



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



Barcelona 's  
Sun Factory



Farmers &  
Local Artists  
Market



Robeson 's  
Kayak Tours



Yogyakarta 's  
Geologic Feature

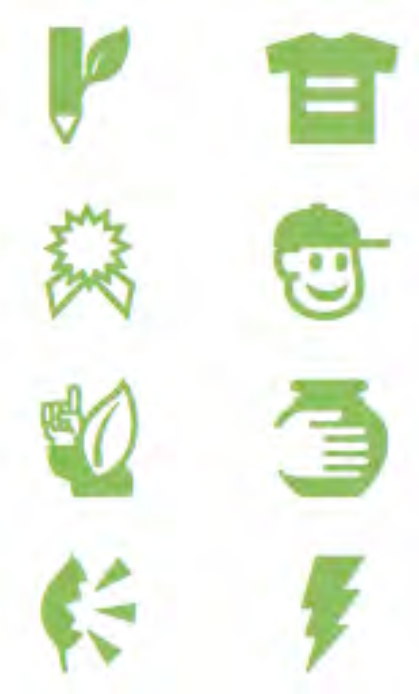


Breda 's Eco  
Center



Hybrid  
Mass Transit

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



Version 3 chart at [GreenMap.org/icons](https://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

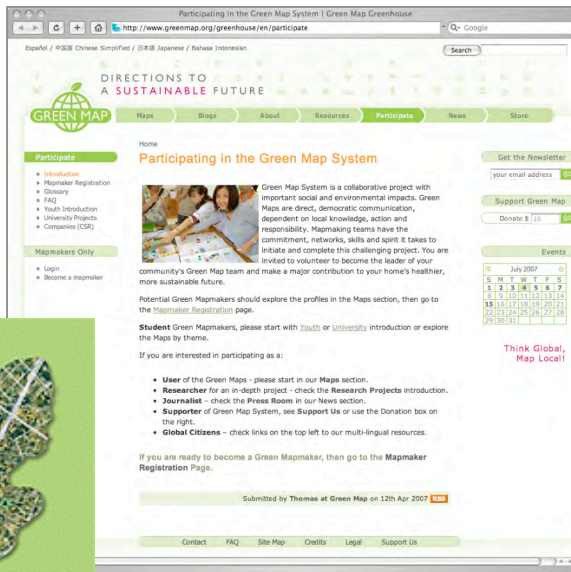
Adaptable for print or web maps, local conditions, community process, etc.

## 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



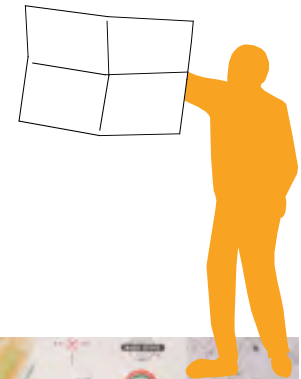
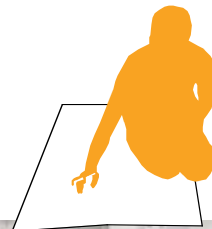
Development

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



English About How to Make a Map FAQ Design Preview Maps [GreenMap.org](#)

**open GREEN MAP** Preview the Open Green Map

Home > **World View** Add to this map

Map Satellite Hybrid Terrain

110 icons on the map, Zoom in to view more.

**Green Map Icons**

- Sustainable Living
- Nature
- Culture & Society

Username / Email  
Password  
Log in 

- New account
- New password

**Testimonials**  
A social mapping web site designed to guide users to local nature, culture and green living innovations. The application will help connect the growing 'go local,' green development and ecotourism movements with social networking and interactive mapping, empowering widespread participation in critical local environment, climate and equity issues worldwide.

- [TeleAtlas](#) [more](#)

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Legal Contact



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




English About How to Make a Map FAQ Design Preview Maps [GreenMap.org](#)

# open GREEN MAP Baltimore Green Map


Baltimore United States

Home > Groups >

Map Satellite Hybrid Terrain



## Maryland Zoo in Baltimore

 ☆☆☆☆☆ Druid Hill Park Baltimore  
comment

**Legend** Info Search

### Green Map Icons

- ▶ Sustainable Living
- ▶ Nature 
  - ▶ Land & Water
  - ▶ Flora
  - ▶ Fauna
  - ▶ Outdoor Activities
- ▶ Culture & Society

Toggle icons to gray out topics and create a filtered map for your personal exploration of [more >>](#)

Username / Email  
Password  
 [New account](#)  
[New password](#)

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





English About How to Make a Map FAQ Design Preview Maps [GreenMap.org](http://GreenMap.org)

open  **Baltimore Green Map**  
Baltimore United States

Home > Groups >

Legend Info Search

Mapmaker: [Baltimore Green Map](#)

   
View: [Mapmaker Profile](#)

Toggle icons to gray out topics and create a filtered map for your personal exploration of sustainable living in the Baltimore region.

Begun: Apr 2008  
Updated: 9 weeks ago

**Add to this Green Map**  
[comments](#) | [suggest site](#) | [join team](#) |

Username / Email  
Password  

- [New account](#)
- [New password](#)

English

**Maryland Zoo**  
Wildlife Center / Zoo


Overview Comments (9) Connections Multimedia Impacts

The Maryland Zoo in Baltimore marked its 130th anniversary in 2006. It is the third oldest zoo in the United States, dating back to 1876. It was created by an Act of the Maryland General Assembly that called for "a zoological collection within the limits of Druid Hill Park for the purpose of public exhibition for the instruction and recreation of the people."

That collection was quite different from the one found in the Zoo today. The Zoo's focus is now on wildlife conservation and education, with several projects undertaken to back this up.

Hours and directions: [www.marylandzoo.org](http://www.marylandzoo.org)

Druid Hill Park  
Baltimore, MD 21217  
410-366-5466  
[www.marylandzoo.org](http://www.marylandzoo.org)



★★★★☆  
Share this site  
Flag this

Added 04/30/2008 by Carol M to Baltimore Green Map

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



A screenshot of a web application interface for the Maryland Zoo, overlaid on a Google Map. The interface has a title bar "Maryland Zoo" with window controls. Below the title, the name "Maryland Zoo" is displayed with a row of icons: a paw print, a bird, a shovel, a star, a person with arms raised, and a person. Below these icons is the text "Wildlife Center / Zoo". To the right, the address "Druid Hill Park, Baltimore, MD 21217" and phone number "410-366-5466" are listed, along with the website "www.marylandzoo.org". A navigation bar contains tabs for "Overview", "Comments (9)", "Connections", "Multimedia" (which is selected), and "Impacts". The main content area is split into two columns. The left column features a video player showing two African penguins. The right column has a heading "Penguins at Maryland Zoo" followed by a description: "Taken at the Baltimore Zoo, these African Penguins are participating in an enrichment program." Below this, it says "added by CarlosM 5/20/08" and provides a section for "Paste HTML to embed in website:" with a text box containing the code "&lt;object width='225' height='18'". To the right of the main content is a section titled "Videos/Images add" containing a grid of image thumbnails, one of which shows an elephant.

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



The screenshot shows a map interface with a window titled "Maryland Zoo". The window contains the following information:

- Title:** Maryland Zoo
- Address:** Druid Hill Park, Baltimore, MD 21217
- Phone:** 410-366-5466
- Website:** www.marylandzoo.org
- Category:** Wildlife Center / Zoo
- Navigation Tabs:** Overview, Comments (9), **Connections**, Multimedia, Impacts
- Left Sidebar (Links):**
  - Links (highlighted)
  - Related Sites
  - Related News
  - Newsfeed: RSS +
  - Digital Formats
  - Events
- Main Content Area (Connections):**
  - Maryland Zoo Homepage (+ add)
  - Maryland Zoo Blog
  - Article: Bacteria Cleans Water At Maryland Zoo
  - Article: Food Preservation Skill Practiced Amongst Squirrels
  - Article: Baby Elephants Adapting to New Home
  - Article: Food Preservation Skill Practiced Amongst Squirrels



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



Maryland Zoo
Druid Hill Park  
Baltimore, MD 21217  
410-366-5466  
[www.marylandzoo.org](http://www.marylandzoo.org)

Wildlife Center / Zoo

Overview
Comments (9)
Connections
Multimedia
Impacts

### Impacts Index

Impact Category	Count (Approximate)
Changed a Habit	120
Greened My Work	125
Saved CO2	10
Protected Nature	35
Raised Awareness	40
Connected Locally	115
Took Action	80
Other	15

Because of this site, I

"I started my own blog dedicated to spreading knowledge about animal conservation" AndrewS

"I've been volunteering here since my visit last september!" Rocklandanna

"I've been interested in animal species since I was very young, and my experience at Maryland Zoo was one of the most intellectual experiences I've ever had. After visiting the zoo a few times, I finally decided to take up zoology at my university!" CarlosM

342 People discovered this site because of this map. [Did you?](#)

Already, any language can be added to the info windows.

Translating our streamlined interface will invite mass use



English / Español Spanish / Bahasa Indonesian / 日本語 Japanese      このサイトについて   お問い合わせ   支援する   よくある質問

**open GREEN MAP**   **世界地図**

ホーム > オープングリーンマップ > 世界地図

**メリーランド動物園**

★ ★ ★ ★ ☆   コメント (9)

Druid Hill Park  
1245 Green Hill Blvd  
Baltimore, MD 21217  
USA  
410-366-5466

アイコン   概要   探検する

### オープングリーン マップへようこそ!

ソーシャルマッピングには自然や文化情報が掲載。環境にやさしい生活や、エコロジカル、社会的、そして文化的な資源を尊重することを促進していきます。また、オープングリーンマップでは世界中の地域にある環境関連サイトとそのインパクトについて情報交換ができます。

詳細 >>>

### ログイン

Username:

Password:

Login

[新規登録](#)

Map data ©2008 LeadDog Consulting, Tele Atlas, AND, Europa Technologies



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



English About How to Make a Map FAQ Design Preview Maps GreenMap.org

open GREEN MAP Submit Green Map

Home > Create content >

**Title of Map: \***

**Type of Map:**

- None
- Citywide
- Theme
- Traveler
- Workshop
- Youth-made

Icon

Choose which Green Map Icons can be used on this map. These are the only icons that that will appear on your map and its legend. You can always edit your map and change these.

- Sustainable Living
- Nature
- Culture & Society

**City or Region: \***

This should be easily recognizable

**Province:**

State/Province/County

**Country: \***

**Building Your Map Team: \***

- open - anyone can join your team by clicking a link on your map
- moderated - anyone can request to join your team, but you must approve each request
- invite only - you must send an email from the website to invite each member

Team members will be able to add sites to your map. At a later stage you can change this.

- registration form
- list in groups directory

private map

You should keep your map private while you are developing it. When you have added some sites and are happy with how it looks you can change this. A private map can be seen by you and your team members, but not by anyone else.

Home >

List Configure member roles Invite new members

Here you can assign group roles to members. This will give that member the ability to perform certain actions.

**Roles**

**Baltimore Green Map (unsubscribe):**

- team member

**KJS (unsubscribe):**

- team member

open GREEN MAP Members

Home >

List Configure member roles Invite new members

Write a message to accompany the email invitation that new members will receive

User 'Baltimore Green Map' has invited you to join their team on the Open Green Map.

**New team member**

Email Address

Select which map(s) to add the new user to

- Baltimore Green Map
- Baltimore Area Farmers Markets
- Charles Village/Greenmount Green Map

Add another person

**Building Your Map Team: \***

- open - anyone can join your team by clicking a link on your map
- moderated - anyone can request to join your team, but you must approve each request
- invite only - you must send an email from the website to invite each member

Team members will be able to add sites to your map. At a later stage you can change this.

- registration form
- list in groups directory

Should users be able to join this group during registration?. If checked, a confirmation email will be sent to the user.

private map

You should keep your map private while you are developing it. When you have added some sites and are happy with how it looks you can change this. A private map can be seen by you and your team members, but not by anyone else.

**Description of Map:**



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



English [About](#) [How to Make a Map](#) [FAQ](#) [Design Preview](#) [Maps](#) [GreenMap.org](#)

**open GREEN MAP** **Baltimore Green Map**  
Baltimore United States

[Home](#) > [Groups](#)

[View](#) [Edit](#) [Email Team](#) [Mapboard](#) [Widget](#) [Members](#) [Add a site](#)

Map **Satellite** Hybrid Terrain

**Legend** **Info** **Search**

**Green Map Icons**

- Sustainable Living
- Nature
- Culture & Society

Toggle icons to gray out topics and create a filtered map for your personal exploration of more >>

**Baltimore Green Map**

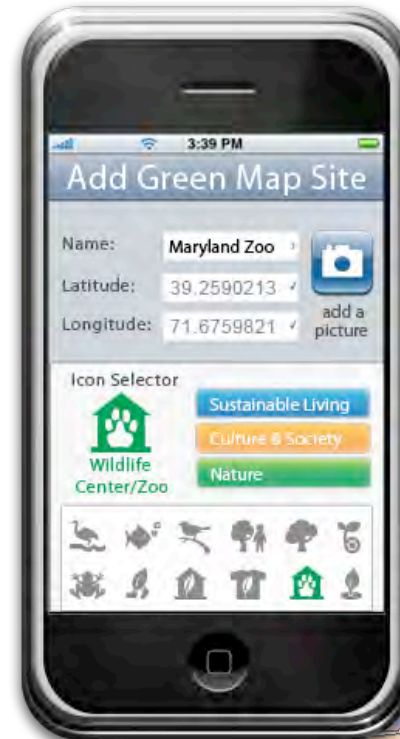
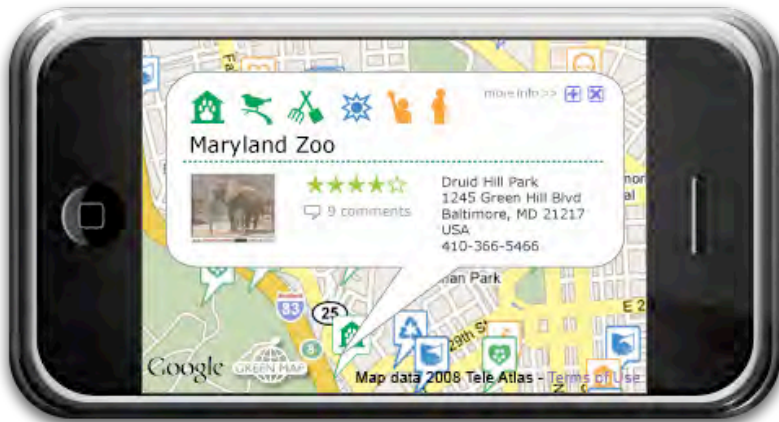
- My account
- My maps
- Create content
  - Green Map
  - Photo
  - Video
- Log out

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[Legal](#) [Contact](#)



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



facebook Profile edit Friends ▾ Inbox ▾ home account privacy logout

Search

Applications edit

- Photos
- Groups
- Events
- Marketplace
- Flickr Photos
- FunWall
- Causes

80 Million Active Users

Facebook Ads

With Facebook's highly targeted ad system, how will you connect with them? Learn more here!

More Ads | Advertise

**Green Map System**  
What are you doing right now?

Networks: New York, NY  
Birthday: March 25  
Hometown: New York, NY

Mini-Feed  
Displaying 3 stories Import | See All

July 7

Thomas Turnball added 3 new sites to Rockland, NY

June 30 9:39am Comment

Green and Anna Karlsdóttir are now friends. 10:45am Comment

Information

Contact Info

Email: carlos@greenmap.org  
Other Phone: 212.674.1631  
Current Address: 220A East 4th Street

Online Friends (2)



# 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

1584 nature, culture and green living sites charted by a locally-led global movement

## Latest Maps

San Antonio Green Map  
Triangle Community Green Map  
Greater Charleston Green Map

## Get Involved!

Add your own insights, images and impacts directly to any site.

Explore [OpenGreenMap.org](http://OpenGreenMap.org)  
and get involved!



Contact Green Map System:

[info@greenmap.org](mailto:info@greenmap.org)

+1 212 674 1631