

Hawaii Green Business Program

**Emerging Issues in Green Business
Programs : Partnerships, Green Jobs
and Technology**

October 31, 2013
Sacramento Convention Center
Sacramento, California

DBEDT
THE DEPARTMENT OF BUSINESS, ECONOMIC DEVELOPMENT & TOURISM
STATE OF HAWAII



Hawaii Green Business Program



What – Program that recognizes businesses that go beyond compliance to green their facilities, O&M, and events.

When – Started in 2002

Why – Receive technical assistance, realize savings, and promotion for efforts and for hotels and resorts, we send travel advisory groups our lists

How – Complete checklist / conduct site visit / and agree to mentor

Who – Checklists available for Hotel/Resort, Office/Retail, Restaurant/Food Service, Events, and Government. Coming soon: Grocery Stores.

Where – <http://energy.hawaii.gov/green-business-program>



Partnerships



State of Hawaii
Dept. of Business, Economic Development
& Tourism

Partnerships



Hawaii Green Businesses Hotels and Resorts



Oahu Hotels

Aqua Aloha Surf Waikiki Hotel
Aqua Bamboo Hotel
Hale Koa Hotel
Hawaii Prince Hotel Waikiki
Hilton Hawaiian Village
Holiday Inn Waikiki Beachcomber
Hyatt Regency Waikiki
JW Marriott Ihilani, Ko Olina
Kahala Hotel & Resort
Ko Olina Marriott Beach Club
Moana Surfrider
Sheraton Princess Kaiulani
Sheraton Waikiki
Turtle Bay Resort
Waikiki Beach Marriott
Wyndham at Waikiki Beach Walk

Maui Hotels

Fairmont Kea Lani
Grand Wailea Resort
Hyatt Regency Maui Resort & Spa
Marriott Maui Ocean Club
Maui Prince Hotel
Ritz-Carlton Kapalua
Wailea Beach Marriott Resort & Spa
Westin Kaanapali Ocean Resort
Villas

Kauai Hotels

Grand Hyatt Kauai Resort & Spa
Kilauea Lakeside Estate
Marriott Waiohai Beach Club
Sheraton Kauai Resort

Big Island

Hilton Waikoloa Village
Mauna Lani Bay Hotel & Bungalows





Hawaii Green Businesses Office/Retail + Restaurant

Belt Collins

Bishop Square

Boca Hawaii

Central Pacific Plaza

Core Group One

East West Center

Ferraro Choi

Hau'oli Mau Loa

Hawaii Pacific University

Honeywell Utility Services

KYA Design Group & Sustainability
Studio

Pacific Instruments

PBR Hawaii & Associates

Philip White Architects

Sustainable Island Products

Swinerton

Topa Financial Center

WATG Architects

Blue Hawaii LifeStyle

Downtown & Town Restaurants

Gyotaku Japanese Restaurant

Hard Rock Cafe Honolulu

Il Gelato Hawaii

Kona Brewing Company's Kona Pub &
Brewery

Kona Brewing Company Koko Marina
Pub

Whole Foods Market- Kahala

Whole Foods Market- Maui



Green Classroom Professional Certificate Training and Toolkit



- USGBC Hawaii Chapter – Green Schools Committee
- Hawaii Dept. of Education (public) & HAIS (private)
- State Energy Office and Hawaii Energy
- Kokua Hawaii Foundation – 501c3
- Board of Water Supply and Recycling Office



Benefits of a Partnership

- Diversity of expertise
- Better outreach
- Adds Legitimacy
- Value added for participants



HAWAI'I CHAPTER
U.S. GREEN BUILDING COUNCIL





A paid sustainability internship program targeted toward current students or recent graduates of higher education programs.

Mission Statement:

“Leveraging diverse partnerships, RISE’s mission is to create a sustainable future and green workforce for Hawaii through paid work opportunities.”



KAUA'I



460 green jobs
1.9% of county jobs
71 additional green
jobs by 2012

O'AHU



6,866 green jobs
2.0% of county jobs
1,885 additional green
jobs by 2012

MAUI



2,597 green jobs
4.6% of county jobs
437 additional green
jobs by 2012

HAWAI'I



1,222 green jobs
2.5% of total jobs
510 additional green
jobs by 2012

Growth in Green Jobs

“The number of green jobs in Hawaii is expected to increase by 26 percent over the next two years. This contrasts with a one percent average increase in total employment over the same period.”

- Department of Labor and Industrial Relations

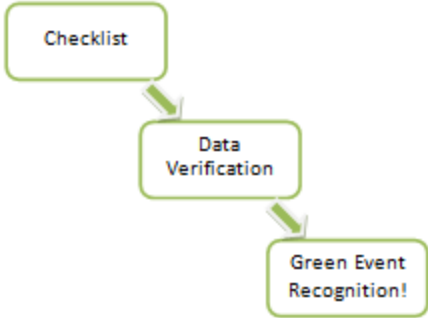
Working on the Green Business Program...

- **Work with businesses:** Act as POC to business, assist with filling checklist, ENERGY STAR Benchmarking, providing recommendations and other useful information, coordinating site visits
- **Outreach and recruitment:** Attend events, man booths, and promote program, recruit businesses from their own networks, make initial contacts, speak at events
- **Research:** other programs, produce fact sheets with information useful to HGBP participants
- **Development of new sector checklists:** research and develop a list of sector-specific and green attributes as a guide for businesses
- **Website:** create intuitive and informational content and post on HGBP website
- **Other responsibilities:** assistance with LEED O&M project, preparations for events and ceremonies, preparing presentation materials

Hawaii Green Events



Hawai'i Green Events Checklist



II. Energy & Water Efficiency	Yes	No
1. Use naturally lighted/natural ventilation meeting space or space that uses CFL or LED lighting		
2. There is signage to encourage staff and guests to turn off lights and electrical equipment when not in use and/or signage for water conservation in restrooms		
3. Event is hosted in an Energy Star, HESB, or LEED certified building		
4. Review past event energy usage and waste generation to establish baseline. Devise ways to improve upon the baseline and track your results of the current event		
5. Plan your event precisely (looking at number, duration, size of venue and number of rooms required) then select the right venue to fit, so you use minimum energy and resources		
6. Work with the venue to ensure lights and air conditioning are switched off when not in use		
7. Venue site has occupancy sensors installed		
8. A renewable energy source is used to power part of event (e.g. solar panels on building)		
9. Venue site has green roof/green wall/drought tolerant plants		
10. Facility has low flow fixtures (faucets, toilets, etc.)		
11. Equipment used is Energy Star, EPEAT, WaterSense, etc. certified		

III. Catering	Yes	No
1. Water is provided upon request or in bottles and/or large dispensers		
2. Donate excess food waste for animal food or composting		
3. Donate excess food to a charitable organization		
4. Vegetarian and vegan options are provided		
5. Attendance is tracked and type (e.g. vegetarian) and amount of food is tailored according to final numbers		
6. Information is provided on the sustainable qualities of the food		
7. Serve buffet style meals instead of boxed lunches		
8. Serve finger foods that are not individually wrapped and do not require utensils		
9. The caterer has a Green Policy (see resource page for example)		
10. Select fish from certified sustainable fishing methods (see resource page for more info)		
11. Food is purchased from local and/or organic vendors		
12. Have your food & beverage service provider use bulk dispensers for sugar, salt, pepper, cream and other condiments		
13. Ensure food and beverage packaging is recyclable and that it will be recycled		
14. Reuse of surplus food from own supply or from organizations like Aloha Harvest or Food Bank		
15. Use organic food from own garden or farm		

Please provide product names here or give examples of other noteworthy accomplishments:

E.g. - What charitable organization did you donate excess food to?



Primary Areas of Focus

- **Alternate Transportation**
 - EV/Fuel Efficient Vehicle
 - Carpool
 - Bicycle
 - Bus

- **Waste**
 - Recycle
 - Donations
 - Reuse

There were 320,105 meeting and convention goers that flew into Hawaii in 2012 according to the Hawaii Tourism Authority

<http://www.hawaiitourismauthority.org/research/reports/annual-visitor-research/>

A 2006 study of 25 different venues and events in California reported that 2.44 pounds of waste on average is generated per visitor, per day.

(Link to Report:

<http://www.calrecycle.ca.gov/publications/Documents/Disposal%5C34106006.pdf>)

Recent Events



Travel2Change



TEDx Honolulu Salon #4



Hawaii Build & Buy Green 2013



BBG Conf./Expo Results - 2013 vs. 2012

2013

Type of Vehicle	Respondents
Single Occupant Vehicle	34
Bicycle	4
Bus	5
Low Emissions Vehicle	7
Moped/Motorcycle	3
Carpool	19
Walk/Run/Jog	7
Total Alternate	45
Total Responses	79
Response Rate	41%
Total Alternate Rate Observed	57%

Type of Waste	Weight in lbs.
Cardboard	16.8
White Paper	48.3
Bottles & Cans	7.5
Standard Trash	119.5
Total Weight	192.1
Weight per person	1.0
Diverted Weight	72.6
Diversion %	38%

2012

Type of Vehicle	Respondents
Single Occupant Vehicle	36
Bicycle	2
Bus	10
Low Emissions Vehicle	11
Moped/Motorcycle	4
Carpool	22
Walk/Run/Jog	5
Total Alternate	54
Total Responses	90
Response Rate	28%
Total Alternate Rate	60%

Type of Waste	Weight (lbs)
Cardboard	28.6
White Paper	34.7
Bottles & Cans	3.1
Standard Trash	357
Total Weight	423.4
Weight per person	1.3
Diverted Weight	66.4
Diversion %	16%



Benefits of an Internship

- Projects get assistance and the ability to expand
- Interns get valuable experience (7 of our 9 interns found FT employment related to sustainability)
- Interns make industry contacts and develop a network
- Paid internships improve productivity and accountability



Mahalo!



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