

Hawaii Local2030 Hub Summary

d/b/a Hawaii Green Growth

Mission: To promote sustainable and regenerative tourism throughout Hawaii.

Category: Environment Preservation and Education

Contact: Shelley Gustafson, Chief Operating Officer

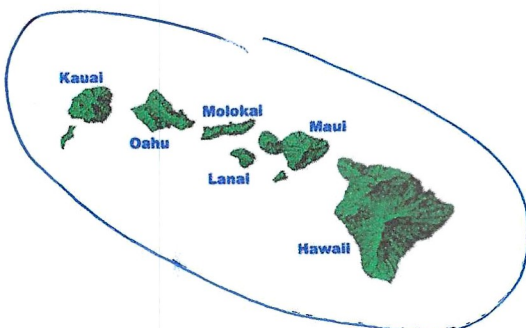
Address: 1601 East-West Road, Honolulu, HI 96848

Grant History: N/A

2025 Request:	\$25,000 for general operating support
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Notes:

- Hawaii Regenerative Tourism Forum brings together tourism business leaders to promote greener and more resilient policies and activities and accountabilities.
- Aloha+ Dashboard tracks and measures progress on six statewide sustainability priorities.
- Statewide convenings to share knowledge and develop strategies and accountabilities.
- Total program budget is \$25,000 (\$22,500 for salaries and \$2500 for expenses).



Hawai'i Green Growth UN Local2030 Hub is a sustainability hub committed to advancing economic, social, and environmental goals and accelerating local solutions to global challenges.

Advisory Board

January 30, 2025

Athline Clark
Chaminade University

Dorcy Hawaiian Foundation
ATTN: Mr. Bill Ferguson
81 East Seventh Street, Suite 125
St. Paul, MN 55101

AJ Halagao
Hawai'i Leadership
Forum

Aloha Fergie,

Jason Jeramiah
Kamehameha Schools

We are pleased to submit a letter of **request for \$25,000** to support a Hawai'i **Regenerative Tourism Forum**, focused on supporting collaboration, vibrant culture and accountability across the state's tourism industry to serve as a global model for regenerative economic development.

Juliette Sheehan
Atherton Family
Foundation

Following the COVID-19 pandemic, there have been **multiple calls to rebuild Hawai'i's tourism economy to be greener and more resilient, caring both for 'āina and for the communities of Hawai'i.** These efforts are often siloed, and stakeholders are seeking opportunities to convene around shared goals and objectives to care for our island home and people in a locally and culturally appropriate way that aligns with Hawai'i's broader sustainability goals, while also nurturing our largest economic provider of jobs and income in the state.

Kā'eo Duarte
Kamehameha Schools

Kazumi Ogawa
United Nations

Mike Hamnett
Social Sciences
Research Institute
(retired)

In response, and building on the successful launch of the Sustainability Business Forum, Hawai'i Green Growth Local2030 Hub seeks to convene a Regenerative Tourism Forum that brings together partners from across the tourism industry committed to achieving Hawai'i's **Aloha+ Challenge** and the global Sustainable Development Goals by 2030. Aligned with the State's **2020-2025 Strategic Plan**, the Forum will convene leaders, facilitate critical conversations on current sustainability efforts and opportunities for joint implementation, and provide critical accountability across Hawai'i's tourism sector. Key actions will include determining regenerative tourism metrics and indicators and related data needs and gaps; identifying priority policies, actions and initiatives across industry partners and stakeholders; and aligning relevant strategies like Hawai'i's **Destination Management Action Plans** with the State's Aloha+ Dashboard for strengthened accountability, transparency, and measurement. This collective effort among industry leaders across the state will help place Hawai'i at the center or '*piko*' of the global regenerative tourism movement, stewarded by island values, wisdom, and culture, to create the foundation for a more resilient future for Hawai'i and Island Earth.

Pauline Sheldon
UH School of Travel
Industry Management
(retired)

Randy Moore
Hawai'i Department of
Education

Todd Nacapuy
Accuity LLP

Ulalia Woodside
The Nature
Conservancy

Background

Hawai'i faces environmental degradation and biodiversity loss, dependence on expensive fossil fuel imports and high-cost of living, and vulnerability to climate change impacts, such as sea level rise and catastrophic natural disasters. To address these challenges, Hawai'i established ambitious sustainability goals in 2014 across economic, social, and environmental priorities through the **Aloha+ Challenge: He Nohona 'Ae 'oia**, which sets

concrete measurable targets for both the public and private sector. The statewide platform is led by the Governor, all four County Mayors, the Office of Hawaiian Affairs, State Legislature (SCR 69), and private sector and civil society partners, convened by the **Hawai'i Green Growth (HGG) UN Local2030 Hub**. The *Aloha+ Challenge* is Hawai'i's locally and culturally driven framework to achieve the global Sustainable Development Goals (SDGs), measured on an open-data dashboard to track progress. The **Sustainability Business Forum (SBF)** is a voluntary peer-to-peer network of business executives convened by HGG who are taking the initiative to shape a sustainable future for Hawai'i. SBF members, including key leaders from the tourism industry, share a deep commitment to our island home, and a desire to drive private-sector action to achieve Hawai'i's statewide sustainability goals.

The **Aloha+ Dashboard**, managed by HGG, provides continuously updated data measuring progress on six statewide sustainability priority areas that is shared by the counties and state agencies, universities, non-profits, scientific and research institutions, community groups, and the private sector and is publicly accessible and open-source. This novel and first-of-its-kind initiative has positioned Hawai'i as an innovative leader nationally, regionally, and globally in coordinated data for sustainability efforts to enhance and strengthen decision-making, and continues to serve as a platform for data and strategic plan coordination on the local, county, and statewide levels across a myriad of goals and their intersections. Other islands have since followed Hawai'i's example with the creation of their own localized Dashboards, supported by HGG.

Regenerative Tourism - Beyond Sustainability

Despite ongoing diversification efforts, tourism continues to be the driver of Hawai'i's economy. As an island with limited resources and a deep cultural connection to and stewardship of those resources, the continued prosperity of both the people of Hawai'i and the economic industry that interacts with those resources depends on the health of its natural, cultural and community resources. Tourism policy and planning measures that are supportive of these concepts do not seek to merely reduce negative impacts - such as an overexploitation of resources, degradation of natural ecosystems, pricing out of local communities - but rather aim to intentionally improve well-being of people and natural ecosystems in the communities in which tourism takes place. These principles underpin the foundations of a *regenerative* approach to tourism.

Regeneration is inspired by alternative knowledge systems, many of which are credited to indigenous and island peoples and cultures¹. Hawai'i has been at the forefront of the regenerative movement both historically - through its culture and traditions - and presently through recent statewide policy and programmatic efforts, including Senate Bill 2659 (June 2024), which adds regenerative tourism principles into the Hawai'i State Planning Act, the creation of a Regenerative Tourism Program at the County of Hawai'i's Department of Research and Development, and Hawai'i Tourism Authority's leadership and integration of regenerative principles into their workplans and earmarks for funding into their budgets, to name a few.

¹ Degawan, M. 2023. Indigenous people are Earth's greatest champions. Listen to us-and watch biodiversity thrive. The Guardian 17 February 2023

These efforts signal a shift in the visitor industry's priorities here in Hawai'i that are both in line with Hawai'i's values and culture that champion a community and land-first approach to a vital economic industry. As such, this proposal seeks to host an inaugural convening of the Regenerative Tourism Forum to gather visitor industry leaders, stakeholders, officials, policymakers, and champions with the intent to measure and drive action on Hawai'i's regenerative tourism goals. HGG's longstanding leadership and expertise in this field as well as key relationships with both regenerative experts and tourism officials validates both the appetite for this forum and its integration into existing systems for decision-making and action. For example, HGG is currently providing board-level leadership to Hawai'i Visitors & Convention Bureau (HVCB) and has spearheaded a Regenerative Tourism Community of Practice at the global level through its role as Secretariat to the Local2030 Islands Network.

Data for Decision Making and Collective Accountability

There is a need for better, more reliable and timely data to measure progress. At the same time, it's important to *measure what matters* to the community, and engage in inclusive processes to drive collaborative action. The Forum will focus on three key elements to build a foundation for long-term impact. Participants in the Forum will:

- Convene industry stakeholders and engage key partners including HVCB, the Council for Native Hawaiian Advancement (CNHA), Hawai'i Tourism Authority (HTA) and the Hawai'i Tourism and Lodging Association (HTLA), among others, to identify shared metrics and indicators for regenerative tourism in Hawai'i, and identify actions through the *Aloha+ Challenge*, building on [HTA's 2020-2025 Strategic Plan](#). This could include developing reporting methods for key visitor industry data across energy, water, and plastic use through the Aloha+ Dashboard and other mechanisms. In addition to a stakeholder mapping exercise across the industry, the Forum will tap into the extensive HGG Network and HGG's proven convening, coordination, and partner management experience around shared goals.
- Identify opportunities for collective impact through joint initiatives across the visitor industry by creating a coordinated body for data-sharing and decision making. Implement and highlight tangible regenerative tourism practices into industry operations and programs across the sector, supporting collective priorities such as improved natural resource management, guided by cultural values, and informed by indigenous knowledge and wisdom.
- Partner and engage with international platforms such as the Local2030 Islands Network and the United Nations World Tourism Organization, building on Hawai'i's role as a UN Local2030 Hub for local solutions to global sustainability challenges.

Vibrant Culture and Systems Thinking

Hawai'i's vibrant culture, indigenous knowledge, and leadership in sustainable development positions it to be a global leader in shaping a regenerative future for islands around the world. While the Regenerative Tourism Forum (RTF) will focus on local business leaders specifically in the tourism sector across hotels, destinations and service providers, Native Hawaiian serving organizations, government partners and youth organizations, models developed through the Forum will be globally relevant. The data

will be measured against Hawai‘i’s 2030 development goals, including on the Aloha+ Dashboard and Hawai‘i’s reports to the United Nations on progress towards achieving the global SDGs. In September 2023, HGG submitted [Hawai‘i’s second Voluntary Local Review \(VLR\)](https://alohachallenge.hawaii.gov/) (<https://alohachallenge.hawaii.gov/>) in ‘Ōlelo Hawai‘i (the Hawaiian language) to the United Nations highlighting the progress on the goals and the impact of public-private partnerships in driving change. Progress on the RTF will be reported in subsequent Voluntary Local Review reports to the United Nations projected for 2025 and 2027, with opportunities for RTF leadership, including youth representatives, to present these reports featuring regenerative tourism data.

The Forum provides the opportunity to demonstrate Hawai‘i’s leadership on a global scale. Through organizing events at the United Nations and other global fora to international partnerships and peer sharing within global movements, the Hawai‘i Green Growth UN Local2030 Hub will position the Forum and its members to share Hawai‘i’s thought-leadership on the global stage to drive forward regenerative systems change that centers island resilience.

The “Island Hub” - Operationalizing Trust

The HGG public-private partnership, formed in response to the 2011 Asia Pacific Economic Cooperation (APEC) Summit hosted in Honolulu, brings together statewide stakeholders committed to economic, social and environmental priorities. To achieve impact, HGG convenes over 200 individual and institutional public and private partners through over 20 standing quarterly meetings throughout the year to advance innovative policy and financing strategies; technology and open-data initiatives; resilient and green infrastructure solutions; educational pathways that support the next generation of leaders; and develop local solutions to global sustainability challenges, building on island culture, values and indigenous knowledge.

HGG has developed a sustained structure for informal public-private interaction on difficult sustainability issues. It convenes a diverse set of stakeholders on challenging issues, generally operating in an informal “Chatham House Rule” setting that allows officials and stakeholders to explore solutions in ways not possible in formal settings. HGG’s non-affiliated, network-based approach has been unusually successful in embedding long-term sustainability goals into the decision-making culture of Hawai‘i’s public and private sector institutions through a successful model of public and private engagement.

Creating the *Aloha+ Challenge* goals and indicators was a community-wide effort that required trust-building between diverse stakeholders from local businesses, government, and members of civil society. The Forum will be modeled on the partnership’s collaborative approach, including through the SBF, to achieve environmental, social, and economic prosperity for future generations. Hawai‘i’s legacy of systems thinking and traditional knowledge are the bedrock of the *Aloha+ Challenge* and HGG, providing a trust-based framework to promote systemic change across Hawai‘i. In joining the network, HGG members commit to working together by valuing respect; collaboration; action-oriented priorities; honoring the process and outcome; and cross-sector support for joint priorities.

Program Budget and Expected Impact

The total program budget per year is \$25,000 which includes the following line-item expenses:

Salary to support a portion of key personnel including the Program Manager and Dashboard Coordinator: \$22,500.

The Program Manager is responsible for convening key stakeholders and advancing strategic priorities, including a launch meeting, outreach campaign, and stewarding ongoing relationship building around shared priorities. The Dashboard Coordinator is responsible for developing, visualizing, and updating the Aloha+ Dashboard tourism metrics based on key stakeholder input.

Expenses for the launch event including costs of venue, AV support, printing, and supplies, at an estimated \$2,500.

Through the Regenerative Tourism Forum, HGG with support from the SBF, will develop local metrics and indicators, guidelines and policies that reflect the unique community-identified needs and opportunities found in islands, from thorough analysis and tangible recommendations, for the promotion and adoption of the regenerative tourism concepts. We seek to create value for the industry through opportunities for learning, building capability, sharing knowledge, building on Hawai'i's values and systems thinking, and aligning our tourism approaches with existing cultural and traditional views of Aloha 'āina.

Thank you for this important opportunity to support a more sustainable and regenerative future for Hawai'i and Island Earth.

Mahalo nui loa,



Celeste Connors
Chief Executive Officer
Hawai'i Green Growth Local2030 Hub

**Hawaii Local 2030 Hub
Statements of Financial Position
December 31, 2023 and 2022**

	<u>2023</u>	<u>2022</u>
ASSETS		
CURRENT ASSETS		
Cash and cash equivalents	\$ 496,558	\$ 123,931
Accounts receivable, net	387,383	370,568
Other receivable	75,445	77,577
Total Current Assets	<u>959,386</u>	<u>572,076</u>
NONCURRENT ASSETS		
Equipment, net	<u>1,719</u>	<u>1,920</u>
Total noncurrent assets	<u>1,719</u>	<u>1,920</u>
Total Assets	<u>\$ 961,105</u>	<u>\$ 573,996</u>
LIABILITIES AND NET ASSETS		
LIABILITIES		
Accounts payable	\$ 37,130	\$ 47,492
Accrued liabilities	20,905	50,360
Deferred revenue	<u>490,000</u>	<u>-</u>
Total Liabilities	<u>548,035</u>	<u>97,852</u>
NET ASSETS		
Without donor restrictions	413,070	476,144
With donor restrictions	<u>-</u>	<u>-</u>
Total Net Assets	<u>413,070</u>	<u>476,144</u>
Total Liabilities and Net Assets	<u>\$ 961,105</u>	<u>\$ 573,996</u>

See accompanying notes to financial statements and independent auditors' report.

**Hawaii Local 2030 Hub
Statement of Activities
Year Ended December 31, 2023**

	<u>Without Donor Restrictions</u>	<u>With Donor Restrictions</u>	<u>Total</u>
REVENUES AND NET ASSETS RELEASED FROM RESTRICTIONS			
Contributions	\$ 254,688	\$ -	\$ 254,688
Grants	1,740,002	-	1,740,002
Net assets released from restriction:			
Satisfaction of program restriction	<u>-</u>	<u>-</u>	<u>-</u>
Total revenues	<u>1,994,690</u>	<u>-</u>	<u>1,994,690</u>
EXPENSES			
Program services	<u>1,915,998</u>	<u>-</u>	<u>1,915,998</u>
Supporting activities			
Management and general	141,766	-	141,766
Fundraising	<u>-</u>	<u>-</u>	<u>-</u>
Total supporting activities	<u>141,766</u>	<u>-</u>	<u>141,766</u>
Total expenses	<u>2,057,764</u>	<u>-</u>	<u>2,057,764</u>
Change in Net Assets	(63,074)	-	(63,074)
Net assets, beginning of the year	<u>476,144</u>	<u>-</u>	<u>476,144</u>
Net assets, end of the year	<u>\$ 413,070</u>	<u>\$ -</u>	<u>\$ 413,070</u>

See accompanying notes to financial statements and independent auditors' report.

**Hawaii Local 2030 Hub
Statement of Activities
Year Ended December 31, 2022**

	<u>Without Donor Restrictions</u>	<u>With Donor Restrictions</u>	<u>Total</u>
REVENUES AND NET ASSETS RELEASED FROM RESTRICTIONS			
Contributions	\$ 309,817	\$ -	\$ 309,817
Grants	1,396,525	-	1,396,525
Satisfaction of program restriction	<u>-</u>	<u>-</u>	<u>-</u>
Total revenues	<u>1,706,342</u>	<u>-</u>	<u>1,706,342</u>
EXPENSES			
Program services	<u>1,205,043</u>	<u>-</u>	<u>1,205,043</u>
Total program services	<u>1,205,043</u>	<u>-</u>	<u>1,205,043</u>
Supporting activities			
Management and general	109,266	-	109,266
Fundraising	<u>-</u>	<u>-</u>	<u>-</u>
Total supporting activities	<u>109,266</u>	<u>-</u>	<u>109,266</u>
Total expenses	<u>1,314,309</u>	<u>-</u>	<u>1,314,309</u>
Change in Net Assets	392,033	-	392,033
Net assets, beginning of the year	<u>84,111</u>	<u>-</u>	<u>84,111</u>
Net assets, end of the year	<u>\$ 476,144</u>	<u>\$ -</u>	<u>\$ 476,144</u>

See accompanying notes to financial statements and independent auditors' report.

**Hawaii Local 2030 Hub
Statement of Functional Expenses
Year Ended December 31, 2023**

	Program Services			Supporting Activities			Total Expenses
	Dashboard	Islands	SBF	Program Subtotal	Management and General	Fundraising	
Personnel Expenses:							
Salaries & wages	\$ 482,138	\$ 791,598	\$ 275,713	\$ 1,549,449	\$ 14,833	\$ -	\$ 1,564,282
Total personnel expenses	482,138	791,598	275,713	1,549,449	14,833	-	1,564,282
Operating Expenses:							
Program activities (Subaward)	-	195,959	-	195,959	-	-	195,959
Professional services	53,882	15,000	-	68,882	39,544	-	108,426
Conferences	1,090	63,136	7,196	71,422	24,296	-	95,718
Travel	3,911	24,924	939	29,774	33,558	-	63,332
Dues & subscription	-	512	-	512	16,165	-	16,677
Rent expense	-	-	-	-	9,170	-	9,170
Office expenses	-	-	-	-	3,761	-	3,761
Bank fees	-	-	-	-	238	-	238
Depreciation	-	-	-	-	201	-	201
Total operating expenses	58,883	299,531	8,135	366,549	126,933	-	493,482
Total expenses	\$ 541,021	\$ 1,091,129	\$ 283,848	\$ 1,915,998	\$ 141,766	\$ -	\$ 2,057,764

See accompanying notes to financial statements and independent auditors' report.

**Hawaii Local 2030 Hub
Statement of Functional Expenses
Year Ended December 31, 2022**

	Program Services			Supporting Activities			Total Expenses
	Dashboard	Islands	SBF	Program Subtotal	Management and General	Fundraising	
Personnel Expenses:							
Salaries & wages	\$ 386,688	\$ 381,206	\$ 120,990	\$ 888,884	\$ 10,000	\$ -	\$ 898,884
Total personnel expenses	386,688	381,206	120,990	888,884	10,000	-	898,884
Operating Expenses:							
Professional services	18,642	88,658	-	107,300	22,999	-	130,299
Program activities (Subaward)	-	129,805	-	129,805	-	-	129,805
Travel	3,791	47,030	1,290	52,111	3,623	-	55,734
Dues & subscription	1,046	10,120	-	11,166	44,389	-	55,555
Conferences	-	4,535	6,842	11,377	25,458	-	36,835
Rent expense	-	4,400	-	4,400	1,540	-	5,940
Office expenses	-	-	-	-	1,170	-	1,170
Depreciation	-	-	-	-	87	-	87
Total operating expenses	23,479	284,548	8,132	316,159	99,266	-	415,425
Total expenses	\$ 410,167	\$ 665,754	\$ 129,122	\$ 1,205,043	\$ 109,266	\$ -	\$ 1,314,309

See accompanying notes to financial statements and independent auditors' report.