



‘Āina Aloha

Economic Futures

Community voices empowered by community action

Hawai‘i Tourism
Authority

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A call for unity

Every crisis opens a course to opportunity. Some of the world's greatest accomplishments were born from adversity by those who were inherently equipped with vision and resolve.

Now perhaps more than ever, the ancestral values that guided us through these challenges and numerous others provide a pivotal leverage point for all of us as we set a course towards a stronger, sustainable Hawai'i and seize this opportunity for huliau.

Why and how did AAEF get started?

- COVID-19
- Urgent necessity
- Prime opportunity
- Community momentum
- Organically formed core team
 - Aligned values and vision
 - Years of working together
 - Trust



Step 1: Declare core values

‘Āina Aloha

- We are of and from this ‘āina that ultimately sustains us.
- We employ strategies that embrace our kuleana to steward the precious resources of our ‘āina aloha for this and future generations.

‘Ōpū Ali‘i

- Our leaders understand that their privilege to lead derives from those they serve.
- Our leaders accept their duty and accountability to generate abundance for all.

‘Imi ‘Oī Kelakela

- We are driven by creativity & innovation, constantly improving the status quo.
- We seek new knowledge and opportunities to enhance our way of life without jeopardizing ‘āina.

Ho‘okipa

- We are inclusive and embrace the collective that will call Hawai‘i home.
- We understand that it is our kuleana to control and manage our resources in a way that allows us to fulfill our role as hosts here in our ‘āina aloha.

Step 2: Establish an Action Agenda (excerpts)

'Āina Aloha	'Ōpū Ali'i	'Imi 'O'i Kelakela	Ho'okipa
<ul style="list-style-type: none">● Restore and protect ecosystems● Support policies that create symbiotic vitality for communities and environments	<ul style="list-style-type: none">● Support locally grown and sourced fresh food systems, including key cultural crops associated with Hawai'i's multicultural communities.● Adopts new policies and taxes (e.g., restrictions on non-resident purchases of real estate...) eliminating opportunities or incentives for investors to purchase property and inflate real estate costs for residents.	<ul style="list-style-type: none">● Transform our economy to even out gross economic disparities● Create supports to develop and incentivize activities consistent with a circular economy	<ul style="list-style-type: none">● Ensure that local communities are empowered to fulfill our kuleana to our 'āina and each other before fully assuming the kuleana of mea ho'okipa (host).● Position local businesses in the economic value chain to ensure more meaningful malihini and kama'āina engagement as well as economic benefit to local communities. <p data-bbox="1458 1037 1835 1070">Link to Huliau Action Agenda</p>

What role does the community play in AAEF?

Community is the nexus of AAEF

- By community
- For community
- With community



Diverse community of 3,000 + AAEF supporters

[Link to supporters list](#)



Individuals

Diversity along the full spectrum of

- Ethnic groups
- Political persuasions
- Socio-economic ranges
- Geographic areas

Businesses

Examples include

- KHON 2
- Native Hawaiian Chamber of Commerce
- Fair Wind Cruises
- Kilohana Plantation

Organizations

Examples include

- Council for Native Hawaiian Advancement
- Hawai'i Community Foundation
- Kamehameha Schools
- The Nature Conservancy

Government

Examples include

- Maui, Hawai'i, and Kaua'i County Councils
- Mayors Mitch Roth, Michael Victorino, and Rick Blangiardi
- Hawai'i Tourism Authority
- University of Hawai'i John A. Burns School of Medicine

What have we
as a community
produced in the
AAEF process?

- 1 Assessment tool to guide
 - Policy makers
 - Funders
 - Any entity engaging in a project, program, development

[Link to Assessment Tool](#)



Assessment Dimension	Negatively impacts conditions	-3	Does not impact conditions	0	Incrementally improves conditions	+2	Significantly improves conditions	+4	Supports positive systems change	+8	Your comments on your selection	Raw Score	Action Agenda Multiplier	Weighted Score
1 <small>(Select one per row)</small>	Supports the vibrancy and integrity of Hawai'i environments (land, water, ocean, sky, and native flora and fauna)	Produces environmental damage	<input type="checkbox"/>	Has no impact, or a net neutral impact, on Hawai'i's environments	<input type="checkbox"/>	Contributes in a demonstrable manner to the vibrancy and integrity of Hawai'i environments as a secondary or indirect focus of activities	<input type="checkbox"/>	Focuses on improving the fertility or integrity of the environment as a core activity	<input type="checkbox"/>	Focuses on improving the fertility or integrity of the environment as a core activity and supports others to engage in similar efforts	<input type="checkbox"/>	0	2	0
2 <small>(Select one per row)</small>	Positively impacts community well-being, equity, cohesion, capacity, and empowerment	Harms community well-being, creates community dissension, or undermines community self-determination	<input type="checkbox"/>	Does not impact, positively or negatively, community well-being	<input type="checkbox"/>	Improves community well-being, especially related to meeting basic needs; and contributes to building community cohesion and the capacity of individuals in the community	<input type="checkbox"/>	Improves community well-being, especially related to meeting basic needs; directly strengthens community cohesion; and builds the capacity of individuals, 'ohana, and organizations	<input type="checkbox"/>	Demonstrates community self-determination and improves long term positive change in community conditions, especially related to meeting basic needs	<input type="checkbox"/>	0	2	0
3 <small>(Select one per row)</small>	Supports Hawaiian cultural vitality and the application of 'ike kūpuna including the use of 'ōlelo Hawai'i and symbiotic, ancestral relationships to 'āina	Diminishes Hawaiian cultural vitality, limits the use of 'ōlelo Hawai'i, constrains relationships to 'āina, fails to recognize the value of 'ike kūpuna, or gives non-cultural practitioners authority to determine the cultural validity of assessments by cultural practitioners	<input type="checkbox"/>	Uses Hawaiian cultural symbols and some 'ōlelo Hawai'i but does not incorporate Hawaiian values, 'ike kūpuna, or the importance of relationships to 'āina	<input type="checkbox"/>	Applies Hawaiian cultural values in its operations, engages in periodic mālama 'āina activities, includes the use of 'ōlelo Hawai'i, and recognizes the value of 'ike kūpuna	<input type="checkbox"/>	Incorporates 'ike kūpuna in strategies and tactics, demonstrates a close relationship to 'āina, and creates opportunities that foster Hawaiian cultural vitality, including the use of 'ōlelo Hawai'i	<input type="checkbox"/>	Incorporates 'ike kūpuna and Hawaiian cultural vitality in its core goals, engages 'ōlelo Hawai'i as a key component of its work, strengthens community-level symbiotic relationships to 'āina, and assists other entities to achieve the same	<input type="checkbox"/>	0	2	0
4 <small>(Select one per row)</small>	Increases hiring, career readiness, and leadership opportunities for target groups (in preferential order: Hawai'i residents, expatriate Native Hawaiians, and Hawai'i-born individuals who wish to return)	Hires non-Hawai'i residents for a majority of open positions or includes a majority of non-Hawai'i residents in the upper leadership of the organization	<input type="checkbox"/>	Does not provide a net gain in employment or career opportunities, or hires individuals in the target group only for lower-end positions but not for management or leadership roles	<input type="checkbox"/>	Hires individuals in the target group for 50% of positions, including some management or leadership positions, but does not provide training opportunities to ensure upward career ladders for its employees	<input type="checkbox"/>	Hires individuals in the target group for 80% of positions, including upper leadership positions, and provides training opportunities to ensure upward career ladders for its employees; or focuses on career readiness training for Hawai'i residents	<input type="checkbox"/>	Ensures that individuals in the target group are hired for 100% of positions, including upper leadership positions, and provides training opportunities to ensure upward career ladders for its employees; or focuses on career readiness training for Hawai'i residents related to land stewardship, food production, energy self-sufficiency, technology, education, or other sectors that would help to diversify Hawai'i's economy	<input type="checkbox"/>	0	1	0
5 <small>(Select one per row)</small>	Contributes to building a circular economy to create regenerative outcomes for 'āina, natural resources, and communities	Takes finite natural resources to make products intended to have a limited lifecycle after which the products become waste that must be disposed, or perpetuates reliance on single-use products and imported items	<input type="checkbox"/>	Does not involve the use, creation, demolition, or disposal of items or structures, and does not involve the purchase of single-use items and imported items	<input type="checkbox"/>	Develops or provides alternatives to single-use products, or creates programs to help communities reduce their reliance on single-use products and imported items	<input type="checkbox"/>	Contributes to "return and renew" practices where products or structures can be disassembled at the end of their useful life cycle and reused, refurbished, or recycled; or scales up programs to help communities reduce their reliance on single-use products and imported items	<input type="checkbox"/>	Organizes networks that reuse or recycle each other's "waste" and/or designs products or structures that are long-lasting, easily repaired, and recyclable when no longer usable; or creates programs that shift communities' practices toward adopting circular economy principles, including reducing reliance on single-use products and imported items	<input type="checkbox"/>	0	2	0

What have we as a community produced in the AAEF process?

- 2 180+ Proposal sketches
 - Derived from 15 community work sessions
 - Reviewed by 470 people
 - 1,630 comments shared or adopted
 - 3,210 opinions offered

[Link to Assessment Tool](#)

[Link to Proposal Sketches](#)



Regenerative Tourism

sort by **trending** ▾



Should we support a proposal to build a series of world-class, user-funded trails traversing Hawaii island with huts available for overnight thru-hiking?

Added: 7/2/2020 | 12 considerations | [add a consideration](#)



Should we support a proposal to establish a visitor green fee program?

Added: 7/3/2020 | 16 considerations | [add a consideration](#)



Should we support a proposal to develop an Aina Aloha Scorecard, an assessment and rating program for hotels, airlines, and tour operators?

Added: 6/1/2020 | 28 considerations | [add a consideration](#)



Should we forward a proposal to help develop, promote and support viable community-designed regenerative tour programs on each Hawaiian Island?

Added: 7/2/2020 | 7 considerations | [add a consideration](#)

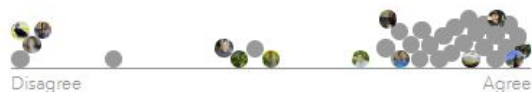


Should we support a proposal to improve how burials, cultural, and historic sites are identified, evaluated, and treated in development projects?

Added: 7/2/2020 | 15 considerations | [add a consideration](#)

Opinions

show opinion of: **everyone** ▾



36 opinions



47 opinions



72 opinions



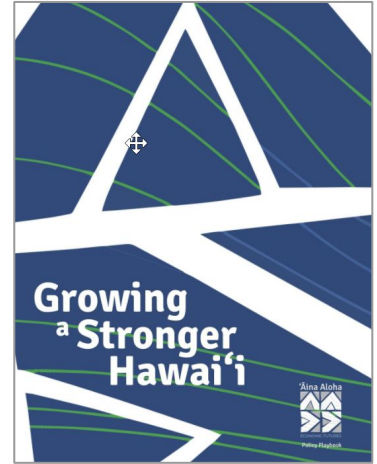
48 opinions



17 opinions

What have we
as a community
produced in the
AAEF process?

- 3 Policy Playbook
 - Guided by 180 proposals
 - 26 policy proposals in 7 economic sectors



[Link to Policy Playbook](#)



What's next?

Short to midterm: Development of

- Community playbook
- Funders playbook
- Support moku (island & district) led economic transformation discussions

Long term:

- Support on-going community led systems change action
- Develop & innovate tools to advance cross-sectoral structural change



What's the big picture
end game that AAEF is
aiming for?

What is needed to achieve an 'Āina Aloha economy?

Vision

Hawai'i is a just and equitable place to live and is governed with accountability to provide regenerative abundance for our 'āina and shared prosperity for all who call these islands home.

Mission

Supporting, facilitating, and leading a just transformation of Hawai'i's economy consistent with the values of 'āina aloha.



What is needed to achieve an 'Āina Aloha economy?

Theory of change

IF we assert **accountable leadership** to heal, unite and activate change towards a **shared vision**, THEN we enable the emergence of a future where Hawai'i is a **just and equitable place to live** and is governed to provide **shared prosperity** and **regenerative abundance** for our 'āina and all who call Hawai'i home.



How are HTA's and AAEF's
goals and approaches
aligned?

So what's next?

What's already happening?

What are ripe opportunities?

4 Primary Areas for Application

- Planning
- Procurement
- Evaluation
- Communications

Mahalo[👁]

nui loa

www.ainaalohafutures.com

