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Belvidere Assembly Plant Employees Help the Environment Through Cool Choices Partnership

- Online card game motivates plant employees to take action and make a difference
- Belvidere plant launches sustainability game with goal of reducing energy usage
- Simple changes can make a big impact on the environment
- Program follows up on recycling initiative launched last November
- More than 250,000 bottles and cans recycled in three months

May 23, 2016, Auburn Hills, Mich. - The FCA US Belvidere Assembly Plant (Ill.) wants to make caring for the environment “cool.”

In partnership with Wisconsin-based Cool Choices, a non-profit that focuses on making sustainability fun, Belvidere has launched an innovative online “card” game to promote environmental awareness through employee engagement. Employees who register to participate individually or as a team earn points by making “cool choices” that reduce resource consumption, protect the environment and make operations more efficient. While making decisions to improve the environmental footprint of the plant, employees can cheer on, coach and learn from one another.

“We’re excited that Cool Choices offers a unique way to get our employees interested in sustainability, whether it be at the plant or at home,” said Michael Keefe, Belvidere’s Environment Pillar Lead. “Through the Cool Choices game, we can inspire action at the plant, then measure the energy savings associated with those actions. The game will help us meet our aggressive savings targets.”

Cool Choices has customized the game for the Belvidere plant to maximize in-plant savings and engagement around existing initiatives.

The online card game only takes a few minutes a day to play. Each card conveys specific actions that can be taken to help the environment, like unplugging equipment that isn’t being used, on the front and tips and additional resources on the back. When an action is completed, it can be logged on the site and points are awarded. Individuals and teams can win prizes for earning the most points.

“The Belvidere team has aggressively pursued opportunities to reduce operating costs; we are excited to work with them to increase staff engagement around efficiency and sustainability,” said Kathy Kuntz, Executive Director, Cool Choices.

Belvidere employees started registering to participate in the game the week of April 18. The online game and plant competition launched on May 2 and will run through the end of June. More than 4,200 people work at the Belvidere plant, which runs six days a week.

While the Cool Choices program is targeted toward businesses and organizations, there are many simple actions individuals can take at home to help the planet, such as:

- Turning off appliances when not in use
- Use cold water to wash clothes
- Turn off the computer every day
- Use recycled paper in the printer
- Avoid rinsing dishes before putting them in the dishwasher
- Refill a reusable container with water as opposed to using bottled water

There are also a number of online resources where the public can go for more tips on how to get involved. Organizations such as the Environmental Planning Agency (EPA) and National Oceanic and Atmospheric Administration (NOAA) provide environmentally-themed games and tips for all ages on their websites (www.epa.gov/students/games-quizzes-and-more and games.noaa.gov).

Last November, Belvidere launched a recycling program with assistance from PepsiCo Recycling to make recycling more convenient for its employees and help support disabled U.S. veterans. Through the PepsiCo Recycling program, recycling bins were located throughout the Belvidere plant. The materials collected in the bins help support PepsiCo Recycling's partnership with the Entrepreneurship Bootcamp for Veterans with Disabilities (EBV), which provides training in entrepreneurship and small business management to post-9/11 veterans with disabilities. More than 250,000 bottles and cans were recycled from the plant in three months.

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