



## **Press Release**

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Images: [GreenMap.org/press](http://GreenMap.org/press)

### **Open Green Map, a New Way to Experience the World**

Promoting local green living, nature and culture since 1995, Green Map® System has empowered a diverse locally-led mapmaking movement that has spread to more than 530 cities, towns and villages in 54 countries. Committed to engaging communities and individuals in charting a sustainable future, the New York City-based non-profit organization is currently in Preview phase on their most powerful, comprehensive online tool to date – the Open Green Map.

As previewed at **OpenGreenMap.org**, this participatory sustainability mapping platform makes a vast array of carefully researched sites, routes and resources charted by local Green Mapmakers instantly accessible. Moreover, it invites public sharing of insights, images and impact assessments for each green living site, natural, cultural or civic resource on the map. Open Green Map merges open source and familiar Google Map technology with globally recognized Green Map Icons and local knowledge to energize the booming 'go local', ecotourism, green jobs and social justice movements worldwide. Each Open Green Map encourages exploration and action, builds skills and networks, expedites the transfer of model initiatives and gives all users a more powerful voice in promoting sustainable futures.

"A few months after collaborative development began in spring 2008, our ever-growing global network began making the first Open Green Maps," stated Wendy Brawer, Founding Director of Green Map System. "From Austin to Baltimore and Stockholm to Yogyakarta, over 2,800 sites can already be explored". By reducing the technical and financial barriers to online mapmaking, the platform will inspire thousands of communities to get on the Green Map. The goal is to give all users a fresh perception of the

opportunities to make greener everyday choices while enjoying and caring for the nature that is nearby and celebrating their own community's special places and social resources.

Formally launching on World Environment Day (June 5) 2009, Open Green Maps can already be explored in multiple websites and blogs, and enhanced with public commentary. Soon, Green Map System will begin development of mobile phone and data sharing applications that will make the rich array of Open Green Mapped sites accessible on the go. Check out 'In Progress' at [OpenGreenMap.org](http://OpenGreenMap.org) for more details.

"Already, Spanish and Portuguese interfaces are inviting Latin Americans to take part, thanks to support from Natura Cosméticos," said Carlos Martinez, Director of Programs for Green Map System. Open Green Map supporters include the Herb Block Foundation, Foundation for Sustainability & Innovation, pair Networks, Patagonia and others (see Sponsors online for more). "Over time, even those without computers will benefit as Open Green Map's data is shared in wireless, offline publication and other formats."

### **Think Global, Map Local!**

[OpenGreenMap.org](http://OpenGreenMap.org) has received significant press coverage and other recognition, noted online at Testimonials. Most recently a Finalist in the We Media's 'Pitch It' competition, in 2008, Open Green Map placed third in Tele Atlas 'Maps in Apps' competition and became a NetSquared Featured Project. Green Map System has been a Technology Benefiting Humanity laureate since 2001 and a 1999 recipient of the National Sustainability Award in New Communications Tools, among other honors.

Explore the world at [OpenGreenMap.org](http://OpenGreenMap.org). Find out more about the mapmaking process, hundreds of locally-published Green Maps and the people behind the global movement at **GreenMap.org**. Reach the global office at [info@greenmap.org](mailto:info@greenmap.org) or + 1 212 674 1631. The nonprofit Green Map System welcomes financial, technical and media support as it extends a hand to all communities worldwide striving to go green.

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