

Cape Town: Green by Design

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CapeTownGreenMap.co.za

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Background: Capturing a Unique Environment

As the first online Open Green Map in Africa to go live and subsequently be produced in a print version map, the Cape Town Green Map was conceived as a citywide initiative. Our map was launched to promote 'green' and sustainability as an informed lifestyle choice starting with the 2010 Soccer World Cup™ and intended to endure as a legacy project that proactively ties in with other mega events. A partnership between the city's Green Goal Action Plan of 2010 and a private company, A&C Maps, Cape Town Green Map aims to raise environmental awareness, promote responsible tourism, and provide

this invaluable source of information to the residents and travellers of our city.

The launch of our Green Map was especially memorable. The Cape Town Green Map website had an innovative, carbon neutral, virtual launch on World Environment Day, June 6, 2009, simultaneous with global launch of the Open Green Map platform. The Mayor of Cape Town extended a formal invitation to the virtual launch – the first time that this had been done in the City's history.

The purpose is to engage a wide audience to create an open, interactive communication

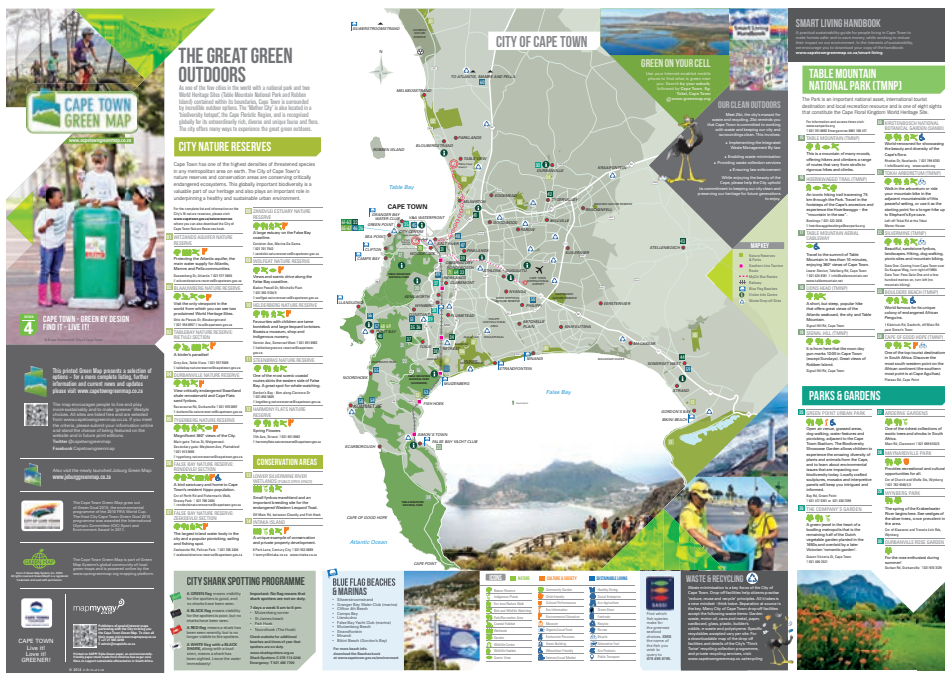
platform for community projects and programs. Green Map Icons promote diverse green initiatives such as shark spotters, natural and organic markets, community food gardens and recycling initiatives, the Bicycle Empowerment Network (BEN), and Green Cabs. The maps showcase Cape Town's uniqueness in terms of World Heritage sites. For example, being part of a 'Biodiversity Hotspot' with the Cape Floristic Region globally recognized for its rich, diverse and unique flora and fauna. We are proud to announce that we have just exceeded the 400 mark of the number of green listings on our map.



Cape Town has shared its branding with other South African cities, like Johannesburg

The Cape Town Map in action with a view of Table Mt. in the background





Cape Town Green Map's 4th Edition featuring local green business, eco-friendly advice, and much much more



3rd edition of the Cape Town print map featuring Executive Mayor, Alderman Patricia de Lille on the front cover

Impacts: Drawing International Attention to Cape Town

Following the 2010 Soccer World Cup™ event, Cape Town received the top Sports and Environment award from the International Olympic Committee, among other awards.

In 2011, South Africa hosted COP17, the annual United Nation's Climate Change Conference in the town of Durban. The Cape Town Green Map contributed to the City's presence at COP 17, including

an educational outreach program on a train that travelled from Cape Town to Durban. In 2012, we participated in the Sustain Our Africa Summit. That same year, we also provided the template for our popular website to Johannesburg and began thinking about a national Green Map project.

The Cape Town Green Map was included in the Official World Design Capital 2014 Bid Book. Soon

after, Cape Town was shortlisted and Green Mapmakers helped host the judges' visit.

Currently, we are designing the 5th printed edition of the Cape Town Green Map. With this map, we are gearing up to play a role in the official World Design Capital Cape Town 2014 program that will include an International Responsible Tourism Conference in November.



Cape Town Green Map also has several interactive Open Green Map's which can be explored and added to by anyone around the world (left)

Cape Town Green Map's homepage features a WDC 2014 column, focusing on Green by Design (right)



The new 'Green by Design' icon has been added to Green Map System's global icon library. Designed in Cape Town by Design Infestation