

2013 GM GREEN ANNUAL REPORT

Using Uncommon Collaboratives to Build Community



Earth Force proudly shepherds the GM GREEN program and uses the GM GREEN approach as a platform for our collaborative work across the country. In pairing GM employees with local environmental partners and educators, GM GREEN represents an uncommon, and extremely effective, collaborative that engages youth in addressing watershed concerns. GM GREEN connects schools to community resources to make learning come alive, to introduce young people to possible career pathways, and to engage communities around the power of youth as change agents!

2013 launches us into the 25th Anniversary Year of GM GREEN, as well as marks 100% participation of GM's US manufacturing facilities and the expansion of the program into Canada!



“ Over the years, GM GREEN has brought together a multitude of unlikely partners to build uncommon collaboratives working towards a common goal - healthier watersheds and communities through youth engagement. The program has endured for decades and has empowered a legion of young people and their adult supporters to a lifelong commitment to watershed health and community improvement! ”

LISA BARDWELL
President/CEO Earth Force

Clinton River Watershed Council partners and GM employees from southeast Michigan GM facilities after a water monitoring protocol workshop.



Students at Wentzville Middle School integrate technology by using smart phones and the ArcGIS app to collect data during their community inventory and walkabout.



Sixth graders from Guilford Elementary/Middle School in Baltimore City were invited to GM Baltimore Operations to learn about best management practices in the facility. The students participated in BioEYES, "Your Watershed Your Backyard" program offered by Carnegie Institution for Science in Baltimore that requires them to complete a green project.

“ GM GREEN is a model for how students, teachers, community partners, and business can come together and positively impact our environment and communities. Each participant benefits from the collaboration, including GM, which is a key reason for its growth over the last 25 years. ”

MIKE ROBINSON
Vice President
Sustainability and Global Regulatory Affairs
General Motors

GM GREEN PARTNERS AND PARTICIPATING GM FACILITIES



Flint Engine Operations
Flint Assembly
Flint Metal Center
Grand Blanc Weld Tool Center
Flint Processing Center
Flint Tool and Die
Saginaw Metal Castings Operations
Customer Care and Aftersales
Global Headquarters



Arlington Assembly



Lordstown Assembly
Lordstown Metal Center



Fairfax Assembly



Tonawanda
Engine Plant



Romulus Engine
Detroit-Hamtramck Assembly
UAW-GM Center for Human Resources
GM Renaissance Center (Global Headquarters)



Baltimore
Operations



Rochester Operations



Defiance Casting
Operations



Chad Augustin from the Tennessee Department of Environment and Conservation and children from the Maury County Boys & Girls Clubs examine macroinvertebrates discovered during a summer creek sampling event sponsored by GM Spring Hill Manufacturing and the Tennessee Environmental Council.



Not only was it the first time students from Warren Elementary visited their local stream, it was also the first time they realized that the stream could tell them a story. They learned that the stream's macroinvertebrates that they examined are biological indicators of the water's quality.

“ The collaboration between GM Rochester volunteers and Delta Laboratories, Inc. provides countless opportunities for youth in the Greater Rochester Area. Eyes open wide and inspiration ensues as these professionals share their insights, knowledge, and respect for the environment. For many youth, the community partners serve as environmental role-models, teaching them how to understand and advocate for our waterways and watershed. ”

REGINA NICHOLS, MEd
 Program Director, Delta Laboratories, Inc.
 Rochester, NY



Jeff Bernard, a Facilities Site Manager at Jones Lang LaSalle, a facilities management company contracted by GM, took students from St. Thomas Aquinas in East Lansing, MI, out to the Red Cedar River. Together, they interpreted the macroinvertebrate sample data collected.



Denver Parts
 Distribution Center



Spring Hill
 Manufacturing



Fort Wayne Assembly
 Marion Metal Center
 Bedford Powertrain



Warren Technical Center
 Warren Transmission
 Pontiac Metal Center
 Global Environmental, Health,
 Safety & Sustainability
 Pontiac Redistribution Center
 Orion Assembly



Toledo Powertrain



Lansing Delta Township Assembly
 Lansing Grand River Assembly
 Lansing Regional Stamping



Wentzville Assembly



Milford Proving
 Ground



Bay City Powertrain



Bowling Green Assembly



Chicago Parts
 Distribution Center



Parma Metal
 Center

Oshawa Assembly

Over the past five years, from 2008-2013, GM GREEN consistently provided value to youth, educators, and GM employees.

VALUE TO EMPLOYEES



of employees reporting that they feel well prepared to participate in the GM GREEN program



of employees that indicate the experience was personally fulfilling



of employees who feel that they were part of something larger at GM

VALUE TO EDUCATION



of educators interested in participating in GREEN again



of educators reporting that GREEN increased their students' understanding of environmental issues



of educators reporting that GREEN increased their students' desire to work actively on environmental issues

VALUE TO GM



of educators indicating that their opinions of GM have changed positively as a result of GM's support of GREEN



of educators indicating that they are now more likely to consider GM products for their next vehicle purchase



of educators who make major purchasing decisions based on a company's environmental commitments

2013 PROGRAM IMPACT



“ GM has helped our students explore hands-on activities at our local watersheds. Our students thoroughly enjoy learning about the several ways GM is helping the environment. They are exposing new careers to our youth and inviting them to think outside of the box when it comes to being environmental pioneers. ”

CITLALI MOLENDA, EDUCATOR
School Counselor – Responsive Services
Grand Prairie High School



General Motors' investment in education goes beyond GM GREEN.

In 2013, GM's Mary Alice Kurtz participated in the Partnership Pathway at Earth Force's Next Steps Institute, a STEM-focused professional development event, providing a critical corporate community voice on the need to start STEM education early in order to create the next generation of science and technology literate employees. GM's expertise played a significant role in shaping GreenSchoolsConnect, a year-long Earth Force program that builds partnerships to accelerate the systemic implementation of green and sustainable practices in school districts. Thank you, General Motors, for your support of Earth Force and education!

“ GM GREEN gives the students in our community an active learning experience that will impact their decisions in the future regarding the environment. ”

SHANNON CULBERSON, MENTOR
Environmental Engineer
Lansing Grand River Assembly, General Motors

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GENERAL MOTORS

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