



blue  planet

# EVOLUTION

A New Strategy for Growth,  
Impact, and Transformation

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# Letter from our Executive Director

Blue Planet Foundation launched a decade and a half ago with a vision to end the use of carbon-based fuels, starting in Hawai'i. Since then, our team has worked diligently to move closer to a resilient future without fossil fuels by advocating for policy change, sharing community stories that bring a clean energy future to life, and working directly with Hawai'i residents to build awareness and increase access to clean energy solutions.

The conversation about climate change and clean energy has evolved since those early days. And so have we. We started with seed funding from a single founder, and have grown to a nonprofit funded by more than 200 donors and partners. We have helped Hawai'i set monumental policy goals—like the first-in-the-nation

100% renewable energy law—that have served as beacons for other local advocates across the country to be champions for protecting the planet and the places they call home. Hawai'i was the first state to take the leap, but now roughly 1 in 3 Americans live in a place committed to 100% clean or carbon-free energy.

Our most valuable lesson over the years has been that local action, scaled, is how we can collectively rise to meet the challenge of climate change. There are certainly lofty (and needed) goals set on international and national stages, but where the transformation actually happens is in state capitol buildings, city halls, homes, businesses, schools, and communities.

Blue Planet exists to help Hawai'i do its part in saving our planet from climate change. And we hope that by getting the transition away from fossil fuels right—in an equitable, sustainable, and resilient way—we can be a model that inspires more local action in places around the globe.

So what has changed? In this new strategy, we're doubling down on policy as a tool for systems change. We're holding ourselves and others accountable to achieving our ambitious goals by tracking and communicating our shared progress. We're stepping bravely into the challenging work of action-oriented collaboration and centering equity and climate justice in conversations about our energy future. At our core, we remain the same team of pragmatic idealists, intrepid thinkers, and passionate creatives committed to bringing high-impact solutions to life and solving problems where others see only obstacles.

We know that reducing emissions at the pace and scale needed to avoid the worst impacts of climate change will take unprecedented action. It will also take unprecedented collaboration and a willingness to leave behind old structures that hold outdated systems in place. We still have time to shift course. We hope you'll join us in building something new.

With aloha,



Melissa Miyashiro  
Executive Director





## Hawai‘i Is Home

*A history rich in innovation and cultural values rooted in a sense of community make Hawai‘i the perfect place to show the world what’s possible for equitable climate solutions.*

Hawai‘i has made impressive progress in calibrating our compass toward decarbonization. A suite of first-in-the-nation policy goals provide scaffolding for our work:

- Hawai‘i was the first state in the country to adopt a 100% renewable energy requirement for electricity by 2045. California adopted a similar law in 2018 and more than a dozen states and territories have now set similar goals.
- Hawai‘i was the first state to commit to the Paris Climate Agreement objectives after the Trump Administration announced its intention to pull out of the agreement.
- Hawai‘i pledged to achieve carbon neutrality by 2045, with an interim goal to reach 50% emissions of 2005 levels by 2030.

It is in this context that we resolve to take these goals from words on paper to reality in our communities. With these bold policy goals in place, we are moving to support our policymakers with resources and tools to keep the climate at the forefront of their agendas, track our progress to identify opportunities for accelerated advances, and build the coalitions that can get the job done.



# We want to make Hawai‘i a model for climate solutions that inspire and catalyze action globally.

*Local change powers global impact.*

Although climate change is a global challenge, action happening locally is where lofty goals become reality. At Blue Planet Foundation, it is our belief that locally driven policy change is the domino that can activate equitable solutions at the pace and scale needed to meet the challenge of climate change.



# Our Strategy

With the growing urgency to address our climate challenge and the complexity of social issues we are facing, we took stock of our greatest opportunities for systems transformation and identified the gaps where our team could best support Hawai'i's transition to a decarbonized future.

Climate science has made clear that we must cut our carbon emissions in half by 2030 to avoid the worst impacts of climate change. We want to help Hawai'i get there by transforming the systems that underlie the climate crisis. To reach this goal, we will lean on three strategic pillars:



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## 1) Advancing Bold Policy Pathways

*explore, research, and advocate for policies; build advocacy capacity*

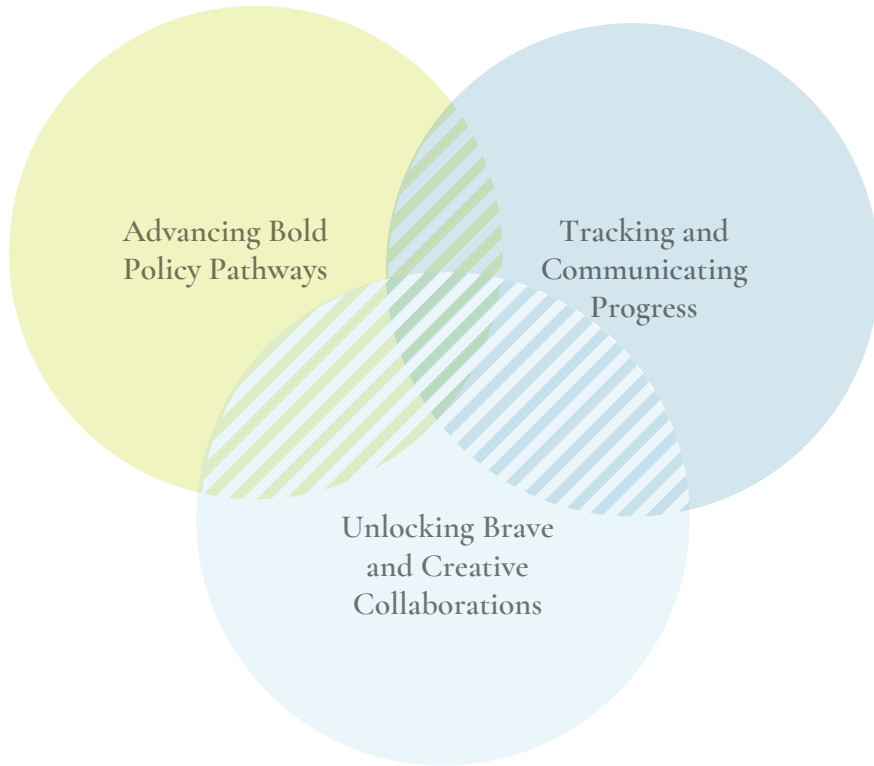
## 2) Tracking and Communicating Progress

*visualize progress, measure milestones*

## 3) Unlocking Brave and Creative Collaborations

*strengthen networks, build coalitions, develop unexpected partnerships*





*Each pillar is powerfully linked with the others.*

Our brave and creative collaboration strengthens the base that moves our policy work forward and produces lasting social change. By tracking our progress, we can communicate the impact of change and build momentum for sustained collaboration. We can also identify adaptive opportunities to accelerate progress and remove roadblocks that stand in the way of our ambitious goals.



# Pillar 1: Advancing Bold Policy Pathways

*Thoughtful policy + community voice = systems transformation*

The UN Intergovernmental Panel on Climate Change (IPCC) warns that our window to keep warming below 1.5°C is dangerously narrowing, and that the next few years are crucial for dramatic emissions reduction. The IPCC also emphasizes that policy change will be critical for achieving the systemic transformation we need to reduce emissions rapidly.

To keep Hawai'i on course and accelerate progress, we will research and champion policy solutions to help our state cut its carbon emissions in half by 2030. We will solidify our role as a Hawai'i-based "think tank" on climate policy and will serve as a trusted resource for local decision-makers on policy pathways for equitably decarbonizing our economy. We will work to keep the community at the heart of our climate policy work, elevating voices for change, and making the legislative process accessible.

## Desired outcomes for pillar 1:



An increase in the number of lawmakers who recognize climate change, equity, and climate justice as a core consideration in policy-making



An increase in the number of individuals who can be counted on for sustained advocacy for climate policy solutions



Become a go-to for data-driven policy resources and effective advocacy

## Here are examples of how we'll animate Pillar 1 over the next three years:

### Charting Climate Policy Roadmaps

In partnership with communities, we will develop policy roadmaps for lawmakers to set tangible milestones for cutting carbon emissions in half by 2030.

*What's next?* With community input, we will update and reimagine our *Waypoints* report to outline actions Hawai'i can take to foster economic growth, ensure equitable access to affordable energy, and accelerate the transition away from fossil fuels.

### Growing our Research Capacity

We will invest in growing our research capacity and policy expertise internally so that we can strengthen our ability to be credible and trusted experts on equitable climate policies.

*What's next?* We will launch a **climate policy fellowship program** that builds research capacity internally and across the system in order to support data-driven policymaking, while strengthening local career pathways for recent graduates in public policy and law.

### Launching Year-Round Advocacy Campaigns

Through storytelling, creative communications, data-driven resources, and community activation, we will champion policy proposals through the state legislative and county council processes.

*What's next?* Our advocacy work will expand beyond the legislative session and continue through a year-round commitment to **coalition-building and developing civic engagement capacity** in the system.

## Pillar 2: Tracking and Communicating Progress

*Keeping our momentum means staying accountable to our collective goals.*

Feedback from stakeholder interviews and community focus groups revealed a gap in both data-driven decision-making and communication tools that help residents and leaders see progress towards the state's ambitious climate and clean energy goals. As a credible voice with unique storytelling talents, Blue Planet can help ensure the accountability and stewardship needed to achieve Hawai'i's target of a carbon-negative economy by 2045.

We will help community and decision-makers visualize a sustainable, resilient energy future by communicating milestones and tracking our progress. By providing an honest look at where we're succeeding and where we're falling short, we can identify opportunities for new policy pathways and remove barriers to progress.

### Desired outcomes for pillar 2:



An increase in utilization of accountability tools by community members, lawmakers, and other decision-makers



Develop and institutionalize a process for community data collection that adds human experience and depth to quantifiable progress-tracking tools

Here are examples of how we'll animate Pillar 2 over the next three years:

### Community Data Collection

We will take a human-centered approach to data collection to strengthen our programmatic initiatives by ensuring that we are adapting to community needs and the evolving climate landscape.

*What's next?* We will develop and integrate into our programming a process for regularly collecting data from the communities that our programs serve and those who are directly impacted by policy decisions and climate impacts.

### Creative Visualization Tools

We will publicly track progress on the Blue Planet policy roadmaps that we develop in Pillar 1 to keep advocates, supporters, and leaders engaged and motivated as Hawai'i transitions off fossil fuels.

*What's next?* We will create new tools to track and communicate progress that celebrate successes and keep allies motivated for the work that lies ahead.

## Pillar 3: Unlocking Brave and Creative Collaboration

*Old conversations won't lead to new outcomes.*

Recent IPCC reports emphasize that new types of coordinated, cross-sectoral approaches will be crucial in the global response to climate change. Status quo collaboration techniques fail to advance transformative change because they focus on consensus building and result in a lack of sustained commitment to shared outcomes. With this pillar, Blue Planet seeks to redefine the impact of collaborative action and reduce the time it takes to successfully achieve bold climate victories. We will activate new, unconventional networks and grow the capacity of coalition partners to work in systemic, collaborative, and experimental ways that drive impact on climate solutions.

By leveraging the power of community and advancing brave conversations and creative collaboration, we can spark new solutions to sticky problems.

### Desired outcomes for pillar 3:



Propel a movement of collaborative action within coalitions and strengthen relationships among unlikely allies who are aligned on bold climate action in Hawai'i.



Build public and political will toward bold climate action in Hawai'i.

## Here are examples of how we'll animate Pillar 3 over the next three years:

### Elevating Transportation Equity

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), part of a national network to decarbonize transportation.

*What's next?* We will refocus STCH on collaborative action towards transportation equity and the role of mobility to increase access and affordability of clean transportation options.

### Empowering Youth Climate Leaders

Through Blue Planet's many years of youth engagement, we've seen the power of student voices to lead change. Our youth are ready to move from awareness to action.

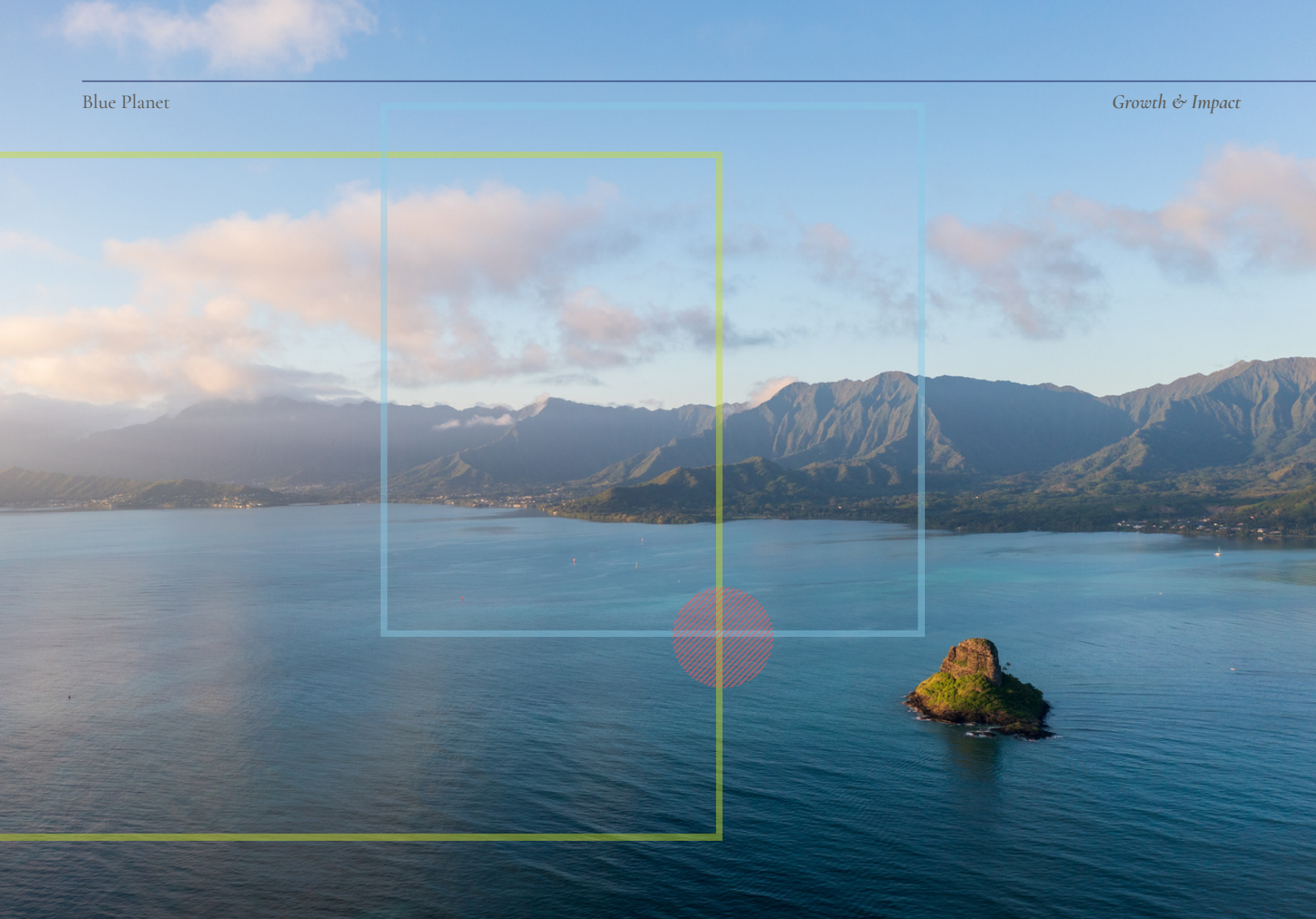
*What's next?* We will evolve and scale our youth advocacy programs through a coalition-building lens. Drawing on a heightened commitment to content and coaching on policy pathways, civic engagement, and climate justice, we will build a replicable model for strengthening the advocacy capacity for youth leaders.

### Identifying and Scaling Emerging Coalitions

Many clean energy and climate conversations in Hawai'i are siloed among a core group of common advocates and allies. We seek to break the mold in these conversations.

*What's next?* We will identify and scale new coalitions of unlikely allies. By diversifying the voices at the table, we will build a broader movement of climate advocates that will build public and political will for bold climate action.





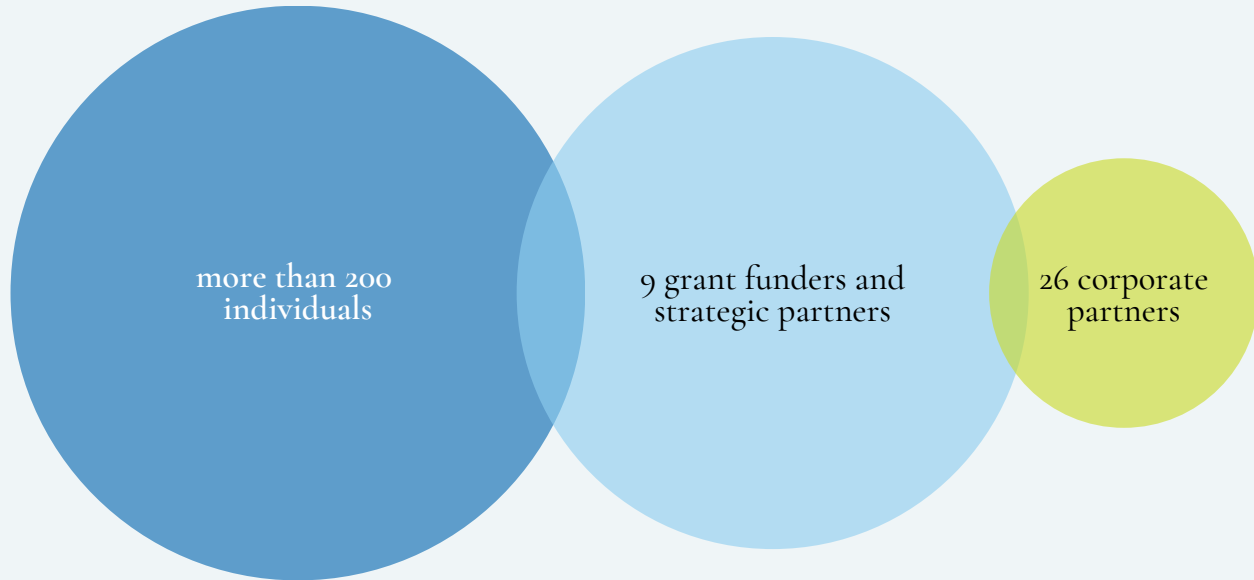
# Our Growth Trajectory

Change won't happen overnight. We intend to grow intentionally and strategically over the next 5 years.

	Policy Pathways	Tracking Progress	Creative Collaboration
<b>Build</b> <i>2023</i>	<p>We will grow team capacity to launch year-round advocacy campaigns and retool the <i>Waypoints</i> framework as an updated policy roadmap for change.</p>	<p>We will institutionalize community engagement, advocacy feedback loops, and data collection within our programs to power our place-based work.</p>	<p>We will restructure and reenvision our existing mobility and youth programs around a new coalition-based model.</p>
<b>Scale</b> <i>2024-2025</i>	<p>Through strong year-round activities, we will grow the number of advocates who engage in the legislative process and build system capacity for local climate action.</p>	<p>We will launch and distribute visualization tools that help residents and lawmakers understand our progress and our best opportunities for acceleration.</p>	<p>We will activate new partnerships and amplify cross-sector collaborations with new alliances.</p>
<b>Transform</b> <i>2026-2027</i>	<p>We will establish Blue Planet as a respected and data-driven Hawai'i-focused policy think tank.</p>	<p>We will see our accountability tools used as reference points for decision-making and will have an established process for community data collection that adds human experience and depth to our quantifiable progress tracking tools.</p>	<p>We will launch a unique, replicable model for creative collaboration among diverse and unlikely allies to move the needle on climate action in new ways.</p>


*Our work is supported by a diverse group of funders and philanthropic partners.*

Our work has been supported by more than 200 mission-aligned individuals, 9 grant funders and strategic partners from Hawai'i and the continental United States, and 26 corporate partners.





Aloha friend and climate ally,



Thank you for taking the time to explore our new vision for change at Blue Planet Foundation. We know the road ahead is daunting. We also know there is still time to shift the trajectory on climate change. This new strategic direction represents the evolution of our mission as a nonprofit working on a global challenge from our home in Hawai'i. It adapts our work to reflect the evolving needs of our collective response to the climate crisis, while fortifying our best opportunities to share our core strengths and add value to the work we must all do together. We hope you will join us in stepping bravely into this moment.

Mahalo nui loa,

The Blue Planet Team



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