



# Momentum Milestones



2022 Impact Report

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## Aloha friend,

We felt a powerful current last year, one of shifting tides and transitions. We started the year by launching into a thorough and timely strategic planning process. We're energized by the path set in this new strategic direction, and we're looking forward to bringing it to life this year.

In addition to mapping Blue Planet's course for the future, our team worked diligently to continue driving change in Hawai'i. We successfully advocated for key energy bills at the legislature, including a measure to set a goal to cut carbon emissions in half by 2030, and another to require state buildings to lead by example through energy efficiency. We energized youth climate leaders at our 7th annual Student Energy Summit and 4th Climate Crew cohort. We hosted important community conversations on the intersection of human health and climate; how our local labor force can make an equitable, clean energy future a reality;

and the ways we are working collaboratively to electrify transportation in Hawai'i. After years in the virtual realm, we were able to connect in person again to host a candidate forum on climate change and clean energy to hear how prospective government leaders view the challenges and opportunities for action. We invite you to continue reading more about our impact in the following pages.

As we move into our next year of impact, I'm excited to step bravely into new priorities and projects. I'm grateful for the road we've traveled, and excited for all that lies ahead. Let's keep going together.



Melissa Miyashiro, *Executive Director*



# PROGRAMS & INITIATIVES

**Hawai'i is ground zero for the destructive impacts of climate change. Rising temperatures, rising sea levels, and more frequent and intense weather events are putting a strain on our people, environment, ecosystems, and infrastructure.**

At Blue Planet, we are committed to accelerating the transition to a just and sustainable energy future through the power of locally driven policy change and impactful community initiatives. In 2022, our work focused on four key areas:

- 01 climate policy
- 02 creative storytelling
- 03 youth engagement
- 04 sustainable transportation

# 01 Climate Policy



At Blue Planet, we believe in the power of bold state- and county-level policy to shape our trajectory to cut emissions. We challenge and encourage policymakers to adopt bold and inclusive climate policies. In 2022:

- 1) Through our Clean Energy Advocates list, we shared timely notifications about hearing notifications, easy-to-digest information about bills, and sample testimony to make it easy for Hawai'i residents to engage in the legislative process.
- 2) We leveraged creative communications to educate and build support for key legislative priorities, including social media campaigns, videos, and events.
- 3) We tracked climate bills, served as a resource for policymakers, collaborated with other clean energy stakeholders, and submitted testimony on key legislation to ensure climate was a key consideration in policy-making.



Tracked 123 bills and facilitated the submission of 114 letters of testimony



Engaged nearly 600 Climate Advocates in the legislative process



Passed all 4 of our top legislative priorities during the 2022 session

## Key Legislative Victories:

Signed into law by Governor Ige:

- **HB 1800:** Setting a goal to reduce economy-wide emissions 50% by 2030 (from 2005 levels) and funds a decarbonization pathways analysis.
- **HB 1801:** Encouraging the State to lead by example through energy efficiency by requiring state buildings over a certain size to perform cost-effective efficiency improvements.
- **HB 2089:** Closing the renewable energy calculation loophole.

Vetoed by Governor Ige:

- **SB 2510**, which would have set an unnecessary threshold for renewable energy on the grid and limiting progress on renewable energy.

Signed into law by Mayor Blangiardi:

- **Bill 22:** A new energy benchmarking program that will require large commercial and multifamily building on O'ahu to report their energy and water usage.



Ryan Nakazaki, BPF Policy Fellow, was the keynote speaker at BOMA Hawaii's Member Meeting to share information on Bill 22.

Blue Planet hosted the Climate and Energy Forum, a bipartisan forum featuring leading candidates for Governor and Lt. Governor.



The Blue Planet team joined the rally at the State Capitol to veto SB 2510.

## 02 Creative Storytelling

There is power in a story. We use creative and innovative campaigns to shape public opinions, influence new ways of thinking, and motivate actions and engagement for big impact.

1) We completed the filming and production of 12 episodes of a new television show aimed at educating Hawai'i residents on climate and clean energy, shaping behaviors, and inspiring action. Season 1 of *Empowered: Hawai'i's Clean Energy Future* aired on KHON2 from April 2021 through April 2022.

2) We reached our goal for our *We Are 100* campaign, gathering 100 stories of local Hawai'i residents who are taking action on climate – many in unique and inspiring ways. View all 100 stories at [weare100.org](http://weare100.org).

3) Market research we conducted in 2022 tells us that approximately one-third of Hawai'i residents find information or learn about an issue via short-form videos on social media. In addition to *Empowered*, we published four other short and engaging educational videos on topic ranging from energy efficiency, energy and water benchmarking, Honolulu's bus-only lanes, and virtual EV test drives.



Gained 10,000 views on educational climate and clean energy video content



Engaged more than 30,000 followers with creative and engaging social media campaigns designed to shift behaviors and opinions



Leveraged strategic media partnership to secure 31 media mentions



A segment from *Empowered* was nominated for a regional Emmy. David, Melissa, and Leigh Anne attended the award ceremony in San Francisco.



Blue Planet filmed, edited, and produced 12 episodes of *Empowered*. Interviewed here is Nicola Hedge, Deputy Director of the Office of Climate Change, Sustainability, and Resiliency.



Blue Planet published 100 stories of local climate and clean energy champions on [weare100.org](http://weare100.org).



Blue Planet continued to leverage strategic media communications to engage Hawai'i residents. Here is Griff and Mikayla Holm, a 11th grader from Molokai High School, talking about energizing youth on climate issues.

## 03 Youth Engagement



As those who will inherit the consequences of the choices adults make today, youth can be the best messengers for demanding change. Through our youth engagement programs, we are equipping the next generation of clean energy and climate leaders with the tools they need to advocate for and build our 100% clean energy future.

1) We empowered youth from across Maui County through our Climate Crew program. Through a competitive application process, we selected a cohort of 11 motivated high schoolers and introduced them to the latest climate science and advocacy tools through a four-month program. Our staff and program mentors provided coaching and mentoring as each student completed "Acts of Climate Leadership" to drive grassroots change in their own communities.

2) We hosted our popular and interactive youth conference, the Student Energy Summit. The event brought together more than 75 students and featured inspiring speakers including Governor Ige, Scott Glenn, Rachel James, and local youth climate advocates.

3) We provided free classroom resources, including 30- or 60- minute presentations on climate & clean energy to schools. We reached 1,200 students in public, private, and charter schools across the state.



Provided free educational content to more than 3,200 K-12 students.



Provided hands-on learning opportunities to 86 high school students who participated in the Student Energy Summit and Climate Crew.



Students in our fourth Climate Crew cohort completed 30 Climate Acts and reached over 1,500 residents across the County of Maui.

“ The presentation really helped to open my eyes to the climate issues going on in the world. It was especially inspiring to hear about how Hawaii was the first state in the US to pass the law to use 100% renewable energy by 2045. ”

-Ava C.  
Baldwin High School



Blue Planet's fourth cohort of Climate Crew included 11 young women from Maui, Molokai, and Lanai.



Students at the 2022 Student Energy Summit were nominated for various awards by their teachers and peers to celebrate their passion for climate work.



Griff, Blue Planet's Education Director, visited classrooms across the state to deliver free presentations on climate, clean energy, energy efficiency, and grassroots advocacy.



A group of Climate Crew students hosted a clean energy education booth at Lā Pilina on Molokai.

“ The presentation is engaging and informative, and really helps us to reflect and be advocates for the Earth. ”

-Jenna Kunihiro  
4th Grade Teacher, Waikiki School

## 04 Sustainable Transportation

Although Hawai'i has made substantial progress on policies, programs, and actions to reduce burning fossil fuels in the electricity sector, we are falling short on decarbonizing our ground transportation sector. Through our clean transportation programs, we aim to increase to adoption of e-mobility and multi-mobility solutions across the state.

- 1) Since 2014, Blue Planet has led the local U.S. Department of Energy Clean Cities hub, branded the Sustainable Transportation Coalition of Hawai'i (STCH). The coalition facilitates a network of local organizations and individuals that support the mission to adopt practices that reduce the use of imported petroleum in transportation.
- 2) Blue Planet and Drive Electric Hawai'i hosted Move Electric O'ahu, celebrating National Drive Electric Week. The event was hosted in Kapolei, a community in West O'ahu that historically has had limited efforts promoting electric mobility. There were 35 electric vehicle test drives, over 100 participants, and 10 booths representing local companies, organizations, and dealerships.
- 3) Blue Planet hosts listening sessions each year to collect local insights on obstacles to decarbonizing our transportation system. The results of this year's listening session, focused on electric bus fleet operators, will be summarized and shared with the Department of Energy to inform future federal programs and funding mechanisms.



Hosted three free community events about electrified transportation and engaged more than 300 Hawai'i residents.



Provided 35 free EV ride-and-drives to EV-curious Hawai'i families after which 100% of participants reported being more likely to purchase an electric vehicle.



Many residents in our state's more rural areas are truck owners. In partnership with Cutter Ford, we featured the new Ford F150 Lightning at the Move Electric O'ahu event in Kapolei. By showcasing the diversity of electric vehicles makes and models, we hope to encourage the adoption of EVs.



Tabbi, Blue Planet's Mobility & Equity Coordinator, joined Kelly Simek on Living808 to promote National Drive Electric Week, a national campaign to raise awareness for the many benefits of all-electric and plug-in hybrids.



Blue Planet facilitated a conversation among electric bus stakeholders, including fleet operators, utility representatives, and government entities.

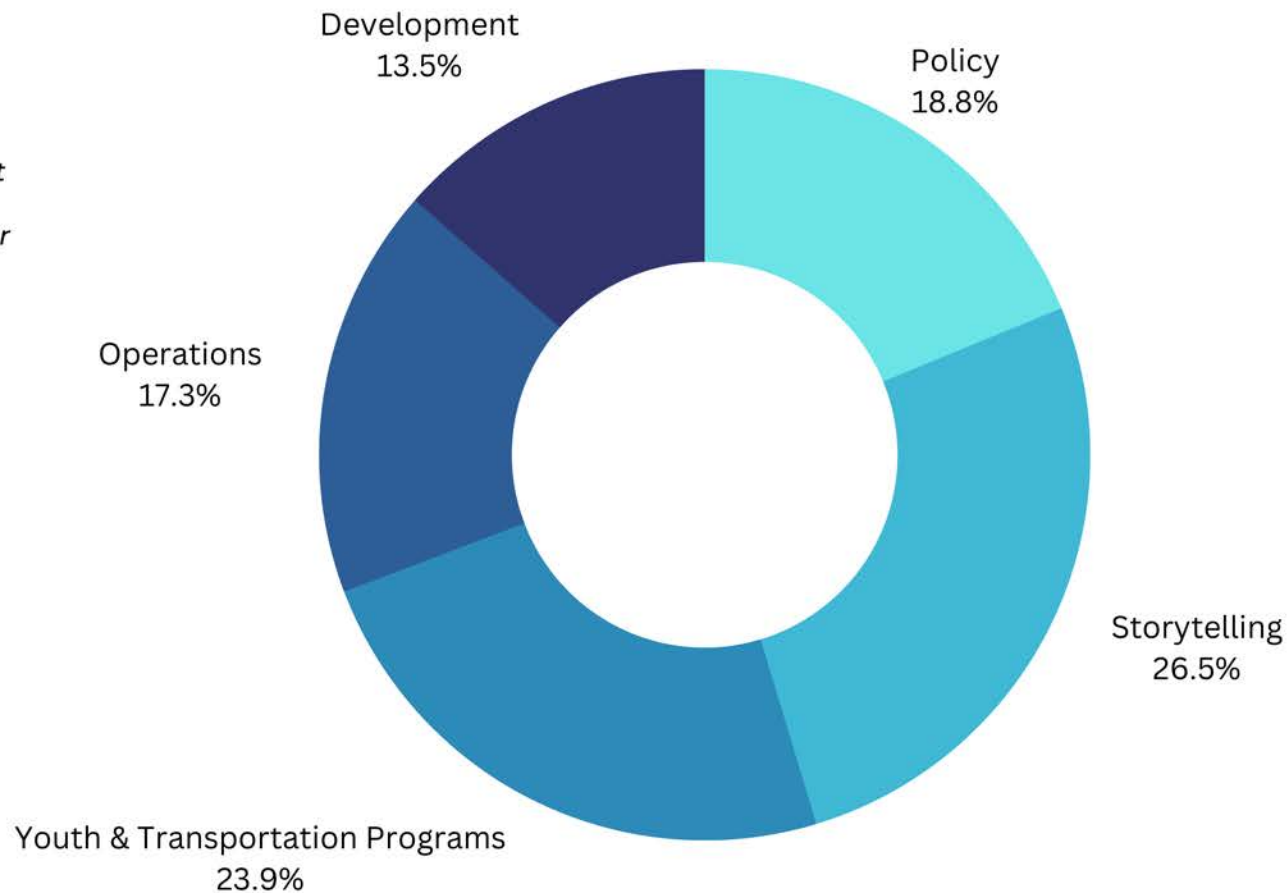


# FINANCIALS & PARTNERS

**As a 501(c)(3) public charity, our work is made possible by a diverse group of individuals, funders, and philanthropic partners.**

## Expenses

*In 2022, our operating budget was approx. \$1.2M, with expenses allocated across our key programmatic areas.*



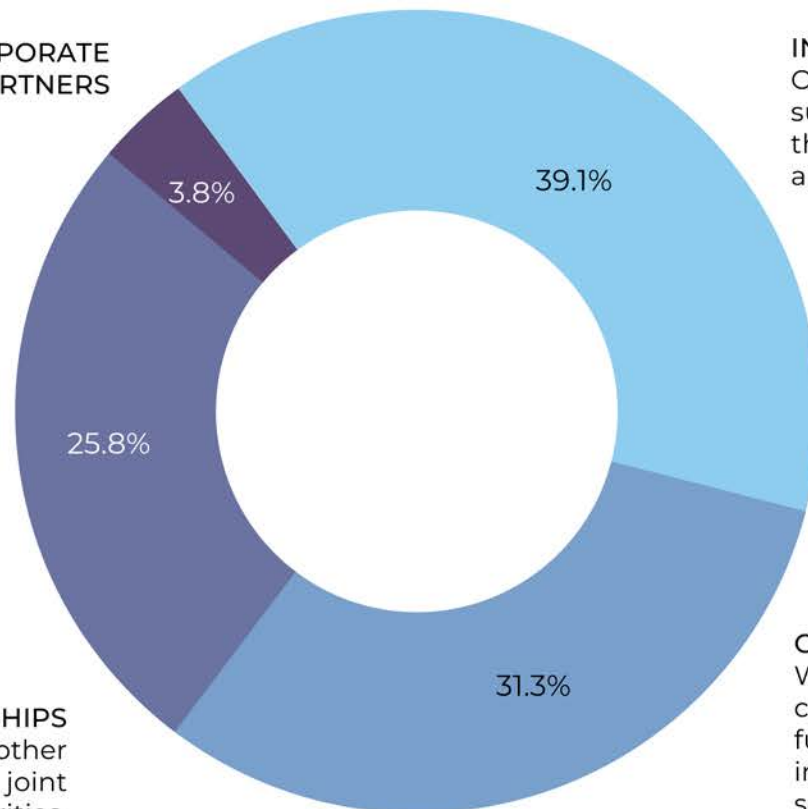
## Revenue

*As a small, Honolulu-based non-profit, we are supported by a hui of diverse philanthropic partners.*



**STRATEGIC PARTNERSHIPS**  
We selectively partnered with other organizations to execute joint initiatives on shared priorities.

**CORPORATE PARTNERS**



**INDIVIDUALS**

Our work was supported by more than 140 mission-aligned individuals.

**GRANTS**

We received competitive grant funding to execute innovative and scalable programs.

## Mahalo climate allies,



Thank you for taking the time to explore our impact report.

Along with the Blue Planet team, our partners make this work possible. Individual donors, event sponsors, grant funders, student climate leaders, and community members helped to drive our impact in 2022. We're grateful for the ecosystem that supports this work.

As we look ahead to the future, we remain committed to the work in our own backyard and helping Hawai'i achieve its ambitious climate goals. The climate challenge demands that we keep evolving and examining how we can best show up to contribute.

We look forward to working together.



[blueplanetfoundation.org](http://blueplanetfoundation.org)