



Brought to Hawaii by HMSA

Community Kickoff on June 24, 2018



Background:

In an effort to implement more sustainable practices into community events, the Blue Zones Project team in the Mānoa-Makiki-McCully-Mō'ili'ili region made a concerted effort to set the tone for future events by hosting a low impact Community Kickoff on June 24, 2018 in Mō'ili'ili.

Blue Zones Project is a community-led well-being improvement initiative designed to make healthy choices easier through permanent changes to a city's environment, policy, and social networks. Established in 2010, Blue Zones Project is inspired by Dan Buettner, a National Geographic Fellow and New York Times best-selling author who identified five regions of the world—or Blue Zones—with the highest concentration of people living to 100 years or older. Blue Zones Project incorporates Buettner's findings and works with cities to implement policies and programs that will move a community toward optimal health and well-being. Currently, 48 communities in eleven states have joined Blue Zones Project, impacting more than 3 million Americans nationwide. The initiative in Hawai'i is currently sponsored by HMSA in eight communities including North Hawai'i Island, East Hawai'i Island, West Hawai'i Island, Central Maui, Ko'olaupoko, Manoa-Makiki-McCully-Mō'ili'ili, Kapolei-'Ewa and Wahiawa along with numerous statewide worksites and partnerships.

Event Highlights and Green Efforts:

- The main event was intentionally planned to be outdoors to hold between 500-100 participants and to reduce the use of air conditioning and lighting
- Two activities (presentation and yoga) were hosted indoors and naturally lighting was used
- Waste diversion bins were provided by Sustainable Coastlines to sort trash, recycling and compost
- Tents, signage and banners were used from previous Blue Zones Project events
- Signage was provided in the restrooms to remind users to turn off the lights
- Table centerpieces and decorations were sustainable
- Electronic communication was used for registration and announcements
- Vegetarian and vegan options were available
- A shuttle service was provided from UH Mānoa (the main parking accommodation) and it was located within walking distance of the venue - about half a mile
- Attendance for the Leadership Team Reception was tracked, and catered food was ordered according to registration numbers to prevent food waste
- Catered food was served in bulk instead of individually packaged
- Reusable tableware, including cloth napkins, was provided by Ka Waiwai
- Promotional materials and resources were printed double-sided
- Staff wore reusable name tags

All participants were encouraged to:

- Use alternative transportation to get to the event
- Public transportation timetables, maps, and routes were made available to the participants. Biki and Hawai'i Bicycling League provided an onsite bike valet station
- Bring their own water bottle – water-filling stations were provided by Kōkua Hawai'i Foundation (outdoors) and Ka Waiwai (indoors)
- Digital flyer communicating the reason for sustainable practices at Community Kickoff: "In order to minimize our carbon footprint, help us go green and give back! We invite you to:
 - Bring a reusable bottle for water
 - Walk or bike to the event..."



A free bike valet was provided by Biki and Hawai'i Bicycling League to encourage alternative transportation.



Refillable water stations were available to all participants, provided by Ka Waiwai (indoors) and Kōkua Hawai'i Foundation (outdoors).



Waste diversion bins were available to participants, provided by Sustainable Coastlines.