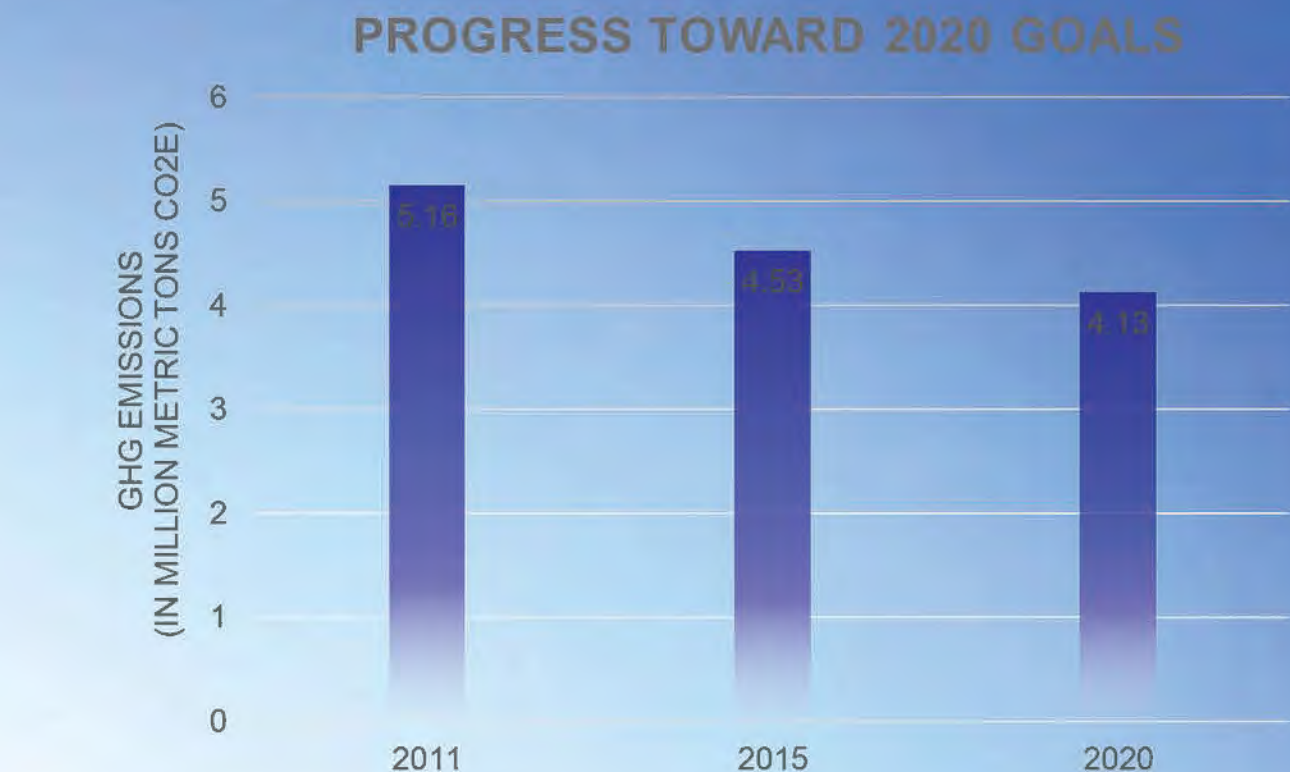
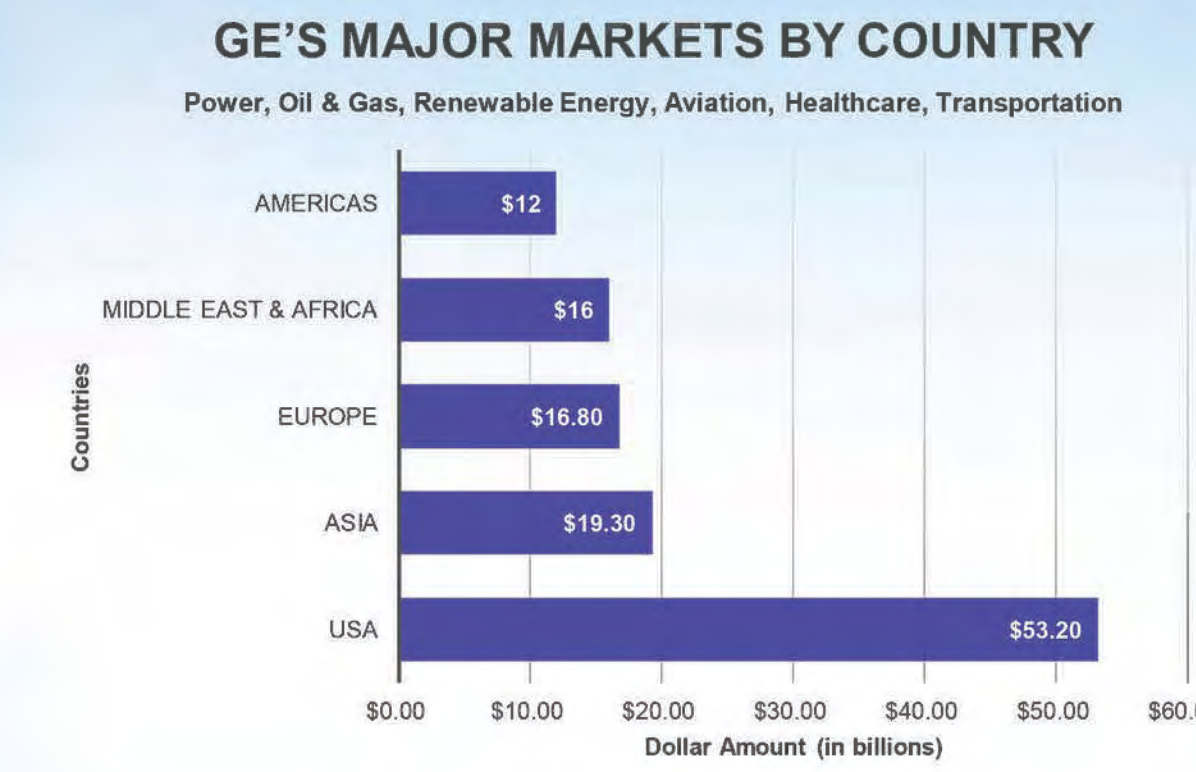


Imagination at Work

GE Corporate Social Responsibility



Ecomagination

- A corporate social responsibility program that was launched by GE in 2005.
- To develop solutions to enable economic growth and create a cleaner source of energy while avoiding emissions, reducing water consumption and minimizing the environmental impact of internal operations.
- By 2015, the program has been credited with:
 - Installing 40 gigawatts of clean energy
 - Avoiding the release of 400 million tons of CO₂
 - Treating 1 billion gallons of previously non-treatable, unusable wastewater daily.
 - Reducing GHG emissions by 10%.
- GE understands the need to reduce its own impact on the environment and strives in every segment of their operation to be innovative while maintaining a profit.

Healthymagination

- A global initiative program introduced by GE in 2009.
- Aimed at providing quality and increased access to healthcare at a lower cost.
- Develop solutions for getting quality healthcare to rural areas and underdeveloped nations.
- In 2015, GE invested in six new companies that are on the cutting edge of the healthcare industry. By collaborating with these companies, they can
 - reduce costs,
 - make a profit
 - provide the needed services to these areas
- Launched the HealthyCities Leadership Academy to encourage communities to work with private industries in their area to improve overall community health.

Mission Statement

- GE's primary mission is to usher in the next industrial era and to "build, move, power and cure the world."
- Additionally, they are committed to minimizing their impact on the environment, reducing water consumption and decreasing greenhouse gases.

Implementation

- In 2015, GE invested \$2.3 billion in research and development for cleaner technology.
- Partnerships with like minded companies that focus on innovation, sustainability, and problem solving.
- GE utilizes their Sustainability Steering Committee to evaluate and modify risks associated with environmental, social and governance practices.

Relevance

- As one of the world's largest corporations, sustainability has been embedded in GE's culture for over 100 years.
- GE solves problems for customers and make things better for society while either preserving the natural environment or making the effort to reduce their impact while maintaining an acceptable bottom line for their shareholders.



Sources: *Stocks/Market Share by Segment*. (2016). Retrieved from CSIMarket.com: <http://csimarket.com/stocks/competitionSEG2.php?code=GE>
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