



## Core Group One

Core Group One develops marketing and creative business solutions for large and small companies. We are an idea company working to invent the future, rather than react to change. We believe in authenticity and transparency. We like challenges that are thought provoking and unusual. We work with clients who are big thinkers and let us do our best work. Creativity is a life philosophy, not just what we do. “Live creatively! Push boundaries!” Green is part of our business model, and we approach it personally.

## Living Green

At Core Group One, our shared purpose is to use knowledge, imagination and technology to make the world a better place to live. Our philosophy is to balance reality and ideals, profit and sustainability.

Following is a list of examples of what we do every day at Core Group One to conserve resources and protect our environment:

- Recycle all paper products, newspapers, magazines, cans, bottles, with appropriate bins
- Manage a worm composting bin in the office
- Designed and posted “Turn Off Turn Green” reminder stickers to turn off lights
- Purchase paper supplies with at least 35% postconsumer waste
- Send invoices to most clients electronically

GREEN  
IS PART  
OF OUR  
BUSINESS  
MODEL

## Greener Downtown

Our vision is for every downtown Honolulu business and building to be certified through the Green Business Program. In summer 2009, we will launch the Greener Downtown initiative—a program to assist companies and organizations in meeting the certification criteria established by the Department of Business, Economic Development and Tourism and the State Department of Health. Our purpose is to help businesses incorporate a green component into their brand without sacrificing profitability.

**GREENER  
DOWNTOWN**

## Contact

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