GREEN MAP
™
Introducing the
Open Green Map

Green Map System: Inclusive participation in sustainable community development since 1995

Engaging 500 communities in 54 countries, more than **350 locally published Green Maps** are being used by millions of people

Led by students, community groups, NGOs, tourism and city agencies, geographers, eco-entrepreneurs and others

In cities, towns and villages, thousands of local green living, nature, social justice and cultural sites have been charted

GREEN MAP™

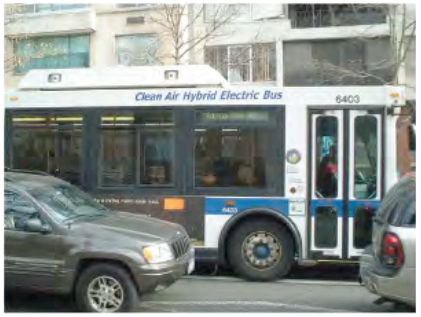
Barcelona 's
Sun Factory

Farmers &
Local Artists
Market

Robeson 's
Kayak Tours

Yogyakarta 's
Geologic Feature

Breda 's Eco
Center



Hybrid
Mass Transit

This globally-designed universal iconography has evolved with our understanding of community sustainability

GREEN MAP

Version 3 chart at GreenMap.org/icons

Our tools can be adapted locally to increase the learning potential of Green Mapmaking by youth or adults

Icons

Define locally. Use as a font with any application or as stickers (no computer needed!)

Mapmaking Guides

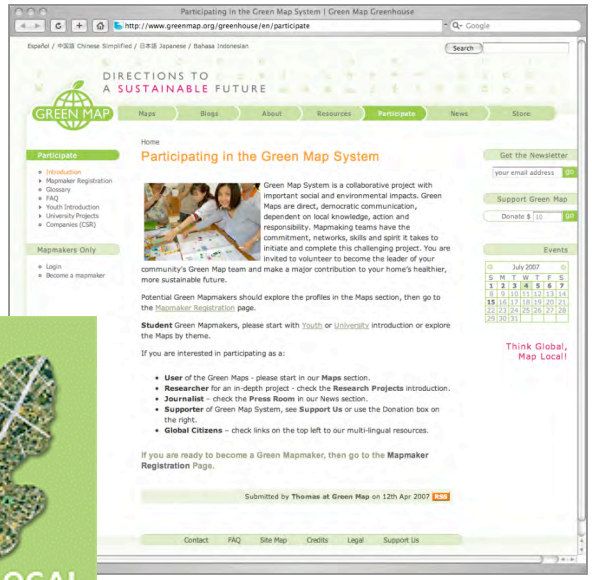
Adaptable for print or web maps, local conditions, community process, etc.

Multimedia Resources

Expand the impacts with multi-lingual books, guides, workshops, hubs, exhibits, websites

Archive Resources

Learning from each other via stories, Green Maps, reports presentations and exchanges



Take-Aways from Green Map Projects

- Experiential & Service Learning
- Planning & Visioning
- Tech, Communications & Ecological Literacy
- Analytic and Visual Expression Skill-building
- Cross-culture Appreciation & Exchange
- Voice Assessment of Current Issues
- Orientation to Community
- Create a Lasting Record of Change

However, the process is too daunting for too many. Their maps are never published, and the learning never shared

Development → Research → Design → Production

Without losing the important community organizing, research and dissemination processes, can Green Map System lower the technological and financial barriers?

We are developing the Open Green Map to involve more people and address a diversity of needs

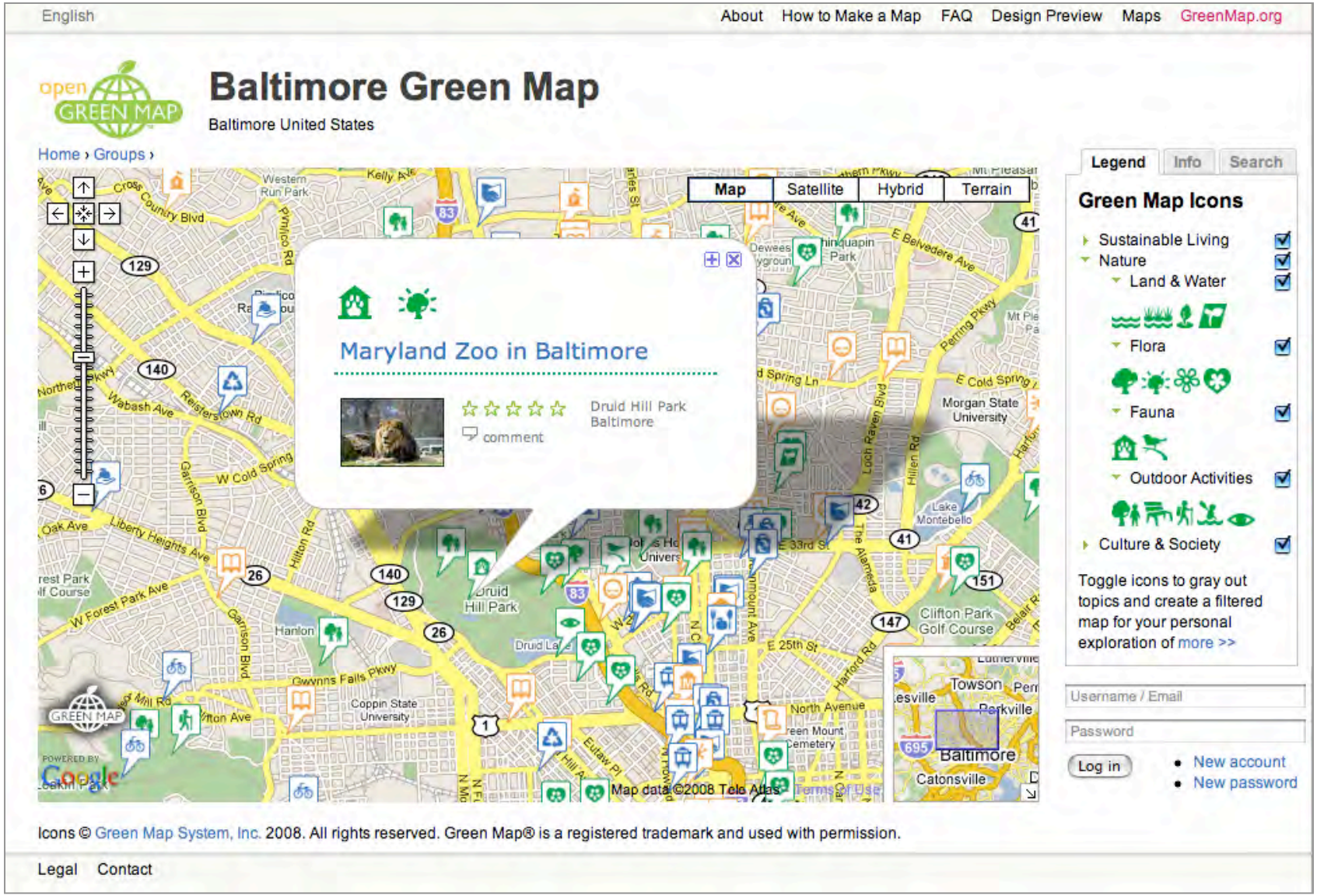
"If the best greening resource in the world is around the corner but no one knows about it, what good can it do?"

Yelitza Espinosa, Pereira Colombia Green Mapmaker

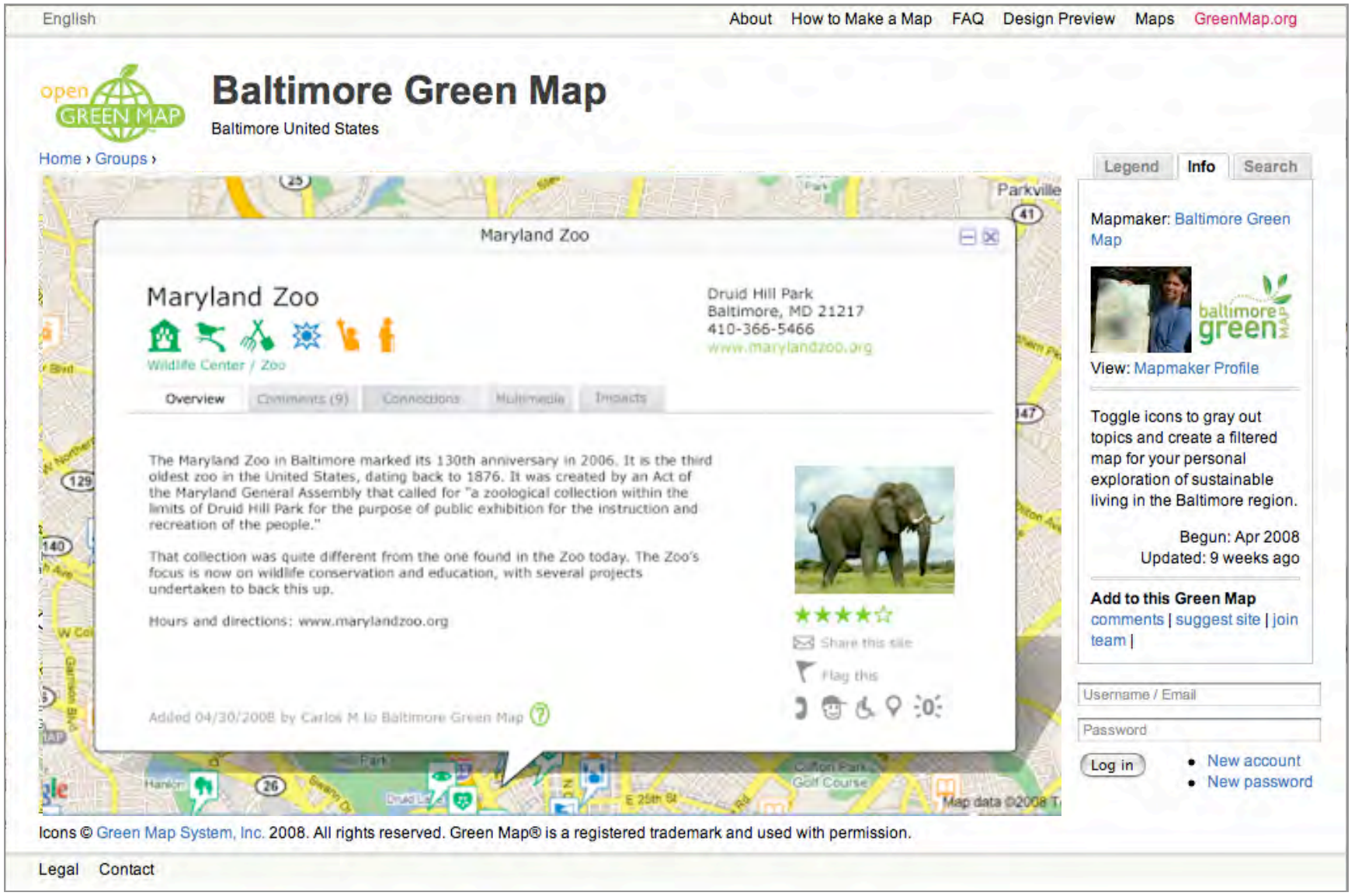
Constantly evolving cross-cultural guide to sustainability strategies

Instantly accessible, OpenGreenMap.org gives each site on each map its own social network

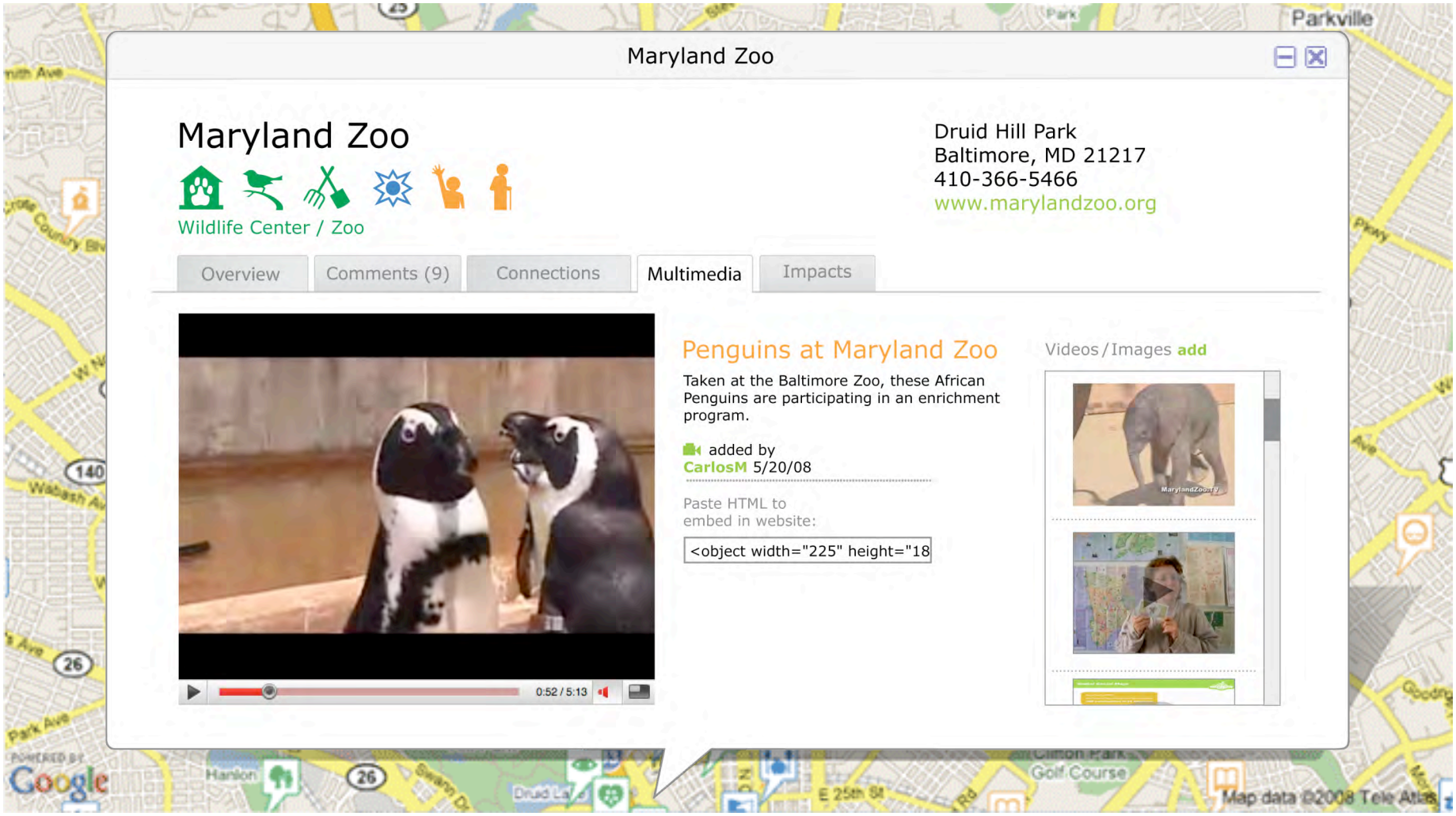
Explore the map by clicking each site. You can filter your view by toggling the Legend's icons.



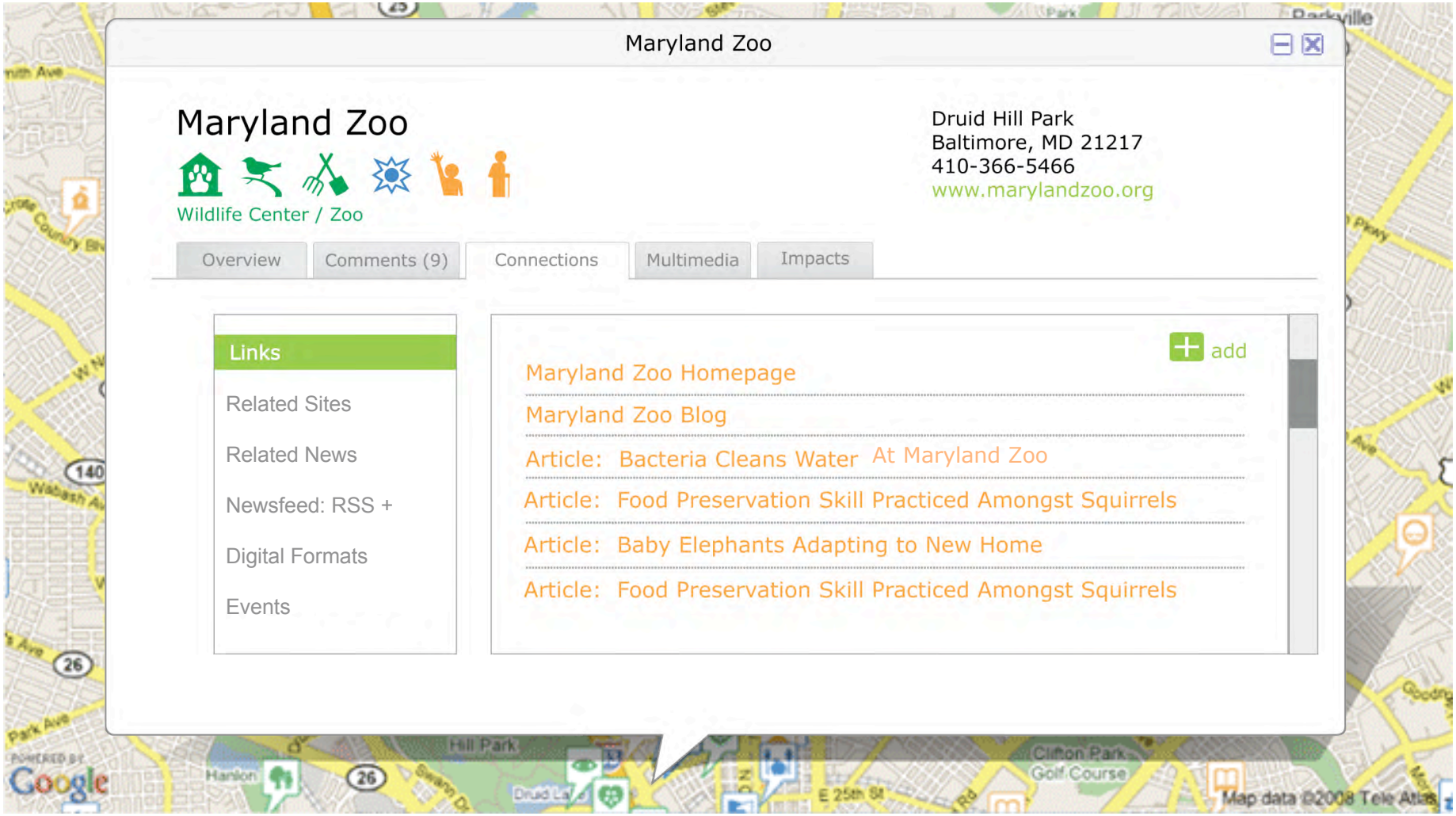
Open the info window for the Mapmaker's overview.
Click its tabs for public comments and interaction



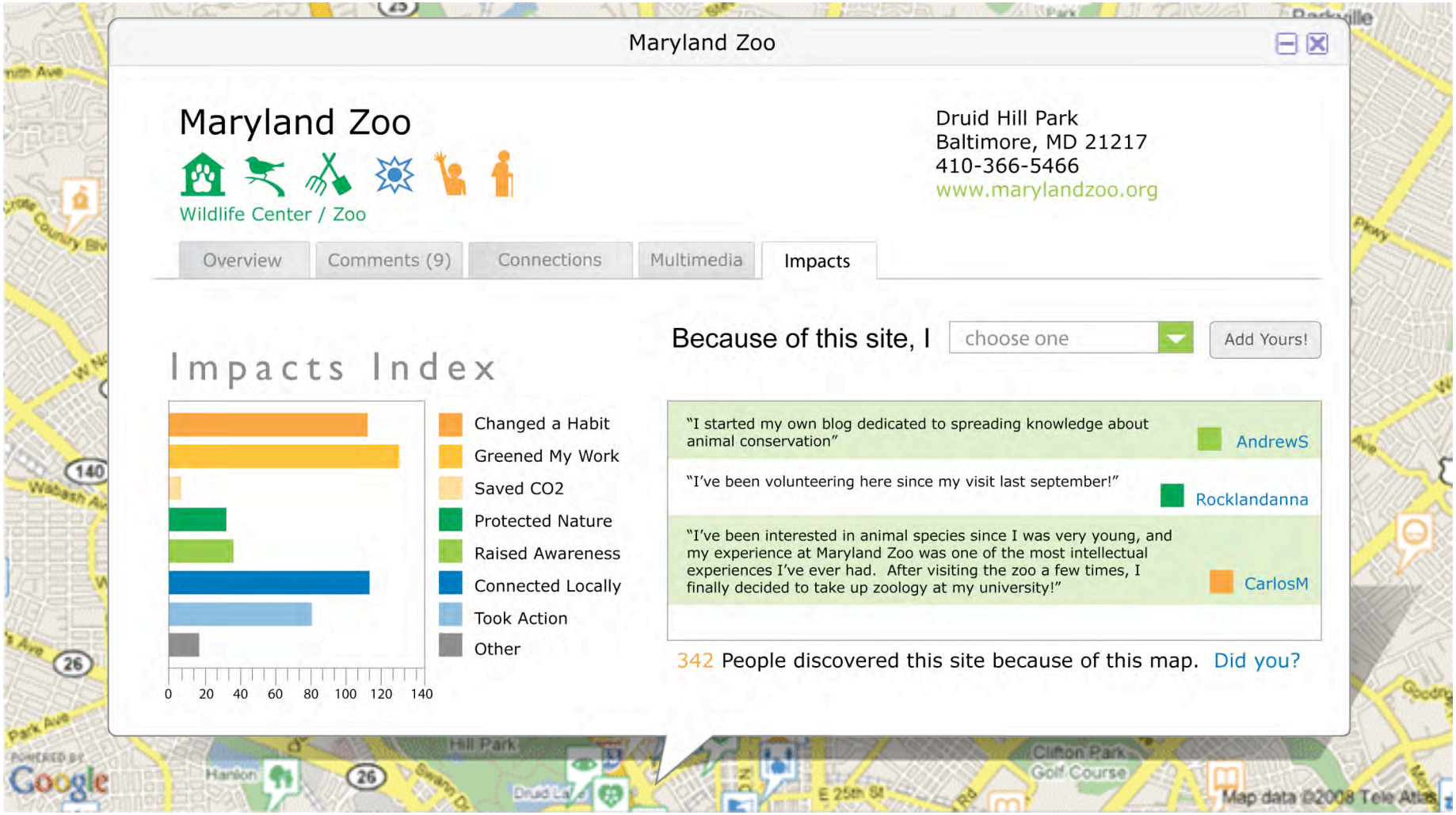
Multimedia tab: Share your impressions of each site in images and videos, embedded from YouTube, Flickr, etc.



Connections tab: Create widgets, explore current news, or subscribe to a newsfeed for this site, theme or map

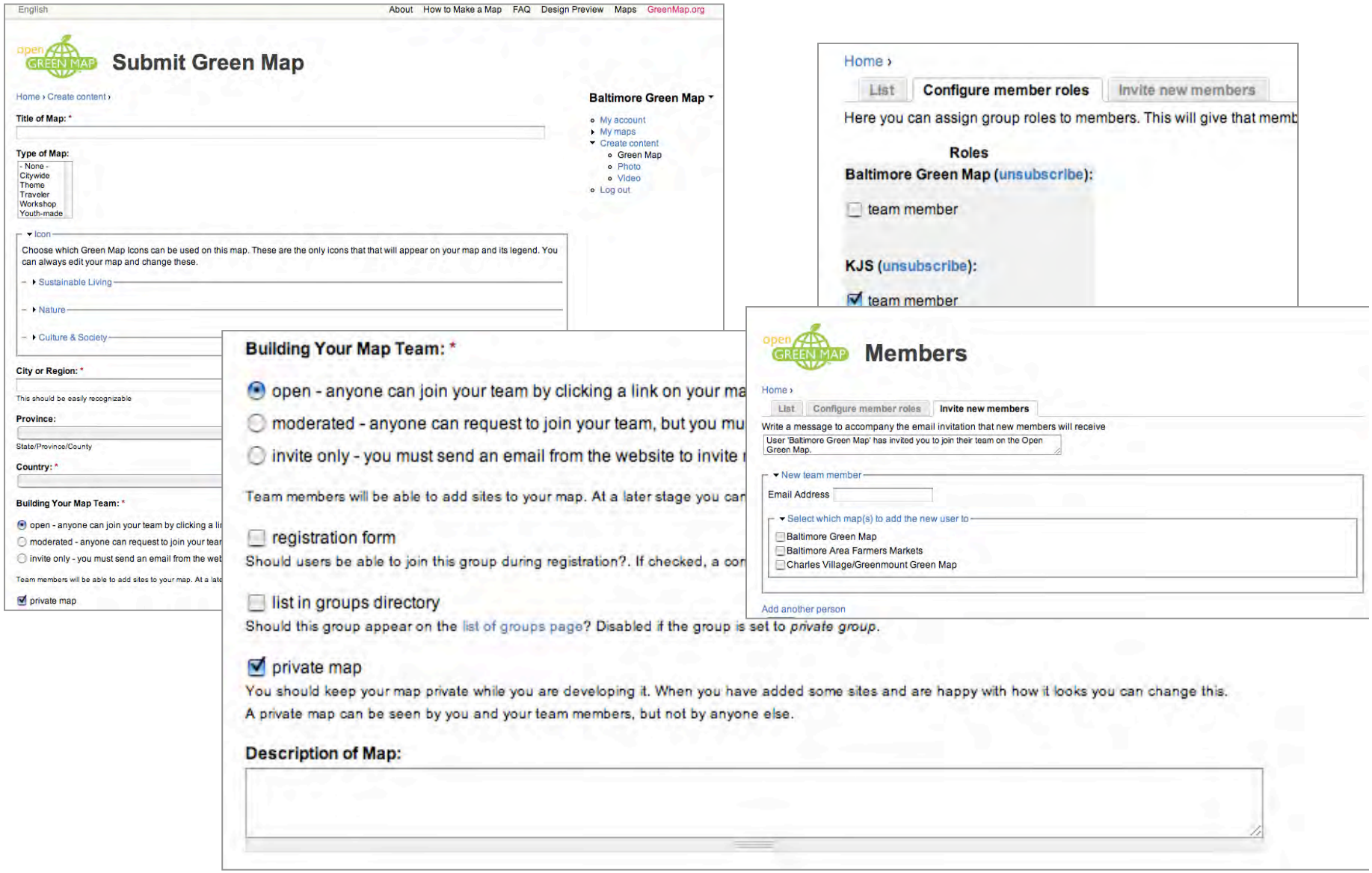


Impacts tab: Collects important data that describes how each site has benefited individuals and communities

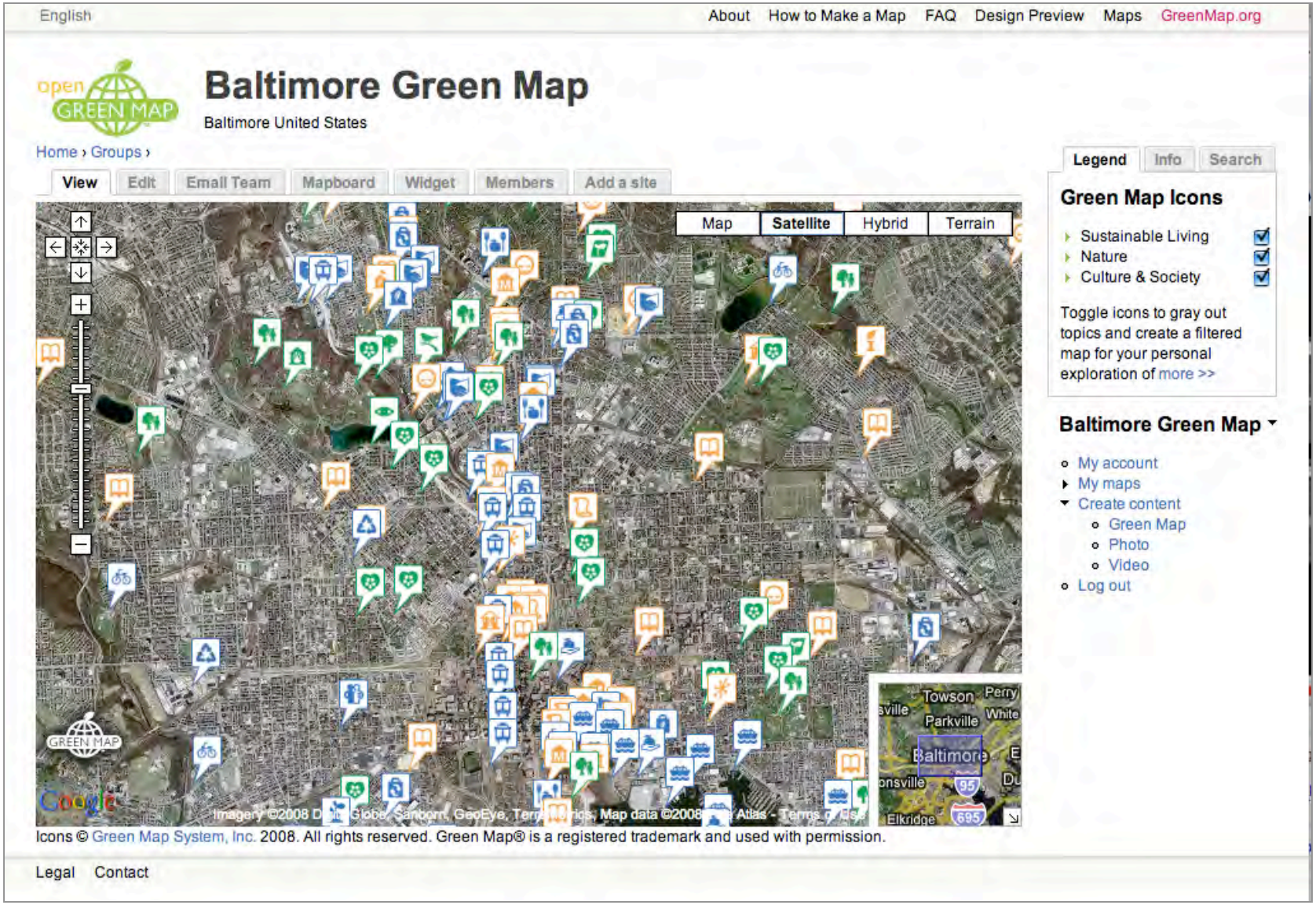


Already, any language can be added to the info windows.
Translating our streamlined interface will invite mass use

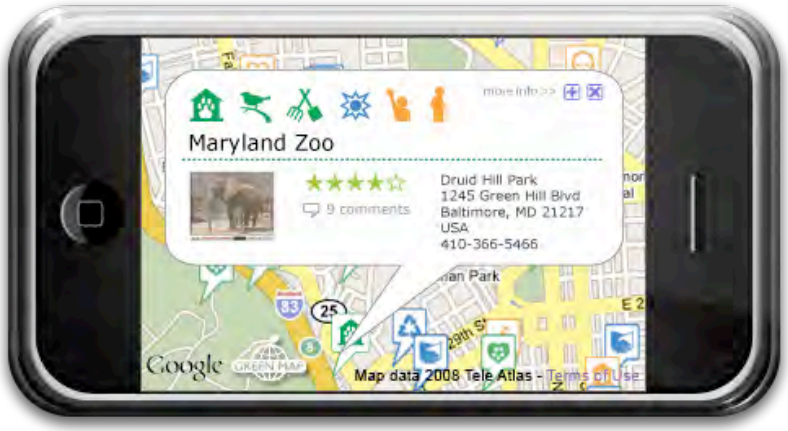
Behind the scenes, map making and team management tools rely on simple design and conventions for ease of use



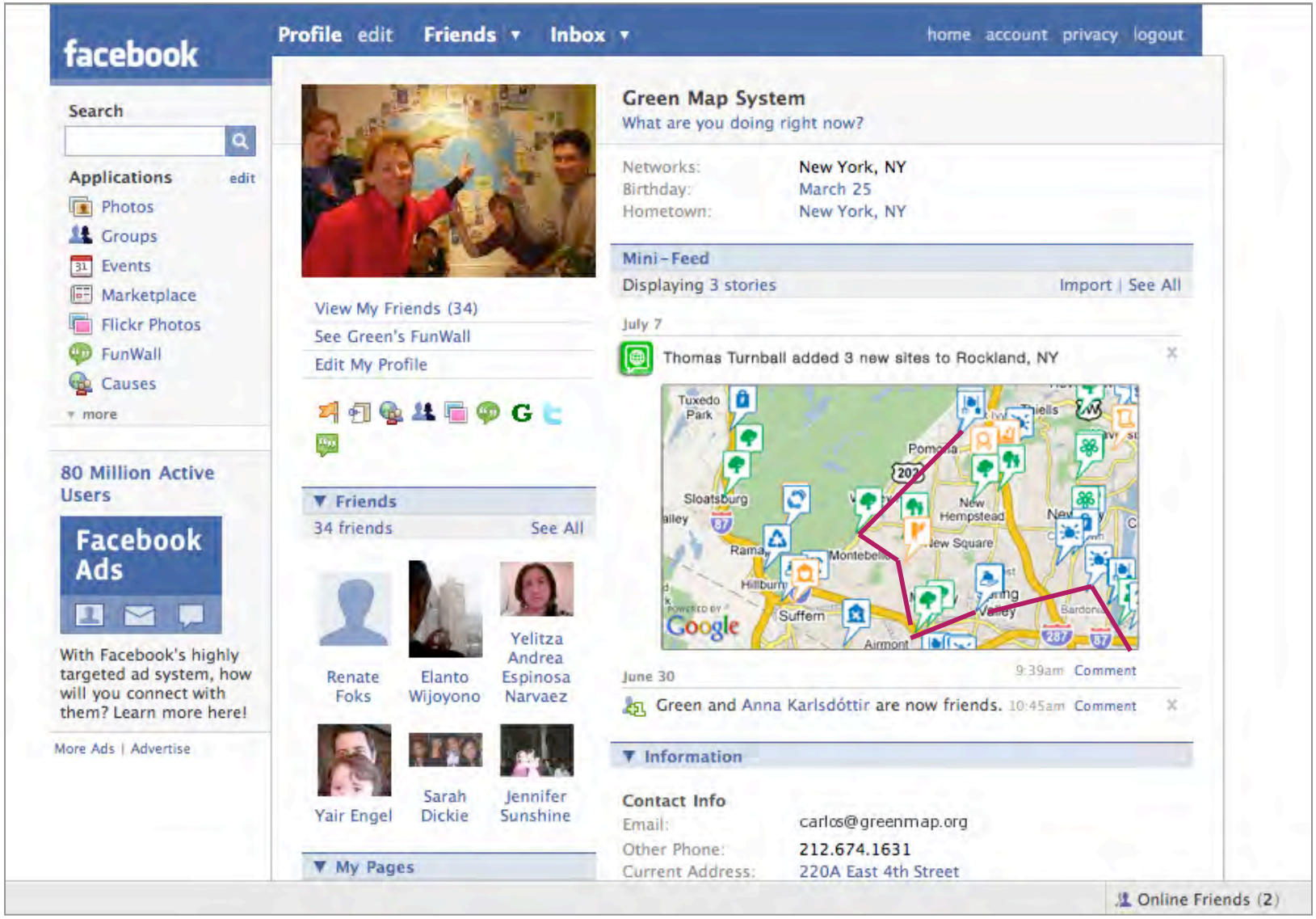
Mapmakers or users can choose Google's street or satellite map now. Later, options can include OpenStreetMap, etc.



Explore the Open Green Map by iPhone now. Our mobile access objectives include adding sites, GPS, etc



Widgets let you embed Open Green Maps in countless websites and blogs. Coming soon: add lines to share a tour



Excitement is building, and the Open Green Map is gaining recognition, even before it is officially launched!

Featured: NetSquared Mashup

Finalist: Tele Atlas Maps in Apps

"The Stockholm Green Map is now fully digital…you are encouraged to list information or provide comments, thanks to an innovative OpenGreenMap.org platform used by Green Mapmakers worldwide."
Delta Airlines magazine

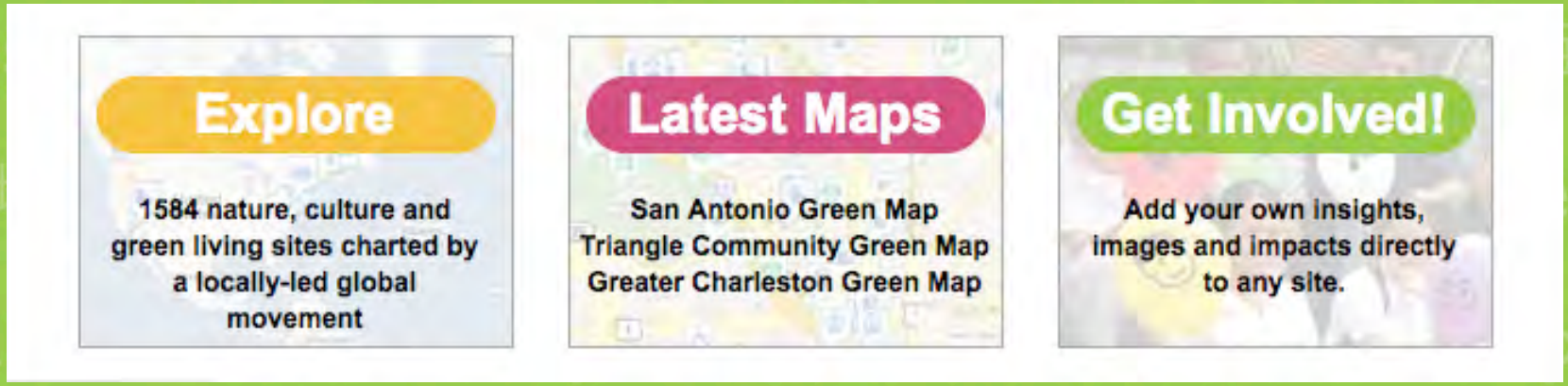
"...since it is interactive, the locals who really know their home can give the inside scoop – it'll be like being with the green in-crowd wherever you are… even my own town – will suddenly have a whole slew of new secrets revealed." EcoGeek.org

"This online map program is fabulous and I'm inspired. What a cool way to get connected and see what's green around the country."
Planet Pink n' Green

"It's one of the more intriguing Google Maps interface efforts that I've seen, and certainly in line with their exquisite map design efforts to date … I look forward to contributing what I know about my locale."
Spatial Sustain

Open Green Map team, August 2008

Think Global, Map Local!



Explore OpenGreenMap.org
and get involved!

GREEN MAP

Contact Green Map System:

info@greenmap.org +1 212 674 1631