





**Background:**

Kona Brewer's Festival offered an experience unique to Hawaii Island. Produced in the spirit of Pualu (working together) and Malama Pono (respecting the land), the festival drew thousands of people together to enjoy incredible craft beer, island style cuisine, great music and the company of good friends.

**Green Practices:**

- 3000+ attendees diverted over 80% discards from landfill
- Converted 2 bags of shrink wrap into upcycled art
- Converted a can of ice bags into produce bags
- Recycled 3 Toyota Tundras cardboard
- Composted 37 bags of food scrap and paper food service ware
- Reused 100+ items including keg tubs, discard containers, banners, Zero Waste tables, pop-up tents, displays, and clean-up tools.
- Collected travel information from 2000+ event attendees to calculate carbon footprint
- Pulled-off our largest Trash Fashion Show ever with over 20 fashionistas creating wearable art from everyday discards

