

Overture Promotions Releases 2023 ESG Report

(WAUKEGAN, IL, August 8, 2024) – Overture Promotions today announced the release of its 2023 Environmental, Social, and Governance (ESG) Report. This report showcases Overture’s dedication to its three core pillars: Planet (Be Responsible), People (Be Good), and Community (Do Good).

“Overture remains steadfast in our commitment to measurable, year-over-year improvements,” said Jo Gilley, CEO. “As we look ahead, the focus will be on enhanced transparency and deepening impact across all our ESG pillars.”

Among its notable achievements for 2023, Overture - earned a Silver EcoVadis rating, planted 63,477 trees in partnership with Ecologi, recycled 112 tons of corrugated material, reduced Scope 1 and 2 emissions by 6%, and offset 467.87 metric tonnes of CO2 through the UPS carbon neutral shipping program. Overture also invested in staff diversity, with 80% of all 2023 hires identifying as diverse, and expanded its training programs, launching the Overture Women Leaders (OWL) training and mentoring initiative.

“2023 marked a year of significant progress for Overture, emphasized by my favorite of the year’s achievements: the receipt of two awards from our longstanding community partners,” said Victoria Robertson, Manager, Marketing and CSR. “We were honored with the Diversity Champion Award from the Lake County Juneteenth Commission and the Community Ambassador Award from A Safe Place, underscoring just how meaningful these relationships are, both for our staff and the community.”

Overture’s ESG Report reflects the ongoing nature of the company’s efforts and its commitment to maintaining transparency and accountability. As part of this commitment, Overture submitted its annual Communication on Progress with the UN Global Compact, reaffirming the company’s dedication to its principles.

Overture’s plans for 2024 include achieving GRI-compliant reporting and conducting a comprehensive materiality assessment to better address and report on critical topics.

“Overture’s 2023 achievements are a testament to our sustainability commitments and our role as a positive force in the community,” said Andrew Kelly, ESG Compliance Specialist. “Looking ahead, I am extremely excited about the progress we have planned for 2024 and beyond as we address our most material issues and launch new initiatives. Given our incredible people and partnerships, I am confident we will meet, if not exceed, our goals in creating lasting, positive change.”

OVERTURE

Overture is a certified minority-owned, woman-led, and Top 20 Distributor of branded merchandise. Overture's hallmark is its end-to-end in-house services, including domestic and international sourcing of promotional products, graphic design, web development, on-site screen printing, and embroidery, with 200,000 square feet of warehouse space for pick-pack, kit assembly, and domestic and international shipping. The company creates, builds, hosts, and maintains customized webstores. Overture is a founding member of the Brand Unbound global network of best-in-market promotional product experts, with a shared mission of giving enterprise-level clients global thinking and management, with local execution.

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