



**HAWAII  
GREEN**

2024

**BUSINESS  
PROGRAM**



Board of Water Supply



**HAWAII  
STATE  
ENERGY  
OFFICE**



Hawaii Energy



## 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. Their 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:

- Renewable energy produced by The Cliffs totaled 888,303 kWh, representing 65% of total electricity demand for the resort and offsetting the need for 523 barrels of oil.
- 461,710 kWh were exported to the KIUC grid in 2024, further reducing Kauai's dependency on imported fuel by an additional 245 barrels of oil.
- Whole unit owners received 38% of their electricity from the resort's Solar PV system. Timeshare and common areas received 33% of their electricity from the resort's renewable energy system.
- Water usage was reduced by 9.3% from 2023.
- Two Flow Water stations offset 130,504 12 oz. single use plastic water bottles. Since September 2019, Flow Water stations have offset 509,432 12 oz. single-use plastic bottles that would otherwise have been purchased and recycled or deposited in a landfill.
- 887 cubic yards of aluminum, plastic, glass, paper and cardboard were recycled.
- Cut vegetation is composted on property.
- An on-site greenhouse allows for the propagation and cultivation of plants.
- Biodegradable fertilizers are used.
- Invasive species are controlled and eliminated.



- Legacy funds support botanical walking trails and accessible walkways.
- Guests participate in local beach cleanups as part of Surfrider's Ocean Friendly Visitors Program.
- The Cliffs has introduced daily yoga on the bluff, organic spa treatments and an Earth & Goods Market featuring locally grown and 100% organic product, in partnership with Akamu Wellness.
- The Cliffs supports 20 community boards, charities, events and activities including the Kilauea Point National Wildlife Reserve, Na 'Anini Botanical Gardens, Anaina Hou Community Park, the Hawai'i Lodging and Tourism Association Charity Walk, and Boys and Girls Club Kauai.
- Staff volunteered a total of 320 hours and the resort donated \$26,400 in goods, services, and financial contributions to the community.
- In 2024, The Cliffs was voted the #1 Eco-Friendly Resort in America by readers of USA Today.
- YouTube video: [2023 HGBP awardee Cliffs at Princeville.](#)

