

# Setting The Highest Environmental Standards



## Reducing our Carbon Footprint:

- ❖ Our modern, high-tech vessels are equipped with Tier II high efficiency engines for lower emissions and a healthier planet.
- ❖ Whenever possible, we buy local products and produce, such as Maui Cattle Company's all-natural local beef. Local food products are fresher and require less fuel for transportation. We also use a locally made, eco-friendly liquid cleanser made by Maui Pure Island. Our staff participates in a CSA (Community Supported Agriculture) to support local farms.
- ❖ Towels and rags are washed in our own water-saving and energy-efficient machines, to reduce need for laundry service to drive many miles each day to pick up laundry.
- ❖ By using "Kleen Oil Filters" and lab testing engine oil to precisely determine when changes are needed, we've reduced frequency of oil changes and use less oil in our vessels – and fewer used oil filters go to the landfill.
- ❖ New H2O Generators use mineral water to dramatically improve fuel economy and reduce emissions (now in testing)
- ❖ Employees are provided with incentives to ride the bus to work or to purchase a hybrid ultra-high efficiency vehicle.
- ❖ On the drawing board: a new vessel, Ocean Navigator, which uses wind and solar power to replace the need for fossil fuel.

## Protecting Wildlife and the Ocean Environment:

- ❖ Sound-deadening vessel hulls and oversized mufflers help protect sound-sensitive wildlife.
- ❖ Whale Protection Devices (the first in the nation for commercial sized vessels) gently guide whales away from propellers and running gear.
- ❖ Laser Range Finders are used by our captains to ensure accurate compliance with Federal and State whale approach laws.
- ❖ Our Certified Waste Management Policy: We don't dump, we pump.
- ❖ Vessels are required to use established moorings (not anchors) to protect Maui's reefs.
- ❖ Reef safe sunscreen provided free of charge to snorkeling guests to protect coral reefs.
- ❖ Environmentally friendly cleaning products used on our vessels and in our offices.
- ❖ We strictly adhere to all Federal and State laws regarding approaches to whales and other marine wildlife.
- ❖ Our strict "Be Whale Aware" guidelines include limits on vessel speed, time spent around whales, and other steps to prevent disturbances to whales or dolphins.



## Promoting Recycling and Reducing Landfill Waste:

- ❖ Promotional brochures and wildlife guides are printed on 100% recycled paper, made with green power (including windpower).
- ❖ Toilet paper is unbleached and made from recycled paper.
- ❖ Biodegradable and compostable plates, cups and utensils are tree-free, petroleum-free!
- ❖ No plastic bottles: water filters on our vessels and in our offices have eliminated the need for disposable plastic water bottles.
- ❖ No plastic bags: we use biodegradable, compostable bags made from corn starch. Staff asked to shop with reusable shopping bags.
- ❖ Company recycling policy: all cans, newspaper, office paper and bottles are recycled. Rubber swim fins are also recycled.

## Green Building:

- ❖ New "green office" renovation features LED lighting (lower energy usage than CFLs); eco-friendly cork-flooring; high-recycled content doors, counters and fixtures; recycled office furniture and many other green features.

## Giving Back to the Planet:

- ❖ 100% of all of our profits fund Pacific Whale Foundation's research, education and conservation programs that support protection of whales, dolphins and the ocean environment.
- ❖ Programs supported include "Butts off the Beach" campaign to end cigarette butt litter and "Volunteering on Vacation Program" which encourages visitors to participate in environmental protection projects, including beach clean-ups.
- ❖ Pacific Whale Foundation staff routinely conduct beach and harbor clean-ups, and participate in the annual "Get the Drift and Bag It" event to prevent marine debris.