



# 2015 GM GREEN ANNUAL REPORT

“Over the decades, GM GREEN has grown into a robust program that is developing youth who are active participants in addressing environmental challenges so that their communities are resilient today, tomorrow, and throughout their lives. We are proud to partner with General Motors to support youth as catalysts for change in the communities where GM operates.”

**Vince Meldrum**  
President and CEO, Earth Force



## GM GREEN PARTNERS AND PARTICIPATING GM FACILITIES

 <p><b>TEXAS</b> ARLINGTON ASSEMBLY</p>	 <p><b>MICHIGAN</b> GM TECHNICAL CENTER ORION ASSEMBLY PONTIAC METAL CENTER PONTIAC POWERTRAIN HQ PONTIAC REDISTRIBUTION CENTER WARREN TRANSMISSION</p>	 <p><b>INDIANA</b> BEDFORD POWERTRAIN MARION METAL CENTER FORT WAYNE ASSEMBLY GM COMPONENTS HOLDINGS - KOKOMO OPERATIONS</p>
 <p><b>MARYLAND</b> BALTIMORE OPERATIONS</p>	 <p><b>ALBERTA</b> EDMONTON PDC</p>	 <p><b>ONTARIO</b> ST. CATHARINES POWERTRAIN</p>
 <p><b>OHIO</b> TOLEDO TRANSMISSION</p>	 <p><b>MICHIGAN</b> GM COMPONENTS HOLDINGS - GRAND RAPIDS</p>	 <p><b>MISSOURI</b> WENTZVILLE ASSEMBLY</p>
 <p><b>NEWYORK</b> GM COMPONENTS HOLDINGS - ROCHESTER OPERATIONS</p>	 <p><b>MICHIGAN</b> LANSING DELTA TOWNSHIP ASSEMBLY LANSING GRAND RIVER ASSEMBLY LANSING REGIONAL STAMPING</p>	 <p><b>NEWYORK</b> GM COMPONENTS HOLDINGS - LOCKPORT</p>
 <p><b>KENTUCKY</b> BOWLING GREEN ASSEMBLY</p>	 <p><b>OHIO</b> LORDSTOWN ASSEMBLY LORDSTOWN METAL CENTER</p>	<p><b>INDEPENDENT FACILITIES</b> OSHAWA ASSEMBLY TONAWANDA ENGINE GM COLD WEATHER DEVELOPMENT CENTRE MONTREAL CUSTOMER CARE &amp; AFTERSALES</p>
 <p><b>MICHIGAN</b> BAY CITY POWERTRAIN</p>	 <p><b>OHIO</b> PARMA METAL CENTER</p>	
 <p><b>COLORADO</b> DENVER PARTS DISTRIBUTION CENTER</p>	 <p><b>ONTARIO</b> CAMI AUTOMOTIVE WOODSTOCK CUSTOMER CARE &amp; AFTERSALES</p>	 <p><b>MICHIGAN</b> MILFORD PROVING GROUNDS</p>
 <p><b>MICHIGAN</b> DETROIT-HAMTRAMCK ASSEMBLY GM RENAISSANCE CENTER (GLOBAL HQ) UAW-GM CENTER FOR HUMAN RESOURCES ROMULUS ENGINE</p>	 <p><b>MICHIGAN</b> FLINT ASSEMBLY FLINT ENGINE OPERATIONS FLINT METAL CENTER FLINT PROCESSING CENTER FLINT TOOL AND DYE SAGINAW METAL CASTINGS OPERATIONS CUSTOMER CARE AND AFTERSALES GLOBAL HQ</p>	 <p><b>BRITISH COLUMBIA</b> LANGLEY PARTS DISTRIBUTION CENTRE</p>
 <p><b>KANSAS</b> FAIRFAX ASSEMBLY</p>	 <p><b>OHIO</b> DEFIANCE CASTING OPERATIONS</p>	 <p><b>TENNESSEE</b> SPRING HILL MANUFACTURING</p>

“Through our partnership with Earth Force, we have expanded the Flint River GREEN program to include over 20 schools within the borders of the Flint River Watershed. Earth Force has enabled us to strengthen our partnerships with other stakeholders, such as General Motors, and has helped us to engage our youth and give them hands on experience and an empowered sense that they can make a difference in their community.”

Jaime Welch, Education Programs Manager, Flint River Watershed Coalition

## GM GREEN Expands to GM Dealer Communities

Earth Force launched GM GREEN in Newtown, CT where GM dealer and marketing employees served as mentors. Employees from Ingersoll Auto of Danbury, Chevrolet Northeast Regional Marketing, and Pootatuck Watershed Association mentored the entire 6th grade of Reed Intermediate School – 360 students in total – during two days of water quality monitoring at Deep Brook, downstream from the school campus.

For the past 26 years, the GM GREEN program operated exclusively in U.S. and Canadian communities with GM facilities, usually pairing the sites' environmental engineers with local students. Now, by engaging GM's 4,000-strong dealer network, we have the opportunity to unleash the power of GM GREEN in hundreds more communities.

**“Ingersoll Auto of Danbury is excited to team up with General Motors and Earth Force to connect students to their local environment and help them gain the skills necessary to be leaders in our community.”** — **Todd Ingersoll**, owner of Ingersoll Auto of Danbury



## GM Mentor Recognized for Inspiring Fellow Employees

This year, Bill Craig was awarded the 2nd GM GREEN Mentor Award for Outstanding Leadership for his dedication to youth environmental education. The peer-nominated award is given out to one recipient each year by Earth Force.

At the Oshawa Assembly Plant in Ontario, Canada, Bill has led the GM GREEN program for 15 years and has brought water education to over 500 students. He pioneered the GM GREEN program in Oshawa and was instrumental in its further expansion to GM plant communities in Canada. Bill is passionate about expanding the program to have more students apply themselves and become stewards of the environment.

**“GM GREEN helps mold today’s students into tomorrow’s environmental leaders. More than a quarter century after its launch the program continues to improve and expand. This is a testament to the dedication and collaboration of Earth Force, GM mentors, hundreds of educators, and dozens of community organizations who mentor youth on water quality each year.”**

**David Tulauskas**  
Director of Sustainability, General Motors



**“Some adults think we are lazy, but we can make a difference. We think adults should put more trust in us; we are young adults.”**

**Youth Participant**  
Wentzville Middle School, Wentzville, MO



## Youth Catalyze Environmental Change

Students from Newfane High School in Lockport, NY discovered monofilament fishing line – which can injure or kill wildlife – strewn across nearby parks and the harbor. The students noticed recycling tubes for the line throughout the park, but realized most people did not understand their purpose. To get more park-goers to recycle the fishing line, the students created signs to post near the monofilament tubes with clever slogans like, “Reel In and Recycle” and “Don’t Litter, Save a Critter.” They also installed tubes at other prominent fishing sites in the area.



Wentzville Middle School students in Wentzville, MO collected data using smartphones to map what they saw during their community inventory with GM mentors. Many students noticed an abundance of trash near transportation corridors. After outreach to city officials and residents, they launched the ‘Toss 10’ challenge to encourage the public to pick up at least 10 pieces of trash on Tuesdays. They inspired Wentzville Alderman Linda Wright to support the campaign by recording a public service announcement with the students and securing a \$1,250 grant to reduce plastic bag litter.

**“GM GREEN provides opportunities for students, community members, and mentors, like GM, to work together and provide knowledge to younger generations about the importance of water quality and how their actions make an impact on the environment.”**

**Jessica Jeffery**  
Sr. Environmental Engineer, General Motors

This year, the GM GREEN program culminated in youth summits in six cities: Toledo and Youngstown (OH), Rochester and Flint (MI), Wentzville (MO), and Langley (BC). Youth summits are an incredible opportunity for youth, educators, partners, and GM mentors to share and reflect on their positive environmental impact in their communities.



In 2015, Earth Force launched EF360, funded by the GM Foundation, combining in-person professional development with on-demand online learning. This blended approach increases quality interactions between Earth Force staff and educators, connects educators with additional experts in the field, and provides targeted resources to support youth in being active environmental citizens.

## 2015 SURVEY RESULTS

### Value to Environment

Percentage of educators reporting that GM GREEN increases their students’ understanding of environmental issues **87%**

Percentage of educators reporting that GM GREEN increases their students’ desire to actively work on environmental issues **78%**

### Value to Employees

Percentage of participating GM employees reporting that they feel well prepared to participate in the GM GREEN program **95%**

Percentage of participating GM employees reporting that the GM GREEN experience was personally fulfilling **100%**

Percentage of participating GM employees who feel that they were part of something larger at GM **95%**

### Value to Education

Percentage of educators reporting that participating in GM GREEN increased their enjoyment or satisfaction in teaching **85%**

Percentage of educators who are interested in participating in GM GREEN again **97%**

Percentage of educators reporting that GM GREEN increases their students’ interest in science **77%**

### Value to General Motors

Percentage of educators indicating their opinions of GM have changed positively as a result of GM’s support of GREEN **91%**

Percentage of educators indicating they are now more likely to consider GM products (Chevrolet, Cadillac, Buick, GMC) for their next vehicle purchase **69%**

## GM GREEN 2015 PERFORMANCE IMPACT

### Value to Community

Number of students engaged **17,419**

Number of student summits **6**

Number of facilities participating in the program **50**

Percentage of manufacturing facilities in U.S. and Canada participating in the GM GREEN program **100%**

Average number of volunteers per facility **5**

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