Think Global, Map Local!

Introducing Green Map System
New York City always had a few green spots, local food and mobility options, but they were not part of people’s perception of the city.
The original Green Apple Map of NYC in 1992 helped people see and connect with the city, its environment and sustainable living resources.

First Editions & Tour
In 1995, the concept of local Green Map projects connected by a global icon set took shape in NYC, Copenhagen and Kyoto.
What is a Green Map? It's a locally created map that uses globally designed Green Map Icons to chart:
Today, we’re using Version 3 of these award-winning icons to identify, promote and link thousands of sites in 170 categories:

- Barcelona’s Sun Factory
- Farmers & Artisans Market
- Robeson US’s kayak tours
- Yogyakarta ID’s Geologic Feature
- Breda NL’s Eco Center
- Hybrid Vehicles
Green Mapmakers share adaptable tools and multimedia resources as they create compelling local maps of all scales and formats.

**Icons:** Guide the selection of sites to be mapped as well as highlight each one.

**Mapmaking Guides:** Design print or web maps, spur community involvement, etc.

**Multimedia Resources:** Multilingual websites, books, workshops, videos.

**Archives:** Green Maps, stories, exhibits, presentations and exchanges.
Green Mapmaking: Research and Design
Green Mapmaking: Production and Distribution
Engaging 715 communities in 55 countries, more than 550 published Green Maps are already being utilized by millions of people.
Each partnering community group, NGO, tourism and city agency, enterprise or student group has their own locally determined goals.
Green Maps

Singapore
First Biodiversity-themed Green Map

China Wetlands
30 Universities took part in WWF’s contest and Shanghai Expo exhibit
Green Maps

Cape Town South Africa
Open Green Map & Print Maps

Santa Monica USA
Protecting the Bay’s Wildlife
Green Maps

Stockholm Sweden
Get Outdoors

Yokohama Japan
Mobility
Green Maps

New York
Highlighting Waste - Youth Perspectives

Victoria Canada
Land, Local Food & Peoples
**Taipei Taiwan**
CSR - Efficiency in the Workplace

**Banda Aceh Indonesia**
Disaster Relief and Planning
Green Mapmakers have produced murals, videos, skits, choreography, exhibits, shown in Cuba, Colombia, US and Japan.
However, the complete process can be too difficult, preventing important local findings from being shared.

Open Green Map was created to:

• lower technological and financial barriers to online mapping
• preserve valuable community organizing and dissemination
• increase public participation, exchange and impacts
• make content sharable and useful different ways
Launched in June 2009, close to 15,000 sites on more than 150 Open Green Maps are on the platform.
Open Green Map’s World View displays every green site, starting with 2 from each map. Jump to maps from sites. 7 language interface.
Filter your view of the map by toggling the Legend’s icons. Hover over any icon for its definitions. You can see who contributed each site.
Open for Mapmaker’s overview. Explore Public Tabs, social inclusion indicators and up to 8 icons. Sidebar links to Profile, PDFs, etc.
At the Multimedia tab, everyone is invited to share their own images, videos and PDFs about the green site.
The Impacts tab collects data that describes how each site benefits individuals and communities. There is also a Map Impacts graph.
The website includes videos, workshop guides, presentation and PR resources for involving the community and engaging media.
Explore the Mobile Website (beta) at GreenMap.org
Get the Green Map iPhone App, too

What’s Green Nearby?™ is featured, along with our global movement

Find everything nearby, or Search by Icon.

Adding sites and images from your phone is in development (sponsorship available!)
Green Map Widgets share our maps on any website!

GreenMap.org/widgets
What’s next? Mini-sets of Icons for theme Green Maps, onsite marker system, digitizing the Archive, and more...
International awards and national recognition for our non-profit, global-local network and powerful tools

Organization awards include:

US National Sustainability Award:
  New Communications Tools
United Nations Global Best Practices 100
The Tech Awards Laureate
Spirit of the Land - Salt Lake City Olympics
EXPO 2000 Project Award the World
Eyebeam Art & Tech Eco-Viz

Open Green Map:
Treehugger Best of Green
Living Labs Global
INDEX Awards Finalist
Cause / Affect
Tele Atlas Maps in Apps
NetSquared
We Media Pitch It
Diverse media coverage underscores our worldwide reach and importance in emerging markets & established capitals

Our story generates local interest around the world:

- BBC
- Jakarta Post
- Afrika T
- Asia News
- WNYC
- Treehugger
- The Economist
- Youth Today
- Israel 21C
- Xiamen
- New York Times
- Google Maps Mania
- The L Magazine
- Urbanist
- Communication Arts
- Fast Company
- Tout Azimut
- Brote Ecológico
- Click2Map
- Ecôllo
Green Map Trends

- **715** cities, towns and campuses
- **56** countries involved in Green Mapmaking
- **30%** rate of increase in number of new projects yearly
- **550+** printed and online Green Maps published
- **5 Million** printed copies
- **140** countries using our website, GreenMap.org
- **5,000** Green Map iPhone Apps downloaded in first 2 weeks
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Explore GreenMap.org and get involved!

Contact Green Map System:

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