpollutants are emitted from sources including energy production, agriculture, waste, and cooling systems. Although the most common ones remain in the atmosphere for less time than carbon dioxide, they can trap heat tens to thousands of times more powerfully, making their reduction one of the fastest ways to slow near-term warming.

Many solutions to cut superpollutants are already available and cost-effective. Methane alone drives roughly a third of today’s near-term warming and global methane abatement could avoid more than [\\$1 trillion in market damages by 2050](#).

Rapid action on superpollutants can also deliver significant human and environmental benefits. According to [analysis](#), aggressive reductions could avoid more than half a degree Celsius of warming by 2050, prevent millions of premature deaths from air pollution each year, and protect tens of millions of crops annually. Cutting superpollutants is therefore one of the most effective and immediately available ways to slow near-term warming, making it a critical emergency brake for the planet.



"Reducing superpollutants is one of the best ways to limit near-term warming, delivering critical benefits for air quality, public health, and agricultural resilience. A multi-stakeholder approach can help accelerate solutions at scale — Salesforce is proud to support this initiative with our peers," said **Max Scher, Vice President of Sustainability, Salesforce**.

The initiative is organized by the Beyond Alliance, a business-led coalition focused on scaling corporate funding for high-integrity climate solutions. Beyond will support participating companies by providing research, reporting, knowledge sharing, and other activities associated with implementing the initiative.

"We are in a decisive decade for the climate, and reducing superpollutants is one of the few levers that can bend the curve quickly," said **Luke Pritchard, Director, Beyond Alliance**. "This initiative shows how companies can deploy private capital where it matters most—unlocking solutions that cut warming, improve air quality, and deliver measurable results now, while creating a clear pathway for others to follow."

To identify the best opportunities for rapid action, the Beyond Alliance will partner with the Carbon Containment Lab and leading scientific experts to create a global roadmap highlighting how companies can support progress on superpollutant action. The roadmap, set to be released later this year, will outline how and where private capital can be deployed to achieve the greatest impact and will be made publicly available to enable other companies, investors, and governments to accelerate progress.

Beyond structured its initiative based on a set of guiding principles designed to maximize results, including catalytic impact, scientific rigor, transparency, urgency, and collaboration. For more information, visit www.beyond-alliance.org/superpollutants.

The announcement has been welcomed by leading organizations working to accelerate action on superpollutants, including Cascade Climate, the Clean Air Fund, the Climate and Clean Air Coalition, the ClimateWorks Foundation, the Environmental Defense Fund, the Global Methane Hub, and the Super Pollutant Action Alliance.

Companies interested in joining the Superpollutant Action Initiative can contact info@beyond-alliance.org for more information.

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Editor's Notes

Supporting Activities

To complement direct project investment, Beyond Alliance is launching a **new RFP focused on Scope 3 supplier engagement to reduce refrigerant emissions**. The RFP is designed to help companies address superpollutant emissions embedded in their value chains, particularly refrigerant gases, and to catalyze scalable supplier-led solutions.

The alliance is also spearheading a new **Superpollutant Academy**, which will begin in Spring 2026. Developed in collaboration with Calyx Global, this practitioner-focused training will equip companies with the scientific, market, and practical tools needed to evaluate and procure superpollutant reduction projects.

For more information, visit www.beyond-alliance.org/superpollutants.

About Beyond Alliance

Beyond is a dynamic alliance of companies and NGOs scaling corporate climate finance through high-integrity, market-based mechanisms. Founded in 2020 and hosted by the We Mean Business Coalition secretariat since 2024, Beyond unites diverse partners to drive systemic climate solutions.

We foster partnerships, build knowledge, champion bold advocacy, and amplify voices for meaningful change. Guided by integrity and innovation, we are moving further and faster toward a zero-carbon future. Together, we are accelerating collaboration, finance, and impact. Visit our website at beyond-alliance.org.

info@beyond-alliance.org

Quotes of Support

- **We Mean Business Coalition:** "The clean energy transition is about cutting carbon and tackling the pollutants that accelerate warming and harm people's health today. By targeting superpollutants, this Initiative shows how companies can reduce emissions in the systems they operate in—from energy and industry to supply chains—driving innovation and delivering rapid climate and health benefits." – María Mendiluce, CEO, We Mean Business Coalition
- **Environmental Defense Fund:** "Methane and other superpollutants are responsible for nearly half of the warming we're experiencing today—and cutting them is the fastest, most cost-effective way to slow climate change now. For companies serious about



climate leadership, superpollutants aren't a side issue; they're one of the biggest near-term opportunities to deliver real impact at speed and scale." – Elizabeth Sturcken, Vice President of Net Zero Action, Environmental Defense Fund.

- **Clean Air Fund:** "Super pollutants are responsible for nearly half of global warming, so reducing them is one of the fastest ways to slow climate change. Cutting super pollutants like black carbon and tropospheric ozone can also save millions of lives and unlock major economic benefits. Mobilising private sector finance behind proven solutions, from cleaner transport to reducing industrial emissions, is crucial to securing the climate, economic and health gains the world urgently needs." - Sean Maguire, Executive Director of Strategic Partnerships at Clean Air Fund
- **Carbon Containment Lab:** "Our collective climate strategies must include all available resources in order to avoid rapidly approaching tipping points and prevent sustained global harm." says Dr. Anastasia O'Rourke, Senior Managing Director of the Carbon Containment Lab. "The Carbon Containment Lab is honored to lead development of The Superpollutant Roadmap, a guide for expanding corporate action on the powerful non-CO2 agents that are accelerating near-term warming trends."
- **Super Pollutant Action Alliance:** "In a rapidly warming world, cutting super pollutants is our climate emergency brake. This Initiative is a welcome step to bring much needed funding to an area of climate action that warrants our attention, now more than ever." – Claire Henly, Executive Director, Super Pollutant Action Alliance
- **Global Methane Hub:** "Funding efforts to address methane and other super pollutants is essential to pulling the emergency brake on global warming, because cutting these emissions can slow temperature rise faster than addressing carbon dioxide alone," said Marcelo Mena, CEO of the Global Methane Hub. "Methane is over 80 times more potent than CO2, meaning rapid action can deliver near-term climate benefits, creating healthier communities and stronger economies. Yet methane mitigation accounts for less than 2% of global climate finance, making initiatives like this both urgently needed and truly innovative. We applaud the organizations participating in this critical effort." – Marcelo Mena-Carrasco, MS, PhD CEO, The Global Methane Hub
- **Climate and Clean Air Coalition:** "Accelerating action on methane and other super pollutants requires a whole-of-system, whole-of-society approach, given the scale and sources of these emissions. The Climate and Clean Air Coalition welcomes initiatives that mobilize private-sector leadership and finance toward proven solutions, and together with Coalition partners, we stand ready to engage with companies to help scale



effective action on these short-lived climate pollutants.” – Martina Otto, Head of the Secretariat, Climate and Clean Air Coalition

- **Cascade Climate:** “Cutting super pollutants is the fastest path to slow warming in the critical decades ahead. We welcome this Initiative and believe wisely deployed catalytic finance can help build a bridge from early demonstration projects to durable policy and industry adoption. Cascade is excited to collaborate with companies to prove this model in practice for reducing refrigerant emissions and strengthening lifecycle refrigerant management.” – Dai Ellis, CEO, Cascade Climate
- **ClimateWorks Foundation:** “We are pleased to see this pledge by leading companies to reduce the emissions of HFC refrigerants, potent greenhouse gases that are used in air conditioners and refrigeration equipment. The time to act is now, as the number of new air conditioners installed in our homes and office buildings is expected to skyrocket due to rising temperatures.” – Noah Horowitz, Senior Director, Clean Cooling Collaborative
- **JPMorganChase:** “Cutting super pollutants like methane is one of the quickest, most cost-effective ways to bolster energy security, strengthen infrastructure resilience, and safeguard our economy from immediate climate risks.” – Taylor Wright, Head of Operational Sustainability, JPMorganChase