



Lemongrass Impact Report 2024



Our Impact Report 2024

We believe in the transformative potential of travel. Beyond creating lasting memories, we see how responsible travel can bridge cultures, build understanding, and contribute to the social, environmental, and economic wellbeing of communities worldwide.

As a team, we are committed to ensuring that our work reflects these values.

We know we’re not perfect, but we do our best to make choices that align with our belief in responsible travel. Whether it’s supporting thoughtful practices with our clients, striving to make responsible decisions in our daily operations, or collaborating with others to improve standards across the tourism industry, we’re continually learning and aiming to do better.

Accountability and Trust

Part of this responsibility is sharing our progress with you. This report highlights our achievements, outlines our future goals, and reaffirms our commitment to transparency. From calculating carbon budgets and reducing emissions on press trips, to openly discussing how we reward our team, every decision is made with accountability and trust in mind.

Looking Ahead

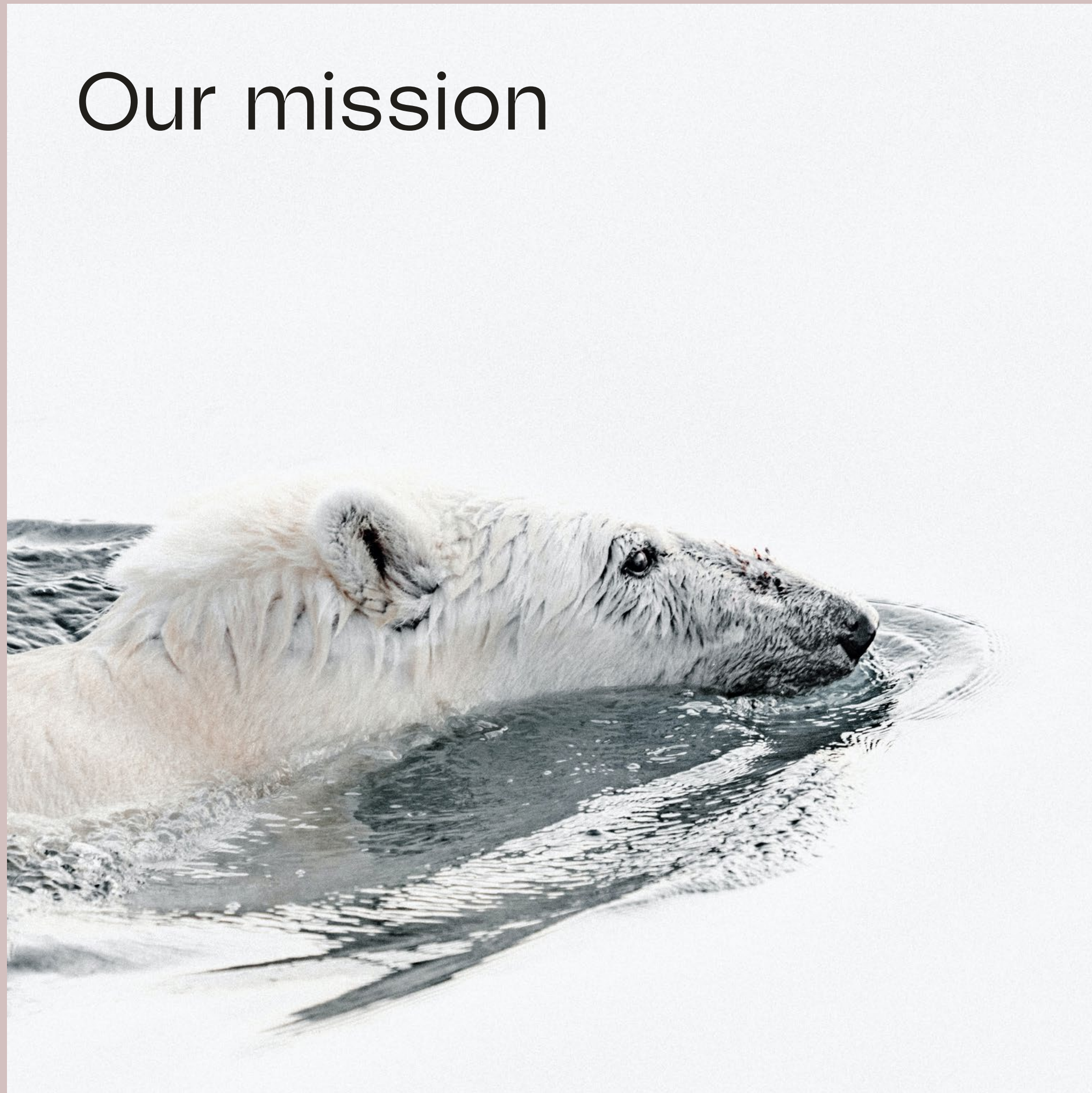
As we continue to learn and adapt, our commitment grows. We aim to expand our efforts in 2025 and beyond, ensuring our work leaves a meaningful, positive impact on people, their communities, and the environment.

We believe travel has the power to drive positive change. This report reflects how, over the past year, our work at Lemongrass has supported communities, protected the environment, and encouraged responsible choices throughout the tourism sector.

Thank you for being part of this journey.

Your Lemongrass Team

Our mission



We re-shape travel and tourism brands to ensure **long-term health and wellbeing for all people and the planet.**

We achieve this through in-depth analysis, **creative communications,** and by **educating and guiding clients,** communities, and the industry.

We drive **positive change in behaviour** that inspires journeys, expands horizons, and fosters meaningful social and environmental impact.

Our pillars

Year in review

174 hours

Volunteered

Four day week
on five days pay

£


Introduced a
Green Travel Policy




>84.33%

Client satisfaction consistently
above 84.33%

Silver Carbon
Literacy
Accredited



-20%



We reduced our carbon intensity
(CO₂ per employee) emissions by
a total of 20% compared to our
baseline year (2022)

69 trips

69 out of 174 trips were
organised sustainably*



Becoming a B Corp — our journey to better

In September 2023, Lemongrass officially became a Certified B Corp. Joining a global community of businesses dedicated to building a better, more sustainable world was one of our most significant milestones of the year.

Our score
96.2

Our journey

The road to B Corp Certification required a Herculean effort from every Lemongrass team member. From revisiting our processes to ensuring alignment with B Corp’s arduous standards, the experience encouraged us to think deeply about why we do what we do — and how we do it. The journey demanded a steadfast dedication to meaningful, long-term change, and it’s a journey we’ve embarked upon with curiosity and humility.

Proudest achievements

We are immensely proud of the work that got us here. Key moments include:

- Prioritising measurable actions to reduce our environmental footprint.
- Engaging our clients and community in creating positive change.
- Openly sharing our progress and challenges, such as how we calculate carbon budgets and design more sustainable press trips.

What is B Corp certification?

B Corp Certification is a third-party designation for companies that have undergone a rigorous evaluation of their social and environmental impact. This is far more than just a review of sustainability goals, though. This certification represents a deep, transparent commitment to the highest standards of social and environmental performance, accountability, and continuous improvement. It means we prioritise purpose in everything we do.

Reflections and lessons

The journey to meet our goals has required both internal drive and reliance on external factors – requiring time, patience, and adjustments along the way. For example, our original goal of being net zero by 2038 will not be possible given infrastructure shortcomings like carbon-intensive flights. We do have control over our actions, though, so we’re promoting more responsible travel choices and reducing our carbon footprint every year.

We can’t implement everything we envision right away, but we are focusing on areas where we can make the most meaningful contribution. And, of course, we’re celebrating the progress we’ve made.

Looking Ahead

Certification is only the beginning of our journey. We remain committed to reducing our environmental footprint, championing tourism’s benefits, and creating a healthier and more sustainable future for both people and the planet.

We look forward to working with our colleagues, clients, and community as we continue to grow, adapt, and lead by example in the years ahead.



Nature





69 responsible trips

Lemongrass facilitated 69 work/press trips by means of responsible travel methods (train or ferry), and/or combined with other trips, to reduce the amount of flights required.

258 trees

Planting 258 trees in the Lemongrass grove through Trees for Life. These trees were carefully planted in protected sites in the Scottish Highlands, where they will create homes for wildlife and become a part of future forests.

Employee carbon budgets

Introducing employee carbon budgets for every staff member on the payroll.

Green Travel Policy

Rolling out the Green Travel Policy to evaluate the environmental footprint of potential trips and saying no to unnecessary or irresponsible trips. For required travel, the Green Travel Policy offers evaluation criteria to ensure we’re traveling as responsibly as possible.

1 tree per train ride

Switching our preferred train ticketing platform to Train Hugger, which plants a tree in the British countryside for every booking. Since making the switch in early September, 69 trees have been planted on behalf of Lemongrass.

Introducing the Green Team

Launching the Lemongrass Green Team. These staff members are responsible for coordinating with our sustainability partners and keeping the environment top of mind as our company evolves.

1,229.8kg of carbon saved

Hosting the Lemongrass Roadshow with responsible travel at the forefront. This annual media event, which has stops in 13 destinations across the United Kingdom and Ireland, took place exclusively by train and ferry in 2024. This saved 1,229.8kg of carbon.

£4,000 donated

As part of the media roadshow we donated £4,000 to social and environmental projects as diverse as seagrass restoration and wolf protection as well as forest restoration in the Andes. The projects were chosen by the over 140 journalists who attended our media roadshow.

Reducing Our Carbon Footprint: Challenges and Action

At Lemongrass, we take carbon emissions seriously and are focused on reducing our impact wherever possible.

Flying remains the largest contributor to CO2 emissions in travel, and, as we all know, it’s challenging to avoid. While governments continue to subsidise flights over more sustainable options like trains, we are advocating for change in this area. In the meantime, we focus on the actions we can control.

We’re working with our tour operator clients to **eliminate internal flights** from itineraries and helping hotels **reduce their CO₂ emissions**. Most importantly, **we encourage responsible travel for the media—opting for train travel across Europe**, electric cars, and combining press trips so that journalists don’t fly multiple times when trips can be consolidated.

For two years, we’ve had a clear policy: **We have consistently turned down work with large cruise ships and private jet operators**, and we continue to do. We also **refuse to fly first or business class** ourselves or put journalists on those flights, as the emissions are significantly higher compared to economy class.

While we work within the current infrastructure, we focus on changing what we can, **advocating for the systemic changes needed**, and collaborating across industries to create a more sustainable future for travel.

Because of the work we do, we are uniquely positioned to **use the voices of journalists** to amplify the message that

low-carbon and slow travel are not only better for the environment, but also more enriching and enjoyable. From 2025, we will ensure that every press itinerary we create offers the low-carbon option first, and we will include CO₂ emissions comparisons between flying and low-carbon travel for all trips in Europe.



-20%

A 20% reduction in CO₂ per employee compared to our baseline year

Our Carbon Footprint

We’re proud to share that we achieved a 20% reduction in carbon intensity (CO₂ per employee) emissions compared to our baseline year of 2022, despite significant company growth.

When we set our original target to reduce total carbon emissions by 11% from the previous year, it was based on a much smaller team and didn’t account for the carbon impact of our growth — more team members, clients, and necessary travel as our business expanded. As a result, while we did not meet our overall reduction goal, we made clear progress in improving efficiency.

Looking ahead, we have adjusted our targets to align with our growth, focusing on reducing carbon emissions relative to client revenue by 11%. This approach ensures we remain ambitious and accountable as we continue to grow sustainably.

You don't need a quote from me to see how Lemongrass has performed when it comes to CO2, the numbers speak for themselves. A whopping 20% reduction in their carbon intensity score compared to their baseline year is (sadly) not normal and in this case very impressive. The challenge now is can they continue to reduce.



Charlie Cotton
Founder,
eCollective

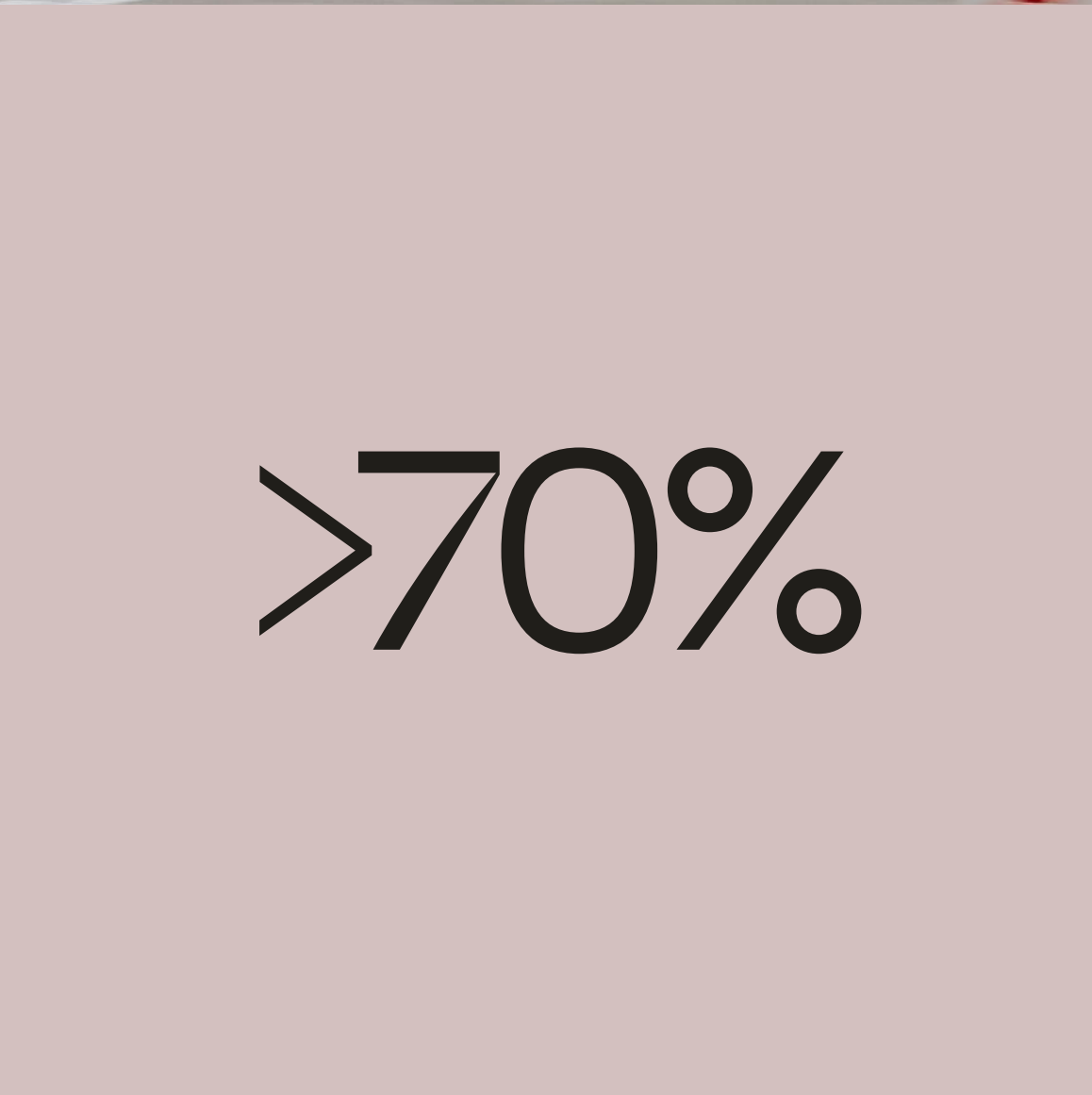
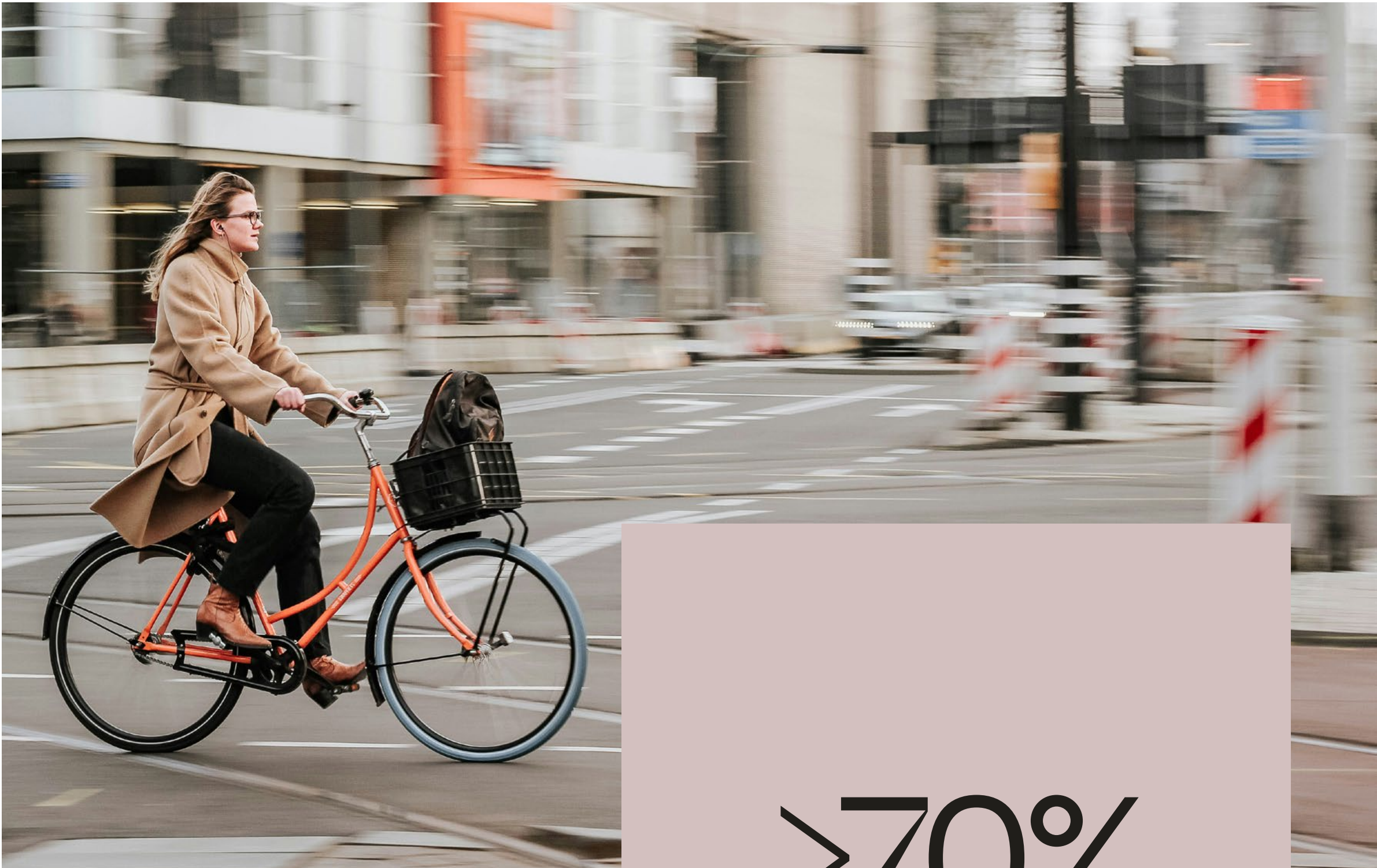


Carbon literacy and ongoing reduction

In 2024, the carbon Literacy Project accredited Lemongrass as a Silver Carbon Literate Organisation for our proactive engagement within our spheres of influence in developing and delivering low-carbon behaviour.

We have over 70% of employees trained in carbon literacy and we shared this journey through [one of our most popular blogs](#) to inspire other companies to do the same. All new team members will also participate in the programme. Upon completing Carbon Literacy training with Can Marketing Save the Planet, the entire team also completed the 100 Point Challenge, which deepened our understanding on topics ranging from the circular economy to regulation and reporting. As part of our training, every team member set **personal and professional carbon commitments** that are discussed annually in employee appraisals.

Within our company, we've rolled out **employee carbon budgets**. These are based on the carbon required to successfully complete client scopes of work. Additionally, we now have a **five-point carbon reduction plan** designed to create transparency internally and with our clients and partners. In it, we've laid out how we plan to reduce our carbon emissions year on year.



Over 70% of employees trained in carbon literacy

Our commitments

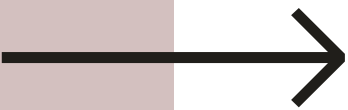
Ensure **25%** of all Lemongrass trips and those made by press are done by train or a combination of trips encompassing two or more clients.

Reduce carbon emission by **11%**.

As part of our bonus structure, we evaluate clients so that at least **30%** of our revenue comes from those that are sustainable and/or doing good within the tourism industry.

No longer store clients’ print brochures and actively move to online brochures.

Only gift items that use sustainable and recyclable materials and/or keep environmental impact to a minimum.



Our outcomes

69 of our trips in 2024 were either a combination of more than one client and/or done by train or a short distance car ride to minimise carbon.

Our target to reduce total carbon emissions by **11%** didn’t account for the impact of our growth—more team members, clients, and essential travel. We’ve now adjusted our targets to focus on reducing emissions relative to client revenue by **11%**, ensuring we grow sustainably and efficiently.

Achieved this commitment and will be increasing it to **35%** in 2025.

All clients now either have online brochures or no longer ship materials to and within the United Kingdom.

All physical gifts are now done through B Corp companies or Trees for Life, which plants trees in lieu of gifts. Additionally, any physical gifts are sourced through local providers so there is no international shipping.



Director of Nature

In 2025, we will be **appointing a Director of Nature**, with sustainability and responsible climate action remaining top priorities. This person will be a voice for the environment and represent its interests in company decision-making.

All team members will be participating in a **training and education plan that incorporates sustainability topics** as well.

Environmental P&L

We will be **implementing an environmental profit and loss** measurement, which places a monetary valuation on our company’s environmental impacts. **Working with Pinwheel**, a platform that helps companies identify, verify, and record planet-repairing action, we will actively mitigate those losses as well. With a global portfolio of projects, Pinwheel will help us identify compensation and offsetting opportunities to remove carbon from the atmosphere, restore habitats, and protect biodiversity.

Scope 3: Rolling out Carbon budgets for Clients

Our nature-focused efforts don’t stop within our company. In 2025, we’ll **roll out carbon budgets to our clients**. As part of this effort, we’ll also **introduce a sustainability tracker** on all client reports that reviews all sustainability-related topics covered over the course of the month, opportunities for improvement, and carbon saved. Additionally, we are **launching the Lemongrass impact page** on our website, which will feature content about our sustainability efforts and resources to support others on their journey.

Lemongrass PR helped to keep us on our toes about sustainability. You could see it was meaningful and important for the whole team. Every agenda had a sustainability catch up, and any press angle we could find in this area was discussed and, if viable, amplified. I couldn't fault the mindset and commitment and think it helped to galvanise our own sustainability efforts.



Huw Owen
Co-Founder,
TravelLocal



People and culture





£5,000 to 29 charities

Donating £5,000 to 29 charities selected by Lemongrass team members.

Private health care

Introducing private health care including coverage for mental health, dental and alternative therapies for all employees.

30 hours

Offering 30 hours of work mentorship to a local Bicester School student.

Company wide training

Completing company wide training and accreditation on Carbon Literacy, diversity, stress management, tourism-focused accessibility, and the Green Claims Code.

170 hours

Volunteering more than 170 hours across five community spaces and charities.

Ethical pension provider

Switching to an ethical pension provider.

4 day week at full 5 day pay

Continuing to lead the way in the industry with the success of the 4 day week at full 5 day pay.

Charitable giving

We realise Lemongrass doesn't exist in a silo, and we take great pride in actively participating in our local community.

£250

Lemongrass matches any charity donations up to £250 per person per year.

£600

We participated in fundraising efforts throughout the year, including a Doctors Without Borders bake sale, which brought in £600.

£5,000

donated across the year to 29 charities.



£692.40

Instead of giving gifts, team members opted for a charity-focused Secret Santa exchange, which raised £692.40.



All 26 baccalaureate candidates passed their exams

Education For All Morocco

Several team members were in Morocco on 8 September 2023 when a 6.9 magnitude earthquake struck the country.

We wanted to support recovery efforts and partnered with Education For All Morocco, which provides access to college education for girls in rural Morocco.

Lemongrass contributed £1,645 in donations to help Education For All Morocco’s ongoing funding needs, which included accommodation, nutritious meals, school materials, computers and books, clothing, and transportation so students could visit home on the weekends.

Despite the disruptions caused by the earthquake’s devastation, all 26 baccalaureate candidates passed their exams.

Our volunteer family is at the heart of everything we do at Dogs for Good — we couldn’t do it without them!



Tina Williams
Regional Fundraiser,
Dogs for Good

“Our volunteer family is at the heart of everything we do at Dogs for Good — we couldn’t do it without them!

We would not be able to attend different events around the country without the support of our volunteer family. Events are crucial for raising awareness and vital funds for our work, so when we were looking to resource an event on August Bank Holiday Monday with a footfall of 30,000, Tori on behalf of Lemongrass very kindly stepped up to help. With the help we were able to engage the public in lots of different fundraising activities, in addition to having the all-important conversations on our vital voluntary roles.

Tori is also a member of our Dogs for Good Marathon team running for us in the 2025 London Marathon. It takes a lot of dedication and commitment to take on a marathon not just the training required to complete the 26.2-mile course safely and without injury but to also commit to raise a minimum sponsorship of £2000.

Without our fundraisers we wouldn’t be able to nurture dogs like Greg, who’s matched with Martha.

“Greg has given me a life. Without him I wouldn’t have the confidence to keep building on myself and making a future for the both of us. His unwavering support helped me through the loss of my mum and now onto the adventure of working! With him I’ve accepted my disability and embraced it — you can’t be frustrated about dropping things when you’ve got a guy like that picking it up and wagging his tail!”

Volunteering in our community

We’re not afraid to get our hands dirty — in fact, we welcome it!

Lemongrass team members collectively spent 174 hours volunteering in and with five community spaces and charities in 2024.

During our volunteer hours you could find us walking dogs, hosting raffles, painting everything from fences to furniture and outbuildings, arts and crafts with students, gardening, and helping to prepare a charity shop for launch.



174 hrs

174 hours volunteering with five community spaces and charities in 2024



We are incredibly grateful to Lemongrass for their continued support. We could not run our gardens without volunteer labour and each session with them feels like welcoming back old friends. Our Bardwell students would agree with that — they lit up with the care and attention they received when Lemongrass helped them to paint and plant at Garth Garden this summer. They had so much fun! Every session with Lemongrass is productive and helps us host our guests and hold community activities in more beautiful, safe surroundings.



Amanda Groom
Bicester Lead,
Bicester Harvest



Our bonus structure at Lemongrass

At Lemongrass, our bonus structure applies to everyone, from junior to senior team members.

It reflects our holistic approach, where bonuses are earned not only for financial performance but also for making a positive impact on nature, our clients, and our employees. Bonuses are only paid when both financial and environmental/social goals are achieved.

Here’s how it breaks down:

	<div>60%</div> <div>Connected to EBITDA and gross revenue churn.</div>	<div>10%</div> <div>Connected to carbon reduction.</div>	<div>10%</div> <div>Paid on successful completion of sustainability training and education.</div>	<div>10%</div> <div>Based on working with clients that are sustainable and/or doing good.</div>	<div>10%</div> <div>Based on happy clients, which is tracked through a bi-monthly survey.</div>
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Our commitments

Monitor client satisfaction and maintain a rate of **80%** or higher.



Monitor employee satisfaction and maintain a rate of **80%** or higher.



Keep employee attrition below **29.3%** (the industry average).



Change pension providers to a more ethical company.



Implement team volunteering days into our company’s ethos and calendars.



Support a variety of organisations through fundraising and direct financial donations.



Our outcomes

Achieved an average rate of **84.33%** client satisfaction throughout the year.

Achieved an average rate of **80.18%** employee satisfaction throughout the year.

Kept employee attrition at **15%** well below the industry average.

Selected pension provider Collegia, an ethical company that excludes controversial industries and prioritises the highest environmental, social, and corporate governance considerations.

Volunteered **174** hours across the year.

Donated **£5,000** across **29** charities.

Looking ahead



Caring for our team

In the coming year, we will **appoint a Director of People and Culture** to be a voice for and represent the Lemongrass team. This person will also promote diversity and inclusion initiatives within our company. We will also **appoint a Director of Nature** to be the voice of nature in company decisions.

We also want to **expand our employee healthcare plan** to focus more on medical needs not typically covered by insurance providers, such as menopause.

Increasing our volunteering hours by 15%

We look forward to more interaction between the Lemongrass team and our greater community and plan to **increase our volunteering hours** by 15% to 200 hours. We hope to volunteer with Ductu, which helps students from disadvantaged backgrounds or with disabilities interact with employers through work experience, workplace visits, and in-school activities.

We'll also **continue our charitable giving** throughout 2025. Of special note will be our fundraising efforts for Dogs For Good on behalf of a team member who is running the London Marathon in April.

Supporting the tourism industry

Mentoring has been instrumental for many of us at Lemongrass. In 2025, we'll pay it forward by working with **Women in Travel CIC**, which has built a successful mentorship framework within the tourism industry, particularly for women and **marginalised communities**. We know the power of mentorship in all its iterations — one-to-one, group, and reverse — and we are eager to give back in this way.

Community and commitments



120 hours pro bono

Providing 120 hours per year of pro bono work for The Conscious Travel Foundation.

New bonus structure

Creating a bonus structure built around our company values and carbon reduction, and not only financial growth.

Travel by B Corp

Joining Travel by B Corp, a collective of B Corps within the tourism industry working together to amplify travel’s positive impact.

Advocating for industry change

Providing education to and advocating for sustainable changes across the tourism industry.

Impactful change

Ensuring “impactful change” is a standing agenda item on every client call, where we provide tailored feedback and discuss actionable steps to create positive change for people, nature, or community.

Our partners and affiliations

We are proud to work alongside supportive partners and within innovative communities across the tourism industry and beyond.



Lemongrass' pro bono support has been invaluable to The Conscious Travel Foundation. Their incredible PR expertise has helped to amplify our message and secure valuable exposure with the trade media, significantly increasing awareness of our work within the travel industry. From running complimentary PR and marketing clinics for our members to always being on hand to help with content, campaigns or strategy queries, they've gone above and beyond to share their knowledge and resources. What we value most is how seamlessly they have become an extension of our team — working alongside us with such compassion, generosity and shared purpose. We couldn't be more grateful for their partnership.



Olivia Cryer

Co-Founder and Director,
The Conscious Travel Foundation



Fostering a culture of growth and wellbeing

At Lemongrass, we believe that meaningful change starts with us. As a team, we are focused on creating a culture of mindfulness, accountability, and intentional growth, both in our professional and personal lives.

From words to action

We know our commitments only matter if we lead by example. That’s why we work every day to align our actions with our values, making thoughtful choices to reduce our environmental impact and support wellbeing. This includes:

- Adopting **meat-free Mondays** and encouraging sustainable food choices in the office.
- Implementing **paperless practices** and minimising waste through digital solutions.
- Providing **ongoing training** to equip our team with skills in **sustainability, diversity, inclusion, accessibility, and mental wellbeing**.

A four-day workweek at full five day pay

We’ve introduced a **four-day workweek at full five day pay** to support creativity and promote a healthier work-life balance. This extra day allows us to **recharge and focus on personal activities**, like volunteering, that matter to us. Holiday leave is not prorated, meaning that all members of staff have full time holiday allowance, as well as an additional day off for their birthdays.

From internal policies to external benefits

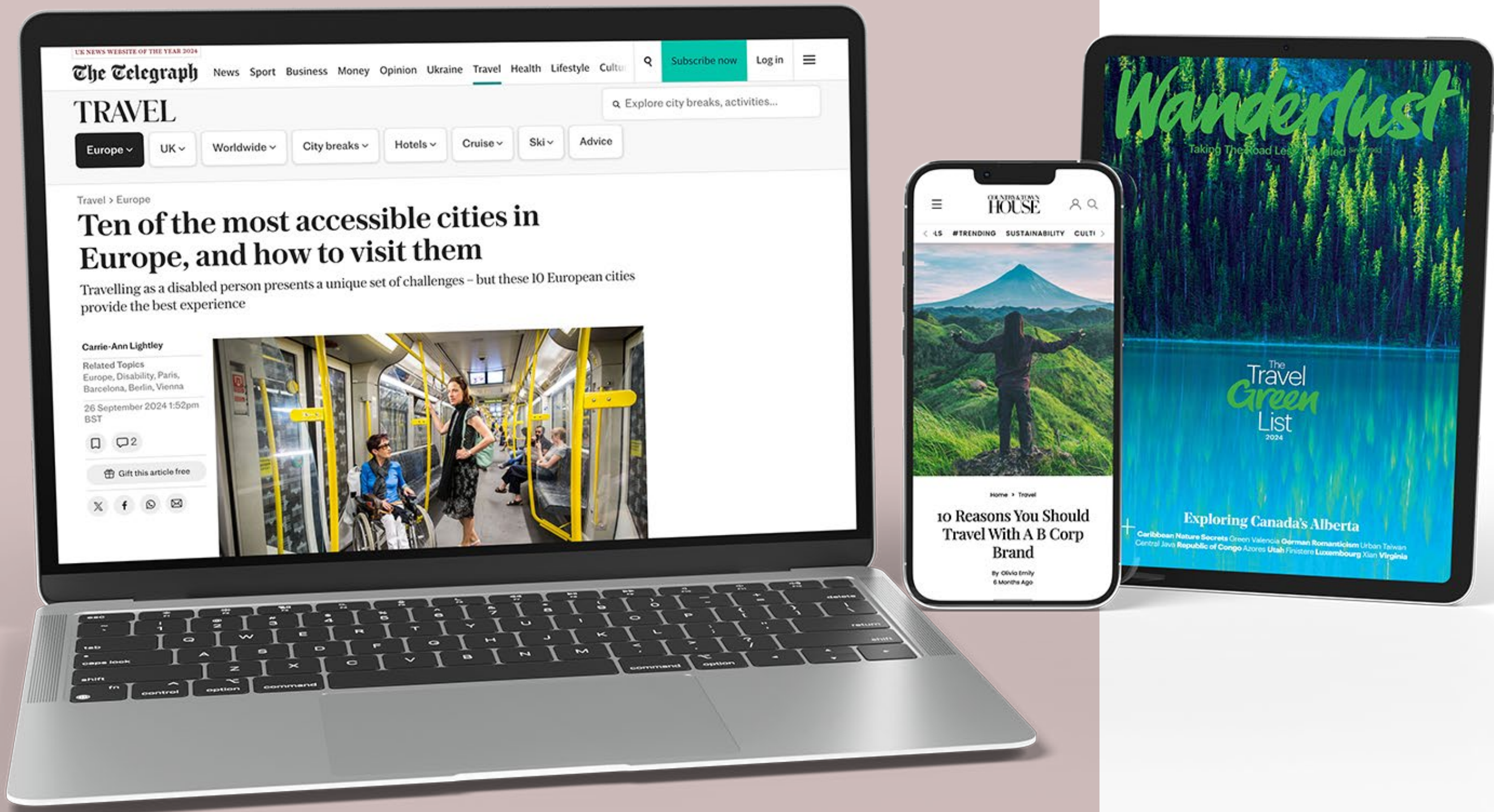
A **healthy, happy team** starts with healthy, happy individuals. Our travel and health insurance provides comprehensive physical and mental health care, ensuring that everyone has access to resources that support overall wellbeing.

We believe **small, consistent actions can drive bigger changes**. We learn from each other and hope to inspire positive shifts across the tourism industry by leading with integrity.

Advocacy and education through the press

As public relations and communications experts, we are uniquely situated to amplify the importance of responsible travel. We collaborate with clients to showcase their impactful work in sustainability and accessibility — turning their policies and initiatives into compelling narratives for tomorrow’s travellers.

We work closely with the media and content creators to surface stories like the introduction of Braille menus in hotels to the joy of choosing rail travel instead of air travel. These stories drive real change — proving that thoughtful, inclusive, and sustainable practices can transform the future of tourism.



Advocacy and education across the industry

At Lemongrass, we’re passionate about sharing what we learn with our clients and colleagues, helping everyone move forward together.

“Impactful Change” in client calls

In 2024, we made “**impactful change**” a core part of all our client calls. This feedback drives real progress, from improving accessibility messaging, to reducing food waste and CO2 emissions, to advancing regenerative travel efforts, ensuring our clients continue to grow and improve in meaningful ways.

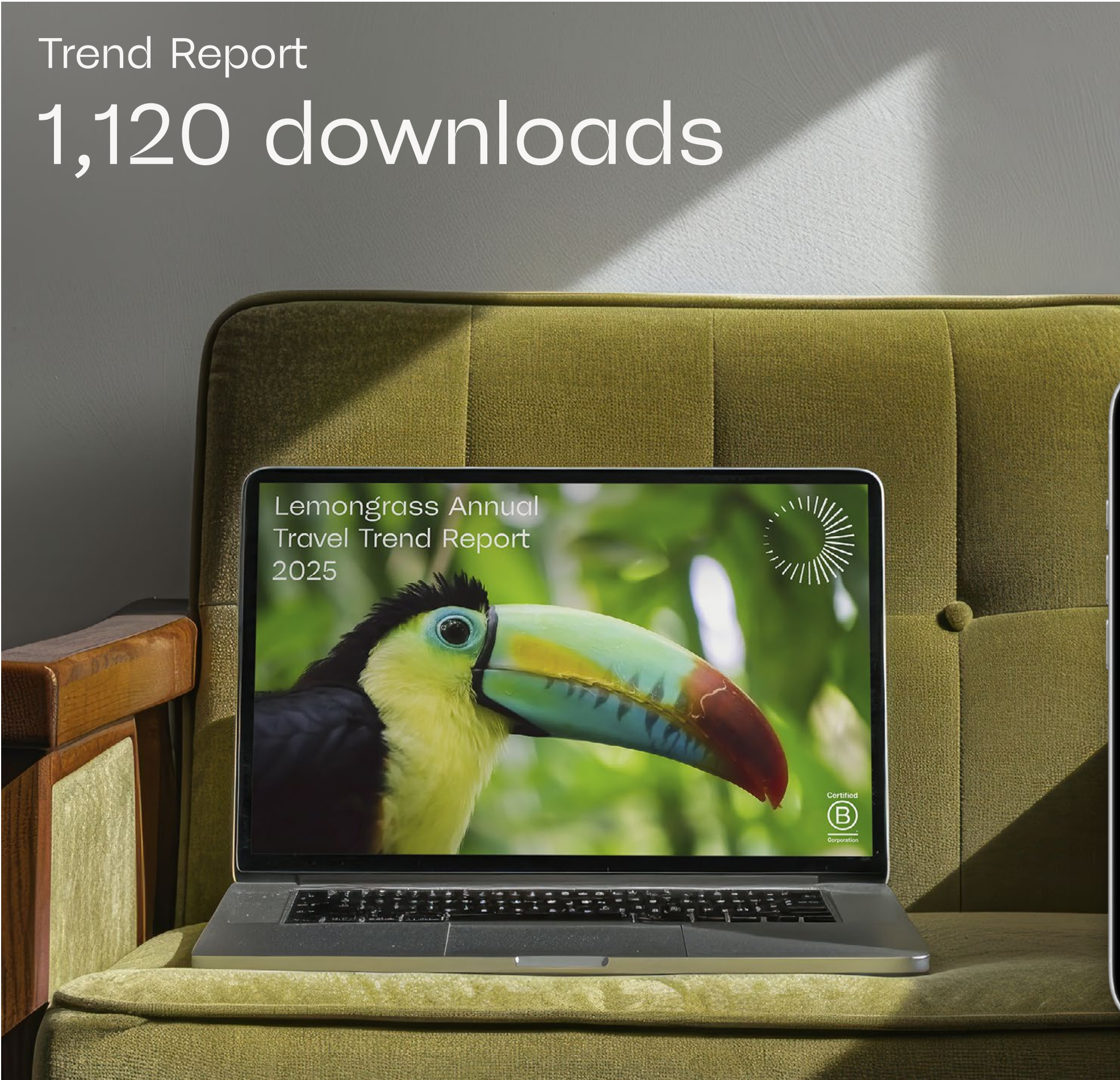
Active industry engagement

We’re proud to be active in the industry, promoting sustainability and making a tangible impact. This year, our team **shared expertise at a multitude of events** including ABTA’s ‘Communicating Sustainability’, covering important topics like overtourism and economic leakage. Our CEO, Mirjam Peternek-McCartney, also serves as a **board member for Travel by B Corp** and a **judge for The Purpose Awards EMEA**. We led discussions on greenwashing, sustainability communication, and marketing for sustainable travel, while also supporting key industry events like TTG Travel Fairer, Louder than Words B Corp Festival, and Unseen Tours.

Educational initiatives

We’re excited about the impact of our educational initiatives, including our **new webinar series** on overtourism and sustainable marketing for adventure travel. Our **annual Trend Report**, alongside webinars and blog posts, has sparked plenty of interest, helping us share our insights and knowledge with a wider audience.

Advocacy and education



Email

Newsletter reaches 8,700+ people

Blog posts



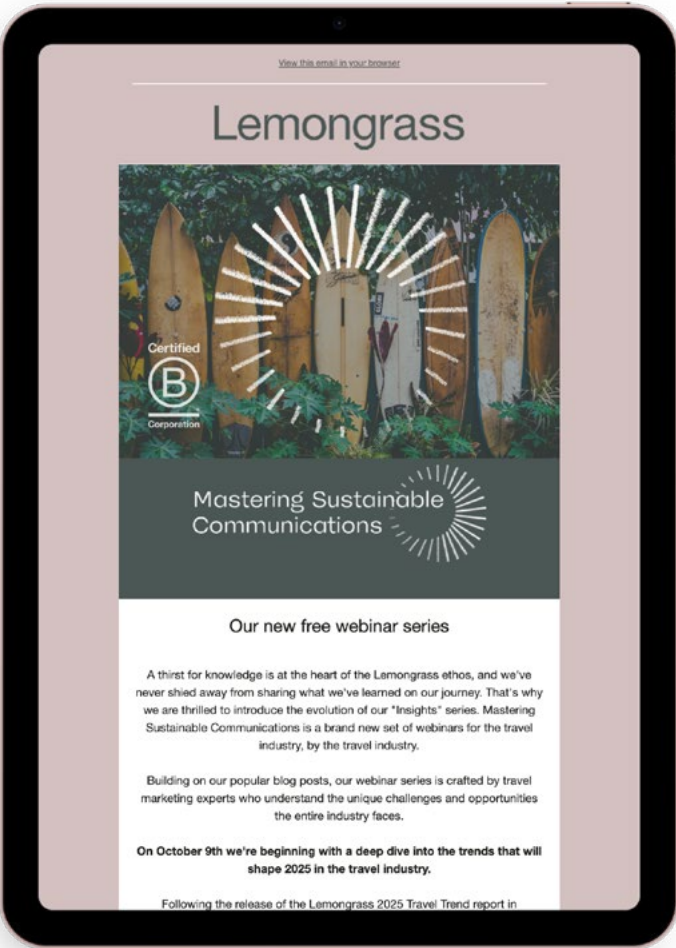
8,437
People sent to per deployment.

20%
Click-through rate.

31%
Average open rate.

53%
Open rate of email on overtourism blog post.

Webinars



89%
Average open rate.

Weekly travel trend watch

241
People sent to per deployment.

73%
Average open rate.

50
Weeks of deployment every Friday.

Our commitments

Complete pro bono work with The Conscious Travel Foundation.



Inspire **25%** of our clients to make one impactful change per year.



Open an ethical and sustainable savings account.



Plan and launch an educational webinar series.



Our outcomes

120 hours of work with services including media outreach, press release generation and distribution, event management, proofing, fundraising, SEO and content advice and social support.

Over **32%** of our clients were inspired to make an impactful change, from amending wording on Terms and Conditions to be more inclusive, to clients adding dedicated pages on their websites sharing their sustainability initiatives.

Lemongrass moved the company’s savings account to Starling bank.

Launched the webinar series. We plan to continue it with several sustainability topics in 2025.



Clients who prioritise sustainability

As we move into 2025, our commitment to working with like-minded partners remains stronger than ever. We plan to **increase the percentage of clients we work with who prioritise sustainability and positive social impact**. We’re excited to introduce a **Carbon Literacy training plan for our clients**, empowering them to make informed, impactful decisions —and we’re laying the groundwork to roll this out in the near future.

Collaborating with other BCorps

Beyond our direct client work, we’re strengthening our connections with other B Corps and responsible companies. We’re collaborating on roadshows, events, and initiatives that amplify our shared values and drive industry-wide change. In addition, we’ve joined the **Clean Creatives movement** and are actively developing strategies to raise awareness and drive action within the industry.

Expanding advocacy efforts

We’re also expanding our advocacy efforts. Work is underway to **develop a programme of speaking opportunities focused on key topics like climate change, island tourism, and the challenges faced by island nations**. Additionally, we’re excited to announce the development of a **new podcast**, aimed at exploring these important issues and sparking deeper conversation.

The journey ahead

At Lemongrass, we believe the future is one where businesses come together to make a real difference. We’re proud to be part of this movement and look forward to the journey ahead.



About Lemongrass

Lemongrass is an award winning PR & Content agency for travel brands with impact and purpose, in the world’s most beautiful destinations. We are a certified B Corp and have been recognised as a Sunday Times Best Places to Work Company.

Lemongrass was formed almost 20 years ago as a bolder, brighter and better solution to travel PR. We are sector specialists in travel and wellness and develop travel PR strategies based on data insights.

Clients include tourist boards, tour operators, hotels and wellness retreats.

We care about making travel meaningful and we thrive on working with clients who share this belief with expertise, understanding and innovation. Together, we create strategies that support them now and — most importantly — into their future.

grow@lemongrassmarketing.com

