

Mapping with the Academic Community in Curitiba

Federal University of Paraná | rafreis2@gmail.com & mcf@ufpr.br

www.ufpr.br

Authors: Rafael Alexandre dos Reis & Maria do Carmo Duarte Freitas



Background: The Academic Community Working For the Environment

Seeking to educate the academic community on protecting the local environment and promoting the green sites of Curitiba, the Federal University of Paraná started the Green Map in 2009 to benefit the two million inhabitants of this south Brazilian city, which is known for its innovative and socially responsible environmental policies. Our Mapmaking team is multidisciplinary and includes undergraduate and graduate students studying engineering, architecture, economics, etc. We continually maintain this mapping project as it represents the perfect link between the academic community and the local society.

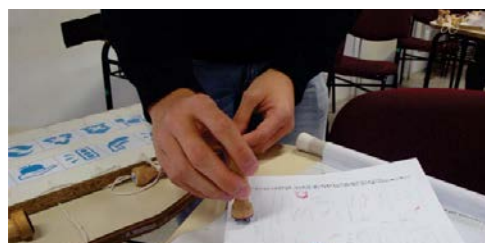
Attracting students from all parts of Brazil, our initial intentions were to involve the university community in the environment, generating discussions and interests that address the problems and virtues of our city. We created a Facebook page (facebook.com/mapaverdecuritiba) and a workshop model in order to initiate the activities. In addition, to inform the general public and increase their awareness of the Curitiba Green Map, we set up a special booth at a 10-day event hosted by the Botanical Garden of Curitiba that attracted 4,000 people. Their interest, along with local press



Stamping Green Map Icons with custom rubber stamps (above and bottom left)



The Team at Green Map Curitiba, with Green Map founder, Wendy Brawer (above)



coverage of our project allowed us to realize the potential success of our Green Map.

Over the years, we expanded our social intervention by involving children of public schools in the workshops and creating other Green Maps. For example, "E-Campus Open Green Map," connected sustainable green sites available in and around Curitiba's eight university campuses.



Curitiba interactive Open Green Map and details on one site (above)



Green Map at 2013 Elecs Conference (left)

Impacts: Innovative Methods for Mapping Green Sites and Engaging Students

In involving the academic community, Curitiba's methodology worked both to extract information about existing green sites and to stimulate environmental engagement in the local community. Workshops are held with groups of students from primary school to the undergraduate level. First, the Green Map project is introduced by a dynamic activity. Then, the students use hands-on collaborative mapping of all identified green sites using printed city maps and rubber stamps that represent the universe of Green Map System Icons. The team believes that this step is the most enriching of the workshop.

Lastly, to encourage conversation of sustainability and the identified sites, we conclude with a collective discussion. It's rewarding to see the changes of the participants' viewpoints regarding the region that surrounds them. Our work includes adding the best of these sites to the Open Green Map and taking part in a media campaign regarding illegal dumping of chemicals in the Uva River that was successful in getting Curitiba government to take action.

In the near future, we intend to expand the character of our on-line interactive Open Green Maps by showcasing sustainable buildings that exist in our city. This project is

motivated by the participation of Curitiba Green Map in the upcoming ELECS 2013, a major biennial event focusing on sustainable and natural techniques in the production of the Built Environment.

As Curitiba is one of the cities that will host the World Cup in Brazil in 2014, our focus now is also on the development of maps that will help tourists know about the green sites the city has to offer.

Lastly, our innovative education workshops at the Botanical Garden of Curitiba have resulted in a new partnership that will conduct mapmaking workshops at their facilities during the year 2014.