

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."

