

# annual report 2008



# GM GREEN

A General Motors and Earth Force Partnership

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GM GREEN engages young people as active citizens, improving the environment and their communities, now and in the future.

To do this, General Motors and Earth Force partner with community-based organizations, educators and school districts to deliver a unique program that positions young people as active guardians of local water resources.

Since **1989**, thousands of GM employees have worked side by side with teachers, community-based organizations and over **100,000 young people** in more than 32 GM communities in the United States and Canada.

In 2008 alone, more than **250 GM employees** volunteered their time and expertise to support **225 educators** and **6,900 students** in local stream investigations and watershed action projects.

Thank you to everyone who has made this project successful for so many years.

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# a letter from earth force



I just returned home from Earth Force's Annual meeting. This is a gathering of folks from the local Earth Force sites and GREEN partners from around the country. There we reaffirmed our role in an environmental and civic call to action. We envision a nation where young people from all walks of life are actively making positive change to the environment at their schools, in their neighborhoods, and as leaders in their communities.

Together we envisioned the next steps for GREEN and Earth Force, and we recognized that our strategic direction of long-term environmental change and community building takes time. It requires an ongoing investment and commitment to what we have called "going deep." For us, this involves working with others who share our vision of young people engaged in lifelong environmental stewardship and civic action. It means supporting educators in schools that value the potential for young people to exercise their leadership skills today – not when they "grow up." And, it means having partners like General Motors who keep working with us year after year.

I hope this sounds like a very familiar model to all of you reading this report. The path of Earth Force going forward is one that builds directly from the experience of almost 20 years of the partnership between GREEN, General Motors and the local communities and organizations that make it such a success.

At the meeting, we were joined by the GREEN partner in Bowling Green, Kentucky. What started as a successful GM GREEN site in 2004 has now grown into a relationship that involves 8 state Universities, two federal grants, almost 100 educators, and a long term vision for young people in Kentucky that would not be possible without GM as the cornerstone.



This report can only do partial justice to the energy, dedication and above all enthusiasm that has made the GM GREEN partnership such a success in 2008, and that ensures it will continue in the future. Bowling Green is just one of the 32 General Motors communities that have embraced this partnership. As our stunningly positive evaluation results show, it is worth it. Thousands of young people in GM communities across this country are learning about their local rivers and gaining the skills and attitudes they need to make positive change there. Educators, GM mentors, and staff at local organizations voice similar sentiments – GM GREEN benefits them personally and professionally, and has provided an opportunity for them be part of something bigger.

Thank you to all of you for showing us the way since 1989.

Lisa Bardwell  
Earth Force CEO



**GMC**

**GMAC**



CHEVROLET



BUICK



PONTIAC



**HUMMER**



Cadillac

What aspect of the GM GREEN program is the most fulfilling?  
 "To be there and participate in hopes that these students will remember this experience and the time offered by us at GM." -GM GREEN Mentor Survey Response

## GM GREEN PERFORMANCE METRICS

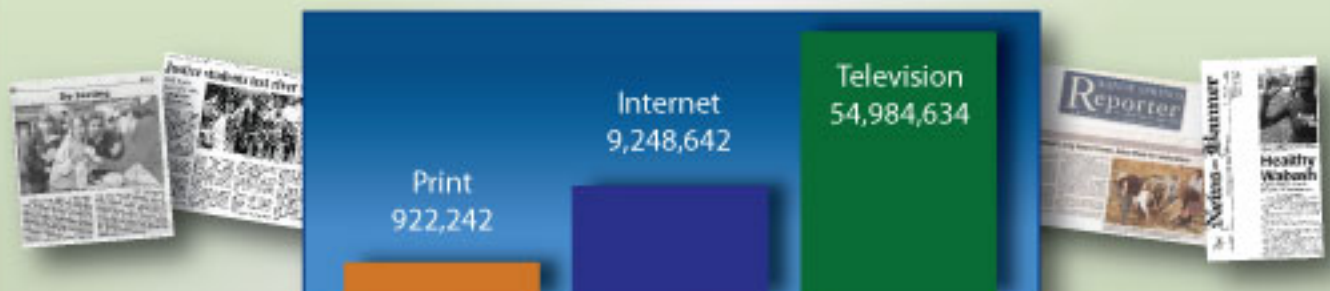
	2008 GOALS	2008 RESULTS
Number of facilities participating in the program	54	51
Average number of volunteers per facility	5	5.2
Number of media events scheduled	50	48
Number of facilities receiving media coverage	45	39
Number of significant community members attending GREEN events	75	129
<b>VALUE TO EMPLOYEES</b>		
• Percentage of participating employees reporting that their skills are well-matched to the experience	80%	91%
• Percentage of participating employees that indicate the experience was personally fulfilling	90%	95%
• Percentage of participating employees who feel that they were part of something larger at GM	80%	85%
<b>VALUE TO EDUCATORS</b>		
• Percentage of educators who report that participating in GREEN increases their satisfaction with teaching	85%	88%
• Percentage of educators who are interested in participating in GREEN again	95%	92%
• Percentage of educators who report that GREEN increases their students' understanding of watershed issues	90%	92%
• Percentage of educators who report that GREEN increases their students' desire to actively work on environmental issues	70%	73%
• Percentage of educators who report that GREEN increases their students' interest in science	85%	81%
<b>VALUE TO GENERAL MOTORS</b>		
• Percentage of educators who indicate their opinions of GM have changed positively as a result of GM's support of GREEN	90%	89%
• Percentage of educators who indicate they are now more likely to consider GM products for their next vehicle purchase	75%	73%

## 60 Million People get the Media Message

New and exciting television coverage included a profile piece on the **Discovery Network's Planet Green Channel** and a one hour **Detroit Public TV** piece entitled Action at the Water's Edge.

**Media coverage** of the GM GREEN program highlighted GM's ongoing commitment to:

- being an active part of communities.
- recognizing that rivers, streams and young people are connected.
- helping young people to understand how important the environment is.



The GM GREEN program generated at least **65,155,518** media impressions in 2008, a **141%** increase over 2007 figures!

## STUDENTS BECOME WATERSHED EXPERTS

The results of the 2007-2008 GREEN student survey point to substantial positive gains among students in several areas:

### Impact on watersheds

Students reported working on a variety of **watershed issues**, such as:

- trash along the stream bank
- fecal coliform bacteria
- erosion
- excess runoff

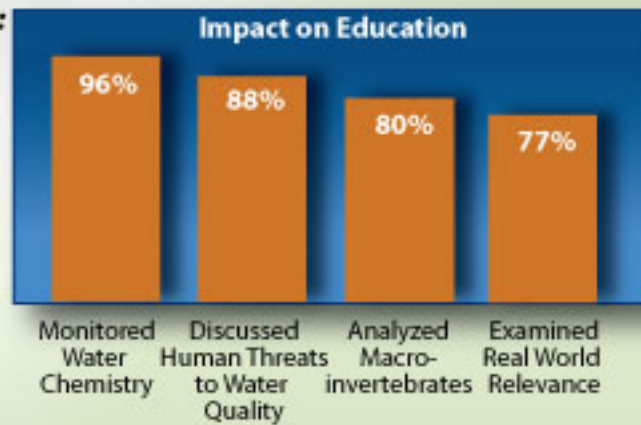
Students reported taking the following **action steps**:

- encouraging water conservation
- creating flyers or brochures
- educating others about water quality
- sharing their data with officials.

### Impacts on Students

•**74%** of students showed an increase in their ability to to examine human activities for clues about water quality.

•**90%** of students reported a better understanding of environmental issues.



## GM IMPROVES THE QUALITY OF EDUCATION

Educators responding to the 2007-2008 Educator Survey expressed that the GM GREEN program gives them new ways of motivating their students and the ability to form new partnerships with environmental organizations in their communities.

### A Real Value to Education

- 93%** of reporting educators rated local GM facility assistance as helpful.
- 80%** of responding educators reported an increased understanding of local water quality issues.
- 92%** of responding educators were interested in participating in a watershed investigation program with their students again.

### Authentic Experiences for Students

- 61%** of responding educators reported that their students shared their data with public officials.
- 86%** of responding educators discussed human threats to water quality with thier students.
- 100%** of responding educators reported that their students visited streams.

## GM MENTORS REPORT GREATER JOB SATISFACTION

The partnership between General Motors and Earth Force continues to be a prime example of how **volunteer program involvement benefits the community, the employee and the corporation.**

GM mentors have a **meaningful impact** on their communities and gain **job satisfaction** by:

- helping students make sense of scientific data.
- introducing young people to professional career opportunities.
- fostering a sense of environmental stewardship in young people.



*"I have participated in this activity for four years now. I find it an active way of learning. My students look forward to the activities and learn a great deal more out in the field than they would in the classroom."*  
- GM GREEN Educator Survey Response

# GM GREEN

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## Environment

There is only one planet and only so many opportunities to make good decisions about protecting it. At GM we believe that young people should have the chance to actively engage in community efforts to improve the local environment. GM GREEN is the perfect way to do that: getting young people out into streams, exploring issues and working with adults to make positive environmental change now and in the future.

**Christine Bates**  
Director, Global Facilities Regulatory Issues, General Motors

## GM Community Partnerships Participating in Corporation for National and Community Service Grant



Earth Force received a three year grant from the Corporation for National and Community Service to begin a new venture called the Watershed STEM Initiative (WSI), whose purpose is to deliver and institutionalize the GREEN program in school districts.

Through the WSI teachers will become skilled at combining STEM (Science, Technology, Engineering and Math) and civic education into service learning projects and using community resources in the classroom. Students will become adept at using their study of science, math and technology to investigate watershed problems and using civic skills to engage community members to solve those problems.

The Watershed STEM Initiative gives us a chance to further strengthen the programming we offer in GM communities. Genesee County, Michigan, and Youngstown, Ohio, were chosen as two of the first communities in which to focus in part because of the existence of strong community partnerships like the one with General Motors.

In the coming two school years, we will begin work in additional communities to deepen the work we already do with General Motors. Through this initiative we hope to create models for school district integration that can be replicated, continuing to build on the good work that has come from our partnership with General Motors.

## Volunteers

We have individual GM GREEN volunteers that have been giving their time and energy to the program for more than ten years. To us, that kind of commitment to watersheds and young people is valuable both in the facility and in the community. By volunteering with GM GREEN, GM employees are helping to create the engineers and decision makers of the future, and we look forward to them entering the workforce – maybe at General Motors!

**Ray Tessier**  
Group Director, Worldwide Facilities Group, Environmental Services, General Motors

## SUSTAINABILITY in JANESVILLE, WI

Since the spring of 2006, Janesville Assembly has partnered with the Rock River Coalition and Ed Grunden to support two high schools and their Advanced Placement Environmental Science students in the GM GREEN program. By the end of 2008, GREEN in Janesville had worked with 158 students with the help of 13 GM mentors.

In 2007, Ed explored the possibility of engaging the Janesville Wastewater Treatment Facility as a new water monitoring site for the GREEN program. The staff of the Janesville Wastewater Treatment Facility was eager to participate, and for two years have welcomed Janesville students to conduct their monitoring on the facility grounds. Young people have worked alongside GM mentors and volunteers from the treatment facility, run samples in the treatment facilities state-of-the-art lab, and have toured the facility to see the workings of wastewater treatment first hand.

The addition of the Wastewater Treatment Facility as a partner has provided the program with a consistent location to collect data, a perspective on water quality that students can relate to their daily lives and a long-term relationship that provides for some increased program stability.

With the closure of the Janesville Assembly facility, the Janesville GREEN program will lose some fantastic mentors and financial support. However, the additional partnerships forged in the community will hopefully allow for the GREEN program to continue!



### NEW BEGINNINGS in ARLINGTON, TX

In their first year as part of the GM GREEN program, the team in Arlington, Texas hosted a kick-off event, three trainings, and one monitoring event.

GM Arlington Assembly is partnering with Tracy Hollis and the Grand Prairie Independent School District's Natural Science Education Center. Twelve educators, representing all six district middle schools, have been recruited to participate in GREEN during the 2008-2009 school year.

On a Saturday morning in September, Lead Mentor Chris Boehle and Tracy Hollis hosted a kick-off event at the Natural Science Education Center. Fifty students, twelve teachers, and twelve GM mentors got together for the Trinity Trash Bash to clean up the land surrounding Mountain Creek Lake, a popular dumping area. The students actually witnessed an individual illegally dumping in the area. A local television news channel ran a slideshow of photos on their website:

[http://grandprairiereporter.com/blog1/2008/09/general\\_motors\\_presents\\_10000\\_check\\_to\\_gpisd.html](http://grandprairiereporter.com/blog1/2008/09/general_motors_presents_10000_check_to_gpisd.html)

This new program is off to a fantastic start, with an enthusiastic group of educators, an unstoppable local partner, and a multitude of ready and able GM mentors. We look forward to seeing great watershed action projects in Texas in 2009!

## Dedication

Since 1989, General Motors has actively participated in the lives of young people through the GM GREEN program. I am proud to be involved in this great community outreach program where GM employees have been volunteering their time to educate young people about water quality issues for nearly two decades! It's exciting to think that some of today's decision makers may have been inspired to consider environmental sustainability issues as a result of their participation in GREEN years ago.

**Teri Kline**  
GM GREEN Coordinator, Senior Environmental Engineer, General Motors

## GREEN ACTION IN INDIANA!

Bev Balash, a science teacher at Bluffton-Harrison Middle School near Fort Wayne, IN, has been participating in the GM GREEN program since 2004. Every fall, she takes all five of her science classes to monitor the Wabash River with mentors from the GM Fort Wayne Assembly facility, according to Hoosier Riverwatch protocols. Every year, the students' investigations reveal a relatively healthy river but they always find one thing that disturbs them: lots and lots of litter!

In the spring of 2008, Ms. Balash's eighth grade students decided to do something about the litter issue. They determined that most people in their town do not realize that the storm sewers lead directly to the river, and therefore, do not link littering on the streets to trashing the river. So they launched an Earth Day poster "education" campaign focused on storm sewer discharge. The students displayed their posters in eight local businesses for two weeks in an effort to change people's perceptions of littering.

In addition to the poster outreach effort, the students participated in a Wabash River spring clean up day to further raise their community's awareness about the trash issue. and were able to remove 250 pounds of trash from the river!

In the fall of 2008, following another day of GM-assisted water monitoring, Ms. Balash and her students were awarded the Staples Earth Force Award in recognition of their contributions to their community and its river! General Motors' mentors were proudly in attendance at the ceremony where the school received two award plaques as well as a donation of Staples eco-friendly products worth \$500.

## Partnerships in Education

When a teacher tells us they couldn't do GREEN without our GM volunteers, we know we're helping to make a difference. Being in the field, assisting with this kind of hands-on learning, is enormously satisfying. The truth is, GREEN doesn't work without the dedication and vision of these educators, and our GM Mentors are proud to be working alongside them.

**Elizabeth Lowery**  
Vice President, Environment, Energy and Safety Policy, General Motors

## PARTICIPATING GM FACILITIES AND PARTNER ORGANIZATIONS

- EARTH FORCE**  
GM FACILITY: SPO - Denver
- Youngstown STATE UNIVERSITY**  
GM FACILITIES: Lordstown Assembly, Lordstown Metal Center
- CLINTON RIVER WATERSHED COUNCIL**  
GM FACILITIES: GM Technical Center, GMPT Warren Transmission, Pontiac Assembly, Pontiac North, WFG Central Office, SPO - Pontiac, SPO - Drayton Plains, Orion Assembly Center
- Tennessee Environmental Council**  
GM FACILITY: Saturn Assembly
- THE GRAND PRAIRIE INDEPENDENT SCHOOL DISTRICT**  
GM FACILITY: Arlington Assembly
- SHREVEPORT GREEN**  
GM FACILITY: Shreveport Assembly
- Bay City Public Schools**  
GM FACILITY: GMPT Bay City
- WESTERN KENTUCKY UNIVERSITY**  
GM FACILITY: Bowling Green Assembly
- HOOSIER RIVERWATCH**  
GM FACILITIES: Ft. Wayne Assembly, Indianapolis Metal Center, Marion Metal Center, GMPT Bedford

- WOLSUMAR NATURE CENTER**  
GM FACILITIES: Grand River Assembly, Lansing Regional Stamping, Lansing Delta Township Assembly
- Dunwoody Nature Center**  
GM FACILITY: Doraville Assembly
- SCHOOL DISTRICT OF THE CITY OF SAGINAW**  
GM FACILITY: GMPT Saginaw Metal Casting
- Flint River Watershed Coalition**  
GM FACILITIES: GMPT Flint North, GMPT Flint V6, Flint Truck Assembly, Flint Stamping, Grand Blanc Stamping, SPO - Swartz Creek
- Friends of the ROUGE**  
GM FACILITIES: GMPT Romulus Engineering Center, GMPT Livonia, GMPT Romulus Engine, Detroit - Hamtramck Assembly, UAW - GM Center for Human Resources, GM HQ (Renaissance Center)
- Leslie SCIENCE & NATURE Center**  
GM FACILITIES: Milford Proving Ground, GMPT Willow Run, SPO - Willow Run
- GM FACILITIES WITHOUT PARTNERS:**  
Oshawa Assembly, GM Canada Headquarters
- TMACOG**  
GM FACILITY: GMPT Toledo
- WMEAC West Michigan Environmental Action Council**  
GM FACILITY: Grand Rapids Metal Center
- Wentzville**  
GM FACILITY: Wentzville Assembly
- MIAMI CONSERVANCY DISTRICT**  
GM FACILITY: Moraine Assembly
- DELAWARE NATURE SOCIETY**  
GM FACILITY: Wilmington Assembly
- DEFIANCE**  
GM FACILITY: GMPT Defiance
- Rock River COALITION**  
GM FACILITY: Janesville Assembly
- Bolingbrook Park District**  
GM FACILITY: SPO - Bolingbrook
- INDIANA DEPARTMENT OF NATURAL RESOURCES**  
GM FACILITY: Mansfield Metal Center