

THE 4BS' GREEN MAPPING GUIDE



THE 4BS' GREEN MAPPING GUIDE



Written and edited by the 4Bs crew: Bjela Probowosky, Ciprian Samoilă, Gergő Horváth, Ivor McGillivray, Peter van de Loo and Steve Parry with the contribution of Eszter Szilva.

Special thanks to Wendy Brawer, founder and director Green Map System

Design: Maja Kiss

Images: by Green Mapmakers around the World

Icons © Green Map System, Inc. 2008. All rights reserved. Green Map® is a registered trademark and used with permission.



GreenMap.org

Date of publication: July 2011

This work is licensed under the Creative Commons Attribution-NonCommercial-NoDerivs 3.0 Unported License. To view a copy of this license, visit <http://creativecommons.org/licenses/by-nc-nd/3.0/>



This guide is the outcome of the project “The 4BsHive – collaborative Green Mapping across Europe” conducted by

Asociația Ascendent
(Bistrița, Romania)
www.ascendent-bistrita.ro

Association of Conscious Consumers
(Budapest, Hungary)
www.tudatosvasarlo.hu

GreenBristol Ltd. (Bristol, UK)
<http://greenbristol.blogspot.com>

Querspur-Verein zur Förderung soziokultureller Aktivitäten mit dem Medium Video e.V.
(Berlin, Germany)
www.greenmap-berlin.de

The project has been funded with support from the Lifelong Learning Programme of the European Commission.

This publication reflects the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein.



The guide and further related resources can be downloaded from the project blog: <http://4bshive.wordpress.com>





[p2]	Introduction
[p3-4]	What is Green Mapmaking?
[p5-6]	Green Maps
[p7-9]	Green Map Basics
[p10-11]	Using the Interactive Open Green Map
[p12-19]	Case Studies: Green Mapmaking in Berlin, Bistrița, Bristol and Budapest
[p20]	About the 4Bs
[p21]	Project Milestones



Green Map making is about the promotion of ecological, social, cultural and business services that support **sustainable lifestyles**. It is a medium for strengthening local communities and economies, for enabling us to find the ethical and responsible choices in our every-day lives.

The slogan of the global Green Map movement **Think global, map local!** stands for these goals. Green Maps are information as well as education tools developed by enthusiastic Green Map makers all around the world. This booklet provides a short overview on Green Mapmaking, highlighting key points and the basics on how to start producing your own community's Green Map.

WHAT IS GREEN MAPMAKING?



A Green Map® is a **locally-made** map that uses the universal Green Map icons to highlight the ecological, social, cultural, and sustainable resources of a particular geographic area. Green Mapmaking is about exploration, discovery, sharing and supporting these resources. Each project is **unique**, both individually as well as taken together, as distinctive parts of a global movement which benefits from tools and coordination by the New York based **Green Map System**.

What counts as “**green**” is up to the focus and goals of each individual Green Map project. Some Green Maps focus on beneficial and natural sites, while others include toxic hot spots impacting community well-being, or themes such as tourism, cycling, waterways or climate change. Mapmakers also select target audiences – for example, youth and families, tourists or everyone. Hence, the local mapmakers have many options and formats to consider.



In general, all kinds of ecological, social and business services that contribute to eco-friendly living can be charted on Green Maps. See **GreenMap.org/icons** for a poster that helps mapmakers choose sites. When these are collected and charted on a map (hand-made, printed or online) it makes sustainable services, places and networks more visible, so they gain more interest often needed for survival.

Thus, Green Maps are most importantly informational tools, and hence, Green Mapping is an **information activity**.

The maps' geographical scope is also very diverse: from the neighbourhood to the global level all sorts of **scoping** have been used till now.

However, Green Mapping is also a powerful **community engagement** resource. The project can become a social networking endeavour, especially when a wide range of local community members becomes involved in the research, design and marketing process.

Green Maps foster **change**. They can present not only the positive but the negative as well. When sources of environmental pollution, patterns of injustice or centres of social degradation are mapped, public attention can be oriented on them, and with the means of appropriate communication, maps can become powerful tools that urge decision makers and communities to interact and solve these problems.

Some of the **success stories**:

- in **Indonesia**, Green Map provided a comprehensive cultural landscape conservation concept and supported the efforts to urge local government and investors to stop the further exploitation at the World Heritage Site Borobudur Buddhist temple and surroundings



- in **Glasgow, Scotland** a Green Map charting the reuse opportunities has increased liaison between the featured organisations and generated publicity for them, many of whom operate with very limited marketing budgets



- in **Barcelona, Spain** a “guerilla map” was made that can be downloaded free, printed on tracing paper and added as an additional layer on the conventional tourist map published by the city hall



- at **GreenMap.org/csr**, find companies with strong commitments to corporate social responsibility that have adopted Green Map as a platform to help their employees understand their immediate work environment and issues related to industrial safety, employee wellbeing, energy and resource conservation that ended up both in decreased production costs and pollution, and increased productivity and profits

- in the **Japanese** town **Owariasahi** waste dump sites were cleaned up after being marked on the Green Map

GREEN MAPS

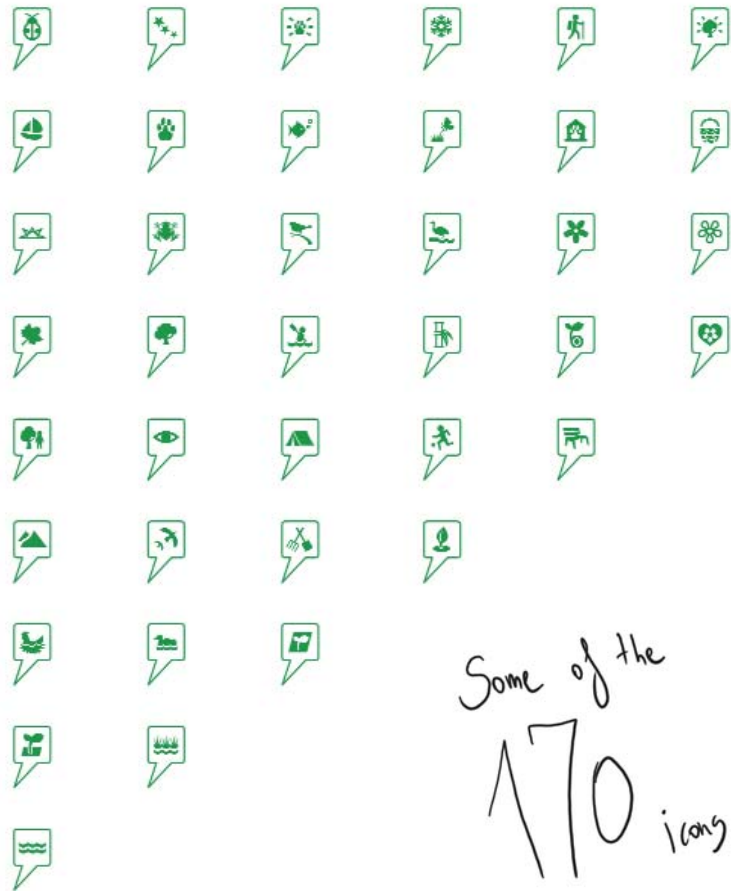
The first Green Map was invented by the eco-designer **Wendy Brower** in **1992**. The **Green Apple Map** was designed to engage the visitors, residents and natives of New York, also called as Big Apple, in participating in the green living, natural sites and culturally significant places that make the metropolis' environment special. Indeed, the Green Apple Map provided a fresh, inviting perception of NYC, and people began to inquire about creating a Green Map for other cities. This inspired Wendy to initiate a global design process for the **Green Map Icons** so each local project could share the same symbol set. Soon there was a network, a website and projects on all continents. **Green Map System** has grown steadily since **1995**, with Mapmakers collaborating on system development, sharing tools and helping to support the activities of the emerging Green Mapping communities.



Wendy

Green Map projects now can be found all around the world, on every inhabited continent. All kinds of formations can be found among them: not only NGOs, but also universities and schools, community and grassroots groups, and even governmental agencies. The worldwide Green Map community includes more than **750 members** in **55 countries**. For details, maps and more, check out the Green Map hub at **www.GreenMap.org**.

Green Maps can be published using various **media**. So far some **700 different maps** have been produced including print, digital or even mural versions. But regardless what medium is used, the common characteristic of the Green Maps is the **universal Green Map iconography** used to identify, promote and link the spots of interest. This set, consisting of **170 globally recognized icons**, divided into the categories of **sustainable living, nature and culture**, and **society**, guarantees that Green Maps published worldwide can be interpreted universally. However, Green Mapmakers are also free and invited to develop their own icons that express their particular fields of interest and specific community resources.





HOW TO START?

1. Register at **www.GreenMap.org/join** to gain access to the Tool Center, network, rights and icons.
(Modest fee (or service exchange) is based on your organization type and country's average income).
2. **Recruit and network** to find your allies and to set up and mobilize your own Green Map community
3. Decide the focus (issues, audience) and scope of your map
4. Choose media you wish to use for publishing (possibly, both digital and printed editions to reach different audiences)
5. Plan data collection and select the appropriate criteria and methods for it
6. Collect all relevant information (use Green Map Icons to help create an inventory)
7. Process data according to the needs of the media chosen – if it's printed, create the design and develop a way to pay for publication and disseminate it. Digital Open Green Maps (OGM) can be easily produced at almost no cost – you may want to create your own GIS (Geographic Information System) map or website to share embedded OGMs, printed maps on PDFs, and involve more people in your process
8. **Publish** your map
9. **Celebrate** your work – create a tour, party or other event that introduces more community members and press to the map
10. **Popularize** your map through local media and social networks
11. Plan for your next edition and/or ongoing development of digital, printed and mural Green Maps

PRINTED GREEN MAPS



The ultimate advantage of a print map is that it is very easy to handle and read, no special technical equipment is needed. However, prints might be expensive to produce and difficult to distribute. Even though they are an important record of progress toward sustainability at a particular moment, they can also become out of date.

The most important consideration for print maps is **design**. Your map has to be not only informative but attractive as well. Aesthetics support your campaign efforts more than anything else. Design includes not only the graphical layout, but size, format and paper as well. There's a **Style Guide** to help in the online **Tool Center** of GreenMap.org, while you find great examples of print maps in the Maps section.

When starting the design, also consider what **techniques** you will use. Green Maps can be simply drawn or painted manually but today most of the maps are designed using the latest technology. In such case carefully select the **software**. Most of the widespread graphical (e.g., Adobe Illustrator, CorelDraw) and GIS software (e.g., ArcGIS, Global Mapper)

are suitable. However, **Open Source GIS** is free and saves resources. Check out for instance <http://52north.org/communities/ilwis>.

Your city's official **base map**, historic and aerial views are good options for the base map, or you can create your own (if you go for the already existing ones, check property rights and ask for permission not to get into trouble). Involve a designer and get feedback from users. Finally, do not forget about **orientation** either: add scale bar and north arrow to your map too!

All sorts of **format and size** can be envisioned: traditional folded map, poster, postcard – limits are only your own creativity and budget. Talk with the printer about ways to minimize paper and costs.

Distribution is also a very important issue. The best is to team up with a local newspaper or magazine and ask them to attach your prints to the next issue. Distribute at tourist info, libraries, through NGOs and schools or set up an information kiosk at certain local events.



ONLINE GREEN MAPS



Compared to the more traditional Green Map media (prints, posters, murals etc.) online maps offer more **flexibility**. They are easy to keep 'fresh' and accurate (especially because of the rapid market changes that describes today's business reality – simply put: shops' life span is shorter than ever). Moreover as infrastructure, transportation, open space and education are becoming greener, internet based information can be updated more frequently.

Nowadays web maps can be also distributed in a more **easy and cost effective** manner: they are accessible through the internet for everyone with access. This can ensure much bigger publicity for your mapping project as well as can offer the possibility to raise participation.

However, if you decide to go for an online Green Map, there are numerous considerations. For the technical details on a good GIS site, consult with professionals. Basic web programming is not enough in this case, it must be well designed both in its technical and aesthetical sense. It must be fast, informative, attractive and user friendly at the same time. It might look easy at the first glance, but it isn't – believe us.

Check out how different web-based Green Maps can be:

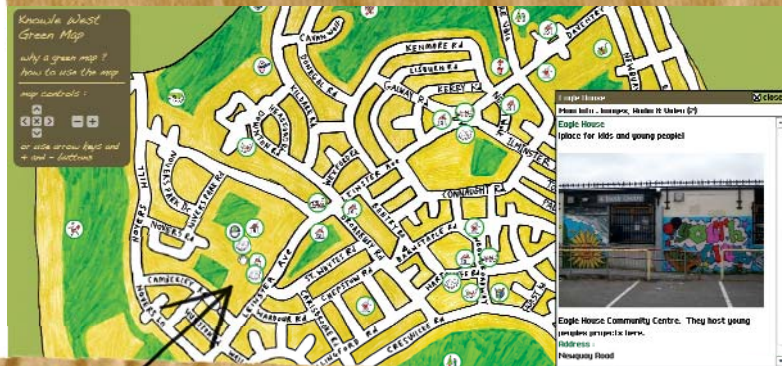
www.nature.is/greenmap

www.detroitgreenmap.org/map

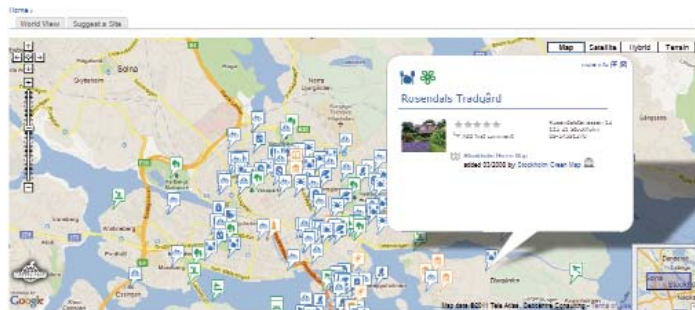
www.kwmc.org.uk/greenmap

www.atlas.amsterdam.nl

To make it easier for everyone, Green Map System has also developed an interactive platform, the **Open Green Map**, launched on World Environment Day 2009. Since, OGM has proven to be a boom to community-led projects in 27 countries from Cape Town to San Francisco, Jakarta to Curitiba. Two of the 4Bs, Berlin and Bistrița use this interface, and embed their Open Green Maps in their own websites (see page 12-13 and 14-15).



USING THE INTERACTIVE OPEN GREEN MAP



Open Green Map (OGM) is an award-winning **participatory social mapping** platform, used by local Green Mapmakers all around the world since 2009. With OGM, technological, time and financial barriers are reduced: online Green Maps can be created in a very **easy and cost-effective** way as a whole team can work on the map from their home, there's no web or database development costs. Moreover, each site on OGM can be enhanced with the public's viewpoints, green ratings, and multimedia elements, and they can also suggest new sites – thus, a broad audience can get involved.

OGM also provides the ultimate opportunity of linking local maps and their locally-sourced data to a global audience. Thus, your efforts will have worldwide visibility and accessibility. There are 8 languages in the interface, and outreach tools to help you promote your OGM to everyone from tourists to local schools.

Further advantage: beyond the main website, the sites on OGM can be browsed in **mobile formats**, and new sites can be added while on location. OGMs can be shared on external websites with easy-to-use **widgets** and HTML code as seen at GreenMap.org/widgets.

ROLES AND REGISTRATION

Although exploring and enhancing OGM is free for everyone, and you can join different mapping projects as **team member** or **coordinator**, if you want to set up an own OGM initiative as a **team leader**, registration is needed. The small fee contributes to OGM's ongoing development in this collaborative project. Its level varies. For more details check GreenMap.org/join

OPEN GREEN MAP – HOW IT WORKS

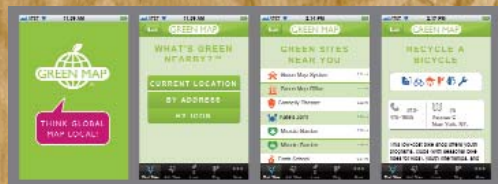


1. Chose a map from the lists provided at OpenGreenMap.org/maps.
To explore icons and categories on the right of the map can be toggled to filter your view. The **Info** tab on the right offers a link to the Mapmaker's profile, their website and a downloadable PDF of the relate printed map (if it exists). The third tab, **Search**, lets you find sites on this map, as well as linking to nearby OGMs.
2. Every visitor can contribute by clicking the **Suggest a Site** tab and completing the required fields (note: except on the world view map).
3. Suggested sites by the public are published only after they get reviewed and approved by team leaders and/or coordinators. Team members, coordinators and team leaders can **create sites directly** as well that will be published immediately.

4. On already existing sites, click the icon, then the upper right corner for more information. You can submit videos, PDFs and images under the **Multimedia** tab. Add comments, ratings and impact assessments. At **Connections**, find sites related to the one you are looking at, both locally and globally.
5. One can become a **team member** by being invited by a team leader or a coordinator. If no personal relationship is given, they can be contacted directly through the **Info** tab.
6. If you want to create an Open Green Map, register at GreenMap.org/join. But if you simply want to contribute sites or comments, images, videos, etc, register on the Open Green Map so your contributions will include your user name and you can avoid typing in the 'captcha' each time.

For more information visit OpenGreenMap.org/home and review the steps in the **FAQ** on the top menu. Then visit **Resources** and review the tools – videos, party guides, etc. as well as the maps and consider how your team can benefit from the given tools.

OPEN GREEN MAP ON THE GO



Open Green Map can be not only browsed by the Green Map iPhone application and the mobile website version ready to run on all web enabled mobile phone, but these mobile tools allow the users to collect and share data wherever they are. Sites can be added to OGM directly from the phone!

case study#1 – BERLIN GREEN MAP



scope: Berlin (DE)
topics: sustainable life style, nature, culture and society
start: 2003
medium: internet
web: www.greenmap-berlin.de

The Green Map of the German capital developed by Greenmap Berlin covers the whole City of Berlin. As a usual Green Map the entities within the map are subdivided among three core categories. These are **sustainable life style**, **nature**, **culture** and **society**, but **routes and areas** can be added additionally as well. Furthermore, Greenmap Berlin offers a platform where interested people can add events and other temporary information too.

Greenmap Berlin exists since 2003 and was always run by idealistic people intending to provide a tool to communicate sustainability. At the moment 18 members are involved who have so far produced more than 170 city wide entries for Berlin's Green Map. To improve communication between users and map makers a blog and a newsletter has been added to the web site. Greenmap Berlin joined also several platforms for spread out (Facebook, Twitter etc.).

Greenmap Berlin started out as a flash animated online map of the **Berlin Borough Neukölln**. In the year 2005 another neighbourhood level map was integrated, completed by students of the Kepler High School in Neukölln.

One of the outcomes of the Neukölln Green Map venture, aside of a neighborhood map printed in 1000 copies, was a new, locally designed symbol for private city gardens designed by the participating students. It shows a very typical little dwarf working in the garden widespread everywhere in Germany.



Check out a short movie how Greenmap Berlin worked with the Kepler High School, made by Bjela Proßowsky from the Querspur:
www.youtube.com/watch?v=oeUTXazB2u8.



USING GPS FOR GREEN MAPPING



In Berlin GPS trackers are used to track down roads (sustainable bike ride, nature stroll etc). Recorded geographical data is then imported to Google Earth for checking the accuracy and making corrections if necessary. As a final step sketches are drawn for the Greenmap Berlin Tours that can be used by the participants. Though high-tech GPS trackers are attractive to buy, in fact simple and low cost equipments are good enough for such an exercise.

As soon as the world wide accessible internet platform Open Green Map was launched, Greenmap Berlin has got part of it. In the same time, a cooperation was set up with **Querspurr-Verein zur Förderung soziokultureller Aktivitäten mit dem Medium Video**, the non-profit organization Greenmap Berlin participates the 4BsHive project together with. Recently Greenmap Berlin is collaborating with two other civic groups as well: the eco-green network **Berlin 21** (www.berlin21.net) and the sustainability group **Jour Fix** that collects and presents sustainability activists from all over the city on a regular basis (<http://nachhaltigesberlin.de>).

Greenmap Berlin has been proudly presenting a new **postcard** funded by the Grundtvig Fund. Designed by the graphic designer and 4B adult learner **Clemens Wustinger**, it has been produced in a state of the art Eco printing way in 5000 copies. The postcard is used for advertising: and to animate people to join the project and work active on the Green Map of Berlin.



case study#2 – BISTRIȚA GREEN MAP – HARTA VERDE BISTRIȚA



scope: Bistrița (RO) and surroundings
topics: green living, nature and socio-cultural resources
start: October 2009
medium: internet
web: www.opengreenmap.org/greenmap/harta-verde-bistrita

The Green Map project of the Romanian town Bistrița provides a local **eco-cultural guide** aimed at bridging the urban communities of Bistrița and the neighbouring municipalities.

The project started in 2009 as soon as the 4B Grundtvig partnership was established. Since, Harta Verde Bistrița has engaged diverse communities in mapping green living, nature and socio-cultural resources as well as set up its own profile and map using Open Green Map as a free and powerful tool for green mapping.

Data in Bistrița are collected by mapmakers visiting and conducting research on each site prior to publishing. Records include site name, description, photos or videos. Sites are determined geographically either by **GPS devices** or **printed maps**, or both. These latter have included the so-called '**walking papers**' that are used to record the geographic coordinates of each site needed in the process of creating and uploading.

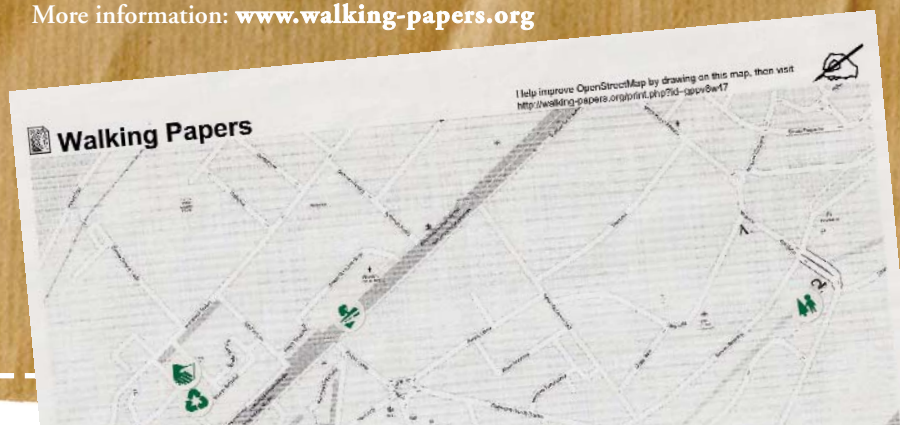


WALKING PAPERS FOR GREEN MAPPING

A great tool developed to support mapping efforts by the participatory, wiki-style **OpenStreetMap** is **Walking Papers** – a web service that allow you to use paper based drawing for mapping. Walking Maps can be used also for determining GPS coordinates if they are needed but no GPS tracker is available.

Usage is very simple: selected areas in OpenStreetMap can be exported into PDF files with special geographical marks and with a 2D barcode for the geographical identification. After printing, these A4 map printouts can be taken around, and all important information, like spots of interests, can be marked directly on them. When scanning and uploading them back, annotations will be incorporated to OpenStreetMap as new features.

More information: www.walking-papers.org



Since 2009, Harta Verde Bistrița achieved the online launch on the Open Green Map as well as accelerated inputs from adult learners from both Bistrița and a few other cities involved. A good partnership has been developed with **Asociația Ascendent**, an NGO focusing on youth projects. So far around 30 adult learners of various age groups have been involved in the local activities.



case study#3 – EAST BRISTOL GREEN MAP



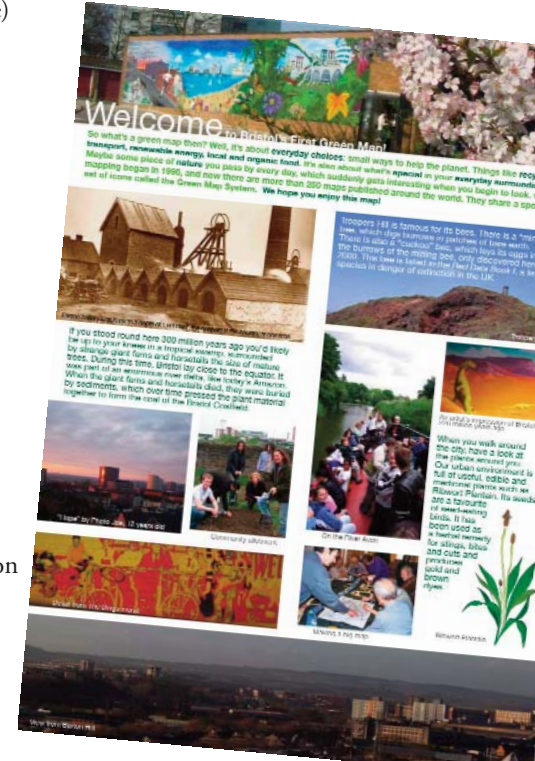
scope: East Bristol (UK)
topics: sustainable living
duration: 2003-2006
medium: print
web: <http://greenbristol.blogspot.com>

Well before starting their new initiative in Bristol's Knowle West as part of the 4BsHive project, **GreenBristol** crew Ivor and Steve already produced a Green Map that was published in Autumn 2006. Covering an area of East Bristol, this **printed map** was created to inform local people of options for more sustainable living as well as to shift perceptions: to reveal the unique wildlife in the area. The "Bristol Bee" for example is a distinct species unique to the area and only discovered in 2000.

The project began in January 2003 with grant funding from Community at Heart, a local community development organisation. To raise awareness and engage the public, a number of **community consultation** events – including a Boat Trip and a Photo Trail – were organized as key steps towards the creation of the map. **Data** was collected with the involvement of numerous volunteers while design was carried out by professionals.

The project also included the creation of an **online green map** with a publicly accessible facility to upload content (text, image, audio, moving image) – this also supported data collection.

Finally, the map was **distributed** as an attachment to the Neighbourhood Solutions Welcome Pack delivered to 4,200 households of the area. Thanks to its success, this mapping project was short-listed for The Green Awards, a national competition of UK sustainability initiatives, in December 2006.



GreenBristol recently worked in Bristol's **Knowle West** neighbourhood using Green Map making as a tool for community engagement.



MOBILIZATION AND INVOLVEMENT

The involvement of local communities in the map making process is crucial to them taking ownership of the project. There is always an amazing wealth of local knowledge within the community – people always appreciate being invited to share it. GreenBristol was extremely effective in involvement – here are some examples of how they worked:

Continuously invite feedback and involvement from local people.

Tell the local community newspaper and radio station what you're doing.

Get children involved and their parents will follow!

Use geographical features to explain science and history – in the Bristol case for example a 2,000 foot deep coal mine.

Involve local people and organisations; use their knowledge to put the present into a historical context.

Make sure your community events are fun – people will remember and word of your project will spread.

Local food is always a popular attraction.

Use photography and/or film to cast a questioning eye over the area to open up debate.

case study#4 – BUDAPEST GREEN MAP

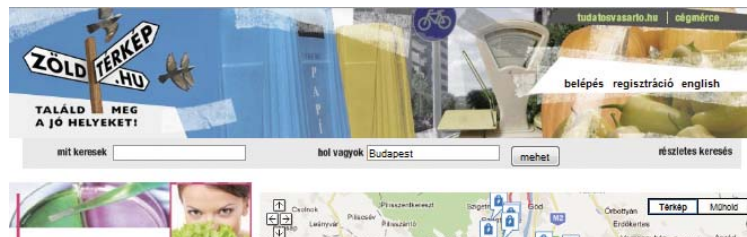


scope: Budapest and surroundings
topics: sustainable living
start: October 2008
medium: internet
web: www.zoldbudapest.hu

Budapest Green Map was set up by the Budapest based NGO, **Association of Conscious Consumers**, as the first step towards a complete Green Map of Hungary. The underlying aim was to provide information to consumers where to find products and services they need to live in a more sustainable manner. So far some 2500 services have been published in **30 main categories** including repair shops, animal shelters, ecotourism resources or local food.

In 2008-2010 ACC used a grant provided by the EEA and Norwegian Financial Mechanism for the development of an own internet platform using Google Maps as an effective and free of charge base map. However, even though Open Green Map was published meanwhile, Budapest Green Map has been kept separately.

First **data** were acquired from different databases ACC had been working on for years already. On the other hand several fellow NGOs and the public was invited for the participation as well. To raise awareness and boost participation a media campaign was conducted and numerous workshops were held throughout the city. On the long run content development is planned to be left solely for the users, partners and volunteers.



Using Budapest Green Map is free and simple. Registered users can create new and edit their already existing green spots with the help of a simple data sheet on which geographical location can be determined either by typing in the address, indicating GPS coordinates, or marking the spot manually directly on the interface. More than one categories can be attributed to a spot, photos can be uploaded and multimedia files can be embedded in the site descriptions from external sources.

MULTIMEDIA TOOLS FOR GREEN MAPPING

To keep them cheap and effective, most of the Green Mapping internet platforms do not host heavy media files. However, there are still possibilities to vitalize your web documents by embedding particular photos, videos or even albums, slide shows and sound files by copying the embed code in the given field. If no such field is provided, you can still insert the code to your page – though, for this you must be at least a bit more advanced in programming.

For file handling we suggest the use of the following free sites and tools:

Picasa, Flickr and Photobucket for **photo sharing**;
Youtube, Vimeo and Metacafe for **video sharing**;
and Soundcloud for **audio sharing**.

If you also wish to **edit** your own media, check out Picasa and Videospin for free and effective software.

Though basically no print map was planned to be published, one of the fellow CSOs was influenced so much that it organized a district level data collection, and agreed with the local government of Budapest District 3 to print and distribute the map in its local newspaper. Finally, this map was published and distributed in 68,000 copies.

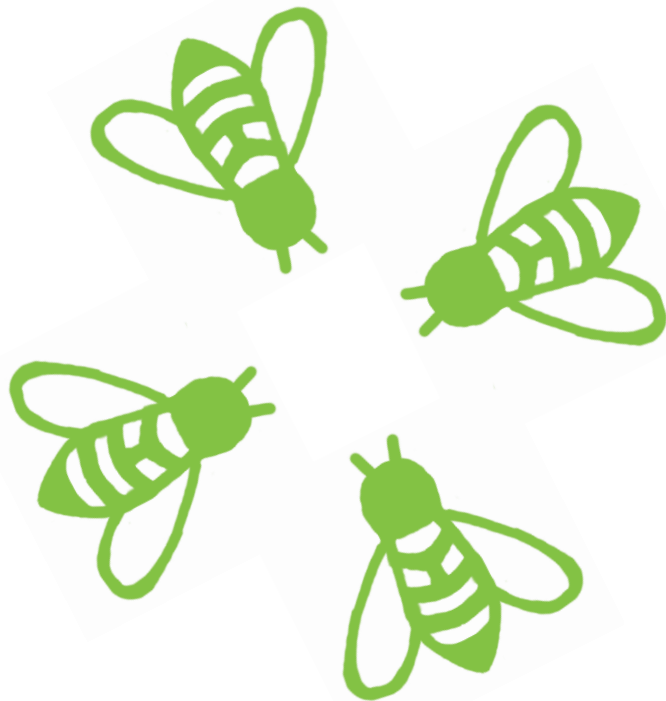




The 4BsHive – collaborative Green Mapping across Europe project aimed at the promotion of Green Mapping as a medium of adult learning and sustainable community development. Between **September 2009** and **July 2011**, the four European B-cities **Berlin**, **Bistrița**, **Bristol** and **Budapest**, similarly to busy bees in their hives, exchanged ideas in order to “**cross pollinate**” each other’s Green Mapping projects.

After concluding **4 study visits** in each of the partner cities with the involvement of **59 adult learners**, the project has been completed with the publication of this **guide** that is to conclude some of the most important outcomes and experiences.

A short **documentary** of this mission, galleries, reports and much more project related documents can be accessed at the project blog: <http://4bshive.wordpress.com>



PROJECT MILESTONES



- October 2008 Ivor and Steve from GreenBristol meet Pit in Berlin. The idea is born.
- November 2009 All 4 partners get involved, first ideas are exchanged.
- January 2009 Preparatory Visit in Bistrița (partly already with Grundtvig funding): the collaboration is sketched, the 4B emerge.
- February 2009 After some long nights and following some endless web-conferences application gets ready and submitted
- September 2009 Kick-off meeting in Berlin
- October 2009 1st study visit in Bristol
- May 2010 2nd study visit in Budapest
- August 2010 3rd study visit in Berlin
- October 2010 4th study visit in Bistrița
- June 2011 evaluation meeting in Budapest
- July 2011 project is over but...





...TO BE CONTINUED!

