

New York City always had a few green spots, local food and mobility options, but they were not part of people's perception of the city







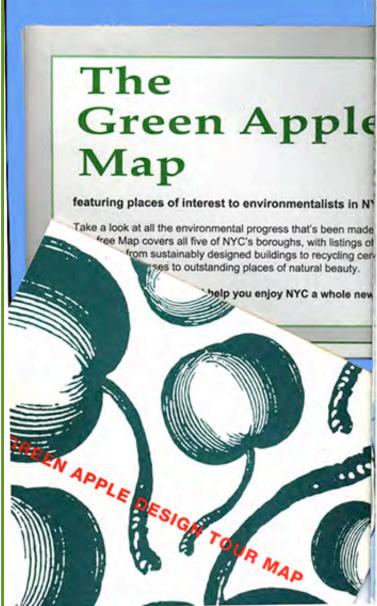


The original Green Apple Map of NYC in 1992 helped people see and connect with the city, its environment and sustainable living resources





First Editions & Tour





THE GREEN APPLE MAP

charting environmental progress and challenges in New York City

introducing dozens of fascinating places you can explore in NYC's 5 boroughs

- ecologically designed building tours
- woutstanding places of natural beauty
- greenmarkets and
 ✓ green businesses
- or environmental centers and * museums
- solar sites and bicycle paths & bridges
- community gardens, and lots more, even
- the rotten parts of the Green Apple.

Enjoy NYC a whole new way!

Inside, you'll find information on:

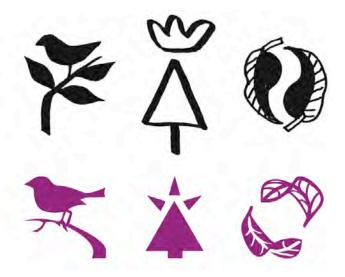
- · the perfect place for an urban hike
- · a healthier neighborhood to live
- · great places to visit any time of the year
- · contacts for your own special interests

In 1995, the concept of local Green Map projects connected by a global icon set took shape in NYC, Copenhagen and Kyoto









what's the best way to
get around? visit a € bike shop,
then ride on a २००० bike path. Or
use ✓ public transportation, or even a
P park 'n' ride lot. Take a 1-1-1-1- ferry or
launch your own boat. Or € take a
walk! Some cities have great
auto-free zones and □ public squares.

What is a Green Map? It's a locally created map that uses globally designed Green Map Icons to chart:





Today, we're using Version 3 of these award-winning icons to identify, promote and link thousands of sites in 170 categories









Yogyakarta ID's Geologic Feature



Farmers &
Artisans Market













Hybrid Vehicles

Green Mapmakers share adaptable tools and multimedia resources as they create compelling local maps of all scales and formats



Icons: Guide the selection of sites to be mapped as well as highlight each one

Mapmaking Guides: Design print or web maps, spur community involvement, etc.

Multimedia Resources: Multilingual websites, books, workshops, videos

Archives: Green Maps, stories, exhibits, presentations and exchanges



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Green Mapmaking: Research and Design





















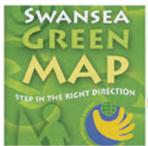






Green Mapmaking: Production and Distribution



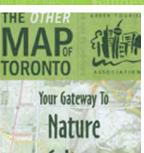










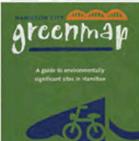






















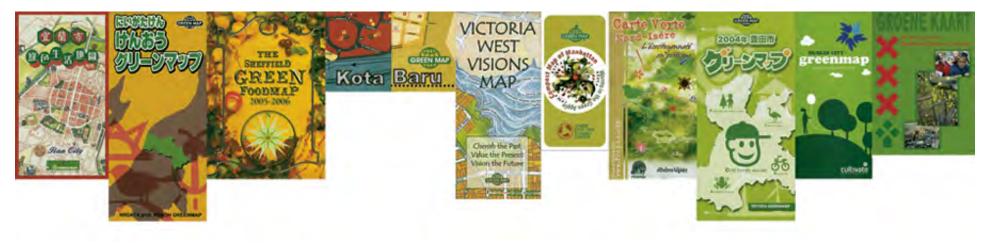




Engaging 715 communities in 55 countries, more than 550 published Green Maps are already being utilized by millions of people







Each partnering community group, NGO, tourism and city agency, enterprise or student group has their own locally determined goals

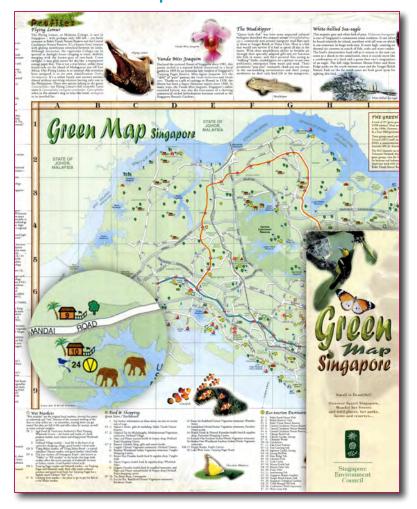




Green Maps

Singapore

First Biodiversity-themed Green Map



China Wetlands

30 Universities took part in WWF's contest and Shanghai Expo exhibit



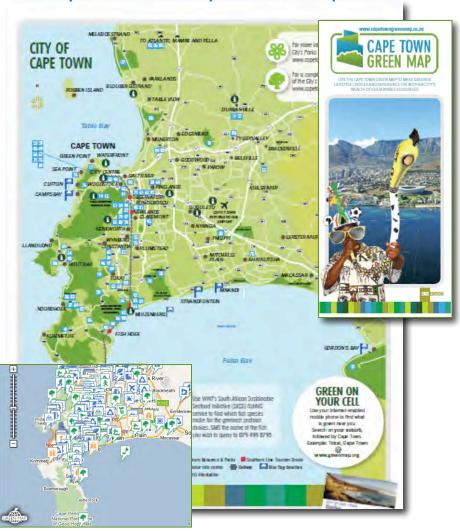
Green Maps

— 地, 放眼全球! Pensez Globalement, Cartographiez Loc繪圖當地, 放眼全球! Pensez Globalement, Cartographiez Loc繪圖當地, 放眼全球! Pensez G



Cape Town South Africa

Open Green Map & Print Maps



Santa Monica USA

Protecting the Bay's Wildlife



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Green Maps

放眼全球!Pensez Globalement, Cartographiez Loc鱠團當地, 放眼全球!Pensez Globalement, Cartographiez Loc繪圖當地, 放眼全球!Pensez Globalement, C



Stockholm Sweden

Get Outdoors











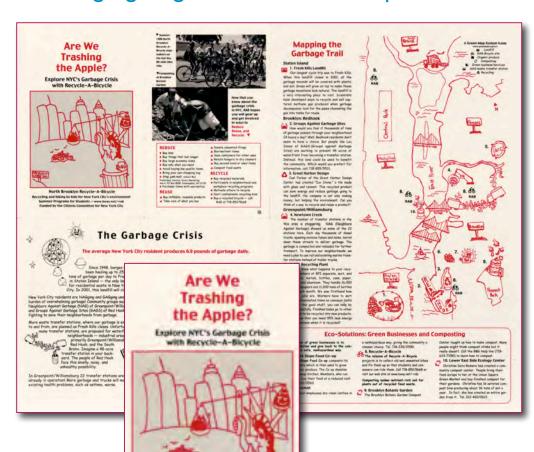
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Th Green Maps balt Tänkande med Lokala K Think Global, Map Local! Globalt Tänkande med Loki GREE

andeste Global Cartează Local! 地球を見つめ、地域を描く! Gândeste Global Cartează Local! 地球を見つめ、地域を描く! Sândeste (

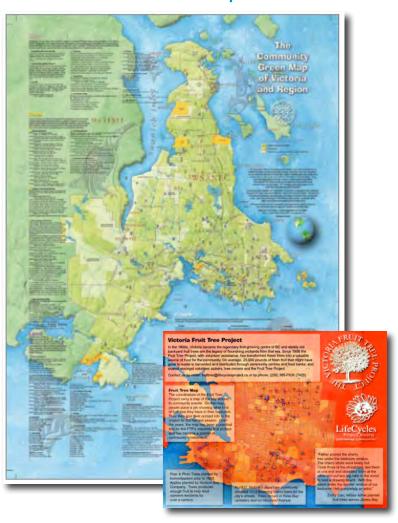
New York

Highlighting Waste - Youth Perspectives



Victoria Canada

Land, Local Food & Peoples



obalnie, Kartuj Lokalnie! รู้ทันโลกกว้าง สร้างพลัง คัวยผังท้องถิ่นbalnie, Kartuj Lokalnie! รู้ทันโลกกว้าง สร้างพลัง คัวยผังท้องถิ่นbalnie, Kartuj Lokalnie! รู้ทันโลกกว้าง สร้างพลัง คัวยผังท้องถิ่นbalnie, Kartuj

Green Maps

開業地 放照会理! Pansaz Globalamant Cartographiaz Lo繪画業地 放照会理! Pansaz Globalamant Cartographiaz Loc繪画業地 放照会理! Pansaz Glob



Taipei Taiwan

CSR - Efficiency in the Workplace



Banda Aceh IndonesiaDisaster Relief and Planning



Green Mapmakers have produced murals, videos, skits, choreography, exhibits, shown in Cuba, Colombia, US and Japan





















However, the complete process can be too difficult, preventing important local findings from being shared



Development

Research

Design

Production

Open Green Map was created to:

- lower technological and financial barriers to online mapping
- preserve valuable community organizing and dissemination
- increase public participation, exchange and impacts
- make content sharable and useful different ways



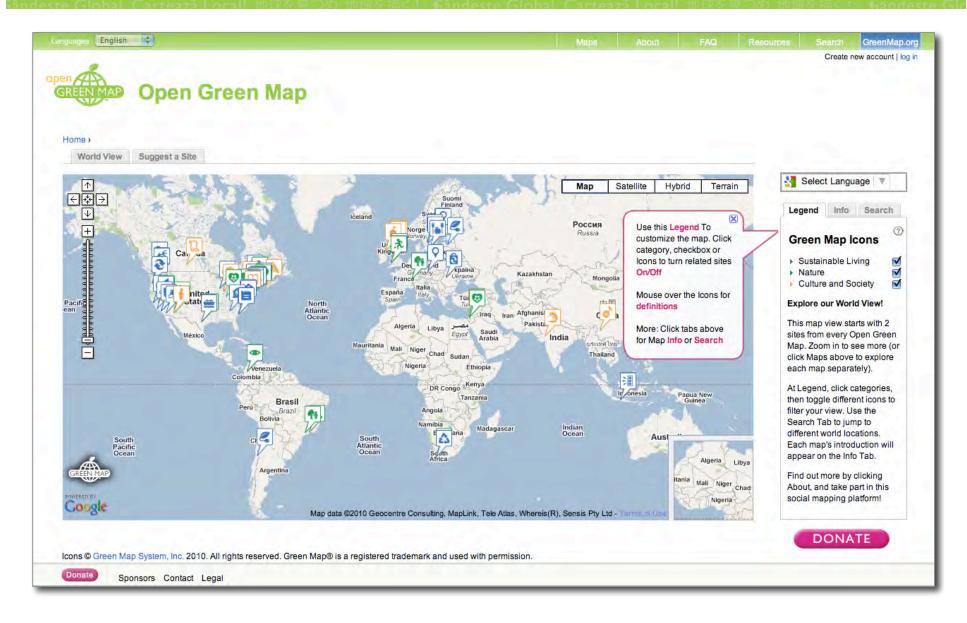
Launched in June 2009, close to 15,000 sites on more than 150 Open Green Maps are on the platform





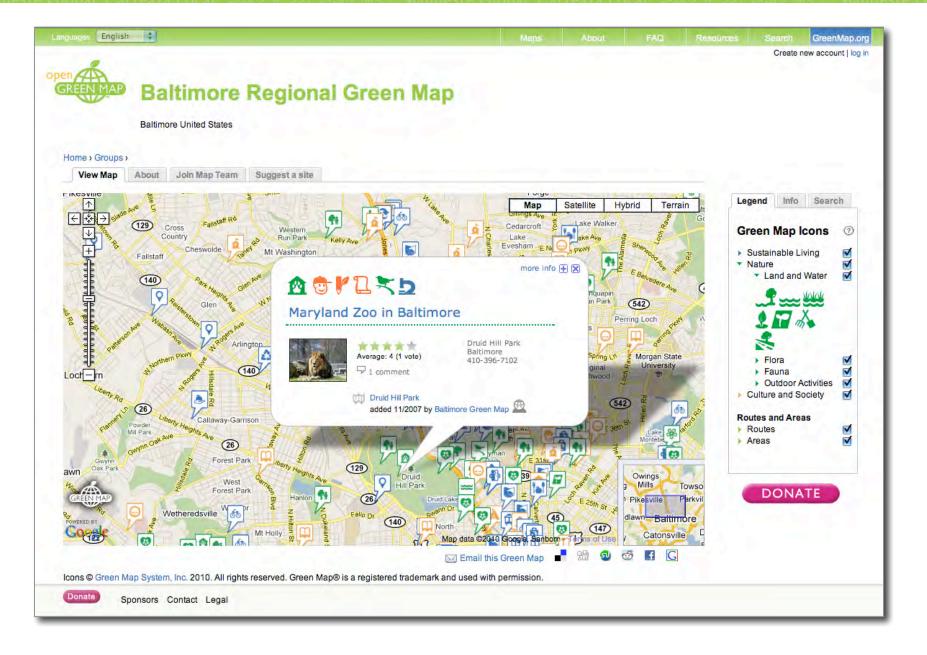
Open Green Map's World View displays every green site, starting with 2 from each map. Jump to maps from sites. 7 language interface





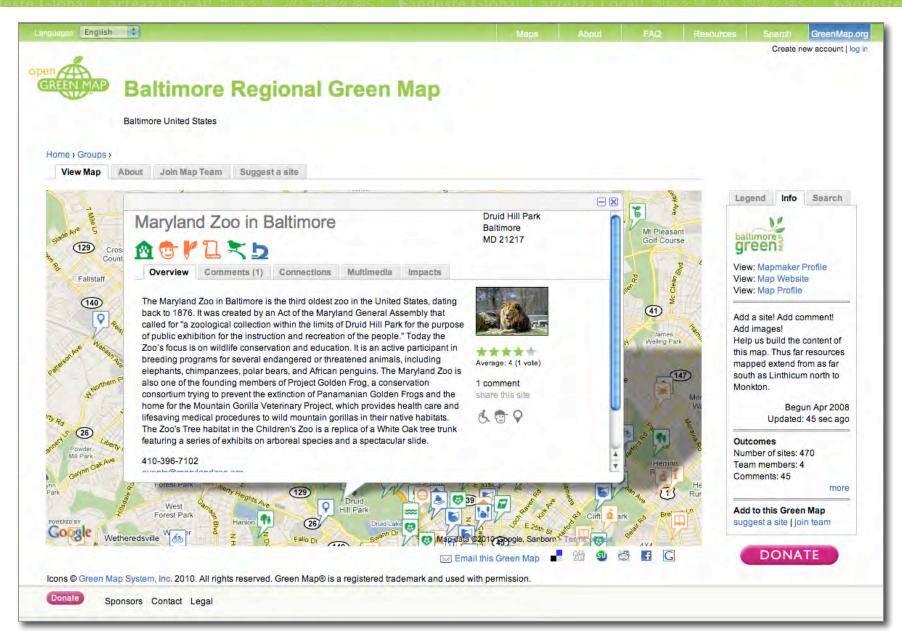
Filter your view of the map by toggling the Legend's icons. Hover over any icon for its definitions. You can see who contributed each site.





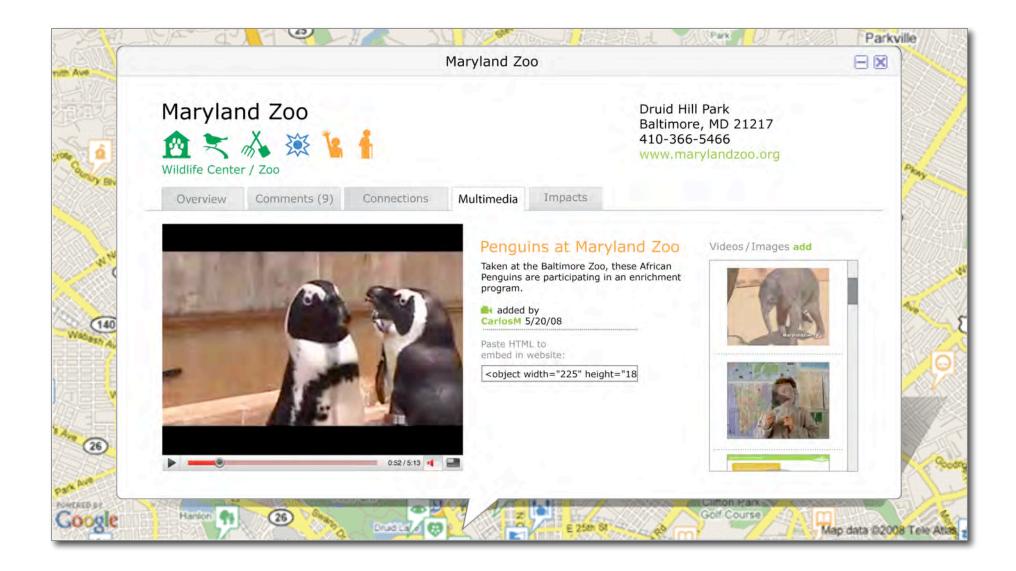
Open for Mapmaker's overview. Explore Public Tabs, social inclusion indicators and up to 8 icons. Sidebar links to Profile, PDFs, etc.





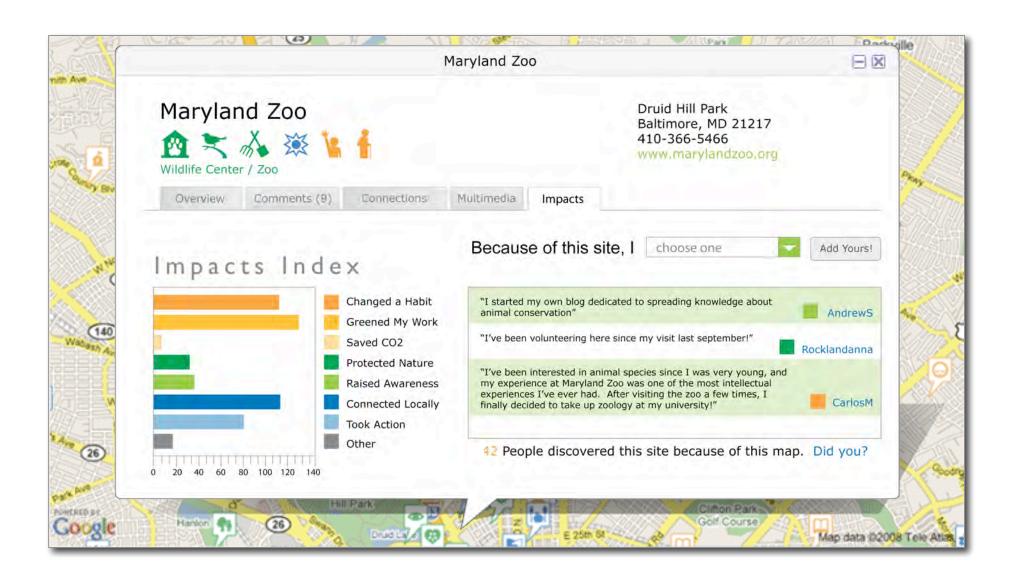
At the Multimedia tab, everyone is invited to share their own images, videos and PDFs about the green site





The Impacts tab collects data that describes how each site benefits individuals and communities. There is also a Map Impacts graph





The website includes videos, workshop guides, presentation and PR resources for involving the community and engaging media



















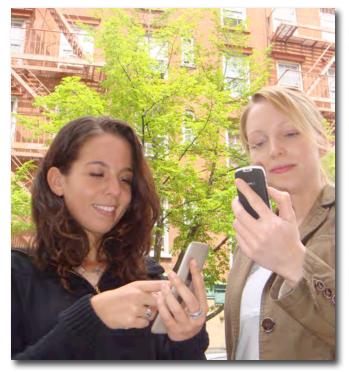
Explore the Mobile Website (beta) at GreenMap.org Get the Green Map iPhone App, too



What's Green Nearby? TM is featured, along with our global movement









Find everything nearby, or Search by Icon.

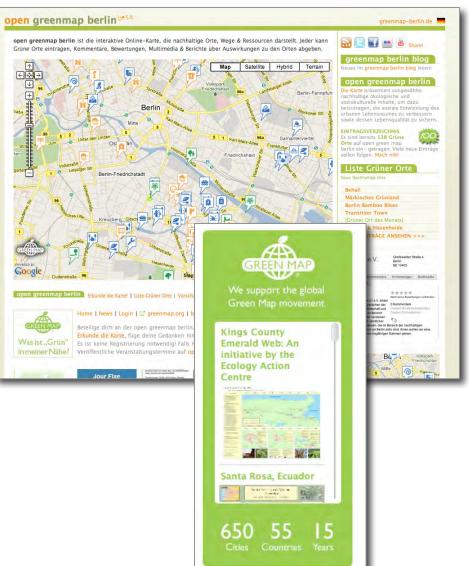
Adding sites and images from your phone is in development (sponsorship available!)



Green Map Widgets share our maps on any website!

GreenMap.org/widgets





What's next? Mini-sets of Icons for theme Green Maps, onsite marker system, digitizing the Archive, and more...









Invasive Species











Volcano Zone





International awards and national recognition for our non-profit, global-local network and powerful tools



Organization awards include:

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

Eyebeam Art & Tech Eco-Viz

Open Green Map:

Treehugger Best of Green

Living Labs Global

INDEX Awards Finalist

Cause / Affect

Tele Atlas Maps in Apps

NetSquared

We Media Pitch It















Diverse media coverage underscores our worldwide reach and importance in emerging markets & established capitals



Our story generates local interest around the world:

BBC Treehugger New York Times Fast Company

Jakarta Post The Economist Google Maps Mania Tout Azimut

Afrika T Youth Today The L Magazine Brote Ecológico

Asia News Israel 21C Urbanist Click2Map

WNYC Xiamen Communication Arts Ecôllo



Green Map Trends



- 715 cities, towns and campuses
- 56 countries involved in Green Mapmaking
- 30% rate of increase in number of new projects yearly
- 550+ printed and online Green Maps published
- 5 Million printed copies
- 140 countries using our website, GreenMap.org
- 5,000 Green Map iPhone Apps downloaded in first 2 weeks







Think Global, Map Local! Explore GreenMap.org and get involved! Contact Green Map System: +1-212 674 1631 info@greenmap.org