

For Immediate Release

LMNO Becomes the First Canadian Agency to Partner with Cedara, Pioneering Net-Zero Marketing Solutions

[Saskatoon, Saskatchewan, Canada] — [March 25, 2025] — LMNO, Canada's leading B Corp-certified marketing agency, has announced its partnership with Cedara, a sustainable technology leader for the media industry, becoming the first Canadian agency to adopt their industry-leading solutions. This collaboration empowers LMNO's clients to achieve net-zero emissions in their marketing efforts, setting a new standard for environmentally conscious advertising.

As a Platinum-certified participant in Canada's Net-Zero Challenge, LMNO is committed to reducing carbon emissions while supporting clients in doing the same. Cedara's platform allows businesses to measure, manage, and mitigate the environmental impact of both their marketing campaigns and broader organizational emissions. By adopting this technology, LMNO simplifies the path to sustainability for its clients without adding unnecessary complexity or cost. LMNO's partnership with Cedara will also ensure full compliance with the Ad Net Zero Global Media Sustainability Framework (GMSF).

"Globally, carbon emissions from digital advertising are worse than the aviation industry. This was a wake-up call and inspired us to take meaningful action," said Blair French, Chief Growth Officer at LMNO. "Our partnership with Cedara enables us to lead the charge in sustainable marketing, making it easier for businesses to reduce their impact while achieving their goals."

This partnership reflects LMNO's leadership in sustainable development and aligns with the UN's Sustainable Development Goals. From analyzing media placements to implementing sustainable production practices, LMNO offers a clear roadmap to net-zero marketing that delivers measurable results.

About LMNO

LMNO is a full-service, B Corp-certified marketing agency dedicated to the triple bottom line of people, planet, and profit. LMNO blends idea-driven strategies with sustainable practices to help businesses not only meet their objectives but transform the world in positive ways as they thrive. As a leader in responsible marketing and a Platinum-certified participant in Canada's Net-Zero Challenge, LMNO helps businesses achieve their goals while making a positive impact on the world.

About Cedara

Cedara, The Carbon Intelligence Platform, is dedicated to decarbonizing the media industry. Through its powerful suite of solutions, Cedara enables media companies to measure and reduce carbon emissions across their operations and advertising campaigns—paving the way toward Ad Net Zero.

By mapping carbon intensity across the entire media supply chain, Cedara equips investment teams with the insights needed to make data-driven, sustainable decisions and drive meaningful decarbonization. Our high-impact approach empowers businesses and their partners to take action, accelerating the transition to a net zero economy.

Founded in 2021, Cedara is headquartered in New York City, with offices in the US, UK, France, Germany, and Australia. Learn more at cedara.io.

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