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Liverpool's Story

This is the initial plan for a Green Map of Liverpool, compiled by Andrew Dix of Energy Conscious Design in March 1997. For a short description of Liverpool's Green Map, click [here](#).

ECD was started by Scot Fletcher to promote environmental sustainability in the regeneration of Liverpool, and their projects include the Liverpool Cycle Centre and a Green Materials and Resources Database for Merseyside.

We are the fourth group in the UK to start producing a regional Greenmap (Nottingham, N.E. Lincolnshire and Llandrindod Wells being the other three).

We believe that the Greenmap will be a useful tool for promoting sites of environmental interest to both visitors and residents. It will also provide a quick and easy reference for people wishing to get an overall picture of quite how green Liverpool is. It is hoped that the existence of the Greenmap will provide some incentive for developers to consider the benefits of applying environmentally sustainable principles to their developments. This will depend on the map having a high and well respected profile, and being widely available through city-wide outlets such as Tourist Information Offices, places of environmental interest, museums and other tourist attractions.

How Will it be Achieved?

In order to achieve our aims we need to enlist the support of various key organisations, such as Mersey Travel, Mersey Rail, the North West Tourist Board, Merseyside Environmental Trust and Liverpool City Council.

The first step is to establish a Greenmap Committee for Liverpool, composed of those with an active interest in the sustainable development of the city. This committee will produce a detailed proposal which will be submitted to the Green Map System for their appraisal. Once the proposal has been accepted we hope to be issued with the Copyright Greenmap Icons and production of the map can proceed. Responsibilities of the Greenmap Committee will be:

- Fix geographical bounds.
- Establish criteria for inclusion on map.
- Establish detail of map content.
- Develop marketing policy.
- Monitor costs.
- Monitor progress of info collection.
- Monitor production.

The following is a list of those organisations which I would like to see contributing to the map:

Merseyside Environmental Trust (MET).
 Liverpool Architecture and Design Trust.
 John Moores University.
 Liverpool University.
 Association of Community Technical Aid Centres Ltd (ACTAC).
 Liverpool Environmental Forum.
 Liverpool City Council (LA21 Officer).
 Liverpool Cycle Centre.

Production

The information will be collected and collated by Energy Conscious Design, who will also be responsible for the production of the map in both printed and digital format. We intend to employ a local graphic design company to undertake the art and design work.

How will the GreenMap be Marketed?

The marketing and distribution strategy will be established by the Green Map Committee after consultation with relevant organisations. At present we envisage the map being made available through the Tourist Offices in Liverpool, through Mersey Rail and Mersey Travel, through Mersey Ferries and at various other outlets throughout the city (such as shops, cafes and other places of interest included on the map). The map will be given a media launch with features on the local radio and in the press, and all relevant national journals will be notified, eg. EcoDesign.

What will the Map Show?

This will be decided by the Green Map Committee but examples include:

- Cycle facilities.
- Cycle routes.
- Re-cycling points.
- Natural beauty spots.
- Organic cafes.
- Wholefood shops.
- Parks (operating on organic principles).
- Buildings demonstrating environmentally sustainable design.
- Renewable energy sites.
- Businesses operating a sound environmental policy.
- Businesses offering design services for sustainable development.

.... and so the list could go on. A numerical reference to each site could be used to provide a key, listing the names, addresses, telephone numbers and a brief summary of each site.

Geographical Scope

Again this will be decided by the committee. One idea is to have a double sided, fold out map with one side covering the Merseyside area, including Liverpool, Southport, Wigan and Widnes, and the other side giving a more detailed view of Liverpool itself.

Funding

Funding has been secured for the Preliminary Stage and Stage One and we are currently seeking funds for the subsequent stages of production. Corporate sponsorship will only be considered from businesses operating an environmental policy which is in accordance with the overall aims of the map.

Costs

Costs will be incurred by Energy Conscious Design in overseeing the project, in setting up channels of communication with interested organisations and in putting together the Green Map Committee. ECD will also put together the final proposal for the map and will incur costs in collecting the data and in converting it into a presentable form. Probably the most significant expenses will be in the employment of the graphic designer/artist, a web site designer and the printing costs.

Project Plan

Preliminary

1. Draft and distribute proposal.
2. Budget estimate for Stage I.
3. Identify funding.
4. Submit proposal to Greenmap Systems.
5. Approval from Greenmap Systems - receive Greenmap Icons.

Stage I - Feasibility

1. Establish lines of communication with all interested organisations.
2. Request letters of support.
3. Appoint Green Map Committee.
4. Market research.
5. Budget estimate for Stages II, III , IV & V.
6. Secure funding.

Stage II - Development

1. Establish final map proposal.
2. Collect and collate all information.
3. Appoint graphic designer/artist .
4. Appoint web site designer.
5. Establish a system for updating the map.
6. Establish marketing strategy.

Stage III - Production

1. Commission design work.
2. Approve final design.
3. First print run.
4. Post Green Map on the Web.

Stage IV - Marketing

1. Media and press launch.
2. Adopt marketing strategy.

Continuing Work

1. Receive and act on feedback.
2. Continued collection of information.
3. Update annually.

Plan submitted by [Energy Conscious Design](#)



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