

## MEDIA KIT

### JERUSALEM GREEN MAP

Coordinated and produced by the Society for the Protection of Nature in Israel (SPNI), the Sustainable Jerusalem Green Map documents environmental and social sites and activities in the City of Jerusalem, enabling residents and tourists alike to experience the green side of the city in a new and exciting way. With the help of a large pool of student volunteers - both from Israel and abroad - the Jerusalem Green Map contains 50 different information layers and has mapped over 750 individual sites across the whole city. With the support of Israel's Ministry of Environmental Protection, the Jerusalem Green Map has developed an interactive, continually updated on-line version, enabling the user to receive the most up-to-date information.

The Sustainable Jerusalem Green Map was officially launched in February 2006 following two years of intensive work. Building the Jerusalem Green Map network included identifying the layers of information relevant to Jerusalem, translating the icons and definitions into Hebrew, accumulating and collating the information and sites with the assistance of student volunteers, and building the GIS and mapping network together with the Ministry of Environmental Protection.

Conventional maps of the city do not mark any environmental or conservation sites, such as the Jerusalem Bird Observatory or the Flower Sanctuary. Consequently the Sustainable Jerusalem Green Map promotes eco- responsible tourism and exposes the user to a range of sites which have never been officially mapped by the city. Furthermore, as the map is available on-line, it enables clear visual representation of 50 separate information layers. In this way the user can focus his search on activities that interest him, see what is happening at a city level, and more importantly what needs to be done. As the map is currently available only online it is highly accessible with no costs incurred to the user.

Since the Sustainable Jerusalem Green Map was launched it has become a flag ship project of the Jerusalem branch. Its impacts have been far reaching, as seen by the number of hits the website has received in the past year, its focus in the 2006 annual SPNI Children's Conference, and the number of sites mapped.

**Wendy Brawer, Founder Director of the Green Map System, is addressing the symposium on Green Mapping Pilgrim Cities, Routes and Sites on 22 April and on Green Mapping from a Global Perspective on 23 April.**

*"I look forward to exchanging insights and outcomes developed to support responsible tourism through the Green Map process, which has now impacted over 850 diverse*



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*communities in 65 countries,” said Brawer. “Reciprocally, the Green Pilgrimage Network’s innovative approach to urban sustainability, economic growth and interfaith dialogue will become an inspiration for our own network”.*

### About Green Map System

Utilizing community mapmaking as its call to action, the award-winning Green Map System promotes inclusive participation in sustainable community development worldwide. This New York-based nonprofit has supported hundreds of locally-led projects on all continents as they created perspective-changing Green Maps that chart local green living sites, ecological, social and cultural resources in their own communities. Cairo, Dubai and the Lebanese Biodiversity Villages are among the 850 registered projects, as are the pilgrimage cities of Amritsar, Salt Lake City and Kyoto. Whether created by NGOs, city agencies, universities, companies, faith or youth groups, locally printed and interactive Green Maps have meaningful outcomes that expand the demand for healthier, greener choices, expand networks and help successful model initiatives spread to even more communities. A recent journal about the outcome in diverse communities can be downloaded free at **GreenMap.org/impacts**.

As seen at **GreenMap.org**, there are 500 uniquely designed printed Green Maps in use worldwide and an interactive mapping resource, Open Green Map, that makes another 330 Green Maps instantly accessible and open to public viewpoints, images and impact assessments. This platform significantly increases the usefulness of the maps and their locally-sourced information to users around the neighborhood or across the world. Today, 30,000 sites can be explored today online, on smartphone browsers and with an iPhone app. Interactive Green Maps can be embedded, exported and shared to engage new audiences and partnerships.

All Green Maps share a universal set of symbols. These icons guide residents, pilgrims and other visitors toward local green culture and build the capacity for cross-cultural appreciation while helping them choose better, more sustainable and equitable ways to dine, get around, and experience the unique nature of the community. Collaboratively created Green Mapmaking tools, including manuals, books, workshop materials and multimedia strengthen communications, leadership and organizing skills, thus extending the value of participation.

The New York-based nonprofit organization is a recent recipient of the Victor J. Papanek Social Design Award, and has won the NetSquared Invitational, TreeHugger Best of Green and Living Labs Global 2010. Placed on the United Nations Best Practices 100 list in 1998, the nonprofit has received the US National Sustainability Award and is a Technology Benefitting Humanity Laureate, among other honors.

<http://www.greenmap.org.il/?lang=en>

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