



**GREEN MAP**®

Thank You  
Global Giving Donors!

# What is a Green Map? It's a locally made map of natural, cultural, social and green living sites highlighted with Green Map Icons



# Who makes Green Maps? Local youth and community groups, city agencies, NGOs, universities, schools, tourism and design entities



# What's on the maps? Award-winning Green Map Icons identify, promote and link each community's assets and challenges



multi-lingual posters at [GreenMap.org/icons](http://GreenMap.org/icons)



Barcelona's Sun Factory



Farmers & Artisans Market



Robeson US's kayak tours



Yogyakarta ID's Geologic Feature



Breda NL's Eco Center



Fuel Alternatives

[GreenMap.org/icons](http://GreenMap.org/icons) 170 Green Map Icons are provided as a font that works with any computer program, as image sets or as a GIS script



## SUSTAINABLE LIVING

### Green Economy



### Mobility



### Technology & Design



### Hazards & Challenges



## NATURE

### Land & Water



### Flora



### Fauna



### Outdoor Activities



## CULTURE & SOCIETY

### Cultural Character



### Justice & Activism



### Eco-Information



### Public Works & Landmarks

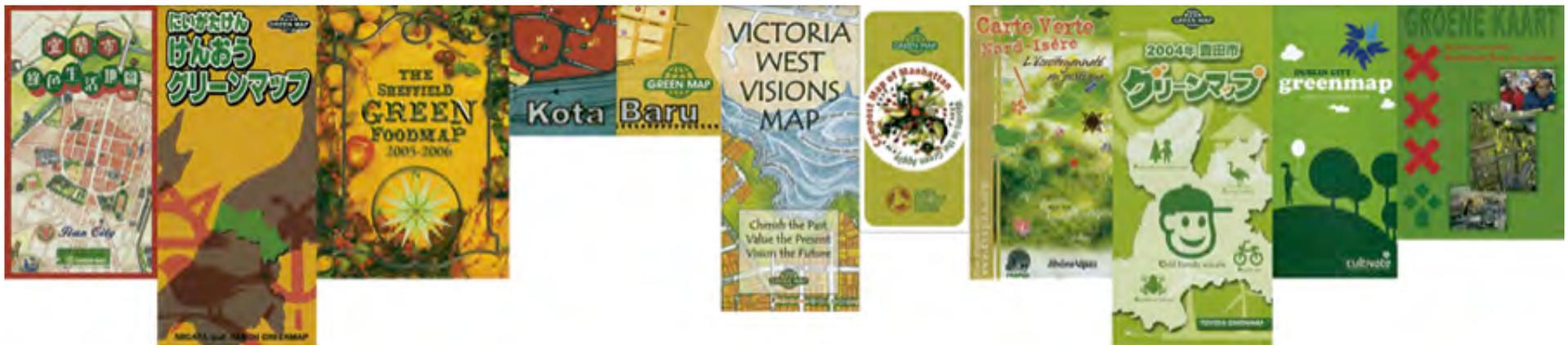


A living language, this iconography evolves with our understanding of sustainability in the community context.

Local icons can be created for Green Maps, too

# Why do Green Maps look different from one another?

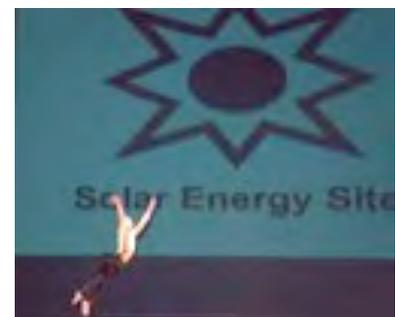
Each print map is made locally and reflects the community's character



Now: 878 Green Map projects in 65 countries



Creative Green Maps cultural events, workshops, tours, youth contests, performances, videos and more have been created



All Green Map Tools are available: Adaptable, engaging award-winning tools for professional, community and youth mapping projects



**Green Map<sup>®</sup> Icons**  
Version 3

GreenMap.org

**Sustainable Living**

**GREEN ECONOMY**

**TECHNOLOGY & DESIGN**

**MOBILITY**

**HAZARDS & CHALLENGES**

**Nature**

**LAND & WATER**

**FLORA**

**FAUNA**

**OUTDOOR ACTIVITIES**

**Culture & Society**

**THINK GLOBAL MAP LOCAL**

Participating in the Green Map System

**DIRECTIONS TO A SUSTAINABLE FUTURE**

Participating in the Green Map System

Green Map System is a collaborative project with important social and environmental impacts. Green Maps are direct, democratic communication, dependent on local knowledge, action, and responsibility. Mapping teams have the right to take their project. You are leader of your team's health, safety, and well-being. You are responsible for the safety of your team's health, safety, and well-being. You are responsible for the safety of your team's health, safety, and well-being.

**DIRECTIONS TO A SUSTAINABLE FUTURE**



**Social Media Guide 2013**

**GREEN MAP SYSTEM**

**STYLE GUIDE 2007**

Especially for Printed Maps



Energy & Environment Exploration Module 1

**Local Food**

You Are What (And Where) You Eat

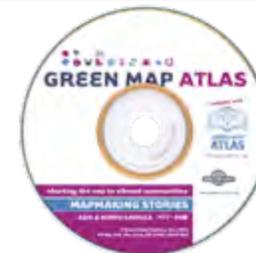


**Mapeando Nuestra Tierra Común**

una guía de recursos para el mapeo verde y comunitario

**GREEN MAP**

Proyecto de Mapas Comunitarios de Common Ground  
Green Map System  
Mapas Verdes de las Américas



open **GREEN MAP**

**THINK GLOBAL MAP SOCIAL**

GreenMap.org

# Green Map System's global recognition

Local Green Map projects have also won many awards



Creative Climate Action 2013

Victor J Papanek Social Design Award 2011

US National Sustainability Award:  
New Communications Tools

United Nations Global Best Practices 100

The Tech Awards Laureate

Spirit of the Land - Salt Lake City Olympics

EXPO 2000 Project Award the World

## Open Green Map's awards

Treehugger Best of Green 2011

Living Labs Global 2010

INDEX Awards Finalist 2009

Cause / Affect

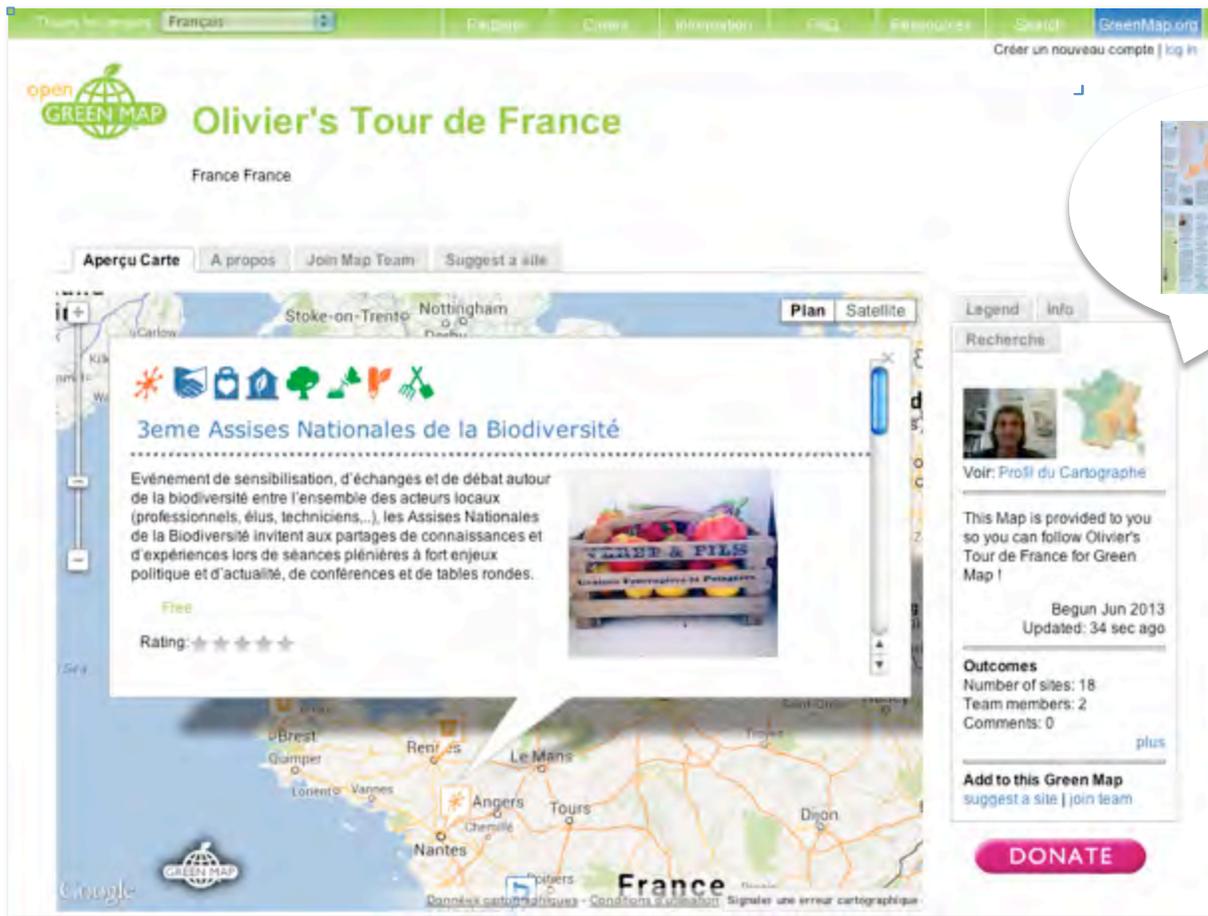
Tele Atlas Maps in Apps

NetSquared

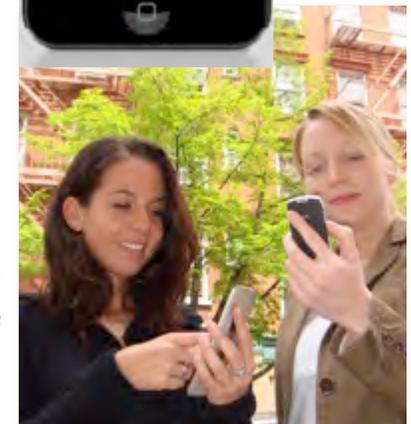
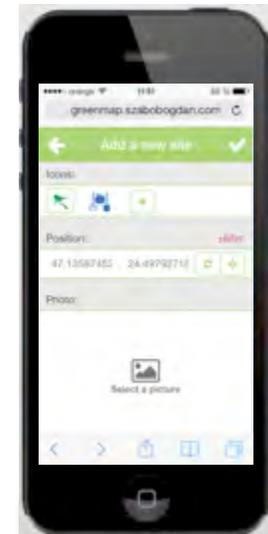
We Media Pitch It



Created to lower barriers while increasing community participation, info sharing and usefulness. 40 countries now create Open Green Maps



Download print Green Maps next to the interactive map.



Virtually free to utilize, the public can add comments, photos and videos. Each suggested site is moderated locally. 8 language interface

Coming soon, new mobile site collecting app!



Examples: The City of Cape Town used a mix of our tools to reach residents & visitors, producing Open Green Maps and 4 printed maps



**CAPE TOWN GREEN MAP**

Learn about your City's biodiversity  
Click here for some interesting facts

CAPE TOWN GREEN BY DESIGN  
FIND IT! LIVE IT!

home | interactive green maps | print green maps | get involved | go green | green news | green events

Search

**CITY OF CAPE TOWN**

For more information on the City's Parks and Gardens visit [www.capetown.gov.za/en/parks](http://www.capetown.gov.za/en/parks)

For a complete list and details of the City's nature reserves visit [www.capetown.gov.za/environment](http://www.capetown.gov.za/environment)

Use WWF's South African Sustainable Seafood Initiative (SASI) FishMS service to find which fish species make for the greenest seafood choices. SMS the name of the fish you wish to query to 079 499 8795

**GREEN ON YOUR CELL**  
Use your internet-enabled mobile phone to find what is green near you. Search by your suburb, followed by Cape Town. Example: Tokai, Cape Town. [www.greenmap.org](http://www.greenmap.org)

Legend: Nature Reserves & Parks, Visitor info centre, 2010 Installation, Seafish Live, Tourism Buses, Blue Bay beaches

**Latest news & blog posts**

**Move over! Give the Toads a chance**  
Its breeding time again for the endangered Western Leopard Toads in the City. Please keep a look out in the evenings on the roads around known breeding sites. [Read more](#)

**Cape Chamber of Commerce Energy Symposium 21 August**  
"The energy crisis is possibly one of our biggest challenges. If we want to find a short- to medium-term solution, we will have to roll up our sleeves and get involved". [Read more](#)

**Harare Library receives a Freedom Toaster - an exciting educational resource**  
Teachers and learners in Khayelitsha will benefit from a new e-resource, which is the format of the future. [Read more](#)

**Youth take the message of electricity savings a safety to Cape Town communities**  
The City, in association with the Baxter Theatre, hosts the inaugural YES Environmental Drama Community Festival Day on Saturday 17 August in Khayelitsha. [Read more](#)

**CLICK HERE TO SEARCH THE ONLINE MAP**

**THE GREEN MAP ICONS**

- NATURE
- SUSTAINABLE LIVING
- CULTURE & SOCIETY

**Go Green with Smart Living**

Making sustainable living a reality in Cape Town homes

- LEARN ABOUT **WASTE**
- LEARN ABOUT **ENERGY**
- LEARN ABOUT **BIODIVERSITY**
- LEARN ABOUT **WATER**

[www.capetowngreenmap.co.za](http://www.capetowngreenmap.co.za)

**CAPE TOWN GREEN MAP**

USE THE CAPE TOWN GREEN MAP TO MAKE GREENER LIFESTYLE CHOICES AND EXPERIENCE THE MOTHER CITY'S WEALTH OF SUSTAINABLE RESOURCES

**2ND EDITION**

**Latest news**

Move over! Give the Toads a chance

Cape Chamber of Commerce Energy Symposium 21 August

Harare Library receives a

Tweets

Follow @capetowngreenmap

The Green Map is one of the City's three 'legacy projects' from the 2010 FIFA Games. Now, a national Green Map is being planned



Directed by the City's Sustainability Office with mapping partners

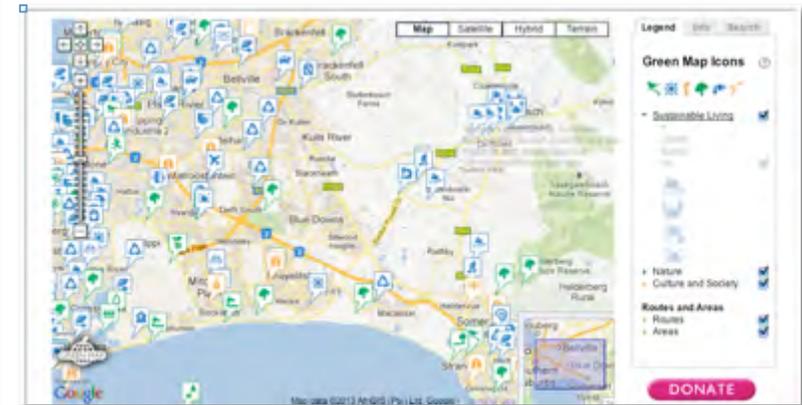
Awards and ongoing innovation:

2010 International Olympic Committee Best Sport and the Environment Award



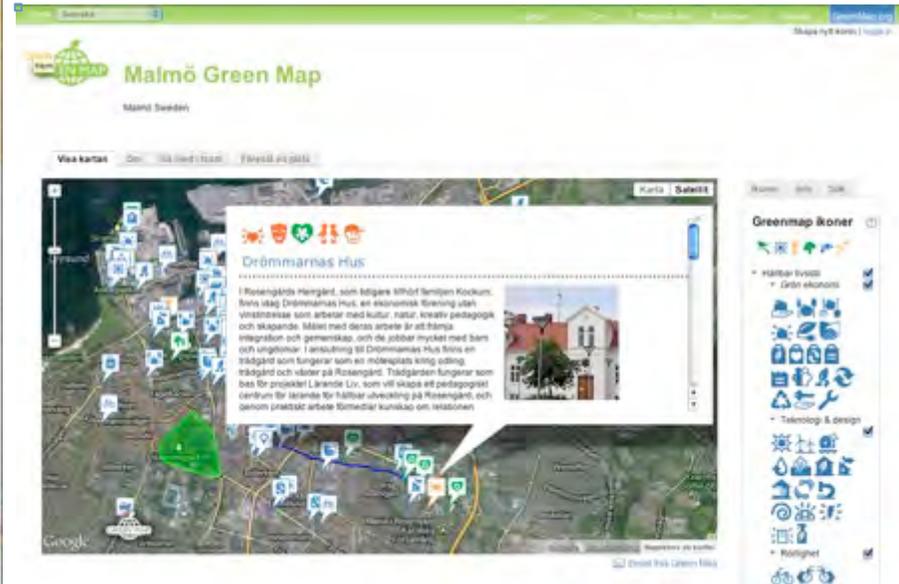
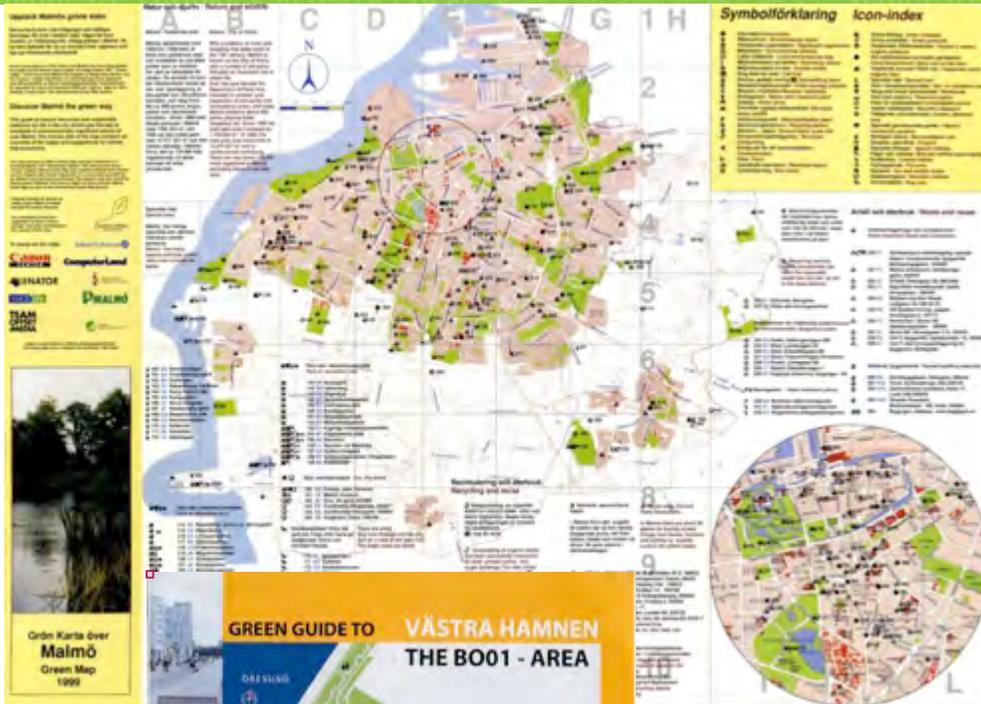
World Design Capital 2014

Partnership with Durban and J'berg Green Mapmakers

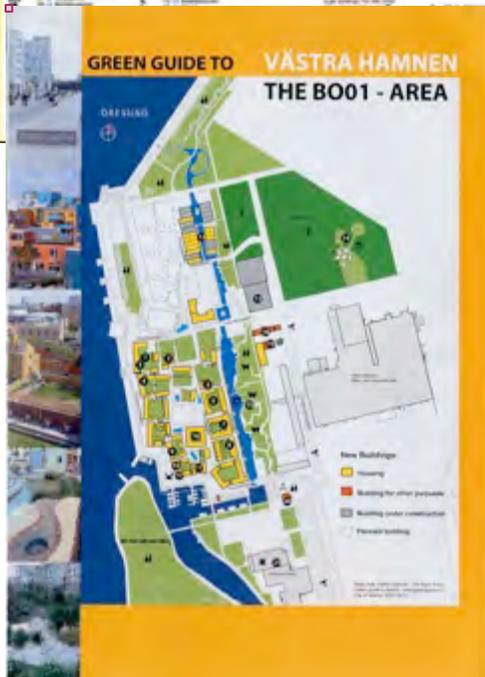


[CapeTownGreenMap.co.za](http://CapeTownGreenMap.co.za)

# The City of Malmö Sweden's Open Green Map focuses on climate change. Print maps highlight development and 'climate tourism' to share local advances



The public can toggle off icon categories to customize their view



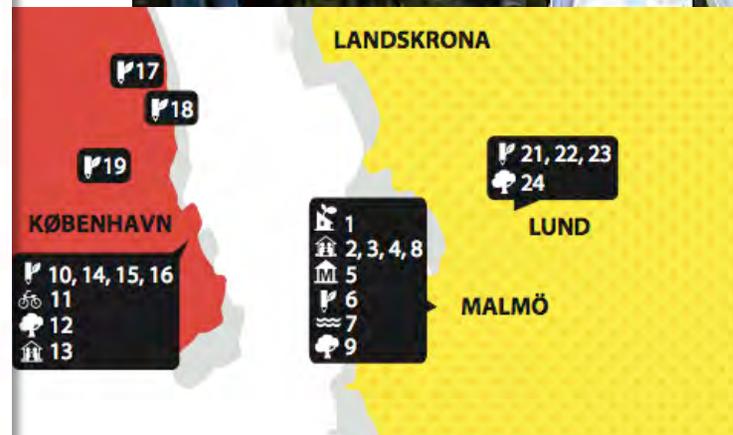
Green Map  
Exhibition at  
Malmö Library

# The Malmo-Copenhagen regional Education for Sustainable Development collaboration involves nearly 40 primary schools.



In April 2014, Green Map Europe, Living Knowledge Labs, the Global Alliance of Community-Engaged Researchers, and the Skane ESD network will meet as Copenhagen celebrates European Green Capital.

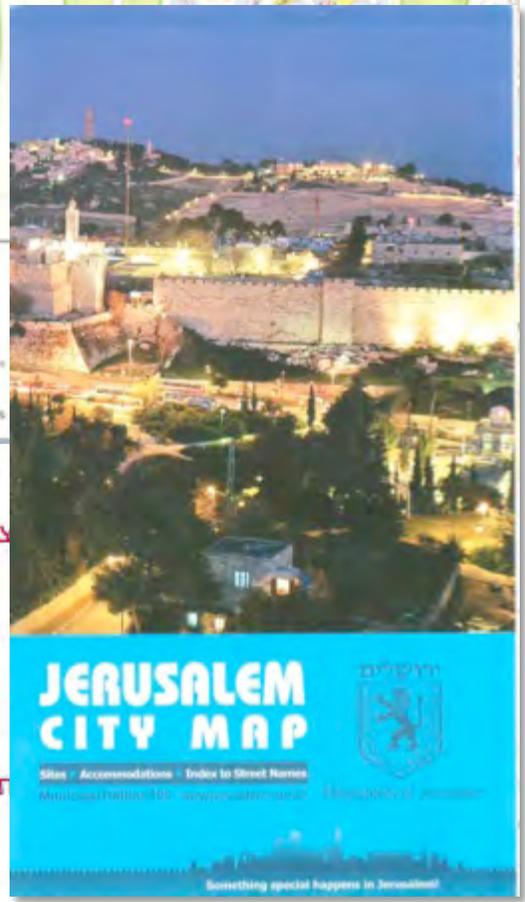
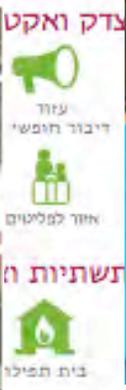
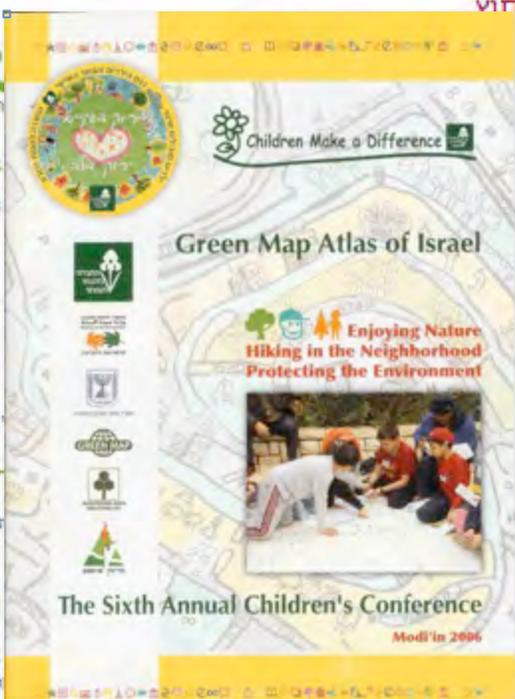
This photo from an earlier Green Map meeting in Malmo



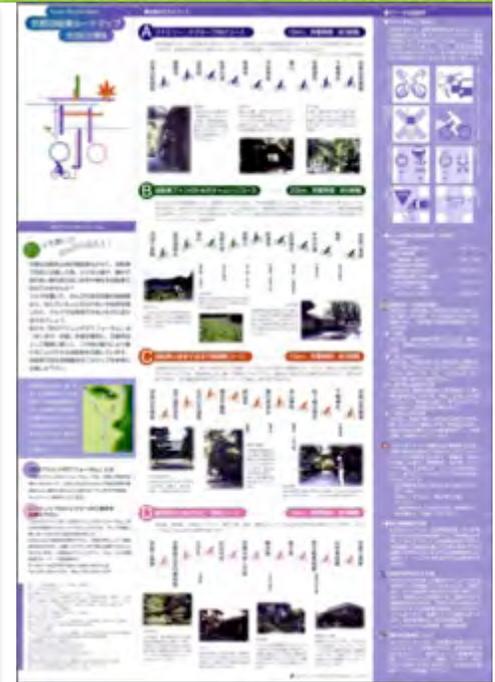
In **Jerusalem**, the Director of the NGO that created Green Maps is now Deputy Mayor, and a leader of Green Pilgrimage movement



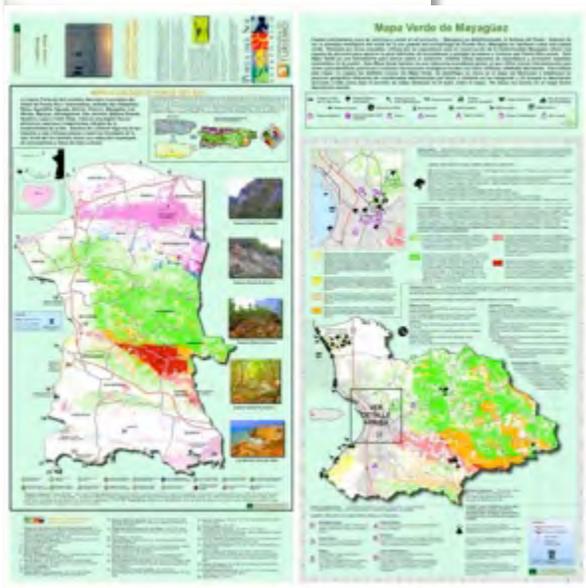
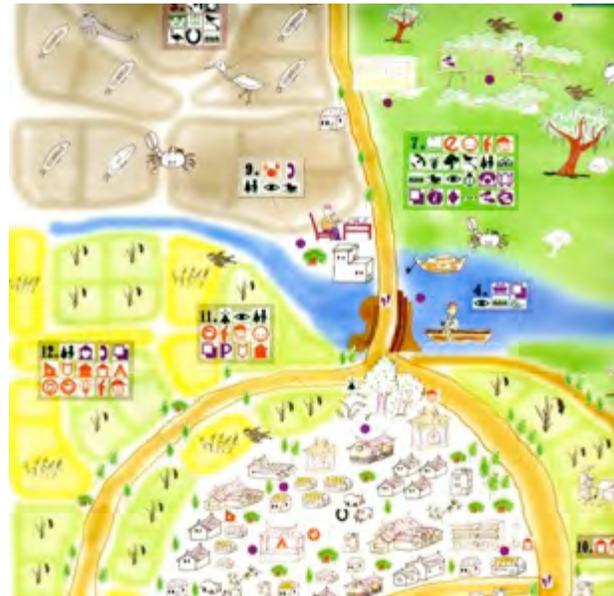
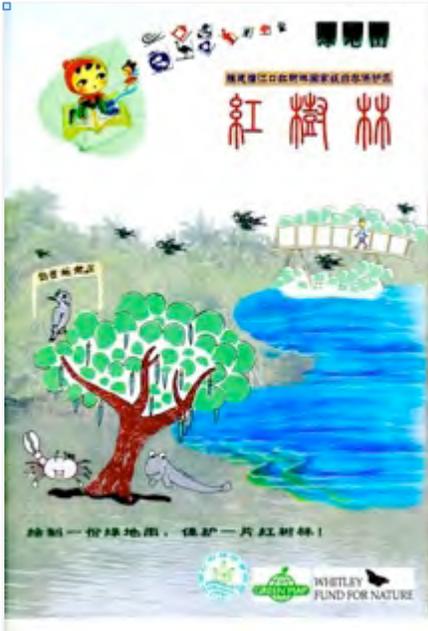
We designed their logo and are partnering with GPN!



# Theme Green Maps: City Planning and NGOs collaborated on bicycle tourism Green Maps in Kyoto Japan



# Biodiversity Green Maps from China, the Caribbean and Canada cover mangroves and wetlands, birds and local food



### Victoria Fruit Tree Project

In the 1800s, Victoria became the legendary fruit-growing centre of BC and stately old backyard fruit trees are the legacy of flourishing orchards from that era. Since 1998 the Fruit Tree Project, with volunteer assistance, has transformed these trees into a valuable source of food for the community. On average, 20,000 pounds of fresh fruit that might have gone to waste is harvested and distributed through community centres and food banks, and shared amongst volunteer pickers, tree owners and the Fruit Tree Project.

Contact us by email: [fruittree@lifecyclesproject.ca](mailto:fruittree@lifecyclesproject.ca) or by phone: (250) 385-PICK (7425)

#### Fruit Tree Map

The coordinators of the Fruit Tree Project carry a map of the bay around to community events. On the map people place a pin showing what kind of fruit tree they have in their backyard. They then give their contact info to the project for the harvest season. Over the years, the map has been a practical tool for the FTP's volunteer fruit pickers and has become a portrait of community involvement.

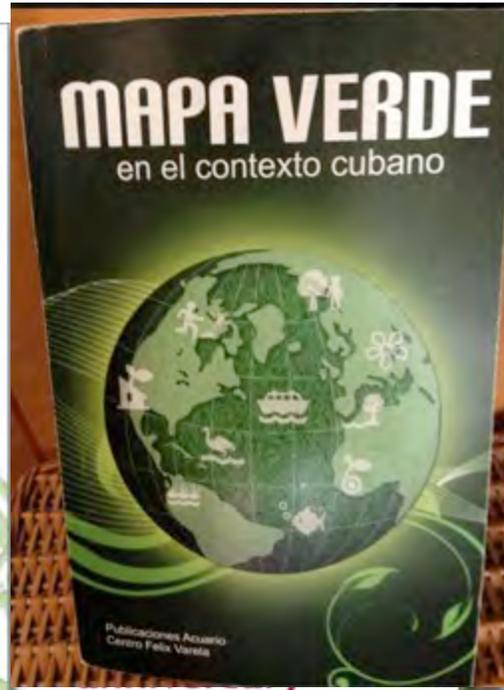
Pear & Plum Trees planted by homesteaders prior to 1863. Apples planted by Hudson Bay Company. Trees produced enough fruit to help feed convent residents for over a century.

In 1937, Victoria's Japanese community donated 1013 flowering cherry trees for the city's streets. Trees remain in Ross Bay cemetery and on Heywood Avenue.

"Father pruned the cherry tree under the bedroom window. The cherry sticks were twisty but I took three of the straightest, tied them at one end and straddled them at the other end and put two big nails in the wood to hold a drawing board. With this easel under the dormer window of our bedroom I felt completely an artist."

Emily Carr, whose father planted fruit trees across James Bay

Or they can activate even very low-income communities, such as **Mapa Verde Cuba** where 115 communities are involved, with great impacts



**national guide published 2013**



**the people's recommendations are being implemented.**



**people and children in all these environmental struggles.**



Green Maps can even help companies become more efficient as they engage stakeholders and the community – see [GreenMap.org/csr](http://GreenMap.org/csr)



Delta Electronics made workplace Green Map projects in 18 facilities



A total of 336,211 Kg of CO<sub>2</sub> were saved through the process of creating Delta's Taipei Office Building Green Map



Green Map charting Nokia's Gold LEED building in Beijing



# GreenMap.org/youth Gaining a sense of connectedness to place, building capacity, networks and knowledge



# New York City: youth Green Maps address difficult issues, including our garbage crisis, water pollution and air quality



### Are We Trashing the Apple?

Explore NYC's Garbage Crisis with Recycle-A-Bicycle

**North Brooklyn Bicycle-A-Bicycle**

Recycling is the most important part of our waste management. Recycling is the process of converting waste materials into new materials and objects. Recycling is an essential part of our waste management system. Recycling is the process of converting waste materials into new materials and objects. Recycling is an essential part of our waste management system.

### The Garbage Crisis

The average New York City resident produces 5.5 pounds of garbage daily.

Since 1982, garbage has been heaping up in 25,000 tons of garbage in the city. In 1982, the city had 10 million tons of garbage in the city. In 1982, the city had 10 million tons of garbage in the city.

### Mapping the Garbage Trail

From the landfill to the street, the garbage trail is a long and winding one. The garbage trail is a long and winding one. The garbage trail is a long and winding one.

### Eco-Solutions: Green Businesses and Composting

Green businesses are businesses that are committed to environmental sustainability. Green businesses are businesses that are committed to environmental sustainability. Green businesses are businesses that are committed to environmental sustainability.

### Newtown Creek

The Newtown Creek is a major waterway in New York City. The Newtown Creek is a major waterway in New York City. The Newtown Creek is a major waterway in New York City.

**Map Key:**

- Water Pollution Sources
- Industrial Sites
- Residential Areas
- Public Parks
- Water Treatment Plants
- Waterways
- Streets
- Landmarks
- Public Buildings
- Waterways
- Streets
- Landmarks
- Public Buildings



### Space to Breathe ~ El Espacio de Respirar

Recycling and Biking by Kids for New York City's Environment



University projects give students a chance to experience participatory practices, as in this example from Curitiba Brazil



## Mapa Verde Curitiba

Curitiba Brazil

View Map Sobre

Mapa Satellite

**Bosque da Fazendinha**

Inaugurado em 1995 com 73 mil m<sup>2</sup> de área verde, o Bosque da Fazendinha Oferece uma ampla estrutura. Possui palco ao ar livre, canchas esportivas, churrasqueiras, mirante, trilha ecológica e o Liceu das Artes e do Restauo Casa Klemtz.

A Fazendinha, bairro onde se localiza o Bosque, foi colonizada pela família Klemtz, que possuía uma oleria no local. A casa da família, construída em estilo neoclássico, em 1896, e a chaminé da oleria, fazem parte das instalações do Bosque.

Legend Info

Pesquisar

**Green Map Icons**

- Modo de Vida Sustentável
- Economia Verde
- Tecnologia e Design

**PENSE GLOBAL  
MAPEIE SEU LOCAL**

Transformando informação local em interação global

GreenMap.org

MAPA VERDE



How Green is Your City? We invite you to create your community's Green Map and help everyone get involved!



Our annual fee is modest and includes using of all our tools, including Open Green Map and its apps, a global presence at GreenMap.org and some advice as you get started.

Fee calculator:  
<http://bit.ly/calcfee>

We are happy to work strategically with you to include residents, attract tourists and share your community's progress worldwide

Register at  
**GreenMap.org/join**

Thank you Global Giving Donors – with your help we can:

# Think Global, Map Local!



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+1 212 674 1631

On Global Giving at [goto.gg/1965](https://goto.gg/1965)

[facebook.com/greenmap](https://facebook.com/greenmap)

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