



**Green Map System  
Green Schools Green Map  
Letter of Introduction 9/24/2007**

Green Map System seeks funding and related support to develop a new medium for viewing and assessing progress toward energy efficiency and sustainability by schools citywide through an online Green Schools Green Map. Expected to make its debut in time for the start of school in fall 2008, this timely and powerful resource for change will inspire students, teachers, families and residents of all ages to take a more direct interest in energy efficiency, resource conservation and green living. Supplemented by extensive Green Mapmaking resources, educational materials (including a suite of just-released modules) and other tools that we currently offer online to youth and educators (now in English, Chinese and Spanish), the Green Schools Green Map has great potential to impact the way students learn about and take action towards school and community sustainability as well as how adults address their responsibility to create greener schools and promote healthier communities of benefit to all residents.

In every instance where we have introduced this exciting Green Schools Green Map project, we have received an overwhelmingly positive response to this project's potential to involve students in every part of the city and make all our school communities healthier and more sustainable.

This online Green Map will feature a 'Report Card' for each NYC school, charting its resources and progress. Each Report Card will be designed with our globally-recognized Green Map Icons and will highlight the diverse elements of a sustainable learning environment, including:

**Physical Plant:** energy conservation, renewable energy, advanced power plant/systems, green roof, green building, non-toxic grounds care and cleaning agents, indoor air quality measures, water conservation, bike racks, paperless offices, recycling bins

**Projects:** student gardens, nature pond, eco-info desk, energy audits, composting and waste reduction, wildlife habitats, indoor plants, quiet contemplation area

**Purchasing:** local and healthy food service, green cleaning agents, office and other supplies, Energy Star equipment

**Programs:** green curricula, eco clubs, student Green Map projects, student eco-networks and online exchanges

This exciting Green Schools Green Map will be based on familiar Google Map technology, making it easy to use by the public, press, parents, teachers, and students. We anticipate that in addition to reporting progress on their school's Report Card, students will contribute narratives and images that describe their school and its sustainability activities, thereby sharing best practices to benefit other schools and students across NYC and beyond. Each participating school will be offered diverse resources to help them get started, including a template of suggestions for

involving and supporting students in the project (both in school and at home), tools to help students perform basic calculations of schools' cost savings and reductions in energy and CO2 emissions, a ready-to-send flyer to keep parents and others on the school's mailing list informed about the importance of the students' work, and introductions to Green Map System's existing maps, educational and mapmaking resources.

An annual Report Card reminder to schools will encourage updating, helping to ensure that the Green Schools Green Map will remain an accurate reflection of their progress toward sustainability. Past years' Report Cards can be compared thus helping administrators, educators and students develop new areas for improvement. We will design the Report Card so it can be visible on the school's own website as well as always being available on our online map.

As an important component of this project, we will encourage and assist students to create and then attach their own Green Map of their campus to their Report Card, and add links to the school's own website, relevant reports, news coverage, videos, etc. With the help of the 'LearnGreen NYC' coalition (see below) and other sustainability educators and professionals, we will also launch a program wherein schools will vie with one another to improve their grade according to the 4 'Ps' listed above, helping to ensure that student participants will remain vigilant in helping guarantee that school improvement criteria are being met.

As with many of the other resources we create for New York City, the Green Schools Green Map project is being designed to serve as a template that can be replicated in other communities across our state, region and in over 400 communities in 50 countries that are now participating in the local-global mapping movement our organization leads, as seen at [GreenMap.org](http://GreenMap.org).

Currently, we are considering broader expansions our basic concept, such as including NYC's colleges and universities in addition to the 1,100 K-12 schools, related advocacy groups, vendors, service and information providers. We are also considering ways to increase connection to the NYC 2030 planning and other relevant city and state programs and education campaigns. And, we are looking into the criteria for certification programs such as LEED and Energy Star to include in the Report Card as well.

In terms of project outreach, we have the support of the new 'LearnGreen NYC' coalition (working name), which includes practitioners affiliated with the Cloud Institute for Sustainability Education, Baum Forum, Parsons New School of Design and the Environmental Education Advisory Council along with their active linkages to relevant organizations such as O2nyc, NESEA and the United Nations Decade for Sustainability Education. Others, including the Healthy Schools Network, are excited about participating, as well.

The Green Schools Green Map has a total 2008 project budget of approximately \$47,000, which includes costs for in-house programming, sophisticated yet student-friendly web design, schools and student outreach, press and public promotion, overhead and continued maintenance/expansion of the website for the year. This cost-effective budget is made possible by our web developer, Thomas Turnbull, who has agreed to develop this project at below his normal rate. I will provide project oversight, assessment and linkage with the LearnGreen coalition. Additional staff support will come from our office manager, Carlos Martinez, our designer Risa Ishikawa, our educational consultant Robert Zuber and our marketing intern Courtney Wolf. This project also

has the full support of our Board of Directors, including President Carter Craft of Metropolitan Waterfront Alliance and Sara Tucker of the Dia Art Foundation.

Green Map System has a diversity of supporters. New York City Environmental Fund funding since 1998 has made it possible for us to produce our citywide 'Powerful Green Map' of NYC's energy resources and just-released companion Energy and Environment Exploration curriculum modules to enhance learning in science, geography, information technology and other fields, our 'LoMap' youth-oriented Lower Manhattan Green Map and to support youth Green Mapmaking in over a dozen diverse NYC schools and clubs, as seen at [GreenAppleMap.org](http://GreenAppleMap.org)'s Allied Maps section. Our 15 years of campaigning citywide for a greener and healthier community through Green Apple Maps can be explored at this website, too. You may already be familiar with our free printed maps – 350,000 copies of 5 citywide and several 'close up' editions are in use to date, helping New Yorkers of all backgrounds make more sustainable everyday choices, get involved with the nature nearby and connect with the cultural resources that make our community so special. More supporters and donors are listed online, linked to [GreenMap.org](http://GreenMap.org)'s bottom line.

As mayors and policy groups across the country have recognized, the greening of the schools is important both in terms of the example schools can set for the community and in making schools healthier places to teach and learn. We fully expect students to bring lessons home and make resource efficiency and green living part of their families' lifestyle choices. This will make the Green Schools Green Map especially valuable to communities, families, agencies and other stakeholders in the race to protect green space, reduce energy use and combat climate change.

Our schools and communities here in New York City are remarkably diverse. Shifting lifestyle choices towards more sustainable outcomes requires diverse resources to promote inspiration, learning and skill development. With your help, through the Green Schools Green Map project, we will provide adaptable tools and support to leverage healthier school communities and more aware and engaged students.

We would be happy to answer questions about our project (contact me at 212 674 1631 or [web@greenmap.org](mailto:web@greenmap.org)), to meet with you or to provide a more formal proposal at any time.

Sincerely,



Wendy E. Brawer  
Founding Director