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New roadmap shows companies fastest path to slow near-term warming by tackling superpollutants

Beyond Alliance and the Carbon Containment Lab launch the Superpollutant Roadmap for Corporate Action at Climate Week NYC, showing companies how to deploy the "emergency brake" on climate change

NEW YORK - September 23, 2026 - As the world overshoots the 1.5°C threshold and conventional CO₂ pathways move too slowly to change that trajectory in the coming decades, Beyond Alliance and the Carbon Containment Lab (CCL) today release the *Superpollutant Roadmap for Corporate Action*, a first-of-its-kind guide showing companies how to deploy the fastest lever available to slow warming before the world crosses irreversible tipping points: cutting superpollutants.

Superpollutants including methane, nitrous oxide, fluorocarbons (including HFCs), and black carbon are responsible for roughly half of the warming observed today. Because they are far more potent than CO₂ in the near term but most persist in the atmosphere for a much shorter time, cutting them delivers an outsized - and fast - reduction in near-term temperature rise, alongside immediate air quality and public health benefits.

Released today at the Superpollutant Action Summit during Climate Week NYC, the Roadmap draws on the latest science and practice to lay out three concrete levers companies can pull now:

- **Value chain interventions** — addressing superpollutant sources embedded in companies' own operations and supply chains through supplier engagement, via environmental attribute certificates, and/or insetting projects.
- **Voluntary carbon market purchases** — using credits to fund high-impact mitigation at scale
- **Policy engagement** — advocating for the regulatory signals needed to unlock faster, broader action, globally.

Many superpollutant mitigation measures already exist, are field tested, and ready to scale. The Roadmap identifies more than 200 mitigation measures available today, many of them low-cost and some revenue-positive - underscoring that the primary barrier to progress is not technology or cost, but the pace of capital deployment. Because the cheapest, easiest wins go first, the opportunity for high-impact, low-cost action is now, and companies can lead the way.

Luke Pritchard, Director, Director, Beyond Alliance said:"Companies cannot credibly claim climate leadership without addressing superpollutants. This Roadmap gives them a clear, science-backed path to act — and the tools to move at the speed the moment demands."

Dr. Anastasia O'Rourke, Senior Managing Director, Carbon Containment Lab said:"On a decadal timescale, cutting superpollutants does more to slow warming than cutting CO₂ alone. The science is clear on where the highest-impact opportunities are - this Roadmap translates that science into a practical playbook for corporate action."

The Roadmap builds on momentum from the Superpollutant Action Initiative, a coalition of leading companies - including Amazon, Autodesk, Figma, Google, JPMorgan Chase, Salesforce, and Workday - coordinated by Beyond Alliance to mobilize capital toward high-impact superpollutant mitigation projects.

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Notes to editors

The **embargoed** version of the Roadmap can be found [here](#).

The Roadmap will go live [here](#) at embargo end.

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About

Beyond Alliance brings together leading companies, NGOs, and other expert partners to make corporate climate investment go further. Founded in 2020 and hosted by the We Mean Business Coalition, we are an independent platform that helps companies move from climate commitment to climate action.

We equip companies with the knowledge and tools to invest with confidence, bring members together for trusted peer exchange, and help shape the voluntary standards and policies that make market-based climate investment possible — moving further and faster toward a net-zero future. beyond-alliance.org.

Carbon Containment Lab is a research and education 501(c)(3) non-profit based in New Haven, Connecticut, founded at Yale University in 2020 and spun out in 2024. Our mission is to enable emergent climate solutions through combining scientific, economic, and investment expertise.

We address global climate issues by filling gaps in scientific and economic research and tackling systemic barriers to commercialization. Our work spans the research and

development of novel low-cost technologies, analytical and field studies to rigorously measure and validate carbon mitigation systems, the development of carbon markets and financing pathways, and mission-related investments in pioneering climate start-ups. Learn more at carboncontainmentlab.org