

# GREEN MAP SYSTEM

# MILESTONES



JUNE 2003



**promoting community sustainability and citizen action around the world through locally-created maps highlighting the natural and cultural environment**

**THE GREEN MAP SYSTEM** is an award-winning locally directed, globally linked public relations service for the hometown environment. Each Green Map is unique, yet all utilize GMS's adaptable framework and globally designed Icons to identify, promote and link the different kinds of green and cultural sites.

Makers and users of Green Maps agree that they inspire personal involvement, positive change, social responsibility and community pride. Our printed and web-based maps are used by teachers and town planners, journalists and environmentalists, along with a wide range of long-time residents, newcomers and visitors. Today, 218 Green Map projects are active in 38 countries. More than 80 cities and rural areas have already been impacted by freshly published Green Maps, as seen at our website, [Greenmap.org](http://Greenmap.org).

This year, our leadership became more decentralized: regional support "hubs" have blossomed in Latin America, Europe and Asia. Mapmakers collaboratively contribute to GMS's ongoing evolution and shared resources as GMS's main office in NYC continues to be a key resourceful tool-website-outreach development center and clearinghouse for strategies on research, design, education, fundraising developed across our network. At the same time, we continually help produce new local NYC Green Maps by youth and adults that bring the city's ecological and cultural wonders to the forefront.

We are seeing more evidence of the beneficial impacts of Green Maps on the communities and specific sites they highlight. Moreover, each beautiful map helps to transfer and replicate successful greening initiatives and insights from city-to-city thereby helping local activists and global organizations alike share a vision and a plan of action for healthier communities today and a more peaceful, sustainable future.

Welcome to **GREEN MAP SYSTEM's** third annual newsletter, highlighting our growing movement's efforts, achievements and key news.

Among GMS's Global Highlights in the Past 12 Months:

- 🌐 52 newly initiated Green Map projects
- 🍏 24 newly published Green Maps
- 🎵 140 Green Map editions have been published to date!
- ★ The 200th project joined our global network this year: Kuala Lumpur Malaysia, which represents our 37th country and 21th world-capital!

Green Mapmakers invite us to experience a unique perspective of our world. Moreover, our Maps catalyze important outcomes for community well-being, as Green Map teams are:

- ✿ producing eco-fairs and Earth Walks in downtown Detroit,
- ☀️ fulfilling requests for maps from Indonesia's President,
- 🚲 advocating for bike paths in Tokyo's business center,
- 💧 educating youth about the watersheds of North America's Gulf of Maine,
- 🌳 planting trees in Muncie Indiana,
- 🌸 cultivating local harvests in Victoria BC and Sheffield UK,
- 🏠 developing the fifth Copenhagen edition to showcase green buildings,
- 🌐 conducting workshops leading to new projects all across Cuba and Brazil,
- 💎 expanding a single Green Map project by youth in Breda Netherlands into a broad school-community based educational program,
- 🐘 helping tourists reduce their impact in areas as diverse as Thailand's national parks, Florida's lush St. Petersburg/Clearwater area and Toronto's urban landscape,
- ▲ increasing visitors' appreciation of local artisans and culture in Pune India,
- 🏔️ promoting awareness of environmental justice issues in San Francisco and
- 👤 raising the level of citizen participation in dozens of communities from Edmonton to Sacramento to Singapore.

From Manila to Santa Monica, each project leadership team methodically energizes a vision - together, as a network, we are working hard to increase the impact of our community media project on local sustainability needs, activities and resources.

**INTERNATIONAL & NATIONAL MEETINGS:** Global Mapmakers Gathering: Bellagio Center, Italy – 14 nations (see inside pages) 🌐 North America West Coast: EcoTrust, Portland OR – 3 nations 🌐 European: Environment Department, City of Copenhagen – 7 nations 🌐 Community Mapmakers: Sustainable Ireland's Convergence, Dublin – 4 nations 🌐 Brazil's MapaVerde Network: Instituto Ambiente Total, Campinas Brazil – 11 cities; and 🌐 Japanese Network: Green Map Hub, Tokyo – 14 cities

**GREEN MAP SYSTEM's** new office at 131 Essex St. on Manhattan's Lower East Side is a great place to see Green Maps on display. Call for an appointment, or come to one of our Open Houses. **Our next Open House is Friday, July 25, 5 to 6:45 pm.**

We invite you to read more about our activities inside, to visit [Greenmap.org](http://Greenmap.org) for a visual overview of Green Map projects, processes and people or to contact us anytime you'd like to get involved with Green Map System.

## WEBSITE NEWS

Complimenting our main website, GreenMap.org, there are new regional sites in Latin America – see MapaVerde.org (Portuguese, Spanish and English) and Europe – see [www.greensteps.ro/gme](http://www.greensteps.ro/gme) – great new locations for finding out more about our new regional Green Map Hubs (thanks to Leonardo Freire de Mello in Brasil and Ciprian Samoila and Razvan Ludu in Romania). Japan's national website, Greenmap.jp is adding English pages (thanks to support from Japan – US Community Education and Exchange and webmasters Masahiro Horiuchi, Misako Yomosa and Yohei Yasuda). Always expanding, GreenMap.org's recent additions include Arabic Portuguese, and Bahasa Indonesian translations of our globally shared Icon Poster, along with new resources for registered Mapmakers.

Logo by Alessandro Faria



**EXHIBITS:** Tokyo Art Jungle: on the Yamanote Train and at Tokyo International Forum. Hiroshima's EcoPeace Maps Moving Tram and City Hall Exhibits, Jakarta's Kemang Launch, Copenhagen City Environment Building, Networked World at Santa Clara University, and Portland OR's Green Map Launch

**SELECTED PRESENTATIONS BY GMS STAFF AND LOCAL MAPMAKERS:** Planetworkers 2003, Social Venture Network National Conference 2003, Thailand Environment Initiative Educators Workshop, Sustainable Ireland's Convergence in Dublin, Smithsonian National Design Museum, Rhode Island School of Design

**KEY PRESS & ARTICLES:** International Journal of Curriculum and Instruction; Ergo UK; Hindu On Line, Times of India, Indian Express; Indonesia's Jakarta Post, Koran Tempo, Bobo and Trans TV; Edmonton Journal; Russia's Green Stick; Japan's J-Wave FM, BePal, DOME, CO.CO.CHI: Inax Ecology Magazine, International Herald Tribune/Asahi Shimbun, Asahi-Mullion, Japan Times, Mainichi Shimbun; and in the USA: Traverse City Record Eagle, Ann Arbor News, Lansing State Journal, Kalamazoo Gazette, Holland Sentinel, Hartford Advocate, E Magazine, All Round, and NY Newsday

# Newly Published Green Maps

## New Places Where Green Maps have been Published:

Portland OR and Chicago's Gold Coast and West Loop neighborhoods USA, South East Edmonton Canada, Sheffield UK, Neukoelln district of Berlin Germany, Rotterdam's Deelgemeente Prins Alexander district, The Netherlands, Tokyo Cycling Green Map, Hakodate Slow Map, Tamagama Tri Area Japan and Hamilton New Zealand.



**New Editions or Formats:** New Jersey Meadowlands USA, Toronto Canada, Dublin (PDA Palm), Copenhagen (both Danish and English), Malmo Sweden (print and web), Kemang neighborhood of Jakarta Indonesia, Pune India, Thailand's National Parks and Singapore.

**Youth Maps Completed:** Portsmouth neighborhood of Portland OR, Space to Breathe in North NYC, the towns of Prospect and Red Springs in Robeson County NC USA, Yamanote-sen & Tokyo Art Jungle Exhibit Maps, Hiroshima and Nishinomiya Japan.

**Draft Maps & University Projects Completed:** Upper Mississippi Region's waterfront between the Quad Cities and the Minneapolis/St. Paul area, Seattle WA and Somerset County NJ USA and Cork Ireland.

## 52 new projects were initiated, including:

**ASIA:** Kuala Lumpur (Klang Valley) Malaysia, and in Japan: Sapporo, Bishu, Fukuoka, Toyota, Hakodate, Kamakura, Hokkaido, Tsubamae-Sanjo, Sugunami, Kogenai and Aichi Prefecture, where a major project is being planned in association with EXPO 2005.

**LATIN AMERICA:** Paraiso Costa Rica, and in Brasil: Campinas, Jardim Eulina, Campinas – Parthenon, Americana, Santa Bárbara D'Oeste, Campos dos Goytacazes, São Bernardo do Campo, and Environmental Protection Area de Sousas e Joaquim Egidio.

**EUROPE:** Oxford and Manchester's Irk Valley UK, Rotterdam's Deelgemeente Prins Alexander district, The Netherlands and Milan Italy.



Charting the EcoPeace Map with Hiroshima's youth

**CANADA:** Northern BC, Red Deer AB and the Niagara Region ON.

**USA:** Missoula MT, Traverse City MI, Muncie IN, Columbus OH, Oklahoma City OK, Georgia Tech - Atlanta GA, Knoxville TN, Western North Carolina, Somerset County NJ, and Long Island's North Fork NY.

**NEW YOUTH PROJECTS:** include Minneapolis MN, Elkhorn WI, Oakland MI and Newton MA USA, Saskatoon and Yarmouth Canada, São Paulo, Piracicaba,

Itu and Jaú Brasil, Okimi Hiroshima Japan, Bokoharjo Indonesia, and the continuously growing Cuba Mapa Verde project, which is now active in dozens of communities in 7 provinces!

For Your Convenience: Use the "Donate Here" buttons at [GreenMap.org](http://GreenMap.org) – click to support GMS using your credit card.

# Bellagio's Extraordinary Outcomes

The first global meeting of GMS's Mapmakers took place December 2-6, 2002 at the Rockefeller Foundation's Bellagio Italy Conference Center. Within the spectacular villa of the Bellagio Center, 22 participants from 14 countries shared important stories of local projects, expanded our network connections, helped to build capacity in the New York office of GMS and in regional "hubs" worldwide, planned for new collaborative materials, and made important strides to help guide and support our global movement. As unique as we knew this opportunity was, nothing prepared us for the extraordinary array of outcomes that were either the direct result of Bellagio or inspired by the energy and commitment demonstrated there! Look at some of what our dedicated and creative Map teams have recently accomplished!

Regional Hubs blossomed! With leadership from Mapmakers in Brasil and Cuba (Leonardo Freire de Mello and Liana Bidart Cisneros), we have launched MapaVerde.org, a web presence that marks the beginning of our Latin America Hub. In May, Leo's Mapa Verde Brasil workshop registered 12 new city-wide and youth Green Map projects!



The Mapmakers began updating GMS Icons at the Bellagio global meeting

Already, European Mapmakers have met in Copenhagen (hosted by Cecilie Hagedsted, Tor Fossum and Einar Hansson) and Dublin (hosted by Erik van Lennep) to plan a new regional network and outreach to central-eastern Europe. Maps-in-progress in settings from Berlin to Oxford have benefited from this new collaboration, as seen at [www.greensteps.ro/gme!](http://www.greensteps.ro/gme!)

An extraordinary array of Green Map-related events/planning meetings/ workshops have taken place or are in the planning stages, including those in Brasil (May and July), Japan (July), Gulf of Maine CA (July), Cape Cod US (August), Romania (anticipated for October) and Cuba (November), all noted in the News: Events section of [GreenMap.org](http://GreenMap.org).

Critically important are the stories of how the Green Maps are being made, and what impacts they are having on the communities involved. At Bellagio, we discussed ways to increase public awareness and local participation, and then we applied these concepts to plan a series of well-illustrated regional and thematic Green Map Atlas volumes. Now, GMS and our Japan Hub have received funding through Japan-US Community Education and Exchange to produce the web



22 Green Mapmakers from Brazil, Canada, Cuba, Denmark, Indonesia, Ireland, India, Iceland, Japan, Romania, Sweden, the UK, the USA and Zimbabwe at GMS's first Global Meeting at Bellagio.

version the Atlas. Volume 1 will feature 10 key projects in Japan, elsewhere in Asia and the US. Watch for its launch in January 2004 at [GreenMap.org/atlas!](http://GreenMap.org/atlas!)

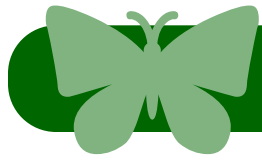
The launch of GMS's new logo at Bellagio signifies our commitment to strengthening the identity of our diverse movement. Much of our time in Bellagio was spent on issues of definition and criteria - What are the critical issues in communicating about the broader issues of sustainability? How do we most effectively magnify our local-global influence and ensure our Maps reach broader audiences? How do we support our projects and remain committed to our common values? These conversations have continued at Board meetings and with Map teams worldwide via our listserver.

We initiated the review, assessment and revision of our global Icon set, including development of a new Version 3 Icon Poster in multiple languages (led by Misako Yomosa of Kyoto, Craig Simmons of Oxford and Wendy Brawer of GMS).

As each participant introduced local images and methodologies, we were all astonished and inspired by the variety and creativity of our high tech and low tech successes in identifying, promoting and linking natural and cultural assets and challenges. We collaborated on facilitation and reporting, and celebrated many milestones at Bellagio, including several Green Map debuts and draft map reviews, videos screenings, educational material presentations, press outreach, etc. All participants returned home with fresh excitement for improving and expanding their Green Maps projects -- and our first Italian project was even sparked during our pre-meeting time in Milan.

A full report on the Bellagio gathering is in the final editing process. For a copy, consult our website (News: Global Meeting), or request a printed or digital version (or view an online gallery of photographs and charts by Romanian Mapmaker Ciprian Samoila at [www.sammy.ro/bellagio](http://www.sammy.ro/bellagio)). We encourage responses to the report, including suggestions for organizations or individuals who might wish to receive a copy or otherwise participate in our network.

Click the Button on our Home Page to visit the Green Map Store and order your own copies of select maps any time!



# Who is Behind Green Map System?

(affiliations provided for identification purposes, all are located in NYC unless noted)



## STAFF

Founding Director: Wendy E. Brawer  
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Trommelteam, the youth Green Mapmakers at the Keysersmolen school, explore (& taste!) nature in the Dutch city of Breda.

## GMS HAS ALWAYS BEEN RESOURCEFUL AND VOLUNTEER-DRIVEN, BUT WE COULD NOT MAKE IT WITHOUT YOUR FINANCIAL HELP!

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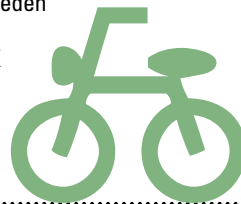
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D'Oeste, Copenhagen's new  
Miljokontrollen Conference Centre  
and Sustainable Ireland

### GREEN MAP PROJECTS WHO HAVE OPTED TO BE SUPPORTERS:

Toronto Canada  
Tusket River & Yarmouth Canada  
Edmonton Canada  
St. Petersburg/Clearwater FL USA  
Kansas City MO USA  
Baltimore MD USA  
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Institute and Jen Whitburn

## CRITICAL INITIATIVES IN 2003-04!

Green Map's globally shared Icons are being updated this year, with the involvement of many Mapmakers. We hope to publish the Version 3 Poster (in 8 languages!) in 2004 as it is one of our most vital resources. In fact, since our 1999 Poster was published, GMS has doubled the number of local Green Map projects, and quadrupled the number of locally published Maps!

The Green Map Atlas is now taking shape – expect to see it online in January, and we hope, as a printed volume later in Spring (details inside).

Hub Guidelines that build and direct capacity for decentralized expansion are in development.

And GMS's local project, the Green Apple Map of NYC, is gathering site suggestions from residents and visitors. Click [greenmap.org/nyc](http://greenmap.org/nyc) to add your favorite places! Thank you, NYC Environmental Fund!

**GREEN MAP SYSTEM** invites you become a supporter of this local-global movement. We welcome general support, sponsorship of a specific 2003-04 initiative, or funding for a particular community's Green Map project (near your home or in a distant developing world country or struggling inner city).

Call or email any time if you would like more information or to share your ideas and advice. Explore our website, then can click the Donation Button and use your credit card to provide much-needed support, or mail us your check. Either way, it's tax-deductible. All contributors will receive a selection of amazing Green Maps, and become a vital partner in our organization's future.

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