



Press Release

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Open Green Map, a New Way to Interact with the World

An innovative interactive website, the Open Green Map, is a Finalist for Denmark's prestigious Index Award. Its creator, the New York-based nonprofit Green Map System, will be taking part in the festivities during Copenhagen's Design Week starting 27 August 2009. "We're so pleased that our newly launched sustainability resource will part of Index's Design to Improve Life traveling exhibit," said Founding Director Wendy E. Brawer. "Moreover, this international honor has created opportunities to for me to meet with locally-led Green Map projects in Malmö, Stockholm, Berlin and Copenhagen."

Green Map System was conceived in New York, but the global program was initiated in Copenhagen during the United Nations Social Summit in 1995, so this is a significant homecoming. The NGO Miljøpunkt Indre By-Christianshavn is the first Danish project to use the Open Green Map. By the time of the COP 15 climate conference this December, their map as well as the City of Malmö's Climate Open Green Map will be published, highlighting green buildings, renewable energy sites, farmers markets, fair trade shops, bike lanes and more. Green Mapmaking in Europe is set to surge thanks to the Index Award as well as completion of Open Green Map's Spanish, Portuguese and German interfaces, upcoming participation in the European Congress of International Schools, and the recent funding of Green Map projects in Bristol, Berlin, Budapest and Bistrita (Romania) by the European Commission's Lifelong Learning Programme.

Green Map's Innovation for a Sustainable Future

Promoting local green living, nature and culture since 1995, Green Map® System has empowered a cross-cultural, interdisciplinary movement that has spread to 600 diverse cities, towns and villages in 55 countries. The organization provides multi-lingual interactive websites, adaptable tools, workshops, books and exhibits to local project leaders of all backgrounds. While each project is unique, all utilize the globally recognized Green Map Icons to chart local green living sites, social innovations, natural, cultural and civic resources on printed and digital Green Maps. With 400 locally-designed editions published, millions of people have used Green Maps to discover their home place anew and get involved

in creating a healthier, greener place to live. Beautifully designed to reflect community character, Green Maps are ideal for visitors and help climate-smart models take root in new places.

On June 5, 2009 (World Environment Day), Green Map System launched a new social mapping platform. As seen at **GreenMap.org**, the Open Green Map makes a vast array of sustainability sites, routes and resources charted by local Green Mapmakers instantly accessible. Moreover, it invites public participation and encourages them to share their insights, multimedia and impact assessments for each site on the map. Transforming local information into global interaction, the first 5,700 sites and 80 Open Green Maps can now be explored.

Open Green Map brings local knowledge, universal design and open technology together, reducing the technical and financial barriers to engaged online mapmaking. Easy to use, instantly updated and always available, the website will inspire hundreds of communities to get on the Green Map. Indeed, the number of newly registered Green Map projects is increasing 30% faster than in any previous year.

You can find Open Green Maps embedded in many websites and blogs now, and the development of versatile mobile and data sharing applications is underway. Over time, even those without computers will benefit as Open Green Map's comprehensive data is shared in offline printed Green Maps as well as wireless and distributed formats.

Recognition

Green Map System is a recipient of the US National Sustainability Award in New Communications Tools, a Technology Benefiting Humanity Laureate, listed on the United Nations Global Best Practices 100, and was short listed by the Stockholm Challenge, among other honors. Open Green Map has been recognized by NetSquared, Tele Atlas and other social design and technology innovation competitions. Director Wendy Brawer was named Designer in Residence at the Smithsonian Cooper-Hewitt National Design Museum, a Terre de Femme/Woman of Earth, and most recently, an Engaged Citizen of NYC.

Find out more about the mapmaking process, hundreds of locally-published Green Maps and the people behind the global movement at **GreenMap.org**. Reach the global Green Map System office at info@greenmap.org or + 1 212 674 1631.

Think global, map local!

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