

# Carbon offsetting with Conjoint.ly



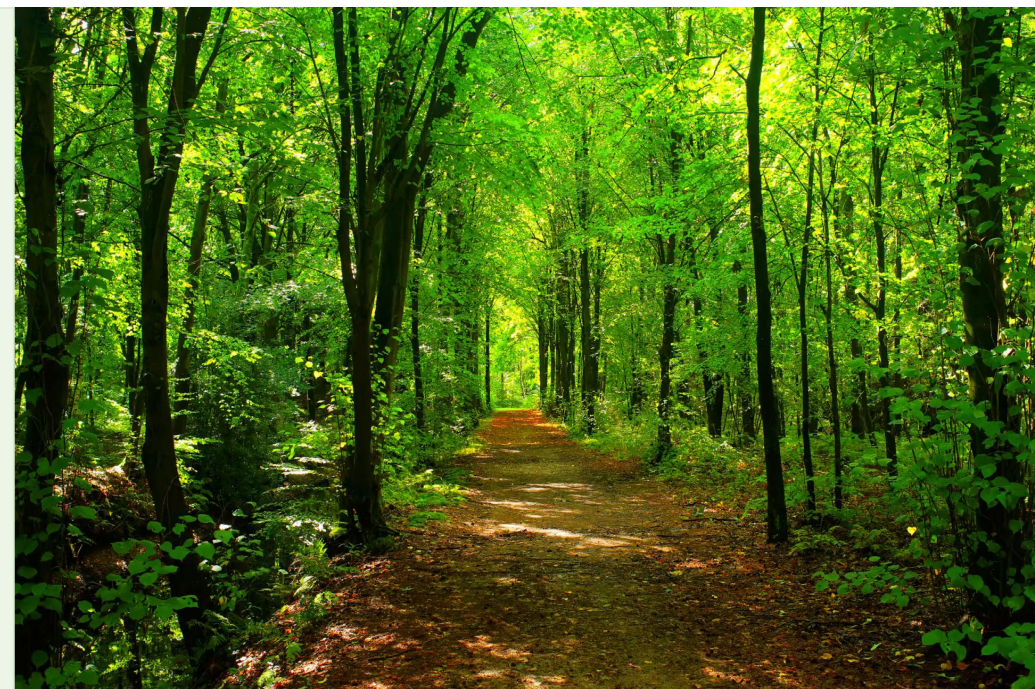
Conjoint.ly is the first market research platform to offset carbon emissions with every automated service provided to their clients.

Carbon offsetting is already gaining mainstream acceptance in air travel, consumer goods, and package delivery, where there is a direct and tangible link between a specific activity and carbon emissions.

## The time is right for the market research industry too

Market research also contributes to carbon emissions through:

- air conditioning of office spaces,
- flights to industry conferences all contribute to our carbon footprint
- computationally heavy analytics



What inspired Conjoint.ly to do it?

Our clients in the FMCG/CPG industries who release more and more eco-friendly products and test them on Conjoint.ly before offering of the market.

According to Nik Samoylov, Founder of Conjoint.ly, “Conjoint.ly follows the lead of our clients in the consumer goods industry, many of whom have tested eco-friendly products on our platform this year. Overall, our research found sizeable segments of consumers who are seeking out ecological products. We anticipate that globally there will be more eco products launched in 2020.”



## How it works

Every with every purchase on our system, we purchase carbon offsets (parcels of RECs, or Renewable Energy Certificates, issued by wind farms and other offset producers)

There is no increase in the price of Conjoint.ly offerings (such as automated tools, survey testing, and predefined panels of survey respondents).

Details of purchases are available to you. For example: link.

Do you want to try out Conjoint.ly and the process of carbon offsetting?

Log into platform (link)

You can test any survey with survey testers using our Quick Feedback option (USD \$20, including carbon offset).

Analytics Simplified Pty Ltd, trading as Conjoint.ly  
GPO Box 61  
Sydney, NSW 2001  
Australia  
ABN: 56616169021



### Carbon Offset Confirmation

**Date:** 18 September 2019

**Carbon Offset Confirmation:** #C2

This confirmation is issued to **root of root (Australia)** to certify that Conjoint.ly has bought carbon offset from Cloverly thanks a purchase made on our system.

**Equivalent carbon in kg:** 602.224

#### Offset details

Name: Bethel Wind Farm

Location: [Castro, Texas, United States](#)

Bethel consists of 120 wind turbines manufactured by General Electric Renewable Energy. Each turbine is mounted on top of an 80-meter-tall tower and has a 116-meter, three-blade rotor connected to a generator. Multiple wind turbines are electrically connected in parallel to the main power transformer where the energy is converted from 34.5kV to 115kV for interconnection. 120 turbines: GE Energy 2.3-116 (power 2.300 kW, diameter 116 m)

More information about the offset transaction: <https://dashboard.cloverly.com/receipt/20190918-519b588bbe085db1d1f5dbdd5bef24ad>

