ʻĀina Aloha Economic Futures: An Inclusive, Culture-Based Strategy & Approach for Hawaiʻi’s Economic Transformation

Hawaiʻi Congress of Planning Officials
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Hawaiʻi’s Economic Story:

● Built & grew our economy through specialization
  ○ Sandalwood > Whaling > Sugar > Pineapple > Tourism
  ○ Land use & development
● 70 years of failed attempts at diversification
● Keep doing the same things = diminishing returns & vulnerability
Changing our Economic Future:

- A new “business plan” for an island economy
- Accountable leadership
- Have difficult conversations for trade-offs & sacrifices
- Take necessary risks
“Change happens at the speed of trust”
-Stephen Covey
ʻĀina Aloha Economic Futures:

- Organic & volunteer-led effort
- Unite around shared values & love for Hawaiʻi
- 4-step community engagement process
- Widespread adoption & support
ʻĀAEF Theory of Change:

When we facilitate a community-created vision for our economy and empower leadership that is accountable to that vision, we set a course to unite, heal, and empower the people of Hawaiʻi with a pathway to economic & environmental resilience.
ʻĀina Aloha Economic Futures:

**Step 1 - Declaration**
- Nearly 3000 signatories

**Step 2 - Huliau Action Agenda**
- Co-created priorities
- AAEF Assessment Rubric

**Step 3 - Community Engagement**
- 200 Proposals - webinars, online discussion

**Step 4 - Outreach**
- Community presentations
- Playbook for community engagement
Learn more and sign on: AinaAlohaFutures.com

Link to Presentation: bit.ly/AAEF-HCPO

Mahalo! Questions?

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