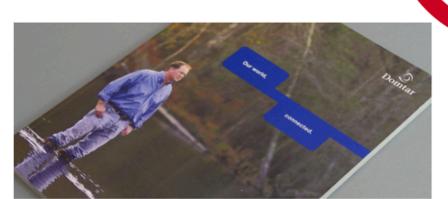
DOMTAR: SUSTAINABILITY REPORT

## Keeping Sustainability Simple



## Situation

On the surface, a compelling sustainability story from a large paper manufacturer seems unlikely. But that's certainly not the case with Domtar, who tasked EMA with telling their unique story in a clear, engaging way.

## **Insight and Solution**

Working closely with Domtar's employees, clients and other stakeholders, EMA created a sustainability report that's simple, relevant and memorable. After developing insights into how Domtar's audiences prefer to consume their data, EMA developed a unique piece that is light on text and heavy on easily digestible infographics, proof points and photography.

## Results

Reaction to the report has been positive, with employees calling it "more authentic," "inviting and easy to read," and an "effective recruiting tool."





