

HOLO·HOLO

CHARTERS

Sustainability Report

2023-2024



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Table Of Contents

What is Sustainability

Mission Statement

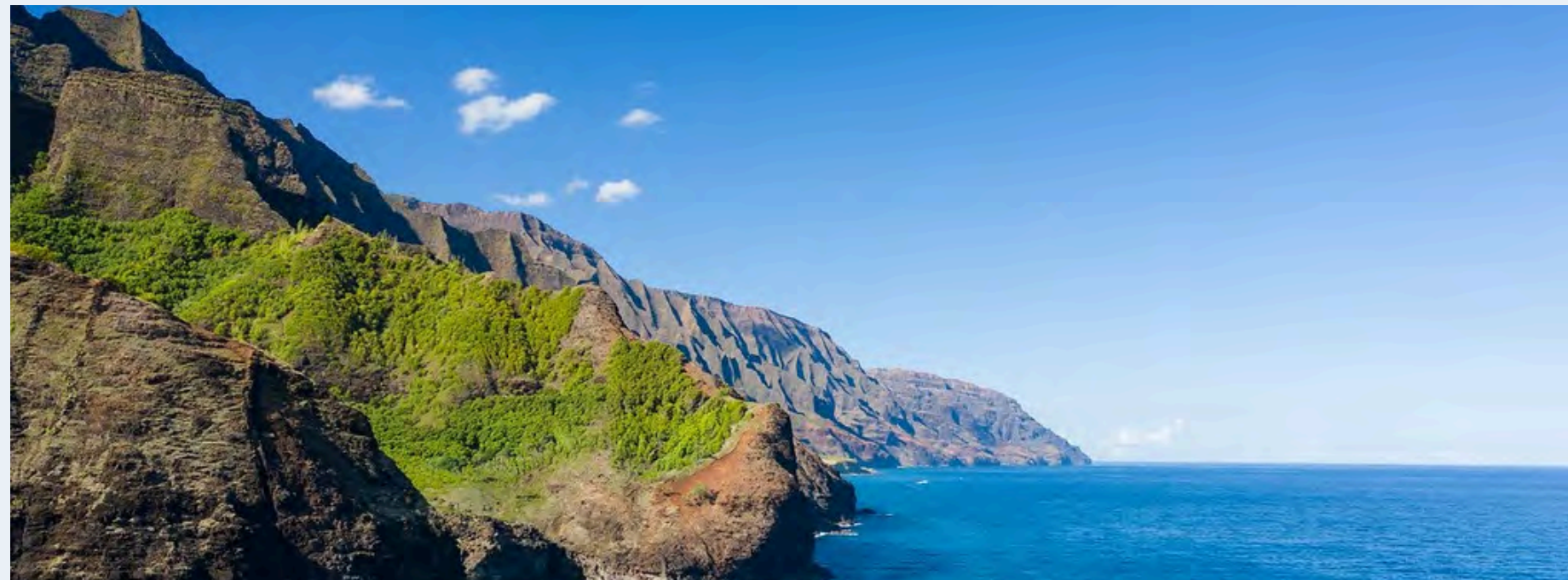
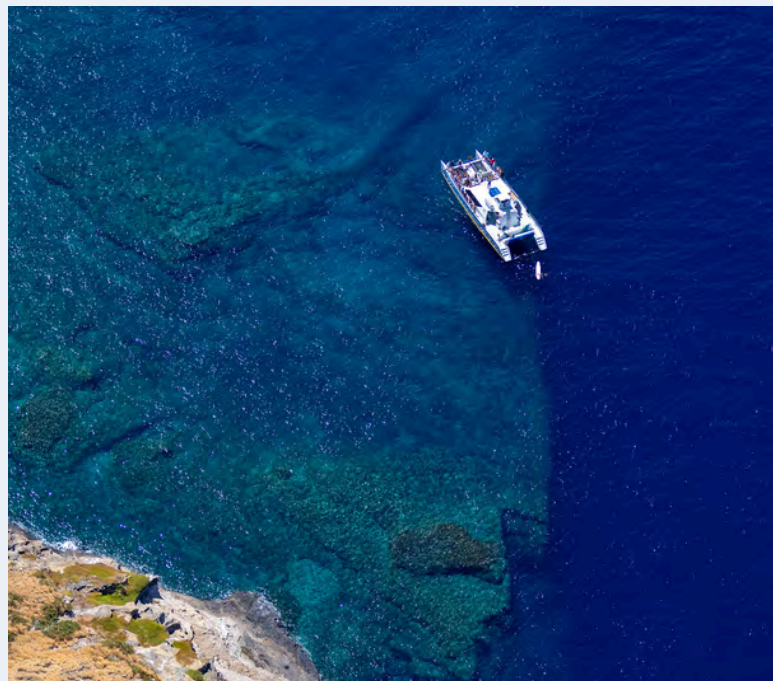
Our Voyage

Recent Accomplishments

Current Challenges

Next Stops on our Voyage

What You Can Do





What is Sustainability

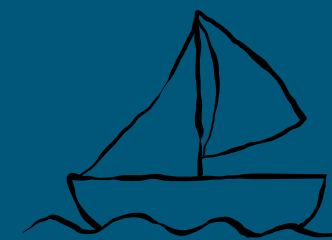
The voyage toward sustainability starts by considering many diverse concepts and making many stops along the way. It's not a straight path and there is no autopilot to steer us there.



For a business to succeed, all must be aligned:

People, Planet, & Profits.

Without any one of these, there is no reason to set sail!

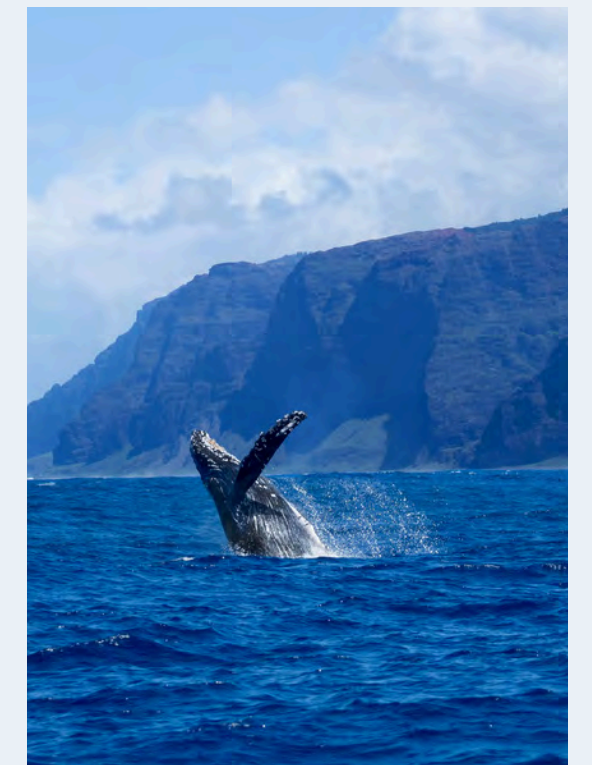
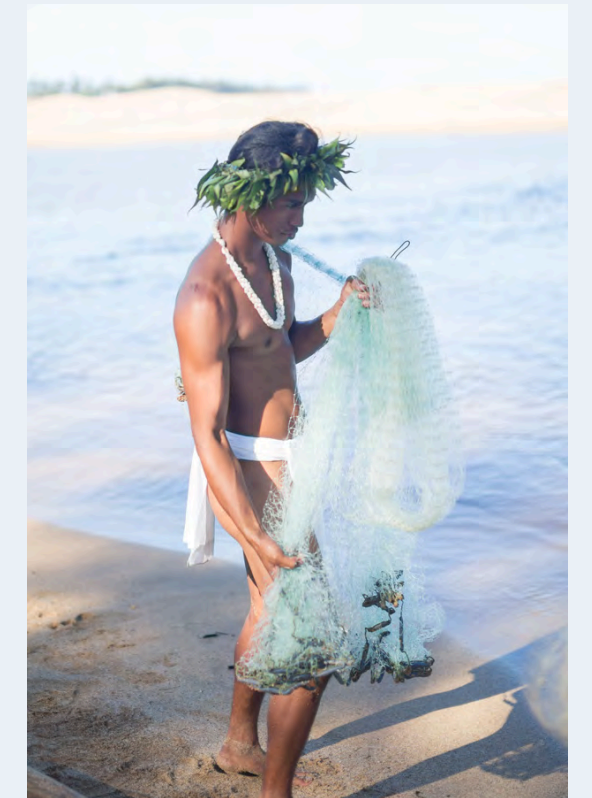




Mission Statement

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.





Certifications & Programs

Organizations and programs that keep us accountable!



New additions in 2024!



Our Voyage

Sustainability is trendy today, but it wasn't always that way. It's been important to us since we began in 1997, so we've had many years to capture all the low hanging fruit along the way.



- Recycling, reducing, reusing, & repurposing.
- Picking up marine debris.
- Choosing local.
- Providing reef-safe mineral sunscreen since 2018.
- Employee benefits like continuing education, paid time off, appreciation events, & cost-of-living raises.
- Digital instead of print for all records, communications, & advertising.
- Efficient engines & equipment.
- Establishing a Sustainability Coordinator & developing a Sustainability Policy & Action Plan.
- Building a sustainably minded maintenance facility & completing an efficiency-enhancing office renovation.
- Supporting local non-profits and community groups.
- Sharing our sustainability story with the world!

Recent Accomplishments

What we've been up to since our last report was released in August 2023

- Energy audit with KIUC.
- Several employee appreciation events.
- Developed an online platform for staff training.
- Purchased electric vehicle.
- Began building two state-of-the art, energy efficient vessels at our shop.
- Accepted by Governor Green into the **Hawai'i Green Business Program**
- Earned the top Elite status with **Qurator**, new certification program for Hawai'i businesses.
- Expanded our onboard learning resources for staff & guest use.



Recent Accomplishments: Community

Contributing to our island community through events, donations, and sponsorships.

DONATIONS TOTAL \$115,000

- Supporting Maui after the wildfires:
 - Over \$11,000 in matching guest donations to the **Maui Strong fund**.
 - Organized clothing drive.
 - Purchased retail products from Maui businesses.
- Over \$33,000 in financial donations and sponsorships to local community events, organizations and non-profits.
- Over \$70,000 worth of in-kind donations to local community events, organizations and non-profits.
- \$2,500 sponsorship for local **Sea Scouts** group to attend the Ancient Mariner Regatta in California.



Recent Accomplishments: Community, cont.



- **HLTA Charity Walk** which supports over 50 Kaua'i non-profits:
 - Matching guest donations
 - Gold Level Sponsorship
 - Employee raffle encouraging participation/donation resulting in over 19 Holo Holo Charters Team sponsored participants and 44 sponsors total!
- Hosted six Kaua'i schools on Marine Life Excursions.
- Held our annual **Keiki Marine Life Art Contest.**
- Donated our unclaimed lost and found items to the Salvation Army
- Offered Kauai's First Responders half-off discounts for all of October!

Recent Accomplishments: Planet

If we don't take care of our natural resources, we won't have a home or a place to do business!

- Using 4% fewer printed products.
- Over 99% of our advertising is now digital.
- Recalculating our Carbon Footprint
 - Seeking an on-island organization to support with our funding.
- Partnering with **Surfrider Foundation** for a cleanup at Salt Pond Beach/Airport.
 - Thirty-eight staff members were paid to participate in the cleanup, equating to over \$2,200 in wages for the two-hour cleanup, plus over \$18,000 in lost revenue from canceling the regularly scheduled tours.



Recent Accomplishments: Planet, cont.

- Removed hundreds of pounds of ocean debris during tours.
- Sourced bamboo cutlery for take away meals.
- Hosted a **Surfrider Foundation Washed Up Show** art piece in our office to raise awareness about plastic trash in the oceans.
- Continued to research and source eco-friendly cleaning products:
 - Replaced vessel cleaner with one certified by the EPA for direct release into waterways and the ocean.



Statistics Summary



Initiatives are great and all, but when you can physically measure the success, the victories are all the sweeter!



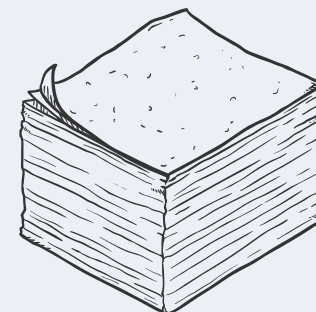
As of June 2024:



Digital waivers have saved over 264,000 pieces of paper. That is equivalent to nearly 3.5 trees!



Reduced paper cup usage from 172,000 annually in 2021 to 21,000 in 2024! That's only 12% of our original usage!



Provided cloth napkins which saves over 20,000 paper napkins annually!



As of June 2024:



Offset a total of 1,401 tons of carbon & paid over \$35,000 toward carbon offset projects in Hawai'i.

Team has spent over 100 hours of paid time focusing on planning and executing our sustainability efforts in 2024.

Staff were paid for over 100 hours of volunteer time. That's over \$3,000 paid to benefit our community!



Distributed over 52,000 reusable cups to guests, planting the seed to lessen their personal impact on the planet.

Current Challenges

We continue to push our property owners as well as the county and state government to help us find solutions.



Our island has major limitations including:

- Lubricants & engine filters cannot be locally recycled.
- Glass waste cannot be recycled, only repurposed, & no system to effectively collect the used glass in our harbors.
- Long delays & exorbitant shipping costs to get sustainable alternatives to many chemicals.
- Industrial composting is not available island-wide, leaving us with without a system to deal with food waste & bioplastics.
- Rural area with minimal alternative transportation options.

Current Challenges

Cont.



- Public transit cannot meet our staff & guest needs.
- No public EV charging stations are located nearby.
- No infrastructure exists for vessel waste management at our docks.
- Hawai'i sits on the outflow of an ocean gyre that carries floating debris into our waters & beaches (Great Pacific Garbage Patch).

Operationally we face many issues too:

- Fuel is necessary until advances in technology can meet our needs.
- Some plastic supplies and products are necessary due to our wet environment & sanitary needs.

Next Stops on Our Voyage

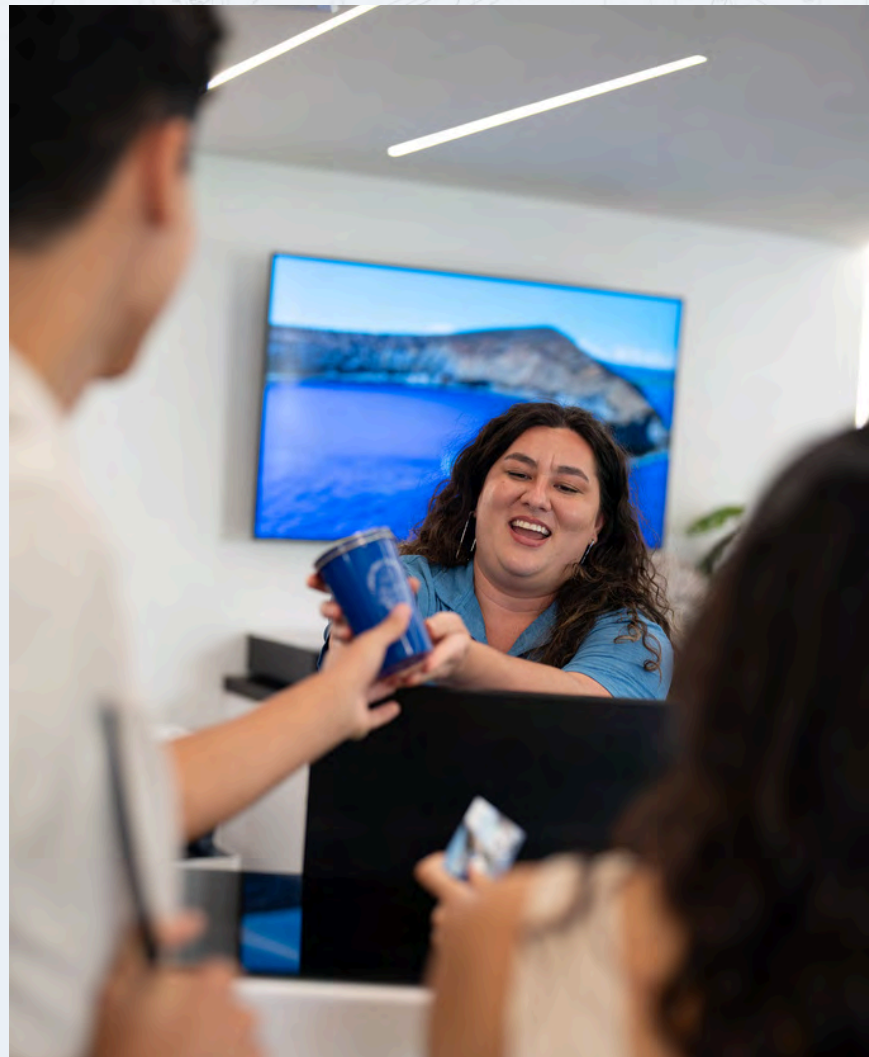
We will continue to seek ways to reduce our impact and improve our operations.

- Continue pushing our government to help make critical infrastructure changes.
- Launch our **new, more efficient vessels!**
- Start a local scholarship program for education beyond high school.
- Provide free trips to the Nāpali for local families.
- Monitor the needs of our community & local organizations to help where we can.
- Continue to organize company-wide volunteer programs & promote individual paid volunteerism.



Next Stops on Our Voyage

Cont.



- Keep our goals and reporting relevant & up to date.
- Apply for an international certification in sustainability.
- Continue to grow our team through training opportunities and strategic leadership.
- Keep learning materials updated so we can be culturally conscious & historically accurate.
- Lead by example and teach others how to make positive changes within their own organizations.

What You Can Do

How visitors and residents can make a difference.

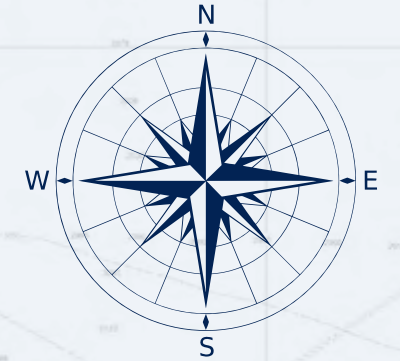


- Join organized beach **cleanups** or do one on your own!
- Learn about Hawaiian culture & language.
- Read the **Kaua'i Destination Management Action Plan**
- Travel Pono with the Sustainable Tourism Association of Hawaii
- Make sustainable choices, choose local options and avoid excessive packaging.
- Choose reusable products & less single-use items.
- Avoid plastics.
- Wear non-nano mineral sunscreens & sun protective clothing.
- Be conservative in your energy use. Even if you don't pay the electric bill, our planet does!

Laulima - many hands make light work!



If you need a heading to start your own sustainability voyage or have any questions about ours, give us a shout!



Bon Voyage



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