

KOKUA FESTIVAL 2008 – GREENING

Jack Johnson and all parties involved in producing the Kokua Festival are committed to environmental sustainability. In 2008 we strived for a zero-waste, carbon-neutral event and took the following actions to help reduce the environmental impact of the Kokua Festival:



Zero-Waste – There were zero-waste collection stations located throughout the festival grounds – at each station, recyclables, food waste and compostables were separated by student volunteers from local school groups. Kamehameha Treehuggers, Punahou, and Kahuku's environmental clubs monitored the stations to ensure proper disposal of all waste. Recycling assistance provided by [Reynolds Recycling](#).

Water Station – Again in 2008, fans were encouraged to bring their own reusable water bottles to the Festival – bottles could be filled for free at the [Menehune Water Company](#) water station located in the Kokua Village. There were also special edition Kokua Festival [SIGG Brand](#) water bottles available for purchase inside the gates.



Concessions and Catering – A variety of locally-grown, organic and natural food and beverage items were available for fans to purchase at the festival. The festival catering crew provided the artists, crew, and VIP hospitality areas with local, organic, and natural products.



Sustainable Food Ware - Thanks to the cooperation of [Centerplate](#), [Ginniberries](#), and our local food vendors, the entire venue used sustainable food wares from [Styrophobia](#). All cups, containers, serving dishes, utensils, and napkins were biodegradable, recyclable, and/or re-usable.

Sustainable Biodiesel – Production vehicles and generators used at the Kokua Festival were run on sustainable, locally produced biodiesel fuel courtesy of [Pacific Biodiesel](#).



Kokua Village – While at the Kokua Festival, fans visited the Kokua Village to purchase local food and beverage items; learn more about products and services from green companies such as [Patagonia](#), [Simple Shoes](#), and [Stonyfield Farm](#); watch alternative energy demonstrations; and get information from environmentally active groups from around the islands. The Keiki Area featured live performances, interactive games, and crafts for the kids.

Eco-Friendly Concert Merchandise – Festival t-shirts were made from organic cotton, and Festival concert posters and Kokua Village passports were printed on 100% post-consumer waste recycled paper (passport paper provided by [New Leaf Paper](#)). Re-usable Kokua Festival bags were also sold, with two different styles offered: one made of jute courtesy of Presenting Partner [Simple Shoes](#), and another made of recycled plastic bottles courtesy of [1 Bag At A Time](#). Fans are encouraged to use these reusable bags at their local grocery stores instead of paper or plastic. Graphic design and printing for Festival merchandise provided by [Lively & Motch](#), [King Graphics](#), [Meridian Graphics](#), and [ecoLingo](#).



KŌKUA FESTIVAL

A BENEFIT FOR THE KŌKUA HAWAII FOUNDATION

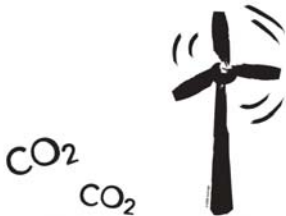


Travel – We strongly encouraged all attendees to utilize alternative methods of transportation to get to the Kokua Festival: biking, walking, utilizing public transportation, or driving a hybrid or biodiesel vehicle. For those who chose to bike to the show, free bike parking and valet service was provided at the front of the venue courtesy of the [Hawaii Bicycling League](#). All fans who biked to the show received the chance to win a number of prizes, including bicycles donated by [The Bike Factory](#) and [The Bike Shop](#) (winners were announced during the show.) The Kokua Festival once again arranged for free parking at the Kapiolani Community College, along with free electric shuttles that ran from 2pm to 11pm on both show days. We also encouraged carpooling for those driving to the show.

Earth Day Resolutions – Onsite at Kokua Festival, fans were given the opportunity to pledge to reduce their environmental impact throughout the year. Even though this year's event is over, you can still make your own Earth Day Resolution! Just click on the following link: www.kokuahawaii.org/resolutions/. All Earth Day Resolutions collected will be quantified by [Kanu Hawaii](#) in order to track our collective positive impact on the environment. Earth Day Resolution videos collected at the 2008 Kokua Festival will be posted shortly – check them out at www.kokuafestival.com/videos.



CO₂ Offsets – New in 2008, the Kokua Festival offered online ticket buyers the opportunity to offset the emissions generated by their travel to the show. An option was available at ticket points of purchase to contribute an additional \$2 toward carbon offsets to help reduce the CO₂ impact of fans' travel. [Evolution Sage](#), the Kokua Festival's offset partner, will use the carbon credits purchased to fund renewable energy programs in Hawaii. For those who flew into Hawaii for the Kokua Festival, we encourage you to consider making your entire trip carbon-neutral via additional offsets; visit www.evolutionsage.com/kokua to learn more. After all possible actions have been taken to reduce the environmental impact of the Kokua Festival, the remaining CO₂ emissions will be calculated and offset via the purchase of additional carbon credits from [Evolution Sage](#). Once this has been done, the entire Festival will be certified climate-neutral.



All At Once – Over 25 local environmental non-profit partners had booths set up in the Kokua Village. Through a social action network called *All At Once*, Jack Johnson fans can connect with these and other non-profit groups around the world to share ideas for environmental action. Visit www.allatonce.org to find out how to help inspire positive change in your community!



Giving Back - Jack Johnson has been a member of [1% For The Planet](#) since 2004, giving at least 1% of his revenues to environmental causes each year. His new charity, the Johnson Ohana Charitable Foundation, will match every dollar donated this year (online or at the shows) to *All At Once* non-profit partners.

We thank you for your support of our efforts to make the 2008 Kokua Festival the most eco-friendly event yet!