Introducing the
Jacksonville "Green Map" Initiative

North Florida

UNF Environmental Center
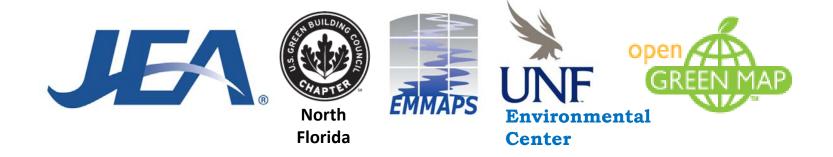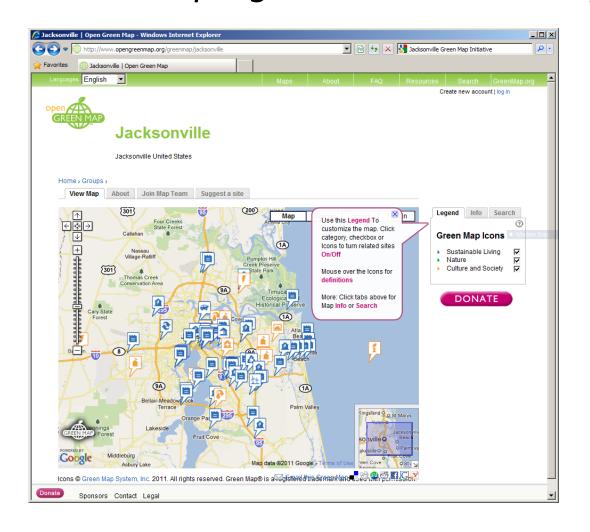
open GREEN MAP

Presented at the "2011 Jacksonville Environmental Symposium: Building a Greener Quality of Life"
August 19, 2011, University of North Florida, by J. David Lambert, Ph.D.

The Jacksonville Green Map is a map of our city that tells our good news story by highlighting what we as a community are doing to achieve environmental and human sustainability.
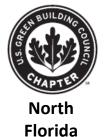
http://www.opengreenmap.org/greenmap/jacksonville

An educational resource that highlights and documents Jacksonville's progress on sustainability.

http://www.opengreenmap.org/greenmap/jacksonville

Fall 2010 – Jacksonville joins the International "Green Map" Movement

Facilitated by:
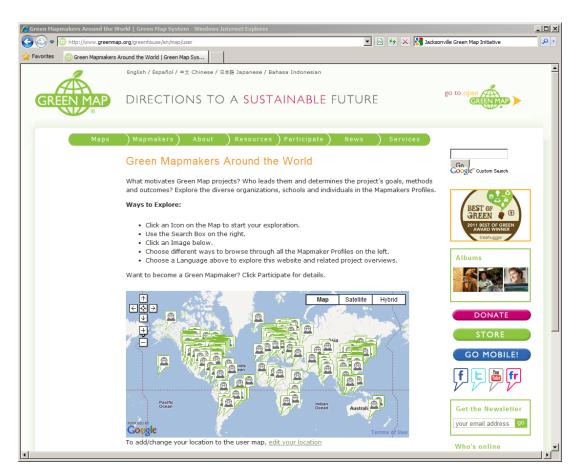

North Florida

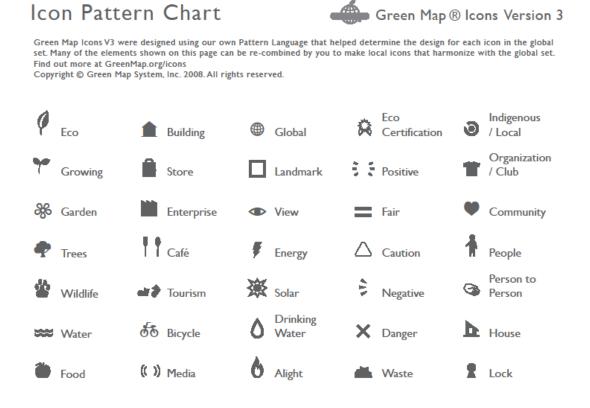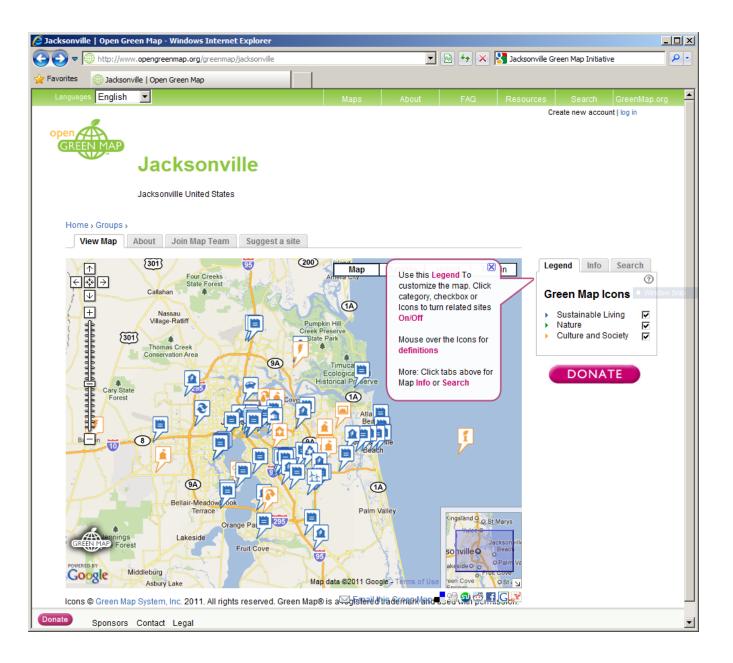Environmental Center

www.greenmap.org

Think Global, Map Local!

- Green Map Systems gives mapmaking teams the tools needed to create a map, and by letting teams use its ***"universal iconography",*** provides the means for local teams to be understood by and connected to the rest of the world.
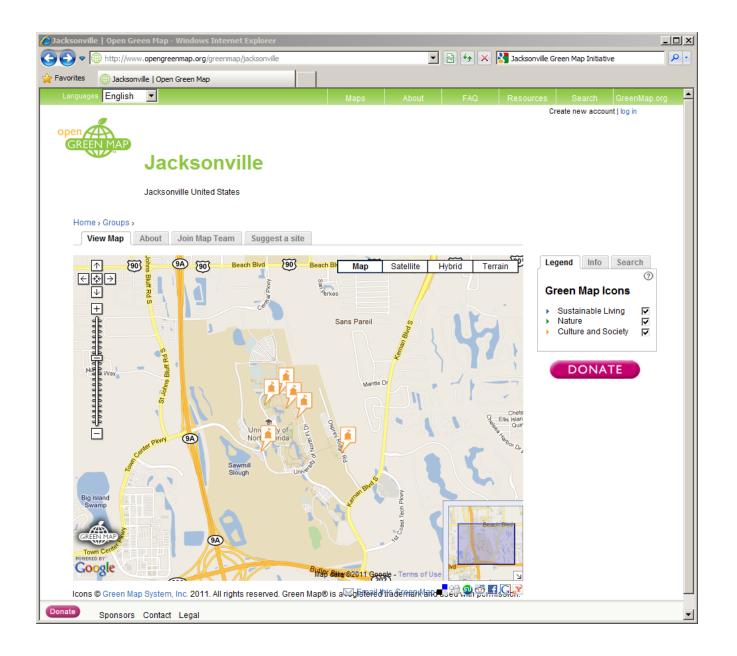
- Cost efficient, easy-to-use technology

http://www.opengreenmap.org/greenmap/jacksonville

Universal Green Map Icons

Green Map Systems designs & defines the icons, the mapmaker decides the criteria for each designation.

Icon Pattern Chart

Green Map ® Icons Version 3

Green Map Icons V3 were designed using our own Pattern Language that helped determine the design for each icon in the global set. Many of the elements shown on this page can be re-combined by you to make local icons that harmonize with the global set.
Find out more at GreenMap.org/icons
Copyright © Green Map System, Inc. 2008. All rights reserved.

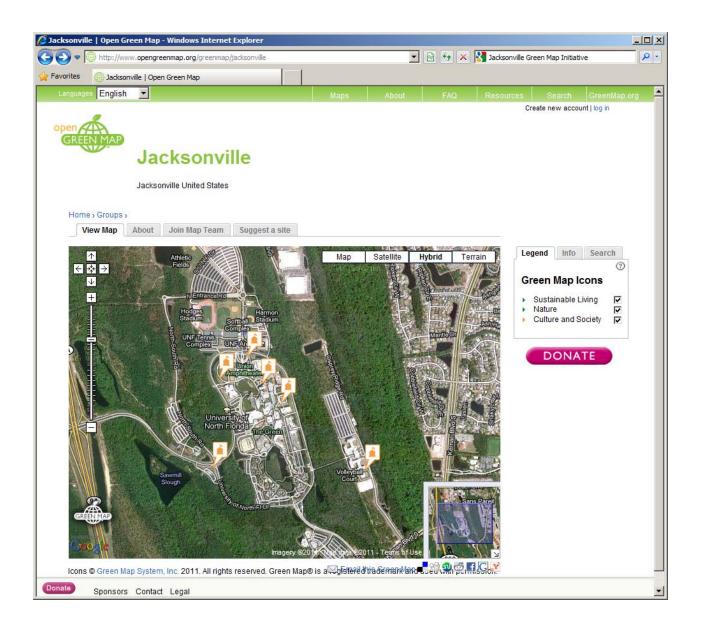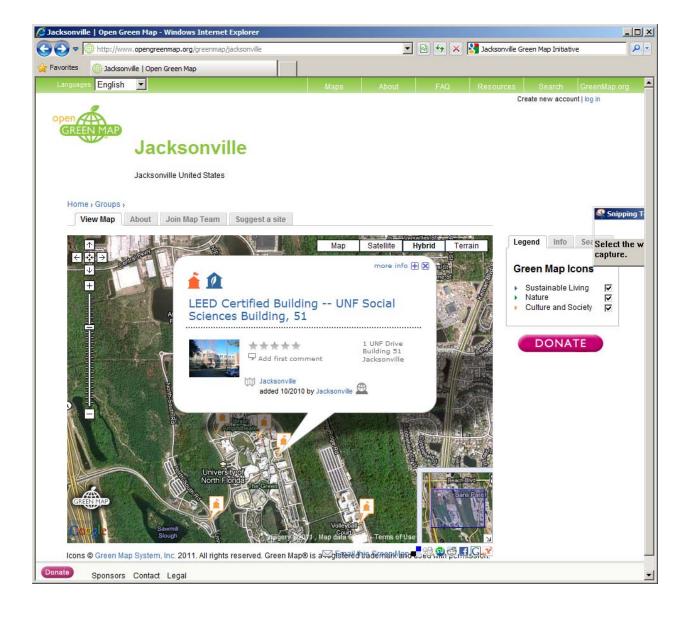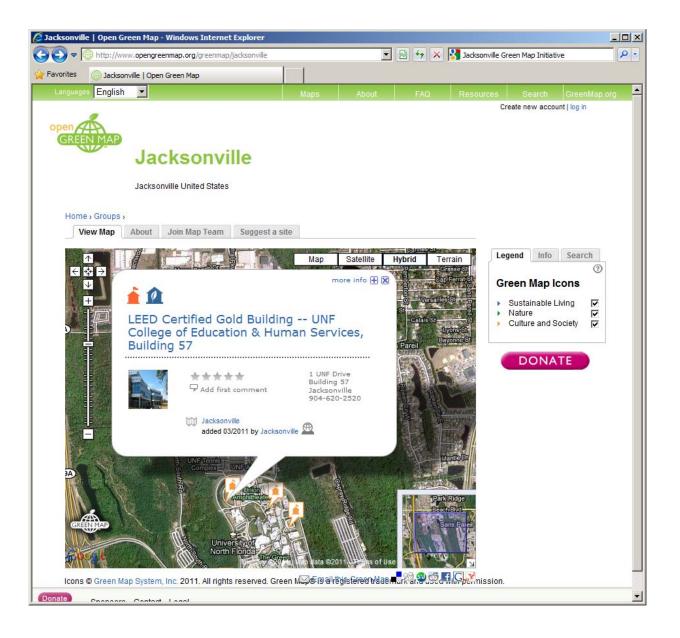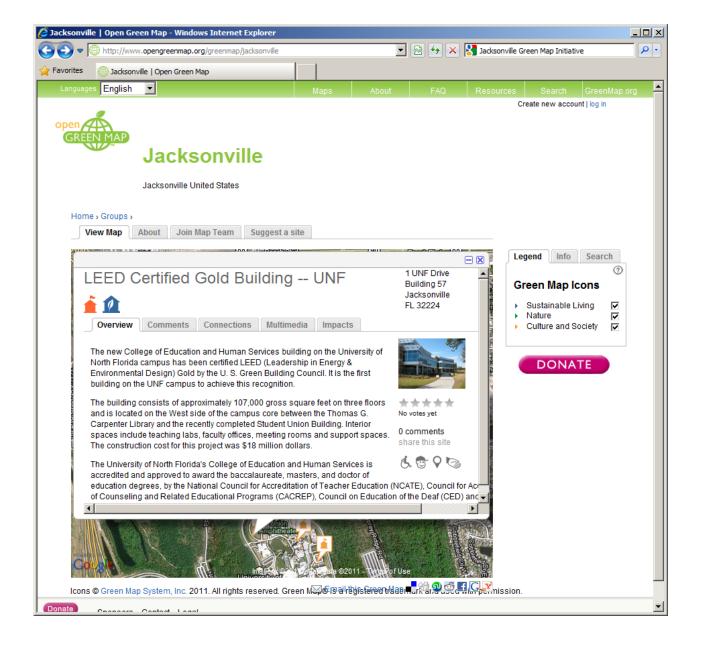| Eco | Building | Global | Eco Certification | Indigenous / Local |
Growing	Store	Landmark	Positive	Organization / Club
Garden	Enterprise	View	Fair	Community
Trees	Café	Energy	Caution	People
Wildlife	Tourism	Solar	Negative	Person to Person
Water	Bicycle	Drinking Water	Danger	House
Food	Media	Alight	Waste	Lock

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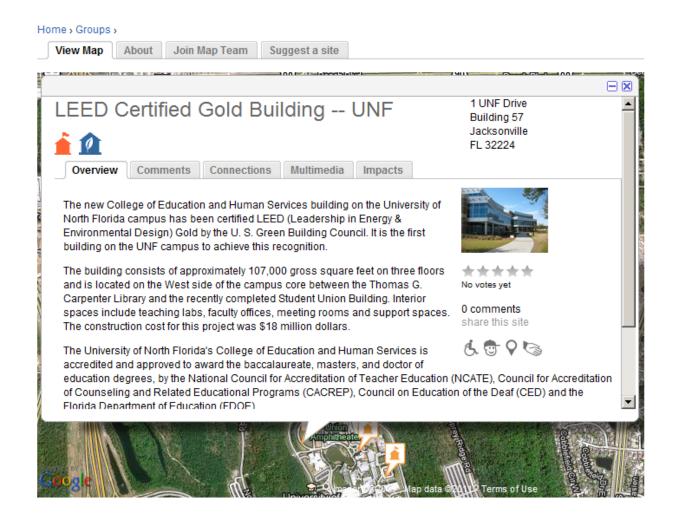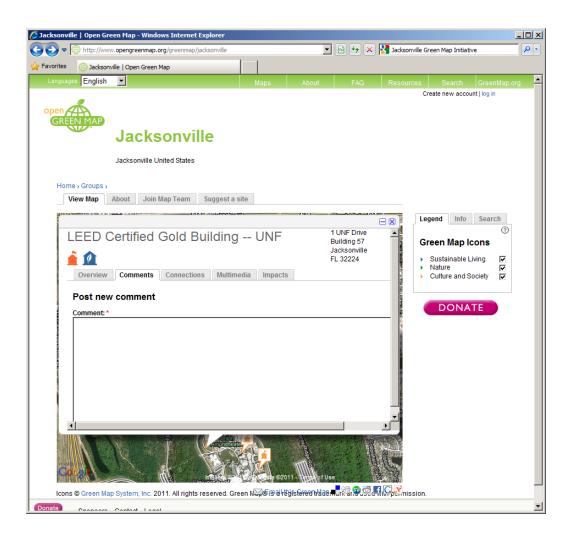
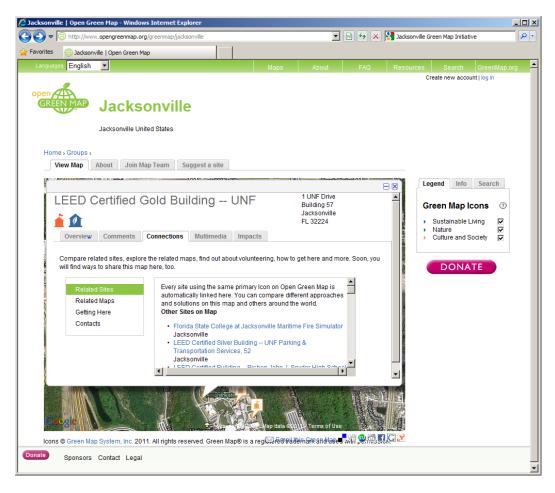**http://www.opengreenmap.org/greenmap/jacksonville**
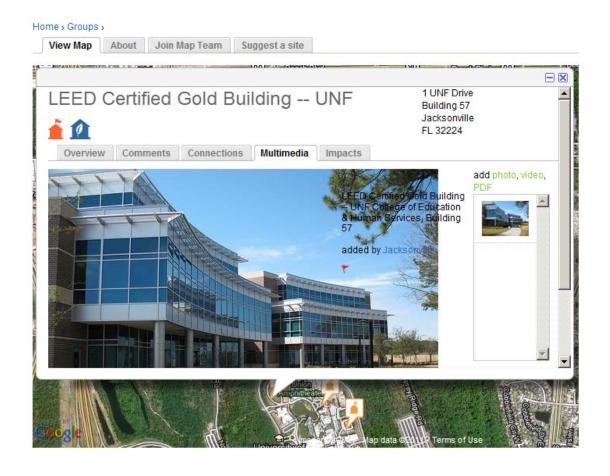
Every Green Map site has a story

Viewers can make comments about a site

Viewers can make
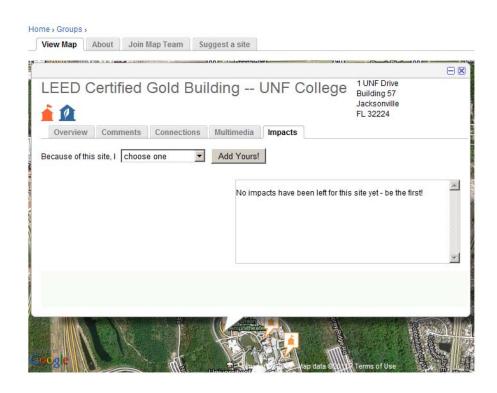# Connections and Comparisons
with other Green Map sites

http://www.opengreenmap.org/greenmap/jacksonville

Photos, videos, and PDF documents can enhance the educational value of each site

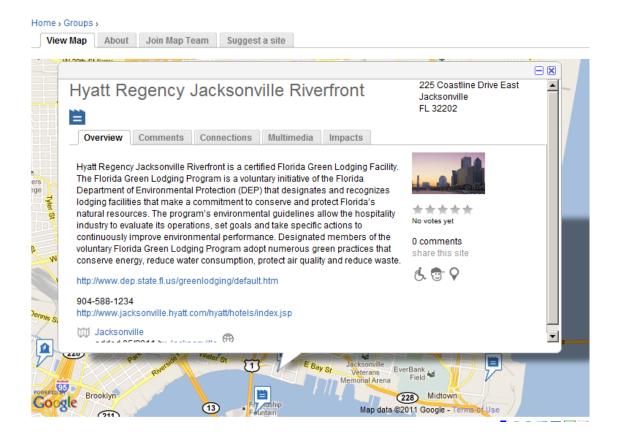**http://www.opengreenmap.org/greenmap/jacksonville**
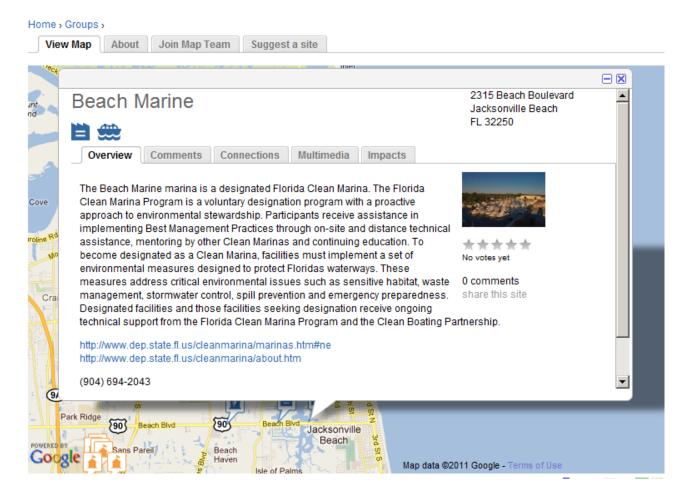
- **Because of this site, I:**
  - *Changed a habit*
  - *Greened my work*
  - *Saved CO2*
  - *Protected Nature*
  - *Raised Awareness*
  - *Connected Locally*
  - *Took Action*

Home › Groups ›

View Map | About | Join Map Team | Suggest a site

LEED Certified Gold Building -- UNF College

1 UNF Drive
Building 57
Jacksonville
FL 32224

Overview | Comments | Connections | Multimedia | **Impacts**

Because of this site, I | choose one ▼ | Add Yours!

No impacts have been left for this site yet - be the first!

http://www.opengreenmap.org/greenmap/jacksonville

The Green Map recognizes private enterprises that make a commitment to conserve and protect Florida's natural resources.
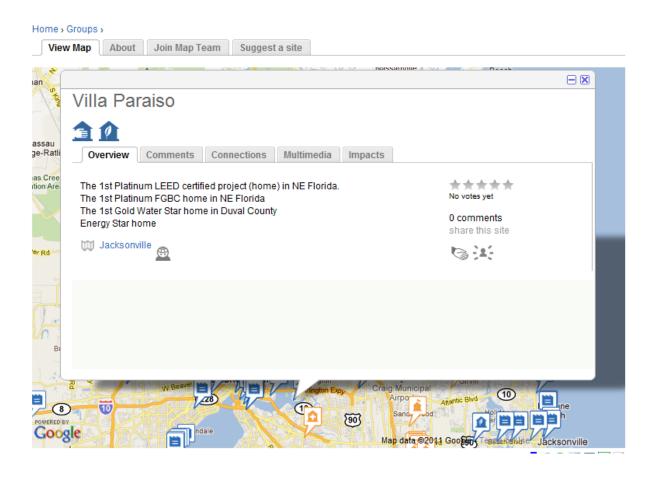
The Green Map can be a PORTAL
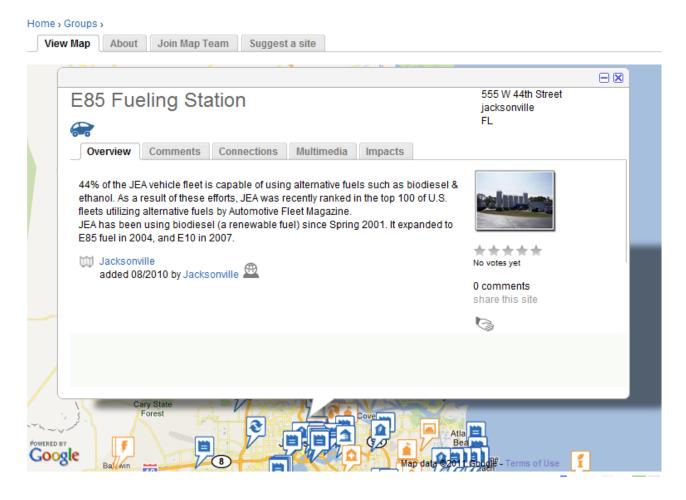# to lead the public to your program's website

The Green Map can help educate the public about Sustainability Milestones --
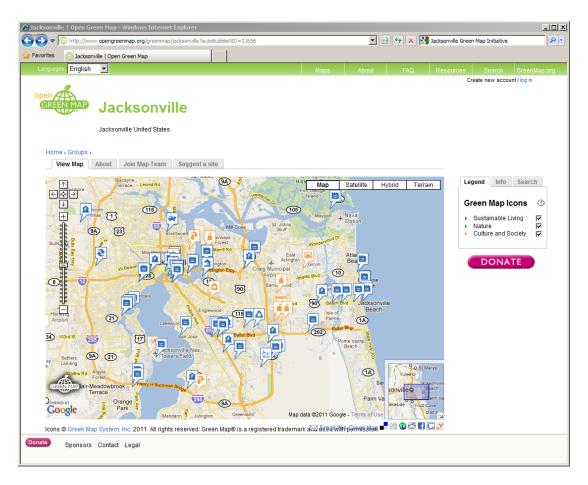# An example: 1st Platinum LEED Certified Home in NE Florida

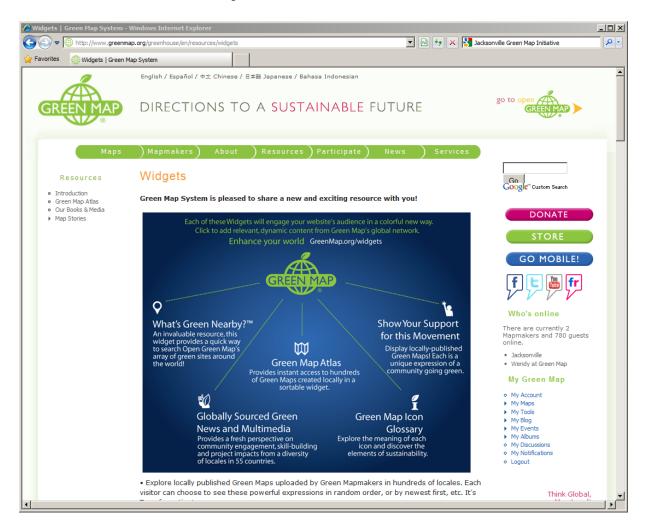**http://www.opengreenmap.org/greenmap/jacksonville**

The Green Map can help educate the public about your organization's green initiatives...

Educators can use the Green Map as a "cool tool" for teaching sustainability concepts (with in-your-neighborhood examples)

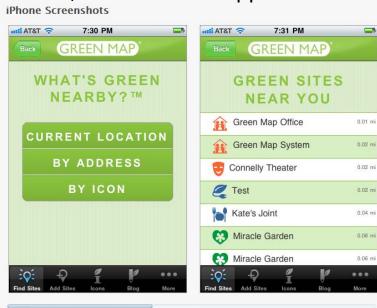# You can add the Jacksonville Green Map to your website

http://www.opengreenmap.org/greenmap/jacksonville

$1.99 From the App Store

You can suggest a site to the Jacksonville Green Map Team

http://www.opengreenmap.org/greenmap/jacksonville

Wanted:
Volunteer Content Coordinators

- **A Content Coordinator is someone affiliated with a particular content group with a focus on some area of sustainability and/or environmental awareness.**

  – Suggest and add sites that are within each coordinator's area of expertise, concentration, or focus.
  – Work closely with other community stakeholders affiliated with a coordinators group, to maintain an updated list of projects, initiatives, etc. within the content group.

  NOTE: Green Map Team administrators will ultimately have final vetting privileges for any site added to the Jacksonville Green Map to maintain the quality and integrity of the project.

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