

## Creating a map for your green open homes event

A leaflet for your event is going to be a lot better if it has a map. But getting a good map for print is easier said than done.

A quick and easy option is to take a 'screenshot' of e.g. Google Maps. If your event is using the Green Open Homes website ([www.greenopenhomes.net](http://www.greenopenhomes.net)), then you'll have a map, derived from Google Maps, with all your homes marked with a pin. Some keyboards have a key labeled 'PrtScn' ('print screen') for this purpose, and on Windows you can also use the 'snipping tool'.

Note that this will give you a relatively low-resolution image, and it will have to be reduced in size quite significantly to prevent it pixilating on the printed page.

You also need to be aware of copyright.

Our interpretation of Google's 'Permission Guidelines for Google Maps and Google Earth' – see [www.google.co.uk/permissions/geoguidelines](http://www.google.co.uk/permissions/geoguidelines) – is that this is permissible as long as it meets certain conditions. (We suggest you read the guidelines to satisfy yourself that your use of Google Maps material doesn't infringe copyright).

These are the relevant passages (italics added):

"You may print Content from Maps and Earth for *personal* use ... In all uses where print will be *distributed*, first make sure that you read our FAQ on applicable product Terms of Service and fair use."

"Fair use is a concept under copyright law in the US that, generally speaking, permits you to use a copyrighted work in certain ways without obtaining a licence from the copyright holder. There are a variety of factors that affect whether your use of Content would be considered fair use, including the purpose and character of your use, the nature of the copyrighted work, the amount of the copyrighted material used and the effect of your use upon the potential market for the copyrighted work. For example, there are differences between use in a for-fee service and use in a work of scholarship, or the use of a single map screenshot and the use of detailed map images for an entire country. There are similar, although generally more limited, concepts in other countries' copyright laws, including a concept known as "fair dealing" in a number of countries."

Our view is that using a single map for a local event that isn't for the purposes of making a profit would fall easily into fair use'. But note that:

"Google Maps may not be used as a *core part* of printed navigational content, such as tour books."

And

"When using Google Maps and Earth Content in print, any images used must reflect how they would look online."

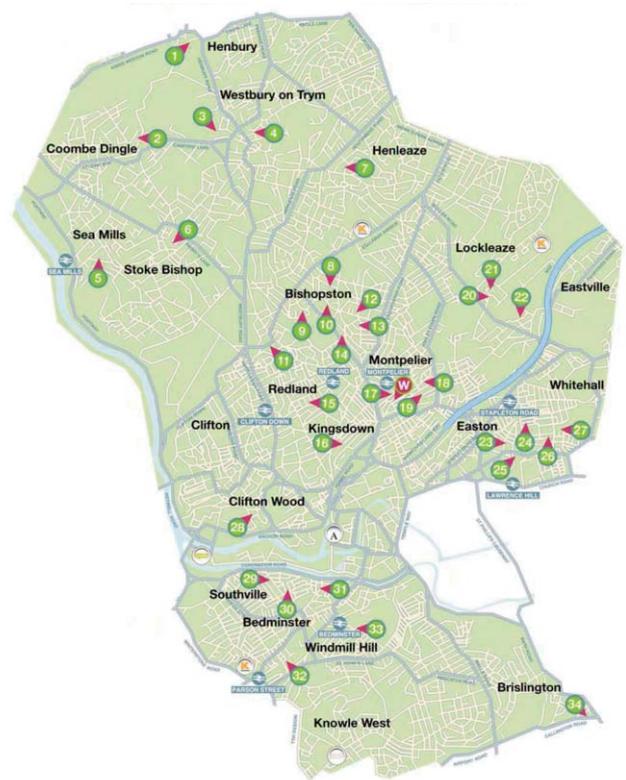


This means that you can't cut off the copyright information at the foot of the image (see picture, above).

The second approach is to draw your own map or pay a designer or illustrator to have one made for you. Note that Google have wised up to people using Google Maps as a template and have a specific clause about this in their Permissions Guidelines: "You may not use Google Maps or Google Earth as the basis for tracing your own maps or other geographic content."

If you're printing tens of thousands of leaflets, this is probably worth it. It will look much better than a screenshot and give your material character.

Bristol Green Doors produced this map (right) for their 2013 open homes weekend. This featured on an A2 fold-out leaflet. Lots of open homes events have maps that are less sophisticated than this one



The **Green Open Homes** network supports low carbon retrofit by promoting existing open homes events and helping new initiatives get going with resources, practical support and funding.

We've produced lots of other information sheets like this one covering legal and insurance issues, volunteers and marketing. See [www.greenopenhomes.net](http://www.greenopenhomes.net)



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