

Cleantech Startup Wins 2020 Sustainability Service of the Year

Atlanta, 09 Sep 2020 – Cloverly, an environmental tech company that makes it easy for both companies and consumers to neutralize their carbon footprint, was named Sustainability Service of the Year in Business Intelligence Group's 2020 Sustainability Awards program. The winners were announced earlier this week.

The Sustainability Awards honor people, teams, and organizations who have made sustainability an integral part of their business practice or overall mission.

Cloverly, an API for carbon offsets, uses technology to help businesses, organizations, and individuals become carbon neutral or even carbon negative. Headquartered in Atlanta, Cloverly is pioneering a new type of SaaS model, one they call Sustainability-as-a-Service.

"We are proud to reward and recognize Cloverly for their sustainability efforts," said Maria Jimenez, Chief Nominations Officer, Business Intelligence Group. "It was clear to our judges that their vision and strategy will continue to deliver results toward a cleaner, more sustainable world."

The Cloverly API platform calculates and purchases carbon offsets to neutralize the environmental impact of everyday activities like ecommerce deliveries, flights, ridesharing, supply chain operations, and more. Cloverly's most notable feature might be that it completes the offsetting process in seconds, calculating and purchasing in real time with local carbon neutral projects on a transactional basis.

"Carbon offsetting is a viable and necessary solution for businesses and consumers looking to neutralize their carbon footprint and address consumer preference for sustainably minded brands," said Anthony Oni, Cloverly co-founder and CEO. "However, many companies find it challenging and even overwhelming to make real change and close the gap between sustainable intent and action."

Cloverly has made carbon offsetting available in a wide variety of business segments for everything from ridesharing and flights to fintech and supply chains. It has achieved its biggest splash in ecommerce. Cloverly's apps for Shopify, BigCommerce, and Magento make integration simple for those platforms. It also integrates smoothly with custom ecommerce systems.

Cloverly's ecommerce partners offer their customers the opportunity to green their shipping. At the checkout stage, Cloverly's API instantly calculates the carbon impact of shipping the order and offers the customer the option of paying a little extra — usually less than \$1 — to offset that impact. If the customer opts in, Cloverly matches with a verified offset project and purchases the offset. The API offers the customer details about exactly which green initiative their purchase supports — perhaps a reforestation project or a solar farm — and matches it as closely as possible with the customer's location.

To date, Cloverly has helped their brand partners offset more than 26.5 million pounds of carbon. Offset projects in the Cloverly portfolio include everything from wind and solar farms to reforestation and improved forest management initiatives to the capture of emissions from landfills, abandoned mines, and renewable natural gas. Each publicly listed project in the Cloverly portfolio is verified and tracked by the leading registries and standards bodies in the voluntary market to ensure the quality, accuracy, and integrity of the offsets, and to determine that all offsets meet the standards for additionality.

"Cloverly is helping today's consumers and industry leaders engage with the market in ways that authentically reflect their commitment to the environment," said Oni. "We're bringing a level of accessibility and transparency to the offset world that's never been seen before."

Cloverly joins other 2020 Sustainability Award winners like General Motors, Procter & Gamble, PepsiCo, Samsara, and T-Mobile. To see the full list,

visit <http://www.bintelligence.com/sustainability-awards>. To learn more about Cloverly, visit <http://www.cloverly.com> or reach out at hello@cloverly.com.

About Cloverly

Cloverly makes the road to carbon neutrality more accessible by providing an easy way to compensate for the carbon footprint of ecommerce deliveries and other everyday activities. Our API calculates in real time the approximate carbon emissions from those activities and uses carbon offsets and Renewable Energy Credits to compensate by avoiding, offsetting, or sequestering the same amount of carbon elsewhere in the environment. Our purchases of offsets and RECs support projects that move the world toward a sustainable future.

About Business Intelligence Group

The Business Intelligence Group was founded with the mission of recognizing true talent and superior performance in the business world. Unlike other industry award programs, business executives—those with experience and knowledge—judge the programs. The organization's proprietary and unique scoring system selectively measures performance across multiple business domains and then rewards those companies whose achievements stand above those of their peers.