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## KULEANA GREEN BUSINESS PROGRAM

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### WHAT IS THE KULEANA GREEN BUSINESS PROGRAM?

The Kuleana Green Business Program is an original recognition and participatory program of the Kona-Kohala Chamber of Commerce (KKCC) that promotes environmental stewardship and sustainable business practices among Chamber members and throughout Hawai'i.

Kuleana Green Businesses understand their *kuleana* (right and responsibility) to generate profits as well as create positive impacts in their social and natural environments. As corporate citizens, they set high standards of integrity, commitment and respect in their engagement with employees, customers, community, and the environment.

Only members of the Kona-Kohala Chamber of Commerce are eligible to apply for the Kuleana Green Business designation and receive its benefits.

### KULEANA GREEN BUSINESS BENEFITS

- Listed on the Kuleana Green Business page on the KKCC website
- Kuleana Green Business link in the KKCC member directory
- Recognition in *The Source* business magazine with Kuleana designation
- New Kuleana member social media post and newsletter announcement
- KKCC Member Certificate with Kuleana logo included
- Use of the Kuleana Green Business Program logo
- Complimentary booth at the annual KKCC Kuleana Green Business Fair
- Opportunities to provide educational workshops for Chamber members
- Eligibility for annual Kuleana Green Business Award



Because of the commitment to the “triple bottom line” of financial, social, and environmental performance, green businesses enjoy a number of competitive advantages. By operating as a sustainable business, Kuleana businesses have seen:

- Improved financial performance, increased profitability, greater efficiency, productivity and quality.
- Increased sales from enhanced brand image, reputation, and customer loyalty.
- Greater ability to attract, motivate and retain a talented workforce.
- Better management of risk to their reputation, finances, and business environment.
- Pride in being green.

## CRITERIA FOR EVALUATION

The Kona-Kohala Chamber of Commerce Kuleana Green Business Program is a recognition program based on company self-disclosure of information. It encourages and promotes sustainable business practices, but serves as a designation only. The Kuleana Program committee reviews a submitted application and assesses a company's level of performance in the following categories:

- **Environmental Sustainability:** Questions focus on the business's responsible interaction with the environment to avoid depletion or degradation of natural resources and allow for long-term environmental quality.
- **Social Sustainability:** Questions that focus on processes, systems, structures, and relationships that actively support the capacity of current and future generations to create healthy and livable communities.
- **Economic Sustainability:** Questions focus on using resources/assets efficiently so the business can continue functioning profitably over time.

To be considered for approval, the applicant must answer a minimum of 80% of answered questions with a positive response per section. For example, even if there are numerous N/A responses, but 8 out of 10 responses were positive answers then they would pass. Additionally, the Committee may conduct an interview and/or on-site inspection or check the business's standing with the Better Business Bureau and/or other relevant organizations.

## APPLICATION PROCESS

A program application package may be requested from the Chamber office or downloaded from the website ([www.kona-kohala.com](http://www.kona-kohala.com)). Applicants submit the completed written application along with a \$25 fee to the Kona-Kohala Chamber of Commerce office. The Committee reviews the submitted materials and may collect additional information (outlined above) to make the final determination. The total score helps to determine eligibility.

## DESIGNATION PERIOD AND RENEWALS

The Kuleana Green Business designation is valid for three years and coincides with annual Kona-Kohala Chamber of Commerce membership. An annual fee of \$25 will be assessed each year for Kuleana Green Businesses along with their regular fee for Chamber membership. After each three-year period, Kuleana Green Businesses will receive an application and request for an update if needed. Kuleana Green Businesses may choose to update their application sooner if they have achieved a higher level. The Kuleana Program Committee reserves the right to initiate dialogue with any Kuleana Green Business regarding its continued qualification and may request supporting documentation to address any potential qualification concerns.

## SUSPENSION OR FORFEITURE

The Kuleana Program Committee reserves the right to suspend or revoke a Kuleana Green Business designation should a business no longer meet the minimum criteria or otherwise act in violation of the intent and principles of the program. Under such circumstances, the relevant business is no longer allowed to use or display the Kuleana logo, decal, or certificate for any purpose.



Mission of business:

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Core business values: (If available, please attach any written materials that reflect this mission and values.)

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Describe your company's top three products or services:

- a. 

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- b. 

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- c. 

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Does the company provide information on the health, social, economic, or environmental benefits of using the products/services? Please describe:

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What award(s) or special recognition(s) has your business received related to your products or services? Please describe:

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Does the company participate in activities that promote social, cultural, environmental, and/or economic benefits to our local community? Please describe and quantify participation:

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Has your company modified any of your business practices to become more sustainable?

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# ENVIRONMENTAL

*Please note the following are examples of practices and policies; this list is not meant to be exhaustive, so indicate any strategy you use that demonstrates the principles of kuleana. The more practices you list, the more points you will receive towards your overall score.*

**Yes    No    N/A**

Do any of the company products and/or services have any unique environmental qualities? If so, please describe:

\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Yes    No    N/A**

Is the product or service provided designated with licensure/certification or other objective evaluation related to sustainability? Please describe:

\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Yes    No    N/A**

If the company manufactures and packages a product, has the company implemented policies using recycled, renewable, biodegradable, compostable or “environmentally-friendly” materials? Please describe:

\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Yes**   **No**   **N/A**

\_\_\_\_

Does the company position itself as a leader, and/or engage in environmental stewardship within the community? Please describe activities:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Yes**   **No**   **N/A**

\_\_\_\_

Does the company demonstrate a commitment to reduce greenhouse gas and toxic air emissions? Please describe:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Yes**   **No**   **N/A**

\_\_\_\_

Does the company use renewable or regenerative resources of energy? Please describe:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Yes**   **No**   **N/A**

\_\_\_\_

Does the company use natural or “green” building materials for its facilities? Please describe:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Yes	No	N/A	Has the company incurred any regulatory incidents or fines in the past 5 years? If yes, attach any policies and procedures that have been created to address them.
_____	_____	_____	<hr/> <hr/> <hr/>

Yes	No	N/A	Does the company have conservation of water resources, e.g. usage reduction, grey water recycling, and/or rainwater collection/catchment, set in policy or in development? Please describe:
_____	_____	_____	<hr/> <hr/> <hr/>

Yes	No	N/A	Does the company have a waste management policy that minimizes waste in operations and impact on the ecosystem, e.g. waste reduction, resource reuse, and recycling? Please describe:
_____	_____	_____	<hr/> <hr/> <hr/>



# SOCIAL

Please note the following are examples of practices and policies; this list is not meant to be exhaustive, so indicate any strategy you use which demonstrates the principles of kuleana. The more practices you list, the more points you will receive towards your overall score.

**Yes**   **No**   **N/A**

Do any of the company products and/or services have any unique social qualities? If so, please describe:

\_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Yes**   **No**   **N/A**

Is there a quality rating system and evaluation for the product or service you provide? Please describe:

\_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Yes**   **No**   **N/A**

Does the company engage in any local and/or global community activities, or support community groups and events? Please describe:

\_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Yes**   **No**   **N/A**

Does the company support or address a specific environmental concern that promotes the community's sustainability now and into the future?

\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Yes**   **No**   **N/A**

Does the company provide sponsorships and/or in-kind donations? Please describe:

\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Yes**   **No**   **N/A**

Does the company support local consumers and/or locally-owned businesses? Please describe:

\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Yes**   **No**   **N/A**

Does the company exhibit leadership within the industry and in the business sector by encouraging peers to adopt socially and environmentally-sound practices? Please describe:

\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Yes**    **No**    **N/A**

\_\_\_\_\_

Do you have an after-sales customer service and/or return policy, offer free pick-up or delivery, special bulk rates, frequent purchaser or user discounts, kama'aina discounts, or discounts/incentives for new customer referral, warranties or money-back guarantees? Please describe any and all that apply:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Yes**    **No**    **N/A**

\_\_\_\_\_

Does the company have staff development and training programs? Please describe:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Yes**    **No**    **N/A**

\_\_\_\_\_

Does the company provide incentives to employees to serve the community (i.e. paid time for participating in a beach clean-up or Matching Gift Month participation)? Please describe:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

# ECONOMIC

Please note the following are examples of practices and policies; this list is not meant to be exhaustive, so indicate any strategy you use which demonstrates the principles of kuleana. The more practices you list, the more points you will receive towards your overall score.

**Yes**   **No**   **N/A**

\_\_\_\_\_

Do you use sustainable supplies or services for your products and/or operations? Please describe:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Yes**   **No**   **N/A**

\_\_\_\_\_

Are your products fair trade and/or locally made or manufactured? Please list:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Yes**   **No**   **N/A**

\_\_\_\_\_

Does your company have a Certificate of Good Standing with the State of Hawai'i?

**Yes**   **No**   **N/A**

\_\_\_\_\_

Does the company currently have a standard for corporate purchasing, e.g. use recycled, fair trade, biodegradable, non-toxic, organic, animal-cruelty free or sustainably harvested materials, and/or a reuse policy? Please describe activities:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Yes**   **No**   **N/A**

Do you promote opportunities for local, small, and diverse businesses with your products or services? Please describe:

\_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Yes**   **No**   **N/A**

Is the majority (greater than 50%) of the company's ownership locally located?

\_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Yes**   **No**   **N/A**

Is your company structured to support community stakeholders (i.e. workforce development programs, internship programs, co-op (i.e. Kona Coffee Growers) etc.)? Please describe:

\_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Yes**   **No**   **N/A**

Does the company offer competitive wages with the opportunity for growth and advancement? Please describe:

\_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Please describe any additional details of any of the above-mentioned topics or any other environmental, social, or economic initiatives or activities not described above.**

