



Press Release

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Images: GreenMap.org/press

Open Green Map, a New Way to Experience the World

Promoting local green living, nature and culture since 1995, Green Map® System has empowered a diverse locally-led mapmaking movement that has spread to more than 550 cities, towns and villages in 55 countries. Committed to engaging communities and individuals in charting a sustainable future, the New York City-based non-profit organization is currently in preview phase on their most powerful online tool to date – the Open Green Map.

As previewed at **OpenGreenMap.org**, this participatory mapping platform makes a vast array of carefully researched sustainability sites, routes and resources charted by local Green Mapmakers instantly accessible. Moreover, it invites public sharing of insights, images and impact assessments for each green living site, social innovation, natural, cultural or civic resource on the map. Open Green Map merges familiar Google Map technology with globally recognized Green Map Icons and local knowledge to energize the booming 'go local', ecotourism, green jobs and social justice movements worldwide. Each Open Green Map encourages exploration and action, builds skills and networks, expedites the transfer of model initiatives and gives all users a more powerful voice in promoting sustainable futures.

"A few months after collaborative development began in spring 2008, our locally-led global network began using this social mapping platform," stated Wendy Brawer, Founding Director of Green Map System. "From Austin to Baltimore and Stockholm to Yogyakarta, nearly 4,000 sites on 50 maps can already be explored". By reducing the technical and financial barriers to online mapmaking, the platform will inspire hundreds of communities to get on the Green Map, giving all users a fresh, engaging perception of their home. Indeed, the number of newly registered Green Map projects is increasing 30% faster than in any previous year.

Formally launching on World Environment Day (June 5) 2009, Open Green Maps can already be explored in multiple websites and blogs, and enhanced with public commentary. Soon, Green Map System will begin development of mobile phone and data sharing applications that will make the rich array of Open Green Mapped sites accessible on the go. Check 'In Progress' at OpenGreenMap.org for details, a video and slideshow. See GreenMap.org/ogm-launch to learn about launch celebrations on June 5 in Cape Town, Santiago, Jakarta, Geneva, Stockholm, Baltimore and other locales. All are invited to take part in person or via Twitter.

Open Green Map transforms local information into global interaction. "Already, Spanish and Portuguese interfaces are inviting Latin Americans to take part," said Carlos Martinez, Green Map's Director of Programs. "Over time, even those without computers will benefit as Open Green Map's comprehensive data is shared in wireless, offline publication, printed Green Maps and other formats."

Think Global, Map Local! . . . Think Global, Map Social!

The Open Green Map social mapping platform has received significant support from Surdna Foundation, Natura Cosmetics, Herb Block Foundation, pair Networks, Patagonia and others (see Sponsors online for more). Significant press coverage and other recognition from We Media, NetSquared and Tele Atlas is noted online under Testimonials. Green Map System is a Technology Benefiting Humanity Laureate, a recipient of the US National Sustainability Award in New Communications Tools and placed on the United Nations Best Practices 100 List, among other honors.

Enrich the world and envision the future with the Open Green Map. 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 office at info@greenmap.org or + 1 212 674 1631. The nonprofit Green Map System welcomes financial, technical and media support as it extends a hand to all communities worldwide striving to go green. #