



## Green Map Japan Hub



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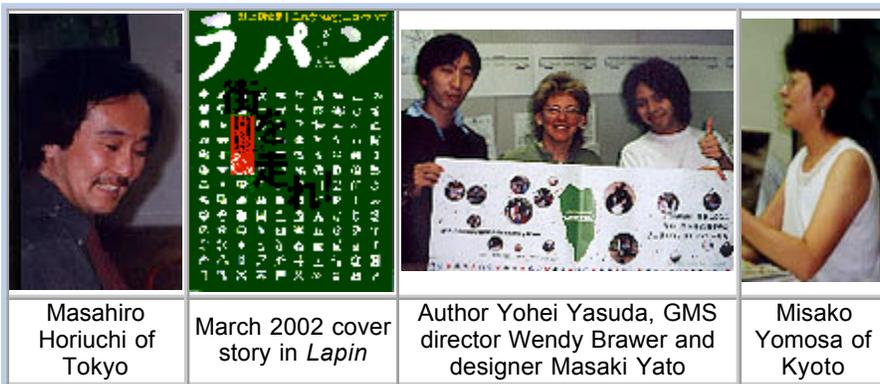
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The first Green Map System Hub was organized in Japan, to provide regional mentoring within our local-global collaborative. GreenMap Japan is expertly led by Misako Yomosa of [Kyoto](#) and Masahiro Horiuchi of [Setagaya-Tokyo](#). Their resourceful and inclusive approach to Hub development is being closely observed by GMS so that other regional (Latin America, Europe) and thematic (youth, watershed, bicycle resources) Hubs can get started and learn from their experience. This page provides background and insights from the Japan Hub -- we also invite readers to click <http://greenmap.jp> and explore this well-illustrated website in Japanese or English.

Extensive press coverage helped jump-start the Japan Hub. In March 2002, the cover story of *Lapin* map magazine gave readers an exciting introduction to the Green Map System, our universal Icons and locally published Green Maps from Japan and other countries. Written by Yohei Yasuda (who later directed the [Yamanote-sen Green Map](#) project, see image below), the lengthy cover article includes a colorful Icon chart and contact information from all 9 of our first Green Map projects in Japan.



Foreseeing an expansion of interest across the country, [GreenMap.jp](#) was launched by Horiuchi and Yomosa in 2002. At the same time, a proposal was made to the [Japan-U.S. Community Education and Exchange](#) (in conjunction with Nippon Foundation) to support collaborative efforts between Green Map Japan and GMS to build and learn from this new Hub. Plans quickly expanded to include Mapmakers from Hiroshima to

Sapporo, and a **national meeting, website additions, teachers kit and workshops** soon took shape. JUCEE's generous funding also included exchange visit travel support for Horiuchi to take part in a North American West Coast Mapmaker gathering in Portland OR and Yomosa to join the first Global Mapmakers Meeting at the prestigious Rockefeller Foundation's Bellagio Center in Italy. There her presentation helped inspire plans for Hub development in Latin America (see [MapaVerde.org](http://MapaVerde.org)), Europe (soon to be at [greenmap.org/europe](http://greenmap.org/europe)) and Asia (to come). JUCEE also helped support visits by GMS's New York staff members to Japan in July 2002 and in 2003.

Thanks to the outreach and program efforts of the Japan Hub, the number of independently-led projects in that country has soared to well over 30! These local projects are very diverse in their goals and methodologies. Moreover, a number of successful map-related collaborations have taken place, including:

- **Major exhibits** in Hiroshima and Tokyo.
- **Symposiums** in Nagoya, Kamakura and Nishinomiya.
- **Publication of jointly written articles** (in BePal and CoCoChi magazines, Asahi Shimbun newspapers and other places) and other significant press coverage.



In addition, there is now an **active listserver** through which issues of common concern, opportunities and good news are discussed. A wide variety of **meetings, communications** and other **Hub-wide projects** are taking place to assist newcomers to Green Mapping and build awareness of GMS's core mission, to promote community participation in sustainability. In 2004, **Mirai**, a national youth mapping project yielded exciting [results](#) ([English](#) navigation) and in 2005, a beautiful 40-page **Activity Guide** was published - both projects were achieved with the support of Fuji Film (click [here](#) to see how they help local Green Map projects or view Fuji's lyrical [Forever Forests](#) campaign). GreenMap Japan has recently become an official non-profit organization, and we expect their leadership to continue growing in creative, beneficial and informative ways!



	
<p>Members of <a href="#">Green Map Aichi</a> tour the site of EXPO 2005. Read more <a href="#">here</a>.</p>	<p>Green Mapmakers in Kamakura, led by local radio station staff.</p>
	<p>The first-ever "moving map" exhibit was the interactive <a href="#">Yamanote-sen Green Map</a>, which took place on Tokyo's central train line and the Tokyo International Forum in August 2002. The project <a href="#">website</a> has many inspiring images. Photo by Masahiro Horiuchi.</p>

From observing Green Map Japan, GMS can share many ideas that will help Hubs in other regions and countries solve problems and seize opportunities.

- Listservers are very important for network-wide communications, and websites are critical in building public awareness.
- Face-to-face meetings can help major collaborative efforts progress and mature, raising the quality of each local project at the same time.
- Hub leaders need to be especially familiar with existing GMS tools, resources and policies, as well as regional resources (from funding to meeting venues to web tools) as they build local capacity.
- Clear guidelines for Hub leadership are crucial (and now in development, with GMS Board and Hub leader involvement).
- Inquiries from the press need to be responded to promptly and professionally (and resulting coverage should be added to the GMS archives).
- Offers of financial or program support made to the Hub need to be carefully assessed as to whether they will truly help meet defined Hub needs or distract from core concerns.
- Volunteer support from Hub leaders is of critical importance, as is finding a way to fund that work within a relatively short period of time.
- Hub responsibilities extend beyond the region to the global network, to the Green Map System organization, and to sustainability concerns that link our diverse local projects.

GMS welcomes [inquiries](#) about Hubs and your ideas about supporting this important effort. We especially thank each individual and organization involved with the Japan Hub for providing inspiring leadership for this new development. Working together, we can accomplish so much of real importance!

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