

# ‘Āina Aloha Economic Futures: An Inclusive, Culture-Based Strategy & Approach for Hawai‘i’s Economic Transformation

Hawai‘i Congress of Planning Officials  
October 14, 2020



# Hawai'i'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

# ‘Āina Aloha Economic Futures:

- Organic & volunteer-led effort
- Unite around shared values & love for Hawai‘i
- 4-step community engagement process
- Widespread adoption & support

# ‘ĀAEF 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 Hawai‘i with a pathway to economic & environmental resilience.

# 'Āina 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](http://AinaAlohaFutures.com)

Link to Presentation:  
[bit.ly/AAEF-HCPO](http://bit.ly/AAEF-HCPO)

# Mahalo! Questions?



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