



Press Release

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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 550 cities, towns and villages in 55 countries. Committed to engaging communities and individuals in charting a sustainable future, the New York City-based non-profit organization recently launched their most powerful online tool to date – the Open Green Map.

As seen on **OpenGreenMap.org**, this participatory mapping platform makes a vast array of carefully researched sustainability 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, social innovation, natural, cultural or civic resource on the map. Open Green Map merges 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 locally-led global network began using this social mapping platform," stated Wendy Brawer, Founding Director of Green Map System. "From Austin to Baltimore and Stockholm to Yogyakarta, over 4,000 sites on more than 50 maps can already be explored". By reducing the technical and financial barriers to online mapmaking, the platform will inspire hundreds of communities to get on the Green Map, giving all users a fresh, engaging perception of their home. Indeed, the number of newly registered Green Map projects is increasing 30% faster than in any previous year.

Open Green Map transforms local information into global interaction. "Already, Spanish and Portuguese interfaces are inviting Latin Americans to take part," said Carlos Martinez, Green

Map's Director of Programs. " Working with Openflows Community Technology Lab and Green Mapmakers worldwide, over time, even those without computers will benefit as Open Green Map's comprehensive data is shared in wireless, offline publication, printed Green Maps and other formats."

Open Green Maps can be explored in multiple websites and blogs, and enhanced with public commentary. Soon, Green Map System will begin development of mobile and data sharing applications that will make the rich array of Open Green Map sites accessible on the go. Check 'In Progress' for details of upcoming features, and Share & Promote to help spread the news.

Formally launched on World Environment Day, June 5 2009, 10 countries and 14 local Green Map projects took part in this celebration by hosting public events in Cape Town, Geneva, Jakarta, Stockholm, Baltimore, Santiago, Pereira, Baltimore, and other places noted at GreenMap.org/ogm-launch. In New York City, Green Map System organized multilingual demos at their local celebration and showcased the first 50 Open Green Maps. People all around the world also participated in the launch via Twittermap.tv (keyword : greenmap).

Think Global, Map Local! . . . Think Global, Map Social!

Green Map System is a recipient of the US National Sustainability Award in New Communications Tools, a Technology Benefiting Humanity Laureate, and placed on the United Nations Best Practices 100 List, among other honors. The Open Green Map social mapping platform has received significant press coverage and recognition from We Media, NetSquared and Tele Atlas and support from Surdna Foundation, Natura Cosmetics, Herb Block Foundation, pair Networks, Patagonia and others (see Sponsors online for more). This innovation is also a Finalist in the Index Awards, and will be part of the traveling exhibit associated with this prestigious European design prize.

Enrich the world and envision the future with the Open Green Map. 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 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. #