Hawaiian Electric Company
Maui Electric Company
Hawaii Electric Light Company

# 2011 Corporate Sustainability Report

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## Aloha,

Welcome to the fourth annual edition of the Hawaiian Electric companies' Corporate Sustainability Report. At Hawaiian Electric, Maui Electric and Hawaii Electric Light Company we see sustainability as the long-term stewardship of our economy and environment with clean energy as our particular kuleana or responsibility.

Hawaii's need to end its dependence on imported oil for all our energy needs has never been more evident as oil prices skyrocketed in 2011 and continue to stay high in 2012.

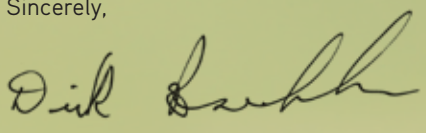
Switching to clean, local energy will not only provide greater energy security and protect Hawaii's environment, it is essential to maintain our economy and way of life.

Hawaii has the most aggressive clean energy goals in the nation and the Hawaiian Electric companies aim to add as much renewable energy as possible as soon as possible—at prices that provide more stable and lower energy costs.

In 2011, we met 12 percent of electricity needs with renewable energy. That puts Hawaii in the top ten states for renewable energy, according to the U.S. Department of Energy. Though we've made real progress, much remains to be done. We are committed to partnering with our customers, Hawaii businesses, and state and local government to meet and exceed our state's critical clean energy goals.

I hope you find this report useful in understanding how far we have come and how we are moving toward a better Hawaii, nation and world.

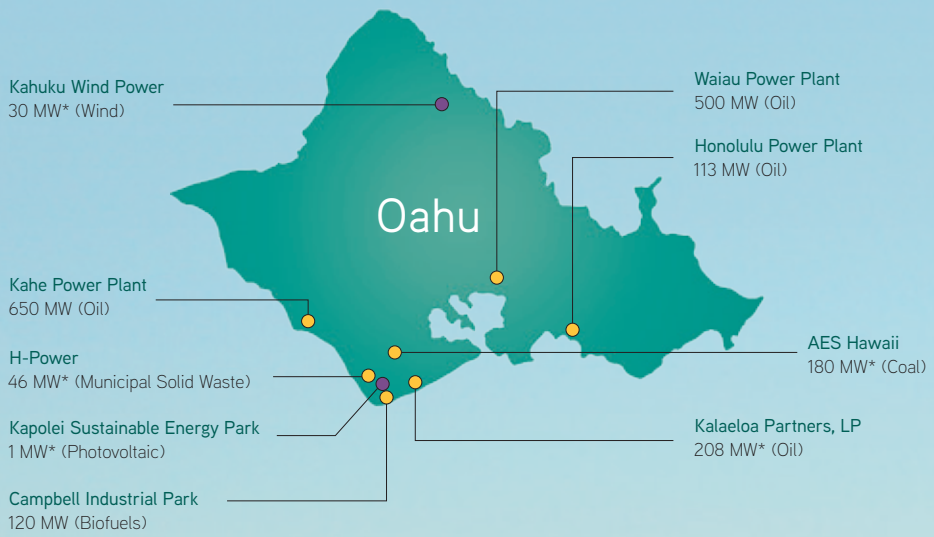
Sincerely,

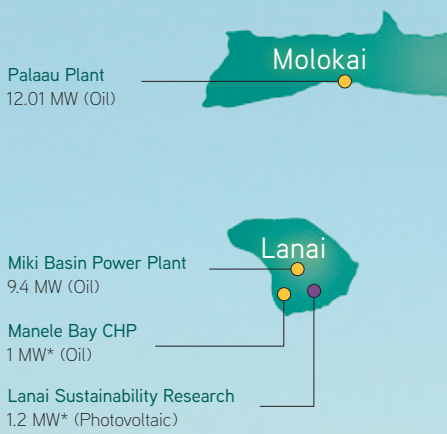


Richard M. Rosenblum

PRESIDENT & CHIEF OPERATING OFFICER

# Generating Capability



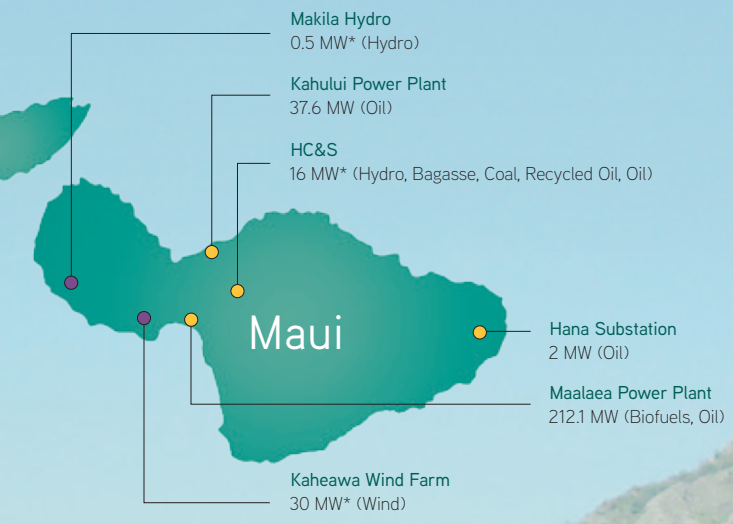

## 12% of the electricity supplied by Hawaiian Electric companies in 2011 came from renewable sources.

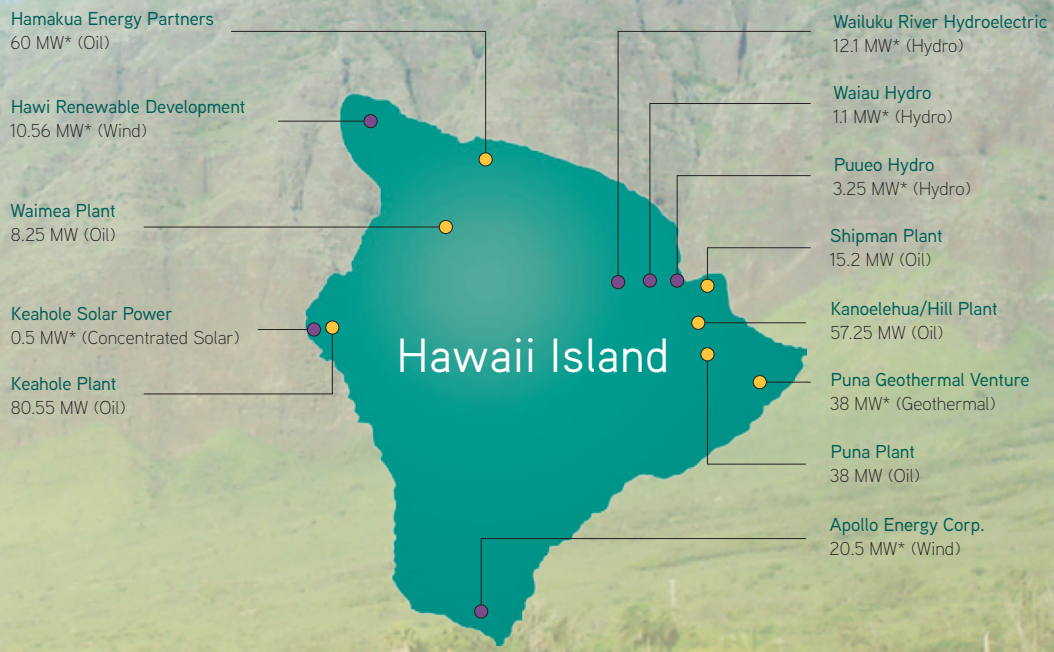
With its partners, the Hawaiian Electric companies are developing many different forms of renewable energy. Renewable energy projects in service, under construction, awaiting approval or in negotiation total over 1,000 MW. This includes solar photovoltaic (PV) and concentrated solar, wind, biofuels, waste-to-energy, geothermal, biomass, hydro and ocean technologies.

This map shows the maximum potential amount of electric power (in megawatts) that can be produced at each of the generating facilities in our service area.

- **Firm Generation**
  Electricity from a source that is available and reliable on demand, whenever needed.
- **As Available Generation**
  Electricity from a source that is not accessible all the time. Examples include certain renewable energy sources such as solar and wind because they only provide electricity when the sun shines or the wind blows.

* Net generation capability



# Making Strides

In 2011, the Hawaiian Electric companies collaborated with others to move toward the state's clean energy goals. As you'll see in the following pages, Hawaiian Electric has added more renewable energy to its grids and is doing the technical work to better manage renewable sources while maintaining service and reliability for customers.

## Regulatory support paving the way for a clean energy future

### Feed-In Tariff & Net Energy Metering

The Feed-In Tariff (FIT) and Net Energy Metering (NEM) make it easier for customers to generate renewable energy at their homes and businesses. NEM allows eligible customers who send excess renewable electricity to the grid to receive full retail credit to offset their electricity use over a 12-month period. FIT offers set rates and standardized contracts for customers to sell renewable energy to the Hawaiian Electric companies. The Hawaii Public Utilities Commission (PUC) approved Tiers 1 and 2 in 2010, and in 2011 approved Tier 3 for projects up to 5 MW on Oahu and up to about 2 MW for Maui County and Hawaii Island.

### Decoupling

Decoupling established a new method of setting electric rates by breaking the link between electricity sales and utility revenues. This enables the company to better support increased energy efficiency, conservation, and use of more renewable energy.

### Energy Planning

The PUC approved a new framework for a broader, more dynamic Integrated Resource Planning process that uses scenarios to develop clean energy plans with consideration for the range of possible futures we may face. A community advisory group is expected to begin work in 2012.

AAAAA Rent-A-Space, a storage facility and commercial center, began operating one of the largest commercial photovoltaic power generation systems in Maui County. The 600-kilowatt system has the capacity to feed 2,880 kilowatt-hours into the island's electrical grid each day—enough clean, renewable energy to power up to 220 Maui homes.

Left to right: Dean Nagatoshi, member of the Easter Seals Hawaii Building Committee; Miles Kubo, COO of Energy Industries Corporation; Harvey Henderson, board member of Easter Seals Hawaii; Majken Mechling, president and CEO of Easter Seals Hawaii; Carlton Williams, board member of Easter Seals Hawaii; LeeAnn Matsuda, executive vice president and CFO of Easter Seals Hawaii; Robbie Alm, executive vice president of Hawaiian Electric Company.

## Solar

2011 was another banner year for solar power in Hawaii. By the end of the year, more than 10,000 customer-sited solar photovoltaic (PV) systems were in place on Oahu, Hawaii Island and Maui County, totaling over 78 MW.

In July 2011, Hawaiian Electric Company celebrated reaching 20 MW of solar PV projects enrolled in NEM on Oahu. To thank all those who contributed to reaching this milestone, Hawaiian Electric donated $5,000 to Easter Seals Hawaii which had installed a 55-kW system on their downtown headquarters.

**On Oahu, the PUC approved several solar projects:**

Hawaiian Electric will purchase energy from SunPower's 5-MW solar PV farm planned for Kalaeloa in West Oahu. The land will be leased from the Department of Hawaiian Home Lands.

Forest City Hawaii recently completed the 1-MW Kapolei Sustainable Energy Park and is selling power to Hawaiian Electric. The 12-acre site owned by the James Campbell Company had been an industrial disposal site until 1986 when dumping was halted. The PV project allows this otherwise unusable land to support sustainable efforts.

IC Sunshine signed a 20-year power purchase agreement with Hawaiian Electric to sell energy produced at a 5-MW solar farm in Campbell Industrial Park.

Left: Kahu Samuel M. Ohukaniohia Gonn III; Jennifer Sabas, chief of staff for U.S. Senator Daniel K. Inouye; Constance Lau, president and CEO of Hawaiian Electric Industries; Dave Rae, senior vice president of Kapolei Property Development; Jon Wallenstrom, president of Forest City Hawaii; Scott Paul, CEO of Hoku Corporation; and State Senator Mike Gabbard attended the Kapolei Sustainable Energy Park blessing ceremony. PHOTO BY DONNA HO FOR FOREST CITY HAWAII.

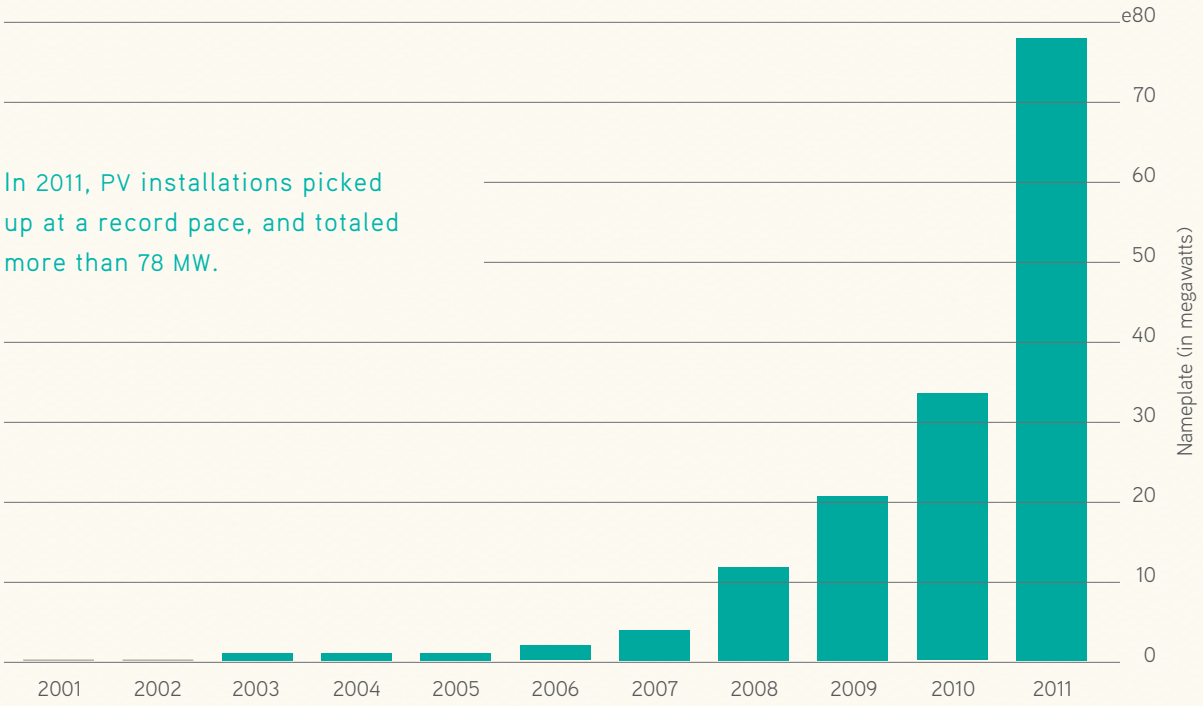
Below: Aerial view of Kapolei Sustainable Energy Park. PHOTO COURTESY OF HOKU SOLAR.

The Solar Electric Power Association, a national organization, recognized Maui Electric Company as seventh best utility in the nation and Hawaiian Electric Company as tenth in their annual watts-per-customer rankings for 2011.

## Cumulative Photovoltaic Installations

(Includes Net Energy Metering, Feed-In Tariff, Standard Interconnection Agreements & Power Purchase Agreements for the Hawaiian Electric Companies)

In 2011, PV installations picked up at a record pace, and totaled more than 78 MW.



Three kukui trees were planted to mark the first day of commercial service at the Kahuku Wind Project. One tree was planted by Hawaiian Electric Vice President of Energy Resources Scott Seu and his daughters Lauren and Jamie.

## Wind

Wind energy is one of the fastest growing renewable energy sources in the world. With the addition of 30-MW Kahuku Wind on Oahu's North Shore, wind energy now provides power to the three largest islands in Hawaii. Highlights this year include:

Maui Electric's contract with First Wind Hawaii to purchase an additional 21 MW and expand Kaheawa Wind was approved by the PUC.

Hawaiian Electric is working with First Wind Hawaii on the 69-MW Kawailoa wind project to be developed on land owned by Kamehameha Schools above Haleiwa. When completed, Kawailoa Wind will be the largest wind project in the state, generating enough energy to power approximately 14,500 Oahu homes.

Maui Electric's contract with Sempra Energy to purchase 21 MW of energy from the Auwahi Wind project was approved by the PUC and construction of the facility at Ulupalakua Ranch is expected to start in 2012.

The Hawaiian Electric companies are collaborating with the U.S. Department of Energy and the Japan-based New Energy and Industrial Technology Development Organization to test smart grid projects on Maui. The projects are aimed at developing the smart grid technology to integrate even more clean energy and increase reliability onto Maui's small electric grid.

## Biofuels

Biofuels will serve an important role as a bridge to our clean energy future. By using "green" fuels made from resources such as crops, algae, restaurant waste and animal fat, we can utilize existing generating units instead of building new facilities and save customers billions of dollars. In addition to continued operation of the 110-MW Campbell Industrial Park generating station, the largest commercial power plant fueled entirely with biodiesel, developments in 2011 include:

- Construction started in October 2011 on a new emergency power facility at Honolulu International Airport that will be powered by renewable biodiesel. The generators will provide power to Oahu's electric grid during normal operations, but can provide power exclusively to the airport during an emergency.
- In cooperation with the Electric Power Research Institute, Hawaiian Electric successfully tested the use of 100% renewable biofuels at Kahe Power Plant on Oahu. This is the first time a utility-scale steam unit fired on 100% biofuel at full capacity.
- On Maui, where biodiesel has been used in startup and shutdown procedures, use of 100% biodiesel was successfully tested over several months at Maalaea Power Plant.

## Geothermal

Geothermal energy provides a firm and fully dispatchable capability, which makes scheduling and controlling power output possible. This ability helps to maintain reliability and manage intermittent resources such as wind and solar power. Developments in 2011 include:

- The PUC approved Hawaii Electric Light Company's request to purchase power from an expansion of Puna Geothermal Venture (PGV) by 8 MW for a total of 38 MW.
- Geothermal energy resources are being explored in West Hawaii and on the island of Maui.
- The Geothermal Working Group convened by Hawaii Island Mayor Billy Kenoi sent a report to the 2012 Hawaii State Legislature that says geothermal can serve as a key component in a diversified energy portfolio for Hawaii County; developing multiple sources of geothermal energy is most prudent; and more work is needed to demonstrate if it can provide baseload electricity, long-term reliability and grid management services as a primary energy resource. Hawaiian Electric is participating in this group in an effort to develop a feasibility and cost-benefit analysis for new geothermal developments, including community, environmental and economic benefits.
- Hawaii Electric Light Company announced plans to issue a formal request for proposals seeking up to 50 MW of additional geothermal energy on Hawaii Island.

## Green Transportation

Hundreds of electric vehicles (EVs) hit Hawaii's streets in 2011 with more expected in 2012. Hawaiian Electric has already begun testing the use of EVs including the Nissan Leaf, Mitsubishi i-MiEV, and Chevy Volt within its fleet. The company supported companies such as Better Place and AeroVironment and the grassroots organization Plug-In America to accelerate the adoption of vehicles through federal grants awarded by the Hawaii State Energy Office.

Around the state, vendors are deploying public EV charge stations. Charger installations in homes are also increasing. In 2011, Hawaiian Electric enrolled nearly 75 customers in its pilot discount EV charging rates. The rates are designed to encourage early adoption of EVs and reward customers who charge during off-peak hours. These efforts will reduce consumption of oil and help our state reach its clean energy goals.

## Waste to Energy

Hawaiian Electric Company is in negotiations to buy an additional 27 MW from the City & County of Honolulu's planned expansion on the H-Power waste-to-energy plant in Campbell Industrial Park.

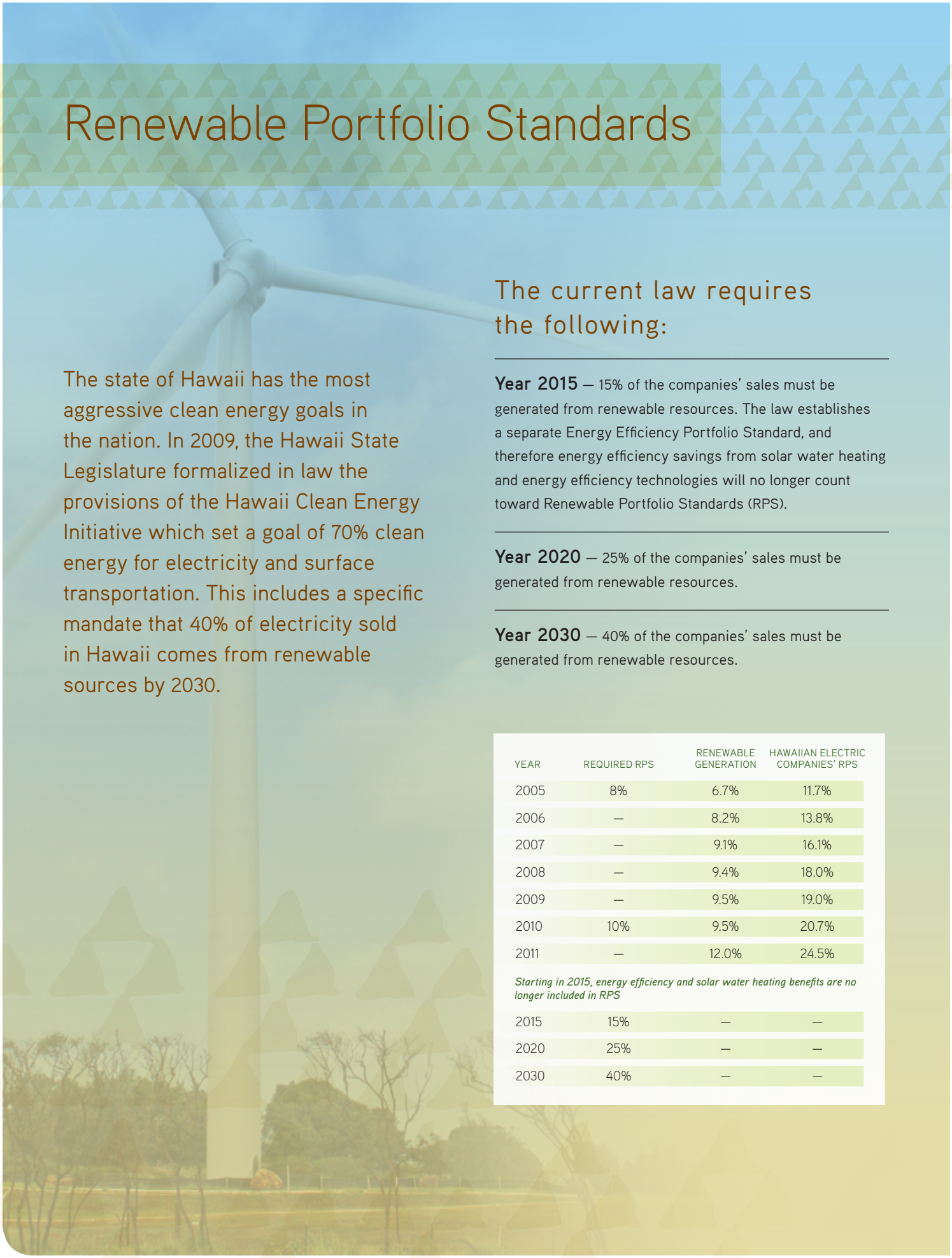
## Managing Energy Use

The PUC approved the Hawaiian Electric companies' Fast Demand Response (Fast DR) program for business customers. By designating non-essential electric usage that can be briefly turned off when demand for power may exceed supply, businesses can save thousands of dollars on their electric bills. At the same time, they help the utility maintain reliability and add more renewable energy to the grid.



Hawaiian Electric teamed up with Electric Power Research Institute to test the "Carport of the Future," an experimental solar-powered charging station for EVs.

# Renewable Portfolio Standards



The state of Hawaii has the most aggressive clean energy goals in the nation. In 2009, the Hawaii State Legislature formalized in law the provisions of the Hawaii Clean Energy Initiative which set a goal of 70% clean energy for electricity and surface transportation. This includes a specific mandate that 40% of electricity sold in Hawaii comes from renewable sources by 2030.

## The current law requires the following:

**Year 2015** — 15% of the companies' sales must be generated from renewable resources. The law establishes a separate Energy Efficiency Portfolio Standard, and therefore energy efficiency savings from solar water heating and energy efficiency technologies will no longer count toward Renewable Portfolio Standards (RPS).

**Year 2020** — 25% of the companies' sales must be generated from renewable resources.

**Year 2030** — 40% of the companies' sales must be generated from renewable resources.

| YEAR | REQUIRED RPS | RENEWABLE GENERATION | HAWAIIAN ELECTRIC COMPANIES' RPS |
|---|---|---|---|
| 2005 | 8% | 6.7% | 11.7% |
| 2006 | — | 8.2% | 13.8% |
| 2007 | — | 9.1% | 16.1% |
| 2008 | — | 9.4% | 18.0% |
| 2009 | — | 9.5% | 19.0% |
| 2010 | 10% | 9.5% | 20.7% |
| 2011 | — | 12.0% | 24.5% |
| *Starting in 2015, energy efficiency and solar water heating benefits are no longer included in RPS* | | | |
| 2015 | 15% | — | — |
| 2020 | 25% | — | — |
| 2030 | 40% | — | — |

The Hawaiian Electric companies aim to exceed these goals, adding as much renewable energy as possible, as soon as possible—at prices that will provide more stable and lower energy costs.

In 2011, the Hawaiian Electric companies reported a combined total of 12% of electricity sales from renewable resources. The inclusion of solar water heating and energy efficiency brought RPS to 24.5%. However, RPS will no longer include savings from solar water heating and energy efficiency starting in 2015, further increasing the urgency and need for integrating more clean energy.

# 2011 Renewable Portfolio Standard Status Report

(IN NET MEGAWATT HOURS AS OF 12/31/11)

## Electrical Energy Generated Using Renewable Energy Sources

| | Hawaiian Electric | Hawaii Electric Light Company | Maui Electric | TOTAL |
|---|---|---|---|---|
| Biomass | 321,689 | — | 43,577 | **365,266** |
| Geothermal | — | 232,906 | — | **232,906** |
| Photovoltaic[1] | 202 | 76 | 1,891 | **2,169** |
| Hydro[1] | — | 45,300 | 6,206 | **51,506** |
| Wind[1] | 64,024 | 157,329 | 123,023 | **344,376** |
| Biofuels | 44,722 | — | 14,532 | **59,254** |
| **Subtotal** | **430,637** | **435,611** | **189,229** | **1,055,477** |

## Electrical Energy Savings Using Renewable Displacement Technologies

| | Hawaiian Electric | Hawaii Electric Light Company | Maui Electric | TOTAL |
|---|---|---|---|---|
| Distributed Renewable Energy[2] | 54,189 | 17,738 | 13,041 | **84,968** |
| Solar Water Heating[3] | | | | |
| Utility | 114,876 | 18,407 | 28,541 | **161,824** |
| PBFA[4] | 14,438 | 2,271 | 1,640 | **18,349** |
| **Subtotal** | **183,503** | **38,416** | **43,222** | **265,141** |

## Electrical Energy Savings Using Energy Efficiency Technologies

| | Hawaiian Electric | Hawaii Electric Light Company | Maui Electric | TOTAL |
|---|---|---|---|---|
| Pre-2011 Participants | | | | |
| Utility | 641,869 | 48,791 | 86,823 | **777,483** |
| PBFA | 93,379 | 13,501 | 11,781 | **118,661** |
| 2011 Participants (PBFA) | 85,888 | 14,330 | 12,702 | **112,920** |
| **Subtotal** | **821,136** | **76,622** | **111,306** | **1,009,064** |
| **TOTAL** | **1,435,276** | **550,649** | **343,757** | **2,329,682** |
| **TOTAL SALES** | **7,242,311** | **1,103,572** | **1,181,026** | **9,526,908** |
| **RPS PERCENTAGE** | **19.8%** | **49.9%** | **29.1%** | **24.5%** |

## Renewable Generation (RPS Not Counting Energy Efficiency and Solar Water Heating)[6]

| | Hawaiian Electric | Hawaii Electric Light Company | Maui Electric | TOTAL |
|---|---|---|---|---|
| Energy | 484,826 | 453,349 | 202,270 | **1,140,445** |
| Percentage | 6.7% | 41.1% | 17.1% | **12.0%** |

[1] Renewable electrical energy generated by wind, hydro, and photovoltaic systems are based on recorded data of Independent Power Producers with power purchase agreements.

[2] Savings from photovoltaic systems are based on known system installations through 2011 including Net Energy Metering (NEM) installations, non-NEM systems, and Sun Power for Schools installations. Recorded generation data was used when available. For systems where recorded data was not available, estimates were made based on reasonable performance assumptions for typical photovoltaic systems.

[3] Savings from solar water heating systems were based upon the number of rebates paid through the program and an estimated savings per system based on the periodic evaluation of the program. Utility Data is through June 2009, and Public Benefits Fee Administrator (PBFA) Data is from July 2009 through 2011.

[4] The PBFA in 2009 through 2011 is Hawaii Energy (R.W. Beck / SAIC).

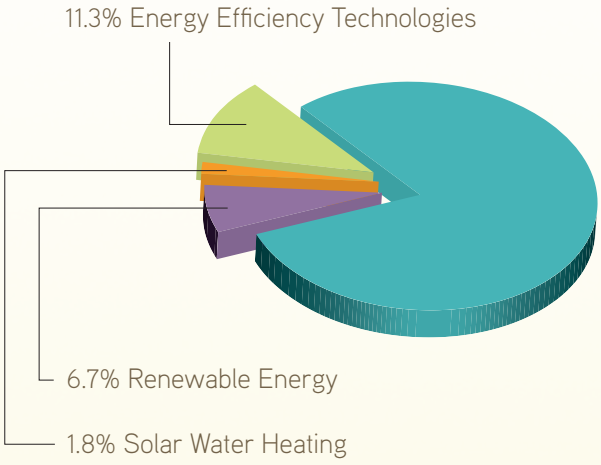
[5] Savings from the energy efficiency technologies are based upon the annualized system energy savings for all participants in the utility's demand-side management (DSM) programs excluding solar water heating, which is listed under the Renewable Displacement Technologies. Utility Data is through June 2009, and PBFA Data is from July 2009 through 2011. The energy savings from the utility DSM programs were reported to the Public Utilities Commission ("Commission") and the Consumer Advocate and were verified by an independent consultant whose evaluation reports are also filed with the Commission and the Consumer Advocate. The energy savings from the PBFA for 2011 was based on raw data provided by Hawaii Energy (R.W. Beck / SAIC) and may not match reports filed with the Commission which are filed on a State fiscal year basis.

[6] Beginning January 1, 2015, electrical energy savings from Energy Efficiency and Solar Water Heating technologies shall not count toward RPS standards. On April 25, 2011, Act 010 (S.B. No. 1346 SD2) Relating to Renewable Portfolio Standards was signed into law. Act 010 amends the definition of "renewable electrical energy" to include, beginning January 1, 2015, customer-sited, grid-connected renewable energy generation (currently represented as "Distributed Renewable Energy" under Electrical Energy Savings Using Renewable Displacement Technologies). This RPS value represents the electrical energy generated from Renewable Energy Sources and Photovoltaic Systems as a percentage of Total Sales.

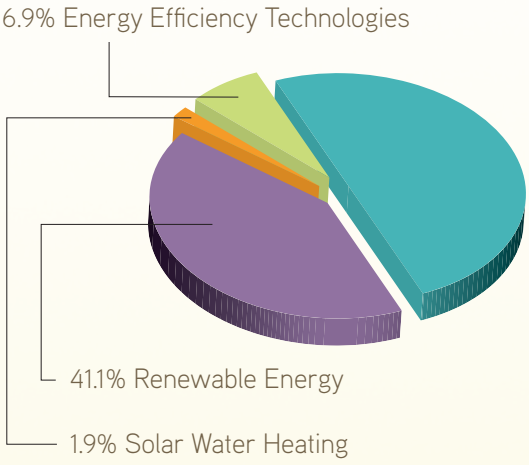
# 2011 Renewable Portfolio Standard

(AS A PERCENTAGE OF TOTAL SALES AS OF 12/31/11)

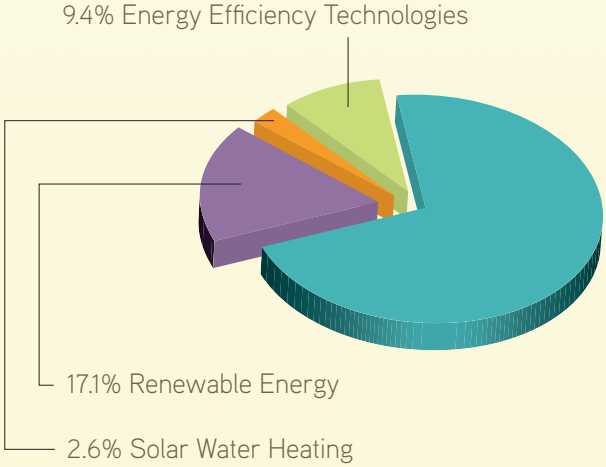
## Hawaiian Electric Company



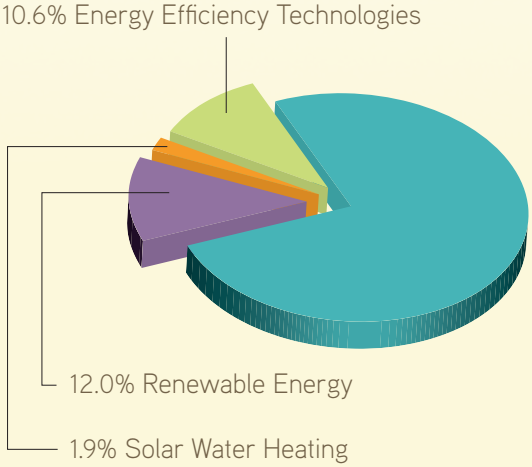

## Hawaii Electric Light Company




## Maui Electric Company




## Consolidated Total

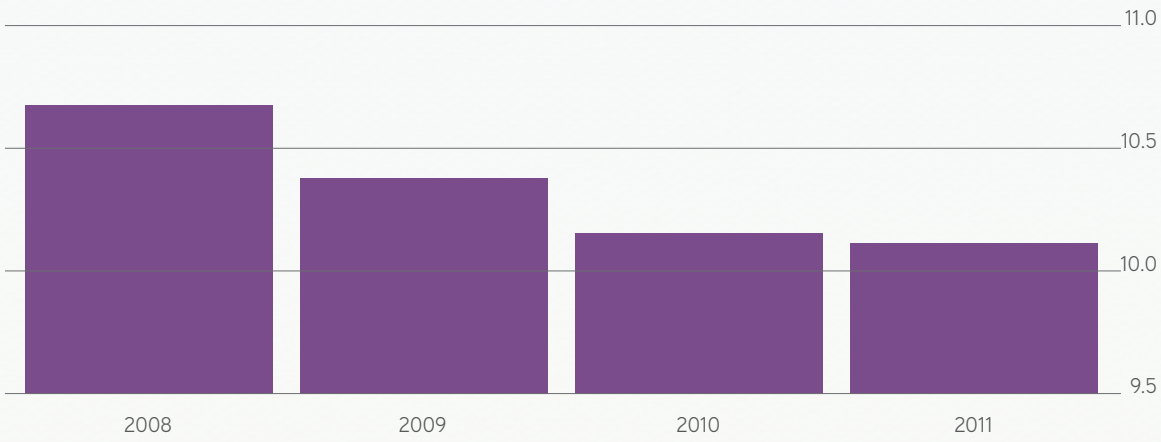


# Steadily Reducing Oil Consumption

Almost half a million fewer barrels of oil were used in 2011 compared with 2008.

## Fuel Oil Use (Hawaiian Electric companies consolidated)

(in millions of barrels)




Puueo Hydro facility on Hawaii Island.

# Greening Our Facilities

## The Hawaiian Electric companies are reducing their waste and electricity use.

Hawaiian Electric signed a contract to use Honolulu Seawater Air Conditioning, a renewable cooling system, in its downtown Richards Street building. When implemented, electricity use in the building could decrease by 20%.

In 2011, the Hawaiian Electric companies diverted over 2.7 million pounds of waste from our landfills through recycling of e-waste, metals, cardboard, paper, plastics, and glass. On Oahu, Hawaiian Electric diverted an additional 1.7 million pounds of waste to H-Power.

## Emissions & Environmental Data

Federal legislation requires reporting of greenhouse gas emissions. Hawaiian Electric provides its data in compliance with the U.S. Environmental Protection Agency's system. Comprehensive greenhouse gas (GHG) data from large facilities and suppliers across the country are available at http://epa.gov/climatechange/emissions/ghgdata/.

Hawaiian Electric shares other environmental reports. Real-time data from its air quality monitoring stations located along the Leeward Coast can be found at www.westoahuair.com. Hawaiian Electric also surveys changes to the reef fish communities and populations off the shores of West Oahu. An annual report for these surveys is available at www.heco.com.

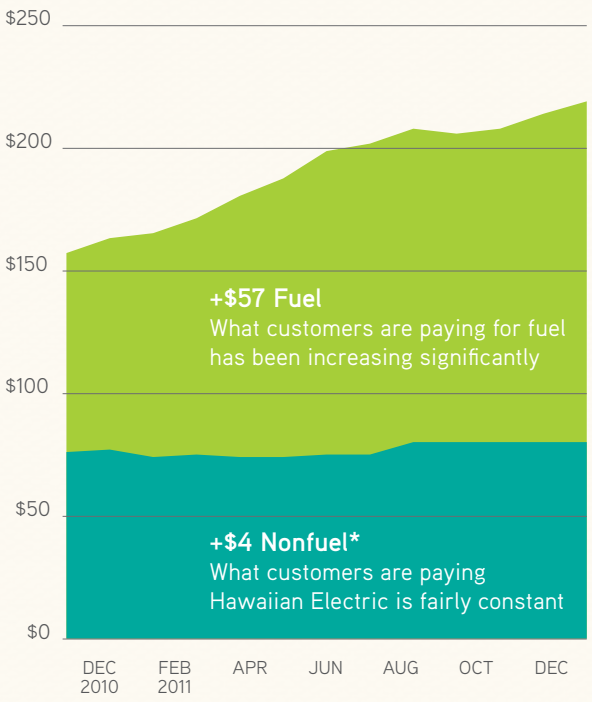
# Encouraging Smart Energy Use

Especially in the last several years, customers have had to cope with increasing electric bills. With 90% of price increases attributed to fuel costs, the long-term solution is to utilize more local, renewable energy and to reduce consumption of imported oil. While initial investment costs for renewables may be higher, customers should see energy prices stabilize and even go down in the future as we harness more and more energy from local sources.

Hawaiian Electric employees visit Kaupuni to educate residents about energy conservation. This unique subdivision, developed by the Department of Hawaiian Home Lands in Waianae Valley, blends energy technology and traditional Hawaiian practices to support a self-sufficient and sustainable lifestyle.

## Increase in Oahu Residential Bill (600 kwh)

12/2010–12/2011




*Includes rate increases and increase in Public Benefit Fee for energy efficiency program.

In the meantime, Hawaiian Electric continues helping customers use electricity wisely. In addition to advancing toward clean energy goals, many programs and resources are available to encourage energy conservation and energy efficiency.

## Tiered Rates

In 2011, the PUC implemented a new rate structure to reward careful energy users. Under the new tiered rate system, customers who use the least electricity pay the lowest monthly rate per kilowatt-hour. As a customer uses more and more electricity in a month, those additional kilowatt-hours are charged at a higher rate, providing incentives to conserve and use electricity wisely.


The Power to Save and 101 Ways to Save are now available in Ilocano and Cantonese, while the Power to Save for Small Business and Ways to Save at Work is available in Korean.

## Ways To Save

Hawaiian Electric works with schools and community groups to encourage wise energy use. The company also provides free publications, and various on-line resources to help customers conserve electricity at www.heco.com (search for Energy Savings Toolkit).

In 2012, to better serve our diverse customers, Hawaiian Electric began translating its popular energy-saving publications into various commonly used languages, including Korean, Ilocano, and Cantonese. More translations are planned.

## Energy Detective

The Energy Detective Guide provides a hands-on perspective for the whole family to learn about energy conservation and efficiency. Fun activities engage children and their parents to uncover clues to find the hidden energy villains that contribute to higher utility bills. Children, or young energy detectives, 17 years and under are invited to complete and mail in an energy pledge for a chance to win an Energy Conservation Kit.

The Building Industry Association, Hawaiian Electric Company and the Department of Business Economic Development & Tourism partnered to develop the New Hawaiian Home. This prototype was designed to educate developers, contractors, and construction workers on green building techniques. A few features of this home include ambient lighting, cross ventilation, solar power, and edible landscaping.


Lily Richards wins an Energy Conservation Kit from the Energy Detective pledge drawing.

# Engaging Customers with Clean Energy Education

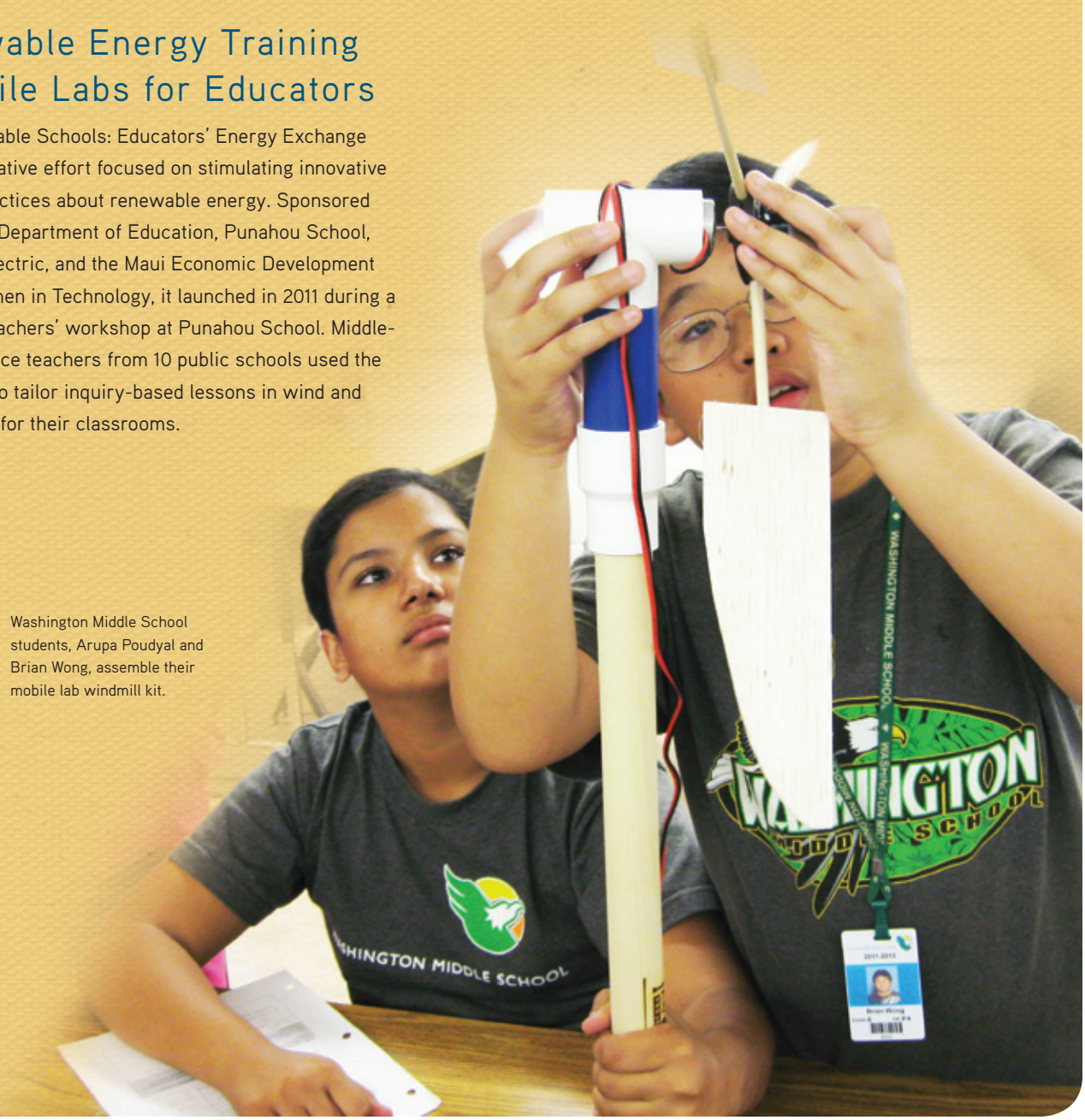
Everyone has an important role in helping Hawaii move toward its clean energy goals. Hawaiian Electric is dedicated to engaging youth and providing customers with information on renewable energy technologies and energy conservation.

» *What a wonderful experience we've had with the mobile lab! Wow. The students really had fun putting together the windmills, PV cells and the water pump! It was wonderful and the lab reports are great.*

— Debra Gochros, Ewa Makai Middle School science teacher

## Renewable Energy Training & Mobile Labs for Educators

The Sustainable Schools: Educators' Energy Exchange is a collaborative effort focused on stimulating innovative teaching practices about renewable energy. Sponsored by the state Department of Education, Punahou School, Hawaiian Electric, and the Maui Economic Development Board's Women in Technology, it launched in 2011 during a weeklong teachers' workshop at Punahou School. Middle-school science teachers from 10 public schools used the curriculum to tailor inquiry-based lessons in wind and solar power for their classrooms.




Washington Middle School students, Arupa Poudyal and Brian Wong, assemble their mobile lab windmill kit.

## Students Consider Their Energy Future

Hawaiian Electric Company produced a clean energy DVD and accompanying worksheet to engage local students, from grades 8–12, in understanding their role in making sustainable lifestyle choices as our state transitions to a clean energy future. To supplement the materials, Hawaiian Electric conducts classroom presentations which include free interactive materials and hands-on demonstrations and experiments. For more information on these and other resources, visit the Energy Education Resource Center on heco.com.

» *The classroom presentation was engaging and informative, and the Hawaiian Electric speakers were so comfortable with the students. We really appreciate when members from the community are able to share their time and expertise with the kids, and it's like icing on the cake when the presentation is age appropriate.*

— Joyceline Lee, 5th grade teacher, Le Jardin Academy

## See-It Hawaii

The 2011 Asia-Pacific Economic Cooperation (APEC) meetings in Hawaii provided many opportunities for local businesses to showcase their work for an international audience. The Science Engineering Exposition—Innovative Technologies (SEE-IT) exhibit featured many of Hawaii's cutting-edge technologies and initiatives including Hawaiian Electric's efforts to integrate renewable energy sources, support the introduction of EVs, and explore smart grid technology. The SEE-IT exhibit at the Hawaii Convention Center is scheduled to remain open to the public throughout 2012 to create learning opportunities and inspire creative and innovative thinking that will spur new industries and jobs for future generations.

Governor Neil Abercrombie explores the Hawaiian Electric clean energy SEE-IT exhibit during APEC with Darren Pai, Briana Ackerman, and Kaiulani de Silva.



Maui Electric employees spread the clean energy message at annual events like the Maui Children & Youth Day where keiki of all ages interact with solar toys and mini wind models.

## Sun Power for Schools

The Hawaiian Electric companies continue to help install, operate and maintain small, demonstration solar PV systems at public schools on Oahu, Hawaii Island, and in Maui County. So far, 36 schools received systems totaling more than 55 kW. Wind technology is also being considered for future installations. In addition to reducing their monthly electricity costs, teachers received curriculum to educate students about various renewable energy sources.

## Bishop Museum Partnership

Through a partnership with Bishop Museum's Traveling Science Night, Hawaiian Electric shared a clean energy station and board game with over 1,000 students at six schools to help participants understand the three pillars of a more secure energy future: conservation, efficiency and renewables.

## Pacific Coast Electrical Association Hawaii Conference & Expo

Over 300 participants attended the 2011 Pacific Coast Electrical Association (PCEA) Hawaii Conference and Expo hosted by Hawaiian Electric, Maui Electric and Hawaii Electric Light Company. Twenty-eight workshops featuring local, national, and international leaders in the industry offered opportunities for implementing energy efficiency projects, improving facility performance, EVs, and renewable and sustainable initiatives and technologies. Keynote speakers included Hawaii County Mayor Billy Kenoi; Nainoa Thompson, president of Polynesian Voyaging Society; Michael Jung, policy director at Silver Springs Networks; and Steve Rosenstock, energy solutions manager at Edison Electric Institute.

Hawaiian Electric volunteers hand out plants at the Mauka to Makai Environmental Expo.

## HECO In Your Community

Through a multitude of events, Hawaiian Electric Company promotes a clean energy future and educates the public on its progress each year. From small business meetings and sustainability fairs to international leadership conferences, Hawaiian Electric provides the public with displays and collateral to educate customers on its clean energy goals and projects.

To celebrate Energy Awareness Month, Hawaiian Electric Company hosted one of its signature events, the Clean Energy Fair, on October 15, 2011 at Pearlridge Center. This free event featured interactive displays on local, renewable energy topics and educational games and activities for both adults and kids. Partners included the state Department of Business Economic Development & Tourism and Malama Learning Center. In addition, The Gas Company, Board of Water Supply, Hawaii Energy, and others were invited to promote energy awareness and conservation. EV charging vendors—AeroVironment, Better Place, and Volta—also attended to promote EV technology.


Hawaiian Electric employees engage keiki in fun activities such as the Energy Villain photo cutout at the Clean Energy Fair.

# Commitment to Community & Service

The Hawaiian Electric companies are committed to supporting the local communities they serve. Throughout the year, employees volunteer for numerous service projects, fundraisers, and clean-ups to help maintain this special place they call home.

## Kaala Farm

More than 50 employees, family, and friends worked in knee-deep mud, side-by-side with community members and the staff of Kaala Farm to help restore native forest and loi kalo (taro patch) in Waianae. The nonprofit Kaala Farm has dedicated over 30 years to creating places where Hawaiian ancestral knowledge lives on through youth; where thriving ahupuaa (sustainable land divisions) are living examples of healthy, maintained watersheds; and where Hawaiian traditions are carried forth in a way that makes people and their communities stronger.

LEFT: Kaala Farm

BELOW: Jean Herbert-Martin, David Martin, and Natalie Martin help reforest native plants at Kaala Farm.

## Kawainui Marsh and Ulupo Heiau

Joining members from Ahahui Malama I Ka Lokahi and the Kailua Hawaiian Civic Club, 100 Hawaiian Electric Company employees volunteered to help restore the native wetland bird habitat and areas surrounding Ulupo Heiau, and to construct a log walkway within Kawainui Marsh on the windward side of Oahu. As co-curators of these areas, Ahahui Malama I Ka Lokahi and Kailua Hawaiian Civic Club organize monthly service projects to restore ethno-botanical and cultural features.

## Koa Reforestation

On the slopes of Mauna Kea, Hawaii Electric Light Company employees planted over 500 koa seedlings as part of the Hawaiian Legacy Reforestation Initiative, a koa-replanting program that raises funds for nonprofit organizations.

Visit youtube.com/HawaiianElectric to see of many of Hawaiian Electric's community service and education projects.

## Kawananakoa Middle School

Braving the rain and mud, volunteer arborists, landscape professionals, and Hawaiian Electric employees took part in a school-wide tree planting at Prince David Kawananakoa Middle School. With the helping hands of each student, alahee, milo, koaia, ohia lehua, kou, lonomea and munroidendron trees were planted as a first step toward building a native plant arboretum on campus.

## Kahe Beach Clean Up

For more than 20 years, Hawaiian Electric employees have participated in the annual International Coastal Cleanup to keep Hawaii's oceans and waterways clean. This year, 142 Hawaiian Electric volunteers scoured the coastline at Kahe's "Electric Beach," and collected more than 4,600 pieces of marine debris and trash.

## HECO's Lifesavers

Hawaiian Electric Company employees have organized blood drives at the workplace for more than 35 years. In 2011, Hawaiian Electric employees, retirees and their families donated more than 1,600 pints of blood.

## Toys for Tots

The Employees of Hawaii Electric Light Company Toys for Tots Program is the island's official local community organization for the U.S. Marine Corps Toys for Tots Foundation. Hawaii Electric Light Company employees have organized the annual Toys for Tots collection for the last 20 years and in 2011 raised enough funds for more than 7,000 toys for underprivileged children on Hawaii Island.

Maui Electric Company hosted the Annual Keiki Tilapia Fishing Tournament in Kaanapali, attracting about 600 keiki participants. All proceeds, totaling over $11,000, benefited Maui United Way.

Over 300 organizations were supported through the Hawaiian Electric Industries Charitable Foundation and individual company support. In addition, employees from all three companies raised nearly $490,000 for United Way campaigns.


Through the Hawaiian Electric Industries Charitable Foundation, Hawaii Electric Light Company and American Savings Bank donated $35,000 to Hospice of Hilo to support the construction of the first neighbor island inpatient hospice facility. Pictured here are Jay Ignacio, president of Hawaii Electric Light Company; Brenda Ho, executive director of Hospice of Hilo; Scott Brand, manager of American Savings Bank Hilo branch; and Layne Campos first vice president and regional executive of American Savings Bank.

## Environmental Benefits Statement

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By using this paper, Hawaiian Electric Company saved the following resources:

Trees: 30
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For more information visit www.papercalculator.org.

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