

summit: Atlas of Green Mapmaking concept and contents

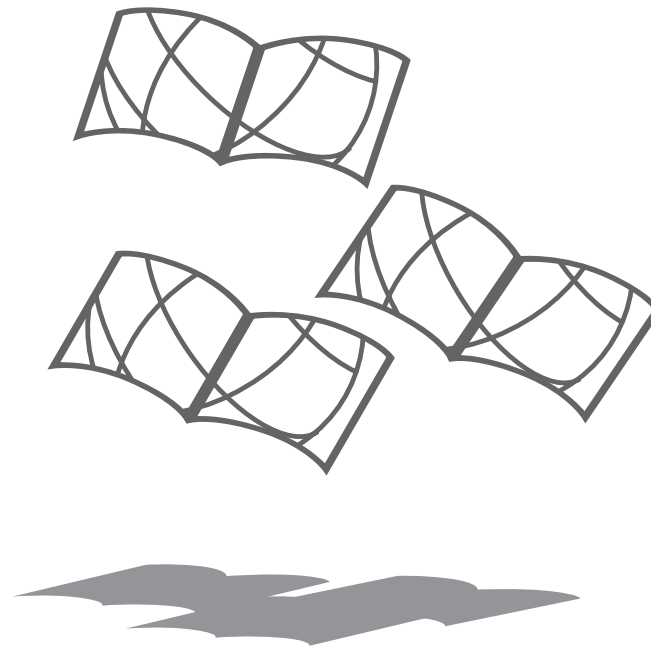
Sea Change Cottage
Provincetown, MA, USA
August 3 through 11, 2003

participants:

Wendy Brawer - United States
Rick Conroy - Canada
Matthew Groshek - United States
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Atlas: Vibrant media for catalyzing community sustainability

Introduction:

Green Map System (GMS) is an award-winning eco-cultural non-profit promoting community sustainability through locally created maps of the natural and cultural environment. Over 225 locally-led Green Map projects are currently active in 38 countries, and 150 different Green Maps have been published. Each project offers accessible, engaging ways to increase and diversify public awareness, guiding local participation in community sustainability. This year GMS is developing its first Atlas of Green Mapmaking (working title). The Atlas will be a collection of stories of the making of Green Maps and the impact they have on local communities. Volume 1 of the Atlas will highlight 10 key projects in Asia and North America, thanks to support from the Japan-US Community Education and Exchange and concerted efforts by talented Mapmakers, staff, consultants and volunteers worldwide.

Each Atlas story will be locally written and colorfully illustrated with images and detailed graphics. Using the design template developed for Volume 1, future volumes of this vibrant anthology will seamlessly appear with a regional or thematic focus. Website user needs are being carefully considered to allow all text to be replaced in any language to help GMS overcome cultural barriers. Watch for the online launch of the Atlas in both Japanese and English in early 2004.

While a website was always part of the Atlas vision, our plans for a conventional printed volume have been revised. An international Atlas Working Group convened on Cape Cod Massachusetts for the Atlas Concept and Contents Summit, an exciting week of project development. During the Summit and the technological assessments and planning sessions that preceded it, we determined that GMS's organizational goals would be better served by producing a lively series of locally printable Portable Document Files (PDFs), which digitally deliver original images, graphics and text. PDFs are easy to download with free Adobe Acrobat software, and the option of viewing the Atlas on the screen or printing it as a book is left to the reader. PDFs can be easily saved on the computer, emailed to colleagues, community leaders, policy makers, students and press. There's no need to create hard copies that must be transported, stored or recycled. This will help GMS maximize the audience reach and impact of the Atlas.

Fully funded, a CD ROM of the Atlas could be enhanced to include high-resolution images suitable for high quality local printing in color or black and white. Atlases could be printed even where there is no internet access, thus meeting our goal of serving developing world communities, inner cities populations, kids with limited internet access, libraries and Luddites. Since copies can be printed as needed, our regional network of leaders (Green Map Hubs) can act as local publishers and distributors, thus ensuring the printed Atlas and CD ROM are available to new audiences at low cost and reduced ecological impact. Moreover, the CD ROM's high-resolution Atlas stories and images will be ready for reproduction in books and magazines, for projection and exhibitions, ideal for worldwide outreach.

The Atlas stories will lend credibility and provide inspiration to all Green Map projects whether viewed online or off. To promote understanding of GMS concepts and methods, copies can be provided to potential partners, included in funding proposals, and added to media outreach packets. GMS will share Atlas income (from sales of CD ROMs and prints and voluntary contributions) with each featured project and our Green Map Hubs to seed future Atlas volumes and other key Green Map initiatives. Thus, the Atlas will reinforce a wide range of GMS's current and future objectives.

This Summit PDF introduces our updated concept and work plan, documents our methodology and provides a sample of publication. The design of this PDF is for illustration purposes only and does not reflect the Atlas' final appearance. There's much more to come, and we are seeking additional in-kind and financial support for these multi-media Atlas resources. Thanks again to collaborating partners at Green Map Japan and Tennen Design Forum, our funders at Japan-US Community Education and Exchange and the GAEA Foundation for providing the Summit a venue at their delightful Sea Change Cottage in August 2003. A special thanks to all Summit participants.

We believe a decentralized digital publication is the ideal way to support Green Map System and community sustainability worldwide. We encourage you to consider how each Mapmaking story and the Atlas can catalyze much-needed citizen involvement and social action. Your suggestions and help are welcome!

Wendy Brawer, Green Map System Founding Director

August 10, 2003



Assessment Criteria: Which 10 projects should be featured in the first volume of the Atlas of Green Mapmaking?

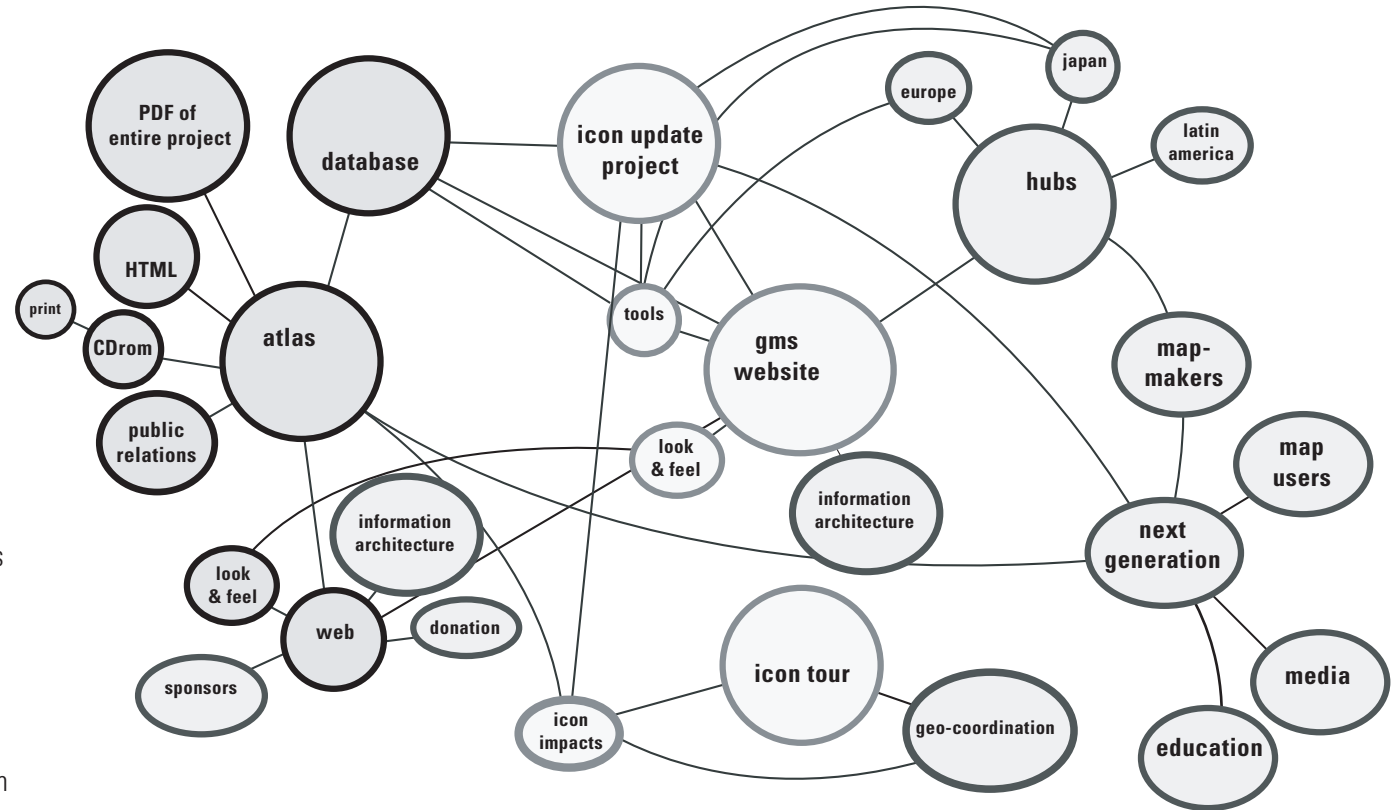
Our decision matrix compared:

- whether a unique process or unique result was incorporated
- how the project secured local support (volunteers, funding, in-kind)
- whether the map charted local sustainability resources sufficiently
- how the outcomes of the project were shared with the local community
- how the project contributed resources to the Green Map network
- whether the project has a future sustainability progress plan
- how easily Atlas readers will be able to access a printed or online version of their map

From a shortlist of exemplary projects, ten have been invited to participate. Projects will confirm participation in August. The final list includes six Asian and four North American, four of them from Japan and three from the US. This list includes:

Jakarta, ID
 Toronto, CA
 Setagaya/Tokyo, JP
 Hakodate, JP
 Robeson County NC, US

Pune, IN
 Kyoto, JP
 Hiroshima, JP
 New York, US
 Milwaukee, US



Initial mind-map of GREEN MAP SYSTEM PROJECT PRIORITIES: What is the relationship between the Atlas and other current GMS projects?

Note: early concept relationships as defined by Atlas Summit team



Audience Needs

Who is our audience and how will they want to use this Atlas?

The audience identified includes:

- educators
- students of all ages
- researchers
- city planners and community developers
- librarians
- map enthusiasts
- environmentalists
- journalists
- digital culture buffs
- sociologists
- preservationists
- tourists (including “virtual”)
- policymakers
- and the general public.

Audience will be able to use the Atlas in these formats:

- view online
- download and view offline
- project onto large screens
- email as attachment
- print and bind as complete book
- print a single story
- print and make poster version
- view on CD ROM
- print from CD ROM
- compose CD ROM presentations, exhibits and articles

These options will exponentially increase accessibility for users from all walks of life.

Establishing Deliverables

How can we make and distribute a sustainable Atlas in keeping with Green Map System’s philosophy and mission?

Note: by framing the Atlas project primarily as a digital document, we allow for the empowering of individual initiative. Through its decentralized distribution we realize the Atlas’ potential for strengthening civil society.

Atlas component	Justification
1) HTML overview.....	Accessible on any computer, easily navigated, searchable.
2) PDF of each featured project.....	Available for quick download, stable in appearance.
3) PDF of entire (Atlas) project.....	Accessible for onscreen viewing, local printing and email sharing
4) CD ROM of entire (Atlas) project.....	Resource for educators, presentors, and those without internet access. Can contain high-resolution images, which will be useful for exhibit quality reproduction of images. Hubs can make and distribute CD ROMs and print out books. CD ROM, Atlas books and Green Maps can be made available through Atlas website and at events. Regional distribution by Green Map Hubs encourages translation.
5) Print copies.....	Made locally as needed (A4 or US letter size paper).

Note: the CD component will be further reviewed and considered with respect to design, dissemination, cost and income generation. Additional considerations include open source methodologies, digital distribution and online use versus print output and cultural variables between them.



Who reviews this document?

Funders:

Japan-US Community Education and Exchange (JUCEE)
Gaea Foundation
Japan Foundation Center for Global Partnership (pending)
Key Individual Donors
Key In-kind Supporters
Potential funders for future volumes/languages

Summit Participants to date:

Wendy E. Brawer, Designer/GMS Founder
Elliot Crown, Copywriter
Rick Conroy, Technology Advisor
Matthew Groshek, Information Designer
Masahiro Horiuchi, Designer and Educator
Justin LaFontaine, Planner
Ray Sage, Music Production
Dominica Williamson, Design Strategist
Misako Yomosa, Planner (virtually)

Summit Participants to come:

Roy Arezzo, Educator
Amanda Hickman, Technology Circuit Rider
Joyce Moty, Artist
Nina Reznick, Entertainment and Non-profit Lawyer

Technology Advisors:

Ben Discoe, Open Source Developer
Dan Convissor, Database Designer
Abby Weissman, Design Technician

Atlas Task Force (all Mapmakers, formed at Bellagio)

Isabelle Duvivier, Santa Monica, US
Beth Ferguson, US-Mexico Border
Enar Hansson, Goteborg, SE
Maeve Lydon, Victoria, CA
Liana Bidart, Cuba's Mapa Verde
Leonardo Freire de Mello, Campinas, BR
Marco Kusuma-Widjaja, Jakarta, ID
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