



He's n k i
Green Map

#OKFEST 2012: OPEN KNOWLEDGE AND SUSTAINABILITY

Green Map Sessions Etherpad:

<http://bit.ly/PlvURY>

Etherpad

<http://bit.ly/RYgvdS>



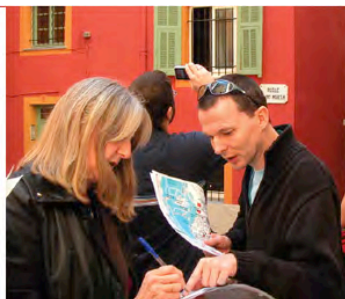
GOOD MAP SUMMIT

Sat 22.9.2012
1 pm – 6 pm
Kiasma / Helsinki

Organized by Helsinki Green Map

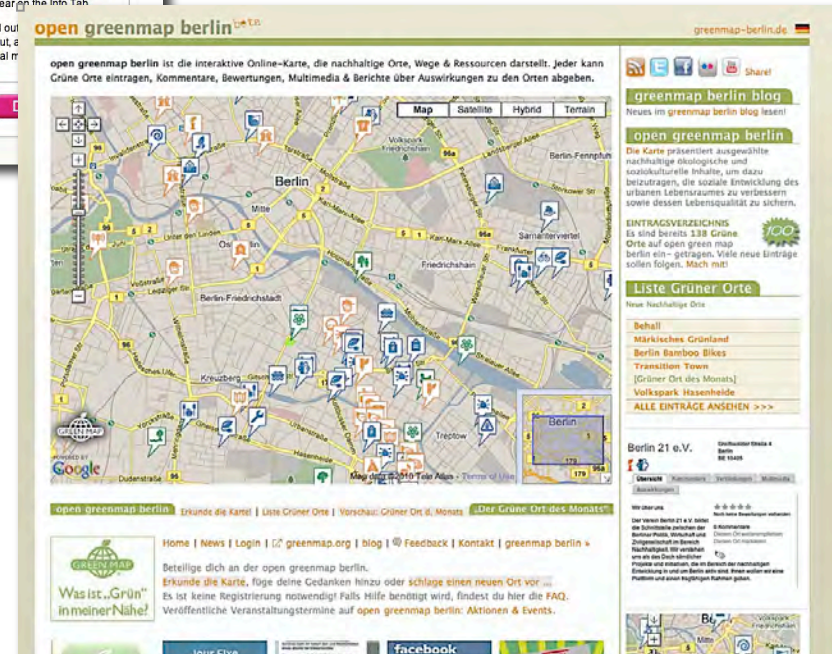
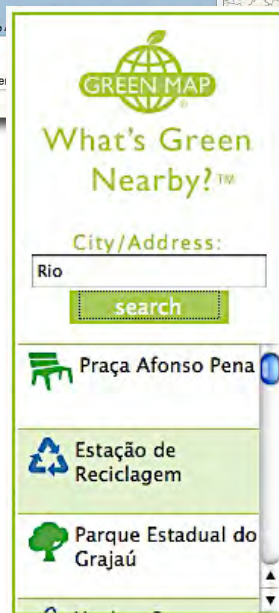
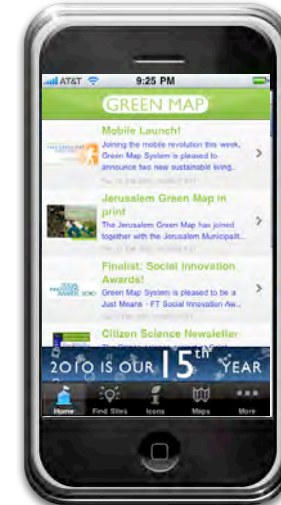
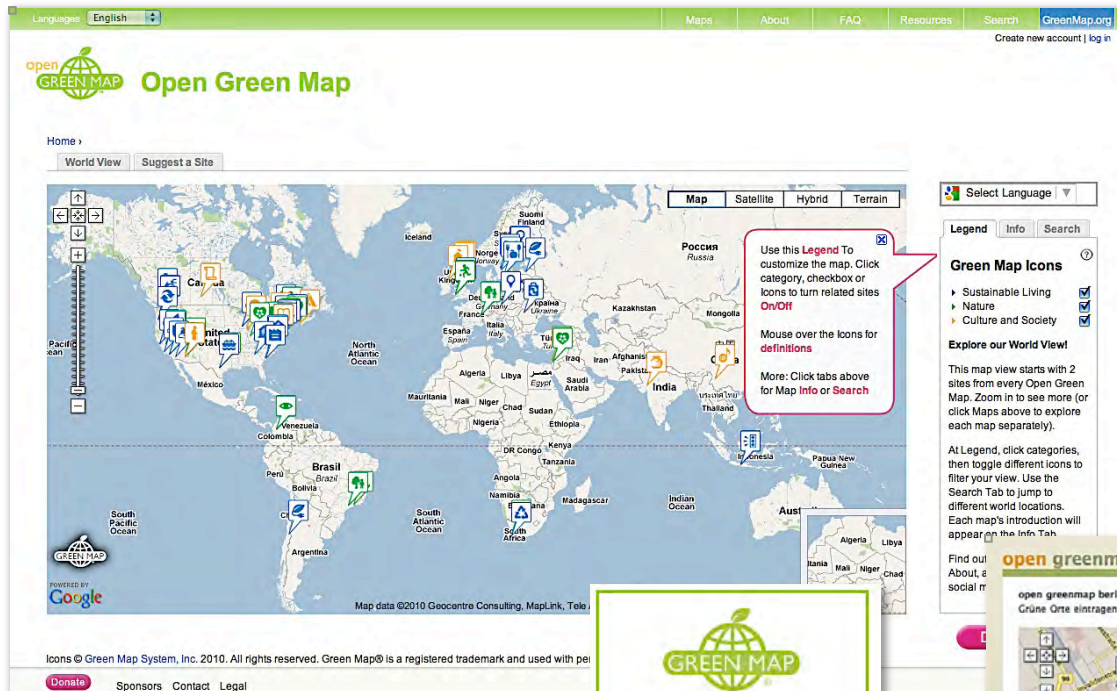
827 Community groups, NGOs, enterprises, tourism, universities
and city agencies in 65 countries - each has their process and goals



Over 500 locally designed Green Maps highlight community character along with natural, cultural, activism and green living sites



Open Green Map is our interactive 'social mapping' platform – used online, on mobile phones and as embedded maps, exportable



Green Map projects have produced murals, videos, cultural performances, tours, exhibits, guide books, magazines and more



Green Map's award-winning icons: Used to identify, promote and link thousands of nature, culture and green living sites - 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



Hybrid
Vehicles

Currently 170 globally designed Green Map Icons are provided as a font, images or GIS script



Eco Products



Climate Changed Area



Bike Site



Natural/Greenway



Farm Animals



Food Bank



Eco Expert



Green Building

SUSTAINABLE LIVING

(Sampling of 170 icons)

Green Economy



Mobility



Technology & Design



Hazards & Challenges



NATURE

(Sampling of 170 icons)

Land & Water



Flora



Fauna



Outdoor Activities



CULTURE & SOCIETY

(Sampling of 170 icons)

Cultural Character



Justice & Activism



Eco-Information



Public Works & Landmarks



Extending the icons by delving into themes, including Food - Ecotourism - Justice - Biodiversity – Social Innovation



Community
Kitchen



Farm



Cooking
School



You-pick



Picnic Spot/
Outdoor Dining



CSA



Farm Stand



City Farm



Edile Landscape



Local Flavor



Allotment
Garden



Aquaculture



Bee Keeping



Artisanal
Food Production



Seeds/
Nursery



Dead Zone



Conventional
Farm Runoff

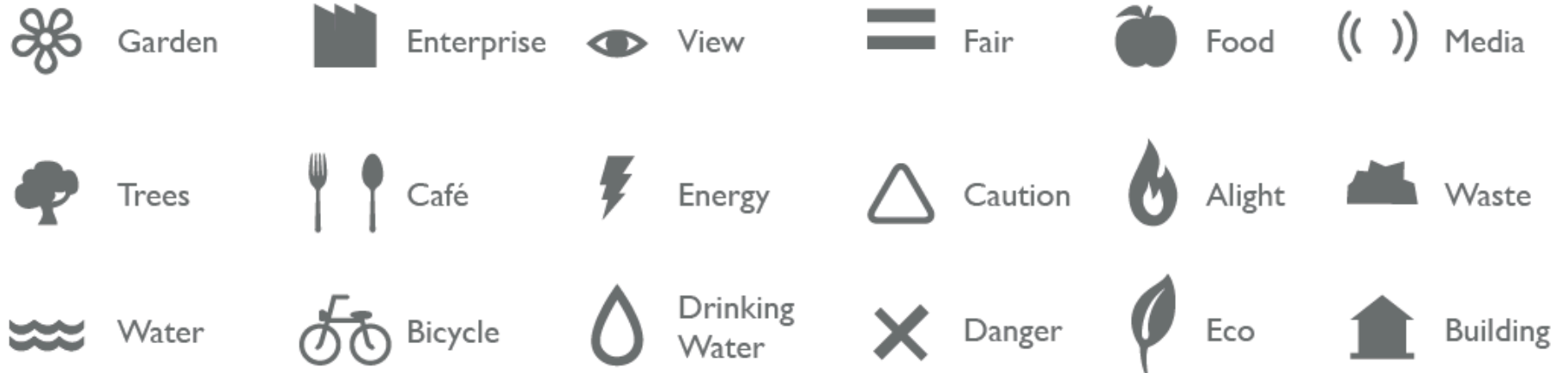


Genetically
Modified

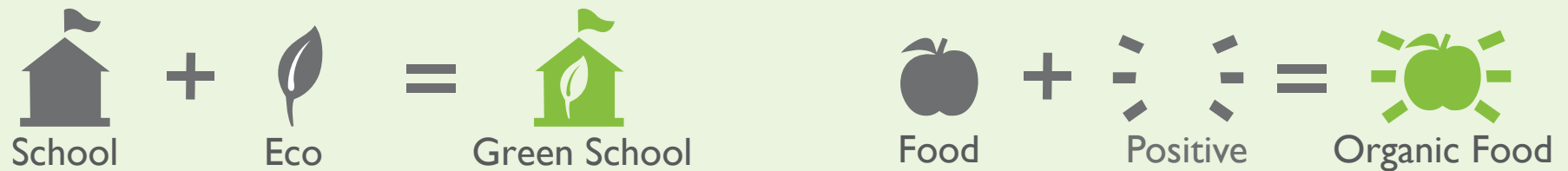


Invasive
Species

Underlying the Green Map Icons is the Pattern Code. It harmonizes new local and global icons with the existing set



We used Pattern Code to create intuitive V3 icons:



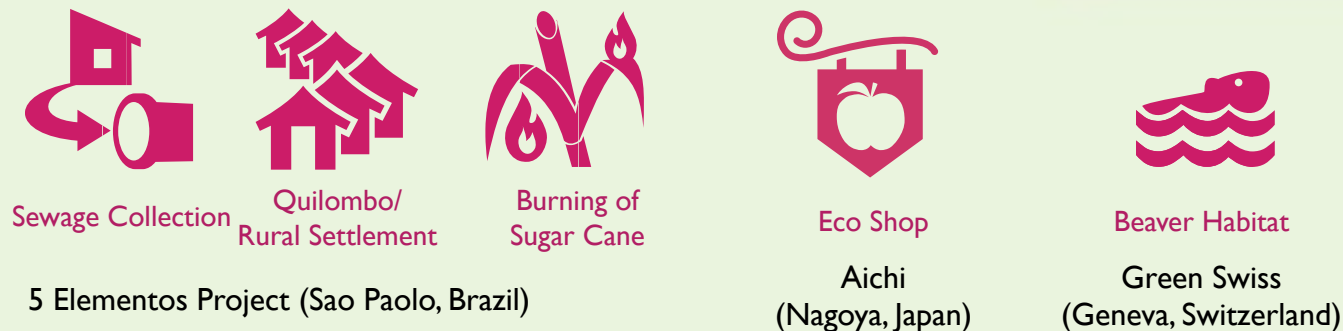
Extending the icons through open knowledge: local adaptations to the pattern code and local icons



Recent **Local Additions** from Transition Geneva:

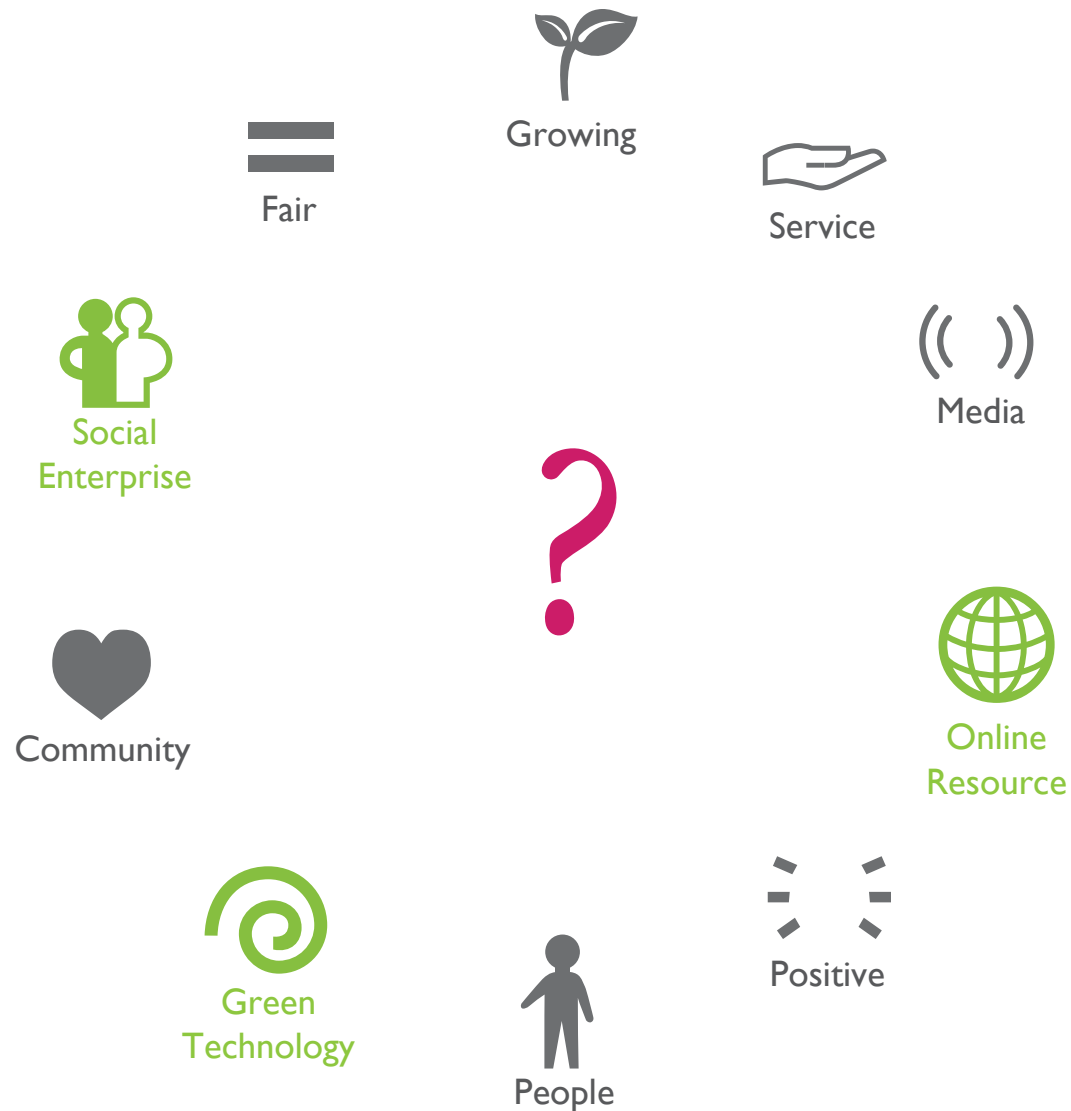


Other Local Additions from Green Mapmakers:

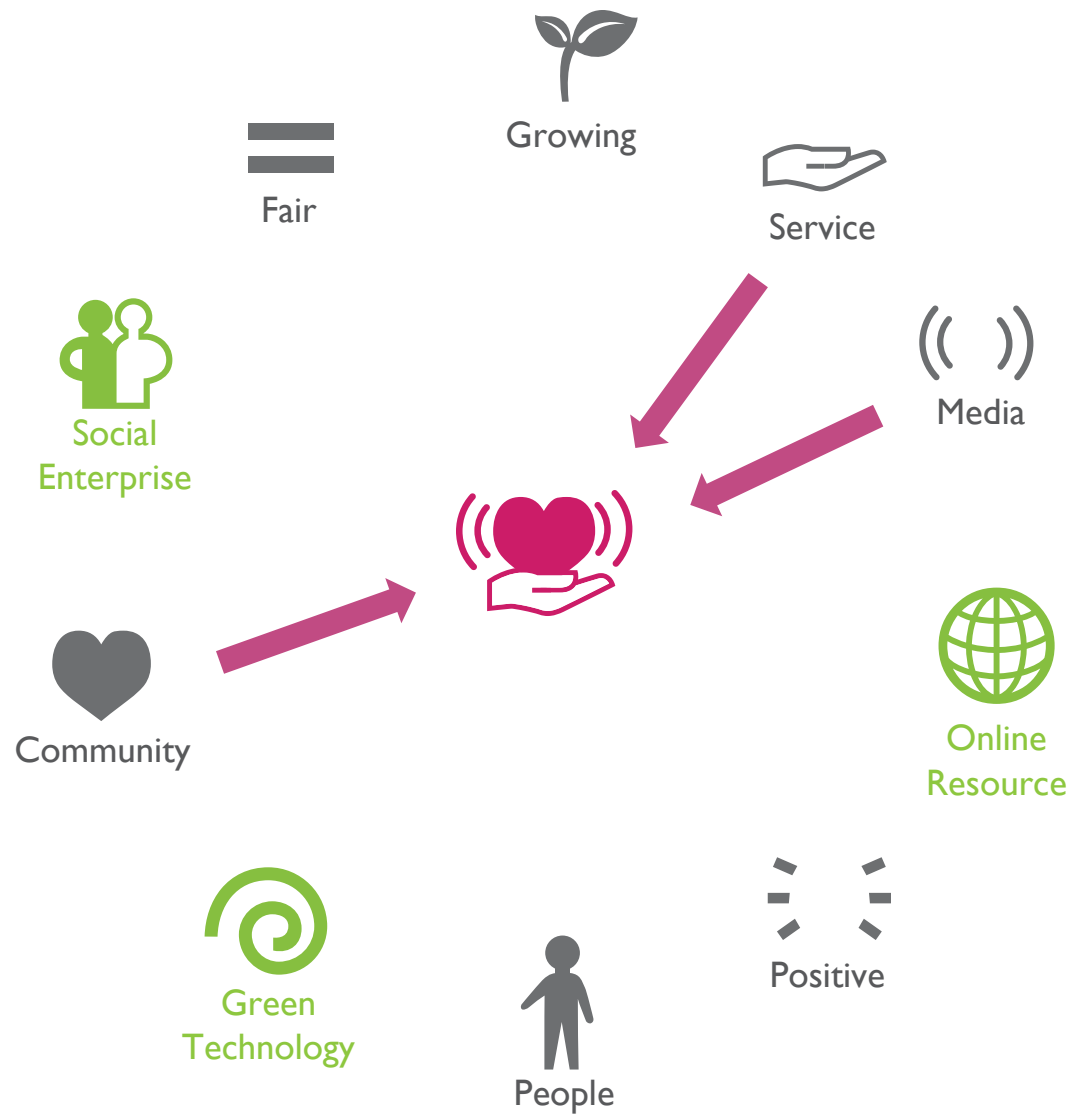


Open Knowledge Icons: What signifiers to draw from?

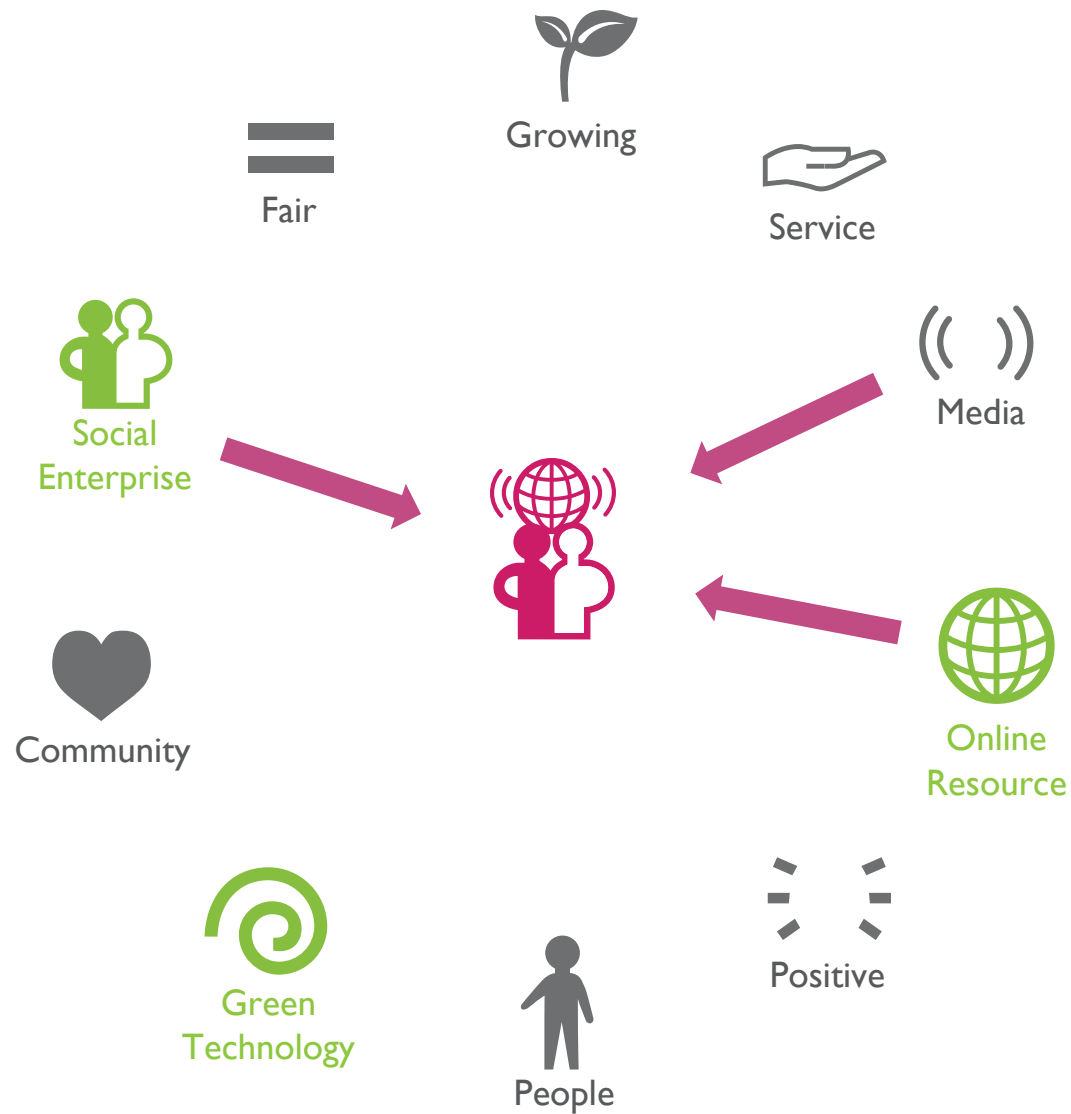
How should Open Knowledge be depicted on a map?



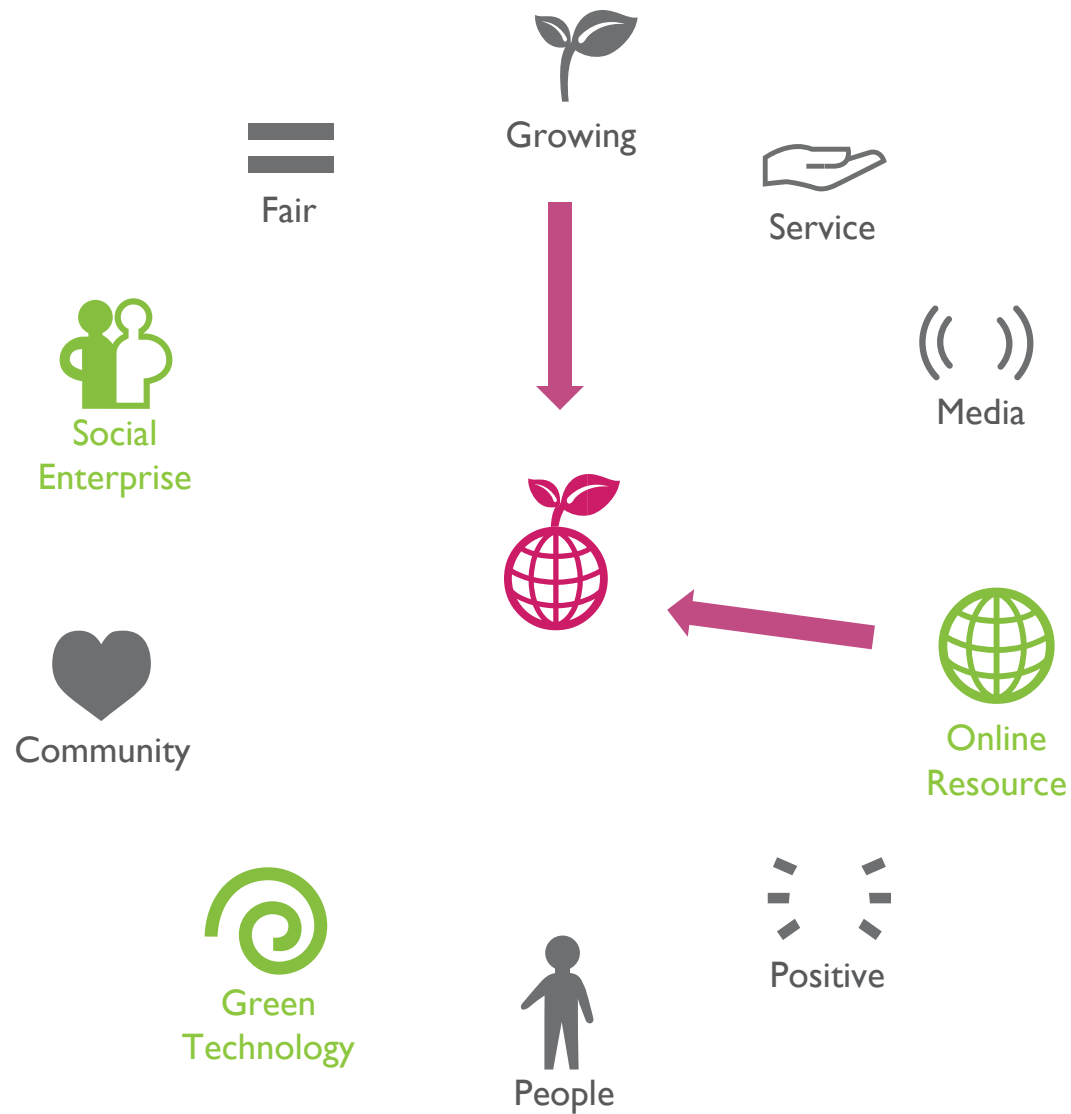
As a community based media service?



As an online social enterprise?



Or simply a open online resource?



How would you represent an Open Knowledge Icon on a Green Map?



Skill
Share?



Growing



Service

Co-op?

Hack
Spot?



Social
Enterprise



Media

Drupal
Camp?



Community



Online
Resource

Open
University?



Green
Technology



Positive

Collective?



People

Tools include Lab.GreenMap.org, discussion resources, plan for an app



The image is a screenshot of the Green Map website. At the top, there is a green header with the "GREEN MAP" logo on the left and a navigation menu with links: Home, Activity, Members, Groups, Forums, Contact, and Help. Below the header, the main content area is divided into several sections. On the left, there is a sidebar with a grid of icons representing different categories: Garden, Trees, Wildlife, Water, Food, Eco, Enterprise, Café, Tourism, Bicycle, Media, and Building. The main content area features a section titled "Icon Extension" with a sub-header "Public Group" and a status "active 6 months, 1 week ago". To the right of this section, there is a "Group Admins" area with two profile pictures and a "Please log in." prompt with a "Username" input field. The central part of the page shows a rich text editor with a menu bar (File, Edit, View, Insert, Format, Tools, Table, Help) and a toolbar with various formatting options. The text in the editor reads: "Let's develop some n... maps about important... be used on Open Gre... Maps. Let's start with a list. V... important types of site... just the right amount... Several Green Mapm... icons and the List is a... 1) Wiki – login and co... below this message (l... 2) List on a .Doc... At Documents below... 日本の / Japanese or...". Below the editor, there is a section titled "Icon Tool Proposal" which lists requirements for an icon tool. The requirements are: 1. A title, 2. An image, 3. A definition, 4. A category (hierarchical) - link to poster for example. It also states: "During this process all four of these aspects are up for discussion. The tool needs some way to allow a new icon to be created by any user, and then have input on each aspect, such as an alternative title, an alternative design for the image, a new definition, a different category. Each suggestion for each aspect can be voted on." and "There also needs to be a way to view all proposed icons" with a list of options: sortable (most popular, least popular, alphabetical, date added) and filters (by category, existing icon or new icon). The final sentence reads: "From this view, people should be able to choose their favorite icons."

Alongside Icon Update, we are adding interoperability so this data can be exchanged, layered, etc. Soon, each Mapmaker can choose to Open data, too



Many use a mix of our tools to reach diverse audiences. Example: Cape Town, as part of the greening of 2010 FIFA World Cup Games



Cape Town used radio shows to engage participation. Sites were nominated via Open Green Map and exported. Printed editions reached diverse audiences



This ongoing Green Map project is directed by the City's Sustainability Office, in partnership with a web developer and a map design firm.

The Green Map contributed to recognition and ongoing development:

2010 International Olympic Committee
Best Sport and the Environment Award

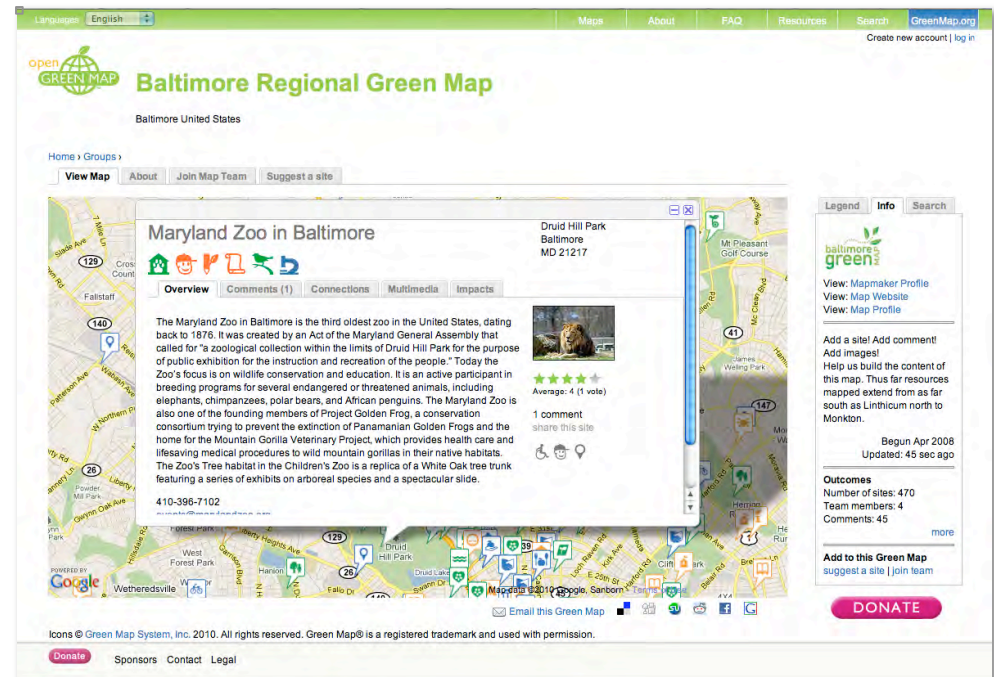
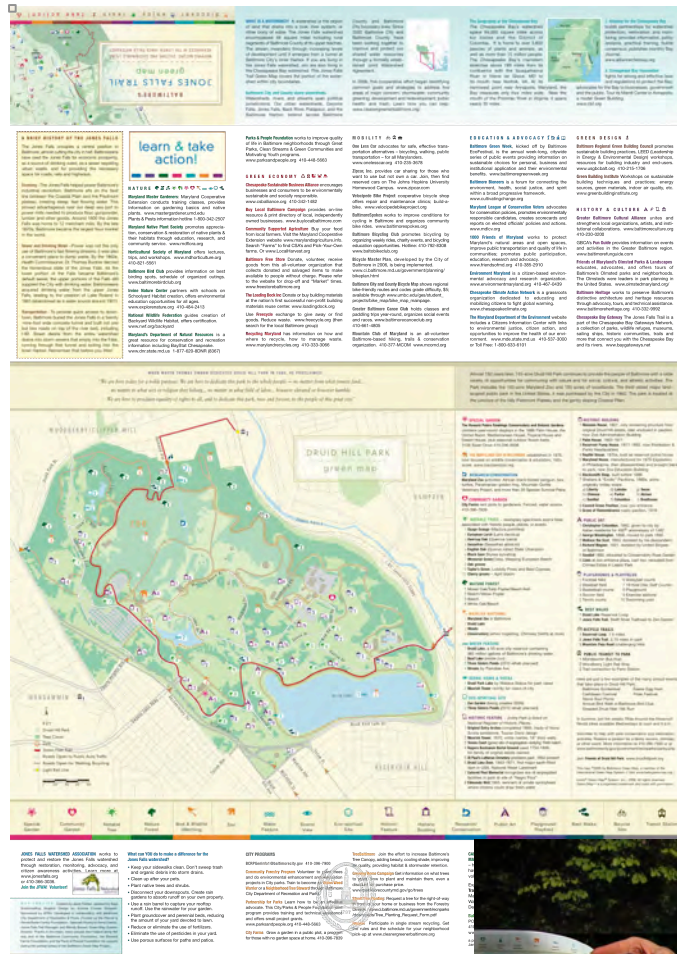
Golden Leaf Award 2010

World Design Capital 2014

CapeTownGreenMap.co.za

Taking part in Okfest on Friday!

Example: Janet Felsten of Baltimore. Even a one-person project can work with multiple groups to address diverse local needs & conditions



Green Maps encourage people to explore the natural and built environment – near home and on vacation



Helsinki



Barcelona 'guerilla map'



Green Maps highlight the social realities of marginalized community members



UK: Colchester, Clackmannanshire, Bristol and Cardiff

Walk Colchester

About Walk Colchester The MAP Projects Useful Links Documents Image Gallery

Select a route

(T) Roman Wall (Camulos)

Routes

☒ Colchester's Roman Wall by Camulos

Historical features

☒ Special Site
☒ Historical Feature

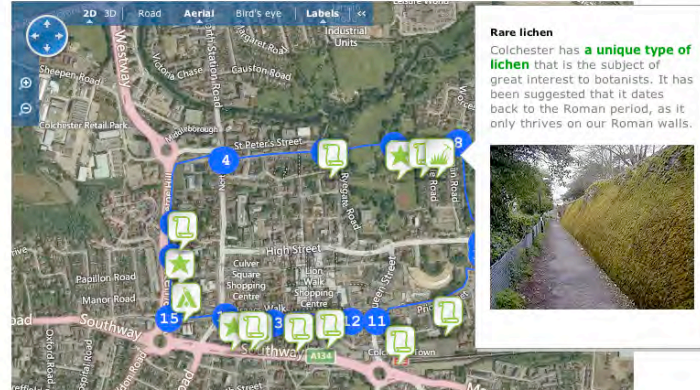
Arts/Culture

☒ Arts Centre

Environment

☒ Plants of Interest

NOTE: Walks marked (T) are *themed walks*, walks based around our local heritage and landscape character. Walks marked (W) are contributed by community members to celebrate the places that are dear to them (find out how to contribute your walk in [About the MAP](#)). Walks marked * are step-free and mostly level. For all walks, see also our [walking guides](#) and [image gallery](#).



Rare lichen
Colchester has a **unique type of lichen** that is the subject of great interest to botanists. It has been suggested that it dates back to the Roman period, as it only thrives on our Roman walls.



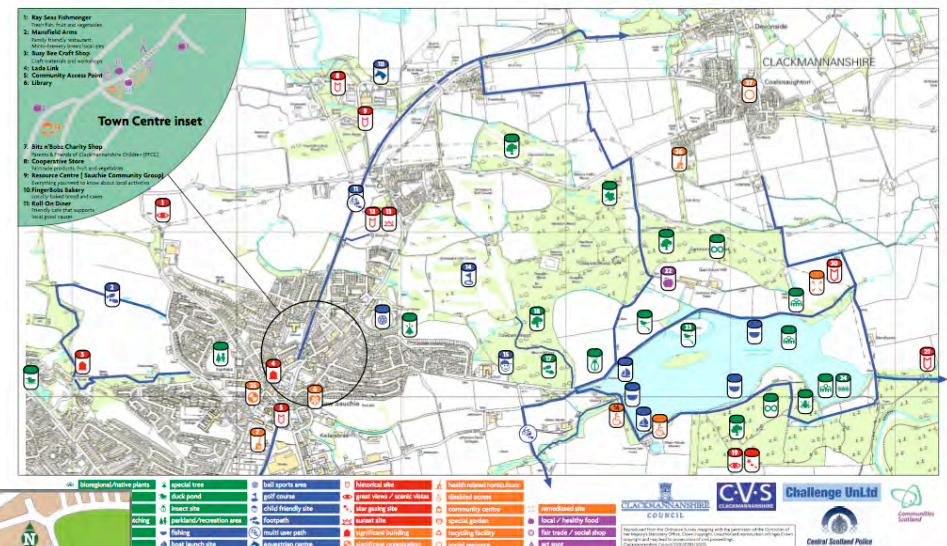
GreenBristol recently worked in Bristol's *Knowle West* neighbourhood using Green Map making as a tool for community engagement.



I will lift up mine eyes unto the hills clackmannanshire green map

sauchie, coalsnaughton and fishcross

Psalms 121 Scottish Metrical Psalms



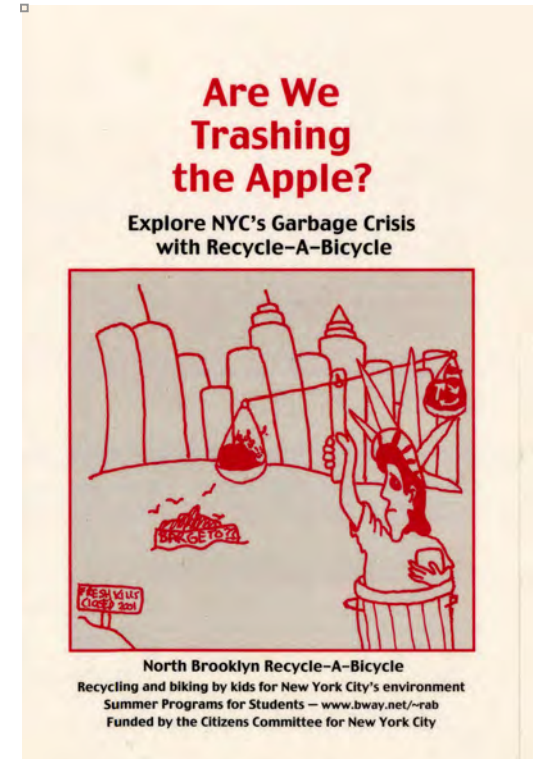
Youth around the world can improve their campus and community take on tough topics



Zurich campus map



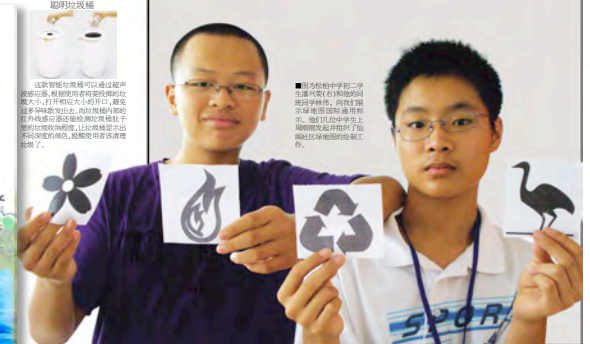
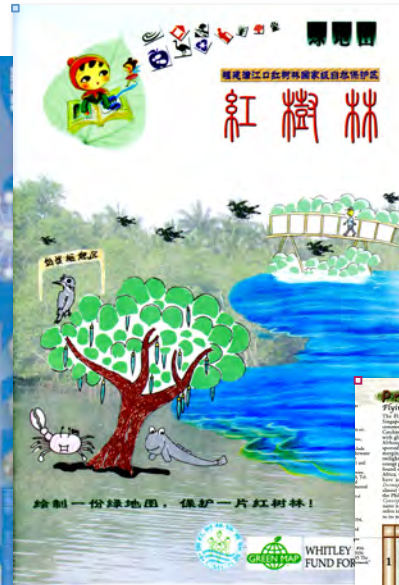
NYC's garbage trail



Green Map address chronic issues impacting biodiversity and more in these Pacific Rim examples



Los Angeles, Mangroves in SE China, Ise Bay Japan, Singapore



Green Maps can even help companies become more efficient as they engage stakeholders and the community – see GreenMap.org/csr



Delta Electronics has made workplace Green Map projects in 18 facilities



A total of 336,211 Kg of CO₂ were saved through the process of creating Delta's Taipei Office Building Green Map



Green Map charting Nokia's Gold LEED building in Beijing



Open to public participation, OGM merges Drupal 6, the Google Map API, our icons, and local knowledge



Open Green Map:

- lowers technological and financial barriers to online mapping
- preserves and organizes valuable research
- increases participation, exchange and impacts
- make content sharable and useful in different ways,
- 8 language interface invites worldwide exploration

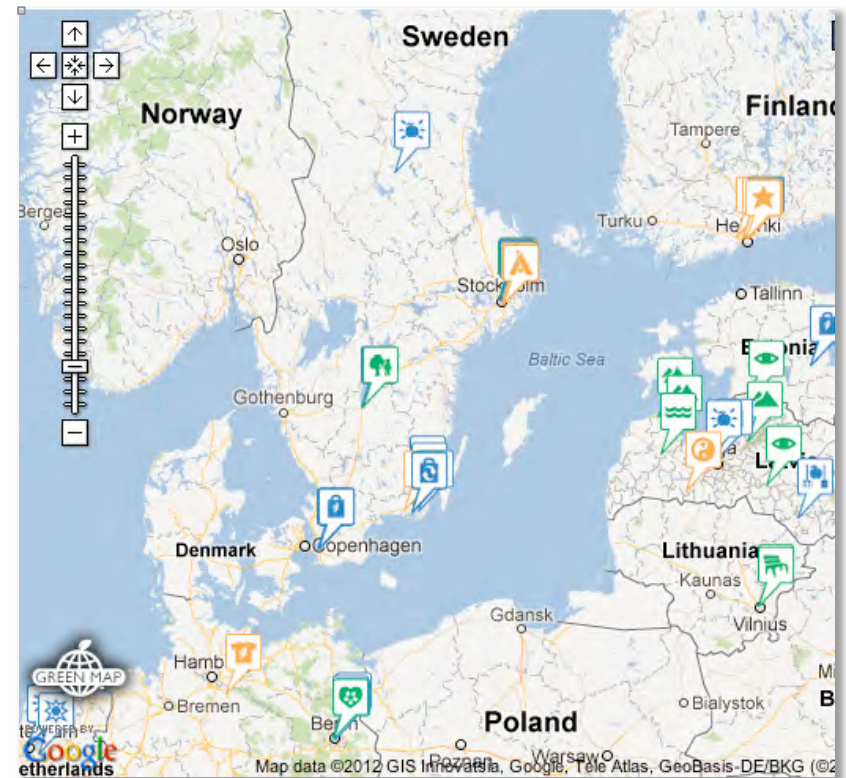


Now in Development, your advice, support and participation is welcome



Open Green Map:

- interoperability, leading to sharing data and imports, usage on Open Street Map, desktop GIS, Google Earth, etc.
- Choice of open source licences for each map
- Fresh Interface
- Improved Mobile for exploring and collecting sites
- New Green Map Icons



The platform's World View displays every green site, starting with 2 from each map. Jump to 300 different maps from any site.



open GREEN MAP Open Green Map

Home > World View Suggest a Site

Map Satellite Hybrid Terrain

Select Language

Legend Info Search

Green Map Icons

- Sustainable Living ☒
- Nature ☒
- Culture and Society ☒

Explore our World View!

This map view starts with 2 sites from every Open Green Map. Zoom in to see more (or click Maps above to explore each map separately).

At Legend, click categories, then toggle different icons to filter your view. Use the Search Tab to jump to different world locations. Each map's introduction will appear on the Info Tab.

Find out more by clicking About, and take part in this social mapping platform!

DONATE

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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 of the sites.



open GREEN MAP Baltimore Regional Green Map


Baltimore United States

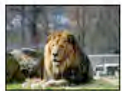
Home > Groups >

View Map About Join Map Team Suggest a site

Map Satellite Hybrid Terrain

Maryland Zoo in Baltimore

 more info + x


 Average: 4 (1 vote) 1 comment

Druid Hill Park
Baltimore
410-396-7102

Druid Hill Park
added 11/2007 by Baltimore Green Map

Legend Info Search

Green Map Icons ?

- Sustainable Living ☒
- Nature ☒
 - Land and Water ☒
 - 
 - Flora ☒
 - Fauna ☒
 - Outdoor Activities ☒
 - Culture and Society ☒
- Routes and Areas**
 - Routes ☒
 - Areas ☒

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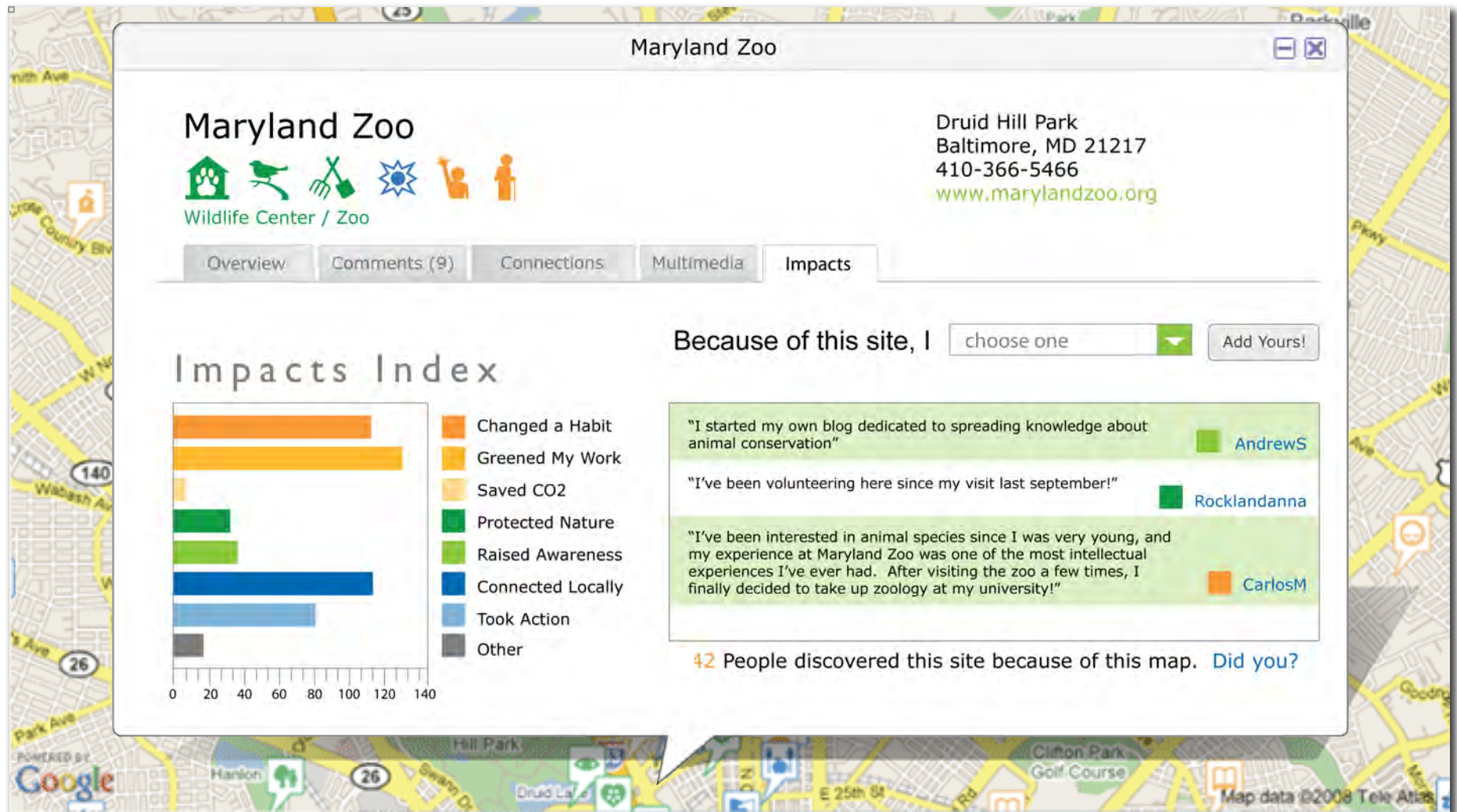
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At the Multimedia tab, everyone is invited to share their own images, videos and PDFs about the green site



A screenshot of a web application interface for the Maryland Zoo, overlaid on a Google Map of Baltimore. The interface has a title bar "Maryland Zoo" with standard window controls. Below the title bar, the text "Maryland Zoo" is displayed in a large font, followed by a row of six icons: a house with a paw print, a bird, a shovel, a star, a person with a flag, and a person. Below these icons is the text "Wildlife Center / Zoo". To the right of the icons, the address "Druid Hill Park, Baltimore, MD 21217" and phone number "410-366-5466" are listed, along with the website "www.marylandzoo.org". Below this information is a horizontal menu with five tabs: "Overview", "Comments (9)", "Connections", "Multimedia", and "Impacts". The "Multimedia" tab is currently selected. The main content area is divided into two columns. The left column features a video player showing two African penguins. Below the video is a description: "Penguins at Maryland Zoo" followed by "Taken at the Baltimore Zoo, these African Penguins are participating in an enrichment program." Below the description, it says "added by CarlosM 5/20/08" and provides a "Paste HTML to embed in website:" section with a code box containing "<object width='225' height='18'". The right column is titled "Videos/Images add" and contains two thumbnail images: one of a penguin and one of a person holding a map. The background map shows the area around the zoo, with labels for "Parkville", "Wabash Ave", "26", "Hanson", "Druid La", "E 25th St", "Clifton Park Golf Course", and "Map data ©2008 Tele Atlas".

The Impacts tab collects data that describes how each site benefits individuals and communities.



The Impacts tab data is aggregated under the About tab, where you can find more background on the project and the people behind it.



[Home](#)
[English](#)
[About](#)
[Join Map Team](#)
[Suggest a site](#)

[View Map](#)
[About](#)
[Join Map Team](#)
[Suggest a site](#)

About NYC Energy

Everyday New Yorkers are working together to address our energy needs and carbon footprint. As a continuous project, the NYC Energy Green Map features the latest green energy trends and sites in order to help generate sustainability throughout New York's five boroughs!

This map includes sites gleaned from several different maps, including:

- Our 2006 energy-themed Powerful Green Map of NYC (downloadable at Map link on the right),
- Interactive Open Green Maps about LEED Buildings (charted by Brigid Keating) and our citywide views which are linked to Search on the right.
- Our intern, Aaron Miller collected several sites from the NYC Solar Map ([nycsolarmap](#)) created by New York City Solar America City Partnership which is led by Sustainable CUNY, and other sources. Find an [overview](#) [here](#) - be sure to review his research on energy maps made in New York State.
- Of course, PlaNYC 2030, Mayor Bloomberg's plan for a greater, greener New York is an important resource as is the USGBC / Urban Green NYC Green Codes task force report.

Our work isn't over and we need your help! Pitch in and suggest new sites by clicking the tab over the map. Not near a computer... No Problem! When you discover a new site, use your mobile smartphone and add them at [GreenMap.org](#). We'll review your suggestion and soon, your sites will appear on the map.

Each site starts with a small info window. Click the title and choose Comment to add your viewpoints, or Multimedia to add your own images, PDFs or videos. Thank you for enhancing existing sites!

We want to share this map with everyone! Visit our webpage at [GreenMap.org/nyc-energy](#) to find out how to embed it in your website or blog. Have another idea that would bring this important energy data to new audiences? Contact us at [apple\[at\]greenmap.org](#).

Our thanks to Con Edison's Strategic Partnership program for supporting this initiative. Your involvement in NYC's energy will make a big difference to our future. Get involved today!

Impacts

Impact	Count
Changed a Habit	2
Connected Locally	4
Greened my Work	3
Raised Awareness	2
Saved CO2	5
Took Action	1

Sponsor

Energy Innovation with a Powerful Legacy!

This is probably the first renewable energy installation in New York City, designed by Travis Price. There's a fascinating New York Times article (which includes this photo by the esteemed author Jon Naar) entitled [The Wind Farmers of East 11th Street](#) by Josh Weil - read it to see how every effort contributes to a brighter, healthier future.

Outcomes

6 people discovered green places because of this map.

Number of sites: 467

LEED Building Medallion

[Info](#)
[Search](#)

View: [Mapmaker Profile](#)

View: [Map Website](#)

Download: [Map](#)

Energy is on the map! Renewables, efficiency, embodied energy, LEED buildings, buying local, reuse, climate change and more. Suggest new sites as you discover them throughout the 5 boroughs.

Begun Jun 2011
Updated: 3 days ago

Outcomes

Number of sites: 467

Team members: 5

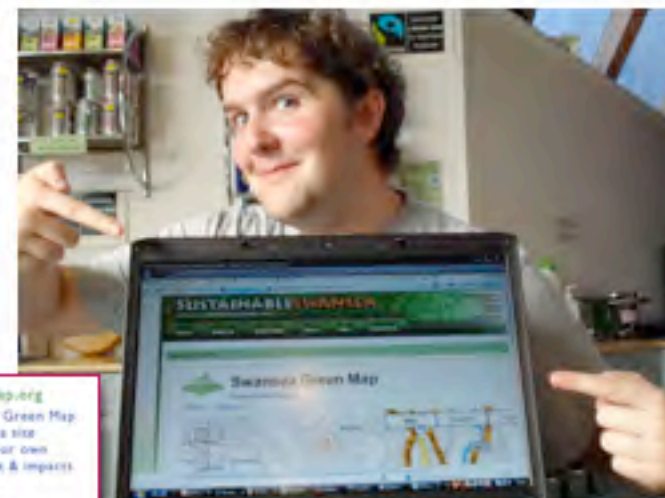
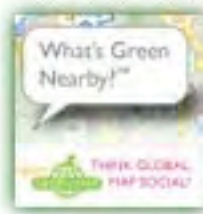
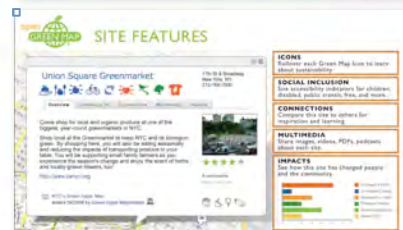
Comments: 9

Add to this Green Map

[suggest a site](#) | [join team](#)

DONATE

Open engagement resources help mapmakers develop inclusive processes, events and PR for involving the community and media



Green Map System has received national and international awards in addition to those won by local Green Map projects



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
Living Labs Global

INDEX Awards Finalist

Cause / Affect

Tele Atlas Maps in Apps

NetSquared

We Media Pitch It



Think Global, Map Local!



Explore GreenMap.org

Wendy Brawer - Founding Director
web@greenmap.org +1 212 674 1631

facebook.com/greenmap

#GreenMap