



Mālama Kauaʻi Green Business Program

Become part of the solution

“In the long term,
economic sustainability
depends on
environmental
sustainability.”

America's Living Oceans
Pew Ocean Report '03

- Decrease Waste**
- Prevent Pollution**
- Reduce Electricity Use**
- Save Money**
- Save Kauaʻi**



PO Box 80,
Kilauea, HI 96754

RECIPIENT NAME

Company Name
4321 First Street
Anytown, State 54321

2009-10



Mālama Kaua'i

Green Business Program



SUPPORT LOCAL BUSINESS

Working together with Kaua'i County Recycling Department, KIUC and the Office of Economic Development

Mālama 'Aina, Save Money, and create a healthier workplace

GBP: THE PROGRAM

Business can be the force for positive change by operating in ways that solve rather than contribute to environmental and social issues, and through addressing the triple bottom-line: People, Planet, Profits.

The Mālama Kaua'i Green Business Program (GBP) is helping to develop these practices within the local business community to reduce waste and pollution while optimizing profits. The GBP aims to alleviate some of the economic burden of business, foster a vibrant local economy,

and set up a healthy island environment for generations to come.

The ultimate goals of the GBP are to boost the long-term strength of the environment and economy of Kauai by:

- * Strengthening environmental behaviors of *locally owned* businesses for long-term profitability.
- * Fostering relationships between businesses, local suppliers and agencies.
- * Providing educational information about environmentally sound business

Incentives

Cut Costs

You can expect a payback for the small but meaningful changes you make in your business practices. Using effective sustainable practices has been proven to reduce overhead and improve your bottom-line and competitive advantage.



Good for the Environment

With the Kēkaha landfill nearly full, increasingly polluted fresh and marine water systems, and a steady flow of people weighting on the island's dwindling resources, businesses deciding to go green contribute to a sustainable Kaua'i

Great Publicity

Participating businesses will be featured on the Mālama Kaua'i Green Map, as well as group promotion on our radio and television show as well as newspaper and magazine articles.

Increase customer loyalty and bring in new business

With environmental issues on front-page news, people are actively searching for places to shop and dine that are committed to reducing their impact on the earth.

THE PROGRAM

A Kaua'i "green" business cares about giving back to the island, through leaving a lighter footprint on the environment and striving to better support the community. Participating businesses pledge to reduce electricity and water use, buy green supplies from other local businesses, support local farmers, amongst other actions.

What's more, the growing demand for 'green' products and services has created major new markets, and participating businesses can expect to see a payback for the positive changes they make.

Surveys routinely show that people are doing increasingly more business with socially and environmentally responsible companies, a trend that is, in fact, not a trend at all. By adopting sustainable practices, businesses can gain competitive edge, increase their markets, and boost consumer loyalty.

So you want to be Green?

Becoming a more sustainable business is a journey not going to happen overnight, but it starts somewhere. That's why we offer a tiered system of certification to help Kaua'i businesses through the process, whether you're just starting or have been "green" for years.

Tier one focuses on laying the foundation for better business practices, and changes are free to

low-cost. The goal is to create change without overwhelming business owners or employees with new stringent rules. Tiers two and three follow up on the foundation with further steps to create a "green" business that have a slower, but no-less worthwhile return of investment.

The goal of the GBP is not to add another list of "to-do"s onto your already busy schedule, but to help each business incorporate responsible business practices into the framework itself, reducing time needed and adding value to day-to-day operations.

Members Receive:

- Umbrella promotion through our radio show, television series, magazine and newspaper articles, as well as the annual Mālama Kaua'i Green Map
- Listing on the Hawai'i Health Guide Statewide Green Business Database
- Sticker and certificate of participation to display
- Assistance with conservation efforts and Kaua'i Specific Guides to help
- Listing in the online Mālama Kaua'i Green Business Directory
- Increased visibility of your environmental practices

Cost: \$200

**ask about additional advertising options

Mahalo!

Mahalo to everyone who helped make this program possible!

Pilot Businesses

- Alexander Day Spa and Salon
- Princeville Ranch Adventures
- Small Town Coffee
- North Country Farms

Sponsors & Collaborators

- Office of Economic Development
- County of Kaua'i Recycling Department
- KIUC
- Hawai'i DBEDT Green Business Program

Support From

- Kuleana Green Business Program, Big Island
- San Francisco Green Business Program
- Bay Area Green Business Program
- Andrea Dean, LLC

Sign up today!

Contact Katie Paul at 828-0685 or katiepaul@malamakauai.org to sign up to receive your materials and begin the process of becoming an environmental leader.

Kaua'i Green Business made easy

Why Be Green?

- Reduces utility costs and waste.
- Creates a healthier environment
- Improves systems and equipment performance
- Attracts new customers
- Provides a safer working environment
- Increases positive publicity
- Fosters better relationships with current customers

What is a Green Business? A

Green Business meets standards in the following areas:

- Pollution Prevention
- Energy and Water Conservation
- Solid Waste Reduction
- Sustainable purchasing
- Supporting local agriculture and businesses

Example GBP Criteria:

- Offering biodegradable containers and bags
- Completing an energy audit offered through KIUC
- Restaurants buying a percentage of produce from local growers and giving compostable materials to a farmer, pig farmer, or vermaculturist
- Buying recycled content instead of virgin paper products, and more

Eligible Businesses include locally owned:

- Restaurants
- Retail Shops
- Commercial and Government Offices



Switching from virgin fiber paper to 30% recycled paper

For every 40 cases (or 1 ton), saves 7.2 full grown trees, 2,000 kWh of electricity, 3,000 gallons of water and keeps 30 pounds of air pollution out of the sky. (U.S. EPA)



Price of Oil is only going up...but your bills don't have to

As the price of oil goes up, so too does the price of electricity, water, imported food and goods, and transportation, affecting businesses island-wide.

The Green Business Program aims to help businesses reduce electricity usage, the amount of trash needed to be hauled, and quantity of goods to be imported, thereby remedying some of the financial burden bearing on island businesses.

