

Green Map® Icons

Version 3



GreenMap.org/icons

Sustainable Living

GREEN ECONOMY



TECHNOLOGY & DESIGN



MOBILITY



HAZARDS & CHALLENGES



Nature

LAND & WATER



FLORA



FAUNA



OUTDOOR ACTIVITIES



Culture & Society

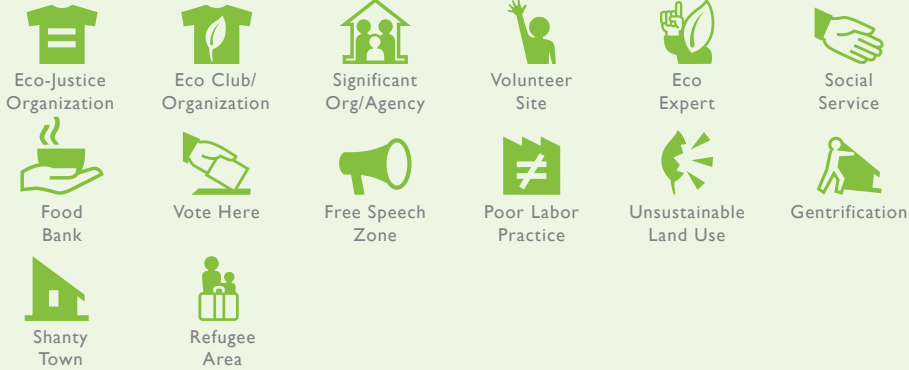
CULTURAL CHARACTER



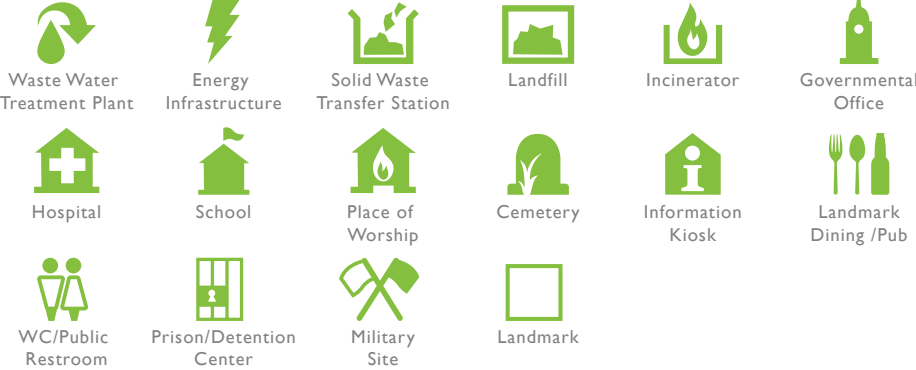
ECO - INFORMATION



JUSTICE & ACTIVISM



PUBLIC WORKS & LANDMARKS



About Green Map System

This living lexicon has been at the heart of Green Mapmaking and used on every Green Map since 1995. Think how your view of sustainability has grown since then! The three tenets of a sustainable future – environmental vitality, economic integrity and social equity – are represented in this icon set, along with symbols for special places that highlight cultural character.

Version 3 of the Green Map Icons debuted in February 2008, following an inclusive network-wide updating process. Our network has continued to grow with more than 700 registered Green Map projects in 55 countries. We offer exciting new resources, including the interactive Open Green Map. This social mapping platform holds thousands of green living sites, pathways and resources. Open to public viewpoints, Open Green Map is available on the mobile web, on the Green Map iPhone App, in widgets and on your desktop browser.

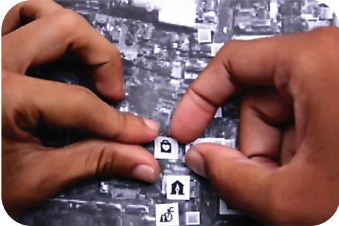
Since Green Map System promotes inclusive participation in sustainable community development, therefore, the icon set is available as a font, images or stickers to make it easy to use in diverse settings. Green Map teams combine the icons and our adaptable mapmaking tools with local knowledge and leadership to promote discovery, sharing and caring for their communities. Each resulting Green Map is both a practical guide for residents and tourists and an inventory tool for decision-making. Over 550 Green Maps have been published, as seen at GreenMap.org

Impact the Future in New Ways

To spur new designs and support recognition, we created an 'icon pattern code.' We invite you to combine them to create new Green Map Icons for important yet under-recognized sites, resources and pathways toward sustainability:

Climate Change Social Innovation Food Security
Social Justice Eco Tourism Participation

Check the full set of Version 3 Green Map Icons on the reverse before you start and send your concepts to info@greenmap.org or mail to the address below. Watch GreenMap.org/icons for updates!



São Paulo, Brazil's New Local Icons



Organic Municipal Law



Mitigation/Reforestation



Quilombo/Rural Settlement



Forest Fire

Designed by André Guilherme for the 5 Elementos project, Atlas Socioambiental, in São Paulo-SP Brasil. Mapmakers: Patricia Otero e Camila Mello GreenMap.org/5elementos

Green Map System

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Think Global, Map Local!



GreenMap.org



Green Map Icon Pattern Code



Garden



Trees



Wildlife



Water



Food



Eco



Growing



Indigenous / Local



Organization / Club



Enterprise



Café



Tourism



Bicycle



Media



Building



Store



House



Lock



View



Energy



Solar



Drinking Water



Alight



Global



Landmark



Community



Person to Person



Fair



Caution



Negative



Danger



Waste



Eco Certification



Positive



People



Official

These Patterns are combined in our global icon set - see reverse



Food

+



+

=



Organic/Local Produce



Building

+



Community

=



Community Center

Support this Dynamic Movement

Among the many ways you can contribute to community sustainability, participation in Green Map's Icon development process can inspire new action and awareness by you and many others. Think about themes that are important in your community, such as 'local food,' that can bring together many aspects of sustainability – in this instance, sustaining small farms helps ensure food security, eco-healthy employment and community conviviality at farmers markets and green cafes. Locally grown, seasonal foods reduce climate impacts and promote healthy lifestyles. What additional symbols are needed to best capture these important food-related elements?

Starting in late 2010, we will begin development of small sets of icons focused on food, mobility, energy and biodiversity to help local leaders develop themed Green Map projects and local communities create more sustainable futures. Your support of this work is essential to ensuring outcomes that are inspiring and compelling for diverse local audiences.

We look forward to hearing from new supporters and mapmakers interested in our inclusive approach to promoting sustainable communities, locally and globally.

Hundreds of Green Mapmakers have contributed to this iconography! Find out more about the people involved, this social innovation's history and multilingual resources at GreenMap.org/icons

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