



2012

Maryland Green Registry Leadership Award Winner



GM Baltimore Operations



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The Maryland Green Registry Leadership Awards recognize organizations that have shown a strong commitment to the implementation of sustainable practices, the demonstration of measurable results, and the continual improvement of environmental performance. Read here how this award winner achieved its environmental success and continues to move forward along the path to sustainability.

What innovation or set of results are you most proud of?

Our plant expanded upon our ongoing environmental objectives, but also took on a new set of initiatives in 2011. We installed a rooftop solar array as well as a solar electric vehicle charging station. The plant has continued to make significant reductions in energy use through more efficient plant lighting and ongoing employee training.

We're also proud of the way the joint leadership at GM Baltimore Operations has involved our employees in community outreach through environmental sustainability projects. GM employees partnered with 30 fifth graders from Chapel Hill Elementary School in Perry Hall, MD to plant 200 native Maryland trees and shrubs to improve the wildlife habitat and biodiversity at the GM Baltimore Operations facility. This resulted in receiving a Wildlife at Work Certification through the Wildlife Habitat Council.

During the course of the year, GM Baltimore employees:

- Helped release rescued Kemp's Ridley Sea Turtles back into the Chesapeake Bay



through the Marine Animal Rescue Program at the National Aquarium.

- Started a GM GREEN (Global Rivers Environmental Education Network) program that engages educators and young people to clean up America's rivers. GM employees volunteered to work alongside Earth Force and BioEyes (our local environmental partners) to help Baltimore students protect local watersheds and to date we've reached 170 Baltimore students.
- Partnered with a local Boy Scout troop and added six birdhouses to the plant's wildlife habitat while the Boy Scouts earned a carpentry badge.
- Brought in 20 of their children on Bring Your Child to Work Day. The kids planted a pollinator garden on the facility grounds to further improve the Wildlife Habitat.

The results of the community outreach and environmental projects have been beneficial in that employees and students learn about the importance of making environmental sustainably a part of day to day operations in order to benefit Baltimore today and in the future.



Solar panels and charging station at Baltimore Operations.

How do you measure and ensure continual improvement in environmental performance? What have you learned from this process?

The plant is constantly working towards reducing the impact of production, which led to the choice of becoming a

landfill free facility in 2007. All of the waste generated at the plant is reused, recycled or transported to a waste-to-energy facility. This includes all office and industrial wastes, with about 724 tons being recycled and 90.84 tons converted to energy. Even though the facility was already landfill free, we are always looking for ways to continuously improve and in May 2011 started a new initiative to increase the amount of waste being recycled. By segregating waste, the plant was able to maximize the amount of waste to be recycled through a single stream recycling program.

Measuring the single stream recycling goal was done by establishing a baseline and monitoring metrics related to the goal such as how much waste is generated monthly and how much is being recycled. It is important to communicate your goals and monitor them on a regular basis. The key to success was to get everyone on board with the plan -- from management to the teams on the floor. This way everyone understands what the goal and



Boy Scout bird house project

metrics are and work together as a team to achieve them. To date 60% of general plant trash is being recycled through the single stream recycling program.

How do you set and achieve your annual goals?

Annually, the GM Baltimore Operations Environmental staff and plant management set environmental goals or objectives. The objectives for 2011 included reducing energy consumption by 7% from 2010, develop and implement environmental projects that promote sustainability and environmental outreach, and increase the amount of materials being recycled by 50%. Methods to achieve the objectives and targets are set and reviewed monthly with the staff to discuss progress.



Tree Planting

For more information on environmental best practices at GM Baltimore Operations, visit the Maryland Green Registry website at www.green.maryland.gov/registry and click on List of Maryland Green Registry Members to view member profiles.

The Maryland Green Registry is a voluntary program that promotes and recognizes environmentally sustainable practices in organizations of all types and sizes across the State. Visit the Maryland Green Registry website at www.green.maryland.gov/registry for tips and resources designed to help organizations set and meet their own goals on the path to sustainability.

