

2014 GM GREEN ANNUAL REPORT

This year, we celebrate 25 years of GM GREEN, a program Earth Force has shepherded for the past 15 years. We look forward to growing GM GREEN in partnership with GM and our incredible community network. Together, we can create support structures and opportunities that truly allow young people to be environmental leaders.

Sincerely,



EARTH FORCE PRESIDENT/CEO



GM GREEN
25 YEARS





25 YEARS OF GM GREEN

Dr. Bill Stapp
founds GREEN

1984

GM becomes
fiscal sponsor

1989

Protecting Our Watersheds
Activity Guide developed using
the Earth Force Process

Earth Force adopts GM GREEN

1999

GM GREEN PARTNERS AND PARTICIPATING GM FACILITIES



ARLINGTON
ASSEMBLY



BALTIMORE
OPERATIONS



BAY CITY
POWERTRAIN



BEDFORD POWERTRAIN
MARION METAL CENTER
FORT WAYNE ASSEMBLY
GM COMPONENTS HOLDINGS -
KOKOMO



BOWLING GREEN
ASSEMBLY



DEFIANCE CASTING
OPERATIONS



DENVER PARTS
DISTRIBUTION CENTER



DETROIT-HAM
GM RENAISSANCE
(GLOBAL HQ)
ROMULUS EN
UAW-GM CENT
RESOURCES



FAIRFAX ASSE



FLINT ASSEM
FLINT ENGINE
FLINT METAL
FLINT PROCE
FLINT TOOL A
SAGINAW ME
OPERATIONS
CCA GLOBAL

hard rains,



100% OF U.S. MANUFACTURING FACILITIES ENGAGED

In 2013-2014, the GM Foundation supported deeper engagement in several pre-existing GM GREEN communities and provided funds to build out programming in new communities including Parma, OH; Kokomo, IN; Grand Rapids, MI; Lockport, NY; and Rochester, NY. With the involvement of 25 local partner organizations, GM GREEN is now operating in 100% of GM's U.S. based manufacturing facilities.

This expansion welcomes new partners to the program, including Big Creek Connects, Niagara County Soil & Water Conservation

16 GM facilities participating

2000

CF Industries
National Watershed
Award, Cooperative
Conservation
America

2003

54 GM facilities participating
Business Civic Leadership Center's
Partnership Award finalist

2007



GM COMPONENTS
HOLDINGS - LOCKPORT



GM COMPONENTS
HOLDINGS - ROCHESTER
OPERATIONS

nc **Niagara
College
Canada**

ST. CATHARINES POWERTRAIN



RAMCK ASSEMBLY
CE CENTER

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OPERATIONS
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"GM GREEN exemplifies values important to GM and causes we have long supported: preserving our natural resources, advancing STEM education, and serving and improving the communities in which we live and work."

LEE HACHIGIAN
DIRECTOR, ENVIRONMENT AND SUSTAINABILITY



CLINTON RIVER
WATERSHED COUNCIL

GM TECHNICAL CENTER
ORION ASSEMBLY
PONTIAC NORTH
PONTIAC REDISTRIBUTION
CENTER
WARREN TRANSMISSION



LANSING GRAND RIVER ASSEMBLY
LANSING DELTA TOWNSHIP ASSEMBLY
LANSING REGIONAL STAMPING



LORDSTOWN ASSEMBLY
LORDSTOWN METAL
CENTER



TOLEDO
TRANSMISSION



EDMONT



MILFORD PROVING
GROUNDS



TONAWAN



WENTZV
ASSEMB

Big Creek Connects

PARMA METAL CENTER

District, Delta Laboratories, the West Michigan Environmental Action Council, and the City of Kokomo.

"As one of the city of Kokomo's major employers, not only do we value [GM's] economic impact, but also its commitment to improving the community and individual minds in measurable and imaginative ways," Kokomo Mayor Greg Goodnight said. "As a lifelong resident, I have witnessed General Motors' long tradition of giving time and resources back to the community."



Inaugural
Outstanding
Mentor Award
awarded

Outstanding Service
to Environmental
Education Award
by an Organization
at the Global Level,
NAAEE

GM GREEN in all
U.S. manufacturing
facilities

GM GREEN expands
to 7 Canadian
communities

posthumously to John
Moldovan, longtime GM
GREEN mentor

2013

2014

GM COMPONENTS
HOLDINGS - GRAND
RAPIDS

SPRING HILL
MANUFACTURING

verWatch
ice, Education, Adventure
N PDC

DA ENGINE

LE

GM COLD WEATHER DEVELOPMENT CENTRE
MONTREAL CCA
OSHAWA ASSEMBLY

"I like [GM GREEN]
because it is very
interactive, and you
get to learn using
your hands. You are
visualizing stuff, not just
looking at a paper and
seeing data. You're doing
it for yourself."

TOLEDO, OH, YOUTH PARTICIPANT

UPPER THAMES RIVER
CONSERVATION AUTHORITY

CAMI ASSEMBLY
WOODSTOCK CCA



LANGLEY PDC

INTERNATIONAL EXPANSION

The GM GREEN 25th anniversary marked an expansion into seven new communities in four Canadian provinces, Alberta, British Columbia, Quebec, and Ontario, and a deepening of our programming in Oshawa.

In spring 2014, Earth Force staff led a workshop for 23 mentors and partners including RiverWatch Institute of Alberta, Niagara College, Langley Environmental Partners Society, and Upper Thames River Conservation Authority. Participants learned more about using the Earth Force Process to help young people interpret the data they gathered during water quality investigations and make informed decisions around sustainable solutions.

"The professional development provided a great overview of the program and valuable networking time to draw from the ideas and experiences of the Earth Force team, GM employees, and project partners from across Canada," said Brad Hertner, Community Partnership Specialist at the Upper Thames River Conservation Authority.

Through the program, 264 youth, 8 educators, 25 mentors, and 5 schools have engaged in hands-on, real-world learning. The expansion brings new opportunities for youth from the U.S. to connect with students in Canada to learn about the similarities and differences they face when working to improve their environment.

2014 PROGRAM IMPACT

Students - 14,366
Schools - 135
Educators - 286
Communities - 42
GM facilities - 50
Community partners - 29
Mentors - 212



GM GREEN has consistently provided value to youth, educators, and GM employees as confirmed through annual assessments administered since 2003.

VALUE TO EMPLOYEES:

79% of employees reported that they felt well prepared to participate in the GM GREEN program
77% of employees indicated the experience was personally fulfilling
74% of employees felt they were part of something larger at GM

VALUE TO EDUCATION:

79% of educators reported that participating in GM GREEN increased their satisfaction with teaching and working with youth
85% of educators reported that GM GREEN increased their students' understanding of watershed issues
80% of educators reported that GM GREEN increased their students' interest in science

VALUE TO GM:

Educator opinions of General Motors are positively influenced by their participation in the GM GREEN program as confirmed through annual assessments administered since 2008.
80% of educators indicated that their opinions of GM have changed positively as a result of GM's support of GM GREEN
67% of educators indicated that they are now more likely to consider GM products for their next vehicle purchase
63% of educators make major purchasing decisions based on a company's environmental commitments

"GM GREEN taught me that we are all responsible for taking care of the Chesapeake Bay because everything we do has an impact on the outside world."

BALTIMORE, MD, YOUTH PARTICIPANT

"Bringing together students, teachers, environmental groups, and our employees is what makes this program continue to grow each year. GM GREEN has evolved from modest beginnings in a few Michigan communities a quarter century ago into the model outreach program it is today thanks to continued commitment and collaboration of these diverse partners."

TERI KLINE, GENERAL MOTORS PUBLIC POLICY MANAGER & GM GREEN CORPORATE COORDINATOR

"Getting the students outdoors for hands-on water testing is a learning experience like none other they'll find in the classroom. And bringing together educators, community conservation groups, and environmental staff from GM as mentors really adds to the experience we're able to provide to students."

CHRIS BOEHLE, GENERAL MOTORS SENIOR ENVIRONMENTAL ENGINEER & ARLINGTON ASSEMBLY MENTOR

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gm.com/environment

gmsustainability.com

fastlane.gm.com/green



“Through a partnership with GM GREEN I have been able to help bring awareness of our community to my students. The GM GREEN water monitoring event provided a real world connection for my students that allowed them to physically connect with a part of their community that they may not have been able to do on their own.”

AARON HYMAN, 8TH GRADE SCIENCE AND
ENGINEERING EXPLORATION TEACHER, MAPLE CREST
STEM MIDDLE SCHOOL - KOKOMO, IN

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