

# *Sustainability Report*

**2022-2023**



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# What is Sustainability?

Operating sustainably means paying attention to all of the following aspects:



**It's a very BIG concept!**

**People, Planet, Profit.**

Activities  
Plastics  
Employees  
Risk Management  
Education  
Guest Experience  
Energy  
Land Use  
Natural Resource Use  
Hawaiian Language & Culture  
Locations  
Responsible Wildlife Viewing  
Raising Awareness  
Social  
Permitting  
Waste Management  
Infrastructure  
Food Service  
Transportation  
Legality  
Marketing  
Community  
Retail  
Vendors

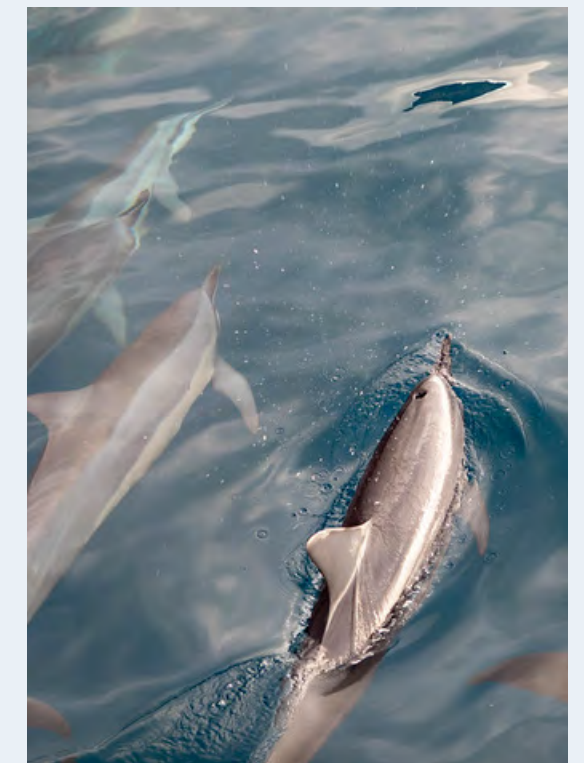




# *Our Mission Statement*

*To be the most ecologically conscious boat tour company on Kaua'i by providing a positive impact on our island resources and local community.*

**We believe that by taking people out for amazing experiences on the ocean, it will ignite an existing desire to protect the ocean and ecosystems.**

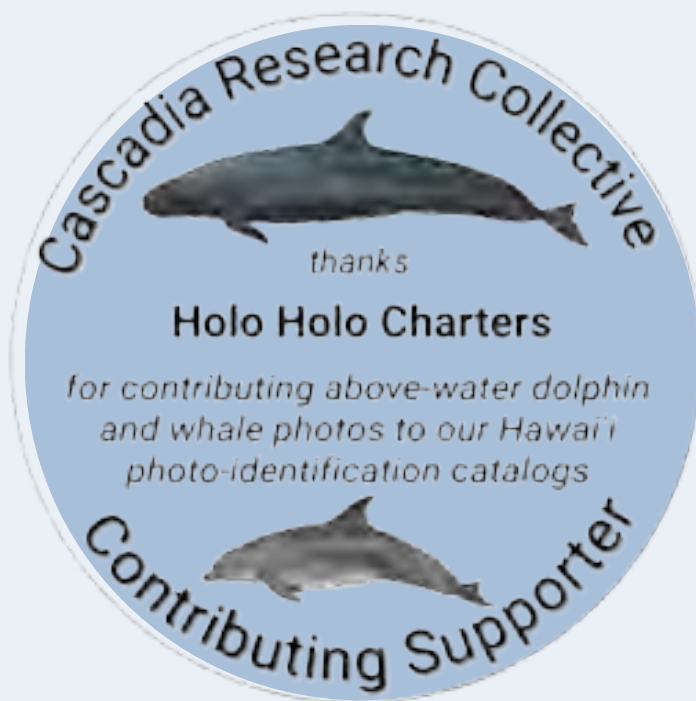






# *What have we accomplished?*

## Our Claims to Fame





# *What have we accomplished?*

## Accomplishments before 2021



- We can't even remember when we started Recycling!
- Kaua'i Made Program was adopted in 2015.
- Certified as a Sustainable Tour Operator by STAH since 2016.
- Raw Elements mineral sunscreen provided complimentary to our guests since 2018.
- Utilize refillable dispensers for soaps, sanitizers, & sunscreen.
- Continuing Education Program for staff.

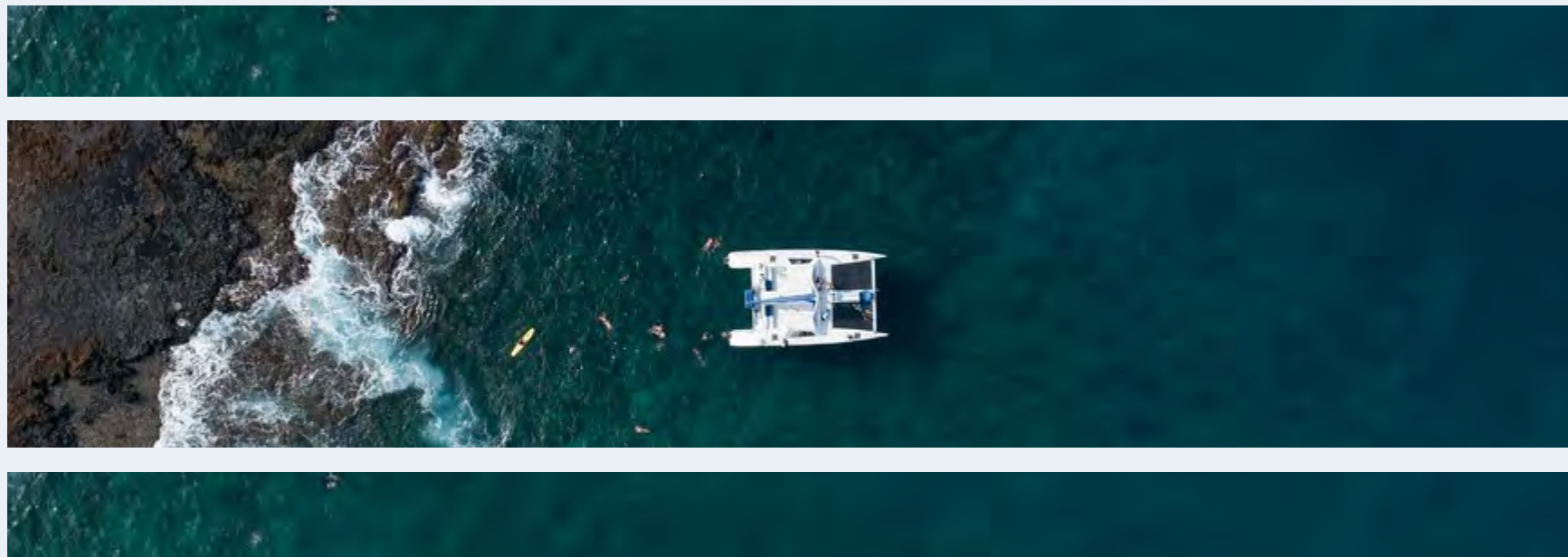




# *What have we accomplished?*

## **2021 and Beyond**

**After establishing a Sustainability Coordinator position in 2021, we have been able to drastically further our sustainability efforts.**



- **Digital comment cards are replacing printed versions.**
- **Shifted 95% of advertising and marketing to digital products instead of print**
- **Discontinued paper boarding passes.**
- **Utilizing digital business cards.**
- **If using print media, avoiding all damaging chemical coatings & using soy-based inks & recycled materials.**





# *What have we accomplished?*

**2021 and Beyond**



- **Reusable plates, coffee cups, and utensils on boats and in office.**
- **Paper shopping bags are available only by request, no plastic option.**
- **Only 100% recycled content paper towels are in use.**
- **Holoholo received new, more fuel-efficient engines in 2020.**





# *What have we accomplished?*

2021 and Beyond



- Office water dispensers encourage guests and staff to use refillable flasks, not plastic.
- Drinking water filtration system on our flagship, Holoholo, eliminating plastic bottles for drinking water.
- Single-serve beverages come in recyclable aluminum cans not plastic bottles.
- Trash bags made from 70-75% recycled content.





# *What have we accomplished?*

**2021 and Beyond**



- **Honolulu Beer Works is our primary beer vendor!**
- **2022 Carbon footprint calculated & offsets occurring for 2023 by sponsoring the Hawai'i 'Ulu Cooperative's solar powered farm!**
- **Local caterers Rose & Bros. provides all our food service, they support local farmers through purchasing produce and donating their food waste.**





# *What have we accomplished?*

**2021 and Beyond**



- Supporting Pledge to Our Keiki project from Kanu Hawaii Movement/Conservationist Collective.



- Assist the Reef Guardians Hawai'i Reef Camp in various ways.
- Shared sustainability story and presented tips for other businesses in a STAH/Kaua'i Visitors Bureau webinar.



- Launched paid volunteerism program to encourage staff to give their time to community projects.
- Coming Soon! Campaign providing each guest with a reusable souvenir cup to help spread sustainability message.



# *What have we accomplished?*

**2021 and Beyond**



- **Settings and training implemented for office-related tasks and equipment:**
  - **Low power mode and sleep settings for computers, monitors and printers when not in use.**
  - **Double-sided printing/color saving defaults.**
  - **Scan instead of copying to store & share documents.**
  - **Turn off lights in unused areas.**
  - **Air conditioning scheduled for efficient use during business hours & auto-off when not using a space.**
- **Our office paper features 30% recycled content, renewable energy production, no bleach, 33% less virgin wood, & is Forest Stewardship Council endorsed.**



# *What have we accomplished?*

## 2021 and Beyond

- Sustainability coordinator hired and completed the STA/Travelife training.
- Historical and cultural training was held for all staff.
  - Highly respected cultural practitioners and botanists shared info along our typical tour route of Nāpali and Ni'ihau. A video of the event was also created to be used for new staff education.
- Three staff members completed the 6-week 2023 Spring Ocean Awareness Training.
- Majority of staff have completed a 20-hour communications training course.
- The Hawai'i Tourism Authority Ma'ema'e Toolkit for appropriate Hawaiian language use and spelling was adopted as a company guideline for communications.
- CPR/AED/First Aid training has been made available to all staff members.





# *What have we accomplished?*

**2021 and Beyond**



- The 2022 completion of our state-of-the-art maintenance building allows us to streamline our drydock, provide a better working environment for our staff, and to protect our assets in the event of extreme weather.
- The 2023 completion of our office remodel/renovation improves our sustainability by changing to 95% LED lights, major efficiency upgrades to our cooling system, and includes ergonomic workspaces for our staff. We also repurposed/renewed many furniture items during the renovation.



# *What have we accomplished?*

## 2021 and Beyond



- As we emerged from Covid-19 restrictions, staff were provided restaurant gift cards to help stimulate the local economy.
- Complimentary lunches for all employees are frequently coordinated through local food trucks.
- Holiday gift packages have been distributed.
- We hosted a "Shop Hop" 1950's themed party to celebrate the grand opening of our new maintenance facility.
- Hosted our staff for movie nights at the local theater.
- Cash bonuses thanked our team for helping to earn us the "Best Boat Tour" award!
- We celebrated the end of our first dry dock at our new building with a taco party for all!





# *Statistic Summary*



**\*All statistics are based on the measured decrease in use following the initiation of listed projects.**

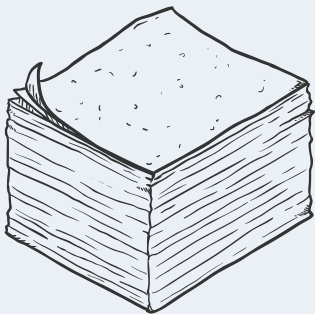




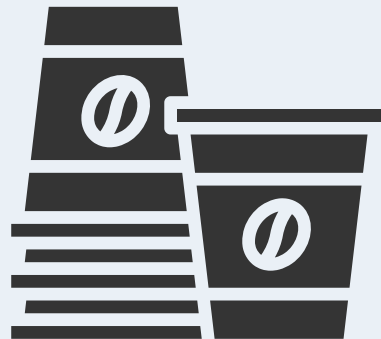
# *Annual Savings*



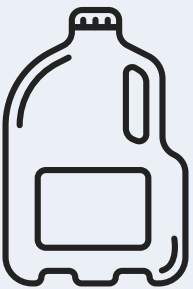
**50,000 pieces of paper**



**26,000 paper napkins**



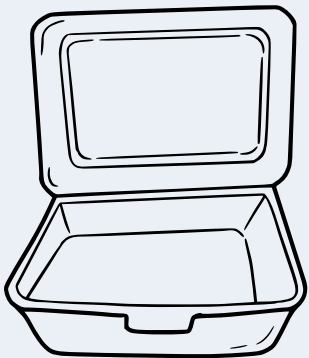
**82,000 paper cups**



**1,500 single-use plastic gallon jugs**



**2,500 plastic ice bags**



**4,000 plastic food storage bags**



# *What are we up against?*

**There's no green-washing here, we have some harsh realities to contend with...**



- **We use fuel, its a fact of life until technological advances can meet our needs.**
- **Plastic is necessary in some of our products due to our moist environment.**
- **Our island has limitations:**
  - **No options to recycle mechanical items like lubricants & engine filters.**
  - **Glass cannot be recycled here, and it is too heavy to ship out. It can only be repurposed locally.**
  - **Certain necessary chemicals have no sustainable alternatives available locally.**
  - **No infrastructure for vessel waste management.**
  - **No industrial composting facility so there is no benefit to using bioplastics. Our trash problem on Kaua'i is a huge issue that is only getting worse!**



# *What are our next steps?*

**How do we continue to work toward making our dreams a reality?**



- **Applying for international accredited Travelife Certification in sustainability.**
- **Monitor the needs of the local community and organizations to help where and when able.**
- **Continue to remove trash from the ocean, especially ghost nets and coordinate proper disposal/recycling.**
- **Continue to monitor our carbon footprint & offset accordingly.**
- **Keep our goals and reporting relevant and up to date.**
- **Be a good example for sustainability in our industry & teach others how to make positive changes within their own organizations.**
- **Always strive to be culturally conscious and historically accurate.**



# *What can you do as residents & visitors of Kaua'i?*



- Join community cleanups & related events.
- Be conscientious about the Hawaiian culture and proper use of the language.
- Read the Kaua'i Destination Management Action Plan
- Travel Pono
- Choose sustainable products by looking for local first, less packaging, etc.
- Choose reusable products and less single-use items.
- Avoid plastics.
- Wear non-nano mineral sunscreens (chemical free!) and sun protective clothing.
- Be conservative in your energy use. Even if you don't pay the electric bill, your planet does!

**If we all do a little, a lot can be accomplished!**





*Want more information? Give us a shout!*

*mahele*



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