





THE WORLD IS POORLY ADDRESSED



4 BILLION PEOPLE DON'T HAVE AN ADDRESS

The lack of a complete, correct and unique national addressing system constitutes a major socio-economic challenge for a number of developing countries.



UPU

UNIVERSAL
POSTAL
UNION

HOUSE N¹⁰

E 193
15

STREET ADDRESSING IS
EXPENSIVE & TIME CONSUMING

AMHIS
C-10800
S-01000
H-01400

BLK

54

LANDMARK BASED ADDRESSING IS NOT SCALABLE



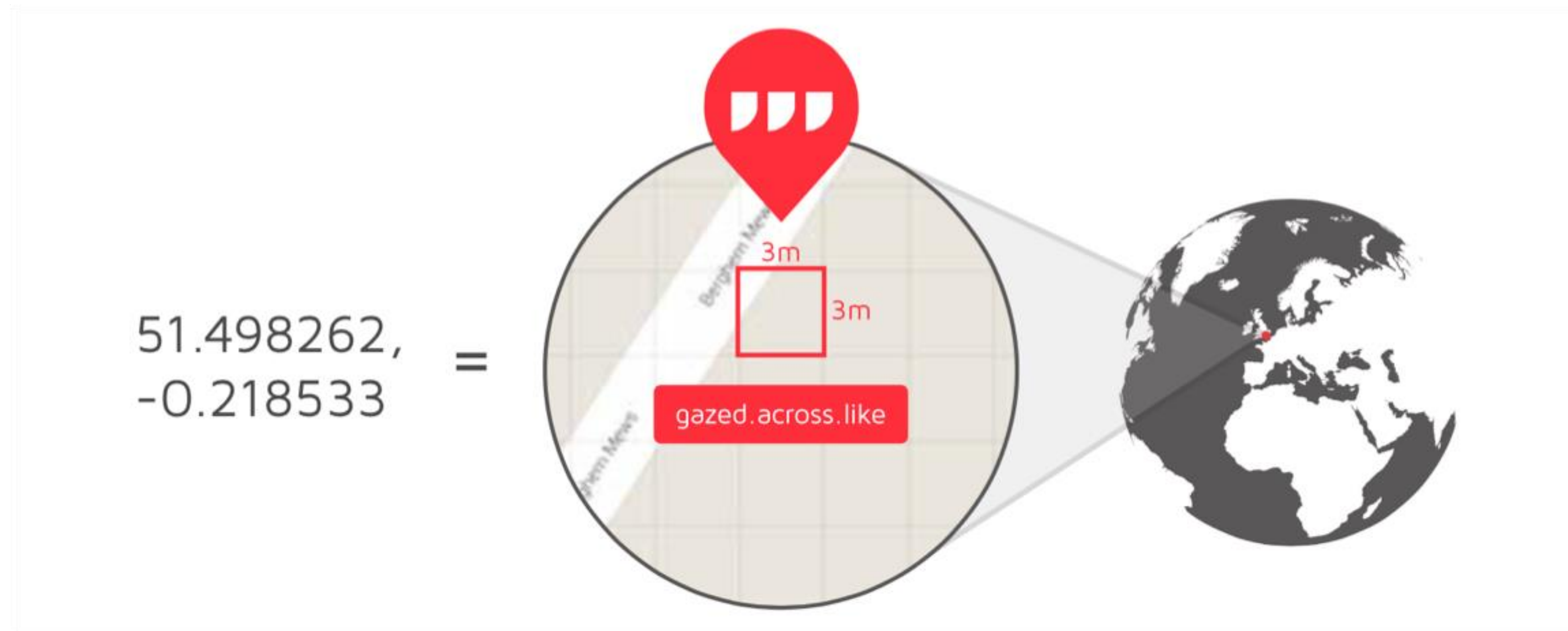
“From the Tibas cemetery, 200 meters south, 300 meters west, cross the train tracks, white two-story house.”

Costa Rica

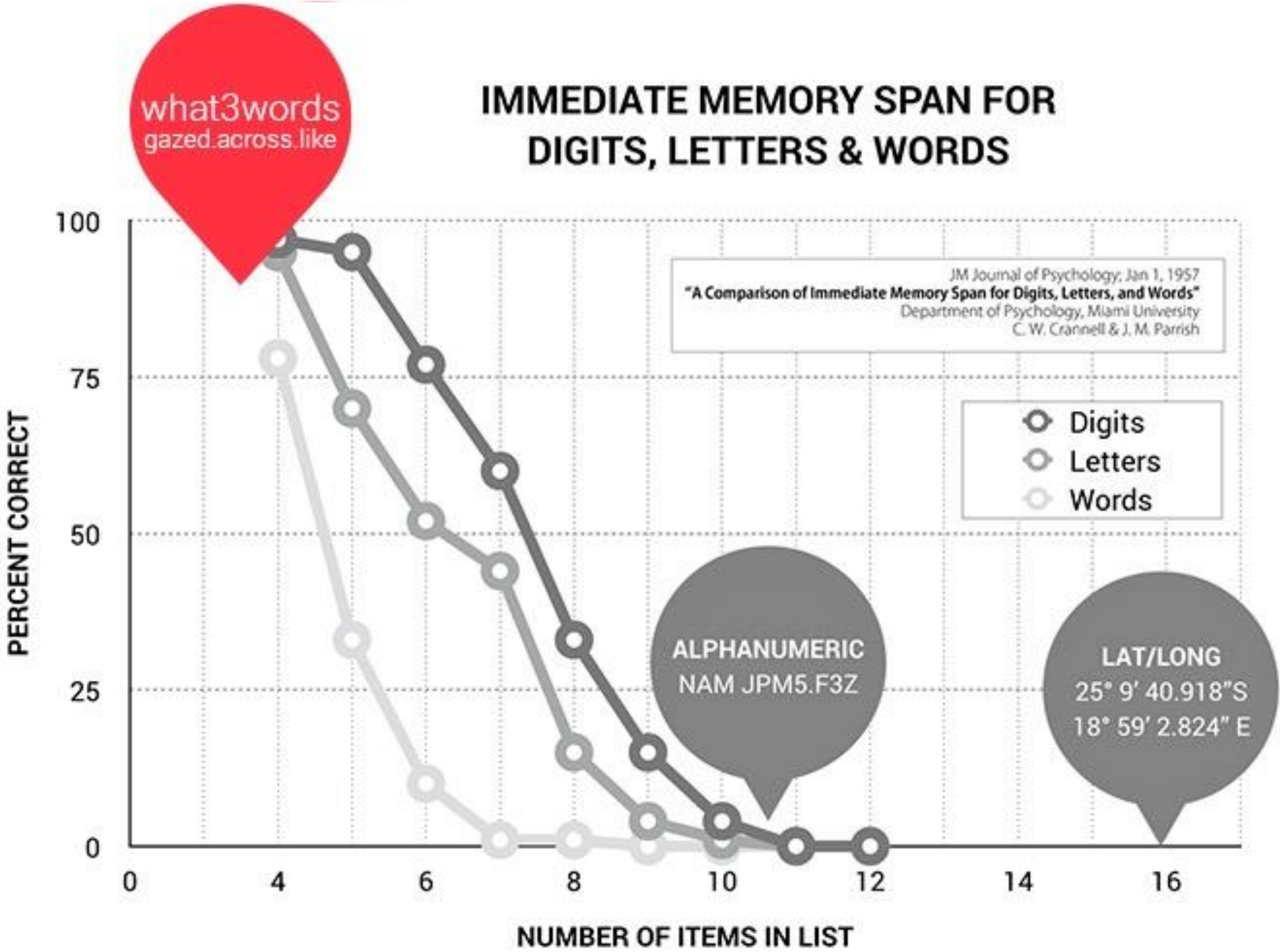
**THE ONLY OPTION IS ACCURATE BUT
DIFFICULT TO REMEMBER & USE**

25° 9' 40.918" S 18° 59' 2.824" E

WHAT3WORDS IS A NEW **GLOBAL** ADDRESS SYSTEM



WORDS BEAT NUMBERS FOR COMMUNICATION



WORDS WORK EVERYWHERE



WORDS MEAN YOU CAN SPOT ERRORS



WORDS ALLOW INTELLIGENT DISTRIBUTION

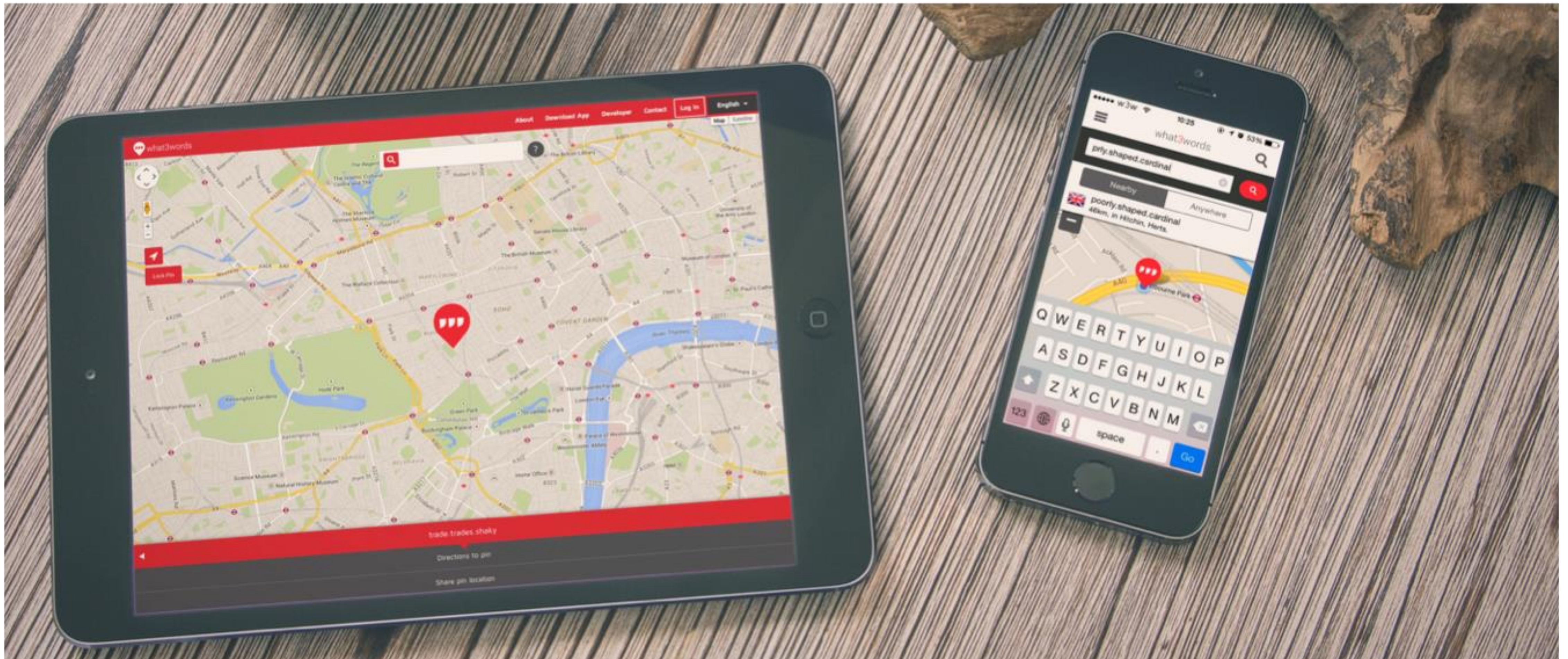


LANGUAGE EMPOWERS COMMUNITIES



A COMMON COMMUNICATION LANGUAGE

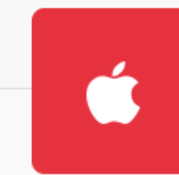




Web API



Code Libraries



iOS & Android SDK

INTEGRATED INTO GIS INFRASTRUCTURE





BEING PILOTED BY THE DEPARTMENT OF RURAL DEVELOPMENT AND LAND REFORM IN SOUTH AFRICA

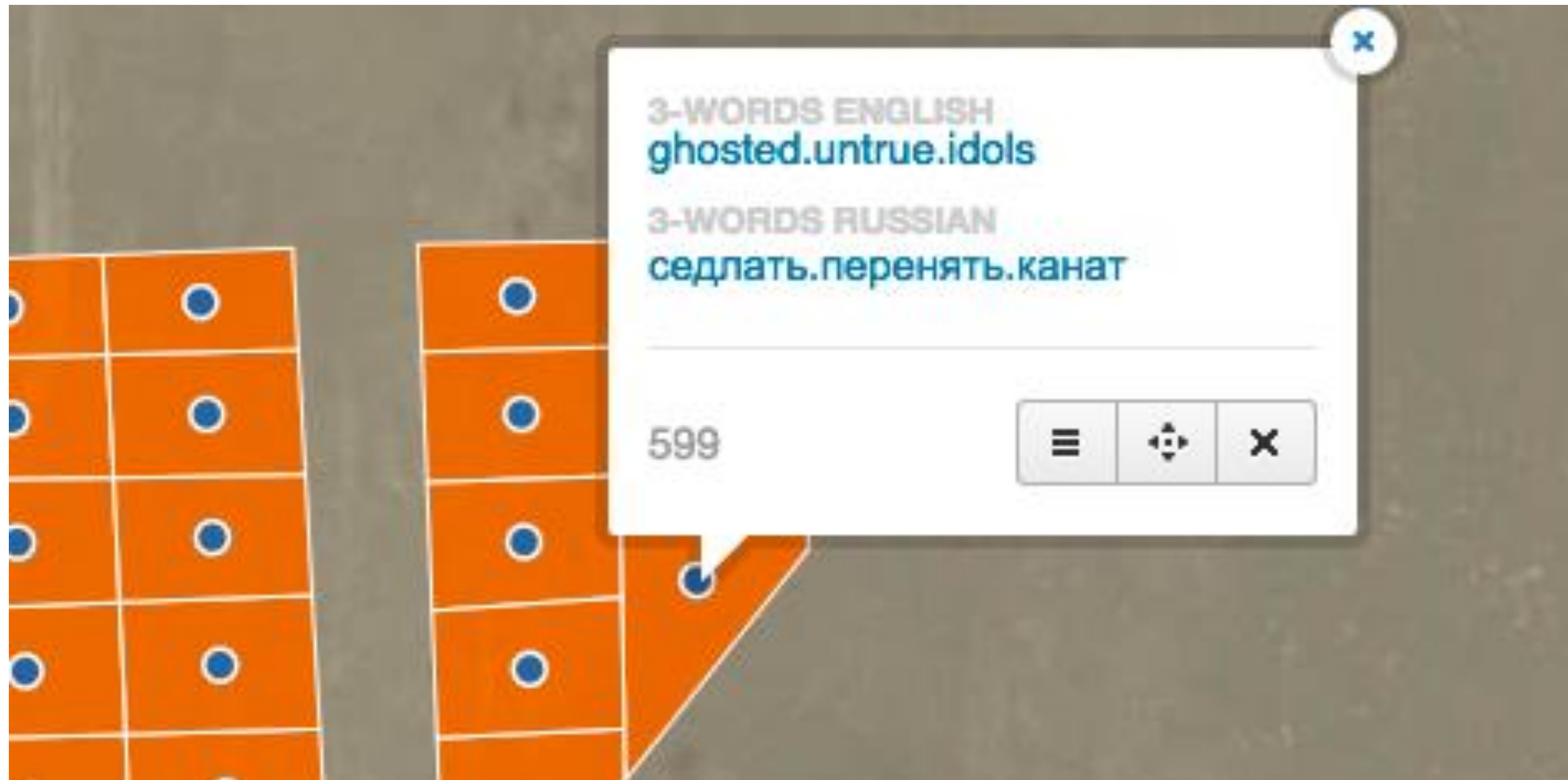


**rural development
& land reform**

Department:
Rural Development and Land Reform
REPUBLIC OF SOUTH AFRICA

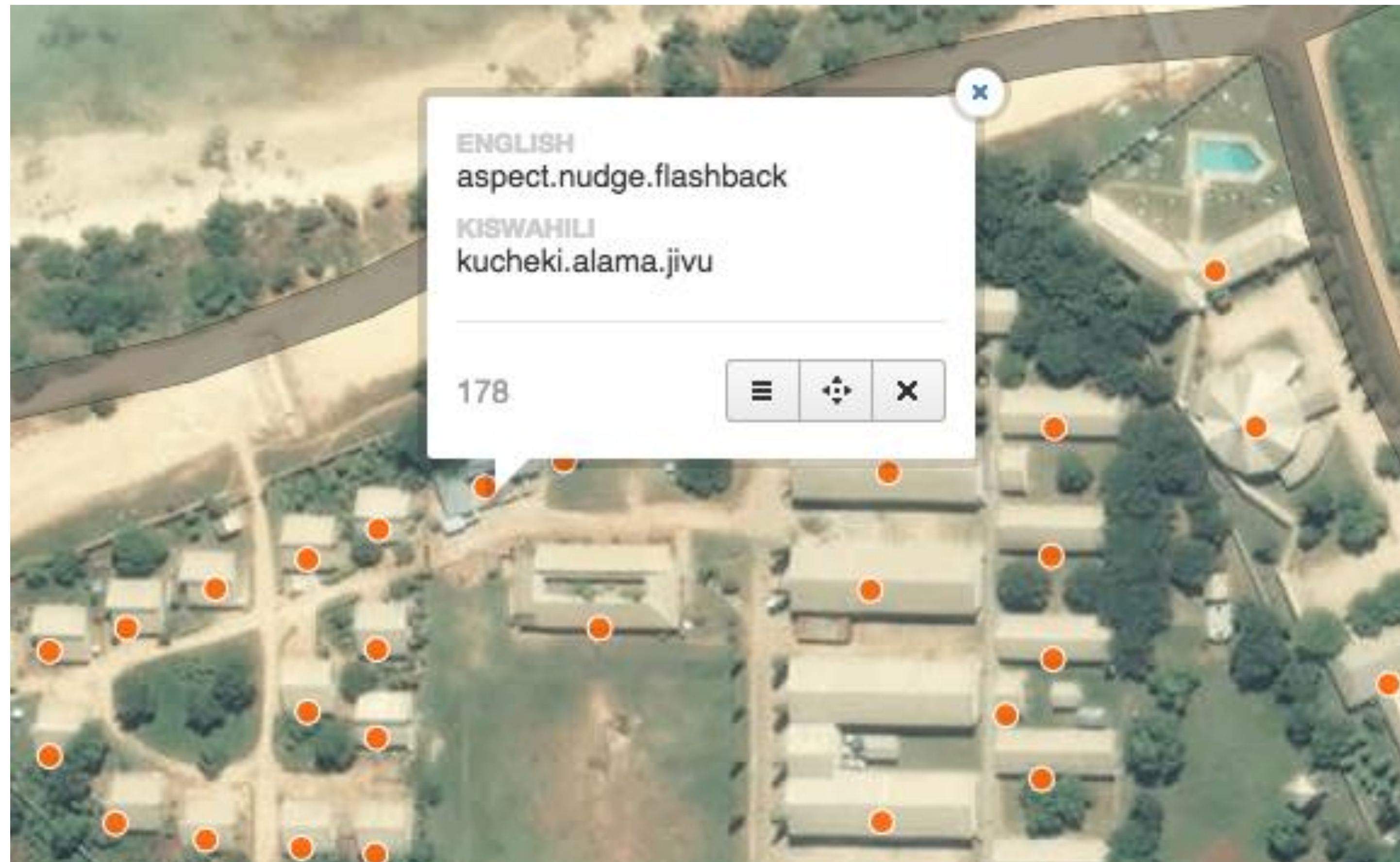
w3w.co/2016/02/drdlr/

WHAT3WORDS FOR LAND ADMINISTRATION



3 WORD ADDRESS AS A UNIQUE ID FOR A LAND PARCEL USING THE ADDRESS OF THE PARCEL CENTROID TO LABEL THE PARCEL

WHAT3WORDS FOR LAND ADMINISTRATION



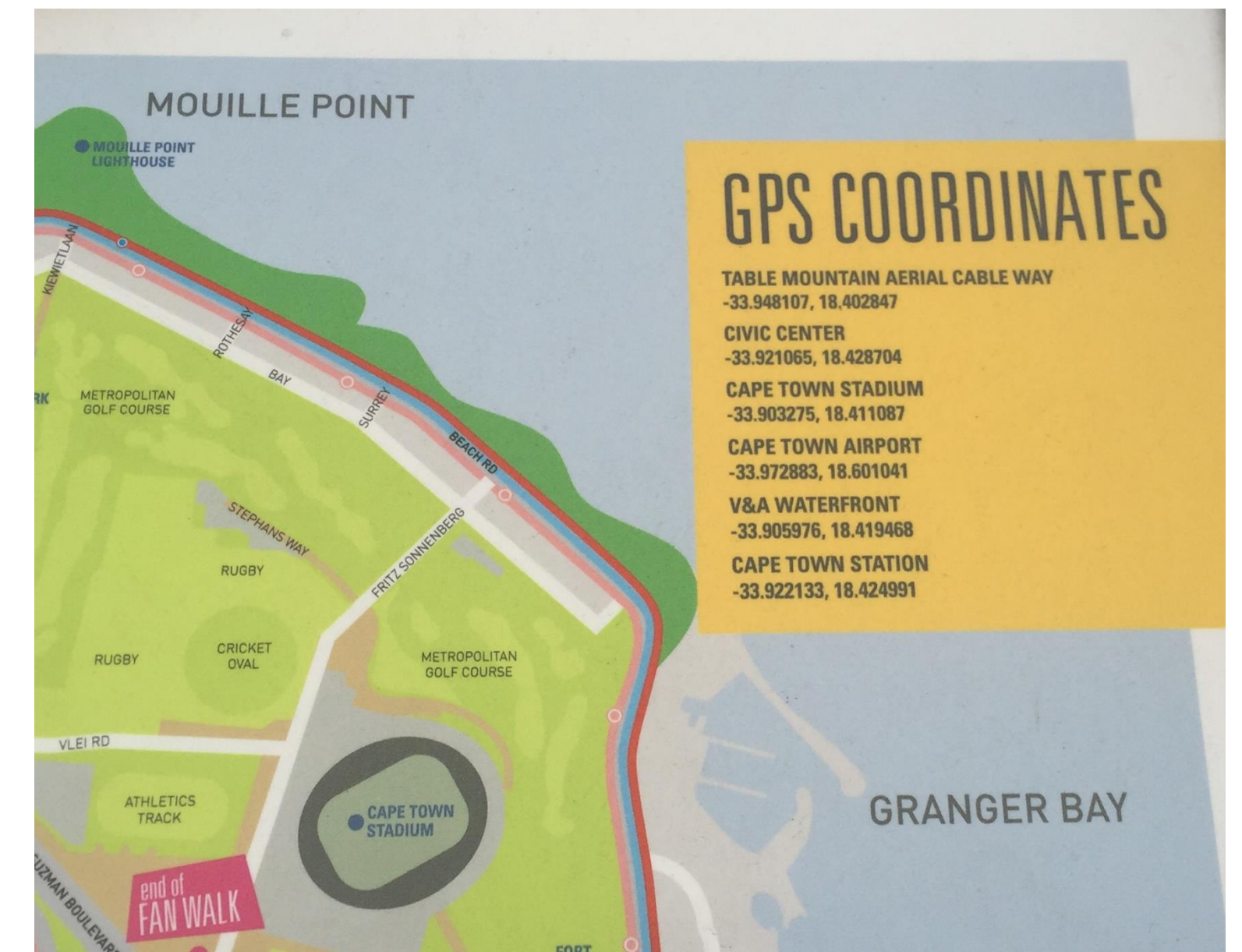
3 WORD ADDRESS ALSO UNIQUE ID FOR MICRO ASSETS
SUCH AS BINS, ELECTRICITY PYLONS OR WATER METERS

WHAT3WORDS FOR LAND ADMINISTRATION

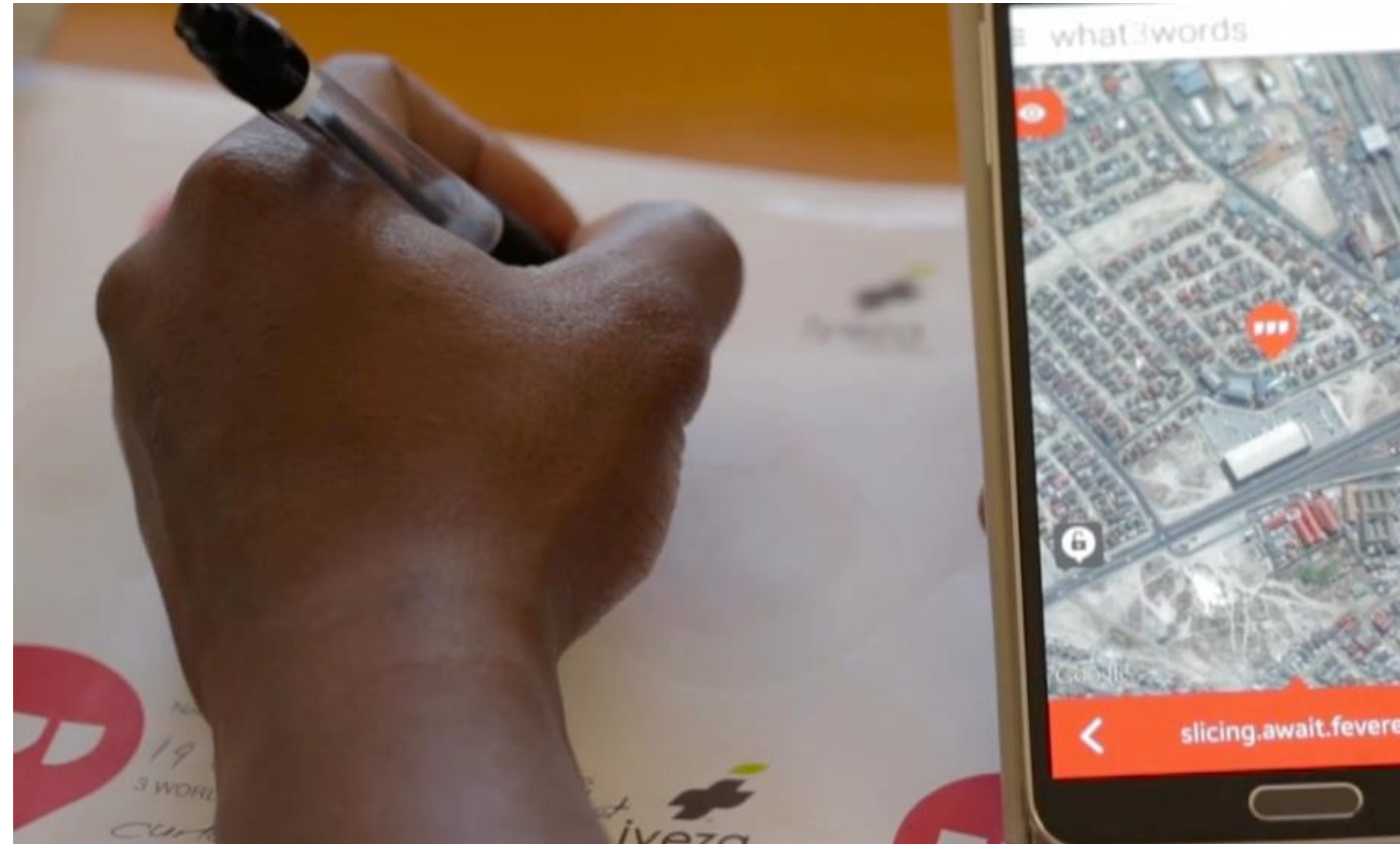
- PROVIDE A **STANDARDISED HOUSEHOLD ID** NOT ONLY FOR PROPERTY TAX BUT ALL KINDS OF TAX COLLECTION
- PROVIDE UNIFORM AND EASY TO COMMUNICATE LOCATION FOR **EMERGENCY RESPONSE** SERVICES
- ALLOW LOCAL GOVERNMENTS AND UTILITIES TO MANAGE AND NAVIGATE TO **MICRO ASSETS** SUCH AS TRAFFIC LIGHTS, PARK BENCHES, RUBBISH BINS, ELECTRICITY SUBSTATIONS AND A HOST OF OTHER ASSETS WHICH HAVE NO ADDRESS

WHAT3WORDS FOR LAND ADMINISTRATION

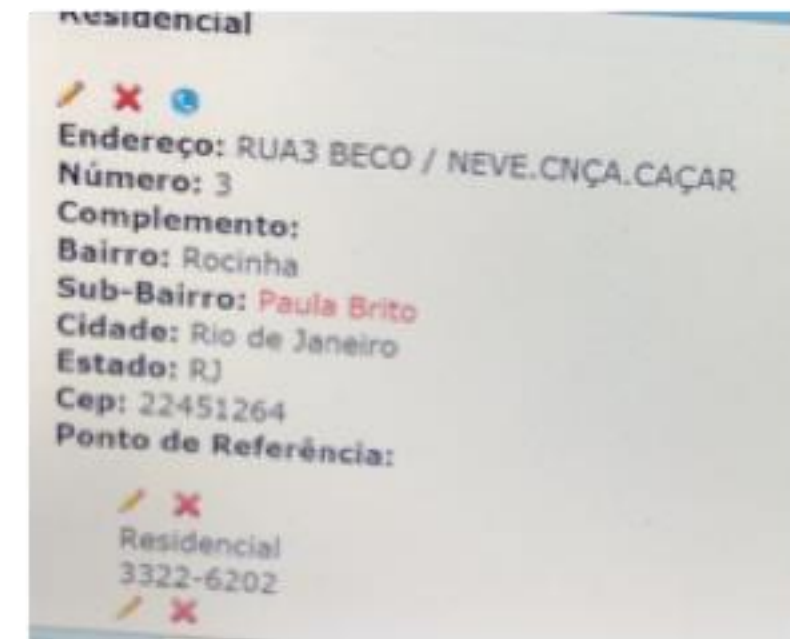
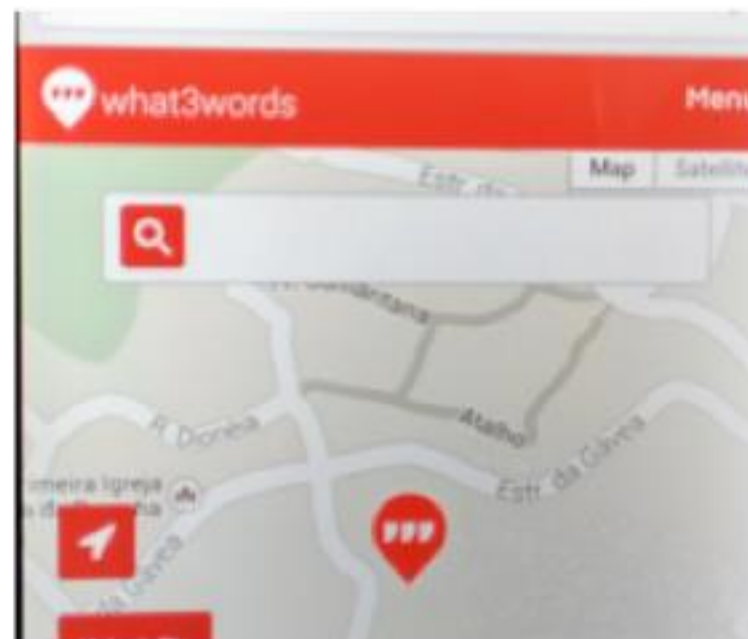
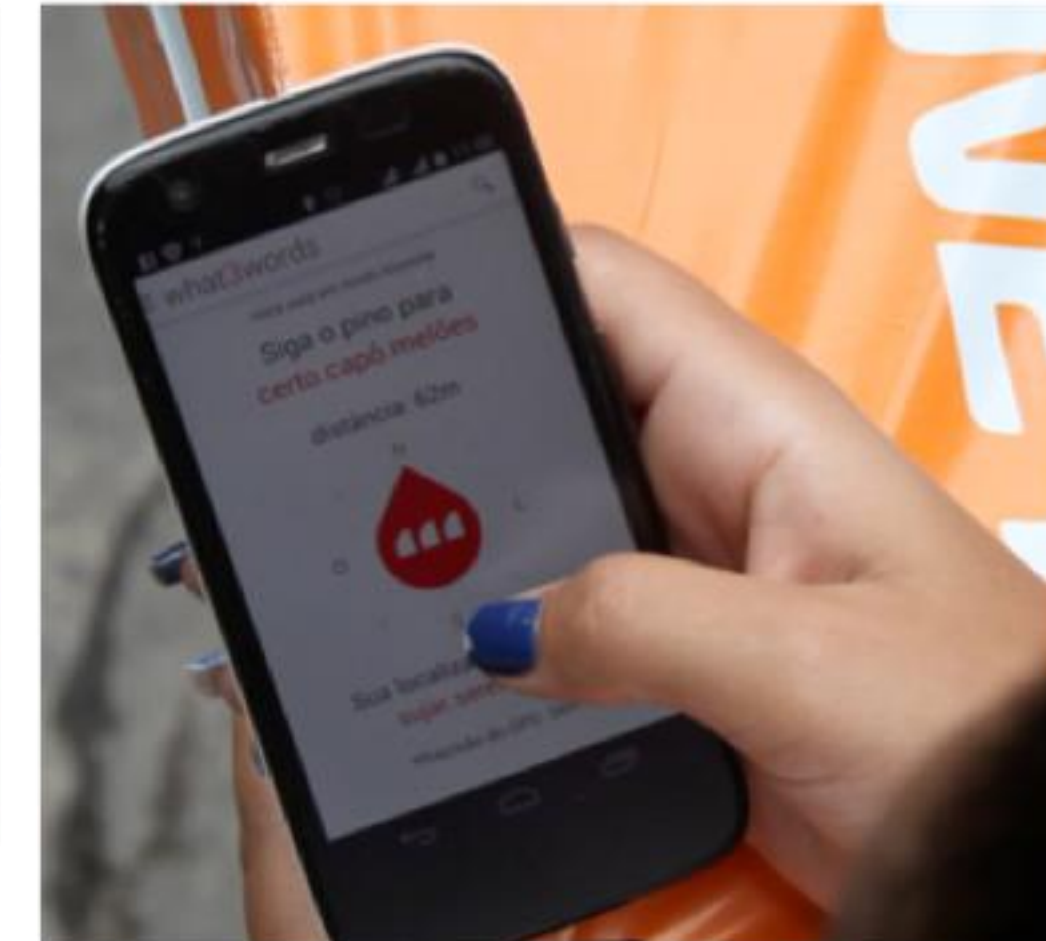
- IMPROVE **FINANCIAL INCLUSION** AND OPEN NEW MARKETS
- **CITIZEN REPORTING**
- **TOURISM** AND EASE OF COMMUNICATION
- TAKE THE PLACE OR ENHANCE A POSTAL CODE BASED SYSTEM FOR **DELIVERY**



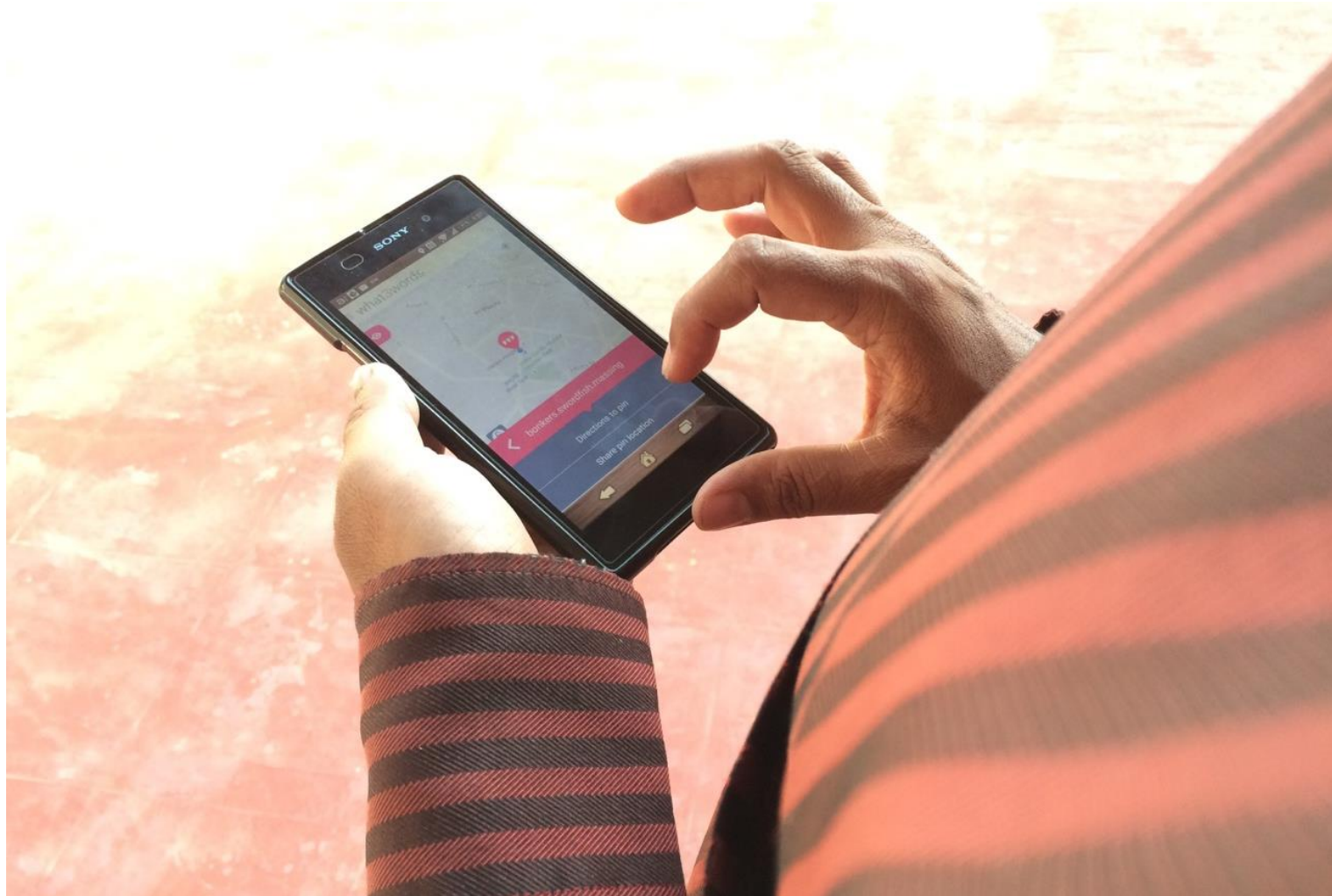
BEING USED IN THE TOWNSHIPS TO DELIVER MEDICINES



BEING USED IN THE FAVELAS TO DELIVER PACKAGES



BEING USED IN THE SLUMS TO DELIVER LIGHT



BEING USED IN RURAL AFRICA TO ERADICATE MOSQUITOS



w3w.co/in2care

COORDINATING 40 PROJECTS WITH USAID RWANDA



USAID
FROM THE AMERICAN PEOPLE



IDENTIFYING WATER POINTS IN TANZANIA

ArcGIS Tanzania Water Points

NEW MAP CREATE PRESENTATION Giles

Details Add Basemap Save Share Print Measure Bookmarks Find address or place

Contents

- Water Quality
- Non Function Reason
- Type of Water Point
- Management Company
- Water Extraction Method
- Village Population
- Status
- World Boundaries and Places
- Topographic

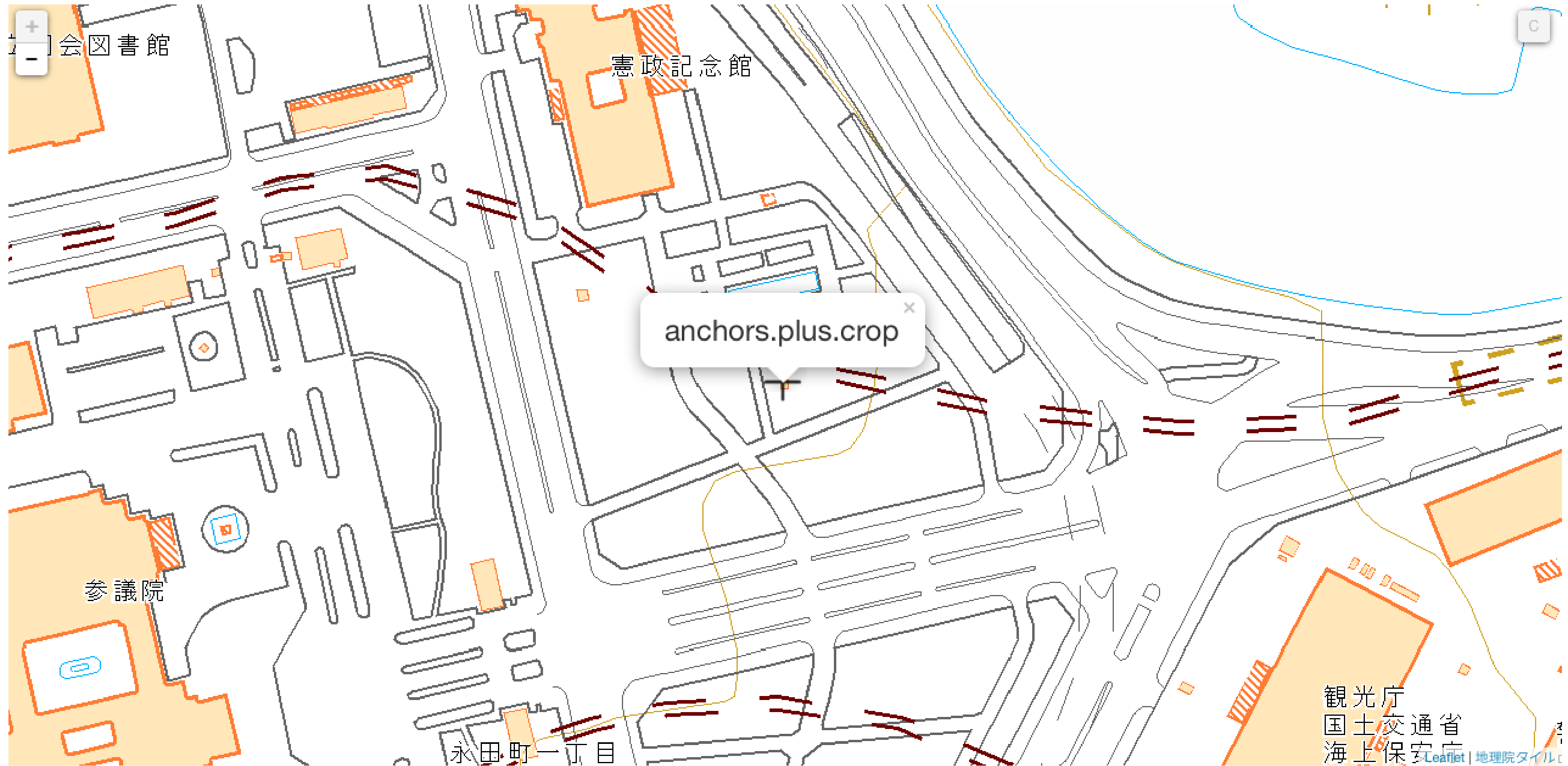
(6 of 14)

Mayo	
NAME	Mayo
TYPE	hand pump
EXTRACTION	Others
PAYMENT	pay per bucket
QUALITY	salty
QUANTITY	insufficient
SOURCE	rainwater harvesting
STATUS	functional
REASON	functional
3 WORDS SW	tutubu.kasoma.inafikia
3 WORDS EN	reimpose.inclusivity.re
LONGITUDE	34.97
LATITUDE	-4.38
Zoom to	

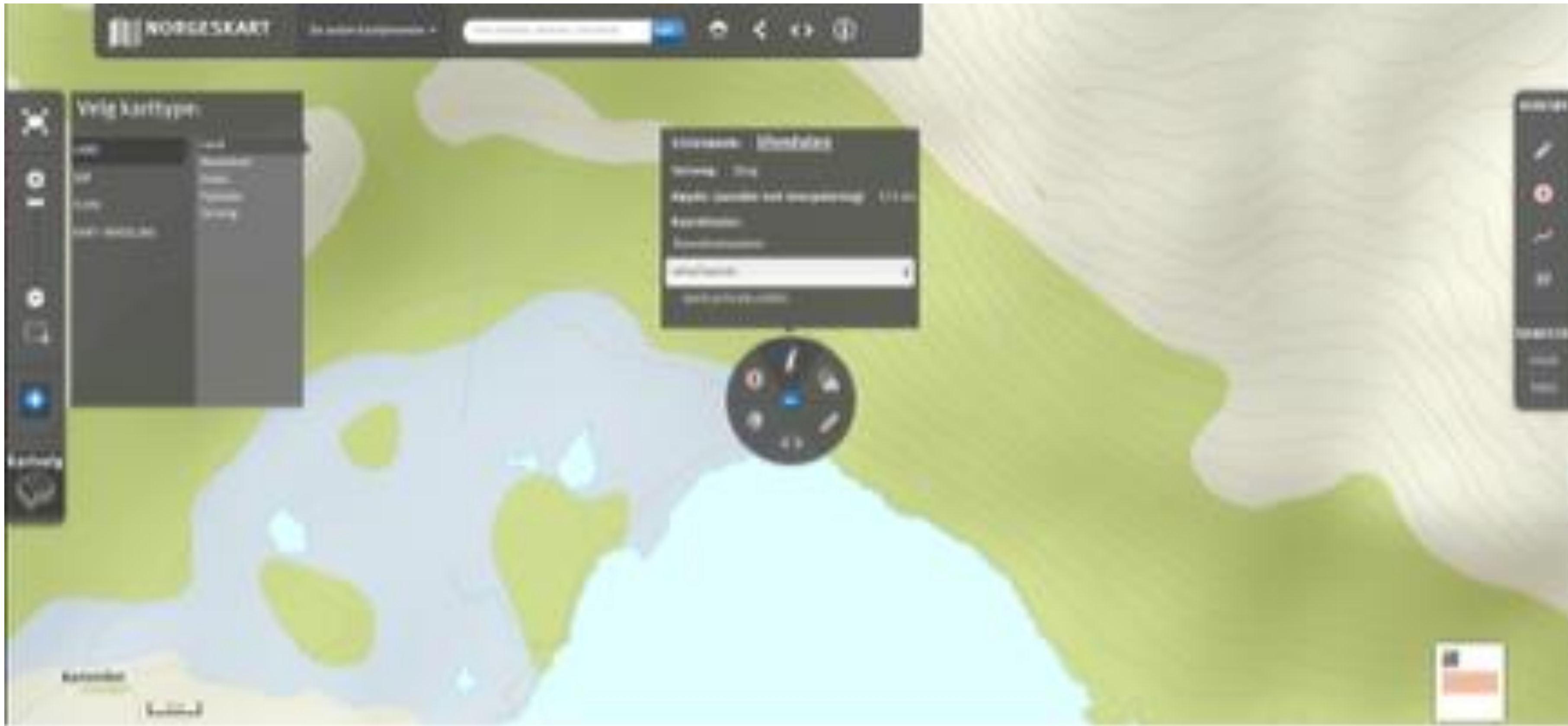
Esri.com . ArcGIS Marketplace . Help . Terms of Use . Privacy . Contact Esri . Report Abuse

Esri, HERE, DeLorme, USGS, NGA

DEMO SITE ON GITHUB FOR JAPAN

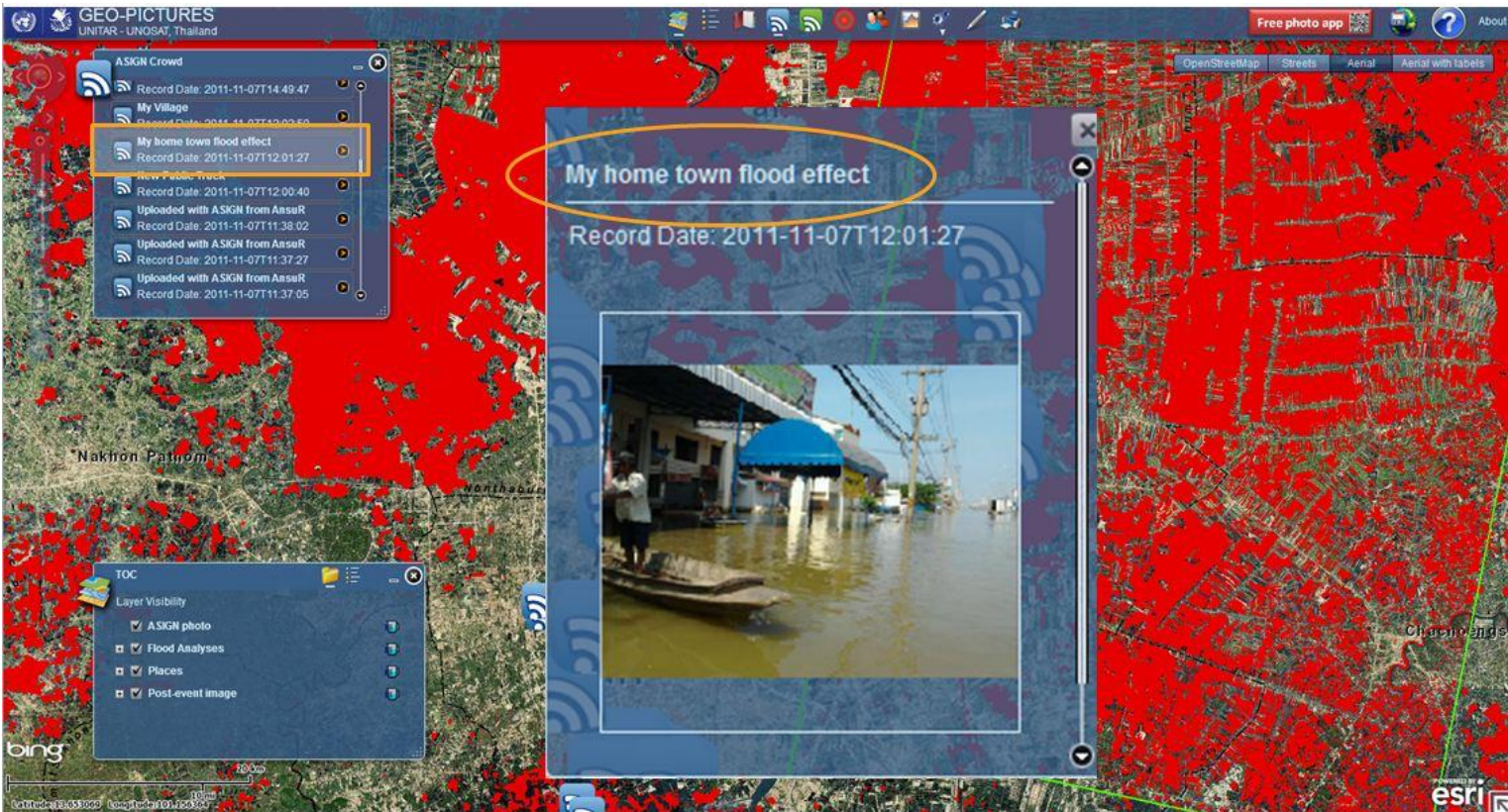


SEARCH AND DISPLAY IN NORWAY



www.norgeskart.no

BEING USED BY THE UN TO REPORT DISASTERS



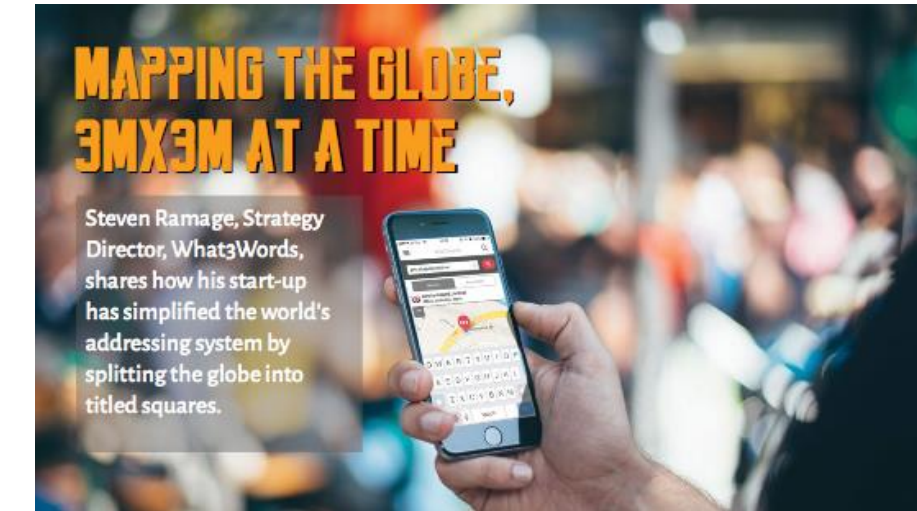
MIGRANT ENCAMPMENT IN FRANCE



MULTI AWARD WINNING



GLOBAL THOUGHT LEADERSHIP & PRESS COVERAGE



Move aside Google Maps, the future of navigation is just three words

What3Words looks to challenge traditional coordinates with words

By **Lee Bell**

Wed Nov 18 2015, 10:16



Tanzania: the smartphone apps putting Africa's fastest-growing city on the map

THE SPECTATOR

The best navigation idea I've seen since the Tube map

Meet the British company that can take you around the world in three common words

Rory Sutherland | 23 October 2014 | 1 Comment



Last week I heard of another British idea which may be as important as Harry Beck's in making navigation mentally easy: www.what3words.com divides the entire surface of the earth into 3m x 3m squares and identifies each with just three common words. So the middle of the Spectator garden is what3words.com, lied4.foods.loudly – while the front door is take.notes.thus. There are about 60 trillion such combinations available.

Geospatial solutions

Home News Opinions Applications Technology Resources

what3words: The geospatial advancement of the year

December 3, 2015 - By Art Kalinski

Bloomberg Business



UN-GGIM
UNITED NATIONS INITIATIVE ON
GLOBAL GEOSPATIAL
INFORMATION MANAGEMENT



what3words
addressing the world

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