



**HAWAII  
GREEN**

**2022**

**BUSINESS  
PROGRAM**



**HAWAII  
STATE  
ENERGY  
OFFICE**



Board of Water Supply



**HAWAII STATE  
DEPARTMENT  
OF HEALTH**



## Background:

Nestled on 22 lush acres overlooking the Pacific, The Cliffs at Princeville is an award-winning oceanfront resort located in the heart of luxurious Princeville. The Cliffs progressive sustainability program addresses climate change and resiliency, operations and community engagement, energy consumption and renewable energy production, land use and maintenance, water use and conservation, waste management and recycling. Our sustainability objectives align with UN pillars for development, meeting the needs of the current generation without compromising the ability of future generations to meet their own needs. These joint goals encompass good health and wellbeing, clean water, affordable clean energy, economic growth, industry innovation and infrastructure, climate action, and life below water and on the land. As a result of these initiatives, The Cliffs has been recognized with Green Awards by the State of Hawai'i and in 2019 and 2021 was awarded the Platinum RCI Green Award as #1 of 2500+ RCI resorts in North America for its sustainability practices. RCI® is the global leader in vacation exchange properties.



## Highlights:

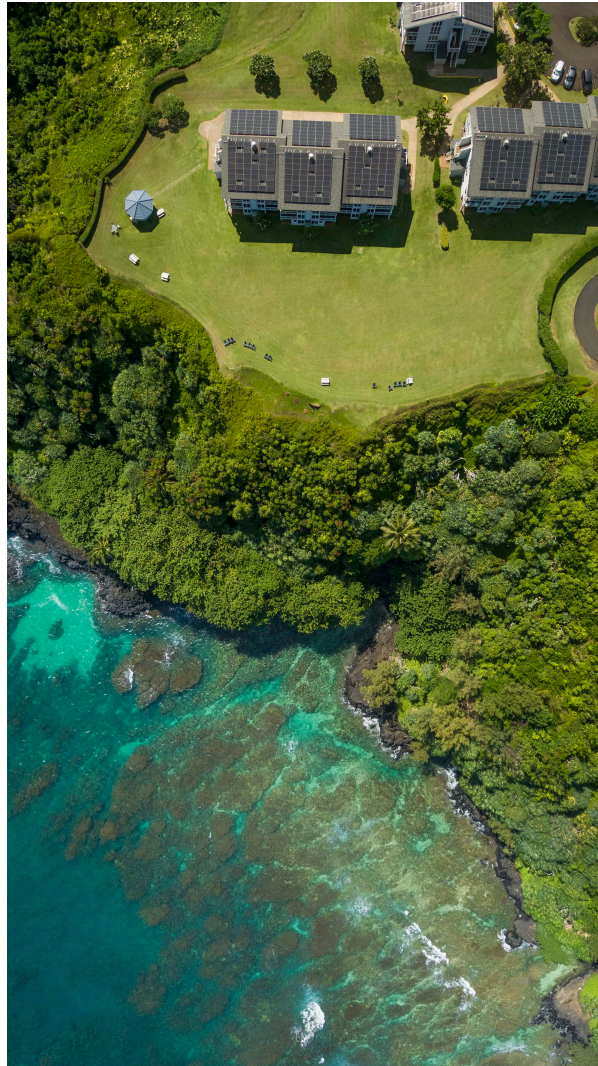
- The Cliffs continued to involve guests in Surfrider Kauai's Net Patrol and Ocean Friendly Visitors Program, initiated in 2021  
<https://www.staradvertiser.com/2022/07/11/hawaii-news/kauai-visitors-give-back-by-volunteering-in-regenerative-tourism-programs/>
- The Cliffs actively participates in community activities including HVCB, HLTA, KVB, Kaua'i Tourism's Strategic Plan, Boys & Girls Club of Kaua'i, KCC Hospitality School, Anaina Hou Community Park, Kaua'i Chamber of Commerce, and Kaua'i Rotary Club.
- Over 260 volunteer hours were dedicated to the 2022 Charity Walk, raising over \$3,225 for Kaua'i Non-Profits.
- In 2022, The Cliffs was ranked #2 in USA Today's World's Best Reader's Choice Award for "Best Eco-Friendly Resort".

"Eco-friendly" and "sustainable" are words tossed around pretty freely these days — much like "natural" wine, they're often used to market intentions rather than actual accomplishments.

But in the case of The Cliffs at Princeville, an impeccable resort on Kaua'i's North Shore, mouth and money are in lockstep:

"The Cliffs is a truly forward-looking property...I can't say enough good things about this happy, homey, laid-back, and very progressive resort." Kim Westerman, *Forbes*





- Renewable energy produced by The Cliffs totaled 1,087,504 kWh of electricity, equivalent to 79% of the total electric demand of the resort for the year, offsetting the need for 640 barrels of imported oil.
- Water usage was reduced by 624,300 gallons, a 5.8% reduction from the Resort's 2018 baseline usage.
- FloWater stations offset more than 67,677 plastic 12 oz. bottles (251,302 plastic 12 oz. bottles (10,470 cases) since installation in 2019.)
- Total material recycled was 953.4 cubic yards representing 36% of solid waste generated, marking an increase of 127% over 2018 baseline volume.
- An expanded recycling station resulted in increases in the percentage of aluminum (258%) glass (648%), paper (69%) and plastic (168%) recycled.
- The Cliffs introduced Hawai'i's first electric car sharing program as a resort amenity, in partnership with Envoy Hawaii  
<https://www.travelweekly.com/Hawaii-Travel/Cliffs-at-Princeville-offering-electric-car-sharing>