



Hawaiian Electric
Maui Electric
Hawai'i Electric Light

NEWS RELEASE

FOR IMMEDIATE RELEASE

Project Footprint gains national recognition

HONOLULU, Sept. 20, 2019 – Hawaiian Electric's Project Footprint has been honored for the Best Branding Campaign at the 2019 E Source Forum in Denver.

Launched in February, Project Footprint (hawaiianelectric.com/Footprint) seeks to inspire people to contribute to a more sustainable world and to help reach Hawai'i's goal of 100 percent clean energy by 2045. Steps can be small – opting for paperless billing or automatic bill payment – or large – investing in private rooftop solar or driving an electric vehicle. For taking these carbon-reducing actions, customers get rewards that double as tools to help them continue their efforts toward a more sustainable lifestyle.

Independent judges selected the winners based on message, creativity, results, call to action or brand connection, and overall impression. Winning ads from 2019 and prior years are at <http://www.esource.com/adcontest-winners>.

E Source is a provider of market research, data, and consulting services that help more than 300 utilities and their partners in the U.S. and Canada advance energy solutions and improve customer relationships.

"We received more than 500 ad submissions from over 50 utilities this year," said Sannie Sieper, director of marketing at E Source. "This year's submissions were impressive, and it's exciting to see the new ways utility marketers are adapting to the changing advertising landscape in order to connect with their customers."

In addition to calling individuals to action, Project Footprint encourages support for community partners committed to preservation and sustainability, including the Polynesian Voyaging Society, Hawaiian Islands Land Trust, The Nature Conservancy, The Trust for Public Land, Malama Learning Center, Kupu, Biki and Institute for Climate and Peace.

"It's gratifying to be nationally recognized for our efforts," said Jim Alberts, Hawaiian Electric senior vice president for business development and strategic planning. "We know that getting to 100 percent clean energy requires everyone – individuals, businesses, institutions and government – working together. Project Footprint reminds us that we all have a part to play and offers a small reward for doing so."

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