

General Motors Company is considered to be one of the biggest automakers in the world. The company was created in 1908 in America with the central office in Detroit. Since that time the company's offices were opened in more than one hundred and twenty countries. This organization is also famous for production of both cars and trucks as well as selling different brands like Chevrolet, Cadillac, Buick, Daewoo, GMC, Isuzu, Opel, Holden, Jiefang, Wuling and Vauxhall. Being the leader in vehicle safety, information services and security, General Motors is seen to have huge national markets in China, USA, Brazil, Canada, UK, Germany and Russia. The mission statement of General Motors is the following, "We will earn our customers' enthusiasm through continuous improvement driven by the integrity, teamwork and innovation of GM people". In this essay we are aimed at investigating the influence of GM's production operations on environment.

General Motor's commitment to the environment can be understood by two basic strategies. First of all, they are targeted to produce cars, running on gas and electricity, which are known not to badly influence the environment. Secondly, they are interested in producing cars, which generate less emission in the environment. In order to support our evidence, let us pay attention to some innovative production techniques. Approximately 1.5 million square foot roofs are made of special white polymer, which is seen to reduce heat absorption (Case Study of Automobile Industry, General Motors (GM) Focus, 2005). It results in reduced energy and costs needed to cool the building. More than twenty-five percent of construction materials for building a plant are composed of recycled content. To be more precise, some headliners are made of recycled cardboard scrap (Buick Lacrosse), balsa wood floor panels are used in Chevrolet Corvette and fibers from the quick-growing kenaf plant in the headliner are noticed in Chevrolet Equinox. The non-manufacturing water use has been reduced by forty-five percent, which allows saving nearly 4.1 million gallon of water annually. In 2010 General Motors was recognized to be successful in making half of its major manufacturing processes landfill-free. Forty-three plants are noticed to reach landfill-free status, meaning that all production waste is reused or recycled.

General Motor's commitment to the environment can also be understood by various business operations and actions. The company is committed to actions directed to restore and

preserve the environment. Secondly, GM is intended to reduce pollutants and waste by means of conserving resources and recycling materials at every stage of production. Moreover, General Motors is seen to take an active part in educating the public regarding environmental conservation. Additionally, the company is noticed to regularly implement various innovations so that the pollutant emissions are minimized. General Motors is a part of the governmental environmental laws and regulations project. Basically, GM's commitment to environment started twenty years ago with the adoption of environmental principles by the Board of Directors. These organizational principles cover all important areas: environmental preservation and restoration, waste and pollutants reduction, conserving resources, evaluation of production impacts and collaboration with the governmental entities in terms of establishment of the new rules and regulations (General Motors. Environment: Facilities Going Green, 2011).

I personally believe that GM's commitment to the environment will offset the environmental issues with fuel economy and greenhouse gas emissions. Creating a car with less emission, General Motors will be seen to follow the presidential policies, aimed at reducing any kind of emissions from transport. Apart from this, due to creation of new fuel efficient cars, the new customers will be generated worldwide, being conscious about environmental issues, bringing the organization additional profits at the same time. Recently, General Motors announced a planned forty million dollar investment in projects, which are developed to offset all of the greenhouse gas emissions produced by Chevrolet brand vehicles this year. The strong ambitions of GM are based upon the production of 'greener vehicles', which are expected to be produced with the help of environmentally-friendly materials. That is why, the company always works on technology like biofuels, hybrid vehicles and hydrogen fuel cell vehicles. I regard that company's carbon offsetting projects will definitely offset 8 million metric tons of carbon dioxide emissions, which tends to be extremely favorable for our environment.

The strategic reasons for these environmental initiatives can be easily justified, because General Motors are noticed to support the presidential administration, which is trying to transform the existing policies into practical viable operations. The strategic initiatives of GM are based upon

the purpose to protect the human health, global environment and natural resources (General Motors. Environmental Commitment, 2011). Additionally, GM wants to increase their annual sales. That is why, the production of fuel efficient cars will definitely increase the number of customers and, respectively, profits. The organization regularly assesses the impact of its plants and products on environment and communities in order to strive for continuous improvement. Promoting the use of E85 ethanol, containing 85% ethanol and 15% gasoline is considered to be the leading environmental strategy. Vehicles, which are produced to be powered by this fuel, can help reduce emissions and dependence upon petroleum. Over the course of the last few years GM reduced the use of the overall energy globally by more than forty percent and the amount of water used by all of its facilities by thirty-five percent. Furthermore, the organization is seen to have reduced the CO₂ emissions from all of its facilities by thirty-nine percent during four years (Mother Nature Network, 2010). General Motors also decreased the use of fossil fuel at all its plants, where landfill gas, hydro and solar power are used. This is the reason for operating seventy-five landfill-free facilities and for building fuel-efficient vehicles like the Chevrolet Cruze Eco and the Chevy Volt (Godelnik, 2011). All in all, General Motors is definitely committed to the environmental issues. Let us only observe what was done in the last two years. The solid and liquid waste reduction from forty-eight tons to less than one was noticed. Moreover, the company decreased air pollutants from 810 tons to only 80 tons annually and eliminated the landfill waste (especially paints sludge and painted scrap material) from twenty-five tons to nearly zero tons annually.

Although all the operations directed to improvement of environment are very costly, the company is anyway seen to use solvents in paint primers, being targeted to reduce emissions through all possible stages and supply chain. So the employees at GM are observed to manage solvents through recycling, energy conversion and superheating the gases. Despite the fact that the company can save and get additional costs after the recycling, it is anyway expected to spend more money to cover environmental issues. So the real reasons for positioning themselves on the market in terms of environment, in this case, are to earn the customers' loyalty, international respect and create the requirements for suppliers. The effective and balanced chain between manufacturers and

suppliers can generally increase the number of clients worldwide. It is exactly the same as the company's leading manager says, "As we strive to design all of our vehicles for the environment, we can create requirements for our suppliers. In this case, we are able to provide the enabling technology, making it easier for all of us" (Painting Plastic without Primer: GM Suppliers See Efficiency, Environmental Benefits, 2011).

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