



THINK GLOBAL **MAP LOCAL**





Images:

*Details of Green Maps from
Singapore, Victoria BC Canada,
Stockholm Sweden.*

Cover image:

Setagaya Japan Green Map.

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“ It’s a great way of working with communities to help them understand what sustainable development actually means on a local level.”

– Mike Trevett, Fife, Scotland
Green Mapmaker, Action for Change

Think Global, Map Local!

Around the world, Green Map System promotes inclusive participation in sustainable community development, using mapmaking as our medium.

We motivate local Green Mapmakers and their teams to create perspective-changing community ‘portraits’ that act as comprehensive inventories for decision-making and as practical guides for residents and tourists. Mapmaking teams accomplish this by using our

adaptable tools, trainings and universal iconography to chart local ecological, social and cultural resources. Both the mapmaking process and the published Green Maps have tangible effects that:

- Strengthen local-global sustainability networks
- Expand the demand for healthier, greener choices
- Help successful initiatives spread to even more communities worldwide

I N T R O D U C T I O N

- Developed collaboratively since 1995, and active in hundreds of cities, towns and rural areas in 50 countries, Green Map System and its network of regional hubs archive and share award-winning outcomes through our website, our books, videos, workshops and other public presentations.

Images:

O2 Global, original inspiration for Green Map's world-wide collaboration.



Green Business
or Service



Green/Conserving
Products



Community
Center



Public Forest/
Natural Area

“Green Map is the most effective truly distributed grassroots global project I have ever seen online.”

— Jim Fournier, Director,
Planetwork

Guiding the way, for over a decade

Our New York office is the resource development, outreach and support center for a vibrant sustainability mapping movement. The energetic Green Map System has spread to over 375 cities and towns by:

- Seeding new projects with tools and advice developed along with global mapmakers.
- Designing, updating and sharing the Green Map Icons, the world's only universal symbol system for maps.
- Supporting ongoing Green Map projects as they expand to include local schools, new design formats, and larger regional and thematic views.
- Developing capacity for both local Green Mapmaking and regional support 'hub' leadership, along with vital cross-cultural communications skills.
- Reaching and motivating the public, community and eco-tourism developers,

WHAT WE DO

educators, media producers and researchers with engaging online resources in several languages.

- Assessing the outcomes of the mapmaking process while helping spin-off projects and other network-generated sustainability ventures thrive.
- Archiving and sharing over 275 unique locally-published Green Maps as well as providing project documentation, Green Map

books, thesis projects, videos, products and games.

- Showcasing the entire movement's important accomplishments at our website GreenMap.org.

Images:

Green Mapmaking at Society of Wilderness, Taipei Taiwan.

Youth Mapmaking with Recycle A Bicycle, Brooklyn NY. USA.



Child Friendly
Eco-site



Cultural Site



Amphibian
Habitat



Reuse Site



“Green Map System is ultimately about the recognition and revitalization of sustainable living.”

— Orion Afield

How is a Green Map unique?

A Green Map is a locally-made map that uses Green Map's icons to highlight the community's natural, cultural and sustainable resources.

All Green Maps are powerful documents that personalize our perception of place. While each has a unique aesthetic, our globally-designed icons ensure that all Green Maps can engage and guide a diversity of users as they commute, dine, shop, study, volunteer, recreate – and vote.

The Green Mapmaking process is scalable: it offers citizens of all ages, backgrounds and technological skills a genuine opportunity to help build stronger, greener and more culturally aware communities. All projects benefit from Green Map's resources, technical and promotional assistance, support network and the best practices found in our global archive, but it is local knowledge, resourcefulness and collaboration that are most

OUR UNIQUE APPROACH

indispensable to generating an authentic, compelling interpretation of 'home'.

Today, printed and digital Green Maps guide millions of people to everyday resources for sustainable living, right in their own backyards.

Images:

Green Map Atlas design team, 2004.

Exploring the Stockholm Sweden

Green Map, 2006.



Green Maps
Available Here



Pollution Monitor



Vegetarian/
Natural Cafe



Green Building



“ Green Light District:

*One bad apple may spoil
the lot, but one green apple
can start a trend.”*

– Metropolis Magazine

Green Maps make tangible differences

Climate change action:

In Bangkok, 25 collaborative city agency and youth Green Maps debuted at Thailand Environment Institute’s 2006 “Cooling the Cities by Our Own Hands” exhibit, opened by Princess Ubonrat. Just six months later, another 35 cities from all across Thailand had joined this community action project.

Overcoming disaster:

New Orleans’ Green Map focuses on nourishment – locally grown, traditional and emergency relief food. In Indonesia, the Banda Aceh Green Map addresses painful tsunami memories, and in the aftermath of 2006’s massive earthquake, Java’s Kotagede was charted to reclaim damaged heritage sites.



I M P A C T S

Beyond the map:

In rural Slovenia, the Podravje Stajerska project has expanded to include creation of an interpretive bike path, a board game and a children's performance, all with Green Map themes, to be completed in one school year. Next, the mapmakers at Situs are planning an interactive Green Map.



Social landscaping:

Charting settings as diverse as low income favela communities, eco-tourism resources, university campuses, the watersheds, and the city of Pereira in Colombia's coffee growing region of Risaralda, non-governmental organizations (NGOs) and students are using our Mapa Verde resources and great examples from our Latin American network – advancing sustainable development, social equity and environmental vitality, from the grassroots up!



Eco-spiritual Site



Best Walks



*Parklands/
Recreation Area*



Blight Site



Healthy mobility:

Cycling Green Maps have spread from Noord Brabant The Netherlands to Burlington Vermont to Santiago Chile – most recently, Urban Ecology Tokyo distributed 290,000 copies. Green Mapmakers at Friends of Nature in Beijing are working to spark a bicycle renaissance by 2008. Recycle A Bicycle's six NYC Green Maps connect kids with eco-smart mobility, too.



Corporate Social Responsibility:

Guided by an ace network of Green Mapmakers based at Taipei's Society of Wilderness, employees at Delta Electronics created several energy-oriented Green Maps charting corporate facilities and factories in Taiwan and China in 2006. It's a great case study, along with the first Green Map charting an office made by Ricoh corporate staff in Nagoya Japan in 2005.



Vehicle for social change:

Our original 1992 New York City Green Map inspired the global Green Map System. Today, we still pilot new concepts: our fifth citywide Green Apple Map is the world's first to focus on energy – its impacts, renewables and conservation. Even the name 'Green Apple', now used by books, businesses and city agencies, has become synonymous with sustainable living in NYC.



Responding to mega-events:

World's Fairs bring development booms with ongoing environmental impacts, but at Japan's Aichi EXPO 2005 (seen on the right), Green Maps also brought citizen participation to the forefront. In an 'umbrella' project led by Chubu Recycle Citizens' Organization, printed, digital and workshop Green Maps charting urban and rural districts have been produced in dozens of sites, resulting in an ongoing program focused on sustainability and cultural preservation.



Selection of Honors for Green Map System

Actionable Idea

UN World Urban Forum 3
– Vancouver, Canada 2006

Spirit of the Land Award

Salt Lake City Olympics
– Utah, USA 2002

Technology Benefiting
Humanity Laureate

The Tech Museum
– San Jose, USA 2001
(award on the right)

Merit Award

Municipal Art Society
– New York, USA 2001

H O N O R S

Project Around
The World

EXPO 2000
– Hannover, Germany 2000

US National Award
for Sustainability in
New Communications
Tools

President's Council on Sustainable Development
& Renew America
– Detroit, USA 1999

Global Best Practices
100 List

United Nations Centre for Human Settlements
– Nairobi, Kenya 1998

Gold International
Eco-Award

NRDC & Environmental Media Association
– Los Angeles, USA 1996

Green Mapmaking organizations and individuals in many locales have received design and sustainability awards, or had the honor of having national and local government officials taking part in their Green Map's launch event.



Special Tree



Solar Energy Site



Star-gazing Site



*Public Boat
Launch Site*



“...Green Maps show us the way to remake territory... It’s wonderful to have them brought together in a way accessible to people everywhere.”
 – Ernest Callenbach,
author of Ecotopia

On the internet, serving the world

In 2007, GreenMap.org enters a new phase as we launch the Greenhouse, an online structure designed to present and cultivate the ‘garden of Green Maps’. Explore its display of map views, along with Green Mapmakers’ own narratives, images and profiles of their projects and local impacts.

The searchable Greenhouse includes a collaboration/exchange platform, online registration and mapmaking

tool center, all designed to simultaneously serve much greater numbers of Green Mapmakers and to fulfill public interest in our network’s marvelous Green Maps, events and spin-off projects. These new resources are part of a larger capacity building campaign with system-wide local and global goals. Find out more online or contact us directly if you would like to participate in or contribute to Green Map’s future.

O N L I N E

Explore:

GreenMap.org	our global site
GreenAppleMap.org	our New York City project
GreenAtlas.org	our anthology of mapmaking stories
MapaVerde.org	in Spanish and Portuguese
GreenMap.cn	in Chinese

Also visit our sister sites created by regional Hubs:

GreenMap.jp	in Japanese
PetaHijau.wordpress.com	in Indonesian
Europe.GreenMap.org	in English



Information Online



Water Recycling
System



Protest Point



Significant Habitat



*“ We have seen the future,
and it’s little bitty icons on
a folding map.”*

*– San Francisco Bay
Guardian*

Green Map® Icons are at the heart of the Green Map movement

Used by our entire network,
this globally designed universal
symbol set:

- makes each Green Map easy to explore, regardless of the language and cultural orientation of the user.
- identifies, promotes and links a complete inventory of sustainability and social sites.
- makes patterns of resource inequalities more apparent.

- helps successful initiatives spread to new communities.
- helps bring urgent global environmental problems down to the local level, where they can be more easily grasped and changed.

Lending dynamism to every map, the icons are also powerful tools for assessing currently available resources, and to help plan for healthier communities.

O U R I C O N S

Our iconography is among our most distinctive and vital resources. Provided as a font, copyrighted Green Map Icons can be used with any computer program. They are also available as stickers for students and Green Mapmakers without digital resources.

Local place-based icons can also be designed, then shared with others in the same region or even adopted into our global

set. Thus, Green Map Icons are evolving as a language that reflects our growing understanding of sustainability in the community context.

Image:

*Green Mapping: Information
Design as a Tool for Social Change
exhibit by Matthew Groshek
Milwaukee WI USA, 2003.*



Danger Zone



Light Rail Transit



Zoo and Wildlife
Center



Drinking Water
Source



*“...as self-portraits
by communities with
different features and
characteristics, the maps
have distinctive flavors,
scopes and scales,
Yet they can also be
understood across
nations and cultures...”*
– Sphere magazine

Compelling community portraits

Capital cities, rural villages, tourist destinations, watersheds and neighborhoods – these are some of the settings where successful Green Map projects are based. It's easy to appreciate the phenomenal way a Green Map project can bring communities together to chart practical solutions and address urgent environmental issues. Created by established organizations, universities and governmental agencies, as well as newly-formed youth,

community and grassroots groups, regional design elements, narratives and images are often highlighted in these projects.

20 to 30 new (printed and digital) Green Maps are published annually, and scores more are completed as workshop projects, guidebooks, murals or postcards.

Each map has its own unique style, validity and audience.

GREEN MAPS

Many Green Mapmakers work in multiple formats over time, charting specific themes, piloting new concepts and continually creating compelling new perspectives on familiar places. Successfully published Green Maps have opened vocational and career doors for many project leaders as the map projects demonstrate evidence of personal commitment, organizing skills and design expertise.



Eco Information
Center



Recycling Site



Waterfront Park
or Beach



Bicycle Site

1. Austria
2. Belgium
3. Denmark
4. England & Wales
5. France
6. Germany
7. Ireland
8. Italy
9. Norway
10. Poland
11. Portugal
12. Romania
13. Scotland
14. Slovenia
15. Spain
16. Sweden
17. Switzerland
18. The Netherlands

EUROPE

AFRICA & MID-EAST

19. Israel
20. Uganda
21. Zimbabwe
22. South Africa

OCEANIA

34. Australia
35. New Zealand

PLACES





ASIA

- 23. China
- 24. India
- 25. Indonesia
- 26. Japan
- 27. Malaysia
- 28. Philippines
- 29. Russia
- 30. Singapore
- 31. South Korea
- 32. Taiwan
- 33. Thailand

NORTH AMERICA

- 36. Canada
- 37. United States
- 38. Mexico

CARIBBEAN

- 41. Cuba
- 42. Haiti
- 43. Jamaica

CENTRAL AMERICA

- 39. Costa Rica
- 40. Guatemala

SOUTH AMERICA

- 44. Argentina
- 45. Brazil
- 46. Chile
- 47. Colombia
- 48. Peru
- 49. Uruguay
- 50. Venezuela

Selected Green Maps...

Swansea, Wales

This colorful, bold-print second edition, published by Swansea Environmental Forum in 2005, features over 200 sites along the community's sustainability trail. It's interactive at SustainableSwansea.net.



EUROPE

Victoria Falls, Zimbabwe

Part of Year 2000's master planning project, this evocative earth-toned urban/regional map was created by the non-profit Environment 2000.



AFRICA

Hamilton, New Zealand

A collaborative effort of Hamilton's City Council and Community Environment Programme, this 2002 Green Map invitingly promotes bicycle and bus routes alongside sustainability, culture and heritage sites.



OCEANIA

Jhenjhu, Taiwan

Created by Society of Wilderness in 2002, folk art and traditions are celebrated on this wonderful hand-drawn map.



ASIA

Santa Monica & Ballona Watershed, California

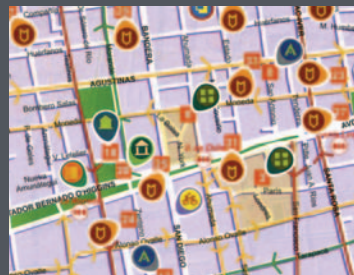
Vibrantly framing a wealth of urban resources, this 2004 second edition by Duvivier Architects details everything from the seaweed in Santa Monica Bay to the watershed's wildlife habitats. See laGreenMap.org.



NORTH AMERICA

Santiago, Chile

Ciudad Viva celebrated World Car-free Day 2006 by publishing three exciting Bicycling Green Maps in newsletter format, downloadable at CiudadViva.cl.



LATIN AMERICA

*“ I hope that our work
will be useful to others
down the road and will
help in the preservation
of the things we thought
were important...”*

— Jon Kohli, 7th
Grade Calgary, Canada
Green Mapmaker,
in City Vision News

Green Map: a people-centered system

Stemming from our direct experience in charting New York City’s environment since 1992, our original Green Map concept was focused on charting beneficial ‘green’ sites along with challenging ‘toxic hot spots’ in cities and towns.

We soon realized that nature and sustainability were intertwined with cultural, social and civic resources, so we expanded our concept and iconography. Before long, the first rural Green Maps

were under way, and then our system began to accommodate school, thematic and special event mapmaking, even office Green Map projects.

Today, Green Map System expands by 60 or more new projects each year. Beyond the maps, hundreds of exhibits, presentations, tours, videos and workshops have engaged and inspired broad audiences in both urban and rural settings.

M A P M A K E R S

Local Green Mapmakers have devoted thousands of hours towards building a strong global communications network, regional hubs and an effective eco-cultural organization. Every day, the system learns from the outstandingly creative and effective Mapmakers.

Working together to revitalize our communities and planet, Green Mapmakers are among the local heroes of the global sustainability movement!

Image:

In 2002, the Bellagio Centre hosted our first global Green Mapmakers Gathering in Italy. 14 countries were represented, thanks to Rockefeller Foundation.

Outcomes include two bilingual books and stronger regional ties, resulting in Mapmaker Gatherings in Copenhagen, Nagoya, Portland US and Havana.



Spring Blossoms



Great View



Art Spot



Wildlife Watching
Area



*“ Green Map has changed
the whole perspective
of the Society for
Protection of Nature in
Israel’s Jerusalem branch,
and indeed throughout
our coalition.”*

– Naomi Tsur, Director

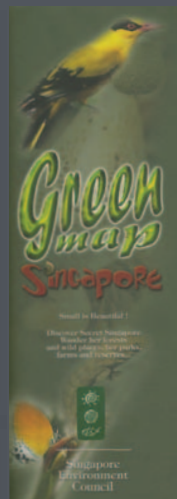
**We produce ‘beyond the map’ resources for
Green Map users, too.**

Many of the Green Map’s adaptable mapmaking resources for youth, citywide and regional projects are available only to registered Green Mapmakers, but all are publicly introduced at GreenMap.org. Our website includes in-depth background and history along with the Green Map store, which offers wonderful maps, media products and books, all produced by Green Mapmakers.

Images:

*From left to right, these Green Maps were
created in Taipei Taiwan, Sheffield England,
Amsterdam The Netherlands, Niigata
Prefecture Japan, Dublin Ireland, Santa
Monica & Ballona Watershed California
USA, Singapore, Manhattan New York USA,
Porto Portugal, Hamilton New Zealand,
Hisn Dien in Taiwan, Kanazawa Japan,
New Jersey Meadowlands USA.*

R E S O U R C E S





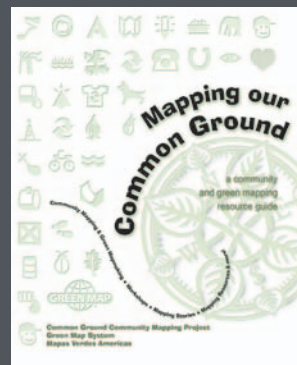
Green Map Atlas

Ten locally-authored stories behind exciting Asian and North American efforts. Co-producers: Green Map System & Green Map Japan. Published as a book, downloadable eBook, and bilingual CD-ROM disk. English & Japanese editions, 2004.



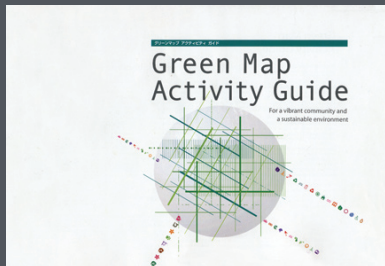
Digital Green Map Atlases

The disk includes a print quality copy to encourage decentralized publication. The eBook has been downloaded over 200,000 times, catalyzing diverse actions for sustainable communities.



Mapping our Common Ground

Intergenerational hands-on mapmaking and community visioning. Co-producers: Mapa Verde Americas Network and Ground Works. English & Spanish, 2005.



Green Map Activity Guide

Illustrated manual featuring a photographic tour of sites that have been Green Mapped around the world, arranged according to icon. Producer: Green Map Japan. English & Japanese editions, 2005.



Energetic Green Map Movement

Colorful, evocative community mapping stories, with the Green Map Atlas in Chinese. Producer: Society of Wilderness and Taiwan's Green Mapmakers. Traditional Chinese, 2005.



Green Map Icon Poster

Version 2 of our global iconography. Multilingual edition, 1999. Today, this poster is downloadable in 15 languages, and our store has a new mini-poster. Version 3 of the Green Map Icons will soon debut.

Our ability to serve local and global Green Map projects is made possible by the generous contributions of Green Mapmakers, individual donors, in-kind and foundation supporters including:

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Christopher Reynolds
Foundation

Deutsche Bank Americas
Foundation

Fosters Group Community
Grants

Foundation Yves Rocher

Foundation for Innovation and
Sustainability

Graham Foundation

Greenacre Foundation

Japan Foundation Center for
Global Partnership

Materials for the Arts

New York City

Environmental Fund

New York Community Trust

Rockefeller Foundation

Sappi Ideas that Matter

White Dog Café Foundation

Anonymous

S U P P O R T E R S

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We welcome your inquiries, participation, donations and other support. Reach Wendy Brawer, Founding Director, and Green Map staff at:

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