



Press Release

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Green Maps – A Timely Vehicle for Social Change

Green Map® System promotes inclusive participation in sustainable community development worldwide. This New York-based nonprofit has supported over 650 locally-led projects in 55 countries as they create perspective-changing Green Maps that inspire discovery of local green living sites, ecological, social and cultural resources. Hundreds of printed and interactive Green Maps highlight the uniqueness of home. Each promotes community engagement and well-being as they help people of all backgrounds appreciate and protect the natural environment.

"Today, in Budapest along with four outstanding European Green Map projects, we are delighted to launch exciting new widgets that embed the Green Map experience into websites and venues worldwide", stated Wendy E. Brawer, Founding Director of Green Map System. "Explore a rich array of locally published Green Maps and find green sites near you, drawn from thousands on the Open Green Map platform. Access these widgets at **GreenMap.org/widgets** and make your own blog, website or other online publication a sustainability resource with global impacts."

Created by NGOs, city agencies, social entrepreneurs, universities, CSR programs, grassroots and youth groups, Green Maps have meaningful impacts that expand the demand for healthier, greener choices, strengthen networks and help successful model initiatives spread to even more communities. The organization's approach to promoting sustainability, 'go local', ecotourism and social justice movements is a practical example of collaborative development. Moreover, each project incubates local leadership, communications and organizing skills that support the emerging green economy.

Every Green Map project shares adaptable Green Mapmaking tools and uses the acclaimed globally designed Green Map Icons to highlight and link their sites. As seen at <http://GreenMap.org>, there

are over 500 unique Green Map editions in use worldwide. 120 of these can be explored on a recently launched interactive mapmaking website. Open to public viewpoints, images and impact assessments, the Open Green Map platform is designed to reduce barriers to participation and significantly increases the usefulness of the maps on the desktop or via the mobile website. iPhone users can explore remarkable green sites and the ever-growing movement through its Green Maps, photos, blogs, tweets and videos on the Green Map App.

Celebrating its 15th anniversary in 2010, Green Map System is a recipient of the US National Sustainability Award in New Communications Tools, winner of the Municipal Art Society Merit Award, an Index Award finalist and is listed among the United Nations Best Practices 100, among other local and international honors. It is also a Top-Rated Green Nonprofit by GreatNonprofits.

With ongoing citizen participation projects and partnerships in both emerging regions and capital cities, explore how Green Map System uses 'web 2.0', social innovation and traditional mapping tools to effectively engage community members, decision-makers and tourists worldwide. Visit <http://GreenMap.org> or contact the global office at +1 212 674 1631 (or info@greenmap.org). Get involved and Think Global, Map Local! ##