

Blue Planet Foundation

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Program Description:

Blue Planet Foundation has established itself as a driver of transformative energy change in Hawai'i. Through innovative programs and activities, community engagement, and effective advocacy, Blue Planet is helping to shape Hawai'i's clean energy future, developing replicable models for smart, sustainable energy solutions.

The energy solutions Blue Planet supports are clean, local, and renewable, with efficiency being first choice. Blue Planet positions itself as an effective, non-partisan, positive, solutions-oriented organization with a clear vision and roadmap for achievement. By identifying key leverage points across many sectors, Blue Planet catalyzes systemic change in how Hawai'i generates and uses energy. Our strategies work to fill gaps in current clean energy efforts in Hawai'i, as well as develop solutions that can overcome barriers to greater adoption of clean energy, energy efficiency, and achievement of a fossil fuel-free Hawai'i.

Major Accomplishments:

Over the past two years, Blue Planet has been successful in moving its mission forward on a number of fronts:

- Blue Planet contributed significantly to the establishment of progressive clean energy policies at the legislature and the Public Utilities Commission, including one of the nation's first carbon taxes (Act 73 of 2010) and one of the nation's first feed-in tariffs.
- Blue Planet has implemented highly successful lighting efficiency programs in schools and with community groups statewide, swapping out approximately 100,000 incandescent light bulbs for CFLs, saving more than 75,000 barrels of oil over the lives of the bulbs.
- Blue Planet has built a list of more than 12,000 "Friends of Blue Planet" who have expressed interest in advancing Hawai'i's clean energy future.
- Blue Planet produced two widely acclaimed "Hawai'i Home Energy Makeover" television specials.
- Blue Planet engaged in award-winning partnerships to foster increased adoption of solar on Hawaiian Homesteads.
- Blue Planet reached thousands through compelling presentations, tabling events, and programs.
- Blue Planet has made a tangible difference in Hawai'i's energy future, branding itself as a positive force in the clean energy movement.

Target Audience:

- Residents of Hawaii

Community Resources:

- CFL Light Bulbs
- Energy Saving Power Strips
- Other energy efficient tools and information.

Resources Sought:

- Volunteers
- Partnerships and funding to implement systemic change in making Hawaii energy independent