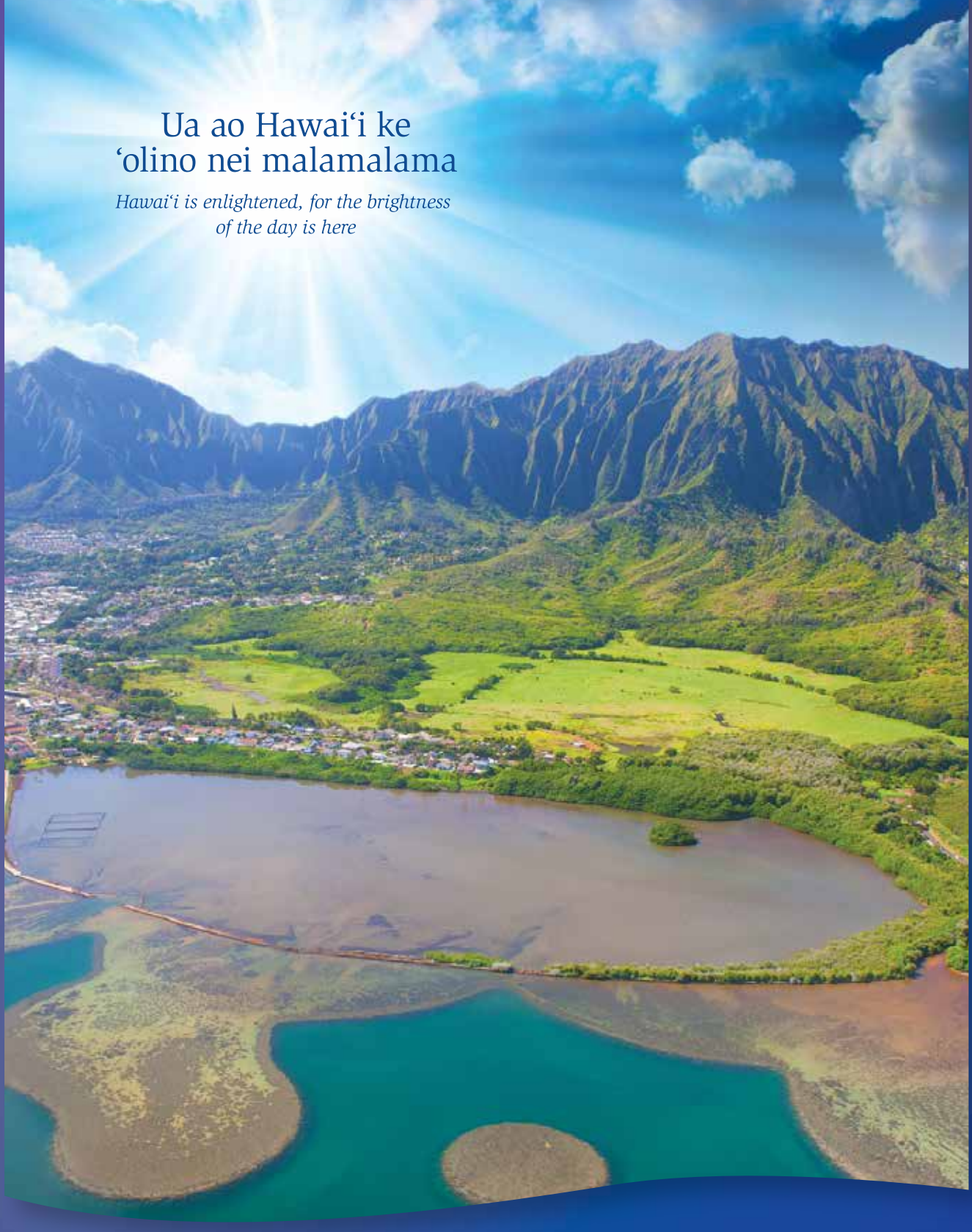


Ua ao Hawai‘i ke ‘olino nei malamalama

Hawai‘i is enlightened, for the brightness of the day is here

2012 Corporate Sustainability Report

Hawaiian Electric Company
Maui Electric Company
Hawaii Electric Light Company

Hawaiian Electric volunteers worked side by side with Paepae O Heeia, Friends of Heeia Fishpond to help restore the ancient Heeia fishpond wall in Windward Oahu.

TABLE OF CONTENTS

hoʻokipa
(welcome)

Aloha,

It is my pleasure to share with you Hawaiian Electric Companies' fifth annual Corporate Sustainability Report.

We have very encouraging signs of progress to report this year. Nearly 14 percent of the electricity used by our community in 2012 came from renewable sources, up from 12 percent last year and 9 percent just five years ago. Clearly, there is more work to do, but we are well on our way to meeting or exceeding our goal of 15 percent in 2015.

At Hawaiian Electric, Maui Electric and Hawaii Electric Light Company, our key commitments to sustainability are to reduce Hawaii's dependency on imported fossil fuel, lower and stabilize electricity bills for our customers, protect our environment, and preserve Hawaii's unique way of life.

We are also looking at what it would take to import liquefied natural gas for electricity generation. While liquefied natural gas is a fossil fuel, it's cleaner, cheaper and more secure than oil. And it's one way we hope to help reduce costs for our customers.

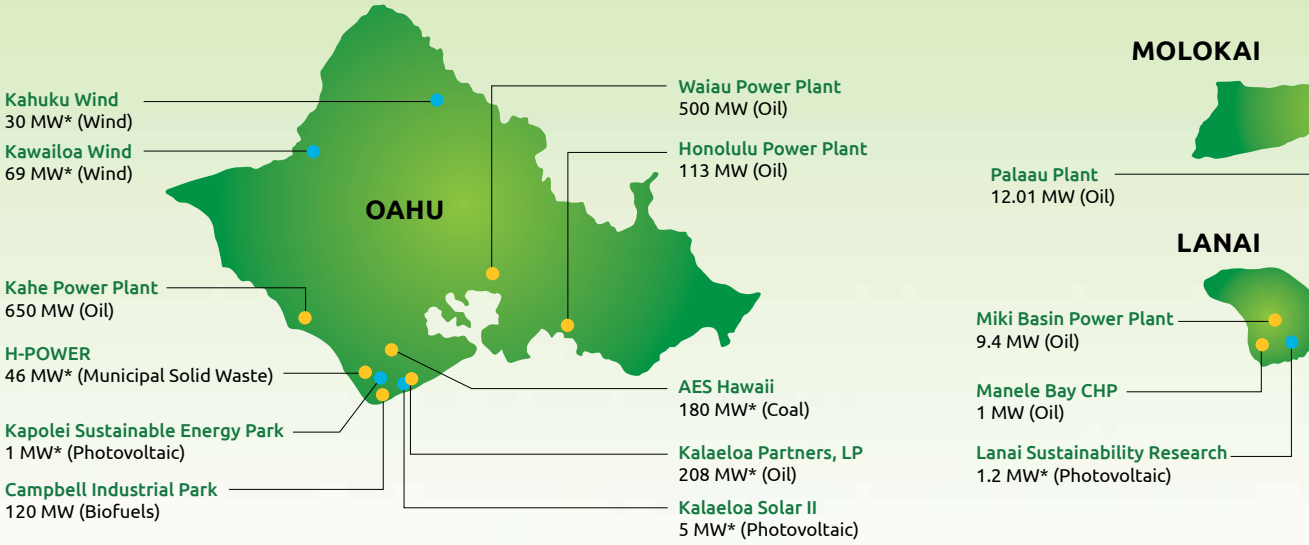
At the same time, we continue to explore adding as much renewable energy on our island grids as soon as possible. Beyond more utility-scale solar, wind, waste-to-energy and geothermal power, the last few years have seen a tremendous surge in customer-sited solar energy—a trend we expect to continue, leading, we hope, to a day when we will not need fossil fuels at all.

As you'll read in this report, the Hawaiian Electric Companies are front and center in driving clean energy efforts. But, as you'll also see, we can't do this alone. To reach our shared goals will take continuing concerted action and cooperation among individuals, businesses and institutions, renewable developers, and state and local government. Together, we will continue to move closer to our vision of a clean energy future for our islands.

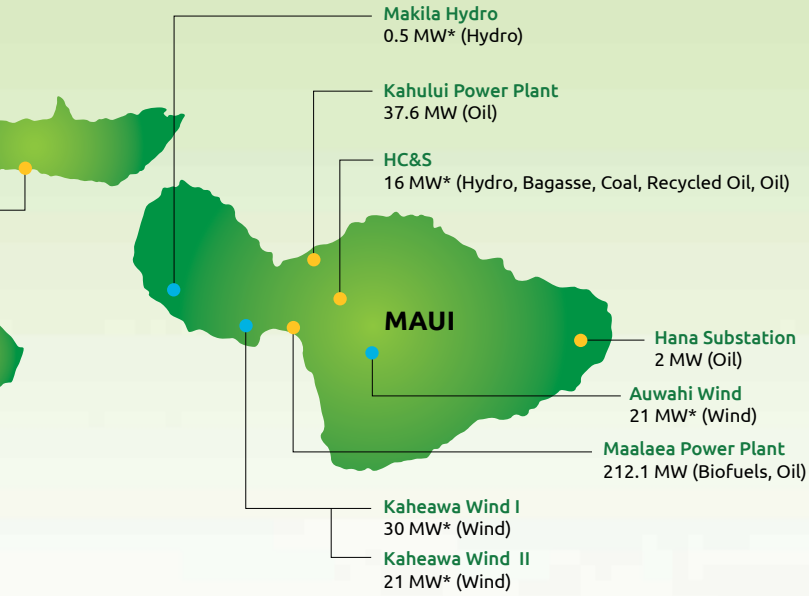
Sincerely,

Richard Rosenblum
President & Chief Executive Officer

Generating Capability



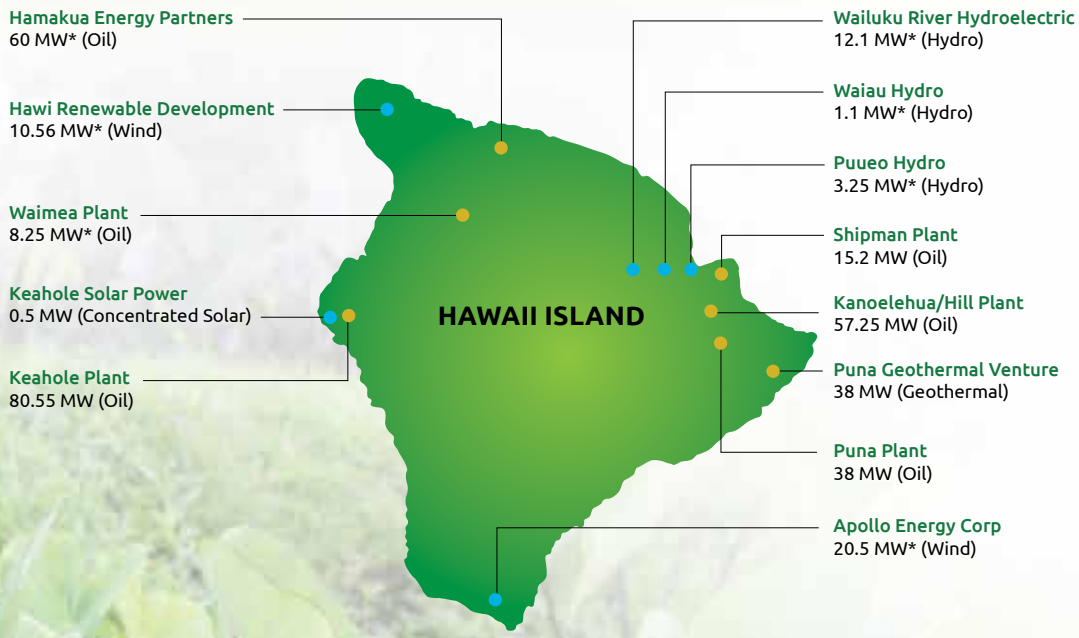
To achieve our vision of a clean energy future for our islands, we understand the importance of more renewable energy. And we're definitely making headway. In 2012, approximately 14 percent of the electricity sold to customers by the Hawaiian Electric Companies came from renewable sources. Our approach to energy is "less and local." We all must use electricity efficiently and wisely. We must be willing to do with less without sacrificing safety, comfort or convenience. And we must focus on all of Hawaii's clean, local and renewable sources of power.



Generating facilities with maximum capacity (in mega-watts) in the Hawaiian Electric Companies' service area.

- **Firm Generation:** Electricity from a source that is reliably available and controllable on demand, whenever needed. Examples: Steam or combustion generation fueled by biofuels, biomass, municipal or agricultural waste, geothermal or fossil fuels.
- **Variable Generation (or As Available Generation):** Electricity from a source not available or controllable at all times. Examples: Solar, wind and run-of-the-river hydro provide power only when the sun shines, wind blows, or streams are running strong, respectively.

*Net generation capability.



Working Together for

In 2008, the Hawaii Clean Energy Initiative (HCEI) set a target of 70 percent clean energy—40 percent from renewable generation, 30 percent from energy efficiency—for electricity and ground transportation by 2030. The Hawaiian Electric Companies supported this goal and signed the HCEI energy agreement. The Companies also supported the State Legislature's decision to make this voluntary goal mandatory as Hawaii's Renewable Portfolio Standard. The goals, as outlined in the Renewable Portfolio Standard, are the most aggressive goals in the nation.

Since 2007, electricity use on Oahu, Maui, Lanai, Molokai and Hawaii Island has decreased from 10,118 gigawatt hours in 2007 to 9,206 gigawatt hours in 2012. While that's been happening, more electricity has been generated from renewable sources on all islands. As our portfolio of renewable energy continues to grow and Hawaii residents use electricity more efficiently, we are able to use less oil and, in doing so, strengthen Hawaii's economy and energy security. At the same time we are helping protect the environment of our islands and the world.

"What will not change is our commitment to add as much renewable energy as possible, as quickly as possible, to the grids on Oahu, Maui, Molokai, Lanai and Hawaii Island. Getting off oil and on to clean, local energy is the most effective way to hold down electric bills and protect our economy, environment and way of life."

— Robbie Alm, Executive Vice President, Hawaiian Electric

a Clean Energy Future

lōkahi (unity)

Decoupling

As we progress toward a clean energy future for Hawaii, a major step has been to break the link between utility revenues and electricity sales. Following earlier approvals for Hawaiian Electric and Maui Electric, in 2012, Hawaii Electric Light Company received approval from the Hawaii Public Utilities Commission to use a new method of setting electric revenues, called "decoupling." This new method is critical to our efforts to reduce Hawaii's dependence on imported oil by better supporting increased energy efficiency, conservation and the growth in renewable energy resources.

ENERGY PLANNING To further clear the path for development of large-scale renewable energy projects, Gov. Neil Abercrombie signed into law two energy bills passed by the 2012 Legislature.

- Act # 165—Establishes a regulatory structure for installation and implementation of an inter-island high-voltage electric transmission cable system and construction of on-island transmission infrastructure.
- Act #166—Authorizes the Public Utilities Commission to develop, adopt and enforce reliability standards and cable interconnection requirements.

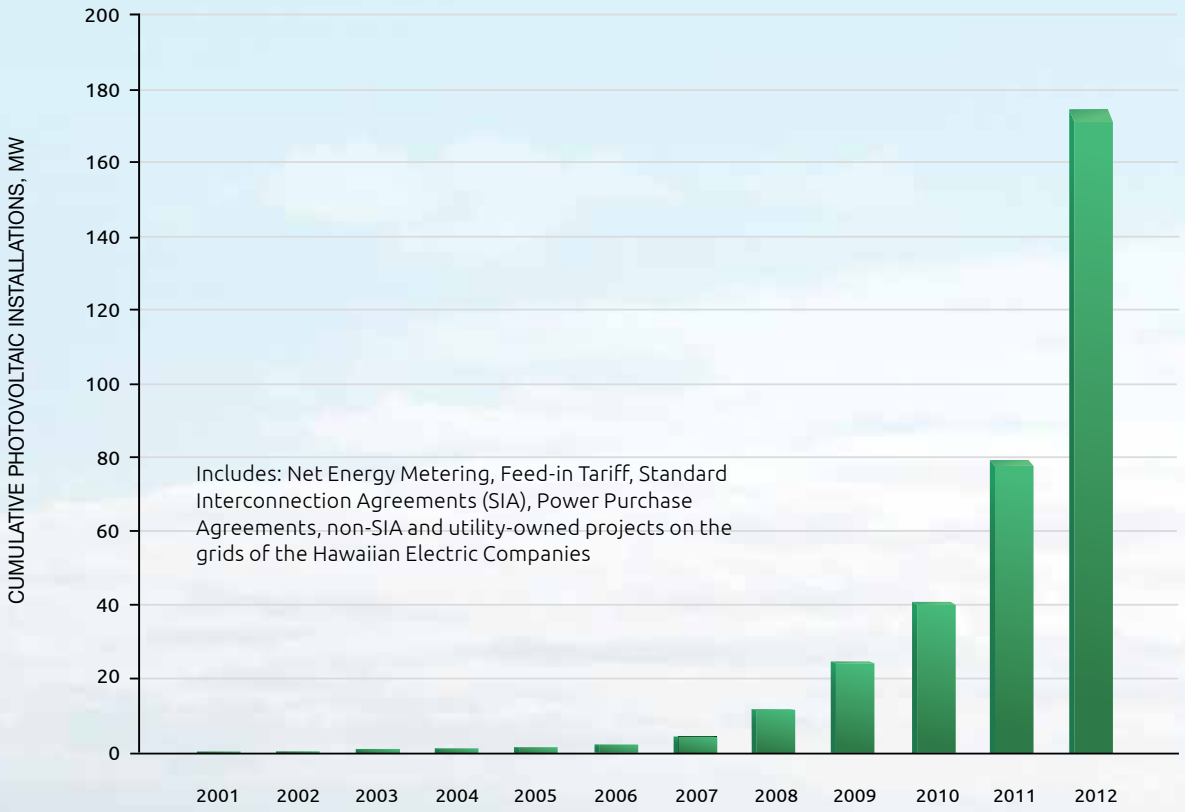
Solar

Connecting Solar Customers to the Grid

The Hawaiian Electric Companies are committed to helping customers add as much solar as possible without compromising the reliability of electrical service for all customers. To do so, we are involved in numerous research projects aimed at integrating more renewable energy into our small, isolated grids. Much of this research is in partnership with American and Japanese utilities and research institutes. The companies have also streamlined the Net Energy Metering program to make application and execution as customer-friendly as possible, while remaining in line with the Public Utilities Commission's interconnection rules.

Cumulative PV Installations

2012 was another big year for solar, with cumulative photovoltaic (PV) capacity reaching 172 megawatts (MW)—more than twice the 79 MW capacity reached in 2011.



2012 Accomplishments

- The Solar Electric Power Association recognized Hawaii's utilities as national leaders in integrating renewable solar energy. Hawaiian Electric, Maui Electric and Hawaii Electric Light Company ranked fourth, sixth and 12th, respectively, among utilities nationally for adding new solar power on a per customer basis. Hawaiian Electric also ranked 10th in the total annual solar power added in 2012. In addition, the Vote Solar Initiative, a national advocacy organization, recognized Hawaiian Electric as its "solar champion."

Participating in the blessing ceremony of the Kalaeloa Solar Farm were (left to right): Robbie Alm, executive vice president of Hawaiian Electric; Tom Werner, CEO of SunPower; Jobie Masagatani, chairwoman of the Department of Hawaiian Home Lands; Gov. Neil Abercrombie; Sen. Mike Gabbard; David Buzby, CEO of Bright Plain Renewable Energy.

- The Kalaeloa Solar II solar facility went into service at the end of 2012. Hawaiian Electric received the Public Utilities Commission's approval to purchase electricity from the 5-MW solar facility which can generate an estimated 8.2 million kilowatt-hours (kWh) of electricity per year—equal to the electricity needed to power about 1,100 homes.
- Hawaiian Electric signed an agreement to purchase electricity from Waianae PV-02, LLC's planned 400-kilowatt (kW) solar project in Waianae.
- The La Ola solar photovoltaic project on Lanai is now operating at its full 1.2-MW capacity after a battery system was installed to better integrate its output into the electric grid. This is the world's first utility-scale photovoltaic project to incorporate battery storage. It will help stabilize electric rates on Lanai by reducing importation and burning of diesel fuel to produce electricity.

"We congratulate Maui Electric and Hawaiian Electric for being solar power leaders in the electric utility sector. The Hawaiian Electric Companies continue to allow a significant amount of solar energy to be integrated into their grids last year, which brings the many benefits of clean solar energy to its customers." — Julia Hamm, President and CEO, Solar Electric Power Association

Geothermal

- Following expansion of Puna Geothermal Venture's plant capacity from 30 MW to 38 MW, Hawaii Electric Light Company renegotiated the power purchase agreement to modify the pricing structure and lower electricity costs for Hawaii Island customers.
- At the request of Hawaii Electric Light Company, the Public Utilities Commission opened a docket seeking up to 50 MW of added geothermal power. The additional 50 MW of firm renewable power offered at prices not tied to the cost of oil will help lower electricity rates on Hawaii Island.

"The partnership [with Sempra] allows my family to balance its love for the land and its need to thrive economically. We love open space, and we love agriculture. This allows us to keep it intact."

— Sumner Erdman, President, Ulupalakua Ranch, commenting on the Auwahi Wind Farm development

Wind

- The state's largest wind energy project—First Wind's 69-MW Kawailoa Wind—went into service in November 2012 with the capacity to generate renewable wind energy equal to that needed to power more than 14,500 Oahu homes annually. First Wind's nearby 30-MW Kahuku Wind is currently out of service due to a battery building fire in mid-2012 and is expected to be back in service by the end of 2013. In all, First Wind's Oahu projects generate electricity equal to the power needs of 22,200 homes. The company sells electricity generated by its Oahu wind facilities to Hawaiian Electric at set prices over 20-year contracts.
- On Maui, the 21-MW Auwahi Wind farm was completed in late 2012. It will generate electricity equal to that needed by 10,000 Maui homes. The Auwahi facility, built and operated by Sempra Generation, includes a battery system with state-of-the-art monitoring and safety controls to ensure reliable operation. The Public Utilities Commission approved a 20-year contract for Maui Electric to purchase power from the Auwahi project, which is located on the historic Ulupalakua Ranch in East Maui.
- Kaheawa Wind II broke ground in West Maui above Maalaea in early 2012 and began operating by the end of the year. Kaheawa Wind I and II together will generate electricity equivalent to that needed by 18,700 Maui homes annually with a total of 51 MW of generating capacity. Maui Electric also received the Public Utilities Commission's approval to amend the power-purchase agreement with Kaheawa Wind Power LLC, delinking the costs of the renewable energy project from the price of oil to lower costs for customers.

Biofuel

- Hawaiian Electric and the U.S. Army are moving forward with development of a 50-MW biofueled power plant at Schofield Barracks. The generating station would help meet the energy needs of Oahu customers, reduce Hawaii's dependence on imported fossil fuel and help the Army increase its energy security. The generator would be designed to isolate itself from the Hawaiian Electric grid in an emergency and to supply power only to Schofield Barracks, Wheeler Air Force Base and some nearby facilities, which would be available for first responders in the event of a disaster.
- The Public Utilities Commission approved a three-year contract for Maui-based Pacific Biodiesel Technologies to supply biodiesel to Hawaiian Electric for the Honolulu International Airport Emergency Power Facility. Pacific Biodiesel will supply between 250,000 gallons and one million gallons per year of biodiesel produced locally from Hawaii-sourced feedstock. The airport emergency power facility will provide electricity to the grid in normal circumstances. But it will isolate itself to provide emergency power to vital airport facilities in an emergency, such as following a major storm or tsunami that causes a power outage.
- The Public Utilities Commission approved a three-year extension of Hawaiian Electric's contract to buy biodiesel for the 120-MW Campbell Industrial Park power plant. The biodiesel, which comes from Iowa-based Renewable Energy Group, is processed from waste animal fat and used cooking oil.
- Hawaii Electric Light Company signed a power purchase agreement with Hu Honua Bioenergy to purchase 21.5 MW of electricity generated with locally grown biomass, such as eucalyptus. The agreement is now pending approval by the Public Utilities Commission. Hu Honua Bioenergy's plant is expected to generate 10 percent of the Big Island's electricity and create up to 30 jobs.
- Hawaii Electric Light Company submitted a new plan to buy locally produced biofuel from Aina Koa Pono for electricity generation. Aina Koa Pono is looking to use invasive plants, eucalyptus trees, macadamia nut husks, tree trimmings, and coffee pulp and hulls to provide 16 million gallons of biofuel annually—biofuel that would initially replace petroleum-based fuel at the Keahole Power Plant.

Waste to Energy

- The City and County of Honolulu's H-POWER waste-to-energy plant in Campbell Industrial Park expanded its generating capacity from 46 MW to 73 MW—equivalent to the electricity used by 75,000 homes. Hawaiian Electric signed a contract with the City and County of Honolulu to purchase this additional 27 MW of firm renewable power. The additional power aids Hawaii's drive to reduce dependence on imported oil for energy. It also supports the City's Department of Environmental Services' efforts to divert more trash from Oahu's landfills.

Liquefied Natural Gas

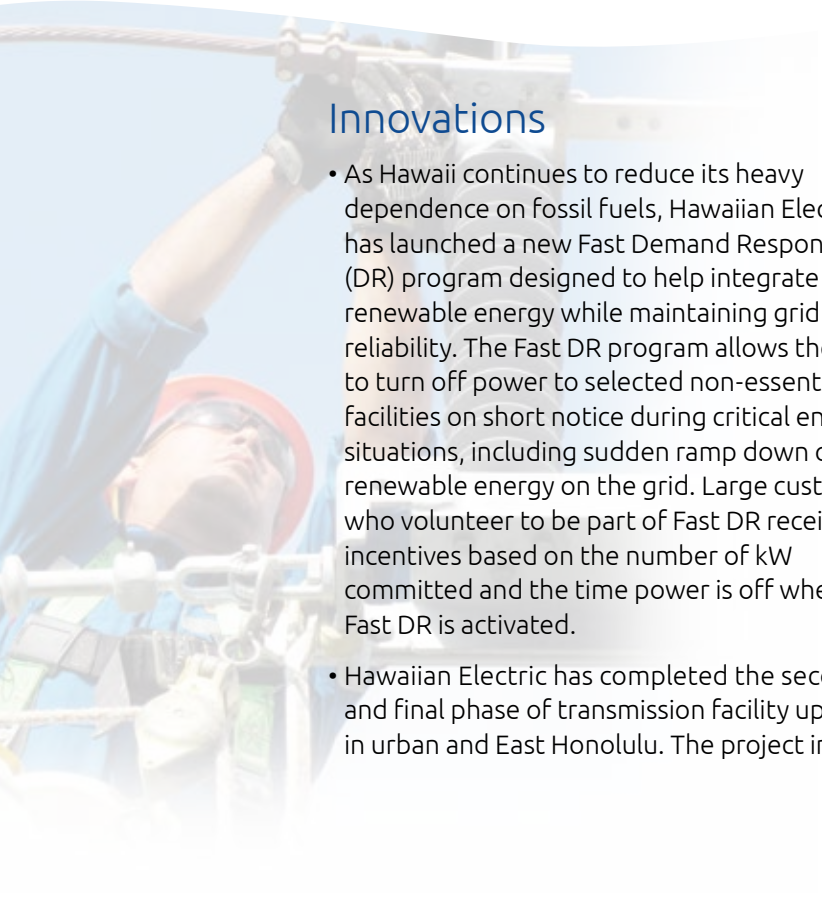
In 2012, Hawaiian Electric joined a working group that includes the Hawaii Natural Energy Institute and others appointed by Gov. Abercrombie to develop a comprehensive strategy on the potential costs and benefits of importing liquefied natural gas (LNG) to Hawaii. The idea is to use imported LNG to replace oil in the generation of electricity and perhaps in other uses. LNG could come from a more secure U.S. market and could play an important role in increasing the state's energy security. Using LNG in place of oil at some Hawaii power plants has the potential to significantly lower customers' electricity costs. It is also the cleanest-burning fossil fuel, producing less emissions and pollutants than either coal or oil.

Greening Transportation

To encourage greater adoption of electric vehicles, the Hawaiian Electric Companies are testing discounted overnight charging rates and working with manufacturers and service equipment suppliers. In 2012, more than 170 customers were enrolled in the time-of-use-project to benefit from discounted electricity rates when charging their electric vehicles during off-peak hours. In addition, Hawaiian Electric continues to work with the Hawaii Energy Policy Forum transportation working group and the Hawaii Clean Energy Initiative transportation committee to pursue reduced fossil fuel use in transportation.

This past year Hawaiian Electric also continued to sponsor a booth in the local auto show to promote electric vehicles.

"With Fast DR, our commercial customers have another tool to help manage their electricity costs while helping reduce Hawaii's dependence on expensive and volatile imported oil" — Scott Seu, Vice President of Energy Resources, Hawaiian Electric



Innovations

- As Hawaii continues to reduce its heavy dependence on fossil fuels, Hawaiian Electric has launched a new Fast Demand Response (DR) program designed to help integrate more renewable energy while maintaining grid reliability. The Fast DR program allows the utility to turn off power to selected non-essential facilities on short notice during critical energy situations, including sudden ramp down of renewable energy on the grid. Large customers who volunteer to be part of Fast DR receive incentives based on the number of kW committed and the time power is off when Fast DR is activated.
- Hawaiian Electric has completed the second and final phase of transmission facility upgrades in urban and East Honolulu. The project includes "smart controllers" that enable quicker detection of outages and restoration of power to customers through remote operation. The new technology will allow system operators to restore power in seconds as opposed to hours.
- In April 2012, Maui Electric began a smart meter demonstration project in Maui Meadows. The project is designed in part for customers to better manage energy use so more renewable energy can be added to electric grids.
- Maui Electric is working with A123 Systems to potentially use advanced nanophosphate lithium ion batteries to help stabilize Maui's power grid and improve reliability as fluctuating clean energy sources, such as wind and solar, become more common.

Renewable Portfolio Standard

Each year, Hawaii advances toward the clean energy goals set by the Hawaii Clean Energy Initiative. This would not be possible without adding renewable developments and without the dedication of Hawaii's people to conserve energy and live more sustainably.

Required Renewable Portfolio Standard

The Hawaii Clean Energy Initiative mandates that the following percentages of our company sales be generated from renewable resources over the next several years, as reflected in our Renewable Portfolio Standard (RPS).

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%
2012	—	13.9%	28.7%

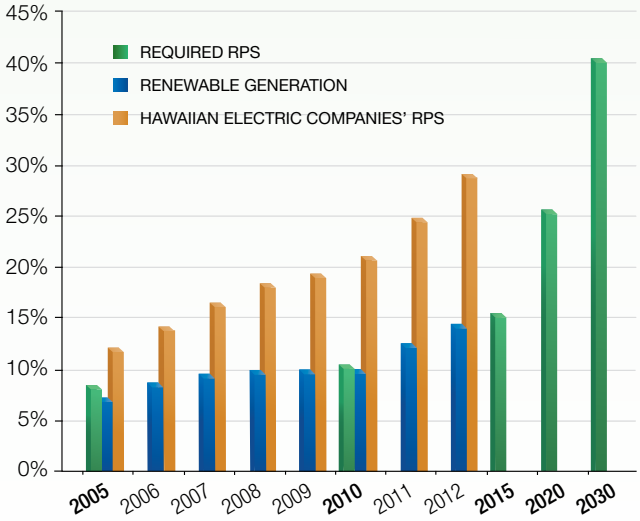
Starting in 2015, energy efficiency and solar water heating benefits will no longer be included in RPS.

2015	**15%**	—	—
2020	**25%**	—	—
2030	**40%**	—	—

**Does not include energy efficiency savings from solar water heating and energy efficiency technologies.*

In 2012, the Hawaiian Electric Companies reported a combined total of almost 14 percent of electricity sales from renewable resources. With the inclusion of energy efficiency savings from solar water heating and energy efficiency technologies, our RPS was nearly 29 percent.

At this current pace, we are well on our way to the 2015 goal of deriving 15 percent of our electricity from renewable sources by the end of 2013—two years ahead of schedule.



ho'okō 'ana (accomplishment)

2012 Renewable Portfolio Standard Status Report

(IN NET MEGAWATT HOURS AS OF 12/31/2012)

Electrical Energy Generated Using Renewable Energy Sources

	2012				2011
	Hawaiian Electric	Hawaii Electric Light Company	Maui Electric	**Total**	Total
Biomass (including municipal solid waste)	302,398	—	39,392	**341,790**	365,266
Geothermal	—	266,234	—	**266,234**	232,906
Photovoltaic	5,904	245	3,494	**9,643**	2,169
Hydro	—	57,613	7,453	**65,066**	51,506
Wind	75,410	154,688	158,158	**388,256**	344,376
Biofuels	21,259	—	1,348	**22,607**	59,254
Subtotal	**404,971**	**478,780**	**209,845**	**1,093,596**	1,055,477

Electrical Energy Savings Using Renewable Displacement Technologies

	2012				2011
	Hawaiian Electric	Hawaii Electric Light Company	Maui Electric	**Total**	Total
Distributed Renewable Energy	125,882	28,282	28,474	**182,638**	84,968
Solar Water Heating					
Utility	113,541	17,919	28,341	**159,801**	161,824
Public Benefits Fee Administrator	18,471	3,934	2,505	**24,910**	18,349
Subtotal	**257,894**	**50,135**	**59,320**	**367,349**	265,141

Electrical Savings Using Energy Efficiency Technologies

	2012				2011
	Hawaiian Electric	Hawaii Electric Light Company	Maui Electric	**Total**	Total
Pre-2012 Participants					
Utility	641,869	48,948	86,823	**777,640**	777,483
Public Benefits Fee Administrator	179,267	27,920	24,483	**231,670**	118,661
2012 Participants (PBFA)	137,019	20,897	18,034	**175,950**	112,920
Subtotal	**958,155**	**97,765**	**129,340**	**1,185,260**	1,009,064
TOTAL	1,621,020	626,680	398,505	**2,646,205**	2,329,682
TOTAL SALES	6,975,996	1,085,171	1,144,832	**9,205,998**	9,526,908
RPS PERCENTAGE	**23.2%**	**57.7%**	**34.8%**	**28.7%**	24.5%

Renewable Generation

(RPS NOT COUNTING ENERGY EFFICIENCY AND SOLAR WATER HEATING)

Energy	530,853	507,062	238,319	**1,276,234**	1,140,445
Percentage	**7.6%**	**46.7%**	**20.8%**	**13.9%**	12.0%

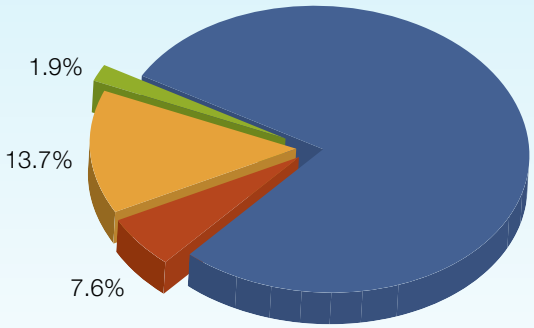
The complete 2012 Renewable Portfolio Standard report provided to the Hawaii Public Utilities Commission is available online at www.hawaiianelectric.com under "Clean Energy."

2012 Renewable Portfolio Standard

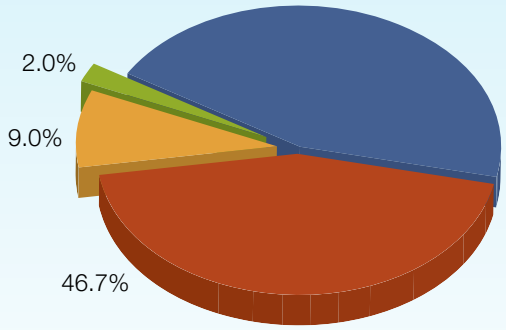
(AS A PERCENTAGE OF TOTAL SALES AS OF 12/31/2012)

LEGEND: SOLAR WATER HEATING ENERGY EFFICIENCY TECHNOLOGIES RENEWABLE ENERGY

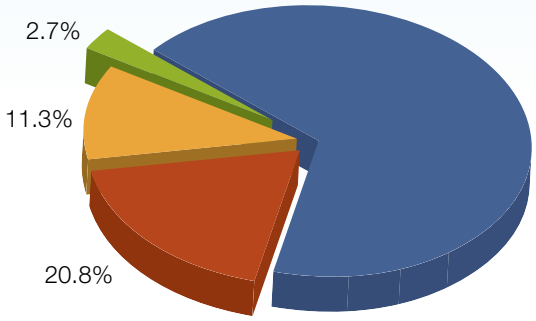
Hawaiian Electric Company



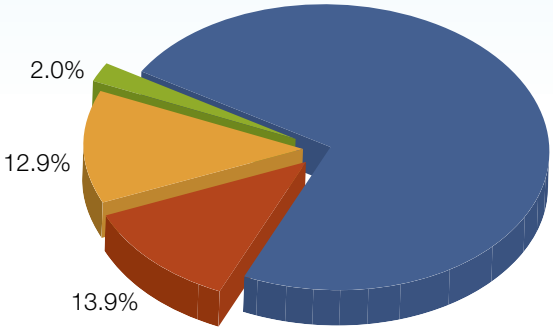
Hawaii Electric Light Company



Maui Electric Company

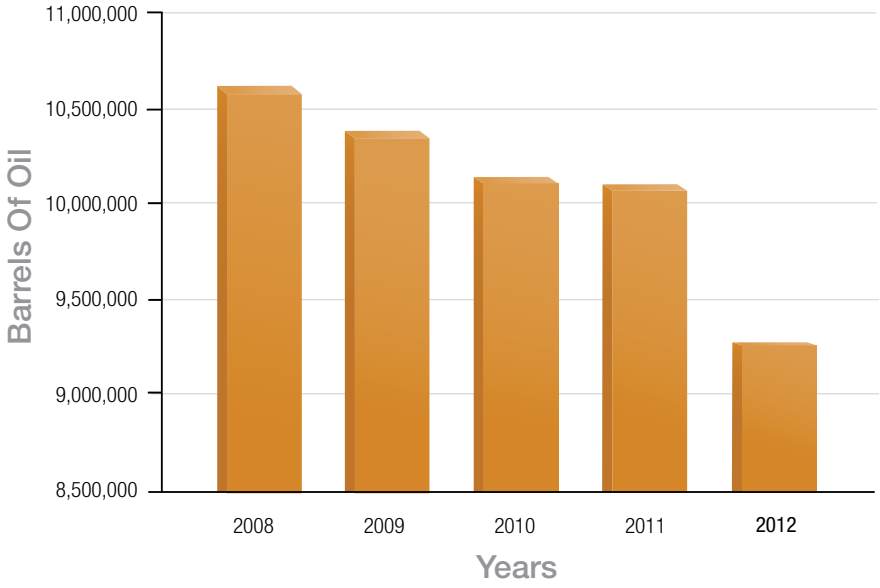


Consolidated Total



Reducing Our Use Of Oil For Electricity

Over 836,000 fewer barrels of oil were used in 2012 compared to the year before.



Greening Our Facilities

Solar Power at Hawaii's Greenest Power Plant

Hawaiian Electric's Campbell Industrial Park generating station is the largest known commercial combustion turbine power plant fueled entirely with renewable biodiesel. With the addition of a 128-kW, 450-panel photovoltaic system, Oahu's greenest power plant is even greener. The solar system provides power for routine operations of the plant, cooling shade for the employee and visitor parking lot, and two electric vehicle chargers.

Recycling

In 2012, more than half the waste from the three Hawaiian Electric Companies was diverted from landfills through recycling of cardboard, green waste, e-waste, metal, paper, plastic and glass.

Driving Efficiently

Hawaiian Electric's greening efforts extend beyond power plants and office buildings to the roads. We continue to expand our electric vehicles fleet. In 2012, 15 percent of our on-road vehicles used little or no gasoline, including eight all-electric plug-in vehicles and 79 hybrids. Ten Level 2 electric vehicle charging stations are available at the Ward Avenue baseyard and one at the Koolau Substation on Oahu. Incorporating more electric vehicles allows employees on the road to travel with greater energy efficiency.

Monitoring Our Impact

Hawaiian Electric is committed to meeting the energy needs of Hawaii's people in a reliable, economical and environmentally sound way. Mitigating greenhouse gas contributions from electricity production is key to that commitment.

To track our progress, Hawaiian Electric has participated in voluntary and regulated environmental reports over the years.

- Starting in 2010, our companies began reporting our greenhouse gas (GHG) emissions under the Environmental Protection Agency's new mandatory GHG emission reporting regulations.
- Hawaiian Electric monitors air quality on the Leeward Coast as part of our commitment to our West Oahu neighbors. Real-time data on air quality updated hourly can be found at www.westoahuair.com.
- Changes in fish communities and populations off the shores of West Oahu are surveyed on an annual basis and can be found at www.hawaiianelectric.com/westoahu.

Serving Our Customers

In 2012, our companies stepped up efforts to help customers save energy and money by initiating new customer-focused programs and resources.

Keeping Customers Informed

Maui Electric partnered with Maui County to offer customers the ability to receive e-notifications on safety, scheduled maintenance, and power disruptions.

Energy Education for Our Diverse Communities

To better serve Hawaii's diverse community, the Hawaiian Electric Companies now offer free publications in various languages as well as in large print for the visually impaired:

- *Handbook for Emergency Preparedness* in Korean, Cantonese, Vietnamese, and Ilocano.
- *Power to Save/Ways to Save for Small Businesses* in Korean, Ilocano and Japanese.
- *Power to Save/101 Ways to Save for Residential Customers* in Ilocano and Cantonese.

These are available both in print and online.

Greater Access

The Hawaiian Electric Companies have launched a new billing system with new online features. Customers can now view their current balance and meter reading schedule, sign up for automatic bill payment and update their customer information online.

Our two *Guide to Going Solar* brochures assist customers with understanding initial steps to take when considering PV and types of questions to ask when comparing solar contractors.

Solar Resources

With the demand for solar energy increasing every year, Hawaiian Electric has developed new ways to assist customers in adding solar to their homes.

Going Solar Resource Center

Hawaiianelectric.com/goingsolar is a dedicated section of our website that provides customers with information and resources to become more knowledgeable and make informed decisions about investing in solar—whether for homes or small businesses.

Simply Solar Program

To enable more residential customers—especially renters and those with limited incomes—to save money by adding solar water heating, the Hawaiian Electric Companies proposed "Simply Solar"—a program that allows customers to add solar water heating at no up-front cost. Solar water heating customarily reduces residential bills by one-third to one-fourth. So customers would see lower monthly bills and could use part of those savings to pay for solar water heating over time.

Listening to Customers

The Hawaiian Electric Companies recognize the great interest our customers have in Hawaii's energy future. In 2012, we initiated the most recent cycle of Integrated Resource Planning—a process designed to develop a long-term energy plan for the islands. As part of our Integrated Resource Planning, we held a series of public meetings around the state to collect public comment as we consider the best mix of energy resources and efficiency measures to meet Hawaii's electricity demand. We then evaluated an array of solutions, including combining conservation and energy efficiency, renewable resources, distributed generation and more efficient central power plants. The goal is to develop an action plan to guide each company in meeting energy objectives and customer energy needs consistent with state energy policies, while providing safe and reliable service at the most reasonable cost possible.

(service)

lawelawe 'ana

Caring for Our Communities

Engaging youth and empowering customers with information on renewable energy technologies and energy conservation are essential to achieving Hawaii's clean energy goals.

MathCounts

Since 1984, Hawaiian Electric has supported MATHCOUNTS, a competition organized by the Hawaii Society of Professional Engineers. Students have the opportunity to challenge their math skills and develop self-confidence, while being inspired to consider careers in science, technology, engineering and math.

Solar Sprint

More than 300 elementary and middle school students put solar-powered vehicles they built themselves to the test at Kapolei High School during the Solar Sprint Exhibition. Sponsored by the state Department of Education and Hawaiian Electric, the event gives students an opportunity to demonstrate their knowledge and application of science and math to design and build a working solar-powered vehicle.

Celebrating Energy Awareness Month

In celebration of Energy Awareness month in October, Hawaii Electric Light Company invited Hawaii Island residents to its Community Energy Fair. Through educational displays, interactive exhibits, and hands-on activities, families learned about electricity generation, power distribution, renewable energy, electrical safety, emergency preparedness and customer services.

First Lego League

The second annual Hawaii FIRST LEGO League West Hawaii District Tournament, sponsored by Hawaii Electric Light Company, brought fun and excitement to the discipline of science while building self-confidence, technical knowledge and life skills in children ages 9–14 years.
In 2012, the challenge theme "Senior Solutions" inspired teams to use science and engineering applications for improving the quality of life for seniors so they can remain independent, engaged, and connected in their communities.

alaka'i (to guide)

Solar Boat Regatta

The highly anticipated Solar Boar Regatta, sponsored by Hawaii Electric Light Company, brought together more than 200 students from around Hawaii Island to take part in the fifth annual boat race held at Hilo Intermediate School. Students used a solar kit and recycled materials to construct their boats, which were required to sail two meters in under 15 seconds. The interactive program offers fun, hands-on learning while it addresses educational benchmarks.

Helping Those Who Serve Our Community

When Hawaiian Electric learned that the Giving Tree, Oahu's largest charity food outlet, was running food storage equipment on a failing gas generator and having to shut off refrigeration units to stay open for the hungry, the company stepped in. With the help of Hawaiian Electric employees and trucks, the Giving Tree was given new wiring and assistance so that the charity—and the people they served—would not be left in the dark.

Eco-Friendly Bag Swap

To promote reusable shopping bags, Hawaii Electric Light Company, KTA Super Stores, and radio station KWXX collaborated to feature shopping bag exchanges, recycling, energy efficiency and conservation. Customers were invited to swap three plastic shopping bags for an eco-friendly reusable bag.

"They went way above and beyond. There were a lot of man-hours, big trucks, and a lot of wiring." — Charlie Lorenz, Executive Director, The Giving Tree

Caring for Critical Habitats

Protecting the environment is one of Hawaiian Electric Companies' core values. Every year, volunteers dedicate their time to projects statewide. For example, in July 2012, about 75 volunteers from Hawaiian Electric and International Brotherhood of Electrical Workers (IBEW) Local 1260 spent their morning clearing invasive trees and weeds from Pouhala Marsh, one of the last remaining wetland habitats in Pearl Harbor. This 70-acre preserve is a critical habitat for many native plants and wildlife, including endangered native Hawaiian stilts.

"We appreciate when companies like Hawaiian Electric become involved in these culturally significant projects. As a community, we need to preserve and protect these unique cultural treasures, places of traditional agriculture and aquaculture, because of their application and use today. I personally look forward to a more sustainable future, one in which we grow our own food and produce our own energy."

— Hiilei Kawelo, Executive Director, Paepae o Heeia

Duffy Chang, Hawaiian Electric Utility Operator demonstrated the traditional Hawaiian practice of pounding kalo.

Preserving Hawaiian Culture and Tradition

For the fifth year, Hawaiian Electric sponsored the Grow Hawaiian Festival in April to celebrate earth month and draw attention to Hawaii's rich diversity of native plants and Hawaiian cultural traditions. Through our volunteers, more than 5,000 attendees discovered ways to protect the environment, conserve energy and support a clean energy future while local artisans shared their knowledge of traditional Hawaiian arts, crafts and culture.

Environmental Education

School officials at Keoneula Elementary School in Ewa Beach dreamed of a garden that would foster learning about native Hawaiian plants, agricultural practices, environmental resources and sustainability. Hawaiian Electric partnered with IBEW Local 1260 and other sponsors to join students, teachers and members of the community on a workday project to turn the dream garden into a reality. Now, more than 20 varieties of native plants are flourishing in the garden, aptly named Ka Uluwehi o Ka Naauao ("where beautiful plants thrive"). It's where students will also grow in knowledge.

"With these tough economic times, we realize this garden project would not have been as successful as it is without the support of Hawaiian Electric. We would like to continue building relationships between the school and outside community and organizations with our ongoing projects, in order to make the students' dream of a hands-on classroom a reality. We know now that the 'sky is the limit'!"

— Victoria Coffin, Teacher, Keoneula Elementary School

Restoring History with Paepae o Heeia

About 100 Hawaiian Electric volunteers partnered with Paepae o Heeia, Friends of Heeia Fishpond, to help restore an ancient fishpond in Windward Oahu and revitalize one of Hawaii's unique cultural resources. Working hand-to-hand, volunteers moved heavy buckets of rock and coral for the reconstruction of the wall encircling the pond. Volunteers were happy to get waist-deep in water to restore a piece of Hawaii's history and culture while preserving a precious environmental resource for the community.

mālama (to take care of)

A community outreach team from Maui Electric visited schools, businesses and senior citizens in Lanai City to educate them about electrical safety. Lynndee Gomes of Maui Electric advised Lanai Elementary School children about safety tips related to overhead power lines during a visit to the school.

Partnerships

Through partnerships with many organizations, the Hawaiian Electric Companies work to cultivate stronger relationships with our customers and communities. These partnerships enable us to make a positive impact on our communities.

- Maui Electric and other businesses offered support to Camp Imua, which brings the community and special needs children together for a weeklong recreational camp each summer at Camp Maluhia in West Maui. Maui Electric's support provides a day of festive outdoor activities, unique experiences, and opportunities for children to discover their potential. Through this camp, school-aged children are given opportunities to explore new activities and interact with others. Volunteers are also able to connect with the children and share their time and talents to the community, while giving the children's caregivers some much-needed time off.

- Maui Electric partnered with other local sponsors in support of the American Heart Association's 2012 Maui Heart Walk. The event exceeded its fundraising goal, raising more than $90,000 for the fight against heart disease and stroke.
- About 600 children and their families tossed out their poles during the fourth annual Maui Electric Keiki Tilapia Fishing Tournament.

"The support of companies like Maui Electric and the generosity of its employees are what make United Way work."

—Laksmi M. Abraham, President and Chief Professional Officer, Maui United Way

The event helped raise funds and bring awareness to the ongoing 2012 Maui United Way fundraising campaign. Maui Electric raised more than $15,000 for the cause that supports 36 health and human service partner agencies and programs, ranging from the American Red Cross to the Salvation Army.

- Maui Electric received the Community Partnership of the Year award at the Maui United Way Mahalo Luncheon. The Outstanding Corporate Contributor award was also given to Hawaiian Electric Industries for contributions made in support of Maui United Way.
- On Oahu, Aloha United Way presented Hawaiian Electric Industries and Hawaiian Electric with the Eco Friendly award at their Annual Recognition Luncheon. Hawaiian Electric's fundraising team was also recognized as Coordinator of the Year.
- In addition, Hawaii Electric Light Company presented Kona Community Hospital with a $20,000 grant for baby incubators. The incubators will be used by hospital staff to help monitor the condition of premature infants.

kākoʻo (to support)

Environmental Benefits Statement

This report is printed with vegetable-based inks on an environmentally responsible paper that is 100 percent post-consumer waste, free of chlorine and manufactured from sustainable raw materials. It is Forest Stewardship Council™ certified and meets the credibility of American National Standards Institute for longevity.

The CO_2 emissions generated while printing 2,500 copies of this report have been offset through natureOffice and those funds go to support local reforestation on the Hamakua Coast on the island of Hawaii via Hawaiian Legacy Hardwoods.

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

Trees: 15

Water: 6,993 gallons

Energy: 5,000,000 BTU

Solid Waste: 425 pounds

Carbon Emissions: 1,452 pounds

The savings are based on a quantity of 2,500 reports. Environmental impact estimates for savings pertaining to the use of postconsumer recycled fiber are based on the Environmental Defense Fund Paper Calculator and research done by the Paper Task Force, a peer-reviewed study of the lifecycle environmental impacts of paper production and disposal. Calculations based on research by Environmental Defense Fund and other members of the Paper Task Force.

For more information visit www.neenahpaper.com

carbon neutral
natureOffice.com | US-180-313550
print production

FSC
100%
From well-managed forests
www.fsc.org Cert no. SW-COC-003057
© 1996 Forest Stewardship Council

PRINTED IN HAWAII

COVER PHOTO: HE'EIA FISHPOND BY MANUEL MEJIA © 2010

Hawaiian Electric Company
Maui Electric Company
Hawaii Electric Light Company

www.hawaiianelectric.com