



Press Backgrounder

May 12, 2010

Contact: Té Baybute

email: info@greenmap.org

tel: +1 212 674 1631

Images, PR: GreenMap.org/press

Green Maps – A Timely Vehicle for Social Change

Green Map® System promotes inclusive participation in sustainable community development worldwide. This New York-based nonprofit has supported over 650 locally-led projects in 55 countries as they create perspective-changing Green Maps that inspire discovery of local green living sites, ecological, social and cultural resources. "Hundreds of published Green Maps highlight the uniqueness of home as they promote community well-being, helping people of all backgrounds appreciate and protect the natural environment that surrounds and supports us," stated Wendy E. Brawer, Founding Director of Green Map System.

Green Map System and its locally-led global movement are delighted to be represented in the National Design Triennial. Global cooperation to solve the world's problems is reflected in "Why Design Now?" held at Cooper-Hewitt, National Design Museum throughout 2010. Find Green Maps in the exhibition and Green Map Icons in the family guide map. Learn about this movement and its worldwide impacts through the museum's educational tours and summer workshops, as well as at a special program this fall.

The award-winning Green Map network exemplifies the Triennial's theme. Created by NGOs, city agencies, social entrepreneurs, universities, CSR programs, grassroots and youth groups, Green Maps have meaningful impacts that expand the demand for healthier, greener choices, expand networks and help successful model initiatives spread to even more communities. The organization's approach to promoting sustainability, 'go local', ecotourism and social justice movements is a practical example of collaborative development. Moreover, each project incubates local leadership, communications and organizing skills that support the emerging green economy.

Every Green Map project shares adaptable Green Mapmaking tools and uses the acclaimed globally designed Green Map Icons to highlight and link their sites. As seen at <http://GreenMap.org>, there are over 500 unique Green Map editions in use worldwide. More than one hundred of these can be explored on a recently launched interactive mapmaking website. Open to public viewpoints, images and impact assessments, the Open Green Map platform is designed to reduce barriers to participation and significantly increases the usefulness of the maps on the desktop or via the mobile website. iPhone users can explore remarkable green sites and the ever-growing movement through its Green Maps, photos, blogs, tweets and videos on the Green Map App. Find diverse Green Maps and globally contributed multimedia resources embedded in many websites and blogs, thanks to lively newly designed widgets (debuting in late May).

The Green Map organization continually creates new maps of New York City at the same time, piloting innovations that benefit the city's environment and climate while engaging diverse schools, universities and community groups in the mapmaking process. Find out more about the New York project at <http://GreenAppleMap.org> and interact with the map at <http://OpenGreenMap.org/nyc>.

Celebrating its 15th anniversary in 2010, Green Map System is a recipient of the US National Sustainability Award in New Communications Tools, winner of the Municipal Art Society Merit Award, an Index Award finalist and is listed among the United Nations Best Practices 100, among other local and international honors. It is also a Top-Rated Green Nonprofit by GreatNonprofits.

Explore how Green Map System uses 'web 2.0', social innovation and traditional mapping tools to effectively engage community members, decision-makers and tourists worldwide. Visit <http://GreenMap.org> or contact the global office at +1 212 674 1631 (or info@greenmap.org). Get involved and Think Global, Map Local!

###