

The Aloha+ Challenge: A Culture of Sustainability

He Nohona 'He'ōia

Signed on July 7, 2014

Recognizing that the perpetuation of the health and well-being of Hawai'i's people is rooted in the health and well-being of our environment and economy;

Understanding that living on islands requires balancing and integrating human needs and aspirations with the ability of our natural systems to be replenished, and that our quality of life is physically and spiritually linked to the land and sea, which connect us to our ancestors, to our Pacific 'ohana, and to all the generations that will follow;

Noting that we are dependent on imports for food and fuel – costing Hawai'i more than \$8 billion each year – and our unique island ecosystems and lifestyle are particularly susceptible to invasive species, natural disasters, sea-level rise, drought, and other impacts of a changing climate;

Affirming that we will increase our stewardship efforts, enhance them through the synergies to be found with each other, and accept the responsibility to *Mālama Hawai'i* – care for Hawai'i;

Further affirming that our journey to sustainability will be guided by respect for the culture, diversity, character, beauty and history of our communities;

Acknowledging our state's long, proven track record of supporting sustainability in law and action across economic, social and environmental sectors;

Appreciating the many government, private sector, and community leaders across our islands who are taking action to build a more secure, sustainable, and resilient Hawai'i; and

Representing that the strength of our commitment is demonstrated in this partnership, both unprecedented and essential to Hawai'i's future; by working together, we can and will reach our shared destination – an economy, environment, and community worthy of our future generations.

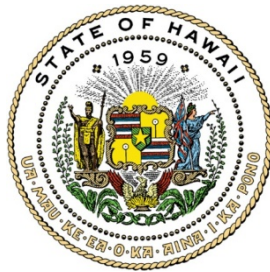
Declaration of Commitment

We, the elected Chief Executives of the Hawaiian Islands, **jointly commit to build a more secure, sustainable and resilient future for Hawai'i and pledge to achieve the six targets of the Aloha+ Challenge by 2030, which include:**

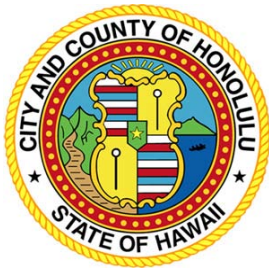
1. **Clean Energy:** 70 percent clean energy – 40 percent from renewables and 30 percent from efficiency.
2. **Local Food:** At least double local food production – 20 to 30 percent of food consumed is grown locally.
3. **Natural Resource Management:** Reverse the trend of natural resource loss mauka to makai by increasing freshwater security, watershed protection, community-based marine management, invasive species control and native species restoration.
4. **Waste Reduction:** Reduce the solid waste stream prior to disposal by 70 percent through source reduction, recycling, bioconversion, and landfill diversion methods.
5. **Smart Sustainable Communities:** Increase livability and resilience in the built environment through planning and implementation at state and county levels.
6. **Green Workforce & Education:** Increase local green jobs and education to implement these targets.

In order to implement the *Aloha+ Challenge*, we further agree to:

- Establish and expand our partnerships between government agencies, non-profit organizations, the private sector and local communities to promote coordinated and integrated action;
- Share experiences, tools and techniques among Hawai'i's officials, practitioners and community leaders;
- Increase long-term financing mechanisms for conservation and sustainability programs essential to reaching our 2030 targets; and
- Review and report progress to achieve the *Aloha+ Challenge* annually to our respective legislative bodies.



**Office of the Governor
State of Hawai'i**



**Office of the Mayor
City & County of Honolulu**



**Office of the Mayor
County of Maui**



**Office of the Mayor
County of Hawai'i**



**Ka Pouhana Chief Executive Officer
Office of Hawaiian Affairs**



**Office of the Mayor
County of Kaua'i**