



Beyond Alliance Launches 'Common App' to Streamline Climate Project Diligence

March 3, 2025

Beyond, a dynamic alliance of leading companies and NGOs bringing scale, impact, and integrity to investments in market-based climate solutions, is proud to announce the launch of its 'Common App'—an initiative to streamline and harmonize information collection from projects seeking corporate buyers for their credits. Its first product, released today, focuses on Afforestation, Reforestation, and Revegetation (ARR) projects.

Inspired by the transformative impact of the Common Application system used by US universities, which streamlined the admissions process for students and institutions alike, the [Beyond Common App](#) establishes a baseline framework for the essential information required from project developers to advance through buyers' procurement pipelines. While individual companies may add questions to address specific diligence priorities and commercial needs, the Common App establishes a streamlined information-request template for project developers.

“Buyers increasingly recognize the need for greater alignment in assessing project quality and sharing best practices to drive more efficient and transparent markets,” said Cindy Chiang of Netflix. “The Common App provides a clear, unified reference point for the minimum information needed to evaluate ARR projects, setting a new standard for collaboration and integrity in the carbon market.”

As a collaborative product of Beyond member companies, the Common App aims to reduce the burden on suppliers while ensuring buyers have actionable data to assess and identify high-quality market opportunities to move forward in a diligence pipeline. Its launch is a direct response from many of the world's largest Natural Climate Solutions buyers to harmonize diligence data and signal clear expectations around project transparency and quality. This push for transparency builds on Beyond's commitment to prioritize science-aligned internal GHG emissions reductions while also making high-impact investments that go even further in the fight against climate change.

How the Common App Works

[The Common App for ARR](#) will support companies in various ways to enhance their procurement processes:

- **Integration into Existing Processes:** Beyond members with their own RFP or RFI frameworks may incorporate Common App questions to harmonize with the broader market.
- **Expanded Supplier Access:** Projects recommended by existing Beyond members will be invited to complete the Common App, connecting them with a wider pool of credible buyers from the Beyond Alliance who are committed to using carbon markets as a complement to their ambitious internal decarbonization efforts.
- **Enhanced Diligence Resources:** Beyond members with limited internal resources will be able to use the Common App to strengthen their project evaluation, ensuring they have adequate information to make investment decisions.

- **Creation of an Open-Source Tool:** The Common App will be available for download by any company looking to bring best-in-class practices to streamlining data collection to evaluate ARR offtake opportunities.

‘The launch of the Common App advances Beyond’s goal of better connecting buyers with high-integrity and high-impact projects, helping maximize the climate and social impact of limited voluntary corporate climate finance’ said Luke Pritchard, Director of Beyond.

The ARR tool, as the first Common App product, was developed in close partnership with the Symbiosis Coalition, drawing from the questions used in Symbiosis’ recent [Reforestation and Agroforestry RFP](#). It was further informed by standards used among Beyond member companies, including the [Core Carbon Principles](#) defined by the [Integrity Council for the Voluntary Carbon Market](#) (ICVCM), The Nature Conservancy’s (TNC) 2024 [Principles of Natural Climate Solutions](#) and the International Union for Conservation of Nature’s (IUCN) 2020 [Global Standard for Nature Based Solutions](#) as guiding frameworks for the assessment of project design quality.

This highlights a growing consensus around integrity and expectations for project developers, marking a significant step toward greater harmonization across the voluntary carbon market.

“We hope the alignment between Beyond’s Common App and the Symbiosis RFP questionnaire eases the burden for developers and buyers, contributes to increased standardization in the market, and ultimately, leads to even more financing and offtakes for high-integrity nature-based carbon removal projects,” said Julia Strong of Symbiosis.

Future Expansion

The launch of the Common App for ARR is just the beginning. Beyond plans to expand this innovative framework to additional project types in the coming year, furthering its mission to accelerate climate action and unlock corporate climate finance.

For more information about Beyond and its Common App initiative, please contact info@beyond-alliance.org

About the Beyond Alliance

Beyond is a dynamic alliance of companies and NGOs scaling corporate finance through high-integrity market-based mechanisms. Founded in 2020 and housed within the We Mean Business Coalition secretariat since 2024, our unique approach is built on fostering collaborations, empowering with education, championing advocacy and amplifying communication.

Our commitment to integrity and innovation will help us move further and faster towards a zero-carbon future. Together, we are accelerating collaboration, accelerating finance, accelerating impact. Visit our website at <https://beyond-alliance.org/>