Open Green Maps – 2 Years and 200 Locally Charted Maps!

On World Environment Day 2009, the Open Green Map platform was launched. Green Map System is now celebrating the second anniversary of this acclaimed "technology for sustainability" resource, which has proven to be a boon to community-led projects in 27 countries. From Cape Town to San Francisco, Jakarta to Curitiba, a wide range of green living, natural, cultural and social resources can be explored at **GreenMap.org**.

There are now nearly 200 Open Green Maps available for public interaction. These maps are instantly accessible and open to public viewpoints, images and impact assessments. Explore upwards of 17,000 sites charted by Green Map teams around the world, including farmers markets, green buildings, gardens and heritage sites, and then contribute your photos, videos and site ratings. Interfaces in Spanish, Chinese, Portuguese, Swedish, German and French invite community residents, visitors, entrepreneurs and policy-makers of diverse backgrounds to share perspectives and make greener, healthier, climate-smart choices.

Apps Extend Open Green Map's Reach

The **Green Map iPhone app** and the **mobile website** available at GreenMap.org make the Open Green Map's rich array of sites accessible on the go. New green sites can also be highlighted and shared with these mobile tools, and the results have been widely heralded. "We are delighted that Treehugger recently bestowed a 2011 Best of Green award on our eco apps', said Wendy Brawer, the nonprofit's founder and director. "It's the eighth recognition for Open Green Map by international (INDEX Prize, Living Labs Global) and national (NetSquared, We Media, Tele Atlas) award programs".

The Open Green Map platform reduces the technological and financial barriers to participation and significantly increases the usefulness of the maps and their locally-sourced data to users around the neighborhood - or around the world. Open Green Map is just one of the tools available to 750 registered Green Map projects in 55 countries. Each of these locally-led projects uses globally designed Green Map Icons to highlight and link the sites. Each has a unique process, informed by collaboratively created Green Mapmaking tools including manuals, books, workshop materials and multimedia that strengthen communications, leadership and organizing skills thus extending the value and impacts of participation. The movement expands continually, an indicator of the program's ability to successfully transform local information into global interaction. Download a book of recent outcomes at **GreenMap.org/impacts**.

Whether created by NGOs, city agencies, social entrepreneurs, universities, corporate social responsibility programs, grassroots or youth groups, hundreds of locally printed editions and interactive Open Green Maps have created meaningful impacts that expand the demand for healthier, greener choices, extend local networks and help successful model initiatives spread to even more communities. A new initiative allows municipalities, universities, companies and others to engage Green Map's experience in strategic planning, engagement, project design and more, as seen at **GreenMap.org/consulting**.

Utilizing community mapmaking as its call to action, the award-winning Green Map System has promoted inclusive participation in sustainable community development worldwide since 1995. A New York-based nonprofit, the organization has also published a dozen different Green Maps of its hometown, as seen at **GreenAppleMap.org**. Events and news about Green Map in New York and other cities can be found at **facebook.com/greenmap** or **@greenmap** on Twitter. Join the summer 2011 series at meetup.org/GreenMapNYC.

Think Global, Map Local! Green Map System invites you to follow its ongoing development in both emerging regions and capital cities. Explore its innovative approach mixing social innovation and traditional mapping tools to effectively engage people of all ages and backgrounds in sustainable local living. Support Open Green Map's continual development, including new formats and Japanese and Romanian interfaces. It's tax deductible to give at **GreenMap.org/donate** or contact the office at 212 674 1631 (or info@greenmap.org) regarding sponsorship.   ##