



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

LEARN MORE ABOUT GM
gm.com/environment
gmsustainability.com
generalmotors.green

LEARN MORE ABOUT EARTH FORCE
earthforce.org
facebook.com/EarthForceGREEN
[@earthforce](https://twitter.com/earthforce)



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



ARLINGTON
INDEPENDENT SCHOOL DISTRICT
More Than a Remarkable Education



MISD **GRAND PRAIRIE**
Independent School District



RIVER LEGACY
FOUNDATION

TEXAS
ARLINGTON ASSEMBLY



CLINTON RIVER
WATERSHED COUNCIL

MICHIGAN
GM TECHNICAL CENTER
ORION ASSEMBLY
PONTIAC METAL CENTER
PONTIAC POWERTRAIN HQ
PONTIAC REDISTRIBUTION CENTER
WARREN TRANSMISSION



HOOSIER
RIVERWATCH

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



BioEYES
A Partnership to Advance K-12 Science Education

MARYLAND
BALTIMORE OPERATIONS



RiverWatch
Science Education Adventure

ALBERTA
EDMONTON PDC



Niagara College Canada

ONTARIO
ST. CATHARINES POWERTRAIN



TMACOG

OHIO
TOLEDO TRANSMISSION



WMEAC
West Michigan Environmental Action Council

MICHIGAN
GM COMPONENTS HOLDINGS - GRAND RAPIDS



Wentzville
The Community for the Future

MISSOURI
WENTZVILLE ASSEMBLY



DELTA
ENVIRONMENTAL CENTER
PRESERVING • TESTING • TEACHING

NEW YORK
GM COMPONENTS HOLDINGS - ROCHESTER OPERATIONS



WOLDUMAR
NATURE CENTER

MICHIGAN
LANSING DELTA TOWNSHIP ASSEMBLY
LANSING GRAND RIVER ASSEMBLY
LANSING REGIONAL STAMPING



Niagara County Soil & Water Conservation District

NEW YORK
GM COMPONENTS HOLDINGS - LOCKPORT



CENTER FOR ENVIRONMENTAL EDUCATION & SUSTAINABILITY

KENTUCKY
BOWLING GREEN ASSEMBLY



SWCD
SOIL & WATER CONSERVATION DISTRICT

OHIO
LORDSTOWN ASSEMBLY
LORDSTOWN METAL CENTER

INDEPENDENT FACILITIES
OSHAWA ASSEMBLY
TONAWANDA ENGINE
GM COLD WEATHER DEVELOPMENT CENTRE
MONTREAL CUSTOMER CARE & AFTERSALES



BAY CITY STATE RECREATION AREA

MICHIGAN
BAY CITY POWERTRAIN



Big Creek Connects

OHIO
PARMA METAL CENTER



EARTH FORCE

COLORADO
DENVER PARTS DISTRIBUTION CENTER



UPPER THAMES RIVER CONSERVATION AUTHORITY

ONTARIO
CAMI AUTOMOTIVE
WOODSTOCK CUSTOMER CARE & AFTERSALES



Leslie SCIENCE & NATURE Center

MICHIGAN
MILFORD PROVING GROUNDS




Friends of the ROUGE

MICHIGAN
DETROIT-HAMTRAMCK ASSEMBLY
GM RENAISSANCE CENTER (GLOBAL HQ)
UAW-GM CENTER FOR HUMAN RESOURCES
ROMULUS ENGINE



FLINT RIVER WATERSHED COALITION

MICHIGAN
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



LEPS
Watershed Stewardship

BRITISH COLUMBIA
LANGLEY PARTS DISTRIBUTION CENTRE



FLINT RIVER WATERSHED COALITION

KANSAS
FAIRFAX ASSEMBLY



DEFIANCE
SOIL AND WATER CONSERVATION DISTRICT

OHIO
DEFIANCE CASTING OPERATIONS



SPRING HILL MANUFACTURING

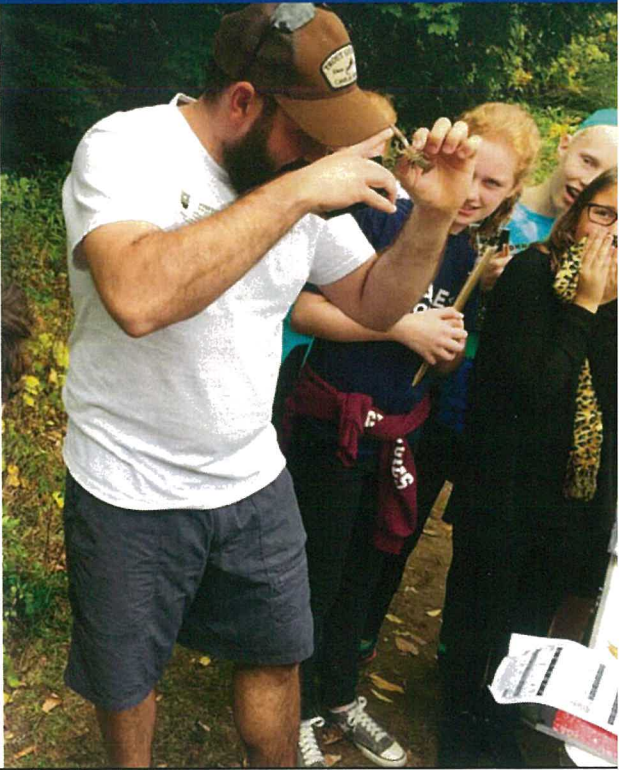
TENNESSEE
SPRING HILL MANUFACTURING

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

"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