



**HAWAII
GREEN**

2024

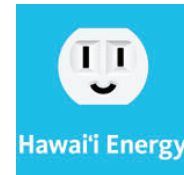
**BUSINESS
PROGRAM**



Board of Water Supply



**HAWAII
STATE
ENERGY
OFFICE**



Hawaii Energy

Coconut Ave



Background:

Coconut Ave is a Hawai'i-born island lifestyle brand and boutique founded by Mahealani Gambill and Kelly Pila, lifelong friends from the east side of Hawai'i Island. With a focus on sustainable practices, Coconut Ave incorporates recycled and natural fiber materials in its products, designs long-lasting goods, and displays upcycled merchandising decor throughout all three store locations. The boutique blends coastal charm with a curated selection of local and global brands that reflect the spirit of conscious island living.

Highlights

- **Low-Waste Shipping/Recycled Materials:** Use minimal and recyclable packaging for all e-commerce and wholesale orders. Incorporate recycled fabrics and packaging materials across in-house product lines and shipping operations.
- **Natural Fibers:** Prioritize the use of natural fiber textiles such as linen and cotton in clothing and accessories to reduce reliance on synthetic materials.
- **Energy Efficiency:** Operate out of energy-efficient spaces and use LED lighting in all store locations and office.
- **Solar-Powered Founders:** Both co-founders live in solar-powered homes, reducing their overall environmental footprint.
- **Upcycled Merchandising:** Utilize repurposed and upcycled fixtures, display pieces, and furniture in all three retail locations and back office, minimizing waste and promoting circular design.
- **Durable, Long-Lasting Goods:** Design and select products with quality and longevity in mind, promoting mindful consumerism and reducing fast fashion waste.
- **Support for Local Makers:** Carry locally made products to minimize transport emissions and support the local green economy.
- **Donation & Recycling Programs:** Repurpose or donate unsellable items and excess materials, keeping them out of the landfill.
- **Education & Engagement:** Use signage and social media to inform customers about sustainable practices and the environmental impact of their purchases.
- **Community Donations & Fundraising:** Regularly prioritize community giving, including donations and fundraising for Hawai'i-based nonprofits such as Project Kanu by donating coconut trees to local residents, promoting agroforestry, food sovereignty, and sustainable land practices.

